

Profile

Jeffrey M Richard
First Name Middle Initial Last Name

[Redacted]
Email Address

[Redacted] Street Address Suite or Apt
Napa CA 94559
City State Postal Code

Mailing Address (if different than Resident Address above)

[Redacted] Primary Phone [Redacted] Alternate Phone

Length of Residence in the City of Napa:

7 years, 5 months

Length of Residence in the County of Napa:

7 years, 6 months

Registered to vote in the City of Napa?

Yes No

Retired from the Napa County Counsel's Office Chief Deputy County Counsel
Employer Job Title

Ethnicity *

Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Parks, Recreation and Trees Advisory Commission: Appointed

Question applies to Parks, Recreation and Trees Advisory Commission

3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?

Yes No

[Upload a Resume](#)

Community Service Experience:

During the past two years since I became a PRTAC member, I have expanded my volunteer work in the community. As I mentioned in my original application, I served as a volunteer for the Napa County Resource Conservation District, working for the District's Vineyard Manager on vineyard irrigation and leaf stress issues. After that project ended, I helped out by monitoring several creeks on an ongoing basis. I have also become deeply involved in doing volunteer work for Jameson Humane. I write a monthly blog article for them and help out with their Senior Citizen "Tips for Paws" program by writing a newsletter article for that audience. Beyond that, my many years of experience in land use issues and in acquisitions and sales for public projects continue to qualify me to serve on the Commission. As a public servant for many years before I retired from law practice in December 2019, and as an executive in two County Counsel offices for a total of 15 years, I developed a strong working understanding of the constraints and goals of public improvement programs and am especially well-acquainted with budgetary issues. With regard to my experience on parks issues in particular, among many other land use and real property matters that I took on, I handled litigation for the County of Orange in which the County fought to retain rights to a large portion of O'Neill Regional Park. In that context, I dealt with many issues relating to parks and the preservation of regional recreational opportunities. I developed a deep appreciation for the difficult task that staff and the Council have in balancing competing interests in preserving public resources and parklands.

Education:

Please see attached resume.

Other relevant experience or expertise:

Please see attached resume.

Additional Questions

What is your understanding of the role and responsibility of this board?

Having served on the Commission for nearly two years, I am now well-acquainted with the role of the Commission. While there may be times when we may be asked to take action on issues involving trees, our role is largely advisory to the Council. We also serve as an important sounding-board for staff when they present reports on their latest projects and accomplishments. By asking questions of staff and voicing concerns on the issues presented, I think we serve an important purpose in preparing staff for their presentations to the City Council.

Have you ever attended a meeting of this board? If so, how many?

Yes, I have attended all of the meetings of the Commission since I became a Commissioner.

What duties of this board are most interesting to you?

The work of the Commission in advising the City Council on issues relating to development, improvement and preservation of parks and green spaces, and the Commission's role in protecting specific trees and enhancing the urban forest are vital to the local effort to help combat climate change, which I view as perhaps the single biggest issues facing the nation and the world in the long run.

What activities of this board are least interesting to you?

In my work on the Commission, there has not been a single aspect of its activities that did not interest me.

What programs or projects would you like to see improved or implemented?

The completion of an urban forestry master plan.

How would you approach improving these project(s) or program(s)?

I think staff is well on the way to completing this project and I would continue to lend my voice to pushing the program forward.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

I know of no potential conflicts. I am now retired from the County Counsel's office so have no ongoing attorney-client relationship with any entity or person who might come before the Commission.

Please list two local references and their phone numbers:

David C. Jones, Assistant City Attorney, Napa City Attorney's Office, [REDACTED] Minh Tran, Napa County Executive Officer [REDACTED]

How did you learn of this vacancy?

Other

Jeffrey M. Richard

[REDACTED]
Napa, CA 94559
[REDACTED]

EDUCATIONAL BACKGROUND

- **University of California, Berkeley**, Juris Doctor, 1982
- **University of California, Riverside**, Bachelor of Arts with Honors in Political Science, With Honors, 1979
- **Napa Valley College**, Certificate in Wine Marketing & Sales, 2022

PROFESSIONAL EXPERIENCE

- **Chief Deputy County Counsel, Napa County Counsel's Office** (2015-2019; Acting County Counsel Oct. 2017 – April 2018). Represented the County and various special districts and joint powers authorities regarding planning ordinances and regulations, real property matters, Brown Act issues, waste management matters, resort improvement district matters; supervise code compliance team; directly supervise deputies; participate in office management; oversee major litigation including PG&E litigation and CPUC proceedings.
- **Senior Assistant County Counsel, Orange County Counsel's Office** (2001 - 2014). Assisted County Counsel in operating the office of 68 attorneys and 33 support staff members. Directly oversaw the operations of three divisions of County Counsel practice: General Litigation, Human Resources, and (Planning) Development & Facilities.
- **Business Litigator** (Drummy Garrett King & Harrison/Drummy King & White, 1984 - 2001). Served as lead trial attorney in complex commercial, land use, environmental, and real estate litigation, including significant jury trials and court trials. Became partner in firm in 1989, with responsibility for coordinating associate training programs and overseeing firm technology issues.
- **Associate Attorney** (Best, Best & Krieger, 1982 - 1984). Specialized in public law and litigation.

PERSONAL

- Married, 40 years, to Kathleen (Kit) Richard, with two daughters
- Honors & Awards
 - 2019 - County Counsels' Association Recognition Award
 - 2007 - County Counsels' Association Recognition of Outstanding Service
 - 2006 - County Counsels' Association Litigation Award
- Volunteer Work
 - 2020-2022 – City of Napa Parks, Recreation and Trees Commission member
 - 2020-2022 – Napa County Resource Conservation Dist. volunteer
 - 2021-2022 – Jameson Humane (Article writing)
 - 2008 –Field Organizer and Poll Monitor, Obama/Biden campaign, Toledo, Ohio

Profile

Joe _____ Streng _____
First Name Middle Initial Last Name

Email Address

Street Address Suite or Apt
Napa CA 94588
City State Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone Alternate Phone

Length of Residence in the City of Napa:

Less than 6 months

Length of Residence in the County of Napa:

Less than 6 months

Registered to vote in the City of Napa?

