



COUNTY OF HUMBOLDT

AGENDA ITEM NO.  
H-1

For the meeting of: May 26, 2015

Date: May 13, 2015  
To: Board of Supervisors  
From: Clerk of the Board *[Signature]*  
Subject: Appointments to Fill Vacancies on the Headwaters Fund Board (HFB).

RECOMMENDATION(S):

That the Board of Supervisors:

- 1. Receive a staff report, and receive and consider the applications for the Headwaters Fund Board (HFB);
- 2. Appoint Dianna Rios and Charles Ellsworth to fill the two vacancies on the HFB.

SOURCE OF FUNDING: Headwaters Fund

DISCUSSION: The subcommittee for the HFB reviewed all applications on file with the Clerk of the Board and interviewed candidates. Based upon this review, the Subcommittee recommends the appointment of Dianna Rios and Charles Ellsworth to fill the two vacant seats on the HFB.

One vacancy on the HFB was due to the retirement of Jackie Deuschle-Miller whose term expires February 25, 2016; the second vacancy is due to the expired term of Leigh Pierre-Oetker on February 25, 2015. The subcommittee's recommendations to fill the vacant two seats on the HFB would be to fill the remaining term of Jackie Deuschle-Miller through February 25, 2016 (approximately 9 months) and appoint a second member to a four-year term to fill the expired term of Leigh Pierre-Oetker on February 25, 2015.

Prepared by Kathy Hayes *[Signature]* Signature *[Signature]*

REVIEW: Auditor \_\_\_\_\_ County Counsel \_\_\_\_\_ Personnel \_\_\_\_\_ Risk Manager \_\_\_\_\_ Other \_\_\_\_\_

TYPE OF ITEM:  
\_\_\_\_ Consent  
XX Departmental  
\_\_\_\_ Public Hearing  
\_\_\_\_ Other \_\_\_\_\_

BOARD OF SUPERVISORS, COUNTY OF HUMBOLDT  
Upon motion of Supervisor Lovelace  
Seconded by Supervisor Sundberg  
And unanimously carried by those members present,  
The Board hereby adopts the recommended action  
contained in this report.

PREVIOUS ACTION/REFERRAL:

Board Order No. \_\_\_\_\_  
Meeting of: \_\_\_\_\_

Dated: May 26, 2015  
Nikki Turner, Deputy Clerk of the Board  
By: *[Signature]*

While there were many qualified candidates, the subcommittee agreed to recommend the appointment of Dianna Rios and Charles Ellsworth as being the best combination of experience, interest, and personal integrity in order to serve the County on the Headwaters Fund Board.

The following candidates also applied to the HFB: Larry Doss, Kenneth Zanzi, John Fullerton, Jim Morrison, Carol Hoopes, Frank Shaw Bacik, Charles L. Ciancio, Karen Brooks, and Nick Frank.

FINANCIAL IMPACT: Appointing members to the vacant seats on the HFB has no impact on the General Fund, and serves the Board's core role of supporting business, workforce development and creation of private-sector jobs.

OTHER AGENCY INVOLVEMENT: None

ALTERNATIVES TO STAFF RECOMMENDATIONS: Your Board could decide to appoint alternate candidates to the Headwaters Fund Board.

ATTACHMENTS: Headwaters Fund Board Roster and Headwaters Fund Board Applications.

## Headwaters Roster 2015

NAME	APPOINTED	REAPPOINTED	EXPIRES
<b>VACANT</b>			February 25, 2016
<b>MARGARET GAINER</b> Gainer & Associates 2290 Graham Road Bayside, CA 95524 826-2021 <i>margaret.gainer@gmail.com</i>	February 1, 2011	March 26, 2013	February 25, 2016
<b>VACANT</b>			February 25, 2015
<b>CEDAR REUBEN – CHAIR</b> Humboldt Investment Capital PO Box 4512 Arcata, CA 95518 845-3516 <i>cedarreuben@gmail.com</i>	March 9, 2010	April 14, 2015	February 25, 2018
<b>GREGORY SEILER</b> Morgan Stanley Smith Barney 6700 Myrtle Avenue Eureka, CA 95503 845-9489 <i>greg@ahnku.com</i>	March 20, 2012	February 25, 2014	March 20, 2017
<b>EDWARD WEBB – VICE-CHAIR</b> 5175 Patrick Creek Drive McKinleyville, CA 95519 839-3518 <i>Java2@suddenlink.net</i>	February 1, 2011	March 26, 2013	February 25, 2016
<b>ZACHARY E. ZWERDLING</b> Zwerdling, Bragg & Mainzer, LLP. 804 3 <sup>rd</sup> Street Eureka, CA 95501 445-9628 <i>zztop@zbmlaw.com</i>	April 21, 2009	February 1, 2011 February 25, 2014	February 25, 2017

Contact for information:

Nicole Morrow  
 Director, Headwaters Fund  
 520 E Street  
 Eureka, CA 95501  
 (707) 476-4805  
 nmorrow@co.humboldt.ca.us

The Headwaters Fund  
Application to Serve on the Headwaters Fund Board

Page 1

**Instructions:** Individuals interested in serving as Headwaters Fund Board Members must fill out this application form. Please mail this completed form along with a resume to:

Clerk of the Board  
County of Humboldt  
Re: Headwaters Fund  
825 5th Street  
Eureka, CA 95501

Attach more pages if necessary, but please be concise.

Application materials can also be emailed to [headwaters@co.humboldt.ca.us](mailto:headwaters@co.humboldt.ca.us) (applicants may reproduce this form on their computers) or faxed to 445-7219 (attn: Nicole Morrow).

For details on the Headwaters Fund, please refer to [www.theheadwatersfund.org](http://www.theheadwatersfund.org). This application may be downloaded from our website. For information about upcoming vacancies or other questions, email [headwaters@co.humboldt.ca.us](mailto:headwaters@co.humboldt.ca.us) or call 476-4805. Applications are subject to public records acts and disclosure requirements.

Name: Dianna Rios  
Address: 610 Main St., Fortuna, CA 95540  
Phone: 707-725-9261  
Cell: 707-599-4336  
Fax: 707-725-0806  
Email: [fbid@fortunabusiness.com](mailto:fbid@fortunabusiness.com)  
Employer (if employed): Fortuna Business Improvement District  
Position (if employed): Executive Director

**1. What would you like to accomplish on the Headwaters Fund Board?**

To see the Eel River Valley represented on the Headwaters Fund Board. I have no financial investments in any one industry, property or organization that I can personally gain from. My goal is to serve for the county to support the growth of new business, create sustainable jobs, and enhance the quality of the life in the Eel River Valley and Humboldt County in its entirety.

# The Headwaters Fund

## Application to Serve on the Headwaters Fund Board

Page 2

**2. Describe how your experience and/or employment qualifies you to serve on the Headwaters Fund Board:**

I have been the Executive Director for the Fortuna Business Improvement District (FBID) for the past six years. I work closely with the City of Fortuna and our 600 business owners. Prior to FBID, I worked for five years in media sales for the Times-Standard, Humboldt Beacon and Redwood Broadcasting. Working in media gave me the opportunity to work with the business community throughout Humboldt County. My interest is to see Humboldt County's diverse business community thrive.

**3. Describe any previous Board (or comparable) experience:**

Prior to applying for the FBID Executive Director position, I served on the FBID board for two years. I have been employed the past 6 years working for a board of directors. I also am a Director on the Reaching for Independence (RFI) Board of Directors.

**4. What is your vision for the Headwaters Fund?**

My vision to see new manufacturing jobs come to Humboldt County. New jobs and more manufacturing will boost our Humboldt County economics and trickle down to our local small businesses.

**5. How would you work with other Board members to arrive at decisions?**

I have no problem saying my opinion but I also know how to concede when it is for the greater good.

**6. Describe area(s) of expertise/contribution you feel you can make:**

- A new fresh view from someone that has no secret agenda can be a great contribution to your board.
- I work daily with our Fortuna business community and often use Eureka Main Street and in the past Arcata Main Street as a resource. I feel strongly that together each of our communities will achieve more when we work side by side.
- I have two high school students that will be going away to college soon. They hope to work and raise their families in Humboldt. I think working with our youth is a great way to contribute new innovated and fresh ideas to the Headwaters Fund Board.
- I am also a problem solver and if there is an issue with a group, business or city official I have no problem trying to make things work rather than to say no.

# The Headwaters Fund

## Application to Serve on the Headwaters Fund Board

Page 3

### 7. What role would you play on the Board?

I have only served as a director on both the FBID board and the RFI board. I am happy to serve as a board director.

### 8. How much time would you have for HFB service per month?

Based on what I know from your board, I would be able to spend 8-10 hours a month serving on The Headwaters Fund Board. I may be able to commit more hours after I know what is fully needed of me.

### 9. What are your other time commitments?

- Fortuna Business Improvement District
  - Business Activity - City Wide & Core Areas. Fortuna event promotion.
- FBID Events
  - Redwood Comedy Festival (June)
  - Kids Free Movie (December)
  - Home Based Business Expo (March)
- Fortuna Rotary
  - Youth Exchange
- Fortuna Chamber Ambassador
- Executive Directors/Tourism/BID Quarterly Meetings
- Reaching for Independence Board of Directors

### 10. Please provide three references who can speak to your qualifications and ability to serve on the Headwaters Fund Board.

a. Name: Erin Dunn Title & Organization: CEO, Fortuna Chamber of Commerce

Relationship to you: Business Acquaintance Phone: 707-725-3959 email: erin@fortunachamber.com

b. Name: Tami Trent Title & Organization: Fortuna City Council & Tangle Salon Owner

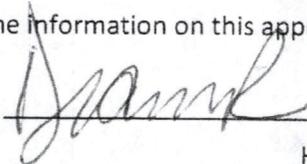
Relationship to you: Council Liaison & Business Owner Phone: 707-725-6341 Email: tamitangles@aol.com

c. Name: Doug Strehl Title & Organization: Fortuna City Council & Strehl's Family Shoe and Repair

Relationship to you: Council Liaison & Business Owner Phone: 707-725-2610 email: dstrehl@earthlink.net

I certify the information on this application to be accurate and complete to the best of my knowledge:

Signature



Date

4/24/2015

HEADWATERS FUND BOARD APPLICATION

# DIANNA RIOS

PO BOX 173, Hydesville, CA 95547 | (H) 707-768-5047 | (C) 707-599-4336 | fbid@fortunabusiness.com

## Professional Summary

Executive Director versed in organizing educational forums, meet-ups and pitch events to promote networking and connectivity between entrepreneurs, service providers and funders.

