



MEMORANDUM
COUNTY OF PLACER
Office of Economic Development

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

DATE: February 14, 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 David Attaway, representing Tourism; Veronica Blake, representing Non-Profits; Bonita Roznos representing Education (private); and Clay Schmidt representing Utilities 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 November 8, 2011, the PC Board of Supervisors approved a resolution increasing the size of the board to 15 seats, adding a seat representing the Non-Profit Industry and the PCEDB is now composed of fifteen 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 seven representatives from the Ad Hoc Technical Advisory Resource providers including agricultural, education, 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 the each industry, recommended the appointments of David Attaway, representing Tourism; Veronica Blake, representing Non-Profits; Bonita Roznos representing Education (private); and Clay Schmidt representing Utilities 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

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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: 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: non-profit

Name: Veronica Blake

Supervisory District in which you reside: 5

Time you are available for meetings: 3rd Thursday of January, April, June, Sept @ 3 pm
Days: Times:

Employment Experience/Profession (A Resume may be Attached):
CEO, Placer Community Foundation - Resume attached

Organization/Community Experience: Current volunteer experience:
Valley Vision Board of Directors Plan Year Giving Day
Volunteer, Member of Placer Collaborative Network

Educational Experience: - Resume attached

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

Date: 11/21/11 Signature Wm A Blee

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

Residence Address: _____
Mailing Address: _____
Phone Numbers: Home: _____ Business: _____
Fax: _____ E-Mail: _____

Veronica R. Blake

Summary of Qualifications

20 years experience in executive level management. Extensive experience in developing appropriate systems and resources to facilitate the day-to-day operations of non-profit organizations in the areas of development and delivery of programs; education and outreach; policy development; administration and operations; fundraising and resource development. Fifteen years experience working with non-profit volunteer boards developing a shared vision for the future of the organization, building understanding around the current mission and appropriate goals and strategies to advance the mission of the organization. Cultivates effective relationships with community and business leaders, constituents, public officials, media, relevant professional organizations, volunteers and potential funders. Develops comprehensive fund raising programs and initiatives that included annual and special events, and major giving programs. Writes and receive grants. Serves as the agency spokesperson and goodwill ambassador, maintaining a positive professional reputation in the community. Manages financials and monitors investment portfolios for non-profit organizations.

Work Experience

2004 to Present, Placer Community Foundation Serves as the first chief executive officer. Worked with the board of directors to create a philanthropic organization to serve the people of Placer County and grow local giving. As CEO, activities include: converting a private foundation into a public charity; rehabilitating and occupying a historic building in Old Town Auburn; development of needed staffing, systems and infrastructure; compliance with national standards for community foundations; launch of initiatives supporting nonprofit capacity building, youth development and arts; attraction of new donors and 183% in asset growth; generating visibility and credibility for community philanthropy. Developed an international reputation as a champion of community philanthropy and community foundation leadership and speaks at sector events for the Council on Foundations and Community Foundations of Canada.

In 2011 the Foundations assets have grown to \$8.5 million (almost three times the original assets), grants will be in excess of \$500k and at least 20 known planned gifts are in the pipeline. The Foundation provides support to the nonprofit sector in form of grants, trainings and leadership. This year the foundation convened a first ever nonprofit leadership summit in Placer County with over 200 volunteer board members in attendance to learn best practices in governance and the board's role in fundraising.

2002 to 2004

Executive Director, Sutter Auburn Faith Hospital Foundation, Auburn California. Served on the hospital's administrative team and was an active leader in creating a culture of philanthropy at the hospital. Created partnerships with businesses and other institutions that contributed to the organizations special event success – a \$150,000 net income on the Faith and Fantasy Ball. Fostered relationships with staff, donors and board members to secure adequate income and strong personal commitments from those who have an interest in the hospital. In two years, increased Foundations revenue from philanthropy by 100%. Developed and implemented

appropriate fund-raising, donor acquisition, and financial development strategies. Grew the Foundations donor base by 200%. Put in processes for the management of the organizations investments. Developed a Planned Giving Roundtable. Solicited and was successful in cultivating planned gifts in excess of \$1.5 million.

1995-2002

Executive Director, Placer SPCA, Roseville, California.

Served as the agency's Chief Executive and was responsible for all administrative, fund development, financial, personnel and operational activities of the organization. During this time the agency grew from having 3 employees to 20 employees and an annual budget of \$50,000 per year to nearly \$1,000,000. Developed a six month operating reserve, a diverse funding base, sound policies and procedures, a strong volunteer base, a strong donor base, a 300% increase for contract services with the City of Roseville, an expansion of the facility (capacity doubled), and progressive programs and services that have received national recognition.

