



ERIC GARCETTI
MAYOR

January 29, 2015

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

Honorable Members:

Subject to your confirmation, I have reappointed Mr. Martin Cooper to the Convention and Exhibition Center Authority for the term ending January 16, 2019. Mr. Cooper's current term expired on January 16, 2015.

I certify that in my opinion Mr. Cooper 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', written in a cursive style.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Martin Cooper
Commission: Convention and Exhibition Center Authority
End of Term: 1/16/2019

Appointee Information

1. **Race/ethnicity:** Caucasian
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 5 - South Valley
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** University of California, Los Angeles, Oxford University, Cambridge University
7. **Occupation/profession:** President, Cooper Communications
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Reappointment
10. **Current composition of the commission:**

Name	APC	CD	Ethnicity	Gender	Appt date	Term end
Bishop, Ray	South Valley	3	Caucasian	M	24-Sep-14	16-Jan-17
Cooper, Martin	South Valley	5	Caucasian	M	20-Jun-14	16-Jan-15
Hernandez, Dennis	West LA	11	Latino	M	13-Jun-14	16-Jan-15
Leyner, J. Richard	North Valley	12	Caucasian	M	26-Jun-14	16-Jan-17
Martin, Keith	West LA	11	Caucasian	M	04-Aug-14	16-Jan-15
Reum, Courtney	West LA	5	Caucasian	M	16-Apr-14	16-Jan-15
Rodriguez, Susan - REMOVED	East	13	Latina	F	28-Mar-08	16-Jan-13
Seward, Jason	Central	4	African American	M	20-Jun-14	16-Jan-17
Siddiquee, Majib	Central	5	API	M	23-May-14	16-Jan-17
Turner, Cheryl	South LA	10	African American	F	27-May-14	16-Jan-15

Martin M. Cooper

President, Cooper Communications

Martin Cooper is a nationally recognized marketing professional with extensive experience in marketing, strategic planning, financial relations, crisis management and communications, public relations, and promotion.

He has been interviewed on related topics by numerous network news programs, *The Wall Street Journal*, *The New York Times*, *The Los Angeles Times*, *Time* magazine, and numerous other media outlets.

His firm, founded in 1982, has represented a broad range of corporate, governmental, healthcare, financial services, and nonprofit clients, including: the Burbank Bob Hope Airport, California Department of Fish and Game, City of Santa Barbara, Los Angeles County Museum of Art, *Los Angeles Times*, Mattel Toys, Merrill Lynch, and more than 200 more.

Previously, Cooper was Senior Vice President-Marketing and Communications for Playboy Enterprises, Inc., responsible for corporate and investor relations, marketing, advertising, merchandising, promotion, and public relations. While there, he created and produced the Playboy Jazz Festival.

Prior to that, he was Senior Vice President of a major national public relations firm, supervising programs for such major clients as the Academy of Motion Picture Arts and Sciences and its annual Academy Awards, the Pasadena Tournament of Roses, and Mattel Toys. Previously, Cooper was Director of Marketing for Universal Studios' Recreation Division and Disneyland's Advertising and Promotion Manager.

He is a frequent speaker before professional, management, and civic groups nationally and internationally, including New York, London, Sydney, Caracas, and Toronto. On behalf of the International Council of Shopping Centers, he presents seminars on crisis management throughout Asia and South America.

Cooper has authored three books: one on the Academy Awards; in 2010, *North of Mulholland*, a compilation of his *San Fernando Valley Business Journal* essays; and in 2013, *Coping with Crisis: Expecting the Unexpected*. He has been commissioned by the Los Angeles Public Library to write his fourth book, a history of the San Fernando Valley from 1946-70.

He has also written chapters in several books on marketing and management and contributed more than fifty articles to various publications.

He has supervised numerous programs that have been recognized by his professional peers, and received his profession's highest award, the Public Relations Society of America's Silver Anvil. More than 20 other professional organizations, the Mayor and City Council of Los Angeles, the California State Senate and Assembly, and the U.S. Congress, have also honored Cooper.

The Los Angeles Chapter of the Public Relations Society of America (PRSA-LA) honored Cooper with its Outstanding Professional Award in 1996, bestowed for lifetime achievement in his profession, and in 1997 he was awarded its Community Service Award for his civic and philanthropic activities.

The Executives, a support group of the Jewish Home for the Aging he founded, presented him its highest honor, the Circle of Life Award in 2003. That same year he received the Volunteer of the Year Award from the Valley Industry and Commerce Association (VICA). In 2010, he was honored with VICA's Harmon Ballin Community Service Award.

He is President of the Los Angeles Quality and Productivity Commission; Chairman of VICA's Board of Governors and of the VICA Research Foundation; a member of the Board of Governors of the Valley Economic Alliance; Founding President of The Executives; Vice Chairman of the Boys & Girls Club of the West Valley; and an Honorary Fellow of the Harry Truman Library Institute. He is also a member of State Senator Fran Pavley's Valley Advisory Council, the Academy of Motion Picture Arts and Sciences, and of the Director's Council of UCLA's William Andrews Clark Library.

Cooper was President of the Encino Chamber of Commerce; President of PRSA-LA; President of The Executives; a member of the Board of American West Bank; and Chairman of the Board of VICA (2004-05). He has been a member of the California State Senate Small Business Advisory Commission, the Board of the San Fernando Valley Unit of the American Cancer Society, the Van Nuys Airport Citizens Advisory Council, and the City of Los Angeles Business Retention & Attraction Task Force.

Cooper teaches marketing, strategic planning, and public relations at UCLA Extension and was named the UCLA Extension Distinguished Instructor in 2011.

Cooper is a graduate of UCLA, where he was editor of the *Daily Bruin*. He has also studied at Oxford and Cambridge Universities in the U.K.



ERIC GARCETTI
MAYOR

January 29, 2015

Mr. Martin Cooper

Dear Mr. Cooper:

I am pleased to inform you that I hereby reappoint you to the Convention and Exhibition Center Authority for the term ending January 16, 2019. 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 reappointment 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.

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 reappointment will be considered by the Economic Development Committee. Some time thereafter, you will be notified by the committee clerk when your reappointment 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 will assist you during the confirmation process if you have questions.

Mr. Martin Cooper
January 29, 2015
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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". The signature is stylized and cursive.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Mr. Martin Cooper
January 29, 2015

Nominee Check List

I. 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**

_____ **Commissioner Information Sheet/Voluntary Statistics**

II. 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.