An Executive Director that supports the growth of new business to enhance the quality of the life in Humboldt County and the Eel River Valley.

## Skills

- Advertising
- Conflict resolution
- Flexible schedule
- Team player
- Computer-savvy
- Goal-oriented
- Reliable
- PR background

## Work History

### Executive Director

03/2009 to Current

#### Fortuna Business Improvement District – 610 Main St., Fortuna, CA 95540

- Managed and maintained a balanced budget of \$100,000+.
- Drafted press releases, catalogs, brochures and public service announcements to promote programs.
- Represented the business community at community and professional organizational meetings.
- Developed innovative programs, events and activities based on analysis of community needs and interests.
- Attended community service project-related professional conferences and meetings each month.
- Planned and hosted community service activities.
- Publicized community services to maintain positive public relations with community members.
- Served as liaison for professionals, businesses and civic groups, community organizations and individuals with the city.
- Drafted timetables and work programs.
- Coordinated project activities with other city departments.
- Worked closely with organizations, individual businesses and government agencies to foster a welcoming climate for business.
- Organized educational forums, meet-ups and pitch events to promote networking and connectivity between entrepreneurs, service providers and funders.
- Served as the primary point of contact for many of the city's events.

### Advertising Account Executive

04/2006 to 03/2009

#### Times-Standard & Humboldt Beacon – Eureka, CA

- Collaborated with production team to coordinate advertisements and promotions.
- Developed and maintained long-term relationships with businesses owner.
- Identified and qualified customer needs, developed sales strategies for each individual business.
- Built strong client relationships and provided high value-adding services.
- Communicated regularly with territory, regional and strategic managers for daily support and strategic planning for accounts.

## Education

-----  
Fortuna Union High School - Fortuna, CA

---

The Headwaters Fund  
Application to Serve on the Headwaters Fund Board

---

**Instructions:** Individuals interested in serving as Headwaters Fund Board Members must fill out this application form. Please mail this completed form along with a resume to:

Clerk of the Board  
County of Humboldt  
Re: Headwaters Fund  
825 5<sup>th</sup> Street  
Eureka, CA 95501

RECEIVED  
APR - 6 2015  
ECONOMIC DEVELOPMENT

Attach more pages if necessary, but please be concise.

Application materials can also be emailed to [headwaters@co.humboldt.ca.us](mailto:headwaters@co.humboldt.ca.us) (applicants may reproduce this form on their computers) or faxed to 445-7219 (attn: Nicole Morrow).

For details on the Headwaters Fund, please refer to [www.theheadwatersfund.org](http://www.theheadwatersfund.org). This application may be downloaded from our website. For information about upcoming vacancies or other questions, email [headwaters@co.humboldt.ca.us](mailto:headwaters@co.humboldt.ca.us) or call 476-4805. Applications are subject to public records acts and disclosure requirements.

Name: CHARLES ELLSWORTH  
Address: 1826 SECOND ST.  
Phone: 707 498 7433 Fax:  
Email: [orahorace@sbcglobal.net](mailto:orahorace@sbcglobal.net)  
Employer (if employed): ALLPOINTS  
Position (if employed): OPERATIONS MANAGER

1. What would you like to accomplish on the Headwaters Fund Board?

CRAFT CONCEPTS & POSITIONS WHICH WILL GUIDE APPLICANTS TO THE HEADWATERS FUND TO MAXIMIZE THEIR SKILL SETS; THEREBY AMPLIFYING THE EFFECT OF THE FUNDS PARTICIPATION.

2. Describe how your experience and/or employment qualifies you to serve on the Headwaters Fund Board:

SINCE 1960 I HAVE INVOLVED MYSELF WITH FIRMS, GROUPS & ASSOCIATIONS THAT BRING WIDELY DIVERGENT CONCEPTS, TALENTS, & OBJECTS TO SOLVE PROBLEMS, MEET PERFORMANCE GOALS & FACILITATE HUMAN INITIATIVE.

3. Describe any previous Board (or comparable) experience:

SERVED ON THE BOARD OF THE PRIVATE INDUSTRY COUNCIL, KEET TELEVISION CURRENTLY SERVE ON THE DESIGN REVIEW BOARD; CITY OF EUREKA. WORKED CLOSELY WITH THE BOARD OF THE FIRE ARTS CENTER IN ARCATA TO BUILD AN EXTREMELY SUCCESSFUL ART SCHOOL WITH MEMBERSHIP PARTICIPATION. FIRE ARTS CENTER IS BUILT AROUND A FOR PROFIT MODEL.

4. What is your vision for the Headwaters Fund?

TO HELP INCUBATE LOCAL ENTREPRENEURS CONCEPTS & IDEAS TO MAKE MAXIMUM IMPACT OF THEIR FUNDING FROM HEADWATERS.

5. How would you work with other Board members to arrive at decisions?

CAREFULLY, WITH AN EAR TO POINTS OF VIEW THAT WILL BUILD CONSENSUS. AS I HAVE FOUND WORKING WITH THE VARIETY OF POLITICAL & CULTURAL DIVERGENCE AT THE FIRE ARTS CENTER, SYNERGY BUILDS GREAT SOLUTIONS.

6. Describe area(s) of expertise/contribution you feel you can make:

HAVING BEEN DEEPLY INVOLVED IN THE NORTHERN CALIFORNIA COMMUNITY FOR 45+ YEARS, I AM AWARE OF THE SENSITIVITIES, CONCERNS & HOT BUTTON ISSUES DRIVING THE LEADERSHIP HERE. THAT DEEP HISTORY WILL INFLUENCE MY OPINIONS & SUGGESTIONS,

7. What role would you play on the Board?

ADVOCATE FOR FISCAL SUSTAINABILITY FIRST & FOREMOST.

8. How much time would you have for HFB service per month? - HOURS...

APPROXIMATELY 6-10 PER MONTH

9. What are your other time commitments? CONSULTING JOB, REGIONAL PROPERTY MANAGEMENT & DEVELOPMENT.

10. Please provide three references who can speak to your qualifications and ability to serve on the Headwaters Fund Board.

a. Name: LANE STROPE Title & Organization: CEO - TIMES PRINTING

Relationship to you: BUSINESS/FRIEND Phone: 442-5741 email: lane@timesprinting.com

b. Name: JIM HOFF Title & Organization: OWNER/CEO HOFF-USA

Relationship to you: BUSINESS/FRIEND Phone: 443-2095 email: jhoff@hoffusa.com

c. Name: REX BOHN Title & Organization: COUNTY SUPERVISOR

Relationship to you: FRIEND Phone: 476 2391 email: rex.bohn@gmail.com

I certify the information on this application to be accurate and complete to the best of my knowledge:

Signature Charles E. Efsawitt Date 10 MARCH 2015

**-RESUME-**

The following is a brief Resume for Charles Ellsworth:

Graduated from Kelseyville High School, CA	1962
Undergraduate work Long Beach State College	1962 - 1965
Undergraduate work Fullerton State College	1965 - 1966
Graduated from Humboldt State College	1968
Marketing Director, Golden Eagle, Canada, Ltd. (Ultramar)	1968 - 1971
Operations Manager, Eureka Neon	1971 - 1972
Owner, Allpoints Outdoor Advertising	1972 - 2012
Real Estate Development & Marketing Consultant	2012 - 2015

---

The Headwaters Fund  
Application to Serve on the Headwaters Fund Board

---

**Instructions:** Individuals interested in serving as Headwaters Fund Board Members must fill out this application form. Please mail this completed form along with a resume to:

Clerk of the Board  
County of Humboldt  
Re: Headwaters Fund  
825 5<sup>th</sup> Street  
Eureka, CA 95501

CLERK  
BOARD OF SUPERVISORS

PR 22-2015

Attach more pages if necessary, but please be concise.

Application materials can also be emailed to [headwaters@co.humboldt.ca.us](mailto:headwaters@co.humboldt.ca.us) (applicants may reproduce this form on their computers) or faxed to 445-7219 (attn: Nicole Morrow).

For details on the Headwaters Fund, please refer to [www.theheadwatersfund.org](http://www.theheadwatersfund.org). This application may be downloaded from our website. For information about upcoming vacancies or other questions, email [headwaters@co.humboldt.ca.us](mailto:headwaters@co.humboldt.ca.us) or call 476-4805. Applications are subject to public records acts and disclosure requirements.

Name: KENNETH E. ZANZI

Address: 284 Sunrise Court

Phone: 707-498-0713 (MOBILE)

Fax: 707-726-7935

Email: [kzanzi@suddenlink.net](mailto:kzanzi@suddenlink.net)

Employer (if employed): Retired

Position (if employed):

1. What would you like to accomplish on the Headwaters Fund Board?

I would like to be part of a team of professionals that recommends sound projects to the Humboldt County Board of Supervisors that have the greatest potential of returning sustainable, career jobs to Humboldt County.

2. Describe how your experience and/or employment qualifies you to serve on the Headwaters Fund Board:

My experience and service as a Fortuna City Council member and an owner, manager and developer of lands in Humboldt County gives me the combined public/private perspective that would add to the HFB makeup.

3. Describe any previous Board (or comparable) experience:

My five years service on the California Highway Patrol Citizen's Advisory Board, representing the Northern Division of the organization, providing policy review and advice to the CHP Commissioner and his ~~the~~ staff. Although short lived, my experience serving on the California Coastal Commission was a demanding, yet rewarding effort in implementing the California Coastal Act.