Yes No

Robert Half _____ Director, Employee Communications _____
Employer Job Title

Ethnicity *

Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Parks, Recreation and Trees Advisory Commission: Submitted

Question applies to Parks, Recreation and Trees Advisory Commission

3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?

Yes No

Upload a Resume

Community Service Experience:

I served on the Pleasanton Parks & Recreation Commission for nine years and several more on the Bike, Pedestrian and Trails Subcommittee. During my time on the Commission, including two terms as Chair, we delivered many valuable amenities to the community, including Bernal Phase 1 and 2, Cubby's Dog Park, an expansion of the Pleasanton Tennis Park and several neighborhood parks, including Stoneridge, Rotary and Harding. We also added new trails and improved our roadways for cyclists and pedestrians. I've worked with the Council to set priorities and with city staff to plan projects, including the upcoming Community Farm at Bernal and the Lions-Wayside redevelopment. I'm particularly proud of my contributions to the long-term planning of our Park & Rec system, including the Park & Rec Master Plan and the Bicycle and Pedestrian Master Plan. As a member of the Park & Recreation Commission, I also served on the Heritage Tree Board of Appeals and the Public Arts Subcommittee. I consider my time on these commissions to be among the most rewarding experiences of my time in Pleasanton.

Education:

California State University Sacramento BA Government/Journalism 1986-1991

Other relevant experience or expertise:

I serve on the Board and Executive Committee as Secretary for Valley Humane Society, a non-profit organization that rescues and rehabilitates companion animals, champions responsible caretaking, shares pets' soothing affections with people in need of comfort, and supports and preserves existing pet-guardian relationships. I ran for Pleasanton City Council in 2018 and considered it to be a very rewarding campaign. I have traveled to Zambia in support of CAMFED, a non-profit organization that provides financial and social support for marginalized girls to attend and thrive in primary and secondary school. I also led two teams for Habitat Humanity builds in Brazil (2012) and China (2014).

Additional Questions

What is your understanding of the role and responsibility of this board?

I have reviewed the roles and responsibilities of the board on the City of Napa web site and the structure is very similar to the Parks and Recreation Commission in Pleasanton.

Have you ever attended a meeting of this board? If so, how many?

No

What duties of this board are most interesting to you?

During my time on the Park & Rec Commission in Pleasanton, I was most interested in creating a long-term plan that would support the future development of amenities to the community. The plan is still being implemented today. I would enjoy seeing a project from ideation to planning to development to completion in Napa, as I did in Pleasanton.

What activities of this board are least interesting to you?

Although I ran for city council, I have learned over time that I am not a fan of highly political environments. I simply want to do what's best for my community and be of service where I can.

What programs or projects would you like to see improved or implemented?

I'd be very interested in learning the demographics of our city and identifying amenities to serve future residents. For example, the growing Southeast Asian population in Pleasanton was a significant factor in the planning of cricket fields, while the community's aging population required us to consider pickle ball courts. I was also a strong advocate for developing an all-abilities playground and prioritizing a skatepark expansion for young people. Specific to Napa, John K. Kennedy Park continues to have tremendous potential as a community resource and I'm interested in learning more about additional enhancements at Garfield Park. Napa has spacious and well-managed dog parks that my wife and I enjoy and I'd love to see some enhancements, if budgeting and priorities allow. My wife and I also enjoy the city's trails and I'd like to see how we can continue to improve connectivity across the city. But in the end, I would evaluate the city's needs and propose the best solutions.

How would you approach improving these project(s) or program(s)?

I'm a consensus-builder and enjoy engaging with all stakeholders to develop solutions. I would put in the time to be fully up to speed on the many facets of a project (e.g., budget, competing priorities, resident input, design) and partner with staff to represent the community's point of view. As an advisory body to the city council, I would take opportunities to speak to our elected representatives to advocate for programs, when appropriate.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

No

Please list two local references and their phone numbers:

Although I haven't lived in Napa long enough to build strong local connections, I would gladly provide references for city leaders and staff with whom I worked in Pleasanton.

How did you learn of this vacancy?

Other

Joe Streng

*Communications leader who thrives in dynamic cultures with fun people and a fast pace.
Enjoys mix of executive partnership, strategic planning and tactical execution.
Loves writing, creating memorable employee experiences and serving others.*

ROBERT HALF, San Ramon – Director, Employee Communications **2019-Current**

Responsible for global delivery of employee communications for Corporate Services, including HR, Inclusion & Diversity, Workplace Resources, IT, Information Security, Legal, Business Transformation, and more. Provide strategic counsel to executives and manage internal crisis communications. Additional focus on growing team members to be world-class communicators.

- Led planning and execution of internal communications in response to COVID-19
 - Developed and implemented messaging to inform 10,000+ employees in more than 300 locations about stay-at-home orders and transition to remote work.
 - Drafted weekly executive updates to keep employees engaged and informed. Planned and produced live events with senior executives, including first global all hands meeting in company history. Employee feedback overwhelmingly positive.

EBAY, San Jose – Senior Manager, Employee Communications **2010-2019**

Managed employee communications to more than 14,000 employees around the world. Strategic oversight for Global Functions communications, including HR, Finance, Legal & GR, Mergers & Acquisitions, Workplace Resources, Stocks, Information Security, and others. Specific focus on executive communications for CEO, CFO and General Counsel.

- Planned and managed execution for CEO employee communications
 - Led content development and production for global all hands meetings. Post-event surveys showed increased Trust in Leadership and Confidence in Company Direction.
 - Initiated new Q&A platform to give employees an opportunity to interact directly with CEO in casual settings. Expanded program globally.
- Delivered strategic development and execution of internal communications platform for CFO
 - Produced and hosted "All About the Business" internal podcast series focusing on business issues, personal/professional development, current events, and other topics. Episodes accessed more than 20,000 times by global employees.

EDELMAN, San Francisco – Vice President **2005-2010**

Led planning and implementation of strategic communications for multiple accounts generating more than \$1M annual revenue. Clients included Charles Schwab, eBay, Columbus Craft Meats, San Francisco SPCA, and others listed below. Managed junior staff members, including goals assessment, review delivery, and long-term development planning.