1989-1995

Vice President Operations, Randall Development Company, Newcastle, California. Oversaw day-to-day operations of a small real estate development company specializing and high-end residential. Responsible for developing proposals to obtain bank financing, working with land use agencies, acquisition and subdivision of property, construction, sales and marketing.

Education and Awards

2010- Senior Fellow, American Leadership Forum

2009-Outstanding Grant Maker for the Sacramento Region

2005-Community Foundations Fundamentals Course

2002 Annual Giving Program – Institute for Healthcare Philanthropy, University of Wisconsin-Madison School of Business

2001 Graduate of Leadership Auburn

2000 – Recipient of Business and Professional Women's Young Careerist Award

1999-Graduate of Non Profit Leadership Raising the Standard, a comprehensive 9 month management assistance and Leadership Development Program offered by the Non-Profit Resource Center and the Packard Foundation

1998 Graduate of Leadership Roseville

Current Volunteer Work

Valley Vision – Board of Directors

Placer Collaborative Network – member

Plan Your Giving Day – volunteer



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: Bonita Roznos

Supervisorial District In which you reside: District 4

Time you are available for meetings: Days: M-TH Times: 9-6pm

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

Organization/Community Experience: See Resume

Educational Experience: See Resume

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

Date: 11/4/11 Signature: [Handwritten Signature]

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

Residence Address: _____
Mailing Address: _____
Phone Numbers: Home: _____ Business: _____
Fax: _____ Mail: _____

BONITA A. ROZNOS

EDUCATION

University of Southern California

Los Angeles, CA

- Master degree in Education Administration
- Certificate in Business Management
- Bachelor degree in Sociology

EXPERIENCE

2009 – Present Brandman University of the Chapman System Roseville, CA
Campus Director, Sacramento Valley Campuses (Folsom, Roseville and Yuba City)

- Provide strategic leadership in the development of a campus enrollment plan
- Manage campus resources and coordinate organizational resources to facilitate the achievement of Brandman University goals and ensure objectives are in compliance with regional and program accreditation.
- Meets or exceeds key metrics including new student enrollment, student retention and operating income/margin.
- Coordinates administrative and academic operations with internal and external constituencies to ensure excellence in education and service and facilitates positive working relationships with such constituencies.
- Ensures academic and administrative operations are in compliance with applicable Brandman University policies and procedures including those pertaining to safety, workers' compensation, ADA, harassment and discrimination, and FERPA compliance.
- Implement and manage assessment plans for the campus which reviews the level of academic rigor, administrative process, and student service with a focus on continuous quality improvement.
- Oversees and/or manages annual and term schedules, ensuring that courses are offered with sufficient frequency that academic program requirements can be fulfilled in reasonable time frames.
- Develops and administers the budget for the campus.
- Develops and implements a marketing plan in conjunction with Brandman Department of Marketing and Communications.
- Coordinates campus community presence through personal contacts and the use of committees, councils, boards and community organizations.

2005 – 2008 San Joaquin Valley College
Campus Administrative Director

Rancho Cordova, CA

- Assured compliance with all established SJVC policies and procedures, as well as federal, state and accreditation mandates.
- Analyzed unit operating practices, such as record-keeping systems, forms control, office layout, suggestion systems, personnel and budgetary requirements and performance standards to create new systems or revise established procedures.

- Analyzed jobs to determine position responsibilities for use in wage and salary adjustments, promotions, and evaluation of workflow.
- Studied methods of improving work measurements or performance standards.
- Formulated and implements the annual operations plan.
- Compiled, developed, and managed the budget.
- Developed and implemented institutional protocols and campus wide policies.
- Member of the Executive Council and Finance Committee.

2004 – 2005 City of Sacramento Sacramento, CA
Mayor and City Council Operations Manager

- Provided advanced-level administrative support to the Mayor and City Council.
- Coordinated requests for Council-issued commendatory resolutions and certificates.
- Planned, coordinated, and supervised special events sponsored by the Mayor and City Council.
- Compiled, developed, and managed the annual budget.
- Supervised the maintenance department personnel files, payroll, attendance, production, and cost records.
- Supervised and coordinated organizational, staffing, and procedural changes.
- Researched, compiled, and analyzed data for special projects and reports.

2001 – 2004 UC DAVIS SCHOOL OF LAW Davis, CA
Assistant Director of Admissions

- Coordinated and supervised the Admission process.
- Coordinated week long orientation session for entering students.
- Administered the School of Law and Law Services Fee Waiver Program.
- Administered and coordinated three database systems vital to the admission process.
- Developed and present King Hall Information Sessions to prospective students.
- Supervised all aspects of application processing.
- Reviewed applications and make admission decision recommendations.
- Primary resources specialist for international student applications.
- Managed all office operations in the Director's absence.