4. What is your vision for the Headwaters Fund?

My vision for the HFB is to preserve the corpus of the Fund and make recommendations to the Humboldt County Board of Supervisors that will benefit the economic stability and growth of Humboldt County through use of the capital generated by the Fund.

5. How would you work with other Board members to arrive at decisions?

I would consider myself a "team player" working with other Board members bringing the best possible recommendations forward to the Humboldt County Board of Supervisors.

6. Describe area(s) of expertise/contribution you feel you can make:

My background in natural resource management should bring a unique expertise to the HFB.

7. What role would you play on the Board? I would strive to achieve a constructive debate on the merits of proposals, policies, and actions before the HFB.

8. How much time would you have for HFB service per month? I have served on other Boards that required substantial time commitments and I am willing to dedicate the time necessary to be a valued member of HFB.

9. What are your other time commitments? The Jugumar Club Board of Directors meets on the third Thursday of each month and the Jugumar Club Operations Committee meets on each Wednesday one week before the Board of Directors meeting. My Rotary Club meets at noon each Thursday. My commitment to CI Citizens Advisory Board, terms out May 5, 2015.

10. Please provide three references who can speak to your qualifications and ability to serve on the Headwaters Fund Board.

a. Name: Jim Seilor Title & Organization: Petroleum Industry, Retired

Relationship to you: Fellow Board Member Phone: 707-725-5060 email: jimseilor@suddenlink.net

b. Name: Jennifer Budwig Title & Organization: Redwood Capital Bank

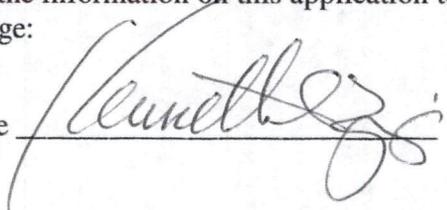
Relationship to you: Banker Phone: 707-499-9856 email: jbudwig@rcb.com

c. Name: Michail Nelson Title & Organization: LACO, Eureka

Relationship to you: Business Consultant Phone: 707-443-5054 email: nelsonm@lacoassociates.com

I certify the information on this application to be accurate and complete to the best of my knowledge:

Signature



Date

04/21/2015

Kenneth E. Zanzi  
284 Sunrise Court  
Fortuna, CA 95540  
707-726-7934 (Home)  
707-726-7935 (FAX)  
707-498-0713 (Mobile)  
e-mail: [kzanzi@suddenlink.net](mailto:kzanzi@suddenlink.net)

Born: Healdsburg, Sonoma County, CA, August 05, 1943

Graduated from Healdsburg High School, 1961

Graduated Humboldt State College, 1966  
B.S. Degree in Fisheries Biology

Married Ellen (Carlson) Zanzi, 1966  
Son, Dario Louis Zanzi  
Granddaughters Amber Nicole, and Shelby Ann Zanzi

Served in the Army National Guard  
Honorably Discharged from Arizona National Guard  
Honorably Discharged from the California National Guard  
Rank, Sgt E-5

Retired from California Department of Fish and Game  
33.5 year career in Wildlife Management  
Retired 1998 as Deputy Chief, Wildlife Management Division

Currently:

Actively manage Humboldt County commercial and ranch properties with my wife Ellen

Board Member, Rancho Buena Vista No. 3 Owners Association  
Treasurer  
Architectural Review Committee, Member

Board Member, Mad River Parkway Business Center Owners Association  
Secretary/Treasurer  
Architectural Review Committee, Member

Board Member, Ingomar Club  
Operations Committee Member

Citizens Advisory Board, California Highway Patrol  
Northern Division Representative  
Board Member

Member of City of Fortuna "Consortium"

Foundation Chair and Member, Fortuna Rotary (Noon Club)

Trustee of the Edward A. Zanzi Family Trust (Dated November 1, 1994)

Previously:

Appointed to the City of Fortuna Planning Commission by the late Mayor John Campbell

Elected to the Fortuna City Council, serving one, four-year term

Three years as council member

One year as Mayor Pro Tem

Served as a City Member on Humboldt LAFCo

Served as a City Member on RREDC

Appointed to the California Coastal Commission by Governor Arnold Swartzenger (R), December 2009 representing the Northern Division

Served two months, January and February 2010, then thanked for my service by Governor Jerry Brown (D)

Past President Fortuna Rotary Club, 2010-2011

Past Rotary District 5130 Assistant District Governor, 2012-2013

Affiliations:

Fly Humboldt

Monetary Pledge

The Buckeye

Member in good standing

Fortuna Chamber of Commerce

Member in good standing

Arcata Chamber of Commerce

Member in good standing

Ingomar Club

Member in good standing

Licenses/Certificates:

California Diver License, J0628100

Concealed Carry Permit, #480980

Issued by Humboldt County Sheriff, Gary Philp

Renewed by Humboldt County Sheriff, Mike Downey

---

**The Headwaters Fund**  
**Application to Serve on the Headwaters Fund Board**

---

**Instructions:** Individuals interested in serving as Headwaters Fund Board Members must fill out this application form. Please mail this completed form along with a resume to:

Clerk of the Board  
County of Humboldt  
Re: Headwaters Fund  
825 5<sup>th</sup> Street  
Eureka, CA 95501

Attach more pages if necessary, but please be concise.

Application materials can also be emailed to [headwaters@co.humboldt.ca.us](mailto:headwaters@co.humboldt.ca.us) (applicants may reproduce this form on their computers) or faxed to 445-7219 (attn: Nicole Morrow).

For details on the Headwaters Fund, please refer to [www.theheadwatersfund.org](http://www.theheadwatersfund.org). This application may be downloaded from our website. For information about upcoming vacancies or other questions, email [headwaters@co.humboldt.ca.us](mailto:headwaters@co.humboldt.ca.us) or call 476-4805. Applications are subject to public records acts and disclosure requirements.

Name: JOHN FULLERTON  
Address: 215 BOYLE DR  
Phone: (707) 444-3874 Fax: (707) 444-8372  
Email: john@fullerton-cpa.com  
Employer (if employed): SELF EMPLOYED  
Position (if employed): CPA

1. What would you like to accomplish on the Headwaters Fund Board?

I would work to increase the number of good paying jobs in Humboldt County + improve the quality of life here.

2. Describe how your experience and/or employment qualifies you to serve on the Headwaters Fund Board:

My 31 years of Experience as a CPA and 39 years as a Humboldt County resident gives me great experience to Analyse projects + determine their Chances of success.

3. Describe any previous Board (or comparable) experience:

Twelve years on The Eureka School Board  
Three years on the Coast Central Board of Directors  
Five years on the Redwood Acres Fair Board  
Three years on the Eureka Chamber Board  
Twenty years on the South Bay School Board

4. What is your vision for the Headwaters Fund?

My vision for the Headwaters Fund is to use it to approve loans and grants on projects that help business to start up or expand that will result in new sustainable good paying jobs

5. How would you work with other Board members to arrive at decisions?

I learned years ago that effective board members are the ones that work collaboratively with their fellow board members

6. Describe area(s) of expertise/contribution you feel you can make:

My private sector experience working with many different types of businesses will be very helpful in analysing a business project's chance of success. I also have worked for local government in the past

7. What role would you play on the Board?

my role would be as a Team player and work with my fellow board members to reach a consensus.

8. How much time would you have for HFB service per month?

30-40 hours a month

9. What are your other time commitments?

Other than my own business my only other time commitment is the Eureka Planning Commission that takes 5-10 hours per month.

10. Please provide three references who can speak to your qualifications and ability to serve on the Headwaters Fund Board.

a. Name: JEFF RAGAN Title & Organization: REALTOR - MING TREE

Relationship to you: FRIEND Phone: 269-4389 email: jeff@realragans.com

b. Name: MIKE NEWMAN Title & Organization: INSURANCE AGENT

Relationship to you: FRIEND Phone: 707 945-7070 email: \_\_\_\_\_

c. Name: BRUCE BRECKNER Title & Organization: CPA-CFS, SELF EMPLOYED

Relationship to you: FRIEND Phone: (707) 499-8594 email: \_\_\_\_\_

I certify the information on this application to be accurate and complete to the best of my knowledge:

Signature John Fullerton Date 3-15-15

LAW OFFICES OF  
**MORRISON & MORRISON**  
3005 G Street  
EUREKA, CALIFORNIA 95501

TELEPHONE: (707) 443-8012  
FACSIMILE: (707) 443-0889

**FAX COVER SHEET**

This transmittal includes 4 pages, including transmittal sheet.

To: Headwaters Fund  
Attention: Nicole Morrow  
Fax No.: 707-445-7219  
From: Jim Morrison  
Date: March 4, 2015

MESSAGE: Headwaters Fund Application to Serve of Headwaters Fund Board

THIS FACSIMILE CONTAINS CONFIDENTIAL INFORMATION WHICH MAY ALSO BE LEGALLY PRIVILEGED AND WHICH IS INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY NAMED ABOVE. IF THE READER OF THE FACSIMILE IS NOT THE INTENDED RECIPIENT, YOU ARE HEREBY ON NOTICE THAT YOU ARE IN POSSESSION OF CONFIDENTIAL AND PRIVILEGED INFORMATION. ANY DISSEMINATION, DISTRIBUTION OR COPYING OF THIS FACSIMILE IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS FACSIMILE IN ERROR, PLEASE IMMEDIATELY NOTIFY THE SENDER BY TELEPHONE (COLLECT) AND RETURN THE ORIGINAL FACSIMILE TO THE SENDER AT THE ABOVE ADDRESS VIA U.S. MAIL.