- Led national account team for 24 Hour Fitness
 - Built communications infrastructure to support national brand marketing campaigns and in-market programs for than 400 clubs nationwide.
 - First responder and senior counsel for all crisis communications, including corporate issues, regional emergencies, and in-club incidents.
- Led national account team for Greyhound
 - Won Bay Area PRSA Silver Anvil Award for successful East Coast launch of BoltBus, a low-cost, curbside transportation service operated by Greyhound.

Joe Streng**COMCAST, Sacramento – Communications Manager****2004-2005**

Day-to-day responsibilities included writing press releases and advisories, serving as media spokesperson, managing internal communications, planning and executing community outreach programs, scripting and editing public service announcements, and managing grant proposals.

- Developed, planned and managed Comcast Outdoor Cinema and Community Celebrations in four markets. First-of-its-kind program resulted in positive media coverage and improved relationships with elected officials and customers.

EDELMAN, Sacramento – Account Supervisor**2002-2004**

Developed and implemented consumer, crisis management and public affairs programs for a diverse client roster. Secured state, national and international print, television and radio coverage. Day-to-day responsibilities included writing press releases, media pitching and monitoring, and planning and executing television media events.

- Developed and executed strategic crisis communications plan on behalf of the California Travel and Tourism Commission in response to the Southern California wildfires in October 2003. Outreach efforts resulted in more than 35 million media impressions globally.

YAHOO!, Sunnyvale, CA – PR/Marketing Manager**2001-2002**

Managed public relations and brand marketing for Yahoo! Entertainment. Wrote and edited press releases, media advisories, weekly newsletters, and internal communications. Scheduled and staffed executive media interviews. Produced and pitched video and radio news releases.

YAHOO!, Sunnyvale, CA – Senior Producer, Live Events**1999-2001**

Managed staff and led production of more than 350 Live Events per month. Secured content and managed relationships with more than 80 external partners. Created graphics, wrote promotional copy, and secured online and offline promotion. Developed and presented business plans and product reviews.

- Produced Live Events with President Bill Clinton in St. Paul, Minnesota and Sen. Bill Bradley in Manchester, New Hampshire. Other notable guests included Britney Spears, 'N SYNC, U2, Eric Clapton, Leonardo DiCaprio, Ben Affleck, Garth Brooks, Don Henley, Elvis Costello, Jon Stewart, and Bob Costas.

Other Experience

- KGO-TV, San Francisco – *Producer, Channel 7 News at 11*
- KCRA-TV, Sacramento – *Producer, Sunrise News*

Personal

- Currently serve as Board Member for Valley Humane Society in Pleasanton
- Ran for Pleasanton City Council in 2018
- Led eBay teams on Habitat for Humanity projects in China in 2014 and Brazil in 2012
- Led pro bono work for Campaign for Female Education in Zambia in 2007

Education

California State University, Sacramento
BA Government/Journalism

Social

www.linkedin.com/in/joestreng

Profile

Scott _____ Messenger _____
First Name Middle Initial Last Name

Email Address

_____ Suite or Apt _____
Street Address

Napa CA 94559
City State Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone Alternate Phone

Length of Residence in the City of Napa:

25

Length of Residence in the County of Napa:

25

Registered to vote in the City of Napa?

Yes No

Meta Inc. _____ Manager, Infrastructure
Employer Job Title
 Enablement

Ethnicity *

Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Parks, Recreation and Trees Advisory Commission: Appointed

Question applies to Parks, Recreation and Trees Advisory Commission

3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?

Yes No

Upload a Resume

Community Service Experience:

HOA Street Tree Replacement Project (2011 - 2013) Objective: Replace 252 street trees that were dying from an incurable disease (fire blight). The street trees were on the homeowner's property which required a change in the neighborhood rules (CCRs) to allow the HOA to take responsibility. \$130,000 appropriated. • Conducted 8 neighborhood information sessions to communicate problem • Drove HOA Management company to conduct vote to change CCRs • Achieved necessary votes by large margin to allow street tree replacement • Researched disease by engaging experts and assembled committee • Submitted RFQ to multiple vendors • Negotiated and made vendor selection (A-plus tree service) • Worked with city of Napa (Dave Perazzo) to use consistent planting practices • Project completed during 2013 planting window • 252 trees removed, 260 trees of multiple varieties planted (\$122,000) • Sidewalks and streets repaired

Napa Yacht Club HOA Dredging Project (2011 - 2013) Objective: Dredge community waterway to a depth of -10 MLLW to allow safe waterway travel. Reserve funds of \$1.6M appropriated. Find vendor to perform work on schedule and under budget. Approval required by the HOA Board of Directors. • Acquired necessary permits (BCDC, Army Corps, Fish & Wildlife, City of Napa, etc.) • Submitted RFQ to multiple vendors • Negotiated and made vendor selection (Cooper Crain and Rigging) • Communicated project plan with community and city officials • Secured funding through mature CDs and made progress payments • Primary contractor went bankrupt & abandoned site • Mechanics lien filed against community thus hired lawyer to defend • Successfully defended and lien removed from HOA parcel • Submitted insurance claim and received payout due to damages • Reached out to The Dutra Group who agreed to quote the project • Negotiated price to avoid community special assessment • Completed dredging in 2013 dredging window (August – October) • 87,000 cubic yards removed at a price of \$1.4M (below HOA budget)

Napa Fire Department Boat Slip Acquisition (2012-2013) Objective: The Napa Yacht Club Board of Directors (BoD) were approached by the Napa Fire Department Station #4 to determine if a berth for their watercraft could be made available so they could better respond to Napa River emergencies and conduct training. Accomplish task at no cost to HOA and no cost to the Napa Fire Department. • Communicated proposal to HOA community through newsletter • Addressed community concerns at BoD meeting • Drove motion at BoD meeting (passed unanimously) • Designated boat slip and approved boat lift • Fresh water and electricity provided to slip in perpetuity at no cost

