

ERIC GARCETTI
MAYOR

August 14, 2013

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Steve Robinson to the Police Permit Review Panel for the term ending June 30, 2018. Mr. Robinson will fill the vacancy created by William Delgado, whose term expired on June 30, 2013.

I certify that in my opinion Mr. Robinson is qualified for the work that will devolve upon him, and that I make the appointment solely in the interest of the City.

Sincerely,

A handwritten signature in black ink, appearing to read 'Eric Garcetti', written in a cursive style.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Steve Robinson
Commission: Police Permit Review Panel
End of Term: June 30, 2018

Appointee Information

1. **Race/ethnicity:** Caucasian
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 5 - West
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** Bachelors of Finance and Psychology, Michigan State University
7. **Occupation/profession:** CEO Pillars4Life
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Replacement
10. **Current composition of the commission (excluding appointee):**

Commissioner	APC	CD	Ethnicity	Gender	Appointment Date	Term Ends
Atkinson, Joy	South	10	African American	F	01-May-09	30-Jun-14
Bustamante, Juan	South Valley	12	Latino	M	28-Feb-13	30-Jun-17
Castellanos, Anita	South Valley	3	Latina	F	21-Sep-05	30-Jun-15
Gelb, Rickey M.	South Valley	5	Caucasian	M	04-Apr-06	30-Jun-16
Haskins, Angela S.	Central	9	Caucasian	F	26-Apr-10	30-Jun-15
Kil, William O.	East	14	Asian Pacific Islander	M	17-Mar-06	30-Jun-14

Steven J. Robinson

VALUE CREATION-PROFIT DRIVEN BUSINESS LEADER President/CEO/COO

Visible leader with proven record of creating and sustaining superior business performance measured by financial results, operational execution, customer penetration and management talent. Expertise includes:

- P&L-B/S and Business Model Analysis
- Niche Market Development
- Business Process and Organization Design
- TPS/LEAN Execution
- International Sourcing
- High Performance Teams
- Acquisitions, Turnarounds, & Integration
- Capital Markets Fundraising
- Six Sigma Quality Execution
- Project Management

SELECTED SIGNIFICANT ACCOMPLISHMENTS

Value Creation - business development and profit growth

- MICROWAVE OVEN MANUFACTURER (Litton)- converted from a branded product to private label manufacturer in two years. Re established revenue of \$125mm, increased profit from -\$12mm annually to +\$11mm. Increased value over 400%.
- ADULT INCONTINENT PRODUCTS MANUFACTURER (PaperPak) -transformed from an MRP forecast driven large batch producer and distributor to a customer driven pull system with flexible transportation model capable of bypassing costly interim stop and handling at distributor locations. Profit improvement of \$1.6mm per month with associated value improvement of five times.
- FROZEN FOOD PROCESSOR (Nancy's) – created model that focused on flexibility and speed improving throughput by three times enabling expanded capacity without the need for additional CapEx. Profit improvement
- HIGH END KITCHEN APPLIANCE MANUFACTURER (Dynamic Cooking Systems)- Focused on cycle time reduction in the manufacturing process. Reduced cycle time from 153 days to 6 days enabling the reduction in inventory by 85% improving efficiency throughout the organization. Working capital requirements were reduced by nearly 75% in turn increasing the equity value of the company from \$12mm to over \$40mm in approximately 12 months.

Turnaround and Transition experience

- OEM/RETAIL MANUFACTURE OF TACTILE MASSAGE PRODCUTS (JB Research) – \$50mm company losing approximately \$600m per month. Stabilized cash flow, renegotiated outsource vendor contracts, downsized organization. Brought company to breakeven then sold to large public company competitor.

