



ERIC GARCETTI
MAYOR

March 14, 2019

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Araz Parseghian to the North Valley Area Planning Commission for the term ending June 30, 2020. Mr. Parseghian will fill the vacancy created by Oshin Harootonian, who has resigned.

I certify that in my opinion Mr. Parseghian 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 blue ink, appearing to read 'E. Garcetti', with a horizontal line extending to the right.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Araz Parseghian
Commission: North Valley Area Planning Commission
End of Term: 6/30/2020

Appointee Information

1. **Race/ethnicity:** Armenian
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 7 - North Valley
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** M.B.A., Woodbury University
7. **Occupation/profession:** Sales Director/Sr. Mortgage and Commercial Loan Officer, Heart of Lending
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):**

Commissioner	APC	CD	Ethnicity	Gender	Term End
Nam, Eric	North Valley	12	Asian Pacific Islander	M	30-Jun-23
Garcia, Aura M.	North Valley	7	Latina	F	30-Jun-22
Diaz, Martina	North Valley	7	Latina	F	30-Jun-21
Sampson, Victor	North Valley	12	Caucasian	M	30-Jun-19

ARAZ PARSEGHIAN, MBA

Objective:

To obtain a position that will enable me to use my strong organizational skills, strong educational background, and ability to work well with people. Solid background in management and leadership skills, consistently setting myself to exceed and develop to better my surroundings. Strong skills in developing and implementing standardized policies and procedures while creating a positive work environment. Entrepreneurial experiences have given me the ability to prioritization and work efficiently with accountability.

Professional Experience

Van Nuys Airport Citizens Advisory Council, Van Nuys, CA March 2018 – Present

Council Board Member

- The council reviews issues affecting the operation of Van Nuys Airport and to provide recommendations to the Airport Commission, Mayor, City Council and other agencies.
- An appointed position by LA City Councilwoman Monica Rodriguez. (Districts 7)

Heart of Lending, Montrose, CA January 2018 – Present

Sales Director/Sr. Mortgage and Commercial Loan Officer (NMLS#924496)

- Develop and maintain successful relationships with referral sources, existing and prospective.
- Developing significant new business by building strong relationships with referral sources, such as CPA, Investment Banking, Realtors and Law Firms.
- Underwrite and structure credits jointly with Credit Managers.

Taskforce to Support Armenian Consulate-General, Glendale, CA Oct 2017 – Present

Board Member

- Appointed by the Consulate General to support and better serve the Armenian community
- The taskforce helps bridge the gap between the Consulate General and the Diaspora
- Organize community projects and represent the Consulate General at community functions

Southern California Armenian Democrats (SCAD), Glendale, CA April 2017 – Present

President

- The first and the largest Armenian-American Democratic Club in Southern California.
- Represent the collective viewpoint on matters and policies of the Democratic Party
- Influencing and guiding California State policy on matters of interest to the Armenian-American community and maintain the viability of our free institutions.

Los Angeles Valley College Foundation, Los Angeles, CA October 2015 – Present

Vice President/Community Relations Committee Chair/Investment and Audit Committee

- The Foundation is a non-profit organization whose purpose is to benefit Los Angeles Valley College students and college programs and activities.
- Raise funds to support student scholarships, faculty projects, campus programs, alumni events.

Glendale Police Foundation, Glendale, CA January 2014 – Present

Board Member/Finance and Budget Committee Chair

- Support the Glendale Police Department operations and enhance public safety while strengthen community/police relationships, encourage innovation and promote officer safety
- Recognize heroism, valor, and outstanding achievements of both the Glendale Police Department and community.

Allied Lending Group, Glendale, CA March 2016 – December 2017

Sr. Mortgage Loan Officer (NMLS#924496)

- Develop and maintain successful relationships with referral sources, existing and prospective.
- Developing significant new business by building strong relationships with referral sources, such as CPA, Investment Banking, Realtors and Law Firms.
- Underwrite and structure credits jointly with Credit Managers.

Professional Child Development Associates (PCDA), Pasadena, CA March 2014 – July 2015

Board Member/Finance Budget Committee Chair

- Work to improve the lives of children and young adults who have autism or other developmental challenges.
- Through leadership in family-centered, multidisciplinary services and professional training.

MUFG Union Bank, Glendale, CA June 2012 – March 2016

Branch Manager/Vice President

- Create and maintain a motivational sales and service environment in which employees fully understand the importance of a sales and service culture and are accountable for results.
- Conduct sales and service meetings, maintaining visuals that reflect goals
- Manage a large portfolio of complex business and consumer credit relationships.

Sunland-Tujunga Neighborhood Council, Los Angeles, CA July 2010 – June 2014

Board Member/Region 4 Representative (Elected position - two terms)

- Implement and oversee compliance with City ordinances and regulations relating to a City-wide System Neighborhood Councils.
- Assist neighborhood and Certified Neighborhood Council with public and civic education, outreach and training with an emphasis given to areas that have traditionally low rates of civic participation.
- Act as information clearinghouse and resource to Certified Neighborhood Councils.

