

To: Directors Furst and Boswell, GM Fuzie  
Fr: J Schneider  
Cc: L VanBuskirk, M Shannon  
Re: Updated documentation received from five Personnel Commission candidates  
Dt: 4/16/21

Attached, for your review, are the following documents from our five candidates for the Personnel Commission (in cases where candidates included a "cover email", they've been converted to word documents and are attached here). NEW DOCUMENTS added since our previous Committee meeting (4/13) are indicated as such (including resumes for the three candidates who had not previously provided them).

1. Candidate: Mark Ragatz
  - a. Letter of interest in email form
  - b. NEW – Resume
  
2. Candidate: Heidi Kaseff
  - a. Reappointment Letter
  - b. Resume
  
3. Candidate: Melinda Chinn
  - a. Initial Letter of Interest
  - b. NEW – Cover Letter
  - c. NEW – Resume
  - d. NEW – Letter of Recommendation
  
4. Candidate: Keith Beck
  - a. Initial Letter of Interest
  - b. NEW – Resume
  - c. NEW – Awards/Achievements/Affiliations
  
5. Candidate: Illyasha Peete
  - a. Letter of Interest in email form
  - b. Resume
  - c. "Fitness" Resume

1. Candidate: Mark Ragatz

-----Original Message-----

From: Mark Ragatz [mailto:mjragu01@gmail.com]

Sent: Saturday, February 20, 2021 10:53 AM

To: Jeff Schneider

Subject: Personnel Commissioner

Hi,

My name is Mark Ragatz and I have done some volunteer work over the last several years with your aquatics folks. My sons both played on the LARPD Lazers water polo team and worked as lifeguards at both pools.

I am interested in helping out with the Personnel Commission. I retired from the East Bay Regional Park District (EBRPD) in 2017. I was a park operations manager for EBRPD, the last 3 years I was the Chief of Park Operations. In my 33 years with EBRPD I was an analyst in Revenue Operations, I supervised the Reservations staff, was a Unit Manager for the Shoreline and Parklands units before promoting to the Chief position.

In these various positions I worked closely with the Personnel Department screening applications, designing interviews, interviewing applicants, preparing annual reviews, documenting performance deficiencies, doing investigations of various staff issues, recommending and following through on staff terminations.

If you would like to discuss my qualifications and how I might be able to help, please let me know.

Sincerely,

Mark Ragatz  
(925)495-9865  
mjragu01@gmail.com

Sent from my iPad

5273 Irene Way  
Livermore, CA

(925) 294-9664  
ragu01@sbcglobal.net

# Mark Ragatz

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## Experience

**June, 2017 – Present, Retired**

Assistant Water Polo Coach, Livermore High School

**April, 2014 - June, 2017, East Bay Regional Park District, Oakland, CA**

### **Chief of Park Operations**

- Provide ongoing leadership and direction while managing the day to day operations for the Park Operations Department. Manage 6 direct reports, Park Unit Managers.
- Represent the District and the Park Operations Department at intradepartmental, interagency, and public meetings.
- Guide, help and encourage staff to think outside the box to find innovative solutions to new and recurring issues.
- Delegate tasks as appropriate to Unit Managers and other staff to ensure timely completion of projects and appropriate responses to public complaints.
- Ensure the continuation and work to improve the level of supervisor and manager training, Succession Planning and other skill related training within the Department and the District.
- Participate in the employee discipline process, hearing the second step grievances, deciding or recommending appropriate levels of discipline.
- Coordinate the hiring process for park rangers, park supervisors and unit managers. Work with HR to ensure that the testing (written and physical) and interview process are fairly implemented and to ensure that the hiring pools created represent the best possible candidates.

**April, 2010 - March, 2014, East Bay Regional Park District, Oakland, CA**

**Unit Manager, Parkland Unit \$109,466 Annually**

- Manage a group of large regional parks with an annual budget in excess of \$6.1 million. The parks, located in the Oakland/Berkeley hills provide opportunities for the public to camp, swim, play golf, ride horses, observe rare plants and animals, take part in interpretive & recreation programs, and volunteer to help with park improvement projects.
- Supervise 8 direct report park supervisors and administrative staff, and a total unit staff of 54 full, part time and seasonal personnel. Represent management in discipline hearings.
- Work with supervisors and event coordinators to plan and host more than 40 special events annually, including art festivals, equestrian rides, ultra-marathons, triathlon training, century rides, cross country meets, walk-a-thons, and many other types of events.
- Work with District police, park staff and reservations staff to ensure the smooth operation of a large family campground, 12 group camps 3 backpack sites, and 20 of the District's most popular group picnic sites.
- Manage the Regional Parks Botanic Garden to ensure that staff, docents and volunteers are knowledgeable and well trained to help the native plants to thrive and to provide educational and informative garden tours for hundreds of groups annually, and to facilitate and encourage staff to travel throughout the state in order to gather seeds and cuttings of rare and special California native plants.
- Represent Park Operations on the District's Fire Hazard Reduction & Fuel Management team ensuring that operational & public use activities are given full consideration in the development and implementation of fuel management prescriptions and fuel reduction measures.
- Lead team building, mentoring and succession planning within the Unit, and participate in the same at the Department and Division levels.
- Work with Planning, Design, Stewardship and park staff on development and implementation of Land Use Plan improvements, park restoration and invasive plant removal projects.
- Coordinate with Interpretation & Recreation staff and park supervisors to develop, review and approve special event plans, to plan volunteer park restoration and invasive plant removal projects.

