



MEMORANDUM
COUNTY OF PLACER
Office of Economic Development

175 Fulweiler Avenue, Auburn, CA 95603-2133
(530) 889-4016 • Fax:(530) 889-4095

DATE: March 13, 2012
TO: Honorable Board of Supervisors
FROM: David C. Snyder, Director 

SUBJECT: COMMITTEE AND COMMISSIONS – Confirm 2012 appointments to the Economic Development Board

ACTION REQUESTED

Confirm the appointments of Joseph Glenn, representing Communications and Rachel Rosenthal, representing Education (public) to the Economic Development Board.

BACKGROUND

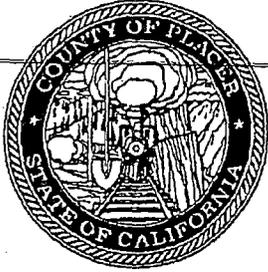
The Purpose of the Placer County Economic Development Board (PCEDB) is to promote Placer County to new and expanded business and industry, facilitate the creation of new jobs and tax revenues, and support tourism, agri-business, film production and workforce development initiatives countywide. The PCEDB also served as the steering committee for the 2009-2010 Economic Development Roadmap. On February 28, 2012, the PC Board of Supervisors approved a resolution increasing the size of the board to 17 seats, adding a seat representing the Communications Industry as well as Public Education and the PCEDB is now composed of seventeen members including two representatives of the Board of Supervisors, one from District Five and one from District Two; six representatives, one from each of the six incorporated cities and/or towns appointed annually by their respective councils; and nine representatives from the Ad Hoc Technical Advisory Resource providers including agricultural, communications, education (public & private), healthcare, manufacturing, non-profit, tourism and utilities to serve staggered, two-year terms.

Per the Bylaws of the PCEDB, the Executive Committee met on January 3, 2012, and after reviewing several applications from qualified individuals from each industry, recommended to the full Board the need for additional seats for a communication representative as well as a representative from public education, therefore, asking your Board to confirm the appointments of Joseph Glenn, representing Communications and Rachel Rosenthal, representing Education (public) as representatives for the Ad Hoc Technical Advisory Resource providers serving two-year terms. On January 19, 2012 the Economic Development Board voted unanimously to approve the appointments.

ENVIRONMENT IMPACT - None

FISCAL IMPACT – None

Attachments



PLACER COUNTY
Board of Supervisors

Application for Membership on
Advisory Board or Commission

The following is public information.

Application For Membership on: Placer County Economic Development Board
(Name of Board, Commission, or Committee)

If this Board/Commission/Committee calls for a specific type member, please indicate the position for which you are applying: Utility Seat

Name: Joseph Glenn

Supervisorial District in which you reside: reside: Nevada County; work: Roseville

Time you are available for meetings: Days: ANY Times: ANY

Employment Experience/Profession (A Resume may be Attached):
See: resume!

Organization/Community Experience: World at Work - The total rewards ASSOC.; American Society for Training and Development (ASTD); Association of Directory Publishers (ADP) - through 2006; YPA - through 2006

Educational Experience:
CSU Sacramento - MBA

Applications Will Be Retained For Two Years
Application must be filed with the Clerk of the Board of Supervisors
175 Fowell Avenue, Room 101, Auburn, California 95603

Date: 11/21/11 Signature: [Signature]

The following is considered Confidential Information for Placer County Staff use ONLY

Residence Address: _____

Mailing Address: _____

Phone Numbers: Home: _____ Business: _____

Fax: _____ E-Mail: _____

Leadership Profile

Solution-oriented business strategist with a proven record of success in growing customer base, turnaround management for underperforming operations, streamlining operations, improving sales channel revenue, and driving profits to new heights. Excellent track record as a focused business development professional with proven experience in implementing contemporary solutions designed to drive overall program profitability.

- Brings hands-on experience in all functional areas, including business operations, marketing, product development, project management, organizational development, training, and sales.
- Recognized as a change agent with the vision and executive strengths to devise and implement successful strategies for improved efficiency, increased market share, and earnings.
- Exceptional leadership, collaboration, and communication skills coupled with industry insights into emerging opportunities, trends, issues, and challenges facing the industry.
- Outstanding ability to build a talented and efficient sales operation with transparent leadership that drives team ownership and empowers staff; effectively motivates, guides, and mentors individuals.
- Highly creative and passionate professional who promotes a learning organization and embraces dialogue with a strong desire to achieve business goals.