IMX Auto Group, Burbank, CA October 2010 – June 2012

Finance Manager

- Profitably and efficiently manage a retail branch through timely implementation of approved bank objectives, policies, procedures, and standards.
- Responsible for overseeing dealership customer loan origination and approval process.

One West Bank, Brentwood, CA (*Acquiring bank of First Fed Bank*) Dec 2009 – Oct 2010

Branch Manager/Vice President

- Business lending and underwriting for multiple business trades and industries.
- Manage the branch P&L to ensure profitable lending and deposit growth

First Federal Bank of California, Brentwood, CA October 2007 – December 2009

Branch Manager/Vice President

- Supervise the staff collaboratively with the Assistant Manager to ensure the branch successfully delivers financial products and services to clients.
- Ensure the bank's methodology is utilized by retail staff while maintaining ethical behavior.
- Ensuring adherence to Bank's internal control program to protect the Bank's assets and minimize the risk of internal and external fraud.

Parseghian Enterprise, Inc., Los Angeles, CA November 2005 – October 2007

Executive Director/Executive Vice President

- Owned and operated: Boulevard Cash - chain of check cashing stores, Slauson Gas & Market - an independent gas station with retail convenient store, Gun Gallery - firearms store catering to law enforcement and civilians.
- A diverse enterprise focusing on commercial and residential real-estate and commerce growth. All businesses are operated by the best workforce in its industry, which makes it a hands-free and turnkey operation with very little supervision.

Wells Fargo Bank, N.A., Los Angeles, CA June 2000 - November 2005

Branch Manager/Vice President

- Managing retail sales and service function.
- Recruiting, training and coaching a successful sales team through the development of staff as a competitive advantage.

Academic Background

Master's in business administration (MBA) , Woodbury University	<i>May 2008</i>
Bachelors of Science in Business Management , Woodbury University	<i>May 2005</i>
AA Degree , Glendale Community College	<i>May 2003</i>

Licenses

Mortgage Loan Originator (MLO) – Nationwide Multistate Licensing Systems (NMLS #924496)

Real Estate Salesperson License – State of California Department of Real Estate (DRE# 02062641)

Activities

- Member of Delta Mu Delta, National Business Honor Society (Nominated by Woodbury University MBA)
- Woodbury University MBA Association - Senior Vice President/Event Coordinator
- Woodbury University Alumni – Member
- ATF-US Citizens Academy – Alumni
- Glendale Police Citizens Academy – Alumni
- Volunteer Network Director with First Federal Bank of California
- Member of Armenian National Committee of America
- Member of the Glendale Board of Realtors
- Member of the Sunland-Tujunga Chamber of Commerce
- Member of the Glendale Chamber of Commerce

Biography of Araz Parseghian

My name is Araz Parseghian and I have lived in the Northeast Valley with my wife and two kids for the past 15 years. I have worked in the field of finance for over 20 years now and I'm proud of my success, which I attribute to my attention to detail, hard work ethic, and desire to learn more each and every day. I also hold a real estate license and have earned my Mortgage Loan Officer license and have been working alongside a broker for the past 3 years. I have always been driven to serve my community and this why I currently serve on the Los Angeles Valley College Foundation Boards as a board member, Community Outreach Committee chair and most recently appointed to the Audit Committee. I also serve on a police foundation board and have Chaired the Finance and Budget Committee for many years. I have also given back to my community in many other capacities such as serving on the Sunland-Tujunga Neighborhood Council Board for two terms and serving on Professional Child Development Associates (PCDA) Board. Serving on the Sunland-Tujunga Neighborhood Council, I learned about the importance of having a responsive and transparent government that meets the needs of the community. Through my service on the Board of the Los Angeles Valley College Foundation I am immersed in education issues at all levels. Being an advocate for education and higher learning, I have earned my Bachelor of Science in Management and Leadership and I also hold a Masters in Business Administrations (MBA) degree. As an entrepreneur and a former small business owner, I have gained a unique perspective that helps with strategic decision making. As an ATF Citizens Academy graduate (A Federal Agency) and through my current service as a Board Member for the Glendale Police Foundation, I am active, current and knowledgeable of law enforcement issues. My many years of involvement in the community, combined with my experiences as a parent and a professional in the field of finance, make me a well-rounded person. Lastly, I serve on the Van Nuys Airport Citizens Advisory Council.



ERIC GARCETTI
MAYOR

March 14, 2019

Dear Mr. Parseghian:

I am pleased to inform you that I hereby appoint you to the North Valley Area Planning Commission for the term ending June 30, 2020. 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 Claudia Luna 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 Nicole Enriquez at the Ethics Commission at (213) 978-1960.

Mr. Araz Parseghian
March 14, 2019
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As part of the City Council confirmation process, you will need to meet with Monica Rodriguez, your Councilmember, and Councilmember Marqueece Harris-Dawson, the Chair of the Planning and Land Use Management 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 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. Claudia Luna 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', with a horizontal line extending to the right.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Mr. Araz Parseghian
March 14, 2019

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 or email the following forms to: Claudia Luna, Office of the Mayor, Office of
Legislative and External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA
90012 or email: Claudia.Luna@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 Monica Rodriguez**
- _____ **Councilmember Marqueece Harris-Dawson, Chair of the Council
Committee considering your nomination.**

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