



November 4, 2019

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

Re: Appointment of New Members to Fill Existing Vacancies on the Workforce Development Board (WDB) for the Term of July 1, 2019 through June 30, 2020

Honorable Members:

Subject to your confirmation, I transmit my nine appointments to the City of Los Angeles' Workforce Development Board for the term of July 1, 2019 through June 30, 2020. The individuals listed below are appointments to fill existing vacancies on the WDB. Attached is the list of appointees and their biographies.

I look forward to your favorable consideration of these appointments.

Sincerely,

A handwritten signature in black ink, appearing to read "E. Garcetti".

ERIC GARCETTI  
Mayor, City of Los Angeles

Attachment I and II

**Attachment I: List of WDB Appointments, July 1, 2019 - June 30, 2020**

#	Name	Organization	Required Category
1	Alexandra Suh	Koreatown Immigrant Workers Alliance (KIWA)	Labor
2	Paul Edwards	United Food and Commercial Workers International Union (Local 770)	Labor
3	Michelle Crenshaw	International Cinematographers Guild (IATSE)	Labor
4	Carmen Rad	CR&A Custom, Inc.	Business
5	Robert A. Lake	MESA Energy Systems	Business
6	Michael Murray	American Association of Retired Persons (AARP)	Economic & Community Development
7	Jessica Kim	Los Angeles County Economic Development Corporation	Economic & Community Development
8	Gabriel Pimentel	Southern California Indian Center	Economic & Community Development
9	Maria Turrubiarres	State of California Department of Rehabilitation	Economic & Community Development

## **Attachment II: Biographies of WDB Appointments, July 1, 2019 - June 30, 2020**

### **1. Alexandra Suh, Koreatown Immigrant Workers Alliance (KIWA)**

Alexandra is Executive Director of KIWA (Koreatown Immigrant Workers Alliance). She also serves on the Executive Board of the LA County Federation of Labor and on the Board of Directors of the National Immigration Law Center (NILC). Ms. Suh joined KIWA's staff in 2009 and began as director in 2011. KIWA is a multiracial worker center in Los Angeles. Founded in 1992, KIWA's mission is to build the power of immigrant workers and residents, and to organize a progressive grassroots leadership to transform our workplaces and communities in Los Angeles and beyond. Her past experience includes community organizing and advocacy around women workers, peace and trade justice, and immigrant women facing homelessness, prostitution, mental illness, and substance abuse. Ms. Suh holds a Ph.D. from Columbia University and also took courses in regenerative studies at Cal Poly Pomona with the aim of integrating environmental solutions with social and economic justice work. She was formerly a professor at Scripps College, The Claremont Colleges.

### **2. Paul Edwards, United Food and Commercial Workers International Union (Local 770)**

Paul is the Vice President and Field Director for the UFCW Local 770, Los Angeles. UFCW represents 31,000 members who are workers in the fields of healthcare, retail health, grocery, packing, and cannabis. Mr. Edwards is responsible for training, motivating, and coordinating 28 union representatives within five counties. His responsibilities include contract enforcement, grievance handling, as well as membership engagement, coordinating field campaigns and fundraising. Mr. Edwards has a bachelor's degree in political science and public affairs from Indiana University.

### **3. Michelle Crenshaw, International Cinematographers Guild (IATSE)**

Michelle has made her career freelancing within the private sector job market and she has been working in the entertainment motion picture industry most of her adult life. She started working on numerous features, television shows, and documentaries in Chicago. After graduating from Columbia College, Ms. Crenshaw interned with union cameramen, getting her start on films such as "Uncle Buck" and working several features for the late John Hughes before heading west to Los Angeles. In 2017, she returned to her home town of Detroit, Michigan as an artist in resident, teaching cinematography to advanced media students at Wayne State University. When time allows, Ms. Crenshaw shares skills as an adjunct faculty member for University of Southern California Cinematic Arts program. As a member of the International Cinematographers Guild (IATSE Local 600), she was recently re-elected to the National Executive Board. Ms. Crenshaw is currently filming a documentary for Refinery29 and will start a new television show this fall for CBS.