- EXTRUDER/CONVERTER OF POLYPROPELENE (Orange/Apple plastics) - \$85mm company suffering from extreme margin squeeze due, in part, to rapid increase in raw material pricing. Improved ebitda by \$800m per month through SKU and customer rationalization, improvement in cash to cash cycle time and increasing pricing-made possible by improved customer service. When stable sold to strategic buyer.
- PUBLISHER OF SUBSCRIPTION PERIODICALS AND PRODUCER OF TRADE SHOWS (101 Communications) - \$125mm company experiencing sever cash flow trouble due to significant drop in advertising revenue. Stabilized cash through eliminating poor performing periodicals and events, implementing strict cash management procedures and practices. Company returned to profitability within two years and sold four years later.

Entrepreneur experience

- THIRSTY'S/QUENCHERS/SURF CITY GRILL - Created healthful fast food concept while in college. Attracted VC money in second year. Developed and operated 36 in 9 years achieving nearly \$40mm in revenue then sold the stores to multiple buyers
- WORLDPOG FEDERATION – Created a worldwide branded children's game, with revenues in excess of \$50mm, that was the game of the year in 1995. Licensed the brand to 27 game companies around the world. Produced two national tournaments held at Disneyland. Developed and sold four box game sets to Milton Bradley. Sold concept to PEG that financed the venture.
- ON TIME DATA – Licensed a software product, developed for the hoe health care industry, for the western united states. Developed the market in four states adding over 1000 clients in two years. Sold the rights back to the developer of the software in year three.

PROFESSIONAL EXPERIENCE

PILLARS4LIFE

Chief Executive Officer (January 2011 – Present)

HAWTHORNE POLICE DEPARTMENT (April 2013 – Present)

RKM ADVANCED BUSINESS SOLUTIONS

Principle (March 2009 – Present)

NEW CENTURY DIRECT, LLC

Chief Executive Officer (July 2006 – February 2009)

PAPERPAK PRODUCTS, INC.

Chief Executive Officer, (2005-June 2006)

KIBEL GREEN, INC.

Senior Managing Director/Partner, (1999-2006)

CINEMA PRODUCTS

Chief Executive Officer (1998-1999)

ON TIME DATA

Founder and President (1996-1998)

WORLDPOG FEDERATION

Chief Operating Officer/Chief Financial Officer (1993-1996)

REEDER COMPANIRES (Various enterprises)

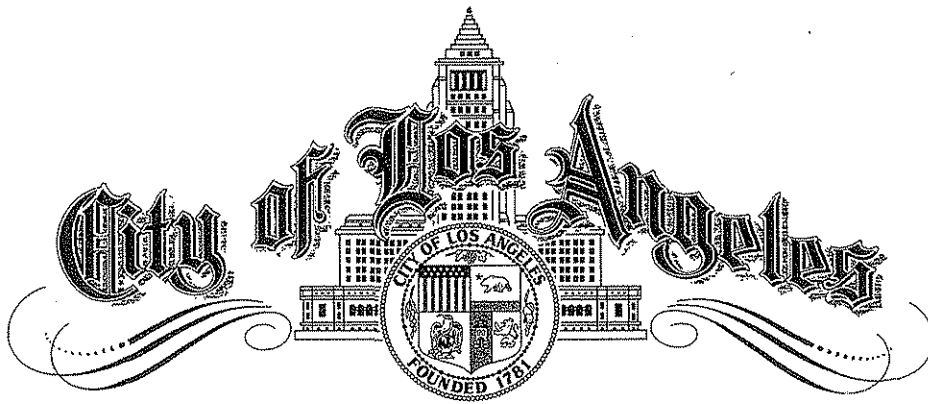
President, Chief Operating Officer, Financial Analyst (1988-1993)
ROBINSON SHARE
Founder/President (1978-1988)

EDUCATION/TRAINING

BA finance, BS psychology - Michigan State University 1983
Six Sigma Black Belt – Villanova University 2004
Project Management Professional – Cal Tech University 2004
Toyota Production System - Toyota Consulting Group, Toyota Motor Company, USA 2004

AFFILIATIONS

Member, Young Presidents Organization since 1988/ Member, World President's Organization since 2010
Member, Board of Directors – Building Material Distributors (\$300MM+ revenue ESOP);
Sunstone Components Group (\$25MM auto parts manufacturer); Penwal Industries (\$10MM creator of incredible environments)



