



ERIC GARCETTI
MAYOR

February 4, 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. Eli Lipmen to the Board of Neighborhood Commissioners for the term ending June 30, 2016. Mr. Lipmen will fill the vacancy created by Linda Lucks, who has resigned.

I certify that in my opinion Mr. Lipmen is qualified for the work that will devolve upon him, and that I make the appointment solely in the interest of the City.

Sincerely,

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Eli Lipmen
Commission: Board of Neighborhood Commissioners
End of Term: 6/30/2016

Appointee Information

1. **Race/ethnicity:** Caucasian
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 5 - West Los Angeles
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** M.A. Global Media and Communications, University of Southern California
7. **Occupation/profession:** Communications & Advocacy Strategist, AJC
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
Atkinson, Joy	South LA	10	African American	F	09-Oct-13	30-Jun-15
Grant, Lydia	North Valley	7	Caucasian	F	16-Oct-13	30-Jun-17
Lucks, Linda C.-RESIGNED	West LA	11	Caucasian	F	23-May-06	30-Jun-16
Mack, Karen	Central	4	African American	F	05-Mar-09	30-Jun-18
Medina, Victor	Harbor	15	Latino	M	05-Aug-13	30-Jun-15
Rubio, Olivia	East LA	14	Latina	F	16-Oct-13	30-Jun-16
Shaffer, Leonard	South Valley	3	Caucasian	M	19-Sep-11	30-Jun-14



Work Experience

Communications & Advocacy Strategist, AJC (National) 2010 - Current

- Write email and website copy for advocacy and fundraising campaigns; edit and distribute monthly national newsletter
- Develop, manage, and report on national communication and advocacy campaign strategy for 90+ member staff in 22 offices
- Advise senior management team on marketing, communication, and policy strategy on core issues: energy, immigration reform, Israel's peace & security, and nuclear proliferation
- Produce marketing films and print publications for target audiences
- Develop and launch digital and web media marketing strategy for multiple websites
- Oversee national social media strategy for over 30 Facebook & Twitter accounts
- Develop live digital TV broadcast programming to market organization internationally
- Develop and manage internal communication platforms and staff training program

Researcher, USC Annenberg School for Communications, Los Angeles 2009 - 2010

- Launched the Scenarios Lab website

Assistant Director of Public Relations & Government Affairs, AJC, Los Angeles 2006 -2008

- Orchestrated major events to raise awareness on the genocide in Darfur through the Participant Media film 'Darfur Now'
- Developed and implemented coordinated local, statewide, and federal advocacy & training efforts on key legislative issues including immigration reform, energy security, Middle East peace policy, and nuclear sanctions on Iran
- Developed program to outreach to media, established online presence, coordinated email and other communication

Field Representative, Congressman Brad Sherman, Los Angeles 2005 - 2006

- Organized meetings and events with advocacy groups, including Veterans, immigrant rights groups, religious groups, Jewish groups, human rights groups, and international associations
- Communicated public policy issues to constituents in collaboration with Washington legislative staff

Researcher, United States Democratic Steering Committee, Washington DC 2003

- Prepared briefings and materials for Committee and key constituencies
- Developed campaigns for core Democratic Caucus issues

Education

University of Southern California Annenberg School of Communications, Los Angeles

MA in Global Media and Communications; Annenberg Scholar; Dissertation on *'Actions Speak Louder than Words: Evaluating Persuasive Narratives on Behavioral Intention to Support Individual and Political Action on Climate Change'*

- Worked with climate change organization 350.org on research

The London School of Economics and Political Science, London, UK

MSc in Global Media and Communications; Dissertation on *Media Framing of Climate Change in Online & Mainstream Media*

- Interviewed top Oxfam UK executives for research project

University of Pennsylvania, Philadelphia

Bachelor of Arts in International Relation and Political Science; Magna Cum Laude Honors; Washington Semester Program;

Awards

- AJC Staff Excellence Award Recipient (2011)
- USC Scholar & Research Fellow (2009-10)
- AJC Szabad Award Recipient for Programming (2008)
- Penn Siegel Scholar (2004-5)



Community Involvement

- President, Palms Neighborhood Council, City of Los Angeles (Current)
- Pedestrian Advisory Committee (Council District 5 appointee), Los Angeles Department of Transportation (Current)
- Board Member, Move LA Public Transportation Advocates (Current)
- Grassroots Spokesperson, No on Proposition 28 Campaign (2010)
- Vice President of Finance, Annenberg School of Communications Masters Association (2009 - 2010)
 - Managed budget, team of volunteers, and grant application that established major yearly alumni event
- Big Brother; Recruitment Committee Member, Jewish Big Brother Big Sister Los Angeles (2006 - Current)
- President, San Fernando Valley Young Democrats (2007-2008)

Transferable Skills

- Writing and Editing:
 - Experience writing and editing copy for fundraising, advocacy, and marketing campaigns
 - Flexible and versatile – can easily adapt to new topics, styles and tones
 - Published author, ghost writer, social media writer, and guest blogger
- Public Speaking
 - Competent Communicator Certification, International Toastmasters
 - Former member of the Bermuda National Debate Team – traveled to 2 international tournaments
 - Experience teaching social action and advocacy campaigning
- Critical Research:
 - Years of education and experience researching topics and issues in media, communication, public policy, international relations, human rights, political science, energy policy, immigration rights, and constitutional law
 - Experience with SPSS, statistical and data analysis
- Computers:
 - PC, Mac, Microsoft Office and Exchange, Macromedia Dreamweaver, Adobe Photoshop, iMovie
- Social Media:
 - Experience managing YouTube, Facebook, Twitter, Google+, Hootsuite, LinkedIn profiles and campaigns
 - Live web broadcast; live event social media team management
- Web:
 - Experience in website content management, basic HTML coding, web copywriting, and SEO
 - Extensive experience with Kintera online software, Raiser's Edge fundraising software, and Constant Contact
- Political Campaigning
 - Experience on municipal, statewide, and federal political campaigns for Democratic candidates

Interests

- Traveling/Living around the world:
 - Lived/Studied in Israel, Eastern Caribbean, Bermuda (16 years), and London, UK
 - Traveled in North and Central America, Asia, Europe, and Africa



ERIC GARCETTI
MAYOR

February 4, 2014

Mr. Eli Lipmen

Dear Mr. Lipmen:

I am pleased to inform you that I hereby appoint you to the Board of Neighborhood Commissioners for the term ending June 30, 2016. 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. Eli Lipmen
February 4, 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 Bernard C. Parks, the Chair of the Education and Neighborhoods 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 Education and Neighborhoods 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 "Eric Garcetti", written in a cursive style.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Mr. Eli Lipmen
February 4, 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.
_____ **Residence Verification Form**

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 Bernard C. Parks, Chair of the Council Committee considering your nomination (contact at 213-473-7008).**

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