#### **4. Carmen Rad, CR&A Custom, Inc.**

At 25, Carmen used her background in fashion design and marketing to launch CR&A Custom. With just one employee (her mother) and no outside funding or equity with which to secure a loan, she worked out of her extra bedroom and began producing custom clothing, promotional items, and embroidery work. Soon after, she and husband Masoud pivoted from an apparel promotional company to a large format printing company, CR&A, which is celebrating its 26th year in business in 2019. CR&A Custom operates out a 25,000 square foot facility in the heart of Downtown LA and is full-service with the capability to design, manufacture, print, and install commercial signage and outdoor advertising formats, including billboards, building wraps, trade show exhibits, wall/window/floor graphics, point-of-purchase displays, vehicle wraps and fleet graphics, and more. CR&A Custom is among only a handful of large-format digital printing and outdoor advertising companies that is minority (Hispanic) and woman-owned.

#### **5. Robert A. Lake, MESA Energy Systems**

Robert is President and CEO of Mesa Energy Systems, one of nation's largest mechanical services contractors. In this capacity, he ensures the firm meets clients' end-to-end needs for high-performance services and efficient, cost-effective energy solutions. Mr. Lake began his career with Ernst & Young and Deloitte & Touche certified public accounting firms, where he worked his way up from staff accountant to audit manager. He then founded his own CPA firm which he grew for nine years before selling it to Corbin Wetz in 1995. At that time, he joined Mesa Energy Systems as chief financial officer. Throughout his career at the company, Mr. Lake has negotiated venture capital funding for a related company start-up, implemented new technology to manage the office, negotiated the sale of a of the company's engineering services division, and both negotiated and coordinated the firm's move from a non-union to a union contractor. Mr. Lake hold a bachelor's degree in business administration from California State Long Beach and is a certified public accountant in California. He serves on the boards of a number of mechanical contractor industry associations.

#### **6. Michael Murray, American Association of Retired Persons (AARP)**

Michael is the Director of Strategic and Business Operations for AARP California. In this capacity, Michael also serves on the leadership team with the State Director. With 3.3 million members statewide, AARP California is committed to being a driving force and a tireless advocate, empowering Californians 50-plus and their families to choose how they live as they age. Mr. Murray brings 29 years of experience at AARP, at the national and state level, in providing strategic leadership, management and organizational context in developing comprehensive plans supporting local, state and national priorities. As AARP California's Campaign Director, he has led and managed significant campaigns including CalSavers, Prescription Drug Affordability, and LA's Measure M. Mr. Murray has a BA in communications from Old Dominion University in Norfolk, VA.

### **7. Jessica Kim, L.A. County Economic Development Corporation**

Jessica is the Director of Workforce Development at the L.A. County Economic Development Corporation (LAEDC). Ms. Ku Kim provides strategic direction and leads LAEDC's collaborative efforts to strengthen the alignment of LA County's workforce and education systems to industry workforce needs. Jessica leverages her intimate knowledge of workforce programs funded on state and national levels to align system resources for employers and programs. She has demonstrated success in developing and managing innovative workforce programs for target populations. She received her Master of Public Administration from California State Dominguez Hills and her BA from UC Irvine.

### **8. Gabriel Pimentel, Southern California Indian Center**

Gabriel serves as the Executive Director of the Southern California Indian Center. He is committed to the advancement of American Indian families. Mr. Pimentel comes to the Southern California Indian Center from Washington DC, where he served as a Legislative Associate for the National Congress of American Indians, representing American Indians regarding healthcare issues. He has worked with tribal and urban communities on Medicaid expansion, behavioral health policies, prevention programs (including substance abuse), and wellness initiatives. Mr. Pimentel's undergraduate work includes health and exercise promotion from La Sierra University and Native American studies and history from the University of California at Riverside. Gabriel's graduate work includes American Indian studies and public health from UCLA. He is currently studying business administration at the University of Arizona.

### **9. Maria Turrubiarres, State of California Department of Rehabilitation**

Maria started her career at the California Department of Rehabilitation (DOR) in 2012 as a Vocational Rehabilitation Counselor in the Van Nuys/Foothill District, providing direct services to consumers out of the Santa Clarita, West Valley, and Lancaster offices. In June 2015, she was promoted to Rehabilitation Supervisor/Staff Services Manager/Team Manager in the Lancaster branch where she supervised a Vocational Rehabilitation Service Delivery Team. In September 2018, she was promoted to District Administrator to the Greater Los Angeles and later to Regional Director. She holds an MS in counseling with an emphasis in rehabilitation counseling from California State Los Angeles.