Areas of Expertise

Strategic Planning	Product Development	Budgeting/Forecasting
Business Development	Brand Management/Sustainability	Trend Analysis
Partner/Channel Sales	Competitive Research	Revenue Management
Contract Negotiation	Program Management	Expense Control
Operations	Training/Development	Quality Assurance
Marketing	Personnel Management	Customer Service

Professional Accomplishments

SUREWEST COMMUNICATIONS 1997 - Present
Director, Consumer Sales (2006 - Present)

Video Broadband (2006 - Present)

- Exceeded 2010 sales forecast for an innovative product line launch that established forefront competitive market positioning and achieved a 52% penetration rate in existing client base.
- Implemented retention tactics in the mid-west regional market and achieved industry leading performance of 1.3% customer churn rating, 2010.
- Drove 12% growth in average revenue per unit and a 4% increase in product unit volume during a period of aggressive national competition and a downturn economy that resulted in revenue increases of 13%, 2009.
- Chaired cross-functional committee for ground-breaking industry initiative launched in 2009 delivering best-in-class customer education at point of install that reduced technical support and customer care calls from new clients by 80%.
- Produced record-breaking new sales growth for client volume and product units in the Sacramento market that produced 16K+ new clients and 22K+ new multi-product packages, FY 2008.
- Integrated loyalty and retention channel into the consumer sales operation that increased retention success rate from 37% to over 65%, 3Q, 2008.
- Launched companywide sales recognition and reward program for customer-facing employees that significantly increased non-sales revenue while saving over \$160K in expenses, 4Q, 2008.
- Consolidated two regional call centers that increased sales revenue rates by 25% through ensuring consistency and sales techniques across all product lines, 2008.

Professional Accomplishments Continued

SUREWEST COMMUNICATIONS CONTINUED

- Saved over \$150K in annual expenses through new software migration, 4Q, 2008; performed in-depth comparison research, selected vendor, negotiated contract, and oversaw project implementation.
- Streamlined operational structure to increase quality, ensure SOX compliance, and create consistency with internal workflow processes that generated an increase in sales completion rates from 73% to 91%, from 2007 to 2009.

Wireless (2006 - 2008)

- Launched cross selling program initiative that drove integration across multiple product lines and produced 350 new contracts per month, 2008.
- Re-energized wireless retail channel and produced positive revenue increases after 2 consecutive years of negative growth, FY 2007.
- Successfully restructured retail operations through establishing new leadership, implementing a more flexible compensation structure, and controlling marketing and merchandising practices, 2007.
- Doubled volume of sales channel, after implementing a dealer qualification process, tiered compensation program, and enhanced support features, 2007.

Director, Sales and Operations (2005 - 2006)

- Drove initiative to launch Highway 50 directory in 2006, surpassing first year target and generating over \$750K in new revenue.
- In-sourced underperforming national sales channel that increased sales by 10% while decreasing expenses by \$100,000, 2006.
- Negotiated a 30% reduction in printing expenses with existing vendor that drove additional savings in shipping and an increase in product quality, 2006.
- Engineered a \$1M annual revenue share agreement with a local search engine website; successfully negotiated with the McClatchy Group and Planet-Discover, 2005.

Sales Manager (2000 - 2005)

- Developed and launched a branding program competition that earned the 2004 Yellow Pages Association Industry Excellence Gold Medal for directory cover design.
- President's Club winner and incentive trip recipient for top sales achievement out of 3 sales divisions, 2004.
- Led website redevelopment project that received recognition for web content and design, 2004.
- Named Employee of the Quarter for execution of special projects, 2003.
- Developed and launched an innovative advertising program that drove double-digit sales growth in the Roseville market for the first time in a decade, 2003.
- Led project management for 2001 launch of initial Internet search engine that grew into \$1M revenue stream.

Sales Representative (1997 - 2000)

- Initiated concept for new competitive directory in the Auburn-Grass Valley market area, from proposal development and executive buy-in to planning and roll-out that exceeded first year target of \$450K in new revenue with ongoing increases for over 10 years.
- Named Employee of the Quarter for innovations in marketing, 1998.
- Consistently met and exceeded sales goals with emphasis on client education, 1997 - 2000.

