

ERIC GARCETTI
MAYOR

April 16, 2014

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Courtney Reum to the Convention Center and Exhibition Authority for the term ending January 16, 2015. Mr. Reum will fill the vacancy created by Donald Smith, whom I removed effective May 31, 2014 or at the time Mr. Smith's successor is confirmed by the City Council.

I certify that in my opinion Mr. Reum 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'.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Courtney Reum
Commission: Convention Center and Exhibition Authority
End of Term: 1/16/2015

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:** B.A., Columbia University
7. **Occupation/profession:** Founder and CEO, VeeV Spirits LLC
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):**

Name	APC	CD	Ethnicity	Gender	Appt date	Term ends
Alfaro, Carlos E.	South Valley	6	Latino	M	31-Jan-07	16-Jan-15
Bautista, Gilbert	North Valley	12	Latino	M	31-Oct-07	16-Jan-13
Canas, Tom	Central	1	Latino	M	03-Aug-07	16-Jan-13
Choh, Candice	West	11	Asian Pacific Islander	F	24-May-11	16-Jan-13
Chung, Florence K	Central	5	Asian Pacific Islander	F	16-May-12	16-Jan-15
Mattoo, Kanchan	South Valley	2	Asian Pacific Islander	M	16-Aug-08	16-Jan-15
Rodriguez, Susan A.	East	13	Latina	F	28-Mar-08	16-Jan-13
Shabazz Coates, Shahiedah			African American	F	12-Jan-10	16-Jan-13
Smith, Donald H.	West	11	Caucasian	M	16-Jan-07	16-Jan-15
Walter, Andrew	Central	5	Caucasian	M	20-Mar-12	16-Jan-15

COURTNEY JAMES REUM

WORK EXPERIENCE:

2006 - Present

VeeV Spirits LLC, Los Angeles, CA

Founder and CEO

- Conceptualized, founded and developed “one of the most innovative new product entries of the last decade in the distilled spirits category” - *Chief Marketing Officer, Bacardi Ltd*
- Hired, built and led a team of 20+ direct employees and 40+ total employees (inclusive of PR firm, creative agency, IT systems, Legal, digital marketing firm, etc)
 - Attracted top-tier industry talent, including former Grey Goose vodka Brand Director, Bacardi CMO, EVP of Mars (Food Division), Voss Water VP of Sales and Ketel One
- Successfully raised \$20+ mm in capital commitments to fund venture while creating 2x+ value to investors
- Negotiated and subsequently executed exclusive national partnership agreement with Southern Wine & Spirits, the largest wholesale distributor of alcohol products in the U.S.
- Crafted sales & marketing partnerships with some of the nation’s leading brands such as Disney, Virgin America, Celebrity Cruises, California Pizza Kitchen, Darden and many more
- *Sales* – led sales force, grew sales at +1300% over a 3-year period and *double digits each year*
- *Strategy* – developed and led all strategic planning of company initiatives
- *Branding* – developed VeeV trademark logo and name through extensive R&D as well as oversaw creative “look and feel” of the brand
- *Marketing* – involved in all phases including: idea origination, development and execution
- *Triple Bottom Line* – donated over \$1 million dollars of through various 501(c)3, in-kind donations and other activities
- Honed leadership skills through on-going training (such as Harvard Business School Executive Education programs) and development organizations like Summit Series
- Structured and implemented Employee Stock Option Plan (ESOP) for all employees

Company Accomplishments

- **2013 Technomic Fast 50** Award winner given to 50 alcohol companies based on select criteria (only 13 spirits brands, only 4 of which were independently owned)
- **2011 Inc 500 Fastest-Growing Private Companies in America** Award winner (#242 overall, #7 in Consumer Products)
- **2011 Rising Growth Award** Winner by Beverage Information Group as one of the fastest-growing spirits companies in the U.S.
- Subject of a *Harvard Business School (HBS) Case Study VeeV on the Rocks?* on “dynamic, young entrepreneurs,” which has become required 1st year core reading in MBA curriculum
- Ernst & Young Entrepreneur of the Year Award Nominee
- Selected by the Huffington Post as an eco-blogger expert on the subject of CSR, reaching over 10 million unique visitors per month
- Chosen as one of five young entrepreneurs for Virgin Unite mentoring program
- Keynote Speaker: numerous professional engagements including Bloomberg Entrepreneur Venture Series, GE, Intel, Opportunity Green, ICR Conference and others

External Boards & Organizations:

YPO (Young Presidents’ Organization)

Bel-Air / Los Angeles Chapter – member since 2010 (youngest member upon joining)

- Chapter Chair / President Elect – slated for 2016
- Regional Chairs Council (RCC) – nominated and selected as 1 of 3 worldwide leaders under 35 years old chosen from the global YPO community (20,000+ members) to serve on the International Board
- Executive Committee member. Slated to be Education Chair in 2014
- Active member within YPO International – Global Leadership Conference and contributor to CNBC partnership
- Beer, Wine & Spirits Network – Executive Committee member

KeVita Board Member – sparkling Probiotic drink available nationally in Whole Foods and 2500+ other locations. Currently 2nd fastest-growing beverage in the natural products channel nationwide
charity:water Board member and founding member of The Well program