**Nov., 2006 -April, 2010, East Bay Regional Park District, Oakland, CA**

**Unit Manager, Shoreline Unit \$107,400 Annually**

- Manage a group of 15 regional parks along the SF & San Pablo Bay shoreline with an annual unit budget in excess of \$7.5 million. Supervise 8 direct reports and a total unit staff of 67 full, part time and seasonal personnel. Represent management in discipline hearings.
- Complete annual Performance Appraisals for direct reports (Park Supervisors and clerical support) and ensure that all park supervisors complete performance appraisals for their direct reports on a timely basis.
- Improve team cohesiveness by working closely with park supervisors, Stewardship and Interpretation & Recreation staff to address personnel issues, support and justify requests for park improvements and advocate for shoreline issues and concerns.
- Work closely with the Recreation volunteer coordinator to facilitate Shoreline Unit participation in several major volunteer events including the Coast Cleanup Day, MLK Jr. Day of Service, Earth Day, and to coordinate events and activities with Save the Bay and other environmental groups.
- Work with Interpretation, Stewardship and Operations staff to manage habitat for endangered species of birds, mammals and shoreline plants, and to fight invasive species encroachments.
- Coordinate District response to oil & chemical spills in wetlands and on the Bay and improve District response capabilities. Represented the District at the Cosco Busan incident command post and on regional committees with DFG, US Coast Guard and various local, regional and federal agencies.
- Work with Interpretation & Recreation staff, park supervisors and event coordinators to plan more than 50 special events annually including; a summertime music series, runs from SK to marathons, bicycle century rides, cross country meets, walk-a-thons, and many more.
- Work with HR to develop a fair and equitable hiring process for seasonal and full time staff for Gate Attendant, Student Laborer, and Park Ranger positions.

**October, 1987 - Oct., 2006 East Bay Regional Park District, Oakland, CA**

**Reservations Supervisor/Administrative Analyst II \$88,000 Annually**

- Supervise the District's Reservations Call Center staff of 7 to make over 12,000 reservations & 2,500 program registrations per year. Manage a budget of \$750,000.
- Managed the computerization of the Reservations Department when we assumed responsibility for camping reservations from Ticketron. Later, initiated the interpretive & recreation program registration system, implemented online camping reservations and program registration, credit card payment processing, and improved cash handling procedures for a department which generated over \$1.5 million annually.
- Updated and gained Board approval on the District's special event policy. Coordinated planning for more than 250 special events per year with Park Operations, Recreation & Interpretation, Police and Fire departments. Worked with Risk Mgmt., Legal and the District insurance provider to develop a special event insurance offering.
- Coordinated the transition of wedding and reception facility reservations into the Reservations unit.

**March, 1984- October, 1987 East Bay Regional Park District, Oakland, CA**

**Revenue Analyst**

- Supervised one seasonal assistant and oversaw a budget of \$200,000.
- Coordinated the hiring of seasonal General In-Park positions in Park Operations, managed staffing for seasonal District operated concessions, admission gates and interviewing and hiring of the student laborer force.
- Oversaw the operations of 7 park concession operations including hiring and training staff, improving cash handling procedures and inventory management practices.
- Administered the District Park Residence Program. Updated the Park Residence policy to incorporate changes necessitated by the FLSA.
- Developed Requests for Proposal and oversaw several concession contracts and special use agreements for windsurfing, boat rentals, food sales, archery ranges, hang gliding, and other recreational park uses.

## **Additional Experience and Training:**

IGMT (Inter Governmental Management Training)  
EBRPD Industrial Firefighter 1987 - 2000  
Staff Accountant, 1983 - 1984 Carothers & Company  
EBRPD Aquatics Assistant & Revenue Messenger 1982 - 1983  
EBRPD Lifeguard I, II & III, 1977 -1981

**Education**      **1975 -1980**                      Cal. State University at Hayward    Hayward, CA

- B.A., Business Administration -Accounting Emphasis
- Water Polo Team Captain

**Special Training**                      Completed CPRS & NRPA Revenue Management Schools, Maintenance Management School, Attended the 2009 CALPELRA Conference, UC Santa Cruz Extension - **UNIX** System Administration, Fire Fighter I, EMT, CPR, First Responder

## **References**

Rosemary Cameron, Retired Assistant General Manager, Public Affairs, East Bay Regional Park District,

Phone: (415) 218-5180

Email: [rlcameron@comcast.net](mailto:rlcameron@comcast.net)

Neil Fujita, Water Resource Manager, SF Water Department

Phone: (925) 862-5516

Email: [nfujita@sflower.org](mailto:nfujita@sflower.org)

Jack Kenny, Retired Chief of Operations, East Bay Regional Park District,

Email: [albanytall@comcast.net](mailto:albanytall@comcast.net)

Anne Scheer, Retired Chief of Operations, East Bay Regional Park District,

Email: [portcostascheer@gmail.com](mailto:portcostascheer@gmail.com)



2. Candidate: Heidi Kaseff

**HEIDI KASEFF**

heldi.kaseff@gmail.com

(925) 998-7361

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February 24, 2021

Jeffrey Schneider  
Livermore Area Recreation and Park District  
4444 East Avenue  
Livermore, CA 94550

Jeff:

Thank you for the opportunity to reapply for the Personnel Commission, which I have been a member of since 2001. While I hope I have benefited the LARPD with my knowledge and contributions over the years, I have also learned from management, the board of directors, and the staff.