Education

Master of Business Administration

California State University, Sacramento

Bachelor of Arts Degree in Business Administration

Golden Gate University

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PLACER COUNTY
BOARD OF SUPERVISORS

APPLICATION FOR MEMBERSHIP ON
ADVISORY BOARD OR COMMISSION

THE FOLLOWING IS PUBLIC INFORMATION

APPLICATION FOR MEMBERSHIP ON: Placer County Economic Development Board

(NAME OF BOARD, COMMISSION, OR COMMITTEE)

IF THIS BOARD/COMMISSION/COMMITTEE CALLS FOR A SPECIFIC TYPE MEMBER, PLEASE INDICATE THE
POSITION FOR WHICH YOU ARE APPLYING: Education Seat

NAME: Rachel Rosenthal

SUPERVISORIAL DISTRICT IN WHICH YOU RESIDE: District 3

TIMES YOU ARE AVAILABLE FOR MEETINGS: DAYS: Monday-Saturday TIMES 7:30 am - 8 pm

EMPLOYMENT EXPERIENCE/PROFESSION (A RESUME MAY BE ATTACHED):

Vice President of Instruction for Sierra College. Please see attached resume for additional
information.

ORGANIZATION/COMMUNITY EXPERIENCE: Member Rotary Club of Roseville,

Puppyraiser for Canine Companions for Independence

EDUCATIONAL EXPERIENCE: Ed.D. Educational Leadership, M.S. Applied Mathematics,
M.A. Education, B.S. Mechanical Engineering

APPLICATIONS WILL BE RETAINED FOR TWO YEARS

APPLICATION MUST BE FILED WITH THE CLERK OF THE BOARD OF SUPERVISORS
175 FULWEILER AVENUE, ROOM 101, AUBURN, CALIFORNIA 95603

DATE:

11/22/11

SIGNATURE

Rachel Rosenthal

THE FOLLOWING IS CONSIDERED CONFIDENTIAL INFORMATION FOR PLACER COUNTY STAFF USE
ONLY

RESIDENCE ADDRESS: _____

MAILING ADDRESS: _____

PHONE NUMBERS: HOME: _____

BUSINESS: _____

FAX: _____

E-MAIL: _____

Rachel Rosenthal, Ed.D.

Education	Ed.D.	Educational Leadership, U.C. Davis
	M.A.	Education, Curriculum and Instruction, C.S.U. Sacramento
	M.S.	Applied Mathematics, U.C. Davis
	B.S.	Mechanical Engineering, Oklahoma State University

Administrative Experience

Vice President Instruction/Assistant Superintendent *Sierra College, 2007 to present*

Provide leadership for comprehensive credit and noncredit instructional program providing transfer, career technical and basic skills programs for approximately 22,000 students at four district sites.

- **Student Learning and Program Development**
 - Collaborate to develop the schedule of class offerings
 - Collaborate on priorities for enrollment management
 - Participate in curriculum development and ensure articulation with four-year colleges and universities
 - Assess program effectiveness
 - Coordinate and monitor college wide FTES reports
- **Planning, Policy, Finance and Facilities**
 - Manage Planning Research and Resource Development Department
 - Oversee college's strategic planning, resource allocation process, and completion of institutional goals
 - Develop, recommend and implement district policies and procedures
 - Participate in all Board of Trustee meetings
 - Manage instructional operating budget of approximately \$40 million
 - Participate in development of short- and long-range district budgets
 - Collaborate on development of Facilities Master Plan

- **Community Involvement and Economic Development**
 - Direct and monitor operations and activities of grant development
 - Oversee federal, state and local grants totaling approximately \$2M
 - Manage career technical education and contract education
 - Coordinate with feeder high schools, other two- and four-year colleges and universities
 - Meet regularly with local businesses and community organizations
- **Accreditation**
 - Serve as Accreditation Liaison Officer, responsible for Self Evaluation Report, annual compliance reporting, substantive change reports, compliance with accreditation standards
 - Served as a team member for Orange Coast College and College of Marin comprehensive evaluations
 - Scheduled as team member for Hawai'i Tokai International College Comprehensive evaluation
- **Professional Development and Employee Relations**
 - Manage comprehensive faculty, classified staff and management staff development program
 - Support innovative programs to increase understanding and appreciation of diversity
 - Administrative responsibility for approximately 190 full-time faculty, 700 part-time faculty, 12 educational administrators, and 70 classified staff
 - Participate in screening, selection, and evaluation of administrators, faculty, and classified staff
 - Serve as District negotiator for Omniparty, a joint interest-based labor relations organization for faculty, classified staff and management
 - Serve as District negotiator with classified staff bargaining unit

