

ERIC GARCETTI
MAYOR

April 29, 2015

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Johann R. Diel to the East Los Angeles Area Planning Commission for the term ending June 30, 2017. Mr. Diel will fill the vacancy created by George Villanueva, who has resigned.

I certify that in my opinion Mr. Diel 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', is written over a faint, larger version of the signature.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Johann R. Diel
Commission: East Los Angeles Area Planning Commission
End of Term: 6/30/2017

Appointee Information

1. **Race/ethnicity:** Asian Pacific Islander
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 14 - East Los Angeles
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** MSW, University of Southern California
7. **Occupation/profession:** Administrator, San Marino Unified School District
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 end
Arellano, Christopher	East LA	1	Latino	M	18-Apr-14	30-Jun-18
Choi, Donna	East LA	14	Caucasian	F	21-Jan-14	30-Jun-16
Membreno, Tammy	East LA	14	Latina	F	27-Mar-14	30-Jun-19
Stein, Teri	East LA	14	Caucasian	F	27-Mar-14	30-Jun-15
Villanueva, George-RESIGNED	East LA	14	Asian Pacific Islander	M	27-Mar-14	30-Jun-17

JOHANN R. DIEL, MSW

Creatively driven professional in community building, organizational development, staff and volunteer recruitment, and training and fundraising, eager to offer 19+ years of progressive experience to the mission at hand

PROFESSIONAL EXPERIENCE

Administrator

San Marino Unified School District - Schools Foundation, San Marino, CA

August 2005 – Present

Key Accomplishments

- ✓ Raised over \$21 million in Annual Campaign Funds over the course of 9.5 years. \$8 million in the first four years and over \$13 million the last four years through a series of strategic changes in operations as well as improved marketing and campaign implementation.
- ✓ Raised an excess of \$1 million over the course of two months on two different special campaigns that effectively doubled the overall results of that year's Annual Campaign.
- ✓ Improved the organization's process and procedures through a series of planned and implemented technological upgrades of the equipment, donor software, and website. Generating improved workflow, more efficient donor relations operations, increased use of social media and multi-media tools for marketing, and an overall 15% increase in gifts generated through online donations via the web portal.

Program Coordinator – Peace Games

Norwood Street Elementary, Los Angeles, CA

July 2004 – April 2005

Key Accomplishments

- ✓ Successfully transitioned the program from a part-time to a full time Coordinator.
- ✓ Increased classroom teacher participation in the program and improved the teacher/volunteer interaction across the board. Resulting in better integration of the program's curriculum into the classroom culture.
- ✓ Successfully advocated for creation of second coordinator position the following year. As co-coordinators, marketing, training and supervision of the volunteers improved markedly.
- ✓ Completion of the school's Peace Mural, resulted in creation of four additional murals, all conceived and painted by the students of the school.

Program Assistant

LAMP Community Inc., Los Angeles, CA

September 2003 – May 2004

Key Accomplishments

- ✓ Honed social work skills in active listening, self-assessment, team building.
- ✓ Gained immense insights on client relations and ways to work with a hard to engage population.
- ✓ Improved skills in event, and program planning especially learning to improvise or adapt to unpredictable or difficult situations.

Projects Supervisor

USC Asian Pacific American Student Services, Los Angeles, CA

August 2003 – December 2004

Key Accomplishments

- ✓ Implemented the first year, the Leadership Development Project was held as a 1 unit Pass/No Pass elective class under Asian American Studies.
- ✓ Organized the largest community organization fair at an APASS Student Welcome, over 50 community agencies and organizations were in attendance as resources for the students.

Quality Assurance Analyst

Warner Bros. Online, Glendale, CA

September 2000 – August 2003

Key Accomplishments

- ✓ Regularly identified key issues that needed addressing before page or site could be made public.
- ✓ Built a very strong cohort of analysts that managed to implement improvements in the QA process.
- ✓ Improved teams overall success rate with analysis by working with Technology Director to standardize the systems designers used for their projects and mirroring those systems with QA's systems.

