

Angela Larson

From: Webmaster
Sent: Wednesday, January 8, 2020 6:07 AM
To: CityClerk; Adrianna Hernandez; Courtney Chase; Erin Dempster; Summer Haskins
Subject: City of Chula Vista: Human Relations Commission Application - Web form

A new entry to a form/survey has been submitted.

Form Name: Human Relations Commission Application
Date & Time: 01/08/2020 6:06 AM
Response #: 51
Submitter ID: 71306
IP address: [REDACTED]
Time to complete: 47 min. , 44 sec.

Survey Details

Page 1

Application for membership on the Human Relations Commission.

1. Prefix

(o) Dr.

2. First and Last Name

Harriet Baber

3. E-mail

[REDACTED]

4. Home Address

[REDACTED]

5. City

Chula Vista

6. ZIP code

91910 [REDACTED]

7. Primary Phone

[REDACTED]

8. Secondary Phone

[REDACTED]

9. **Are you registered to vote in Chula Vista?**

(o) Yes

10. **Do you live within the City limits of Chula Vista?**

(o) Yes

11. **How Long?**

28 years

12. **Present employer**

University of San Diego

13. **Occupation**

professor

14. **Are you currently serving on a Chula Vista Board/Commission?**

(o) No

15. **Which one(s)?**

Not answered

16. **Have you previously served on a Chula Vista Board/Commission?**

(o) No

17. **Which ones?**

Not answered

18. **Per Chula Vista Municipal Code Section 2.25.030, I understand:**

-If I am currently serving on a board or commission, I must resign from my current board or commission if I am appointed.

-I must have served at least 12 months on my current board or commission in order to be appointed to another board or commission.

(o) I have read and acknowledged the above statement.

19. **Are you or have you been involved in any local, civic or community groups?**

(o) Yes

20. **Which ones?**

Democratic Club

21. **In what ways are you associated with the business and or civic activities of the City? How has your participation reflected the interests and concerns with the protection of the civil liberties of all people which make up the City's residents?**

I haven't been involved locally but in my work, both in teaching and research, I've been concerned with issues of diversity and social justice. With a colleague in economics, I've team-taught courses on women in the labor force and on the ethics and economics of development and, with a colleague in political science, a course on international development. I've published a number of articles on discrimination and its remedies, a book, "The Multicultural Mystique", and an edited

book, _Globalization and International Development: The Ethical Issues_. I've thought globally and now would like to act locally!

22. Please describe how you represent the diversity of Chula Vista?

I don't. I'm a plain-vanilla Anglo. I may, however, be in a minority even amongst Anglos in Chula Vista in that, I am embarrassed to say, I can't understand a word of Spanish. I very much wanted to learn--and still do--but I escaped high school Spanish with a 'D' and am not optimistic. I just can't do languages :-{

23. Please describe your interest in fostering better human relations in the City of Chula Vista.

I've seen patterns of housing segregation in Chula Vista which I think need to be investigated and dealt with. I have a historical home and was involved in the Historical Homeowners Association, which I quit when I saw members were actively involved in blocking the construction of affordable housing and projects that would have promoted economic development and job opportunities for Chula Vista residents.

Now, apart from this I am not sure what additional discriminatory practices persist--in housing, employment, the award of contracts, political representation, and the like. However, these practices persist globally and, if Chula Vista is like other cities in the US, likely figure locally as well and need to be investigated and addressed.

24. What would you hope to accomplish in the role of a Human Relations Commissioner? (250 words or less)

I'd like to bring my professional expertise to bear in investigating and addressing local issues.

I'm attaching my vita, which probably isn't the kind of resume you're looking for but which is, right now, all I have. I can try to compose something more along the lines that would be appropriate on request.

25. Please upload a resume in addition to your application (not required, but strongly encouraged).

Vita2013-2018.docx

26.

(o) I am familiar with the responsibilities of the Human Relations Commission. I attest that the information I have provided is accurate and true.