1999 – 2001 City of Vallejo Vallejo, CA
Deputy City Clerk

- Managed the daily activities of the City Clerk's Office.
- Provided complex administrative support to the Mayor, City Council and City Manager.
- Performed statutory duties, administer municipal elections and campaign disclosure laws.
- Developed and implemented operational and administrative programs.
- Served as Staff Liaison for the City of Vallejo and Community Organizations.
- Managed Accounts Payable Department.

1996 – 1997 CSU Maritime Academy Vallejo, CA
Director of Admission and Enrollment

- Provided supervision for the Offices of Admissions, Financial Aid and the Outreach Departments.
- Developed and implemented the Academy's Enrollment Plan.

- Coordinated the scholarship application and award process.
- Member of the President's Executive Committee.
- Managed the budget for the offices of Admissions, Financial Aid and Outreach.
- Served as Staff Liaison for the Academy and the California State University System.
- Developed and managed the Academy's participation in the America Reads Program.

1995 – 1996 University of California, Hastings San Francisco, CA
Assistant Director of Admission

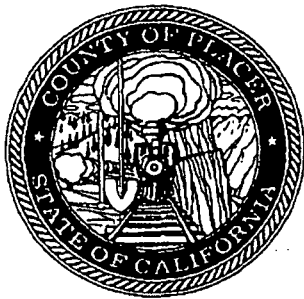
- Minority Outreach Coordinator.
- Developed marketing publications and recruitment brochures.
- Recruited and advised prospective students applying to law school.
- Implemented "Welcome to Hastings" program for admitted students.
- Responsible for operation of data base system.
- Supervised administrative support staff.

1992 – 1994 University of Southern California Los Angeles, CA
Director of Academic Services, School of Theatre

- Developed and implemented marketing strategies for student recruitment.
- Managed all aspects of Student Services, including advisement, registration and graduation.
- Implemented mandatory faculty academic and career advisement for all students
- Designed brochures, bulletins, applications and marketing tools.
- Established admission policies and procedures.
- Administered the School's Scholarship Program.
- Served on the Faculty Steering and Budget Committees.
- Managed the budget for the Office of Academic Services.

Memberships and Organizations

- Admission Counsel of Undergraduate Recruitment and Enrollment
- CASFAA (Financial Aid)
- Council of Academic Advisors
- Law School Admissions Council
- USC Minority Recruitment and Retention Committee
- NACAC (Admission Advisement)
- President's Executive Council (CSU Maritime Academy)
- *Restyle LA* – Board of Directors
- Various City Committees for the City of Vallejo
- Career College Association
- Sacramento Metro Chamber Workforce & Education Committee



PLACER COUNTY Board of Supervisors

Application for Membership on
Advisory Board or Commission

The following is public information.

Application For Membership on: 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 REPRESENTATIVE

Name: CLAY SCHMIDT

Supervisorial District in which you reside: DISTRICT 5

Time you are available for meetings: Days: 7 Times: 24

Employment Experience/Profession (A Resume may be Attached): (SEE ATTACHED RESUME)

- MANAGER AT PG&E

- 30 YEARS UTILITY EXPERIENCE

Organization/Community Experience: - CURRENTLY FILLING IN FOR UTILITY BOARD MEMBER STEVE MICHELS. GREEN CAPITAL ALLIANCE STEERING COMMITTEE. WEST SAC CHAMBER

BOARD OF DIRECTORS. SARA STEERING COMMITTEE. PAST MEMBER, PLACER CO. COMMUNITY SACS COMMISSION

Educational Experience: MECHANICAL ENGINEERING DEGREE - CAL POLY SLO

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

Date: 11/13/11 Signature Clay Schmidt

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Residence Address: _____

Mailing Address: _____

Phone Numbers: Home: _____ Business: _____

Fax: _____ E-Mail: _____

RICHARD CLAYTON SCHMIDT

**EMPLOYMENT HISTORY
PACIFIC GAS AND ELECTRIC COMPANY**

Executive Manager, Energy Solutions and Services (7/07 – Present)

Direct a team of 25 Account Managers throughout the Sacramento Valley. Provide key community presence for PG&E in the community. Proactively represent PG&E through actions and involvement that position the Company as a partner with stakeholders. Oversee implementation of programs and services to maximize customer benefit, including energy efficiency, renewable energy, and economic development. Respond to key issues in the community as needed to ensure customer satisfaction and positive brand image.

Account Services Supervisor (7/06 – 7/07)

Provide leadership to 8 Account Managers. Coordinate training/mentoring of new PG&E employees, establish/monitor goals for team, mentor/evaluate new employees, hold regular team meetings, communicate key corporate messages, provide direction and guidance to Associates, and back-up to Account Services Manager on meetings/strategy sessions. Heavily involved in the decision making process for new internal organization structure.

