

Board of Library Trustees

Application Form

Profile

Steven L Storozum
First Name Middle Initial Last Name

[REDACTED]
Email Address

[REDACTED] N. Florence St.
Home Address Suite or Apt

Burbank CA 91505
City State Postal Code

Home: [REDACTED]
Primary Phone Alternate Phone

Retired Retired Retired
Employer Job Title Occupation

Which Boards would you like to apply for?

Board of Library Trustees: Submitted

Length of time as a Burbank Resident:

34 years

Burbank Registered Voter?

Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

I am interested in giving back to the community and as I am recently retired, I feel that I now have the time to focus attention on a city Board. I believe that I have the ability to serve in this capacity as a result of a wide variety of experiences stemming from my occupation and from pursuit of other interests over the years.

Education

AB, Physics, Washington University, St. Louis, MO - 1975; MS, Electrical Engineering, Carnegie-Mellon University, Pittsburgh, PA - 1976; Ph.D, Electrical Engineering (ABD), Virginia Tech, Blacksburg, VA - 1979

Additional Pertinent Courses or Training

Other Pertinent Skills, Experience or Interests

I've held a variety of leadership positions. Some of the more relevant ones include: Current Member, Board of Editors, Society of Motion Picture and Television Engineers Motion Imaging Journal (<https://www.smpte.org/motion-imaging-journal>); Former Board Member, Treasurer, Vice-President, and President of the Video Services Forum industry organization (<http://vsf.tv>); Former Chairman, Parent's Committee, Boy Scouts of America Burbank Troop 201; Also, I've authored numerous technical articles and given technical presentations at many industry forums and conferences over the course of my career. I am also a life member of the Society of Motion Picture and Television Engineers and a senior member of the Institute of Electrical and Electronic Engineers.

Upload a Resume

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

Formerly a student member of the Land Clearance for Redevelopment Authority, University City, MO

List Community activities in which you are involved:

I was involved in Scouting until my son achieved Eagle Scout rank in 2017 at Burbank BSA Troop 201. While a part of that Troop, I was the Secretary and then the President of the Parent's Committee and also helped the regional Boy Scout council run two local Camporees.

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

N/A

Conflict of Interest

Conflict of Interest:

Rules of law and ethics prohibit members from participating in and voting on matters in which they may have a direct or indirect conflict of interest including a financial interest. Are you aware of any potential conflicts of interest which may develop from your occupation or financial holdings in relation to your responsibilities as a member of the Board, Commission or Committee to which you seek appointment?

Yes No

If you answer yes, explain in detail any potential conflicts in the same manner as required by the Fair Political Practices Commission's Statement of Economic Interests (Form 700). (If you should have any questions about this matter or need further information as it relates to your situation, please advise the City Clerk prior to submitting your application.)

AB 1234 Training

The Board, Commission or Committee (collectively Board) you are seeking appointment to provides City reimbursement for attending trainings or conferences. Therefore, under State Law all members of the Board must receive at least two hours of ethic's training, as prescribed by the Fair Political Practices Commission, within one year of appointment and once every two years thereafter.

First Choice

FIRST choice for Board/Commission/Committee appointment:

Library Board of Trustees

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

To be honest, I do not have any specific experience working at a library or studying Library Science. However, I do have a number of life experiences that could be helpful in this role. To start, I have an AB in Physics, a MS in Electrical Engineering and pursued a Ph.D in Electrical engineering (ABD - All But Degree). I've worked at large companies, small companies, and start-ups, so I know how to wear many hats and to work with a wide variety of individuals and simultaneous priorities. I've held a variety of leadership positions outside of my corporate experience. Some of the more relevant ones include: Current Member, Board of Editors, Society of Motion Picture and Television Engineers Motion Imaging Journal (<https://www.smppte.org/motion-imaging-journal>); Former Board Member, Treasurer, Vice-President, and President of the Video Services Forum industry organization (<http://vsf.tv>); Former Chairman, Parent's Committee, Boy Scouts of America Burbank Troop 201; Also, I've authored numerous technical articles and given technical presentations at many industry forums and conferences over the course of my career. I am also a life member of the Society of Motion Picture and Television Engineers and a senior member of the Institute of Electrical and Electronic Engineers.

What are your goals in serving on this Board/Commission/Committee?

I'd like to support the community by helping the Board achieve its goals. In particular, I'd like to help the city move forward with the new proposed Central Library in any way I can. It should be a high priority for Burbank to have a world-class public library that is positioned for a future where analog books can coexist with their digital counterparts and where the role of the library expands to provide more and diverse services to our community.