Thank you,
City of Chula Vista

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Abbreviated CV: H. E. Baber

Department of Philosophy • University of San Diego • [REDACTED]
[REDACTED]
[REDACTED]

Area of Specialization: Metaphysics

Areas of Competence: Philosophy of Religion, Feminism, Applied Ethics

Employment

Professor of Philosophy, University of San Diego

Assistant Professor of Philosophy, Western Washington University

Instructor, Northern Illinois University

Education

The Johns Hopkins University, PhD in Philosophy, June 1981

Lake Forest College, BA in Philosophy, June 1971

Professional Publications (2013 – 2018)

'The Real Presence,' *Religious Studies* 49.1 (2013):19-33.

'Eucharist: Metaphysical Miracle or Institutional Fact,' *International Journal of Philosophy of Religion*, 74.3 (2013): 333-352.

Globalism and International Development: The Ethical Issues, (with Denise Dimon) Broadview Press, August, 2013.

'Arius vs. Athanasius' *The Basilica*, 3.3 (July 2013).

'Transworld Egoism, Empathy and the Golden Rule' *Advances in Psychology Research* 96 (2013)

'Cohabitation and the Future: Guaranteed Survival?' *Sociology and Anthropology* 2 (2014): 35 – 40.

'Occasional Identity or Occasional Reference' in *Prolegomena* 14.2 (December 2015): 157-166.

'The Trinity' in *Faith and Philosophy* 32.2 (2015): 161-171.

'Trinity, Generality and Dominance' in *Religious Studies*, (December 2016) 52.4.

'Religion in the Public Square' in *San Diego Law Review*, 53.1 (March 2015).

'The Road to Nicaea: Arius and his Nicene Opponents' in *The Basilica* 16 (February 2017).

'Parties, Performances, and Perfect Fakes' in *The Sewanee Theological Review* 58:4 (March 2017).

'Transworld Egoism, Empathy, and the Golden Rule' *De Ethica*, 3.3 (2016).

'Is Utilitarianism Bad for Women' in *The Feminist Philosophical Quarterly*, (December 2017)

'Why Feminist Epistemology Sells' in Kelly James Clark, Ed. *Readings in the Philosophy of Religion*, Third Edition. Broadview Press, 2017.

The Trinity: A Philosophical Investigation (book project) accepted for publication by SCM Press.

'Ending Gender', *The Philosophers' Magazine* 82:15-17.

'A Stage-Theoretical Account of Diachronic Identity.'(2018) *Metaphysica* 19 (2):259-272.

Papers Presented (2013 – 2018)

'Parties, Performances and Perfect Fakes' Society of Christian Philosophers conference, January 13, 2012.

'The Byzantine World of Byzantium'. Classical Studies Lecture Series at USD, March 20, 2014.

'Trinity, Generality, and Dominance' SoCal Philosophy Conference, October 18, 2014.

'Population and Demogoguery', panelist at University of San Diego Humanities Center Program.

'The Trinity: Relative Identity and Sortal Dominance' Society of Christian Philosophers Conference, April 4, 2014

'Textbook Free!' THATCamp: Diving into Digital Humanities, October 24, 2014

'The Trinity: Relative Identity Redux' Society of Christian Philosophers Conference, November 8, 2014. My presentation is podcast at the Trinities website and is available here:
<http://trinities.org/blog/podcast-episode-68-dr-harriet-baber-on-relative-identity-and-the-trinity>.

'Worms, Stages, Names' at the American Philosophical Association, Savannah, January 3, 2018.

'Social and Anti-Social Trinitarianism' at the Joseph Butler Society meeting, Oxford University, January 22, 2018.

'The Modal Collapse Argument', commented, at the Society of Christian Philosophers conference, Calvin College, September 14, 2018.

'Worms, Stages, Names' at the American Philosophical Association, Savannah, January 3, 2018.

'A Stage-Theoretical Account of Diachronic Identity' at the National Conference of the Italian Society for the Philosophy of Language conference 'Identity and Its Forms', Milan University, January 26, 2018.