EDUCATION/ SKILLS

Master of Social Work – COPA Concentration - 2005

UNIVERSITY OF SOUTHERN CALIFORNIA

Bachelor of Arts in Socio-Cultural Anthropology – 1994

UNIVERSITY OF SOUTHERN CALIFORNIA

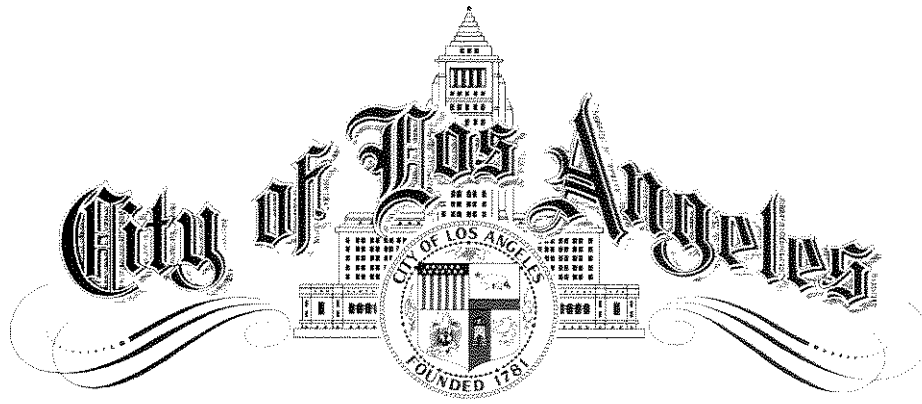
Community Organizing • Policy • Administration • Organizational Development • Strategic Planning • Coaching • Team Building • Microsoft Office • Donor Perfect • Social Media Marketing • Photography • Video Production and Editing

COMMUNITY CONNECTIONS

- **Pacific Bridge: Adult Residential Facility**
Board Member – March 2015 - Present
- **AIDS/Lifecycle: Ride to End AIDS – 7 Day Bike Ride from San Francisco to Los Angeles**
Bicycle Rider (Fundraiser) – June 2011
Bicycle Rider (Fundraiser) – June 2010
- **Team Challenge – Crohn's and Colitis Foundation**
Runner (Fundraiser) Las Vegas Rock n' Roll Half Marathon – December 2009
Runner (Fundraiser) Napa to Sonoma Half Marathon – June 2009
- **USC Asian Pacific Alumni Association**
Board Member - 1997 - 2009
Chairperson, Scholarship Committee -1998 – 2002
- **USC Social Work Alumni Association** – Founding Board Member – 2007 - 2010
- **USC Asian Pacific Islander Social Work Caucus (USC-APISWC)**
Co-Chair - 2004-2005
First Year Representative - 2003-2004
- **National Association of Social Workers (NASW)** -- Member -2004 - Present
- **Southern California Asian Pacific Islander Social Work Council (SCAPISWC)** -- Member -2003 - 2008
- **Filipino American National Historical Society, L.A. Chapter**
Charter Member -1993 - Present
President - 2000 – 2003
Secretary -1996 -1998
- **Asian Pacific American Community Research Roundtable**
Presenter – 1996
Planning Committee Member - 1994 - 1996

KEY AREAS OF EXPERTISE

- Alumni Stewardship
- Donor Management
- Process Improvement
- Project Assessment
- Skills Coaching
- Fundraising Strategy and Operations
- Strategic Marketing
- Self-Assessment
- Team Building
- Trainer Training
- Recruitment
- Social Media Deployment
- Events Planning
- Program Evaluation
- Conflict Resolution



ERIC GARCETTI
MAYOR

April 29, 2015

Mr. Johann R. Diel

Dear Mr. Diel:

I am pleased to inform you that I hereby appoint you to the East Los Angeles Area Planning Commission 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.

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. Johann R. Diel
April 29, 2015
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As part of the City Council confirmation process, you will need to meet with Jose Huizar, who is both your Councilmember and the Chair of the Planning and Land Use Management 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 Planning and Land Use Management Committee. Sometime 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 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". The signature is stylized and cursive.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Mr. Johann R. Diel
April 29, 2015

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**
_____ **Commissioner 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 via email 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 and Chair of the Council Committee
considering your nomination, Jose Huizar (contact at (213) 473-7014).**

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