Cellular Site Development & Collaboration (Complete) Background: Cellular 911 services unavailable during maintenance shed fire. International dignitary unable to achieve security clearance due to coverage issues. No communications during Atlas Peak fire. Once made aware of a 30-year lease agreement signed in December 2011, I recommended the formation of an IT/Network Committee and continue to manage interests toward our common objective. Objective: Improve communication infrastructure at Napa Valley Country Club (NVCC) and surrounding area by motivating cellular carriers VZW and ATT to fund the building of a cell site. Accomplish task at no cost to NVCC and facilitate rent payments for \$1,500/mo. to NVCC as soon as possible. • Contacted tower company president to determine lack of progress • Initiated petition for nearby community and NVCC membership to sign • Sent petitions with cover letters to ATT and VZW expressing need for better coverage • VZW agreed to re-direct efforts toward NVCC as "Anchor Carrier" • Worked with tower company to achieve Napa County planning commission approval • Drove continual progress report updates from Tower company to maintain priority • Facilitated site access for all subcontractors to prepare site for construction start • Construction start December 2018 • Cell site planned to be operational by Summer 2019 (On-line) • Rent payments contractually committed to begin July 2019 to NVCC • ATT mobility now expressing interest to take 2nd position on multi-carrier tower

Education:

Texas A&M University, College Station, TX BS in Electrical Engineering (1989)

Other relevant experience or expertise:

I applied and was contacted for this position years ago but was unable to commit due to occupation travel commitments that changed after my application. COVID-19 has created a work from home environment with my current employer and will allow me to actively contribute to this committee.

Additional Questions

What is your understanding of the role and responsibility of this board?

Meet regularly to provide guidance and feedback on Parks and Recreation activities inclusive of tree activities.

Have you ever attended a meeting of this board? If so, how many?

City Council Meetings only, ~ 10

What duties of this board are most interesting to you?

Future Planning, Strategy and Operations

What activities of this board are least interesting to you?

None. All of interest

What programs or projects would you like to see improved or implemented?

I would like to see continued development of the bike trail. I would love to see continued development on Kennedy Park. I would like to see the Napa River water ways become navigate-able for all watercraft type to help bring additional commerce to the city. I would like to see the street tree program continue and help prioritize locations as needed.

How would you approach improving these project(s) or program(s)?

Help facilitate easements for continued bike path development. Understand the master plan for Kennedy Park and offer assistance based on my transferable skills from my past work in the private sector. Understand what the city is doing for a sustainable dredging plan to keep the water way from Downtown to Napa pipe navigate-able. Offer suggestions on ways to solve excess silt build-up and limit dependency on the Amry Corps. to perform the dredging.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

No.

Please list two local references and their phone numbers:

Liz Alessio, [REDACTED] Dorothy Salmon, [REDACTED]

How did you learn of this vacancy?

Internet

Scott Messenger

Napa, CA
www.linkedin.com/in/psscottm/

PRODUCT & PROJECT MANAGEMENT EXECUTIVE

Achieving Success Through Collaboration and Establishment of Efficient, Effective Processes

Forward-thinking professional with record of achievement defining and directing strategic national and global market initiatives in ever-changing, dynamic environments. Demonstrated proficiency in coordinating programs and interfacing with cross-functional professionals of all levels; coupled with strong ability to assess services and support, including digital transformation programs and information dissemination. Reputation for excellence in aligning core business with customer demand, revenue and growth goals to enhance ROI.

Solid history of success with both small start-ups and large multi-departmental organizations in product management and service delivery, cost control and reduction, budget administration, employee acquisition and retention, key account development and cross-cultural and cross-functional collaboration.

Areas of Expertise:

- **Process and Policy Development**
- **Resourceful Problem Solving**
- **Project, Contract, and Risk Management**
- **IT Tool Integration and Optimization**
- **Budget Preparation & Cost Control**
- **Interpretation & Adoption of Policy Change**
- **Contract Negotiation & Employee Retention**
- **Media and Analyst Relations**
- **Broad Written & Verbal Communication Skills**
- **Next Generation Wireless Technologies**

Professional Experience

NOKIA NETWORKS, Sunnyvale, CA

Oct. 2013 to Oct. 2018

Senior Business Product & Program Director (reporting to Chief Operating Office)

Define and productize scalable and centralized Contract Lifecycle Management (CLM) system with ability to monitor and alert pre-commercial customer commitments. Develop and maintain product roadmap with special focus on ensuring that business needs are well-defined and service integrators understand and deliver on these requirements. Work closely with IT when funding is granted for larger projects to deliver required functionality on time and under budget.

- Directed digital transformation program to evaluate and select the corporation's CLM system following Alcatel-Lucent acquisition, resulting in approval of recommendation by executive board with funding granted.
- Digitally incorporated Active Liability Management (ALM), enabling effective monitoring of pre-commercial commitments while reducing risk.
- Drove platform consolidation of supply and customer contracting systems across multiple large enterprises on time and below budget, resulting in savings of 1.23M Euros.

NOKIA SIEMENS NETWORKS (NSN), Mountain View, CA

Jan. 2008 to Sept. 2013

Head of IP Transport Business Solutions (reporting to Head of Portfolio Management, Mobile Broadband Business Unit)

Created sustainable methods for reducing corporate liabilities and developed end-to-end portfolio solutions inclusive of acquired Atrica product line.

- Founded ALM concept to address product delivery risk exposure resulting in team-leader nomination to integrate the concept on global CLM platform.
- Leveraged total NSN product portfolio to create and deliver concept "Diamond of Differentiation," resulting in stronger competitive positioning and solution sales of NSN joint venture.

NOKIA SIEMENS NETWORKS (NSN) (Continued)

- Trained global NSN sales organization on Atrica product proposition “Carrier Ethernet,” allowing sales teams to compete against larger router-focused applications with more reliable and cost-effective approach.
- Integrated previous company (Atrica Inc.) and products into NSN, enabling configuration, purchase and support of products within 6 months post-acquisition using NSN’s IT product support infrastructure.

ATRICA, INC. (acquired by NSN), Santa Clara, CA

Mar. 2005 to Dec. 2007

Vice President of Product Management & Business Development (reporting to Chief Executive Officer)

Reviewed processes and made necessary changes to improve execution and predictability and roadmap development with both internal and external messaging. Acted in CEO capacity as necessary.