'Is the Stage Theory an Error Theory?' at TWiP (Technical Work in Philosophy) meeting, Oxford University, May 9, 2018

'Left-Libertarianism: Response to Peter Vallentyne' at USD Law and Philosophy conference, 'The Rights and Wrongs of Discrimination, April 28-29, 2006

Comments on 'The Elimination Argument' at the session on Personal Identity and Composition at the APA, February 17, 2012.

'Problems for Petitionary Prayer', Commentator, APA Eastern Division Meeting, January 4, 2017

'Explaining the Paradox of Hedonism', Commentator, APA Pacific Division Meeting, April 14, 2017

'Can Government Stop Exploitation?', Commentator, Conference on Exploitation: Politics, Philosophy, and Economics, Friday, April 22, 2016.

Membership in Professional Societies and Other Organizations: American Philosophical Association, Society of Christian Philosophers, San Diego Bicycle Coalition.

From: Webmaster
Sent: Monday, November 9, 2020 7:41 PM
To: CityClerk; Adrianna Hernandez; Erwin Magbanua; Alicia Balcazar
Subject: City of Chula Vista: International Friendship Commission Application - Web form

**Warning:
External
Email**

A new entry to a form/survey has been submitted.

Form Name: International Friendship Commission Application
Date & Time: 11/09/2020 7:41 PM
Response #: 42
Submitter ID: 87728
IP address: [REDACTED]
Time to complete: 51 min. , 23 sec.

Survey Details

Page 1

Application for membership on the International Friendship Commission

1. **Prefix**
(o) Mr.
2. **First and Last Name**
Francisco Fimbres
3. **E-mail**
[REDACTED]
4. **Home Address**
[REDACTED]
5. **City**
Chula Vista
6. **ZIP code**
91914
7. **Primary Phone**
[REDACTED]

8. Secondary Phone

Not answered

9. Are you registered to vote in Chula Vista?

(o) Yes

10. Do you live within the City limits of Chula Vista?

(o) Yes

11. How Long?

3 years +

12. Present employer

Comercio Internacional Californias Corp.

13. Occupation

Merchant

14. Are you currently serving on a Chula Vista Board/Commission?

(o) No

15. Which one(s)?

Not answered

16. Have you previously served on a Chula Vista Board/Commission?

(o) No

17. Which ones?

Not answered

18. Per Chula Vista Municipal Code Section 2.25.030, I understand:

-If I am currently serving on a board or commission, I must resign from my current board or commission if I am appointed.

-I must have served at least 12 months on my current board or commission in order to be appointed to another board or commission.

(o) I have read and acknowledged the above statement.

19. Are you or have you been involved in any local, civic or community groups?

(o) Yes

20. Which ones?

Green Hills, Salt Creek School Parent

21. What are your principal areas of interest in our City government, and what experience or special knowledge can you bring to those areas?

Dear Mayor Salas,

Congratulations on your victory. We are lucky and blessed to have you as our leader.

It would be a great honor to serve our beloved Chula Vista as Commissioner for International Friendship.

I am a native San Diegan and true blue Democrat. My previous government service and experience in Washington, DC working for two Mayors would serve the Commission well. During my tenure in the DC Government, I served as senior advisor on community relations, agency services and neighborhood engagement matters. In addition to serving as a DC Latino Community Development Commissioner for Mayor Vincent C. Gray. As for private sector experience, my work on diversity, business women and affinity group related matters adds great value to my overall and well rounded professional profile.

Public service is my passion and welcome a return to government. Over the past 4 years, I worked with Sodexo North America as their community relations officer in the US House of Representatives. And more recently, I have been working on binational affairs and trade matters, public and government relations issues for a regional supermarket chain based in Tijuana, Mexico called Calimax. My network on both sides of the U.S.-Mexico Border is solid. I know the region, players, challenges and opportunities well. Please consider my interest and outreach. May you succeed in all endeavors and count on my support.