Senior Account Manager, (8/03 – 7/06)

Maintained and developed relationships with Key customers throughout Sacramento Valley. Held key role in Yolo annexation campaign; customer problem resolution, Senior VP event coordination, overall strategy team meetings, annexation presentations to key groups. Provided technical reference and mentoring for Account Managers. Electric Rate Specialist for team, Bio Tech - High Tech segment team member, back up for Gas Specialist.

Project Manager, Business Development, Rotational (4/02 – 8/03)

Provided key leadership to a team of employees (regular and contract) negotiating new Franchise Agreements between PG&E's NEWCOs (ETrans and GTrans) and city and county governments within PG&E's territory. Developed and maintained relationships (both internal and external), market intelligence, and necessary legal records that allowed for the successful completion of this key restructuring project.

Senior Major Account Representative, Auburn (6/93 – 4/02)

Provided PG&E's largest industrial/commercial customers and Qualifying Facilities with single point of contact for all issues relating to electric and natural gas industry. Acted as primary information source for industry developments. Coordinated new utility connections and shutdowns, negotiated gas and power contracts, investigated and interpreted rate options, promoted and expedited energy efficiency, anticipated customer needs and developed relationships that fostered positive opinions of PG&E.

New Town/E³/ACT² Projects Manager, Auburn (7/92 - 5/93)

E³: On site project manager. Collaborated in the scope, design and building of PG&E's million dollar residential research facility. Coordinated all PG&E and public relations activities including; grand opening, interviews and tours at the Energy Efficient Environment. Managed all research at the facility to ensure maximum utilization and attainment of useful data.

New Town Manager: Persuade community developers and county planning agencies to include energy issues early in the planning process. Coordinated engineering and planning for future Company facility needs in new community areas. Worked to include efficiency, Clean Air Vehicle, distributed utility, CHERS, and other utility concerns in county General Plans, area Specific Plans, and development CC&Rs.

ACT²: Provided local project management for state-of-the-art Advanced Customer Technology Test sites (2).

Research and Development, Project Manager, San Ramon (7/1/91 - 7/1/92, rotational)

Managed research projects related to energy efficiency in areas of agriculture and residential gas cooling. Researched advanced gas cooling techniques for the residential gas sector and represented PG&E at several gas cooling conferences. Also involved with Advanced Customer Technology Test (ACT²) and E³ (Energy Efficient Environment) as Co-Project Manager.

Marketing Engineer, Auburn (4/88 - 6/91)

Technical resource to marketing organization and supervisor to 4 Account Reps and 1 clerk. Reviewed rebate applications and provided engineering studies of large use customer facilities. Designed and implemented local heat pump research project. Local project manager for E³ house. Interface with contractors regarding incentives and special projects. Responsibilities included preparing marketing budget, writing Division marketing plan, providing market research, preparing core and non-core forecast, tracking division revenue, and marketing of all programs. Support for database operations including maintenance of rate analysis tools and similar programs. Computer support for marketing group. Vacation relief for Marketing/Customer Services Manager.

Marketing Representative, Auburn (12/86 - 3/88)

Involved with all phases of Energy Management Program including Audits, Incentives and Rate Analysis for medium and large customers. Developed Division's 1987 Marketing Plan and associated budget. Designed and implemented 1987 Natural Gas Home Marketing Plan in competitive and dual service areas. Under new plan, builder participation increased from 15% in first quarter of 1987 to 70% by year end. Participated in writing Business Unit Development Plan for Division.

Quality Assurance Engineer, Sacramento Valley Region, (6/86 - 12/86, rotational)

Responsible for implementing 1986 Quality Assurance Program for Region. Performed division analysis to determine compliance with standards, negotiated corrective action necessary, and reported results of all reviews to appropriate managers.

Energy Management Representative, Auburn (7/85 - 6/86)

Performed and provided large use customers with written and oral presentations on energy efficiency potential. Promoted incentive programs, processed associated applications and inspected installations prior to refund authorization.

EDUCATION

Cal Poly, San Luis Obispo
BS, Mechanical Eng

ORGANIZATIONS AND ACHIEVEMENTS

AEE Certified Energy Manager (1997 to present)
West Sac Chamber of Commerce Board of Dir. (present)
Green Capital Alliance Steering Committee (present)
SARTA steering committee (present)
Sac Metro Cap to Cap Clean & Green Team co-lead (09-11)
World Trade Center Board of Dir. (2008-2009)
Leadership Sacramento (2007)
Performance Recognition Awards (2006, 1990, 1987, 1984)
Ideas In Action Awards 1986, 1985(2)
Placer County Community Services Commission (89-02)
1983 United Way Chairman
E.I.T. Certificate

References available on request