Why am I the right person for this position? I have extensive experience using best practices in handling employee relations issues, hiring and firing, troubleshooting payroll and benefits issues, assisting managers with performance reviews, and writing employee handbooks. My consulting company sets up and audits human resources functions for small companies, and ensures that their human resources systems are following state and federal regulations. I often speak with leaders who don't have huge amounts of money to throw at their problems. I have to find creative, smart solutions which work for each particular situation. The issues and problems the LARPD is facing are very similar to ones that I work on every day.

I have enjoyed working with the accomplished Personnel Commission, recognizing that each member brings their own special skills and experience. We question both longstanding policies and those that are newly proposed: "Why is there compensatory time off for managers?" "You would never be able to propose this policy at a private enterprise." I have developed an appreciation for the challenges that LARPD management faces, and its commitment to make decisions which make the most sense for both the financials and the employees.

I look forward to working with you in the future.

Sincerely,

Heidi Kaseff





## HEIDI KASEFF

[heidi.kaseff@gmail.com](mailto:heidi.kaseff@gmail.com)

[LinkedIn URL](#)

(925) 998-7361

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### KEY ACCOMPLISHMENTS:

#### **CONGREGATION BETH EMEK, Pleasanton, California**

*Human Resources Specialist*, 2008 to present

Provide support in the areas of: compensation, employee relations, and recruitment for small religious organization.

- Create and revise policies and job descriptions, and troubleshoot benefit and payroll issues.
- Recruit and screen applicants, conduct interviews, and recommend selection decisions.
- Communicate policies, procedures, and benefits to employees and supervisors.

#### **LIVERMORE AREA RECREATION AND PARK DISTRICT (LARP), Livermore, CA**

*Member, Personnel Commission*, 2001 to present

Provide monthly oversight and guidance to management on human resources policies, job classifications and descriptions, recruiting and selection, and benefit and pay issues.

#### **HEIDI KASEFF, HUMAN RESOURCES CONSULTING, Livermore, California**

*Human Resources Generalist*, 1999 to present

Assist small companies with their outsourced human resources functions in the areas of: Compensation, Training, Recruitment, Interviewing, Progressive Discipline, Termination, and Employee Relations. Clients include real estate, legal, medical, and hi-tech firms.

#### **INTERTEK TESTING SERVICES, Menlo Park, California**

*Human Resources – Western Region*, 1995 to 1998

Managed human resources for the Western division offices of a global engineering laboratory.

- Minimized legal liability by strictly monitoring disciplinary action and termination processes.
- Trained managers and employees in performance and total quality management.
- Guided managers on setting performance standards and holding employees accountable.
- Assisted with immigration, relocation, and repatriation issues.
- Conducted creative recruiting programs to find highly specialized candidates.

#### **WESTERN FARM CREDIT BANK, Sacramento, California**

*Project Manager - Human Resources*, 1990 to 1994

Managed projects for a financial institution in a multi-state region.

- Reviewed job classifications for over 300 positions and 1,000 employees.
- Trained first level supervisors in supervisory and leadership skills.
- Monitored legal (AA), and employee relations issues during widespread layoffs.
- Communicated new benefit plans to field offices.
- Cut costs by outsourcing administrative functions and restructuring department.
- Guided managers on employee relations and disciplinary action issues.

## HEIDI KASEFF

heidi.kaseff@gmail.com

(925) 998-7361

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### **ADDITIONAL EXPERIENCE:**

- Directed recruiting process for technicians, professionals and senior level executives as an executive search consultant.

### **EDUCATION:**

**M.B.A., UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, California.**  
Human Resources.

**B.A., POMONA COLLEGE, Claremont, California.**

### **CERTIFICATIONS:**

SPHR: HR Certification Institute - 2001 to present

SHRM-SCP: Society for Human Resources Management (SHRM) - 2015 to present



3. Candidate: Melinda Chinn

February 26, 2021

Jeffery Schneider  
Administrative Services Manager  
LARPD 4444 East Avenue  
Livermore, CA 94550

Dear Mr. Schneider,

Please accept my letter of interest for the position of Personnel Commissioner for the Livermore Area Recreation and Park District.

I am a 35-year resident of Livermore and have taken advantage of the many programs that the district has to offer and the beautiful facilities.

I have a BS degree in Recreation Administration from San Jose State University and worked in the Parks and Recreation field my entire 40-year career.

I retired from the City of Emeryville in 2012 as the Community Services Director where I oversaw operations of the department including all personnel actions including recruiting, hiring, training, managing, and disciplinary actions, as necessary.

Prior to that position I served for seven years as the Recreation Director for the City of Albany with similar personal functions for the department.

My other recreation positions included Recreation Supervisor and Part-time positions for two other municipalities.

As you can see my experience in the field of recreation personnel administration is extensive and would make me qualified for this position. Please contact me if you have any questions or would like to speak to me further about my qualifications.

Sincerely,



Melinda Chinn

[melinda.chinn@comcast.net](mailto:melinda.chinn@comcast.net)

925-518-2782

# MELINDA CHINN

Livermore, CA 94551 | melinda.chinn@comcast.net

April 16, 2021

Jeffrey Schneider  
Livermore Area Recreation & Park District

RE: Personnel Commissioner

Dear Mr. Schneider,

I am contacting you to express my interest in the Personnel Commissioner opportunity with the Livermore Area Recreation & Park District. After reviewing the position requirements, I believe that my work qualifications and my B.S Degree in Recreation Administration make me the ideal candidate for the Personnel Commission.