ORIGINAL WILL NOT FOLLOW  
 ORIGINAL WILL FOLLOW BY:

First Class Mail  
 Express Mail  
 Air Mail  
 Personal Delivery

IF ANY PROBLEMS OCCUR IN THE TRANSMISSION OF THE ABOVE AND REPLACEMENT PAGES ARE NECESSARY, PLEASE CALL: (707) 443-8012

---

**The Headwaters Fund**  
**Application to Serve on the Headwaters Fund Board**

---

**Instructions:** Individuals interested in serving as Headwaters Fund Board Members must fill out this application form. Please mail this completed form along with a resume to:

Clerk of the Board  
County of Humboldt  
Re: Headwaters Fund  
825 5<sup>th</sup> Street  
Eureka, CA 95501

Attach more pages if necessary, but please be concise.

Application materials can also be emailed to [headwaters@co.humboldt.ca.us](mailto:headwaters@co.humboldt.ca.us) (applicants may reproduce this form on their computers) or faxed to 445-7219 (attn: Nicole Morrow).

For details on the Headwaters Fund, please refer to [www.theheadwatersfund.org](http://www.theheadwatersfund.org). This application may be downloaded from our website. For information about upcoming vacancies or other questions, email [headwaters@co.humboldt.ca.us](mailto:headwaters@co.humboldt.ca.us) or call 476-4805. Applications are subject to public records acts and disclosure requirements.

Name: James K. Morrison

Address: 3005 G Street, Eureka, CA 95501

Phone: (707)-443-8012

Fax: (707)-443-0889

Email: [jmorrison3005@gmail.com](mailto:jmorrison3005@gmail.com)

Employer (if employed): Self

Position (if employed): Attorney

**1. What would you like to accomplish on the Headwaters Fund Board?**

Look for opportunities to accommodate startup or expansion of local businesses to create more employment opportunities for young people growing up in Humboldt County.

**2. Describe how your experience and/or employment qualifies you to serve on the Headwaters Fund Board:**

As an attorney practicing in Humboldt County for 55 years, my work has included business formulation work for clients, partnerships, incorporations, Limited Liability Companies and during the timber boom, many business bankruptcies.

**3. Describe any previous Board (or comparable) experience:**

Bertha Russ Lytel Foundation                      1974-Present

-Providing assistance to Ferndale Seniors

Ingomar Club Board Member                      6 years

Ingomar Club President                              1 year

-Strategic Plan Committee

L.D. O'Rourke Foundation

-Providing low income housing in Ferndale

**4. What is your vision for the Headwaters Fund?**

-To help viable businesses get off the ground or expand

-To replace employment and tax base lost with the creation of the Redwood National Park and slow demise of the timber industry

**5. How would you work with other Board members to arrive at decisions?**

Listen, research, discussion, reach a consensus

**6. Describe area(s) of expertise/contribution you feel you can make:**

Historical Background as lifetime resident of Humboldt County

7. What role would you play on the Board?

Board member

8. How much time would you have for HFB service per month? 8 hrs

9. What are your other time commitments?

Full time employment as an attorney

Continuing participation on the Boards of Directors of Bertha Russ Lytel Foundation and L.D. O'Rourke Foundation  
Rental Management of owned real estate.

Home time with wife, children, and grandchildren

10. Please provide three references who can speak to your qualifications and ability to serve on the Headwaters Fund Board.

a. Name: Don Hindley Title & Organization: Executive Director  
Bertha Russ Lytel and L.D. O'Rourke Foundations

Relationship to you: Professional Phone: 707-786-9946 email: \_\_\_\_\_

b. Name: Rex Bohn Title & Organization: Humboldt County Supervisor

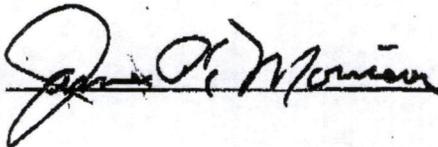
Relationship to you: Friend Phone: 476-2391 email: \_\_\_\_\_

c. Name: John R. Morrison Title & Organization: Humboldt County Judge, retired

Relationship to you: Brother Phone: 444-9114 email: \_\_\_\_\_

I certify the information on this application to be accurate and complete to the best of my knowledge:

Signature



Date 3-2-15

---

The Headwaters Fund  
Application to Serve on the Headwaters Fund Board

---

**Instructions:** Individuals interested in serving as Headwaters Fund Board Members must fill out this application form. Please mail this completed form along with a resume to:

Clerk of the Board  
County of Humboldt  
Re: Headwaters Fund  
825 5<sup>th</sup> Street  
Eureka, CA 95501

Attach more pages if necessary, but please be concise.

Application materials can also be emailed to [headwaters@co.humboldt.ca.us](mailto:headwaters@co.humboldt.ca.us) (applicants may reproduce this form on their computers) or faxed to 445-7219 (attn: Nicole Morrow).

For details on the Headwaters Fund, please refer to [www.theheadwatersfund.org](http://www.theheadwatersfund.org). This application may be downloaded from our website. For information about upcoming vacancies or other questions, email [headwaters@co.humboldt.ca.us](mailto:headwaters@co.humboldt.ca.us) or call 476-4805. Applications are subject to public records acts and disclosure requirements.

Name: Carol F. Hoopes

Address: 2330 Monument Rd. , Rio Dell, CA

Phone:(707) 481-1289

Fax: (707) 764-3752

Email: Cfhoopes@yahoo.com

Employer (if employed): (Owner) Monument Mountain Vineyards

Position (if employed):NA

**1. What would you like to accomplish on the Headwaters Fund Board?**

I would like to accomplish the guidelines as set forth in The Headwaters Fund Charter.

The Purpose (1.b.) & Fund Structure and Activities (2.) are clearly stated of which all need to be the main focus as a Headwaters Fund Board member.

As a new member, my goal is to slip into the current agenda and schedule with a clear goal to produce actions and results that enhance our community and protect our environments.

Having worked on the Humboldt Wine Association Board for several years, it has shown me that the guidelines set forth for every organization is the essential framework to conduct business.

**2. Describe how your experience and/or employment qualifies you to serve on the Headwaters Fund Board:**

As owner of a business in Humboldt County, I bring Branding experience to the Head Waters Fund Board. As a sole proprietor of a female based business, I have gone through building a business from the ground up. By dealing with governmental regulations, licensing, product development, transportation issues, market development, and local agricultural development for a Humboldt County product, I bring a fresh locally based business insight to the Head Waters Fund Board.

**3. Describe any previous Board (or comparable) experience:**

Over the past three decades, I have served on both government and not for profit committees/boards where I learned to build consensus for the greater good. My government service was on an Architectural Review Board for the City of Fairfield. My not for profit experience was serving on the St. Vincent CYO Basketball Board in Petaluma, California and my current board position with the Humboldt Wine Association. I am in my third term as Chairperson of the Humboldt Wine Association.

**4. What is your vision for the Headwaters Fund?**

Being a member of the Headwaters Fund Board requires a clear vision of Humboldt County's past, present, and future. I am Humboldt County's past, present, and future. My family settled in Humboldt County in the 1890's. My winery is located on this property where I have presently created a business from the ground up and the future is where my business will thrive in Humboldt County. In order for Humboldt County to go forth into the future, requires the Headwater Fund Board members to support industry growth and increase sustainable jobs with socially and environmentally enhanced projects to create healthy communities. All of this needs to continue to maximize the Headwaters Fund so that it is sustained in perpetuity.

**5. How would you work with other Board members to arrive at decisions?**

At present, I work with a diverse board such as the Headwaters Fund Board. The members of the Humboldt Wine Association are spread out all over Humboldt County and they represent very strong positions in the production and marketing of Humboldt County products. I have learned to entertain everyone's opinion, concern, and application in order to blend together to build consensus. Each board member has a contribution, strength, and desire which needs to all come together to reach a unified end result. I will be a team player who will help get results.

**6. Describe area(s) of expertise/contribution you feel you can make:**

As a producer of local wine, I have the opportunity to work and contribute with the not for profits in our Humboldt County community. Not only do I have expertise with creating a business and managing three vineyards, a ranch, and a winery, I am able to contribute and participate within Humboldt County's not for profit community organizations. I have worked with organizations all over the County such as KEET-tv, Arcata Rotary, Fortuna Rotary, Humboldt Historical Society, Families Advocating Autism Now, Friends of Redwood Acres, Fortuna Strong, Scotia Music Program, and Godwit Days. Having done this gives me a sense of our community as a whole and it gives a perspective of our County's needs, desires, and dreams.

7. What role would you play on the Board?

My role on the Headwaters Fund Board will be to assist in the actions that produce results. Such results will be completion of projects and funding opportunities within our community that carry Humboldt County into the future. My strengths are research, analytics, information gathering, and technical expertise.

8. How much time would you have for HFB service per month?

My time available for HFB will be as needed. My schedule is flexible.

9. What are your other time commitments?

Humboldt Wine Association Board, Chairperson  
Monument Mountain Vineyards' winery and vineyards

10. Please provide three references who can speak to your qualifications and ability to serve on the Headwaters Fund Board.

a. Name: Angie Schwab Title & Organization: Executive Director Folkmoot USA  
Founder, Humboldt Made

Relationship to you: Professional Associate Phone: (828)550-9336 email: AngelineSchwab@gmail.com

b. Name: Don Bremm Title & Organization: Co-owner, Moonstone Crossing Winery

Relationship to you: Professional Associate Phone: (707)845-5492 email: donbremm@yahoo.com

c. Name: Catherine Scott Title & Organization: Superintendent  
Southern Humboldt Unified School District

Relationship to you: Spouse's Cousin Phone: (707)943-1789 email: cscott@sohumusd.com

I certify the information on this application to be accurate and complete to the best of my knowledge:

Signature Carol J. Harper Date March 25, 2015

# CAROL F. HOOPES

2330 Monument Rd., Rio Dell, CA. 95562 | (707)481-1289 | cfhoopes@yahoo.com

## SUMMARY

Over the past six years, I have developed a start-up Winery into a profitable business. I have served five years on the Humboldt Wine Association Board, the last three years as Chairperson. I have strong committee skills and business experience.

## OBJECTIVES

I would like to broaden my community involvement for the betterment of Humboldt County's future.