- Provided 90-day recommendation to BoD suggesting process and strategy change for success, resulting in renegotiated contracts, key customer issue resolution focus and product portfolio reduction.
- Addressed multiple high-profile customer issues and crafted resolution, resulting in customer retention.
- Reduced product and software lines 60% by directing product focus on core competencies, leading to improved quality and better operational support.
- Led due diligence response for all product-related activities, resulting in NSN acquisition.

Additional Relevant Experience**CISCO SYSTEMS, INC.**, Milpitas, CA**Director, Product Marketing and Product Line Management**

Developed, deployed and supported 12 products which represented \$1.2B in revenue. Managed team of 20 product managers to drive development and marketing direction of end-to-end global optical portfolio.

CERENT, INC. (acquired by Cisco Systems), Petaluma, CA**Senior Product Manager**

Led product management team in creating industry's first Multi-Service Provisioning Platform (MSPP) targeted for both US and European service provider markets with goal to replace traditional transport systems with revolutionary platform.

Education, Honors, & Professional Certifications

- **Bachelor of Science (BS)**, Electrical Engineering, Texas A&M University, College Station, TX
- Multi-year Academic Scholarship Recipient, Texas A&M University, College Station, TX
- PMP Certification, Project Management Institute (cert. in progress, exam May 2019)
- Received Long-Term Incentive Award for outstanding performance within COO for CY2017
- Finalist for NSN Quality Award for ALM invention and customer commitment management process
- Top Talent Inductee and Long-Term Incentive Recipient, Nokia Siemens Networks
- Executive Leadership Program Nomination, Cisco Systems
- Business Leadership Program Nomination, Cisco Systems

Hi Paulette,

Could you please forward this to the selection committee. Sorry I could not meet the selection team in person.

Dear PRTAC Selection Committee,

My name is Phillip “Scott” Messenger and I have had the privilege to serve on the PRTAC committee for the past two years and would be honored to continue to serve another term. I apologize for not being able to meet you in person as I am currently on business travel abroad.

Why Volunteer?

Beyond the details in my application, I believe in urban forestry and the impact it can and will have for generations to come. I believe in many of the values that the City of Napa has in its thoughtful growth and attention to the amenities that keep our children active and engaged. My family has benefited through the Parks and Recreation services for the past 17 years and continue to enjoy them ranging from Paved bike paths to mountain bike trails to launching our kayak in the Napa River to witness the many species of birds to the occasional sea lion during the salmon run. I have enjoyed supporting the dual PRTAC Directors who continue to exhibit a level of professionalism and transparency that enables the commission to easily offer its assistance. Simply put, I would like to continue to give back to my community as it has given so much to myself and my family.

What Skills do I bring to the table?

After living and working from Napa for the past 25 years in the technology sector, I view myself as being in the gap generation where I am able to appreciate a world before the internet while being able to leverage technology to benefit future growth. While it may not be obvious, technology does have a valuable place in our city, parks and infrastructure. Applications range from wireless security of our assets, LED lighting to lower power consumption, WiFi enabled waste management, WiFi call boxes in our larger parks for security, realtime event and activity pushes (ie, music in the park, light festival, etc.), and possible future applications such as WiFi enabled bike rentals, scooter rentals, Wireless, GPS, and WiFi expanded asset management, and the use of artificial intelligence to identify broken park assets based on usage patterns, etc. In short, I would like to be another resource for your team to rely on as I believe I can help.

Lastly, I would like to say that I feel very connected to all demographics within the City of Napa. This includes young and old, both commercial and residential land owners, small business owners, and organized sports advocates who all, at some point will leverage our resources. With these relationships, I have proudly educated a broad demographic of the work that the city has done in the areas of PRTAC, but also I have been able to solicit feedback to the commission in new areas of investment (ie, the more tech savvy generations love to hear of smart city initiatives) that resonates with the community.

In summary, I would be glad to serve another term if the decision makers find my skillset valuable and should they not, thanks for allowing me to serve the past two years.

Best,

Scott Messenger

Profile

Brian
First Name

D
Middle Initial

Bordona
Last Name

[Redacted]
Email Address

[Redacted]
Street Address

[Redacted]
Suite or Apt

Napa
City

CA
State

94558
Postal Code

Mailing Address (if different than Resident Address above)

[Redacted]
Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

22 years

Length of Residence in the County of Napa:

22 years

Registered to vote in the City of Napa?

Yes
 No

County of Napa
Employer

Assistant Director - Napa County
 Planning, Building and
 Environmental Services
Job Title

Ethnicity *

Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Parks, Recreation and Trees Advisory Commission: Appointed

Question applies to Parks, Recreation and Trees Advisory Commission

3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?

Yes No

Upload a Resume

Community Service Experience:

Leadership Napa Valley - Planning Day Co-Coordinator - Class of 24 (ongoing) Napa County Resource Conservation District - Annual Coastal Cleanup Day (ongoing) Napa County Parks and Open Space District - Trail maintenance and invasive plant removal in Westwood Park Please see attached Resume for additional volunteer experience.

Education:

Bachelor of Science, Natural Resources and Land Use Planning - Humboldt State University (Arcata, CA 1999)

Other relevant experience or expertise:

I have over 22 years of experience working as a professional land use planner for the County of Napa. Through this experience have developed a strong understanding of the roles and responsibilities of numerous boards, commissions and advisory groups, both in terms of procedural requirements and substance. Over my career I have advised the County Board of Supervisors, Planning Commission the Napa County Wildlife Conservation Commission, and several committees on matters related to land use planning, as well as served on technical advisory committees on matters pertaining to tree protection, erosion and water quality, and fire protection and recovery. Of particular relevance, for the past 10 years I have managed the County’s environmental review program for hillside vineyard development projects, which involves significant modifications to the natural environment requiring extensive environmental review. Many projects involve extensive tree and vegetation removal, which requires extensive expertise in the field of biology and arboriculture, among other disciplines. Since 2012 I have served as the secretary to Napa County’s Wildlife Conservation Commission, which is an eight-member commission that advises the Napa County Board of Supervisors on policy matters and funding proposals that preserved and enhance Napa County wildlife and their habitats. From an educational and training perspective, I have completed several courses germane to the Parks, Recreation and Trees Advisory Commission including Botany, Plant Taxonomy, Dendrology, Forestry Management, Ecosystems Management, Landscape Ecology and Planning, among others. And finally, I have had the pleasure of serving on the Parks, Recreations, and Trees Advisory Commission for the past 2 years during which time I have had made several positive contributions. in addition, during my two year tenure, I served on the three member by-laws sub-committee and the Joint Ad-Hoc Committee of the PRTAC and Senior advisory Commission that is currently in place. I am currently serving a vice chair on the Commission. I believe the combination of my recent experience on the Commission, professional experience and educational background provide significant experience and expertise would continue to serve the Commission and the public well if I were to be given the privilege to continue to serve on the Commission.