Sincerely,

Francisco Javier Fimbres


22. What would you hope to accomplish in the role of a International Friendship Commissioner? (250 words or less)

I want to support past and present efforts, but with a clear and strategic focus on increasing relationships with other international cities; especially in our Cali-Baja Region.

The City of Chula Vista should continue to have an active, strategic and proactive presence with its sisters cities, while also fomenting cooperation and cultural exchanges with other prospective candidates.

23. You may upload a resume in addition to your application (optional).

FRANCISCO FIMBRES CV20-2.pdf

24. The City understands meeting schedules and individual's availability may change. We ask that you consider the meeting schedule when submitting an application.

(o) I have reviewed the International Friendship Commission regular meeting date, time and frequency.

25.

(o) I am familiar with the responsibilities of the International Friendship Commission. I attest that the information I have provided is accurate and true.

Thank you,
City of Chula Vista

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FRANCISCO FIMBRES



WORK EXPERIENCE

GRUPO CALIMAX, **Public Affairs Officer & Advisor to CEO** - San Diego, CA, 4/2018-Present

- Lead executive for all public, nonprofit, binational, government and community relations matters in Cali-Baja Region.
- Develop and manage strategic partnerships with other corporations.
- Serve as spokesperson.
- Responsible for developing and managing corporate social responsibility initiatives.
- Point of contact for all media and press related matters.
- Responsible for supporting marketing and communications strategies.

Accomplishments: Organized and managed three successful international visits by San Diego dignitaries to Mexico. Awarded by the San Diego Regional Chamber of Commerce Best Binational Business of the Year 2018. Successfully coordinated media and press events which resulted in positive binational coverage for Calimax. Incorporated American based LLC for Calimax Supermarkets.

JOINT STRATEGIES GROUP, **Partner** - Washington, DC-San Diego, CA, 9/2016-4/2018

- Managed international agenda, media engagement and visits for Mexican Senator responsible for migration and security committee in Mexican Congress.
- Coordinated international public relations campaign for Mexican Presidential candidate.
- Advised public officials and business leaders from Mexico on U.S. foreign policy.

SODEXO, U.S. House of Representatives, Community Relations Officer - Washington, DC,
8/2015-9/2016

- Responsible for all community relations, outreach and engagement efforts.
- Served as designated customer service officer for the US House of Representatives on behalf of Sodexo Northamerica.
- Supported marketing and corporate communications initiatives.
- Helped manage union disputes and relationships with Spanish language employees.

Accomplishments: Successfully managed Sodexo relationship with Members of Congress and their staff. Organized and managed two community town halls. Strategically promoted corporate social responsibility efforts that resulted in good will by House Administration Officials. Managed relationship with Congressional media and press.

DC GOVERNMENT, Community Relations Director (Cabinet) - Washington, DC,
01/2011-01/2015

- Appointed by the Mayor to serve as the city's community relations and neighborhood engagement director.
- Managed and directly supervised team of 16 FTEs and community liaisons, 2 administrative assistants and relationship with over 100 government agency officials.
- Advised Mayor and other cabinet officials on district and ward issues, policy and strategic community engagement efforts.

Accomplishments: Successfully testified and presented to the City Council Government Operations Committee 4 years in a row, which resulted in approved operations budgets for my office. Successfully coordinated over a 4 year period more than 500 community visits by city agencies, cabinet officials and Mayor. Managed to improve quality of life for constituents by effectively working with appropriate government agencies including during snow storms, security threats and large scale events. Managed Mayor's relationship with City Council Members and their staff regarding neighborhood matters. Appointed by the Mayor to serve as Latino Community Development Commissioner. Spokesperson for the Mayor's Office on Latino Community/Spanish Language related matters.

DC GOVERNMENT, Executive Office of the Mayor, **Community Relations Representative & Services Specialist** - Washington, DC, 02/2009-01/2011

- Served as Assistant to Mayor.
- Responsible for all Ward 2 city government services, agency responses, community outreach and engagement efforts.
- Developed and managed community events, town halls and presentations for Mayor.
- Represented Mayor at all public events and served as spokesperson.

