

ERIC GARCETTI
MAYOR

May 9, 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. Jose Oliva to the Rent Adjustment Commission for the term ending May 20, 2018. Mr. Oliva will fill the vacancy created by Alex Cha, whose term will expire on May 20, 2014.

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

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Jose Oliva
Commission: Rent Adjustment Commission
End of Term: 5/20/2018

Appointee Information

1. **Race/ethnicity:** Latino
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:** B.A., University of California, Santa Barbara
7. **Occupation/profession:** Children's Fund Leadership Council Development & Fundraising Director at Children's Hospital Los Angeles
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
Cha, Alex	Central	1	Asian Pacific Islander	M	22-Sep-09	20-May-14
Daar, Jeffrey J.	North Valley	12	Caucasian	M	18-Feb-03	20-May-14
Glenn, Theresa (Tai)	East	14	Caucasian	F	19-Jul-13	20-May-14
Handler, Betsy	West	11	Caucasian	F	15-Mar-13	20-May-14
Leftwich, Paula G.	South	8	African American	F	02-Nov-94	20-May-14
Townsend, Maria	North Valley	12	Latina	F	26-Sep-07	20-May-14
Winderman, Allyne	Central	4	African American	F	15-Mar-13	20-May-14

JOSE L. OLIVA, JR.

SUMMARY OF QUALIFICATIONS

Financial professional with 18 years experience with financial and business planning, and administration of client assets, retirement and charitable planning for corporations, public schools (K-14), non-profit, organizations and individuals. Seeking a challenging position in management while contributing to corporate expansion.

KEY AREAS OF EXPERTISE

- Expanding client base of over 450 clients
- Management of charitable campaigns
- Excellent written and verbal communications
- Customer Relations, Sales & Face-to-Face prospecting

PROFESSIONAL EXPERIENCE

Children's Hospital Los Angeles Los Angeles, CA 1 / 2011 - Present

Children's Fund Leadership Council Development & Fundraising Director

- Hold series of marketing and fundraising campaigns for CHLA comprised of network mixers, media and PR initiatives with local consulates and business owners, successfully raising \$1.5 million.
- Develop and execute marketing campaigns and potential partnership with CHLA & Los Angeles Mission College HSI STEM \$4.3 Million Grant (Hispanic Serving Institute Science, Technology, Engineering and Math Grant)
- Help initiate the Hispanic Cultivation Initiative for CHLA.
- Represent CHLA at a variety of meetings, committees, and events through personal and professional contacts.
- Initiate mutual relationship with Youth Policy Institute (YPI) and CHLA.

Tu Seguro con Julie Stav, Los Angeles, CA 2 / 2012 – 2 / 2013

Area Regional Manager

- Enrich communities by helping individuals and businesses develop customized, objective investment, risk management and financial strategies.
- Develop tactics to increase and strengthen a vast array of financial products to serve the needs of our clients.
- Accomplished in ability to sale products based on "value" and not "price"
- Counsel high net-worth individuals and corporate clients with regard to investment opportunities, risk analysis, and monetary returns.
- Partner with other associates to mutually grow their business and develop professionally.
- Provide financial guidance and customize strategies to consumer segments that demand high quality of service, such as entrepreneurs, families, business executives and small business owners.
- Produced immediate results with emphasis in focusing on long-term client relationship growth.

AXA Equitable, Woodland Hills, CA 9 / 2007 – 12 / 2012

Financial Professional

- Enrich communities by helping individuals and businesses develop customized, objective investment, risk management and financial strategies.
- Consistent achievement of meeting and exceeding individual / group goals annually.
- Develop tactics to increase and strengthen a vast array of financial products to serve the needs of our clients.
- Creative strategy focused on differentiating competitor's product and positioning my company's product(s) as the superior in ethical manner.
- Counsel high net-worth individuals and corporate clients with regard to investment opportunities, risk analysis, and monetary returns.
- Partner with other associates to mutually grow their business and develop professionally
- Developed sales forecast / goals for team on a monthly, quarterly and yearly level.
- Oversaw \$8.5 million in Assets Under Management with a client base of over 450 clients.
- Provide financial guidance and customize strategies to consumer segments that demand high quality of service, such as entrepreneurs, families, business executives and small business owners.

Ameriprise Financial,
Sr. Financial Analyst

Glendale, CA

6 / 1994 – 8 / 2007

- Performed a wide range of client service management that supported the work of three financial advisors.
- Performed cursory analysis of client's portfolio so as to input data into asset allocation model, net worth and cash flow statements. Software was used to develop specific portfolio recommendations.
- Provide financial investments, retirement and risk management planning.