ERIC GARCETTI
MAYOR

August 14, 2013

Mr. Steve Robinson

Dear Mr. Robinson:

I am pleased to inform you that I hereby appoint you to the Police Permit Review Panel for the term ending June 30, 2018. In order to complete the process as quickly as possible, there are several steps that must be taken, many of which require visiting City Hall. If you require parking during these procedures, please call Justin Gonzalez in my Office at (213) 364-0506 to make arrangements for you.

To begin the appointment process, please review, sign and return the enclosed Ethics Pledge, Remuneration Form, Undated Separation Forms, Background Check Release and Information Sheet **within one week** of receiving this letter. These documents are necessary to ensuring the most efficient, open and accountable City government possible. Further, Mayor's Office policy requires you to be fingerprinted as part of the background check that is done on all potential Commissioners. To do so, please bring this letter to the Background Unit of Employment Services Division, Personnel Department Building, 700 East Temple Street, Room 235, Los Angeles, California 90012. The division phone number is (213) 473-9343. Fingerprints must be taken **within three working days** from the **receipt** of this letter.

Under separate cover you will be receiving a packet from the City Ethics Commission containing information about the City's conflict of interest laws and a copy of the State Form 700/Statement of Economic Interests. You are required to complete and return this form **within 21 days** of your nomination to the City Ethics Commission, 200 North Spring Street, City Hall, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Shannon Prior at the Ethics Commission at (213) 978-1960.

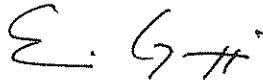
Mr. Steve Robinson
August 14, 2013
Page 2

As part of the City Council confirmation process, you will need to meet with Paul Koretz, your Councilmember, and Councilmember Mitch Englander, the Chair of the Public Safety Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your appointment will be considered by the Public Safety Committee. Some time thereafter, you will be notified by the committee clerk when your appointment will be presented to the full City Council for confirmation. Once you are confirmed, you will be required to take the oath of office in the City Clerk's Office in Room 395 of City Hall. Julie Ciardullo with the Mayor's staff will assist you during the confirmation process if you have questions.

Commissioners must be residents of the City of Los Angeles. If you move at any point during your term, have any changes in your telephone numbers, or in the future plan to resign (resignation must be put in writing), please contact my office immediately.

Congratulations and thank you for agreeing to serve the people of Los Angeles.

Sincerely,

A handwritten signature in black ink, appearing to read "E. Garcetti".

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Mr. Steve Robinson
August 14, 2013

Nominee Check List

I. Within three days:

- Get fingerprinted to complete a background check.**
No appointment is necessary. Bring the Mayor's letter to:
Background Unit of Employment Services Division, Personnel
Department Building, 700 East Temple Street, Room 235, Los Angeles,
California 90012. Phone: (213) 473-9343.

II. Within seven days:

Mail, fax or email the following forms to: Julie Ciardullo, Office of the Mayor,
Office of External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA 90012
or fax: 213-978-0720 or email: julie.ciardullo@lacity.org.

- Ethics Pledge**
- Remuneration Form**
- Undated Separation Forms**
- Background Check Release**
- Information Sheet/Voluntary Statistics**

III. Within 21 days:

File the following forms with the City Ethics Commission. *If you are required to file, you will receive these forms in the mail from that office.*

- Statement of Economic Interest ("Form 700")**
IMPORTANT: The City Council will not consider your nomination until
your completed form is reviewed by the Ethics Commission.
- Residence Verification Form**

IV. As soon as possible, the Mayor's Office will schedule a meeting with you and:

- Your City Councilmember Paul Koretz (contact at 213-473-7005).**
- Councilmember Mitch Englander, Chair of the Council Committee considering your nomination (contact at 213-473-7012).**

Staff in the Mayor's Office of External Affairs will assist you with these arrangements.