Second Choice

SECOND choice for Board/Commission/Committee appointment:

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

What are your goals in serving on this Board/Commission/Committee?

Supplemental Questions

Acknowledgement

Acknowledgment No. 1 - General

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I Agree

STEVEN L. STOROZUM

██████ N. Florence Street
Burbank, CA 91505-3022
████████████████████
████████████████████

QUALIFICATIONS

- More than forty years of deep experience in communications technologies and applications
- Proven, management, marketing, customer, sales, and engineering skills
- Excellent team leadership abilities
- Creative problem-solving capabilities
- Corporate startup experience
- Detail-oriented and motivated to achieve goals

ACHIEVEMENTS

- **Co-founder** of communications technology startup; raised capital, developed product and marketing strategy, managed design and manufacturing of product, successfully launched products and developed distribution channels
- **VP, Marketing and Sales** at a video communications technology division spun off as a standalone company; developed North American marketing strategy and reseller channel, responsible for first US product sales to end-users and carriers; ran trade show, collateral and public relations efforts
- **VP, Business Development** at a communications hardware/embedded software division that was spun off as a standalone company; initiated development partner relationships, participated in venture funding road-show activities, supported channel partner program with collateral and training
- **Senior Product Manager and Pre-Sales Support Manager** at communication equipment and software start-up; drove new product launch to sales of over \$12M in 18 months, managed multiple product lines, managed group that responded to large bids and provided direct sales/reseller sales engineering services
- **President** of video communications industry forum

EXPERIENCE

Lumen Technologies (formerly Level 3 Communications), Broomfield, CO (Los Angeles office)

2002-2022: *Principal Video Transport Engineer/Sales Engineer IV/Lead Solution Architect*

Provided direct Solution Architecture support to strategic global media accounts, providing technical expertise across all Lumen products. Supported and initiated commercial development, training, and product development activities across multiple internal organizations, focusing on expertise in video technologies, content delivery networks, VPN systems, colocation, and network transport technologies.

Zuma Networks, Inc., West Hills, CA

2000-2002: *Vice President, Strategic Business Development*

Drove strategic partners program, bringing software technologies into the Zuma Networks hardware platform. Managed partner relationships in storage, security, and video technologies. Supported Sales in key customer engagements by authoring and delivering presentations, and by assisting in closing business. Participated in venture capital-raising activities to enable corporate funding.

Video Products Group, Inc., Camarillo, CA

1995-2000: *Vice President, Marketing and Sales*

Responsible for North American marketing and sales activity. Developed strategies and authored business plan for introducing products to North American markets. Defined new product features and applications and cultivated new customers via strategic marketing partnerships and distribution channels with a hands-on, high-involvement approach. Closed first significant new business for this start-up company. Also responsible for all aspects of trade show program, collateral development, product manuals, publicity, website, and application notes.

ADC Fibermux Corp., Chatsworth, CA

1994 - 1995: *Product Line Manager*

1993 - 1994: *Manager, Product Support*

1990 - 1993: *Product Manager/Senior Product Manager*

As Product Line Manager, controlled multiple product lines and also managed junior-level product management staff. Responsible for more than \$20M revenue for products being managed. Drove development of next-generation technologies and products with key partners.

As Manager, Product Support, directly managed four Product Support Engineers who wrote bid responses and developed sales support tools such as application notes, automatic quotation systems, competitive analyses, and standard bid packages for direct sales and resellers.

As Senior Product Manager, controlled multiple product lines, developing multiple OEM and resale relationships. Performed all Product Management functions described below and also retained responsibility for OEM/resale contract negotiations and product line forecasting.

As Product Manager, grew product line from \$300k to \$12M annual sales in 18 months. Performed competitive analysis, product definition and documentation, schedule oversight, and customer/sales force interaction on multiple, parallel projects. Contributed to large bid efforts and to corporate strategic planning. Supported trade show efforts, developed and released marketing-related product launch packages. Provided technology training to Sales, Product Management, and Sales Engineering teams.

PCO, Inc., Chatsworth, CA

1988 - 1990: Product Manager

Managed custom government and standard commercial development projects. Wrote proposals for custom equipment. Created product development strategies for commercial system products. Supported sales force with customer visits and bid and proposal activities.