## EXPERIENCE

- Owner, *Monument Mountain Vineyards*
- Planning Intern, *City of Martinez, Ca.*

## EDUCATION

- Environmental Quality Analysis with emphasis in Water Quality, *University of California, Davis*
- Certificate of Winemaking, *University of California, Davis, Extension*

**MAILED**  
2.4.09  
TO BOS

## Application for Membership on the Headwaters Fund Board

Name: Frank Shaw Bacik

Address: #8 Sole Street Eureka, CA 95503

Phone: Fax: 764-4150

Email: [fbacik@sbcglobal.net](mailto:fbacik@sbcglobal.net); [fbacik@townofscotia.com](mailto:fbacik@townofscotia.com)

Employer (if employed): Town of Scotia Company, LLC

Position (if employed): Vice President and Director, Legal Affairs



### 1. What would you like to accomplish on the Headwaters Fund Board?

- At this stage of my career, I now have the time, experience and opportunity to dedicate to my community in a public service oriented enterprise. My first choice is the Headwaters Fund.
- I recognize that the Fund was created and functions in a unique way and can make a real difference in the way the public perceives, participates in and receives services from its local government. I offer my time, attention, skill and experience to help facilitate this mission. The Headwaters fund represents one of the most direct means to bring tangible benefit to the people of Humboldt County. I want to help.

### 2. Describe how your experience and/or employment qualifies you to serve on the Headwaters Fund Board:

- I have practiced land use, administrative, environmental and regulatory law for 22 years. For much of that time I managed a private practice with offices in Mendocino and Humboldt counties, representing institutional, individual and business enterprise clients in a wide variety of matters before a range of administrative agencies, boards and commissions, as well as the state and federal courts. I understand and appreciate the function and limitations of public interest Boards.
- During this time I represented the Pacific Lumber Company, among others. From 1996 through 1999, I helped craft and implement the Headwaters Agreement, and I assisted in the construction, permitting, public review and close of the Headwaters Transaction. I sincerely want to help see that the Fund created as a part of that landmark transaction continues to succeed in its mission.
- From 2006 to July 2008, I dissolved my private practice and served as PALCO's Vice President and General Counsel. In that time I worked with all interested parties to reorganize the struggling timber company. I now help manage one of the successor entities, the Town of Scotia Company, LLC, as its Vice President and Director of Legal Affairs. The Fund represents a continuing beneficial legacy of the Headwaters Transaction with a tremendous potential to adapt delivery of those benefits to a changing Humboldt community over time. I believe I can help the Fund meet these challenges.

**3. Describe any previous Board (or comparable) experience:**

- I have served as a Member of the Board of Directors of the Greater Ukiah Chamber of Commerce while in practice there. I have helped manage a private law firm, served as a senior manager of a large local business enterprise, helped take that enterprise through reorganization under difficult circumstances. In these matters I have been able to work with a wide variety of individuals and interests to face extraordinary challenges to successful resolution.

**4. What is your vision for the Headwaters Fund?**

- In this economy, the Headwaters Fund may play a more important role in facilitating maintenance, repair, replacement and upgrade to infrastructure and delivery systems for utilities and public services. These services are essential to business development and promotion of economically sustainable communities. As a manager of the Town of Scotia, I have come to know the difficulty all communities may face in providing very basic public needs. My vision for the Headwaters Fund includes working to address these needs for services, infrastructure and assistance in a challenging economic climate.

**5. How would you work with other Board members to arrive at decisions?**

- As an attorney, I have mediated and negotiated many difficult matters to compromise and resolution. I have taken part in difficult and complex negotiations, including those leading to the successful accord of the Headwaters Agreement, and I helped facilitate the historic transaction which gave rise to the Headwaters Fund. Throughout those processes, I have come to recognize that the key to working with others in making good decisions under difficult conditions is to give genuine respect to all views. I would strive to patiently hear all opinions, and to fairly consider all input, presuming good faith and genuine good intentions and to contribute as best I can to achieve the consensus goals of the Board.

**6. Describe areas of expertise/ contributions you feel you can make.**

- Some response to this question appears above. As an experienced attorney and a senior business manager, I have confidence that I can successfully assist the Board as it works through the many options and opportunities presented by grant applicants. This includes weighing the costs, evaluating the benefits and efficiencies of various projects and processes which may seek Fund help, and to meaningfully consider and honestly reflect the values and needs of the community.

**7. What role would you play on the Board?**

- Whatever role I could best serve. I would like to provide the benefit of my skill and experience in a public service context.

**8. How much time would you have for HFB service per month?**

- I am employed in a professional capacity, and I work with a skilled executive assistant. Therefore, I have a good deal of flexibility in setting my own schedule and coordinating my appointments and affairs. I believe I could dedicate 8-10 hours each month during business hours and additional time for document review and similar matters.

9. What are your other time commitments?

- See response to item #8 above

10. Please provide three references who can speak to your qualifications and ability to serve on the Headwaters Fund Board.

Name: Paul Brisso, Attorney at Law, Eureka, CA

- Relationship to you: Colleague
- Phone: 707-443-5643
- email: pbrisso@mitchelllawfirm.com

Name: Thomas Herman, Attorney at Law, Eureka, CA. recent past Planning Commissioner

- Relationship to you: Friend and colleague.
- Phone: 707-442-6405
- email: tmh@reninet.com

Name: Hon. John A. Behnke, Judge of the California Superior Court, Mendocino County

- Relationship to you: Former Law Partner, friend and neighbor.
- Phone: 707-468-2003 (civil division, superior court)
- email: [jab@mendocino.courts.ca.gov](mailto:jab@mendocino.courts.ca.gov)

I am also generally known to the sitting members of the Humboldt County Board of Supervisors and Mr. Dan Opalach, sitting Member of the Headwaters Fund Board.

I certify the information on this application to be accurate and complete to the best of my knowledge:

Signature

*Josephine K. W. Smith*

Date

Feb. 4, 2009

## Curriculum Vitae

FRANK SHAW BACIK

ATTORNEY AT LAW



### **Focusing on land-use planning, environmental, forestry, and endangered species issues.**

For the last 22 years, Mr. Bacik's law practice has emphasized natural resource management, land-use planning and real estate development, environmental impact review, and related regulatory, administrative and government agency permitting issues.

As a principal and partner in private practice with offices in Ukiah and Eureka, he has represented and counseled clients in a wide range of successful land-use projects, both in planning and implementation stages, as well as through administrative, trial, and appellate litigation in the California State and federal courts.

From 2006 through July, 2008, Frank served as the Vice President and General Counsel for The Pacific Lumber Company and several affiliated timberland management, natural resources and forest products manufacturing companies, all located in Humboldt County. In this capacity, Mr. Bacik was responsible for all the regulatory and legal affairs of the companies. As a senior restructuring officer, Mr. Bacik managed some thirty outside professional counsel and consultants in connection with a major reorganization. Successful reorganization of the Pacific Lumber entities was confirmed this spring and became effective summer 2008.

Frank currently serves as the Vice President and Director of Legal Affairs for one of the successor entities, The Town of Scotia Company LLC, which now holds the entirety of the former Palco assets in Scotia as well as the Britt Lumber Company in Arcata, CA, and former Palco mill sites in Fortuna and Carlotta, CA.

Mr. Bacik is considered a regional specialist in California Forestry Law and Regulation, as well as endangered species protection, habitat conservation planning, surface mining and reclamation, coastal development permitting, and in matters regarding compliance with the California Environmental Quality Act (CEQA), the California Subdivision Map Act, the California Coastal Act, the federal Clean Water and Clean Air Acts, the National Environmental Policy Act (NEPA) and state and federal Endangered Species Acts (ESAs).

Mr. Bacik has been a featured speaker on land use and environmental regulatory issues before such groups as the California Licensed Foresters Association, California State Bar Association, Environmental Law Section, and through the University of California at Davis, Education Extension Service.

Frank has participated as a "team" member in many interdisciplinary land-use planning and resource conservation efforts involving threatened and endangered species in a diverse array of projects—from community housing complexes to golf courses, telecommunications facilities to shopping centers. Much of Mr. Bacik's practice includes involvement in watershed analysis, forest management, infrastructure design and reclamation planning throughout northern California, for industrial and non-industrial interests.

Mr. Bacik worked for many years in the timber industry before obtaining his undergraduate degrees from the College of the Redwoods and Humboldt State University. He obtained his Juris Doctorate degree in 1987 from the University of the Pacific, McGeorge School of Law, in Sacramento, where he studied Constitutional Law under (now) Supreme Court Justice Anthony Kennedy.

Frank Bacik is a member of the American Bar Association, State Bar Association (environmental law section), the Bar Association of San Francisco, and the Mendocino County Bar Association. He is admitted to practice before all the courts of the State of California, the U.S. District Courts for the Northern and Southern Districts of California, the Ninth Circuit U.S. Court of Appeals and the U.S. Supreme Court.

Mr. Bacik has litigated several cases of first impression before the state and federal appellate courts. The following reported cases on legal matters of first impression are relevant examples.

**Cases:**

T.R.E.E.S. v. Cal. Dept. of Forestry (CDF) (1991) 233 Cal.App.3d 1175 (Forestry Regulations)

Citizens, etc. v. City of Ukiah (1991) 2 Cal.App.4th 770 (CEQA review, exemptions)

E.P.I.C. v. Maxxam (1992) 4 Cal.App.4th 1373 (mootness of CEQA challenge)

Dakin v. CDF (1993) 17 Cal.App.4th 681 (CEQA limitations periods)

E.P.I.C. v. Board of Forestry (1993) 20 Cal.App.4th 27 (jurisdiction, mandate)

Gomes v. Mendocino County (1995) 37 Cal.App.4th 977 (merger, unmerger statutes)

Purepac v. CDF (1994) 7 Cal.4th 111 (retroactive application of forestry regulations)

Sierra Club v. Bd. of Forestry (1994) 7 Cal.4th 1215 (CEQA review, information required)

Marbled Murrelet v. Babbitt, et al., 83 F.3d 1060 (9th Cir. 1996) (habitat as "take" under ESA)

Marbled Murrelet v. Babbitt, et al., 111 F.3d 1447 (9th Cir. 1997) (Federal agency technical advice on species protection NOT "agency action" triggering ESA, NEPA requirements)

Additional information regarding special projects, advocacy efforts, and / or references available on request.

