

ERIC GARCETTI
MAYOR

June 13, 2014

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Laurette Healey to the Industrial Development Authority for the term ending June 30, 2017. Ms. Healey will fill the vacancy created by Monica Torry, whose term expires June 30, 2014.

I certify that in my opinion Ms. Healey is qualified for the work that will devolve upon her, and that I make the appointment solely in the interest of the City.

Sincerely,

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Laurette Healey
Commission: Industrial Development Authority
End of Term: 6/30/2017

Appointee Information

1. **Race/ethnicity:** Caucasian
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 4 - South Valley
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** Boston College, University of California, Santa Barbara
7. **Occupation/profession:** Director of Business Development, US Green Building Council
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Replacement
10. **Current composition of the commission (Mayor appointments, excluding appointee):**

Name	APC	CD	Ethnicity	Gender	Appt date	Term ends
De Vivo, Francisco	South Valley	2	Latino	M	10-Aug-10	30-Jun-15
Montes, Joseph F.	West	5	Latino	M	23-Oct-07	30-Jun-16
Torry, Monica - REMOVED	Central	10	African American	F	19-Dec-13	30-Jun-14
Zaferis, James	Central	4	Caucasian	M	31-May-07	30-Jun-13

Economic & Business Development

Executive Summary

I offer a proven track- record of exceeding revenue objectives. My background emerges out of the broadcast media industry where I successfully identified, negotiated, and managed revenue expansions on behalf of high net worth celebrity clients and public corporations across industry sectors. I have effectively translated these core competencies into the arena of business development, public affairs, issues advocacy campaigns, and revenue expansion at private, public, and non-profit sector organizations. The diversity of my experience combined with educational training in economics, law, and communications provides for creative presentations, detailed negotiation, focused follow through, and the entrepreneurial flexibility needed to build revenues through integrated initiatives.

Highlights

- Director, Business Development, U.S. Green Building Council, LA. **10% increase AGI.**
- Deputy State Controller, California State Controller, Hon. Steve Westly
- CA Community Colleges, economic & workforce development Director, **100% job placement.**
- Candidate, California State Assembly, 46th Assembly District.
- President and COO, Home Shopping Network, Inc. **Highest ranking female executive, 67% ROI**

Professional Experience

Director of Business Development

United States Green Building Council, Los Angeles

2013

Responsibilities include engaging the greater Los Angeles public and private sector to reduce the environmental impact of its dense regional infrastructure through a coordinated interface with political, business, multiple media outlets, private sector, and diverse community partners.

California State Assembly Candidate

California State Assembly, 46th District, Los Angeles

2011-2012

Well-developed ability to articulate to diverse communities complimented by coalition building skills with elected and appointed public officials, energy, environment, business, real estate, trade associations, unions, civic leadership, stakeholders, and non-profit advocacy groups throughout the city of Los Angeles and the State of California.

Team building; overseeing creative and logistics teams to ensure consistency of messaging; analyzing data and devising targeted outreach through predictive modeling and data mining techniques; direct mail campaign; editorial writing and diligent media relations building; integrating social media messaging and online communications; public speaking, debates, live forums, and fundraising.

Economic and Workforce Development Director **2008-2011**
California Community Colleges, Southern California
Saddleback College, Pierce College, Long Beach City College

Advisor to President, Strategic Development-U.S. Department of Energy Renewable Energy Workforce Training Grant for Utility Power Sector. (Saddleback College)

Assistant Director-LACCD Workforce, and Economic Development Department, Renewable Energy Programs through State and Federal funding. (Pierce College)

Program Coordinator-Economic and Resource Development Dept. Clean Energy Workforce Training Grant Program through State and Federal funding. (Long Beach City College)

- (Long Beach City College) received the largest State CEC funding for renewable energy workforce training achieving the highest job placement in the nation for fiscal year 2010-2011.

Deputy State Controller **2005-2008**
California State Controller's Office

Executive appointee of State Controller hired to initiate and implement business and constituent awareness campaigns to advocate key legislative priorities.

Key Achievements:

- Proxy spokesperson for State Controller serving as liaison to business, municipal, non-profit, faith based, and civic organizations statewide.
- Originated highly successful statewide public forums, televised events, media interviews, and print coverage in key regions statewide.
- Achieved support of regional non-profit's, religious institutions, and civic advocacy groups in media outreach to targeted demographics.

Education

Master of Public Administration (MPA), USC, (application in process)

Southwestern Law School, Los Angeles, CA (attended)

University of California, Santa Barbara, CA, Economics

Chancellors Scholarship

Boston College, Boston MA, Economics

Dean's List Scholar

Other Experience: Entrepreneurism and Business Development

Founder/President **1997 - 2005**
Creative License, LLC, Los Angeles

Identified and negotiated endorsement agreements and managed creative implementation for clients.

