

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. Jon F. Vein to the Board of Los Angeles Convention Center for the term ending June 30, 2018. Mr. Vein will fill the vacancy created by Nicole M. Duckett, whose term expired on June 30, 2013.

I certify that in my opinion Mr. Vein 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 'E. Garcetti', with a stylized flourish at the end.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Jon F. Vein
Commission: Board of Los Angeles Convention Center
End of Term: June 30, 2018

Appointee Information

1. **Race/ethnicity:** Caucasian
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 4 - Central
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** J.D., Harvard Law School
7. **Occupation/profession:** Co-founder and CEO, MarketShare
8. **Experience(s) that qualifies person for appointment:** See attached biography
9. **Purpose of this appointment:** Replacement
10. **Current composition of the commission (excluding appointee):**

Commissioner	APC	CD	Ethnicity	Gender	Appointment Date	Term Ends
Duckett, Nicole M.	Central	4	African American	F	21-Oct-11	30-Jun-13
Moritz, Neal	West LA	11	Caucasian	M	06-Aug-10	30-Jun-15
Purvis, Archie C.	South Valley	5	African American	M	04-Dec-06	30-Jun-14
Torres, Diana M. - RESIGNED	West	11	Latina	F	14-Dec-05	30-June-16
Zucker, Gillian	West LA	11	Caucasian	F	03-Jun-13	30-Jun-17

JON F. VEIN

Jon Vein is co-founder and CEO of **MarketShare**, the leading cloud-based, big data analytics and software company, helping companies grow more efficiently by identifying what is really driving demand. With eight offices around the world, MarketShare has had a significant impact on allocating over \$200 billion in marketing investments for more than half of the Fortune 50 companies, as well as many other companies around the globe. Partnered with academic leader Dr. Dominique Hanssens, former P&G CMO Jim Stengel, and other industry thought leaders, MarketShare is matching marketing and media deployment with how the 21st Century consumer is actually using new media, including search, display and social media.

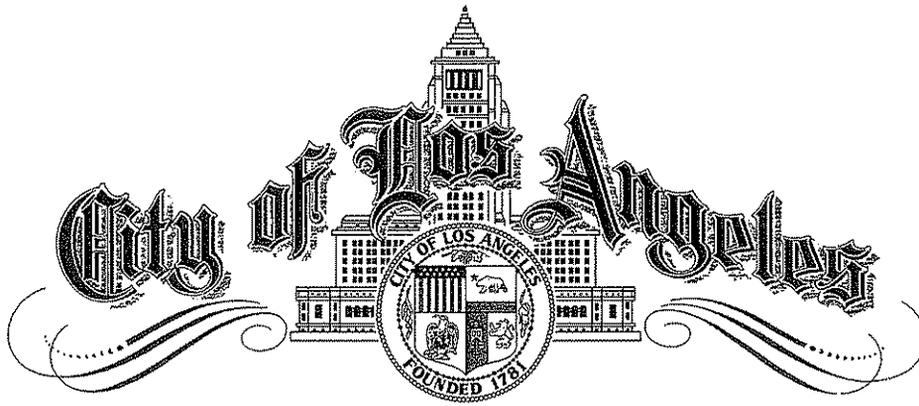
Prior to MarketShare, Jon served as Chief Operating Officer of Michael Ovitz's AMG (Artists Management Group) and APG (Artists Production Group), overseeing all divisions, including talent, literary, animation, sports, music, publishing, and feature film production. Jon engineered AMG's sale to The Firm, which he joined as co-head of the M&A/Strategic Advisory Services Division prior to departing and forming MarketShare.

Before joining AMG/APG, Jon was Chief Operating Officer of Film Roman, the premier independent animation production company in the United States, where he oversaw all production, development, sales, human resources, finance, and business affairs. He also brought to Film Roman a private equity investment to facilitate growth, and he was instrumental in planning and executing the company's initial public offering. Film Roman produced shows such as The Simpsons, King of the Hill, Family Guy, The Critic, and numerous other award-winning shows.

An Emmy Award winner, Jon produced many film and television productions, including King of the Hill, The Simpsons, and the acclaimed Swimming with Sharks. Jon started his entertainment career as a founding partner of noted entertainment law firm Dern & Vein, working with one of Hollywood's most respected attorneys, Dixon Dern. Jon represented a wide range of individuals and companies, with deals ranging from talent and corporate level agreements to intellectual property licensing and employment agreements.

Before attending law school, Jon utilized his engineering and computer science background as a practicing engineer on the space program at Hughes Electronics and Teledyne Relays.

Jon is Chairman of the Young Presidents' Organization Golden West Chapter. Additionally, he is a member of the Pacific Council on International Policy. Jon is a board member for the California Cultural and Historic Endowment, the US Fund for UNICEF's Southern California Region, the Long Range Planning Committee for Marymount University, the Hancock Park Neighborhood Council and Los Angeles Television Channel 36. He also sits on the Regents Selection Advisory Committee to the Governor of the State of California. Jon served as an early member of then-Senator Barack Obama's finance committee for the 2008 election and the President's National Finance Committee for his re-election. Jon sat on the finance committee for Congresswoman Karen Bass' election, and served as an early member of Eric Garcetti's finance committee in support of his candidacy for Mayor of the City of Los Angeles. Jon holds a US Patent in the field of tissue engineering, as well as several other patents in marketing analytics. Jon graduated from the University of California at Berkeley with a double B.S. in Material Sciences & Engineering and Electrical Engineering-Computer Science with high honors, and received his J.D. cum laude from Harvard Law School. Jon is married to entertainment executive Ellen Goldsmith-Vein and has two rambunctious children, Caroline and Jack.



ERIC GARCETTI
MAYOR

August 14, 2013

Mr. Jon F. Vein

Dear Mr. Vein:

I am pleased to inform you that I hereby appoint you to the Board of Los Angeles Convention Center 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.

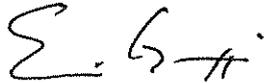
Mr. Jon F. Vein
August 14, 2013
Page 2

As part of the City Council confirmation process, you will need to meet with Tom LaBonge, your Councilmember and the Chair of the Trade, Commerce and Tourism Committee, to answer any questions he 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 Trade, Commerce and Tourism 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 "Eric Garcetti".

ERIC GARCETTI
Mayor

EG:djg

Attachment I
Mr. Jon F. Vein
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:

_____ **Tom LaBonge, your Councilmember and Chair of the Council Committee considering your nomination (contact at 213-473-7004).**

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