COMMUNITY RELATIONS – RELATED PRESENTATIONS

- FIELD ORGANIZER, ERIC GARCETTI, Mayor-elect. Grassroots Advocacy, Constituency Outreach, Event/Election Turnout (GOTV) and Fundraising. Northeast San Fernando Valley, 5/2012 – Present.
- WORKSHOP PRESENTER, Latinos on U.S. Foreign Policy, Sylmar, CA 03/12
- FEATURED SPEAKER, Impact of Education on Hispanic Community, Sylmar, CA 02/12
- ADJUNCT FACULTY, Los Angeles Mission College, Sylmar, California, 03/12
- Developed teaching materials and conducted various workshops on Financial Literacy with the Los Angeles Area Chamber of Commerce and Los Angeles Unified School District High Schools in District 5.
- Developed teaching material for the Los Angeles Area Chamber of Commerce Cash for College and provided Financial Aid and Financial Literacy workshops.
- Los Angeles Area Chamber of Commerce, Pillar – Business and Education and Los Angeles Unified School District Principal for a Day.
- Provided Spanish and English Financial Literacy classes at Los Angeles Mission College Community Extension as an adjunct instructor.
- Burbank High School Junior Varsity Soccer Coach.

PROFESSIONAL AFFILIATIONS

- | | |
|--|---------------------|
| • Children's Hospital Los Angeles Children's Fund Leadership Council | 1 / 2011 – Present |
| • Children's Hospital Los Angeles First Families Legacy Member | 1 / 2011 – Present |
| • Co-Founder/Public Relations Director, Sylmar Olive Festival | 1 / 2012 – Present |
| • Board Member, Meet Each Need with Dignity (MEND) | 6 / 2012 – Present |
| • Public Relations Vice President, Sylmar Neighborhood Council | 6 / 2012 – Present |
| • Chairman, Los Angeles Mission College Foundation | 2 / 2010 – 2 / 2013 |
| • Board of Directors Member, Los Angeles Mission College Foundation | 1 / 2008 – 2 / 2013 |
| • Board Member, The Valley Economic Alliance | 1 / 2010 – 3 / 2013 |

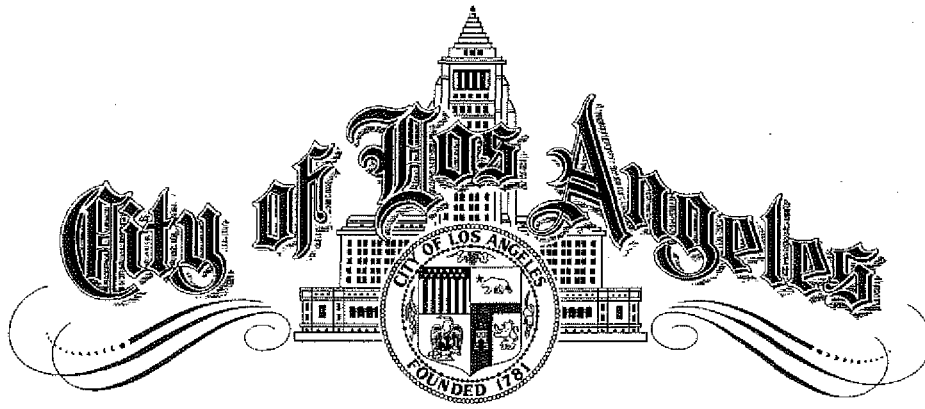
LANGUAGES / LICENSES

- Bilingual – Spanish & English. Speak, write and read.
- FINRA General Securities Series 7 and 63 Licenses
- California Life, Accidental and Health Insurance License

EDUCATION

Bachelor of Arts in Global Studies
Concentration in Socioeconomics
University of California, Santa Barbara

06 / 2004



ERIC GARCETTI

MAYOR

May 9, 2014

Mr. Jose Oliva

Dear Mr. Oliva:

I am pleased to inform you that I hereby appoint you to the Rent Adjustment Commission for the term ending May 20, 2018. 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. Jose Oliva
May 9, 2014
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As part of the City Council confirmation process, you will need to meet with Felipe Fuentes, your Councilmember, and Councilmember Gilbert Cedillo, the Chair of the Housing 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 Housing 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 "E. Garcetti". The signature is stylized and cursive.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Mr. Jose Oliva
May 9, 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.
- CEC Form 60**

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

- Your City Councilmember Felipe Fuentes** (contact at 213-473-7007).
- Councilmember Gilbert Cedillo, Chair of the Council Committee** considering your nomination (contact at 213-473-7001).

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