Clients (partial list): Whoopi Goldberg, Raquel Welch, Kristie Alley, Beverly Johnson, Christina Aguilera, Garth Brooks, William Morris Agency. EMA negotiated contracts grossed over one-hundred million dollars for client's between 1997 and 2005.

Key Achievements:

- Created and implemented national brand identity awareness campaigns.
- Negotiated all client contracts and agreements with third parties.
- Wrote and managed national strategic marketing plans.
- Creation of all key marketing including principle photography, and collateral materials.
- Managed national personal appearances, press releases, media tours, commercial production, public relations, satellite tours, and editorials.

Founder/President & COO

Home Shopping Network Entertainment, Inc. (AMEX)

1993-1997

- Highest-ranking female executive of 7,000-employee public company.
- 67% ROI within second fiscal year of employment.
- Launched the first nationwide point of purchase advertising campaign.
- Hired, trained, and managed first HSN national sales agencies in North America.

Civic Volunteerism (past and present)

Board member, The Valley Economic Alliance, San Fernando Valley, CA

Board member, California League of Conservation Voters

Board member, Los Angeles County Sheriff's Diversity Advisory Board

Board member, Human Rights Campaign, Washington D.C.

Co-Chair, Government Affairs Committee, Valley Industry and Commerce Association

Executive Board, Stonewall Democrats, Los Angeles, CA

National Board member, Stonewall Democrats

Advisory Board, LAUSD "After the Bell", after school programs initiative, City of Los Angeles, CA

Board member, Equality California

Board member, San Fernando Valley Democratic Club; Democratic Women of the San Fernando Valley

Delegate California State Democratic Convention

Advisor, Nancy Brinker, Founder, "RACE FOR THE CURE".

Volunteer Fundraiser, the Leukemia, and Lymphoma Association through TEAM IN TRAINING.

Honors and Awards

Who's Who in Finance and Industry,

Who's Who of Women Executives,

Who's Who in the West,

Recipient GLAAD media award, "Best Live Televised Concert", *Executive Producer*,

Raised \$5 million to pass "Mathew Shepard & James Byrd Jr. Hate Crimes Prevention Act 2010".

Recipient, Director's Guild of America, "Best After-School Television Special", *Director*

Anti-Drug broadcast specials "Kids Have Rights Too" and "It's OK to Say NO to Drugs".

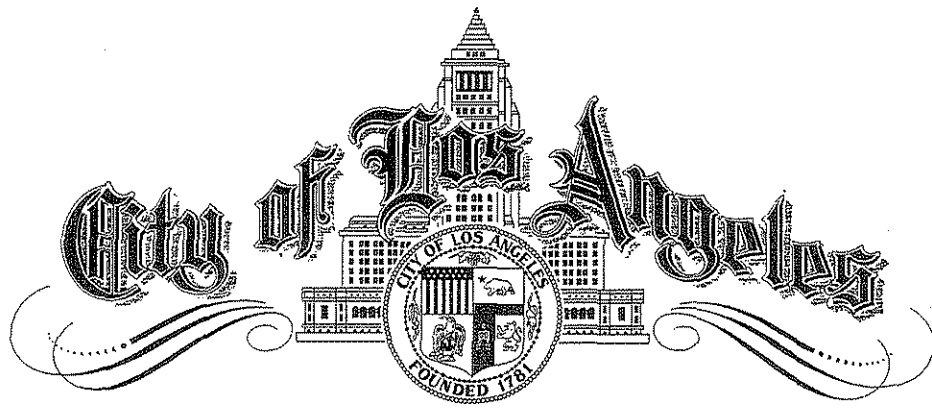
Recipient, California Community Colleges Educational Occupation "Excellence in Business Partnerships",

Pierce College, Economic & Workforce Development Department, 100% job placement.

Laurette Healey 2013

Business and Economic Development

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ERIC GARCETTI
MAYOR

June 13, 2014

Ms. Laurette Healey

Dear Ms. Healey:

I am pleased to inform you that I hereby appoint you to the Industrial Development Authority for the term ending June 30, 2017. 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 Cary Gross in my Office at (213) 978-0621 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.

As part of the City Council confirmation process, you will need to meet with Tom LaBonge, 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.

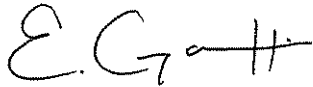
Ms. Lorette Healey
June 13, 2014
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Once you are confirmed, you will be required to take the oath of office in the City Clerk's Office in Room 395 of City Hall. Cary Gross will assist you during the confirmation process if you have questions.

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". The signature is written in a cursive, flowing style.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Ms. Laurette Healey
June 13, 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 email: cary.gross@lacity.org.

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

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

- Your City Councilmember Tom LaBonge** (contact at 213-473-7004).
- 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.