## **Damico, Tracy**

---

**From:** Headwaters  
**Sent:** Thursday, April 02, 2015 1:14 PM  
**To:** Damiano, Debbie; Damico, Tracy  
**Subject:** FW: Application for appointment to Headwaters Fund Boar

See below and include this with his application.

Thanks! ☺  
Nicole

**From:** Frank Bacik [mailto:FBacik@townofscotia.com]  
**Sent:** Thursday, April 02, 2015 12:29 PM  
**To:** Headwaters  
**Subject:** RE: Application for appointment to Headwaters Fund Boar

Hello Nicole:

I realize that my initial application may date to 2009, and though my circumstances have not changed much, my pertinent experience since that time have afforded many opportunities which I think can be summarized with a brief update.

Please include the following in my application file.

Thank you.

## **Updated Application for Membership on the Headwaters Fund Board**

Name: Frank Shaw Bacik, JD

Address: #8 Sole Street Eureka, CA 95503

Phone: Fax: 764-4150

Email: [fbacik@sbcglobal.net](mailto:fbacik@sbcglobal.net); [fbacik@townofscotia.com](mailto:fbacik@townofscotia.com)

Employer (if employed): Town of Scotia Company, LLC

Position (if employed): President and Director, Legal Affairs

To: Chairperson, Board Member Candidate Consideration Committee

Dear Sir or Madame:

I write only briefly to update and reinforce the information and expression of interest included in my earlier application for consideration for appointment as a member of the Headwater Fund Board.

In the interim since my initial filing of an application, my professional practice and employment circumstances have not appreciably changed. In 2010, I was elevated from the position of Vice President to that of Chief Executive for the Town of Scotia Company, and I have occupied the position of President ever since.

However, in that time, I have had the unique opportunity to devise and implement extraordinary projects to advance business and economic development in and for the community of Scotia, in myriad new and interesting ways. These

particular experiences will, I'm sure, serve to make me a better informed, more capable and productive Headwaters Fund Board member.

These efforts have included, but are by no means limited to, real estate boundary reconfigurations, creating useful industrial parcels and special purpose lands from the larger, unified former PALCO sites, as well as conveyances to an independent cogeneration power producer, the Humboldt Redwood Company and the Scotia Union School District.

In the gateway area of Scotia, we have completed complex engineering and design efforts, perfected regulatory permits and entitlements and competitively bid to local construction contractors projects worth millions of dollars.

We are now very near completion of Phase 1 of a complete, town-wide utility upgrade project, including essentially all new lineal infrastructure (pipes, mains and lines) for Water, Sewer, Fire Suppression, Storm Drainage, Streets, ADA ramps driveways and crossings, and Electrical power, phone and cable distribution features.

In connection with Local Agency Formation Commission (LAFCo) review and authorization of our detailed request, since my last application, we have formed a new civic governance in Scotia, a Community Services District.

The formation was approved by over 93% of the voting residents, and a five-member Board was elected to administer the new District from long time residents. The Board is now sworn, and that Agency is now poised to take over operations of the Water, Sewer Fire Department and Parks and Recreation assets of the Community.

We have configured the transition of old PALCO assets to the Scotia CSD to include a Community Forest, the Winema Theater, Scotia Museum Fireman's Picnic Park and Carpenter Field baseball and Scotia Soccer ball fields.

Over the years since my last application, I have served as a member of the Redwood Coast Music Festivals, Inc. non profit enterprise. We plan and produce the annual Eureka Jazz Festival (now Redwood Coast Music Festival) Just this last weekend, we concluded our very successful 25th annual festival event. I serve as a member of the Festival group Board of Directors, band selection, publicity and executive committees and as its *pro bono* legal counsel.

In this and other professional practice opportunities over a course of my almost 30 year business and legal career, I have seen new boards, old boards, good boards and bad. I know how to productively coordinate and cooperate as a member in a Board setting to maximum advantage and efficiency, and I would bring these skills and talents to the Headwater Fund Board if given the opportunity to participate.

Thank you for your kind consideration

*Frank*

Frank Shaw Bacik  
President, Dir. Legal Affairs  
Town of Scotia Company, LLC.  
113 Main Street, Suite A,  
PO Box 245 Scotia CA 95565  
[fbacik@townofscotia.com](mailto:fbacik@townofscotia.com)  
Office Ph. 707-764-4131  
Office Fx. 707-764-4250  
Cell Ph. 707-845-4995  
[www.townofscotia.com](http://www.townofscotia.com)

Warning : The information contained in this message may be privileged and confidential and protected from disclosure. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately by replying to this message and then delete it from your computer. Thank You.

---

**From:** Headwaters [<mailto:Headwaters@co.humboldt.ca.us>]

**Sent:** Thursday, April 02, 2015 11:02 AM

**To:** Frank Bacik

**Subject:** RE: Application for appointment to Headwaters Fund Boar

Hello Frank, We were able to locate your previous application and will include it for consideration by the committee.

Thank you,

Nicole Morrow

County of Humboldt  
CAO- Management and Budget Team  
Interim Headwaters Director  
707/476-4805

**From:** Frank Bacik [<mailto:FBacik@townofscotia.com>]

**Sent:** Wednesday, April 01, 2015 1:36 PM

**To:** Headwaters; Morrow, Nicole

**Subject:** Application for appointment to Headwaters Fund Boar

Dear Sir or Madame:

On earlier occasion, I have applied for consideration as a candidate for appointment to the Headwaters Fund Board. At that time, staff indicated that my application would be retained on file for convenience and ease of consideration in the event I should request consideration for another vacancy by the Screening committee.

If my earlier application is indeed still on file, I respectfully request that it be considered in connection with the current vacancy. My practice and employment circumstances have not appreciably changed in the interim.

Should the application not be retained on file, I will provide a new one.

Thank you.

*Frank*

Frank Shaw Bacik, JD.  
President, Dir. Legal Affairs  
Town of Scotia Company, LLC.  
113 Main Street, Suite A,  
PO Box 245 Scotia CA 95565  
[fbacik@townofscotia.com](mailto:fbacik@townofscotia.com)  
Office Ph. 707-764-4131  
Office Fx. 707-764-4250  
Cell Ph. 707-845-4995  
[www.townofscotia.com](http://www.townofscotia.com)

Warning : The information contained in this message may be privileged and confidential and protected from disclosure. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us immediately by replying to this message and then delete it from your computer. Thank You.

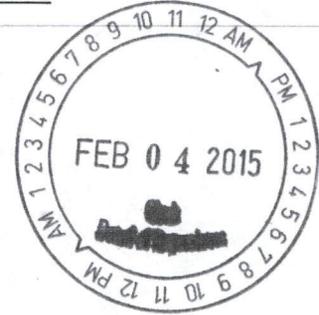
---

The Headwaters Fund  
Application to Serve on the Headwaters Fund Board

---

**Instructions:** Individuals interested in serving as Headwaters Fund Board Members must fill out this application form. Please mail this completed form along with a resume to:

Clerk of the Board  
County of Humboldt  
Re: Headwaters Fund  
825 5<sup>th</sup> Street  
Eureka, CA 95501



Attach more pages if necessary, but please be concise.

Application materials can also be emailed to [headwaters@co.humboldt.ca.us](mailto:headwaters@co.humboldt.ca.us) (applicants may reproduce this form on their computers) or faxed to 445-7219 (attn: Nicole Morrow).

For details on the Headwaters Fund, please refer to [www.theheadwatersfund.org](http://www.theheadwatersfund.org). This application may be downloaded from our website. For information about upcoming vacancies or other questions, email [headwaters@co.humboldt.ca.us](mailto:headwaters@co.humboldt.ca.us) or call 476-4805. Applications are subject to public records acts and disclosure requirements.

Name: LARRY DOSS  
Address: 1805 SUNSET RD. EUREKA, CA 95503  
Phone: 707-599-3332 Fax: —  
Email: larryo@mingtree.com  
Employer (if employed): MING TREE, Realtors  
Position (if employed): BROKER

1. What would you like to accomplish on the Headwaters Fund Board?

SEE THAT THE FUNDS SPENT, CAUSE LOCAL JOB GROWTH

2. Describe how your experience and/or employment qualifies you to serve on the Headwaters Fund Board:

I KNOW THE HISTORY OF THE FUND AND IT'S ORIGINAL PURPOSE AND I WISH TO HONOR IT'S PURPOSE.

3. Describe any previous Board (or comparable) experience:

- PAST PRESIDENT - OLD TOWN ROTARY CLUB.
- (8YRS) - PAST BOARD MEMBER OF HUMBOLDT FIRE DIST. #1
- BOARD MEMBER FOR LUTHERAN HOME FOR THE AGING OF HUMBOLDT COUNTY, INC.
- PAST PRESIDENT OF HUMBOLDT ASSOC. OF REALTORS
- BOARD MEMBER OF TIMBER HERITAGE ASSOC.

4. What is your vision for the Headwaters Fund?

TO ENCOURAGE JOB GROWTH IN HUMBOLDT COUNTY.

5. How would you work with other Board members to arrive at decisions?

THROUGH NORMAL GROUP FACT FINDING + COLLABORATION.

6. Describe area(s) of expertise/contribution you feel you can make:

COMMERCIAL & RESIDENTIAL REAL ESTATE  
OWNER & OPERATOR OF LOCAL BUSINESSES W/EMPLOYEES  
I HAVE RUN A FEW BUSINESSES, MADE PAYROLL,  
PAID TAXES AND GROWN THE BUSINESSES. I HAVE  
ASSISTED OTHERS TO DO THE SAME.

7. What role would you play on the Board?

SOMEONE THAT EXPECTS ACTION + RESULTS TO BENEFIT HUMBOLDT COUNTY.