Throughout my previous work experience, I've honed my exceptional skills in planning and organizing appropriate department personnel and positions to adequately staff a full-service Community Services Department.

My outstanding experience planning and executing multi-million dollar department budgets will be an asset when reviewing and making recommendations to the LARPD Board of Directors regarding proposed staff salary and benefits packages for District personnel.

My experience with Labor Union contract negotiations and employee disciplinary actions, disputes, and other issues also will be a benefit to the work of this Commission as well.

Thank you for your time. I look forward to hearing from you soon.

Sincerely,



Melinda CHINN

melinda.chinn@comcast.net

925-518-2782

Livermore, CA 94551

## Skills

- Outstanding experience planning and executing multi-million dollar departmental budgets
- Exceptional skills planning and organizing appropriate department personnel and positions to adequately staff a full-service Community Service Department
- Innovator and problem solver

## Education And Training

12/1979

### **Bachelor Of Science:**

Recreation Administration

**San Jose State University**

San Jose, CA

# MELINDA CHINN

## Summary

My extensive knowledge and experience make me the ideal candidate for the Livermore Area Recreation and Park District Personnel Commission

## Experience

### **City Of Emeryville - Community Services Director**

*Emeryville, CA*

04/2007 - 12/2012

- Lead the management of a newly formed diverse Recreation and Community Services Department with approximately a \$5.5 million dollar budget
- Supervised 40 Full-time and 25 part-time staff
- Improved department operational efficiencies by creating new positions and/or modifying existing positions as needed or when vacancies occurred or during times of economic necessity to meet budgetary reductions
- Negotiated collective bargaining agreements as part of Management with the SEIU labor unions
- Facilitated numerous disciplinary hearings, grievance actions and workers comp accommodations between staff, Human Resources and SEIU Representatives
- Implemented new recreation programs, procedures and methods of operation
- Key member of development team for Emeryville Center of Community Life with the City of Emeryville and the Emery Unified School District to build a Community Center, a K-12 school, and athletic fields on one site

### **City Of Albany - Recreation And Community Services Director**

*Albany, CA*

01/2000 - 04/2007

- Lead the development of a five-year Parks and Recreation Master Plan which included the design and development of park and recreation facilities and programs
- Planned, directed and reviewed the work plan for a staff of 10 full-time and 25 part-time staff
- Evaluated the program content and methods used in providing quality programs and services
- Staff liaison to the Parks and Recreation Commission
- Prepared and administered a \$1.5 million dollar department budget

### **City Of San Leandro - Programs Supervisor/Recreation Supervisor**

*San Leandro, CA*

04/1979 - 12/1999

- Developed, supervised and evaluated recreation programs and activities to meet the needs of a diverse community including aquatics, after-school programs, sports, pre-school programs, events, classes, senior citizen activities and travel programs



TOWN OF HILLSBOROUGH  
*California*

April 15, 2021

Honorable LARPD Board members  
c/o Jeffrey Schneider, Administrative Services Director  
Livermore Area Recreation and Parks District

Honorable LARPD Board members -

I would like to highly recommend Melinda Chinn for one of the two positions on the LARPD Personnel Commission. I was the Assistant City Administrator with the City of Albany and had the opportunity to work with her in her role as the Park and Recreation Director. She was instrumental in the restructuring of the department and was adept and strategic in addressing the personnel issues associated with making necessary changes and developing effective policies that established clear, effective operating procedures. Ms. Chinn was an outstanding mentor for staff and highly regarded for her ability to work with the community and a City Council appointed Park and Recreation Commission.

Although we have not worked together recently, I have continued to stay in touch with Ms. Chinn. She is an accomplished Park and Recreation professional and brings years of experience in personnel management, labor relations, recruitment and retention as well as being well versed in the disciplinary hearing process. She is also committed to diversity, equity and inclusion and has made positive impacts in the organizations she has served.

Ms. Chinn is an excellent candidate for your Personnel Commission and brings a unique perspective as community member and recreation professional.

If you have any questions, please do not hesitate to contact me directly at 650-375-7407.

Thank you -

*Ann Ritzma*

Ann Ritzma  
City Manager  
Town of Hillsborough





4. Candidate: Keith Beck



Mr, Jeff Schneider,

This will confirm my interest in continuing my appointment as a Personnel Commissioner for LARPD.

My previous experience in personnel service includes:

**Mervyn's Department Stores:** fourteen years as a Human Resources Director SSIGNED TO THE Sores Operations Division. My responsibilities included executive hiring, training and legal review and direction for 250 store locations and approximately 18,000 employees. Additionally I was charges with helping to open and staff new stores across the western United States.

**Proforma Pacific Systems:** this was a franchise I purchased in 1986 and built for zero sale to a leading franchise in the system. I this capacity I was not only the primary accounting executive but the individual in charge of hiring support staff and sales executives. In January 2021 I sold this business

**Visiting Angels:** I have owned this franchise for 15 years and again built it from nothing to now employ over 70 individuals to support the mission of helping and caring for elders in our territory. Of course, this involves review, interviewing and hiring employees for the agency in addition to training and maintaining our standards and culture. The personnel function is one of my main duties as the Executive Director and owner of the agency.

I feel my continued support of LARPD in the capacity of a Personnel Commission will be a benefit to LARPD. Please accept this letter as my desire to continue to support the LARPD.

Sincerely,

A handwritten signature in black ink, appearing to read "Keith Beck".