Additional Questions

What is your understanding of the role and responsibility of this board?

The primary role of the Commission is to advise the Parks and Recreation Services Director and the City Council on matters related to development and use of landscaped areas. The commission can also be the decision making body on decisions related to the planting and removal of city trees.

Have you ever attended a meeting of this board? If so, how many?

Yes. I have been on the Commission for the past four years.

What duties of this board are most interesting to you?

I am very interested in items such as the implementation of the Community Services, Parks and Recreation element (and related elements) of the City's General Plan, particularly the urban forestry master plan and interrelationship with climate related goals. Duties involving research and problem-solving resulting in thoughtful recommendations are particularly interesting and fulfilling. Overall, I am very much excited to play a role in furthering the City's goals and policies for the betterment of the community and its visitors.

What activities of this board are least interesting to you?

After having served on the Commission for the past four years, I honestly cannot recall an activity or topic that was not interesting to me.

What programs or projects would you like to see improved or implemented?

The following are a few examples of projects that I would like to see improved and implemented. 1) Implementation of the Community Services, Parks and Recreation element (and related elements) of the City's General Plan, particularly the urban forestry master plan and interrelationship with climate related goals. 2) Westwood Hills Park: I would like to build upon the recent improvements to Westwood Hills Park, focusing on trail maintenance and improvements to increase public safety and reduce erosion potential. As part of this effort, I would like to include vegetation management strategies aimed at reducing fire hazards through the removal of invasive plants (primarily Scotch broom) and replacement/restoration of native vegetation. 3) Urban Landscapes and Parks: I would like to explore opportunities to incorporate more of an ecology philosophy to the way in which we landscape our urban landscapes and parks. The primary intent would be to improve aesthetics and biodiversity within these landscapes through the use of native trees and plants that could attract a wider range of insects and pollinators, which in turn would result in greater populations of birds among other ecological benefits. Not only could these areas create a more aesthetically pleasing areas for residents to picnic and interact, they could also provide for public education opportunities and function as outdoor classrooms, educating students on the value of native flora and fauna. 4) Alston Park: I would like to enhance the tree planting and restoration efforts at Alston Park with particular focus on riparian areas and small drainages that have become gullies over the past several years.

How would you approach improving these project(s) or program(s)?

I would approach these projects by first taking stock of existing plans, programs, policies and financial resources currently in place and determine if they could be enhanced or improved upon to further these projects. Second, I look to either build upon existing plans or develop new ones to carry out these projects. I would look to enhance or establish relationships with our schools and many existing outdoor education professionals as well as through organization such as the Resource Conservation District, Parks and Open Space District, Master Gardeners, Napa Audubon, California Native Plant Society, and other agencies for resources including technical expertise and volunteer coordination to further these efforts.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

No

Please list two local references and their phone numbers:

Jill Techel (Program Coordinator - Leadership Napa Valley) (Major - City of Napa) [REDACTED] Vin
Smith (Community Development Director - City of Napa) [REDACTED]

How did you learn of this vacancy?

Other

B R I A N B O R D O N A



BrianBordona

ASSISTANT DIRECTOR

OBJECTIVE

To continue my role as Parks, Recreation and Trees Advisory Commissioner with the City of Napa.

WORK EXPERIENCE

ASSISTANT DIRECTOR - Napa County Planning, Building and Environmental Services

October 2021-Present (10 months)

- Assist the Director in planning, directing, managing, and overseeing the activities and operations of the Department.
- Responsible for the day-to-day management, internal operational oversight, and administration of department programs.
- Assess and monitor workload, administrative and support systems, and internal reporting relationships; identify opportunities for improvement; direct and implement changes.
- Select, train, motivate management and key personnel; provide and coordinate staff training; work with employees to correct deficiencies; implement discipline and termination procedures.
- In association with the Director, participate in the development and administration of the budget; approve the forecast of funds needed for staffing, equipment, materials, and supplies; approve expenditures and implement budgetary adjustments as appropriate and necessary.
- Coordinate activities with other departments and outside agencies; provides highly responsible and complex administrative support.
- Perform duties listed below under Deputy Planning Director.

DEPUTY PLANNING DIRECTOR - Napa County Planning, Building and Environmental Services

May 2019-October 2021 (2 years 3 months)

- Manage and direct the activities of the Planning Division; Perform highly responsible and complex professional planning duties in the preparation and review of plans and documents.
- Provide highly complex assistance to the Director and Assistant Director.
- Serve as the Secretary to the Planning Commission and act as County Zoning Administrator.
- Develop and evaluate goals, policies, and procedures to provide clear direction and objectives of major programs/projects.
- Advise and consult with management staff on the progress, goals, and timelines of assigned programs/projects; provide management analysis and administrative assistance to the Director and Assistant Director.
- Provide staff support to advisory and decision-making commissions, direct and prepare documents for review by commissions develop implementation plans and proposals.
- Serve on committees and task forces both within the department and with local, state, and national agencies and organizations.
- Identify performance and process improvement needs, develop solutions, achieve buy-in and implement improvements.

SUPERVISING PLANNER - Napa County Planning, Building and Environmental Services

Feb 2005 - May 2019 (14 years 3 months)

- Provide supervision to the PBES' Conservation Division consisting of land use planners and GIS specialists who implement the County's environmental and long-range planning efforts including vineyard development, California Environmental Quality Act (CEQA), Conservation Regulations, SMARA, timber harvests, Williamson Act contracts, General Plan and Code amendments.