8. How much time would you have for HFB service per month?

ENOUGH TO DO THE TASKS WELL.

9. What are your other time commitments?

MY BUSINESS, FAMILY.

10. Please provide three references who can speak to your qualifications and ability to serve on the Headwaters Fund Board.

a. Name: REX BOHN Title & Organization: H.C. SUPERVISOR

Relationship to you: FRIEND Phone: 498-2228 email: rbohn@co.humboldt.ca.gov

b. Name: DAVE GROE Title & Organization: CLERGY FOR ST. JOSEPH'S HC + PASTOR OF IMMANUEL LUTHERAN CHURCH

Relationship to you: FRIEND/PASTOR Phone: 498-5591 email: \_\_\_\_\_

c. Name: SUE BOSCH Title & Organization: PRES. HUMBOLDT LAND TITLE

Relationship to you: BUSINESS ASSOC. FRIEND Phone: 443-0837 email: sbosch@hlteo.com

I certify the information on this application to be accurate and complete to the best of my knowledge:

Signature [Handwritten Signature]

Date 2-4-15

## Larry O. Doss

Broker & President

### MING TREE, Realtors

509 J St

Eureka, CA 95501

BRE# 01196417



### Larry's Real Estate Service Mission:

To understand and assist the achievement of your real estate goals. By daily perfecting the art of real estate service.

### Experience:

- Consistently Top Producing Broker / Agent since 1995
- 98% - 100% customer satisfaction rating per surveyed results beginning in 2003
- Past President Humboldt Association of Realtors 2007
- Past President Old Town Rotary 2010 – 2011
- President of Ming Tree since 2005
- Multiple National Marketing Awards 2000 - 2005
- Director Humboldt Fire District 1995 – 2003
- Humboldt Association of Realtors Rookie of the year 1996
- Best Realtor 2013 Readers' Choice Times Standard
- National Broker Advisory Committee 2007 – 2010 GMAC
- National Broker Consultant 2010 – 2011 Real Living
- NCAA Football Official 1997 – 2005
- NHSFA Football Official since 1992
- Operate a family beef ranch 40+ head of cattle
- Teamster (original sense w/ horses) since 2003
- Commercial Truck Driver 1985 to 1990
- Own & Operated Tom's Sourdough Pizza 1987 – 1995
- Dad to 3 children since 1993
- Married since 2002
- Graduate of Eureka High School 1984



For Additional Information Call

Larry O. Doss

707.599.3332

[larryo@mingtree.com](mailto:larryo@mingtree.com)

License #: 01196417



[www.mingtree.com](http://www.mingtree.com)

The Headwaters Fund  
Application to Serve on the Headwaters Fund Board

There will be at least one vacancy in 2012. Applications are due December 30, 2011 and the term will begin in March of 2012.

**Instructions:** Individuals interested in serving as Headwaters Fund Board Members must fill out this application form. Please mail this completed form along with a resume to: Dawn Elsbree, Headwaters Fund, 520 E St., Eureka, CA 95501. Attach more pages if necessary, but please be concise. Application materials can also be emailed to HYPERLINK "mailto:delsbree@co.humboldt.ca.us" [delsbree@co.humboldt.ca.us](mailto:delsbree@co.humboldt.ca.us) (applicants may reproduce this form on their computers) or faxed to 445-7219 (attn: Dawn Elsbree).

For details on the Headwaters Fund, please refer to HYPERLINK "http://www.theheadwatersfund.org" [www.theheadwatersfund.org](http://www.theheadwatersfund.org). This application may be downloaded from our website. For information about upcoming vacancies or other questions, email HYPERLINK "mailto:delsbree@co.humboldt.ca.us" [delsbree@co.humboldt.ca.us](mailto:delsbree@co.humboldt.ca.us) or call 476-4805. Applications are subject to public records acts and disclosure requirements.

Name: Nick Frank

Address: P. O. Box 1235, Trinidad, 95570

Phone: 677-3065

Fax: 677-3066

Email: [nafrank@humboldt1.com](mailto:nafrank@humboldt1.com)

Employer (if employed):self

Position (if employed):

1. What would you like to accomplish on the Headwaters Fund Board?

With the quickly changing economic and social climate, I would like to help direct the few resources available to this county toward preparation of our citizens and infrastructure for the future.

2. Describe how your experience and/or employment qualifies you to serve on the Headwaters Fund Board:

I have spent my working life in a variety of business and cultural milieus. I have started companies and involved in start ups in many countries. I have seen globalization close up. I have an understanding what it takes to become self sufficient, to create work and help society in general.

3. Describe any previous Board (or comparable) experience:

I am on the Advancement Board of Humboldt State University and have been since its inception. My primary role is as Treasurer and a member of the Finance and Executive committees.

I am also on the HSU Sponsored Programs foundation working primarily in the finance and incentives committees.

I have been on a few business boards in my distant past and also on the board of the Institute of Transpersonal Psychology in Palo Alto for a number of years.

4. What is your vision for the Headwaters Fund?

Plain and simply as an important vehicle in helping our entrepreneurs and citizens prepare for the 21st century.

5. How would you work with other Board members to arrive at decisions?

As I would in all similar situations: develop a common strategy through discussions and data review with motivated individuals.

6. Describe area(s) of expertise contribution you feel you can make:

Strategic planning, financial oversight, entrepreneur development, counseling small businesses, working with other agencies for common cause.

7. What role would you play on the Board?

See 6 above

8. How much time would you have for HFB service per month?

As much as will be needed.

9. What are your other time commitments?

Running my business and maintaining a full, rich, enjoyable life.

10. Please provide three references who can speak to your qualifications and ability to serve on the Headwaters Fund Board.

a. Name: \_\_\_\_\_ Linda Disiere \_\_\_\_\_ Businesswoman  
Title & Organization:

Relationship to you: \_\_\_ Friend\_ & Business associate \_\_\_\_\_ Phone: \_\_\_ 845-1215 \_\_\_\_\_

email: [linda.disiere@cxprealty.com](mailto:linda.disiere@cxprealty.com)

b. Name: Alex Stillman City Council Arcata  
Title & Organization:

Relationship to you: Friend Phone: 822-2269 email: alexnacv@gmail.com

c. Name: Rollin Richmond President HSU  
Title & Organization:

Relationship to you: Friend Phone: 826-3311 email: rollinr@humboldt.edu

I certify the information on this application to be accurate and complete to the best of my knowledge:

Signature



Date

12/23/11

## NICHOLAS A. FRANK

P.O. Box 1235 Trinidad CA 95570 707-677-3065 707-677-3066 (Fax) [nafrank@humboldt1.com](mailto:nafrank@humboldt1.com)

### EXPERIENCE:

#### *NORHERN HUMBOLDT PROPERTIES*

Commercial and residential property investment and management.

*CHALICE CONSULTING*

Trinidad, California

*CHALICE INVESTMENTS. INC.*

San Francisco, California

Principal

1. Established investment pools and created new business enterprises in the Republic of Georgia. Worked with senior American and Georgian government officials and agencies. Business activities include two start-up companies:

\* Chalice Wines- a joint venture with a Georgian partner and an American vintner. Is the largest secondary winery in Georgia with over a 10 million liter capacity and 170 employees. Acted in the capacity of CEO and Chairman of the ownership board.

\* California Express- with a Georgian partner, created a department store in the most prestigious part of the capital, Tbilisi. Specializing in dry goods, it has been profitable from the beginning. The enterprise includes real estate holdings. Later added a western clothier as an active partner.

2. Assisted in the design and management of a graduate business program funded by USAID for the purposes of training graduate Georgians in western business practices. The program was funded for three years.

3. Designed and participated in two business seminars to promote entrepreneurial businesses in an emerging market. The President of Georgia was the keynote speaker.

4. Consulting for clients in marketing and management activities in overseas assignments in the former Soviet Union, India, China and Japan. Activities include:

\* assisting in setting up a factory in Bombay to manufacture x-ray tubes

\* facilitating magnetron manufacturing in Russia

\* marketing of high tech chemicals in Japan, China and Russia

5. Initially oversaw stockholder buy out of a Silicon Valley firm specializing in the servicing of the semiconductor industry by providing ion implanting technology. Chief Operating Officer of same firm after transfer to help the restructuring of company operations.

6. Created a \$1 Million Department of Energy program in concert with an American firm and three National labs (Argonne, Los Alamos, and Applied Signal) to develop a technical strategic material with the help of funding from a government program for non-proliferation.

*BARE ESCENTUALS, INC.*

104 Cooper Court  
Los Gatos, Ca

Co-founder and President

Co-founded and formed a corporation to manufacture and distribute natural cosmetics and body care products. Created a 50 person manufacturing operation. Also opened multiple retail and franchised outlets. Took the company to its second round of investment financing

*MAGNUM MICROWAVE*

4574 Cushing Parkway  
Fremont, Ca

Vice President - Operations

Responsible for all the company operations including manufacturing, process engineering, production control, materials and purchasing. Restructured their production capabilities integrating a large production contract. Magnum manufactures solid state high frequency components used in communications and electronic countermeasures.

*VARIAN ASSOCIATES*

Hansen Way  
Palo Alto, Ca

Manufacturing Engineering Manager

Responsible for the manufacturing engineering group supporting a high tech division. The departments included: Process Engineering, Chemistry Laboratory, Manufacturing Technology, and Automation. Activities revolved around production efficiencies, maintenance of quality assurance and analytical support functions

*TRW MICROWAVE*

825 Stewart Avenue  
Sunnyvale, Ca.

Manufacturing Manager, Satellite Communications

Responsible for the total manufacturing operation of the Division consisting of MIC and softboard manufacturing, process engineering, production and material control in the manufacture of high reliability electronics for satellites.

*ZETA LABORATORIES*  
100 National Ave  
Mountain View, Ca

Design Engineer

Zeta is a small electronic laboratory set up to design prototype electronics in particular for communications and electronic countermeasures. Responsible for the design of high frequency electronic components and subsystems used in communications and EW.

