



ANTONIO R. VILLARAIGOSA
MAYOR

June 17, 2010

Honorable Members of the City Council
c/o City Clerk
City Hall, Room 395

Re: Appointment of Brenda F. Barnette as **Permanent** General Manager of the Los Angeles City Department of Animal Services

Dear Honorable Members:

Under City Charter Section 508(b), I hereby appoint Ms. Brenda F. Barnette as General Manager of the Los Angeles City Department of Animal Services, effective as of the date of your confirmation of this appointment. Kathy Davis' term as the interim General Manager expires on June 30, 2010.

Ms. Barnette comes to the City of Los Angeles with exceptional talent and experience having served for the last four years as Chief Executive Officer for the Humane Society for Seattle/King County in the state of Washington. She possesses one of the nation's strongest portfolios in the area of humane animal shelter management, effective pet adoption and public education programs, and successful community involvement efforts. Under her leadership, the Seattle Humane Society has achieved notable "life-save" levels, with more than 90% of all animals impounded being adopted into good homes or released to rescue organizations. She is nationally recognized as a leader in progressive animal shelter management.

Prior to her work in Seattle, Ms. Barnette was the Chief Executive Officer for Tony La Russa's Animal Rescue Foundation in Walnut Creek. There she oversaw the professionalization of the organization and the creation of its animal shelter. From 1998 to 2003 she served as Executive Director of Pets In Need, a leading Northern California animal welfare and adoption organization. Ms. Barnette received her start in the field as Client Services Manager and then Development Director of the San Francisco Society for the Prevention of Cruelty to Animals (SPCA) which, in partnership with San Francisco Animal Care and Control, handles animal welfare and adoption programs for



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the City and County of San Francisco. There she nearly doubled the organization's fundraising base, thereby establishing the fiscal foundation for the development of the nation's first bonafide "no kill" animal shelter philosophy and operation.

Throughout her career, Ms. Barnette has placed an emphasis on educating the public on animal issues, using effective communication as a vehicle for promoting adoption and animal welfare issues, and involving the community in seeking solutions and increasing the financial resources available for use in saving animals. She holds a Bachelor of Science degree in Animal Science from Virginia Tech University.

Attached please find a copy of Ms. Barnette's resumé, which provides greater detail about her experience.

In light of her extensive qualifications, I am confident that Ms. Barnette will do an outstanding job in service of the people and animals of the City of Los Angeles as General Manager of Animal Services. I look forward to your favorable consideration of her appointment.

Very truly yours,



ANTONIO R. VILLARAIGOSA
Mayor

ARV:bf

Attachment

cc: Councilmember Greig Smith, Chair, Public Safety Committee	Board of Animal Services Commissioners
Kathy Davis, Interim GM, LA Animal Services	Margaret Whelan, Personnel Dept.
Miguel Santana, CAO	Phyllis Lynes, Personnel Dept.
Gerry Miller, CLA	Susan Ozawa, CAO
	June Lagmay, City Clerk
	LeeAnn M. Pelham, CEC
	General Managers' Association

Public Relations and Community Outreach

- Created academic and corporate partnerships to expand programs, serving people of all ages and abilities. Developed new programs in collaboration with the Animals in Society Department at UC Davis. Launched a national program in English, Chinese and Spanish with funding secured from SBC (now AT&T) to combine technology with education, providing educational games, lesson plans, and other materials for youth and teachers over the World Wide Web.

Executive Director
October 1998-June 2003

Pets In Need
Redwood City, California

Leadership: Strategic Planning and Program Excellence

- Established collaborations with over a dozen public agencies to transport dogs from high kill communities in the Central Valley to the Bay Area where we had welcoming homes waiting for them, and led the marketing efforts to insure that the agency's image reflected the established goals and to increase visibility. Garnered 36 million verified media hits in three years. Appeared weekly on NBC; redesigned website whose monthly visitors grew 167 percent per month in two years; wrote weekly newspaper column.

Fund Development and Financial Management

- Increased donors 86 percent; established an endowment and doubled the net assets, improved staff retention and morale, designed and implemented a major donor cultivation program.

Public Relations and Community Outreach

- Weekly column, TV show, pet of the week

Development Director
January 1991 - September 1998

The San Francisco S.P.C.A.
San Francisco, California

- Managed fund raising program including direct mail, grant writing, major donor cultivation and planned giving. Planned and implemented annual campaigns that resulted in membership increasing from 50,000 to over 90,000. Produced budgets and reports for all department activity, managing department and project expenses below budget while consistently exceeding the income goals.

Client Services Manager
March 1990-January 1991

The San Francisco S.P.C.A.
San Francisco, California

EDUCATION

Graduate

Class of 2005

Leadership Contra Costa
Walnut Creek, CA Chamber of Commerce

- Training to make critical decisions for a better tomorrow through coalition building and community involvement.

Classes Completed

The Fund Raising School
Center on Philanthropy, Indiana University

- Developing Leadership for Major Gifts
- Planned Giving
- Principles & Techniques of the Fund Raising
- Getting the Proper Start

Bachelor of Science
Blacksburg, Virginia

Virginia Tech

REFERENCES

Provided upon request.