Keith Beck, Executive Director  
Visiting Angels, Livermore  
179 Contractors Street  
Livermore, CA 94551-8556

# KEITH BECK

2366 Bettona Street ■ Livermore, CA 94550 ■ Office: 925-443-1000 ■ Cell: (925) 918-2594 ■ keithbec@pacbell.net

## EDUCATION

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**University of Redlands** – Redlands, CA  
Bachelor of Arts, Literature

**Palmdale High School** – Palmdale, CA

## EMPLOYMENT

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**Peace Corps** – Washington DC July 1969- December 1970

*Peace Corps Volunteer*

- Assignment on Pohnpei Island, Micronesia
- Teacher of English as a second language
- Also worked on sanitation projects including water catchment systems and septic systems

**JC Penney Company** –Palm Springs, CA April 1971-September 1973

*Management trainee*

**Mervyn's Department Stores** – Hayward, CA September 1973-May 1987

*Director of Human Resources*

- Responsible for executive recruitment, placement and training. Also responsible for the legal training and implementation of procedures for over 200 stores and 20,000 store personnel.

**Proforma Pacific Systems** – Livermore, CA June-1987-January 2021

*Past Owner/President*

- Print and promotional products business serving clients in California and neighboring states.

**Visiting Angels** – Livermore, CA June-2005-Present

*Owner/Executive Director*

- Assist elderly clients with their activities of daily living.
- Have grown the company from zero to now over 80 employees.

## AWARDS/ACHIEVEMENTS/AFFILIATIONS

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- See attached sheet.

## AWARDS/ACHIEVEMENTS/AFFILIATIONS:

### Keith Beck

Visiting Angels, East Bay: Owner, Executive Director

179 Contractors Street  
Livermore, CA 94551-8856  
925-443-1000

### National Awards:

Marquis Who's Who Biography: 1989/1990

Selected as an honored member of International "Who's Who": 1995

Fortune Magazine: *Feature article*: 1990

*Entrepreneur of the Year*-Merrill Lynch, INC. Magazine: 1990

### Industry Awards:

ProForma, *Rookie of the Year*: 1987

ProForma, *Partner of the Year*: 1989, 1990, 1993

ProForma, *Support Agent of the Year*: 1994 & 1995

ProForma, *Peer of the Year*: 1994-1995

Visiting Angels, *Client Service Award* 2015, 2016, 2017, 2018, 2019, 2020

Visiting Angels, *Summit Award* 2013-2020

ProForma, *Marketing Innovator*: 1994-1995

ProVendor, *Support Franchise of the Year*: 1994-1995

Block Graphics, *Award of Excellence* 2002

ProForma, *Development Agent*: 1994-2004

Visiting Angels, *Best of Home Care, Leader in Excellence* 2018, 2019, 2020, 2021

### Business Forms Labels and Systems, Top 100 Contest:

|  |      |
|--|------|
| Gold Award in Promotional Products:              | 2000 |
| Silver Award in Commercial/Promotional Printing: | 1998 |
| Designer of the Year:                            | 1996 |
| Silver Award in Commercial/Promotional Printing: | 1994 |
| Silver Award in Labels and Tags:                 | 1994 |
| Silver Award in Promotional Printing:            | 1993 |

### Affiliations and Associations:

|  |              |
|--|--------------|
| Western Business Association,<br><i>Board of Directors, President</i>        | 1998-2006    |
| Returned Peace Corps<br><i>Volunteer</i>                                     | 1983-present |
| Trinity Lutheran Church,<br><i>Council Member</i>                            | 1992-1995    |
| <i>Congregational President</i>  | 1995-1997    |
| Valley Business Owner's Association,<br><i>President</i>                     | 1998-1999    |
| American Red Cross<br><i>Volunteer</i>                                       | 1999-2005    |
| 171 Contractors Associates-Board,<br><i>President, Chairman of the Board</i> | 2006-present |
| Visiting Angels,<br><i>Franchise Advisory Council Board Member</i>           | 2011-2013    |

|  |  |
|--|--|
| PFLAG, San Ramon-Danville Chapter<br><i>Past Chapter President and current member</i>                            | 2007-present                               |
| Rotary Club, Livermore Noon Club<br><i>International Relations Director</i><br><i>Paul Harris Society Member</i> | 2009-present<br>2013, 2021<br>2009-present |
| Certified Senior Advisor   | 2009-present                               |
| Livermore Area Recreation and Parks District<br><i>Personnel Board Member</i>                                    | 2015-present                               |
| National Peace Corps Association,<br><i>Board of Directors</i>   | June 1997-2020                             |
| State of California, Secondary <b>Teaching Credential:</b> valid for life  | Feb 1978-life                              |



S. Candidate: Illyasha Peete

**From:** Illyasha Peete [mailto:illy@cen.org]  
**Sent:** Thursday, February 25, 2021 1:11 PM  
**To:** Jeff Schneider  
**Subject:** Personnel Commission  
**Importance:** High

Hello Mr. Schneider,

It was such a pleasure to speak with you today regarding the open board position! Attached, please find my fitness and professional resumes.

As the United States reckons with how to move forward in the throes of a pandemic, social unrest, and political uncertainty, it is with great enthusiasm that I submit my application to serve on the **Personnel Commission**. After reviewing the description for this position, I was delighted that my experience as a business owner, transformational nonprofit executive director, corporate trainer, adjunct college professor, and Director of Diversity and Training/Consulting at a capacity building organization have prepared me to serve.