## **EDUCATION**

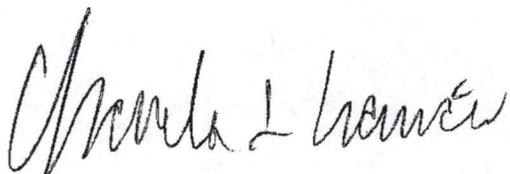
Masters of Business Administration - University of Santa Clara, Santa Clara,  
California  
BS Electronic Engineering- San Jose State University, San Jose, California

Members Headwaters Fund  
Prosperity Center  
520 E Street  
Eureka, CA 95501

Dear Headwaters Fund Members:

Accompanying this letter is an application for a position on the Headwaters Fund Board which follows the application form provide by Morrow at your 520 E Street address. Please let me know if what I have provided is not adequate, and I need to submit a completed handwritten application on the provided form.

Respectfully yours,

A handwritten signature in cursive script that reads "Charles L. Ciancio". The signature is written in dark ink and is positioned above the typed name and contact information.

Charles L. Ciancio  
California registered Professional Forester #317  
P.O. Box 172  
Cutten, CA 95534  
707-445-2179

## Headwaters Fund Board Application

(Page one of two)

Name: Charles L. Ciancio  
Mailing Address: P.O.Box 172, Cutten, CA 95534  
Home Address: 2500 Home Drive, Eureka, CA 95503  
Phone: 707-445-2179  
Email: None  
Fax: None  
Employer: Self Employed  
Position/Occupation: Forester

1. What I would like to accomplish on Headwaters Fund Board: As a member of your Fund Board, I would like to use my past professional and private experiences in the rural communities of northern California to help worthwhile activities that promote and maintain the rural way of life.
2. My past experience or qualifications for serving on Headwaters Fund Board: I have spent my life working on rural community matters including most of Humboldt County. As California Registered Professional Forester #317 with over forty years field experience and actively following local regulatory and other community matters, I am very familiar with forestry issues, with many sides of the rural community, with research and economic issues associated with rural communities, with the history of the Headwaters area, and with the Headwaters Fund. Please refer to accompanying personal and professional history which outlines some of my past.
3. My previous board or comparable experience: Not sure if comparable, but have participated in various board activities. Was student member on Lumberjack Enterprises Board when in college. Was chairman of Junior Forester Conference in Fort Bragg, California. Was board member on California Licensed Foresters Association Board. Was member of Humboldt State College McIntire Stennis Research Project Committee which oversaw distribution of funds for research projects. I have worked with many regulatory boards and higher supervisory levels in private industry.
4. My vision for Headwaters Fund: Focus on local resource issues, advancement of local rural issues, and maintenance of the rural way of life.
5. How I would work with other Board members: I would attempt to be open to input from everyone with special attention to factual, site specific input from field professionals. I would attempt to provide my thoughts in a clear and direct manner again with special attention to factual, site specific input.

**Headwaters Fund Board Application**

(Page two of two)

6. Describe areas of expertise/contribution you can make:

- I have worked with large and complicated budgetary and accounting processes.
- I have worked with many different people (contractors, landowners, environmental groups, educational and media, and regulatory agencies), and developed many useful contacts.
- I have worked and traveled many corners of Humboldt County and Northern California.
- If relevant, I have given input to many public agencies regarding rural community issues and written a book titled "Rest In Peace Rural America" about rural community problems.

7. What role would I play on the Board: My educational and field experiences would allow me to provide some real world, factual input. Obviously I can not avoid all bias, but by not being dependent on any one entity for a pay check, I have reached a point where I can be open minded, take-in and utilize all points of view, and be free of worrying about the consequences of thoughts and information I provide.

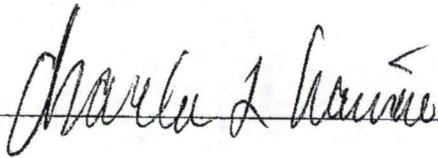
8 and 9. How much time do I have for HFB services per month, and what are my other time commitments: I am currently working part-time with no major commitments. I have applied for another committee position and through participation in other group activities, I am doing other volunteer work. At this time, family is the main use of my time and commitments are light.

10. References:

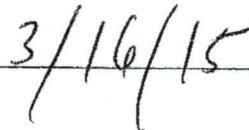
1. George Schmidbauer. Owner of Schmidbauer Lumber Company, Eureka, CA. Friend and Past Supervisor. 707-443-7024. Email unknown.
2. John Gloor. Lead Manager Premier Financial Group, Eureka, CA. Friend and Financial Advisor. 707-443-2741. Email unknown.
3. Mock Wahlund. Lead Manager Caldwell Banker Realty, Eureka, CA. Friend and Forestry Client. 707-445-8811. Email unknown.

I certify the information on this application to be accurate and complete to the best of my knowledge:

Signature



Date



## Brief outline of professional and personal background

Charles L. Ciancio  
P.O. Box 172  
Cuttan, CA 95534  
707-445-2179

- Born and raised in Willits, California
- Raised a family of four, have seven grandkids, and coming up on 37 years of marriage.
- Graduated Willits High in 1961
- Graduated with four year Forest Management Degree in 1966 from Humboldt State University.
- Have worked at various private and public service jobs through high school and college.
- Started as forester with Crawford Lumber Company in the middle of 1996. Worked throughout all of northern California coastal and Sacramento Valley areas (Del Norte to Sonoma to Shasta to Butte to Glenn counties) under Crawford which sold to Georgia Pacific and later became Louisiana Pacific(LP). At one point was lead supervisor over all LP northern California feelands involving crew of over 100 people, million dollar budgets, and operations involving many contractors on over 200,000 acres and around 200 million board foot annual timber harvest.
- After 29 years, I left LP in 1995. I have rounded out my time to the present as consulting forester mainly with Able Forestry consultants in Eureka, California. Currently, I no longer work for Able Forestry.

### Contacts:

- I have worked with many professional and landowners groups (Farm Bureau, Grange, Small timber landowners, California Forestry Association, California Licensed Foresters Association, Society of American Foresters, Buckeye, HumCPR, HELP, Association of Consulting Foresters, American tree Farm Association, and forgotten others)
- I have worked with many regulatory agencies involved with timber harvesting activities and other rural community affairs. The following is a partial list of agencies I have worked with: Various County agencies, California Department of Forestry, Water Quality, California Department of Fish and Game, U.S. Fish and Wildlife Service, National Marine Fishery and/or NOAA, Archeological groups, Environmental Protection Agency, Corp of Engineers, California Coastal Commission, Native American groups, Historical preservation groups, State Parks, United States Dept. of Agriculture, Bureau of Land Management, State Lands Commission, State Board of Equalization, cities, and forgotten others).

March 5, 2015

Clerk of the Board  
County of Humboldt  
RE: Headwaters Fund  
825 5<sup>th</sup> Street  
Eureka, CA 95501



Dear Selection Committee

Please accept my application for a position on the Headwaters Fund Board. Attached is my application and resume as requested. Please note that it is not my intention to replace Leigh or Cedar but to apply for the open seat.

Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Brooks'.

Karen Brooks  
61 Roberts Heights  
Bayside, CA 95524

# Karen Brooks

61 Roberts Heights  
Bayside, CA 95524

(707) 822~7736

Cell 498~1010

kbrooks61@gmail.com

## HSU Graduate

1982 Bachelor Science  
Business Administration  
& Marketing  
Minor~Art/Graphic Design

Business & Marketing Plans

Budget Development  
& Monitoring

Strategic & Sustainable  
Decision Making

Staff Development  
& Team Building

Project Management

Consumer Research

Brand Management

Packaging & Private  
Label Development

Graphic Design

Advertising & Direct Mail

Copywriting

Public Relations

Website Development  
& Maintenance

Social Media

Grant Management  
& Writing

Community Sponsorships

Cascadia Center for  
Leadership Graduate

References available  
upon request.

Leverage 31 years of experience to meet  
the dynamic and evolving needs of your organization while fostering a positive,  
proactive, and supportive working environment.

### Specializing In:

- ⌘ Strategic Planning ~ business, marketing, action or situational analysis.
- ⌘ Sustainable Project Management ~ immediate and long term outcomes.
- ⌘ Communications ~ public relations, social media or internal systems.
- ⌘ Brand Management & Advertising ~ melding creativity with integrated strategies for long term brand integrity.
- ⌘ Team Building ~ from training programs to professional development.
- ⌘ Management ~ temporary, operational or transitional.

September 2014 – Present

**Humboldt County Office of Education**

### Program & Events Coordinator

Develop entrepreneurial education programs for K-12 with emphasis on 7th-12th grade students. Develop financial literacy curricula for 7th-12th grade students. Coordinate college and career readiness programs for middle school grades.

July 1999 – October 2002, October 2007 – Present

**Brooks Idea Group**

### Marketing & Business Consultant

Local business and non-profit organization projects ranging from research, design, branding, visual merchandising, event coordination, public relations, copywriting, management training, planning and much more.

October 2002 – October 2007

**North Coast Cooperative, Inc.**

### Management Team - Marketing Director

Created strategic marketing and consumer education programs for an 11,000 member natural food co-op with two locations including the Eureka store opening. Art directed seasonal campaigns, website redesign, and private label products.. Developed an in-house sampling program and partnered with local schools on the Harvest of the Month nutrition program.

August 1987 - June 1999

**General Growth Properties, Inc.**

### Assistant General Manager & Marketing Director

Developed marketing programs to meet the strategic and evolving needs of Bayshore Mall, a 730,000 sf regional shopping center drawing from a four-county market area. Oversaw the construction of the initial property and related expansions.

### 1993, Certified Marketing Director designation.

Duties: business & marketing plans; budget monitoring; retail consultant & corporate sales trainer; sales productivity programs; consumer research; community events; and strategic media plans & competitive positioning campaigns. Consensus-building communication with retailers, consumers, property ownership and corporate management.

November 1983 -August 1987

**Meyer Bistrins, Inc.**

### Advertising & Display Director

Director of an in-house advertising agency and full service visual merchandising.