Accomplishments: My efforts over the two year period in this function resulted in improved quality of life for Ward 2 residents. Successfully initiated and coordinated multi agency abatement of long standing and very challenging neighborhood issues including racial tensions, broken infrastructure, health concerns, slumlord issues, police, transportation and regulatory matters.

HISPANIC COMMUNICATIONS NETWORK, **Director Client Relations, Customer Service and Account Management** - Washington, DC, 03/2007-09/2008

- Served as spokesperson. Managed media and press relations.
 - Represented company in absence of CEO. Managed government affairs.
 - Managed client relations and customer service efforts.
 - Developed new business and client accounts.
 - Developed and managed integrated communication strategies.
- Advised clients on Hispanic Outreach and Engagement issues.

EDUCATION

AMERICAN UNIVERSITY, School of International Service, BA in International Studies - Washington, DC, 08/1996-06/2000

OTHER

- Bilingual
- Expert in U.S. Hispanic Community
- Former Washington, D.C. Latino Community Development Commissioner
- Diplomat at the U.S. Embassy in Damascus, Syria 2006-2007 appointed to serve as Consular Assistant

Julia Sanchez

From: Leah Larrarte on behalf of CityClerk
Sent: Monday, November 30, 2020 2:13 PM
To: Julia Sanchez
Subject: FW: City of Chula Vista: Health Advisory Commission Application

Follow Up Flag: Follow up
Flag Status: Flagged

Please process.

From: webmaster@chulavistaca.gov <webmaster@chulavistaca.gov>
Sent: Sunday, November 29, 2020 7:45 PM
To: CityClerk <CityClerk@chulavistaca.gov>; Stacey Kurz <SKurz@chulavistaca.gov>; Adrianna Hernandez <adhernandez@chulavistaca.gov>
Subject: City of Chula Vista: Health Advisory Commission Application

**Warning:
External
Email**

A new entry to a form/survey has been submitted.

Form Name: Healthy Chula Vista Advisory Commission Application
Date & Time: 11/29/2020 7:44 PM
Response #: 35
Submitter ID: 88403
IP address: [REDACTED]
Time to complete: 58 min. , 0 sec.

Survey Details

Page 1

Application for membership on the Healthy Chula Vista Advisory Commission

1. Prefix

(o) Mrs.

2. First and Last Name

Barbara Orozco-Valdivia

3. Email

[REDACTED]

4. Residence Address

[REDACTED]

5. City

Bonita

6. ZIP Code

91902

7. Primary Phone

[REDACTED]

8. Secondary Phone

Not answered

9. Are you registered to vote in Chula Vista?

Yes

10. Do you live within the City limits of Chula Vista?

Yes

11. How Long?

50 years

12. Employer

Blue Shield of California Health Plan

13. Occupation

Community Relations Manager

14. Please indicate area(s) in which you have expertise and experience, or select None: (select as many as applicable)

Nutrition

Health Care

Physical Activity

15. If you selected one or more of the areas of expertise and experience above, please describe your expertise and experience that you would bring to the selected area(s). (250 words or less)

With my 25 years' experience applying strategic planning and problem-solving abilities toward enhancing health education and health plan operations, this experience would be of benefit to the commission.

At San Ysidro Health as their Health Education Coordinator, I led group and individual counseling sessions on weight control and chronic disease management for five years. I created "Divino y Tesoro", where community peer educators educated their community on healthy eating, making healthy recipes and creating neighborhood walking clubs.

As a Jackie Robinson Family YMCA Board for 19 years, we encouraged our community members, especially school-aged children and teenagers, to join a sport. Funds we raised provided sponsorships for our low-income families to join the YMCA.

I have 25 years in health plan operations and community relations at Community Health Group, Health Net and Blue Shield of California where I enhance and create programs for our members and community to help them access their plan to be healthier. My extensive experience working with local community-based organizations, health centers, government agencies, health care advocates and parents to ensure they had access to public health programs and how to navigate it is important to the work I do.