I have deep expertise in managing complex projects, supporting and developing teams, and embedding diversity in governance, training, and staffing/hiring practices. I am a direct and spirited individual who enjoys working both independently and collaboratively and have a strong track record of fostering reciprocal, respectful, and productive relationships with diverse stakeholders including but not limited to staff, colleagues, contributors, clients, partners, and board members.

I am excited about the opportunity to serve and I invite you to reach out to me with any additional questions.

Embracing Diversity in Decision Making,

*Illyasha Peete*

Embrace Education,



Illyasha Peete, MBA  
Pronouns: She/Her  
Director of Diversity and Training/Consulting  
Direct: 901.258.2464

*Our mission is to improve the long-term sustainability of nonprofit leaders and organizations by offering the highest quality programs, consultation, training and community-building networks.*

Center for Excellence in Nonprofits  
Sobrato Center for Nonprofits  
330 Twin Dolphin Drive # 151  
Redwood City, CA 94065  
650.517.5855 | [www.cen.org](http://www.cen.org)  
[Facebook](#) [LinkedIn](#) [Community Calendar](#)

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## Resume of ILLYASHA K. PEETE

(901) 258-2464 • lpeete6@gmail.com

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### TALENT SUMMARY

- Self-motivated and dependable leader with extensive experience in business relations, special projects, and leading and contributing to teams
- Seasoned people manager with an emphasis on leadership development and driving high-performance through strategic evaluation models both as a manager and private consultant
- Effective oral and written communicator
- Ambitious, driven to see difficult assignments and projects from initiation to successful completion
- Able to organize and handle multiple projects and documentation with attention to detail and confidentiality
- Self-starter committed to developing sophisticated intergroup relations by regenerating policies, processes, and practices that interfere with the values of inclusion, diversity, equity, access, liberation, and belonging
- Attentive and responsive to serving client needs and concerns
- Earned respect of peers and management by consistently performing duties with a high degree of Professionalism and dedication

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### EDUCATION

|  |           |
|--|-----------|
| Cornell University, Ithaca, NY<br><i>Diversity and Inclusion Certificate</i>   | 2020      |
| Ashford University, Clinton, IA<br><i>Master in Business Administration /Global Management (GPA 4.0/4.0)</i><br>Golden Key International Honor Society   | 2011-2013 |
| Western Michigan University, Kalamazoo, MI<br><i>B.S. General Business, Minor: Human Resource Management (GPA: 3.1/4.0)</i><br>Four-Year Tennis Letterman (Scholarship) – 2 MAC Conference Champion Titles | 1989-1992 |

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### PROFESSIONAL EXPERIENCE

- |  |                   |
|--|-------------------|
| <b>Center for Excellence in Nonprofits, Redwood City, CA</b><br><b>Director of Diversity and Training/Consulting</b> | 10/2018 – Present |
|--|-------------------|
- Support the team with content, creation, and facilitation of the flagship programs: *Inclusion, Diversity, Equity, Access and Liberation (IDEAL)*, Leaders Institute and the Nonprofit Leadership Certificate Programs, and deliver high-impact, customized Board/Organizational Nonprofit and For-profit Consulting Engagements
  - Create/facilitate Executive Director and Leaders of Color Roundtables
  - Recreate programs and services to be presented in an online format
  - Increase the class sizes and consulting service incomes
  - Evaluate programs for continuous improvement and include IDEAL principals in all aspects of the work
  - Update and evaluate current assessments of board and executives to ensure outstanding performance
  - Develop content and provide facilitation for CEN's Executive Director Roundtables
  - Deliver workshops on nonprofit governance, leadership, organizational effectiveness, and customized offerings



- Participate in CEN fundraising and outreach events
- Select, manage, coach, evaluate staff

**STANFORD HEALTHCARE/VALLEYCARE, LIVERMORE, CA**

3/2015 – 9/2019

**LIFESTYLERX PROGRAM MANAGER, WELLNESS INSTRUCTOR, AND PERSONAL TRAINER**

- Led a diverse staff with the focus on teamwork, productivity and efficiency
- Implemented staff training programs to increase staff responsibilities with the goal of creating a positive environment and enhanced productivity
- Analyzed existing program data to increase customer/client engagement
- Initiated and created assessment tools for staff for Living Strong Living Well (a strength and fitness training program designed for deconditioned adult cancer survivors)
- Oversaw and evaluated Strong Hearts program, which supports heart patients in Stage 4 recovery.
- Collaborated to manage a budget of \$5.1M.

**BREATHE CALIFORNIA OF THE BAY AREA, San Jose, CA**

2/2016 – 11/2017

**EXECUTIVE DIRECTOR**

- Assumed strategic and operational responsibility for staff, interns, volunteers, programs and expansion through donation and grants.
- Developed, maintained, and supported a strong Board of Directors, serving as ex-officio of each committee
- Built board engagement with strategic direction for both ongoing local and national operations
- Formulated long-term outreach strategies and created assessment tool for board
- Supervised the administrative, financial and risk management teams
- Streamlined service areas and created four pillars of service
- Redesigned evaluation/program structure to meet the needs of clients, stakeholders/funders, and staff
- Developed new partnerships and collaborations to meet mutually desirable goals
- Forecast and established a budget of \$1M
- Cooperated with finance officer and board to conduct annual audits
- Tipped annual appeal by reducing the expenditure by more than 50%
- Diversified funding sources by accessing previously untapped opportunities:
  - Spearheaded the first Smoke Free Outdoor Dining Policy in Milpitas, California
  - Negotiated the Tobacco Education & Advocacy Grant in conjunction w/CA Tobacco Control
  - Matured Sleep Safe funding by 700% through partnerships, sponsorships, and client participation
  - Researched/secured grants from CVS and PG&E to promote Health Advocate Leadership Training
  - Revised/updated the State Funded Senior Wellness Grant, providing Health Education Services
  - Modernized the Youth for Cool Earth Program which armed teens with the knowledge to become environmental stewards and lead the Clean Cities Coalition to reduce petroleum use