BRIAN BORDONA



BrianBordona

ASSISTANT DIRECTOR

EDUCATION

BACHELORS OF SCIENCE
Natural Resources and Land Use
Planning
Humboldt State University
1995 - 1999

ATTRIBUTES

- Professional
- Well Respected
- Fair and Reasonable
- Trusted
- Community Leadership
- Strong Relationships
- Team Building and Leadership
- Project Management
- Process Improvement
- Vision and Goal Oriented
- Budgeting and Planning

COMMUNITY INVOLVEMENT & ACHIEVEMENTS

LEADERSHIP NAPA VALLEY – Land Use Planning Day Coordinator: Serve as Land Use Planning Day Coordinator which involves the development and presentation of curriculum for a day-long class aimed at informing the leadership class of local planning issues, policies, and related efforts. (2012 – Present)

PARKS, RECREATION AND TREES ADVISORY COMMISSIONER – City of Napa; Vice Chair of the City of Napa’s Parks, Recreation and Trees Advisory Commission, whose mission is to make recommendations to the City Council and the Parks and Recreation Services Director on matters regarding parks, recreation, urban forests, cultural activities, and public and private landscaped areas in the City of Napa. (2018 – Present)

LEADERSHIP NAPA VALLEY – Class of 24: An intense leadership program that involves, inspires, and informs leaders to strengthen the community. (2011)

MANAGEMENT DEVELOPMENT: EFFECTIVE MANAGEMENT PRACTICES – An intense three-day interactive training focusing on the manager’s role, communicating results and team leadership. (UC Davis - 2019)

CERTIFIED PROFESSIONAL IN EROSION AND SEDIMENT CONTROL (Number 7496 – 2015 - Present)

FRIENDS OF WESTWOOD PARK – Volunteer to provide support in the management of invasive plant species removal and periodic trail maintenance. (2018 – Present)

TEDx NAPA VALLEY – Co-Founder of TEDx Napa Valley, which was a speaker series that gathered leaders from the region to share experiences to inspire and empower local leaders at every level (2011).

STAGLIN FAMILY VINEYARD – MUSIC FESTIVAL FOR MENTAL HEALTH – Provided volunteer services in support of this cause, which is the nation’s leading charity venture fund aimed to treating and curing mental illness through brain research. (2004 – 2011)

Question applies to Parks, Recreation and Trees Advisory Commission

3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?

Yes No

Upload a Resume

Community Service Experience:

City of Napa Parks and Recreation Department - volunteer youth basketball coach 1994 - 2014
Leadership Napa Valley - Past President of the Board (2007) and graduate of Class 12 (best class)
Friends of the Napa River Board of Directors - current

Education:

BA Communications, Washington State University (1991)

Other relevant experience or expertise:

I've been actively involved in our community for 30 years. My daughter Eilidh was the non-voting student member of the commission during her last three years of high school serving with current council-members Alessio and Narvaez. I enjoy walking in our city's parks with my dog Smitty.

Additional Questions

What is your understanding of the role and responsibility of this board?

The commission advises the City Council and relevant City staff on matters related to our city's parks, recreation; cultural activities, as well as issues affecting development of some landscaped areas. While my daughter served on the commission, matters related to trees were brought into the commission's purview.

Have you ever attended a meeting of this board? If so, how many?

Yes. Several while my daughter was the student member, plus others from time to time when issues that were important to me were being discussed.

What duties of this board are most interesting to you?

Maintenance and development of public parks and recreation services offered to our community, especially for kids.

What activities of this board are least interesting to you?

N/A.

What programs or projects would you like to see improved or implemented?

While I don't have an axe to grind, I have occasionally wished our existing parks were better maintained. That said, I understand the City had economic consequences from COVID, like the rest of us, that likely impacted its budget and ability to keep up with maintenance.

How would you approach improving these project(s) or program(s)?

From my many years of community service, I have learned that listening, learning and then asking questions is the best approach.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

No.

Please list two local references and their phone numbers:

Former Napa Mayor Jill Techel [REDACTED] Current Parks and Recreation Commissioner Brian Bordona [REDACTED]

How did you learn of this vacancy?

Other

Rex A. Stults

EXPERIENCE:

Napa Valley Vintners, St. Helena, CA

Vice President of Industry Relations

2006 to present

The Napa Valley Vintners (NVV) is the non-profit trade association for the Napa Valley wine industry. As vice president of industry relations, I have primary oversight of all industry issue work, including protecting the integrity of the Napa name worldwide, member relations and community relations, including grant-making from Collective Napa Valley (formerly Auction Napa Valley).

- Industry Issue Work: Advocate the Napa Valley wine industry's positions on all relevant issues at County, State, Federal and International levels.
- Napa Name Protection: Utilize all available avenues, including legal, political, regulatory and diplomatic, to ensure the Napa name maintains its integrity and is not counterfeited in any manner.
- Member Relations: Ensure value to members by providing resources, educational content and networking opportunities.
- Community Relations: Initiate meaningful community-minded programs to foster a positive perception of the wine industry locally.
- Grant-Making: Oversee that the funds generated by Collective Napa Valley (formerly Auction Napa Valley) are distributed to local non-profits within the guidelines set forth by the board of directors.

St. Helena Chamber of Commerce, St. Helena, CA

Chief Executive Officer

1998 to 2005

Accountable for the general management and overall guidance of the chamber of commerce. This entailed strategic planning, budget oversight, membership recruitment and retention, communications, issue advocacy, events, as well as being the leader of the professional staff and dedicated volunteers. Ultimate responsibility was to ensure that the boards of directors' organizational goals were successfully accomplished.

Napa Chamber of Commerce, Napa, CA

Membership Manager

1996 to 1998

Built the chamber's membership by soliciting new members, while retaining existing members via personal contact, management of the chamber's Membership Development Team (volunteer membership retention committee) and by increasing the R.O.I. value of chamber membership.

KVON/KVYN Radio, Napa, CA

Sports Announcer

1993 to 2014

Morning show team member and play-by-play broadcaster for local high school football games.

Account Representative

1992 to 1995

Improve sales for station clients by developing innovative marketing campaigns and creative promotions.

KNEW/KSAN Radio, San Francisco, CA

Producer- Oakland Raiders Football Broadcasts

1995 season

Organized and executed all aspects of 3-hour pre and post-game shows around Oakland Raiders football broadcasts.