Pink Dingo Board Member – online social giving platform started by former Goldman Sachs investment banker

After Party Board member – hydration recovery beverage

Environmental Media Association Young Hollywood Board Member

TED Conference - Selected to attend the prestigious TED Conference (Technology Entertainment Design), one of the leading thought innovation conferences in the world

2002 - 2006

Goldman, Sachs & Co., New York, NY

Investment Banking Division — Consumer and Retail Group, Media & Gaming

- Developed financial models, including leveraged buyouts analyses, discounted cash flow, pro forma accretion/dilution and comparable public and private market analyses, to assess valuation, alternative capital structures and pro forma impact of various transactions
- Active participant in the Goldman Sachs community: member of the Columbia University recruiting team and several other sub-committees within IBD and Consumer/Retail

Select Completed Transactions Include:

Procter & Gamble / Gillette (PG) - Merger

- Member of the largest consumer products merger in history

Under Armour, Inc. (UA) - Initial Public Offering

- Worked closely with CEO/Founder, CFO and other executives to draft management presentation, construct financial model valuation analysis and other IPO preparations

Vitamin Water – Financing Transaction

- Helped facilitate transaction to provide growth financing to Vitamin Water via private investment

Telstra – Initial Public Offering, Sydney Australia

- Member of the largest IPO offering of a private company in Australian history, worked closely with Australian government officials to make sure policies and protocols were adhered to

Hickory Farms – Divestiture

- Drafted offering memorandum for sale with input from CEO and CFO of the company; Prepared buyer list and talk sheet identifying strategic rationale for each potential acquirer

2002

Citigroup Global Markets, New York, NY

Investment Banking Division — Mergers and Acquisitions Group

- Worked directly with Head of Business Development Group to originate merger, acquisition, and divestiture opportunities
- Worked closely with execution teams in the Corporate Sales & Divestiture Group
- Extensive client and meeting experience— participated in over 50 high-level meetings in six months

2001 - 2002

Screen Actors Guild of America (due to investment banking deferral)

Professional Actor

- Appeared on: As the World Turns, Saturday Night Live, Law & Order, The Conan O'Brien Show, All My Children, Guiding Light, and Catch Me If You Can among others

Summer 2000

J.P. Morgan & Co., Chicago, IL

Summer Intern Investment Banking Analyst—Diversified Midwest Group

- Collaborated on models, composed comparables lists, and worked with credit analysis and credit portfolio review forms for Midwest Group clients

EDUCATION:

Columbia University, New York, NY

Bachelor of Arts in Economics and Philosophy, Received May 2001

G.P.A.: 3.6

Honors: *U.S.A. Today* Academic All-American Team 2000 nominee, Dean's List all semesters

Activities:

Columbia University Alumni Affairs Board—one of two students selected from student body by Deans' nominations to serve a two-year term on the Board of Directors

Columbia University Student Council—three-year Class of 2001 student representative

Columbia University Alumni Recruitment Committee—conducted interviews and submitted written evaluations for pending undergraduate applicants

Harvard Business School, Cambridge, MA

Executive MBA – expected 2015

*completed Trimester I of intensive program targeting post-MBA CEO's and business leaders

**Case Study subject* – led and taught mandatory first year case study to all HBS students

*Other Programs Completed: *Launching New Ventures* (September 2007), *Corporate & Social Responsibility* (October 2008)

ATHLETICS:

Columbia University Varsity Men's Soccer

- Letter winner and academic All-Ivy League on nationally ranked NCAA Division I team

ENTREPRENEURSHIP/

ANGEL INVESTOR:

Spanos Capital Group *General Partner*

Red Swan Ventures *Limited Partner*

Alliance Consumer Growth Fund *Limited Partner*

Rothenberg Ventures *Limited Partner*

INTERESTS:

Sports (especially Crossfit/marathons/triathlons), scuba diving, travel (lived aboard, visited six continents and over 55 countries), Sigma Chi fraternity alumnus, former Zagat Restaurant guide food critic (founder of the summer internship program)



ERIC GARCETTI
MAYOR

April 16, 2014

Mr. Courtney Reum

Dear Mr. Reum:

I am pleased to inform you that I hereby appoint you to the Convention Center and Exhibition Authority for the term ending January 16, 2015. 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) 922-9788 to make arrangements for you.

To begin the appointment process, please review, sign and return the enclosed 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.

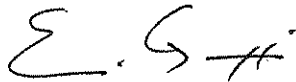
Mr. Courtney Reum
April 16, 2014
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As part of the City Council confirmation process, you will need to meet with Paul Koretz, your Councilmember, and Councilmember Curren Price, the Chair of the Economic Development Committee, to answer any questions 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 Economic Development 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. Cary Gross 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. Courtney Reum
April 16, 2014

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: Cary Gross, Office of the Mayor, Office
of External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA 90012 or fax:
213-978-9719 or email: cary.gross@lacity.org.

_____ **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.*

_____ **CEC Form 60**

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 Curren Price, Chair of the Council Committee
considering your nomination** (contact at 213-473-7009).

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