**AMAZON/SMX, Tracy, CA - Contract**

7/2015 – 1/2016

**Area Manager**

- Oversaw safety, quality, customer experience, and productivity in the Quality Control Department
- Managed up to 120 staff members
- Reviewed forecasts to determine daily productivity requirements and meet overall objectives
- Updated previous assessment tools to engage team in understanding the need to meet and exceed goals
- Ensured Amazon customers received orders timely manner as a result of teamwork
- Partnered with other Area Managers to balance labor ensuring stable and efficient shift operations
- Supported all safety programs and OSHA compliance to ensure a safe work environment for all associates
- Identified and lead process improvement Initiatives and Lean Tools.
- Trained, coached, developed, and evaluated staff to ensure individual needs were addressed

**IRVINE WELLNESS PHARMACY, Irvine, CA - Contract**

9/2014 – 7/2015

**Outcome Care Advocate Director**

- Demonstrated clinical product knowledge to deliver informal and formal presentations
- Offered medical solutions to doctors with minimal side effects
- Recruited, trained, and developed talent to promote the company's line of products

- Performed strategic planning and oversaw budgets

**CRYE-LEIKE REALTORS REAL ESTATE, Memphis, TN**

9/2007 – 10/2013

**Affiliate Broker**

- Perfected active listening and research skills to assist customers in determining their individual wants and needs to identify and procure the right property
- Negotiated and facilitated complex sales contracts and mortgage documents.
  - Member of the Multi-Million Dollar Club.

**EXCEL CHILD DEVELOPMENT CENTER, Memphis, TN**

2004 – 2007

**Executive Director**

- Hired, trained, and directed a 16-member workforce to serve over 150 children from 6 weeks to 12 years
- Created and executed evaluation systems for the entire staff and board
- Managed a budget of \$750,000 while procuring and maintaining contracts with State Voucher Program
- Developed and directed the educational curriculum as well as the social and athletic programs for children

**COLLEGE ADJUNCT FACULTY TEACHING POSITIONS CONTRACT**

University of Memphis, Health, Fitness, Memphis, TN

2002

Mid-South Community College Health Fitness, Conditioning, West Memphis, AK

1997

**COMMUNITY VOLUNTEER INVOLVEMENT**

- Association of Fundraising Professionals (AFP), Inclusion, Diversity, Equity, and Access Chair
- DECA Judge for regional competition
- Rally for Love (Diversity Event), Volunteer
- Association of Fundraising Professionals, Young Adults Chair
- Held Coach, Championship AAU Basketball Team, Stingers
- Ad-in Events (Tennis), Board of Directors
- Memphis Area Association of Realtors, Chair of Member Services
- ALARM (Ardent Leaders as Role Models), Founder & Director
- Assistant Secretary, Board of Directors, American Tennis Association
- Big Brothers Big Sisters, Volunteer
- Wesley Child Development Center, Volunteer
- Methodist Healthcare, Health Fair Volunteer

**Awards/Honors/Licenses**

|  |           |
|--|-----------|
| Racial Equity Action Institute, Current Fellow                             | 2020-2021 |
| Race Forward – Building Race Equity Level 1 and 2                          | 2021      |
| Circle Keeper Process Training/Certification                               | 2021      |
| Brene Brown-Dare to Lead Trained   | 2020      |
| Nonprofit Leadership Certificate from Center for Excellence for Nonprofits | 2017      |
| Lean Six Sigma White Belt Certified  | 2016      |
| Patient Safety Star Award (Stanford Health Care)                           | 2017      |
| People on the Move Award Silicon Valley Business Journal                   | 2015      |
| Women of Distinction Honors Edition  | 2016      |

# ILLYASHA PEETE

## **Fitness Professional**

5459 Kathy Way Livermore, CA 94550 · (901) 2582464  
[i.peete@mail.com](mailto:i.peete@mail.com)

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### **Overview**

- Involved with goal setting and skills development since high school including competitive athletics and community involvement
- Continued competitiveness through Western Michigan University in earning a bachelor's degree combining Business and Human Resources Management
- Augmented personal development with graduate studies and built leadership through involvement in corporate, nonprofit, and small business settings
- Offer a history of communication based success in each position held
- Have a track record of working individually and as a team toward goals
- Skilled in applying time management, organizational and communication skills to open and manage relationships with customers, students, peers, coworkers and professionals
- Created programs to enable clients to lose weight, build muscle, and increase cardiovascular functions

### **EXPERIENCE**

#### **1995-PRESENT**

**NASM CERTIFIED PERSONAL TRAINER FOR IN HOME CLIENTELE, SELF-EMPLOYED**

- Developed plans for athletes of all levels to increase performance
- Inspired clients to perform at their best and meet well defined goals
- Responsible for recruiting new clients and maintaining relationships with current clients
- Charged with selling training sessions both individual and group