Major Accomplishments

- Led the college to reaffirmation of accreditation in 2010 following ACCJC's repeated action to place the college on Warning in 2008 and 2009
- Facilitated the development of a District Strategic Plan and Educational Master Plan
- Led the redesign and implementation of a district wide planning process to ensure all planning efforts and resource allocations are aligned with the college's mission, Educational Master Plan, Strategic Plan, and accreditation standards
- Accelerated the redesign, implementation and integration of results of the program review process into the planning cycle for 130 instructional, student services and operational areas within a three-month period

Dean, Planning, Research and Development *American River College, 2004-2007*

- Member, President's Executive Staff reporting directly to the president
- Manage college wide support areas: institutional research; professional development; technology support and infrastructure; instructional technology training; grant coordination; media services; and distance education program
- Direct administrative responsibility for college's strategic planning and reporting processes,
- Participate in policy and college decision-making
- Serve as accreditation liaison officer, coordinated the Midterm Report which was accepted without conditions and the Substantive Change Report for approval of the Natomas Center

Major Accomplishments

- Facilitated a major revision of college's online master planning process to ensure alignment with District planning and with accreditation standards
- Served as accreditation team assistant for Fashion Institute of Design and Merchandising, compiled and edited Team Report, planned logistics for team site visit
- Initiated, obtained funding, and implemented a new college content management system (CMS) to allow college staff members to easily create and maintain web pages
- Co-authored \$2 million federal Title III grant designed to increase first-time freshmen student success and persistence

Dean, Mathematics *American River College, 2001-2004*

- Responsible for management and administration of mathematics, statistics, engineering, and design technology instructional areas, as well as the mathematics tutoring center, instructional lab, and the MESA (Math, Engineering, and Science Achievement) student support center
- Led revitalization of mathematics department, resulting in a new degree program the first online Statistics course, and a student self-placement assessment process for mathematics
- Increased facilities use through analysis and restructuring of course offerings
- Served as the grant administrator for MESA program and the NASA center for student success
- Represented management for the renegotiation of the faculty contract related to evaluation process

Teaching Experience

Full-Time Mathematics Instructor *American River College, 1994-2000*

- Directed the mathematics tutoring center
- Obtained Partnership for Excellence I and II funding for the mathematics tutoring center
- Served as the faculty advisor for three student organizations: Math Club, California Alliance for Minority Participation (CAMP), and Women in Technology

Part-Time Mathematics Instructor *American River College, 1992-1994*

Industry Experience

Senior Engineer, Caltrans, *Sacramento, CA* *1991-1994*

- Served as Registered Civil Engineer and Project Manager for the design of highway overpass seismic retrofit projects
- Implemented and trained staff on use of software-based project management system

Project Engineer, WillBros Engineering, *Tulsa, OK* *1990-1991*

- Managed cost estimating and cost reporting for \$550 million natural gas transmission project

Project Engineer, Occidental Petroleum Company, *Tulsa, OK* *1978-1984*

- Served as a Project Manager with progressive responsibilities for cost estimation and design, supervision of construction, and contract negotiations for natural gas processing facilities
 - Trained company executives on strategies to strengthen interpersonal skills
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Professional Memberships/Committees/Licenses

Association of California Community College Administrators (ACCCA)

ACCCA Commission for Legislative Affairs

Mentor, ACCCA Mentor/Mentee Program, 2009

Mentee, ACCCA Mentor/Mentee Program, 2004

California Community Colleges Chief Instructional Officers (CCCCIO)

Registered Civil Engineer, California

Honors/Presentations/Publications

- Manager of the Year, Sierra College, 2011
 - Mertes Award for outstanding research on substantive issues related to California Community Colleges, Association of California Community College Administrators, 2009
 - Rosenthal, Rachel (2009). Why Faculty Do Not Aspire to Administration...And What To Do About it, Association of California Community College Administrators Reports
 - Rosenthal, Rachel (2006). Put the Money Where it Counts, eJournal of Educational Policy, Winter 2006
 - Rachel Rosenthal and Jim Higgins (2004). A Model for Online Strategic Planning. American Association of Community Colleges Conference, Minneapolis, MN
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Community Involvement/Community Service

Member, Rotary Club of Roseville

Volunteer puppy raiser, Canine Companions for Independence, 1998- present
Education Day Chair, Sacramento Chamber of Commerce,
Leadership Sacramento, 2006

Member, Sacramento Chamber of Commerce Leadership Sacramento, 2005