Whitman County Solid Waste Department, Colfax, WA

Recycling Consultant

1991 -1992

Helped organize and institute the city of Pullman's pilot recycling program. Researched potential recyclers, identified the best and most convenient methods of recycling, and kept statistics to measure the programs success.

EDUCATION:

BA in Communications, Washington State University, Pullman, WA

1991

ADDITIONAL TRAINING:

Accredited Chamber Executive (ACE) designation from Western Association of Chamber Executives

2004

U.S. Chamber of Commerce Institute for Organizational Management

2001

Leadership Napa Valley (Class 12; best class ever)

1999

ORGANIZATIONS & AFFILIATIONS:

Friends of the Napa River Board of Directors

Free the Grapes! Board of Directors

Member – Farmworker Committee

Member – Napa Housing Coalition

Past President- Leadership Napa Valley Board of Directors

Past President- Superior California Chamber Executives (SUPERCHEx)

Former Chair- NVUSD 7-11 Committee

20 seasons as volunteer basketball coach- City of Napa Parks and Recreation Department

INTERESTS: Spending time with family & friends, wine, BBQ, travel, team sports

Profile

Laura Lambert
First Name Middle Initial Last Name

[Redacted]
Email Address

[Redacted] Suite or Apt
Street Address
Napa CA 94558
City State Postal Code

Mailing Address (if different than Resident Address above)

[Redacted] Alternate Phone
Primary Phone

Length of Residence in the City of Napa:
30

Length of Residence in the County of Napa:
30

Registered to vote in the City of Napa?
 Yes No

Self-employed
Employer Job Title

Ethnicity *
 Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?
Parks, Recreation and Trees Advisory Commission: Submitted

Question applies to Parks, Recreation and Trees Advisory Commission

3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?

Yes No

Upload a Resume

Community Service Experience:

see resume

Education:

see resume

Other relevant experience or expertise:

In addition to having solid financial, management, and sustainability skills, I have a background in public planning, research and creating action-oriented roadmaps. I also have experience working with stakeholders and competing interest groups, which will be of use to guide people towards rationale/reasonable solutions and create meaningful programs, helping the City implement services and facilities that satisfy public needs. I founded a company to partner with homeowners and small business to implement green building practices and worked with San Francisco's Green Streets initiatives and SPUR (San Francisco Planning & Urban Research Association). I was also on the Advisory Board for the Marin Discovery Museum and completed a certificate program at UC Berkeley in Sustainability. I have the time, energy and skills to devote to helping improve the quality of daily life for Napa locals and tourists.

Additional Questions

What is your understanding of the role and responsibility of this board?

To provide policy guidance and direction to the Napa City Council and the Parks & Recreation Director on the 52 city parks/trees, public recreation areas, and public cultural activities.

Have you ever attended a meeting of this board? If so, how many?

No

What duties of this board are most interesting to you?

I understand the challenge of balancing the locals' needs with tourist resources, and the need to carefully navigate competing interests using facts, diplomacy and compromise. I am familiar with the cost recovery pyramid, and I have experience leading for-profit businesses.

What activities of this board are least interesting to you?

What programs or projects would you like to see improved or implemented?

I would need to review which projects are underway or identified for funding, and which new requests comply with the City's general plan and would allocate funding to areas that reach the broadest population. I'm interested in the new mixed-use housing and public spaces in the waterfront Napa Pipe area.

How would you approach improving these project(s) or program(s)?

Public outreach to identify needs and prioritize community projects Public/private partnerships Explore ways to create future profit centers

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

No

Please list two local references and their phone numbers:

Betsy Strong [REDACTED] Margie Golub [REDACTED]

How did you learn of this vacancy?

Other

LAURA LAMBERT**SUMMARY**

A personable and organized self-starter with an entrepreneurial spirit who brings leadership, knowledge and skills achieved over 20 years of professional small business and corporate roles and community projects

EXPERIENCE**PROFESSIONAL**

- Worked with clients, stakeholders and strategic partners to develop online solutions for financial services and DTC wine sales that exceeded client expectations
- Managed market research to identify customer needs/preferences, developing product roadmaps and designing user experience blueprints to optimize online services
- Developed product roadmaps to justify expansion into new online banking services and improve the online user experience, increasing overall customer satisfaction 27%
- Designed targeted marketing campaigns using customer segmentation, to generate sales from 22% of previous buyers
- Developed best practices to standardize retail sales processes, increasing sales/conversion rates and reducing processing errors
- Managed financial reporting, capital budgeting, cash flow projections, eCommerce sales platforms, Quickbooks bill payment, payroll processing,
- Responsible for strategic planning, contract negotiations, leases, insurance policies, license applications/renewals and wine permitting

GREEN BUILDING & SUSTAINABILITY

- Founded GreenSF advocacy group to promote sustainable and cradle-to-cradle green building practices, using day-lighting, non-toxic materials, reduced energy use and water conservation
- Partnered with City of San Francisco to introduce new ordinances to advocate for LEED building, sidewalk/driveway landscaping, curbside planters, and stormwater drainage; developed RFPs and reviewed grant requests
- Partnered with SPUR to promote and repurpose public spaces to create more park-like and community garden areas throughout the city; petitioned planning commission to support green building initiatives
- Director of Long-range Planning for Discovery Museum Advisory board; developed strategic plan for outdoor play structures and interactive children's exhibits
- Served in leadership capacities for Raphael House family services, respite care for family caregivers, and children's after-school activities

PERSONAL INTERESTS

- Pickleball at Las Flores Community center
- Golf at Kennedy
- Senior Center Recreational programs, Orchid Society
- Cycling on Vine Trail bike path
- Hiking in Alston Park, Riverfront, Napa River Trail, Skyline Wilderness Park/Native Habitat Garden

EMPLOYMENT

COO/Director of DTC Sales & Operations	O'Brien Estate Winery	8 years
Founder of Green Building Advocacy	Green SF	5 years
Senior Vice President of Online Banking	Bank of America	20 years

EDUCATION

Sustainable Design	UC Berkeley Professional Program
MBA - Finance	Golden Gate University, San Francisco
BA - Economics	Lewis & Clark College, Portland Oregon