#### **2015-2019**

**LIFESTYLERX CERTIFIED PERSONAL TRAINER/WELLNESS INSTRUCTOR/PROGRAM MANGER, STANDFORD VALLEYCARE/LIFESTYLERX**

- Instructed a variety of classes including but not limited to Julian Michaels BodyShred, Inferno Hot Pilates, Chair Yoga, Chair Pilates, Core, Barre, and Kickboxing

#### **20015-2016**

**CERTIFIED PERSONAL TRAINER/WELLNESS INSTRUCTOR SUB, FITNESS 19**

- Developed plans for athletes of all levels to increase performance
- Inspired clients to perform at their best and meet well defined goals
- Responsible for recruiting new clients and maintaining relationships with current clients

- Charged with selling training sessions both individual and group

**2015**

**CLUB SPORT BASKETBALL OFFICIAL**

- Responsible for the enforcement of the rules and maintaining the order of the game

**2009-2012**

**LIFETIME FITNESS INSTRUCTOR**

- Taught a variety of modalities including but not limited to step, cycle, weight training, and kickboxing
- Served as a basketball official
- Served as part of the original fitness team that opened the facility

**2002/1997**

**ADJUNCT FACULTY TEACHING POSITIONS**

- University of Memphis (Aerobics/Fitness Instructor 2002)
- Mid-South Community College (Conditioning and Health Instructor) 1997

**1993/1998**

**BELLEVUE TENNIS CENTER (PARK COMMISSION) DIRECTOR OF TENNIS**

- Charged with selling training sessions both individual and group
- Served as a Certified Umpire and Referee at professional tennis events
- Certified USPTR Tennis Professional
- Directed tennis tournaments and raised funds to help promote the tennis center
- Served as a National Tennis Coach for the ATA
- Transformed a dying tennis center into a viable, profitable center serving the inner city community as well as members for the Metropolitan area

**1990-2009**

**ATHLETIC/SPORTS POSITIONS**

- Established record of entrepreneurial, leadership, instruction and communication success in leveraging tennis, personal training, and aerobics instruction to generate income
- Acted at the leader to oversee numerous tennis programs throughout the years through lessons, instruction, the development and implementation of tennis tournaments in public and private tennis facilities

**Positions and employers included:**

- Aerobics Instructor 24 hour Fitness 2009-2011
- Aerobics Instructor/Tennis Pro Jewish Community Center 2004-2006
- Director of Fit Kids Program, Fitness Desk Staff, Personal Trainer, Wellness Instructor Jewish Community Center 1993-2006
- Tennis Professional Wolbrecht Tennis Center 1993-2009
- Tennis Professional Whitehaven Tennis Center (Park Commission) 1993-1995
- Tennis Director/Aerobics Teacher Beloit Country Club 1998-1998
- Assistant Tennis Pro Clock Tower Racquet Club 1997-1998
- Ball Boy Trainer/Pro Am Event Clock Tower Racquet Club 1998-1998

- Assistant Tournament Director Clock Tower Racquet Club 1998-1998
- Aerobics Instructor Bally's Fitness 1997-1998
- Coach National Tennis Workshop American Tennis Association 1994-1994
- Tennis Coordinator/Forest City Parks and Recreation 1993-1996
- Tennis Manager/ Instructor Bountiful Blessings Church 1992-1993

## **CERTIFICATIONS**

- Inferno Hot Pilates (currently certifying) 2019- Present)
- Certified Jillian Michaels BodyShred Instructor 2015-Present
- NASM Certified Personal Trainer 2004-Present
- CPR Certified 2000-Present
- College and High School Basketball Official 1990-Present
- Certified USPTR Tennis Professional 1992-Present
- Certified Lines Person(Pro and College) 1992-1994
- AFAA Group Fitness Instructor 2009-2009 (Currently Recertifying)
- AFAA Spin Fitness Instructor (Recertified December 2019) 1989-1989
- Muscular Re-Calibration System (MRS) 2018- present

## **EDUCATION**

**2011-2013**

**MASTERS, ASHFORD UNIVERSITY, CLINTON, IA**

*Business Administration/Global Management (GPA:4.0/4.0)*  
Golden Key International Honor Society

**1994**

**GRADUATE CLASSES. HUMAN MOVEMENT SCIENCES, UNIVERSITY OF MEMPHIS, MEMPHIS, TN**

Took graduate courses in *Human Movement Sciences Major* (14 hours) GPA (3.8/4.0)

**1989-1992**

**BACHELORS, WESTERN MICHIGAN UNIVERSITY, KALAMAZOO, MI**

*B.S. General Business; Minor: Human Resource Management (GPA: 3.1/4.0)*  
Four Year Tennis Letterman (Scholarship) – 2 MAC Titles

## **COMMUNITY INVOLVEMENT**

- Association of Fundraising Professionals, Young Adults Chair
- Association of Fundraising Professionals, Diversity VP Elect
- Ad-in Events (Tennis) Board of Directors
- Big Brothers Big Sisters Volunteer
- Wesley Child Development Center
- Memphis Area Association of Realtors Chair Member Services
- ALARM (Ardent Leaders as Role Models) Founder & Director
- Assistant Secretary, Board of Directors American Tennis Association
- Methodist Healthcare

Volunteer

## **AWARDS AND HONORS**

- Nonprofit Leadership Certificate from Center for Excellence for Nonprofits 2017
- Lean Six Sigma White Belt Certified 2016
- Patient Safety Star Award (Stanford Health Care) 2017
- People on the Move Award Silicon Valley Business Journal 2015
- Women of Distinction Honors Edition 2016
- TSSAA State Basketball Official