Some achievements include being the founder of the San Diego Certified Application Assistant Coalition, panel member of the Managed Risk Medical Insurance Board as a DHCS Medi-Cal Advisory for Families and Healthy Families Advisory, Rady's Children's Hospital Auxiliary member and a MANA de San Diego Board of Director, Health Committee member and Latina Success Conference contributor.

16.
(o) I understand if I am appointed to a seat that represents my district, I must maintain my residency and elector status throughout my terms to remain eligible.
17. **Have you previously served, or do you currently serve, on a Chula Vista Board, Committee or Commission**
(o) No
18. **If yes, which one(s) and for what period of time?**
Not answered
19. **Per Chula Vista Municipal Code Section 2.25.030, I understand:**
- If I am currently serving on a board or commission, I must resign from my current board or commission if I am appointed.**
- I must have served at least 12 months on my current board or commission in order to be appointed to another board or commission.**
- (o) I have read and acknowledged the above statement.
20. **Are you, or have you been, involved in any local, civic, service or community groups?**
(o) Yes
21. **If yes, please list them**
Radys Children's Hospital Auxiliary; South Bay Forum; Jackie Robinson Family YMCA; MANA de San Diego
22. **What do you hope to accomplish in the role of a Healthy Chula Vista Advisory Commissioner? (250 words or less)**
The greatest risk the City is facing is the increased numbers of COVID-19 cases. As they continue to rise, I would like to learn how the commission has pivoted on their Initiative charter and how best I can contribute to the dialogue and community plan development.
- For over 25 years I participated in health policy reviews, incorporating these policies into programming and prioritizing resources to support the business unit. This experience will be of value to find ways to collaborate with countywide public and private agencies to bring the necessary resources to Chula Vista.
- Healthy living is a concern but homelessness and the unsheltered may be a larger concern as the pandemic continues. There needs to be a contingency plan for when the rent moratoriums end. My participation in several homeless taskforces throughout the County provides a perspective that may be useful.
- The Healthy Cities and Healthy Counties Project through UCSD and the City of Chula Vista is a great opportunity to encourage healthy food access especially now that many families are food insecure or unemployed. Many more will be food insecure so how are we communicating this to our residents on where the food distributions are so they can get this basic need met.
- Being able to prioritize the current need by health equity data, to invite community partners to be part of the solution, and being able to think in the big picture to capture small successes is what I want to accomplish.
23. **You may upload a resume in addition to your application (optional).**
Barbara Orozco-Valdivia Resume 11_24_2020 CV Health.docx

24. The City understands meeting schedules and individual's availability may change. We ask that you consider the meeting schedule when submitting an application.

(o) I have reviewed the Healthy Chula Vista Advisory Commission regular meeting date, time and frequency.

25.

(o) I am familiar with the responsibilities of the Healthy Chula Vista Advisory Commission. I attest that the information I have provided is accurate and true.

Thank you,
City of Chula Vista

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▣

Barbara Orozco-Valdivia, MPH



COMMUNITY RELATIONS DIRECTOR

Dynamic, Community Relations leader with 20 years' experience applying exceptional strategic planning and problem-solving abilities toward enhancing business plans and day-to-day activities. Self-motivated leader with a demonstrated ability to manage and coach teams, efficiently multitask, and build and sustain relationships with internal and external stakeholders. Seeking to utilize my community relations skills to increase the Collaborative's brand positioning, provide optimal programs and increase grant and sponsorship revenue. My extensive experience working with local community-based organizations, government agencies, advocates and parents will be essential to help provide resources to serve the district and community.

CORE COMPETENCIES

- Exceptional relationship skills with key County, City and community agency stakeholders.
- Strong marketing and community outreach capabilities that excel marketing plans and goals.
- Hands on approach to developing effective community presentations.
- Highly effective interpersonal skills that excels in collaborating in a team environment.
- Respected leader that provides influence and high collaboration among community agencies.
- Strong organizational and strategic planning skills to ensure goals are met and exceeded.

SELECTED ACHIEVEMENTS:

- Founder, chair of the San Diego Certified Application Assistant (CAA) Coalition (1998-2015).
- Chair/member of the California Partnership of Health Care Advocates Conference (2004-2012).
- MRMIB appointed panel member of the DHCS Medi-Cal Advisory for Families (2008-2014).
- MANA de San Diego, Board of Directors, Vice President of Operations (2018 to present)

PROFESSIONAL EXPERIENCE:

Community Relations & Outreach Manager, Blue Shield of California 2019 to present

San Diego, CA

- Cultivate a community partnership plan working with internal and external partners to build brand.
- Analyze and monitor regional budget to incorporate strategy plan activities to their effectiveness.
- Develop a comprehensive, strategic marketing plan to achieve enrollment goals for county Key liaison to community partners, providers and member community for organization.
- Coordinate and present product presentations to community and providers.

Regional Community Relations Manager, Health Net, Inc. 2017 to 2019

San Diego, CA

- Analyzed, monitored the regional budget to incorporate strategy plan activities to their effectiveness.
- Coordinated and presented product-based presentations to providers and community.
- Developed operations plan working with internal and external partners to achieve company's goals Responsible for updating and sharing state and federal regulatory requirements.
- Key liaison to provider and member community to resolve issues and inquiries in a timely manner.

**Provider Relations and Contract Specialist, Sharp Health Plan
2015 to 2016**

San Diego, CA

- Coordinated operations for provider relations and contract development department.
- Led and facilitated quarterly Joint Operation Committee meetings with six medical groups.
- Key liaison with providers and medical groups to ensure contract compliance/provider satisfaction.
- Revised, adopted operations manual, policies, procedures and provider website portal.

**PACE Marketing Manager, San Ysidro Health Center
2014 to 2015**

San Diego, CA

- Developed the Marketing and Member policies, procedures and standards for new program.
- Participated in the strategic planning and development for the PACE program.
- Managed and coached the PACE Outreach and Enrollment Team.
- Administered and coordinated marketing, outreach with external and internal partners.
- Researched and led the design and development of marketing materials.

**Community Relations and Sales Manager, Health Net, Inc.
2006 to 2014**

San Diego, CA

- Coached and mentored community relations team to grow health insurance enrollment.
- Responsible for community relation partnerships to grow brand awareness and enrollment.
- Developed and implemented contracts for community health partners to enhance member education.
- Developed and implemented a member focused quality measure project with 60 provider sites.
- Trained provider staff on best practices to enhance performance and improve customer service.
- Coordinated special events and community presentations to launch specific initiatives.

**Regional Health Promotion Specialist, UCSF/California Diabetes Program
2004 to 2006**

San Diego, CA

- Facilitated and trained provider groups and health plans on the Diabetes Provider Resource Tool Kit.
- Trained local peer educators on Diabetes prevention with American Diabetes Association.
- Conducted and led annual health fair (2004 to 2006) seeing over 3,500 attendees.
- Spearheaded the anti-smoking grant project working with the Smoker's Helpline, the San Diego Council of Community Clinic, community health center nurses and the Diabetes Educators Chapter.

**Business Development Product Manager, Community Health Group
1998 to 2002**

Chula Vista, CA

- Assisted, reviewed and approved marketing materials to ensure adherence to Marketing Plan.
- Responsible for growing the membership to 20,000 within 4 years.
- Managed and coached the marketing team and event coordinator.
- Master State Trainer for the Healthy Families Program with training and certifying over 400 local community educators from community-based organizations.

EDUCATION:

Masters of Public Health, Health Promotion, San Diego State University, San Diego, CA
Bachelor of Arts, Public Administration, San Diego State University, San Diego, CA

BOARDS/VOLUNTEER AREAS:

MANA de San Diego Board member, Vice President of Operations, 2018 to 2020
Jackie Robinson Family YMCA Board of Advisors, Capital Campaign Specialist, 2001 to 2019
Rady's Children's Hospital Auxiliary member, 2015 to 2019