American Photonics, Inc., Brookfield Center, CT

1982 - 1988: Manager - Local Network Systems

As one of the founders, co-developed original business plan, helped land venture capital for startup and helped organize the company once funding was achieved. Conceptualized multiple product lines and managed their development and release. Supervised hardware and software engineers, technicians, drafters, and consultants. Performed circuit and system design and installed networking systems. Wrote successful RFP responses for networking hardware and created all data sheets, application notes, training materials and operation manuals.

McDonnell Aircraft Corp., St. Louis, MO

1979 - 1982: Senior Engineer - Electronics

Conducted system analysis and component research under internal Research and Development funding. Participated in Department of Defense standardization efforts.

ITT Electro-Optical Products Div., Roanoke, VA

1977 - 1979: Fiber Optic Application Engineer

Contributed technical analysis to major bid and proposal efforts. Wrote data sheets and application notes on a wide variety of networking products and technologies. Gave seminars on networking technology and provided pre-sales technical support to the sales organization.

EDUCATION

1977 - 1979: Pursued Ph. D., Electrical Engineering (ABD), Carnegie-Mellon University, Pittsburgh, PA, and Virginia Tech, Blacksburg, VA

1976: M. S., Electrical Engineering, Carnegie-Mellon University, Pittsburgh, PA

1975: A. B., Physics, Washington University, St. Louis, MO

- ISO9000/TQM Training Seminars at two different organizations
- Management Simulation Training
- Seminars on Value-Based Selling, Local Networking, Advanced Television Technologies, and Fiber Optic Technologies
- Siebel Target Account Selling and Enterprise Selling Process courses
- Training courses for SIP and Metro Ethernet Forum certification

PUBLICATIONS, ORGANIZATIONS, HONORS

<u>Article</u>	<u>Publication</u>	<u>Year</u>
“Charts Simplify Fiber Optic System Design”	<u>Electronics</u>	1978
“Estimating the Power Coupled into an Optical Fiber”	<u>Electronics</u>	1980
“Mode Scrambling can Enhance Fiber Optic System Performance”	<u>Electronics</u>	1981
Editorial advocating establishment of a joint IEEE/OSA fiber optic journal (Note: this Editorial led to the creation of the IEEE Journal of Lightwave Technology)	<u>IEEE Quantum Electronics and Applications Society Newsletter</u>	1981
“Fault-Tolerant Fiber Optic Local Networking” (two-part article)	<u>Photonics Spectra</u>	1984
“Fiber Optic Systems - Practical Design” (three-part article)	<u>Photonics Spectra</u>	1985
Fiber Coupling Loss Nomograph	<u>Photonics Design and Application Handbook</u>	1986
“Fiber End Preparation”	<u>Photonics Design and Application Handbook</u>	1986
“FDDI-to-Ethernet Bridging”	<u>Level 8</u>	1991
“How to Buy High-Speed Data Communications Equipment”	<u>Lightwave</u>	1992
“FDDI Networking Technologies”	<u>Lightwave</u>	1992
“Transporting Production/Mastering-Quality Digital Video Signals over SONET-ATM Networks”	<u>SMPTE Journal</u>	1999
“Global Contribution Video Networks: Criteria and Implementation” (two-part article)	<u>International Broadcast Information</u>	2000
“Video Product Group’s Virtual Studio Networks”	<u>Broadcast Engineering</u>	2000
“Uncompressed Video Teleconferencing”	<u>www.clicktx.com</u>	2001
Series of six articles on technology issues	<u>www.thecubicle.com</u> – Sockets Monthly	2001
Regular column on High Definition TV technology	<u>HDTV Etc.</u>	2005-6
“IP Video Update” with Wes Simpson and Howard Greenfield	<u>SMPTE Motion Imaging Journal</u>	2010
“IP Video Update” with Wes Simpson	<u>SMPTE Motion Imaging Journal</u>	2013

PUBLICATIONS, ORGANIZATIONS, HONORS (continued)

<u>Paper</u>	<u>Conference</u>	<u>Year</u>
“A Comparison of Mass Memory Technologies”	IEEE Southeastcon Region 3 Conference	1979
“Fiber Optic System Test Results in a Tactical Military Aircraft”	SPIE Technical Symposium East	1980
“Fiber Optic Built-In Test Concepts for Avionics”	IEEE National Aerospace and Electronics Conference (NAECON)	1981
“A New Fiber Optic Data Bus Topology”	SPIE 25 th Annual International Technical Symposium	1981
“Fiber Optic Aircraft Multiplex Systems: Planning for the 1990s”	IEEE National Aerospace and Electronics Conference (NAECON)	1982
“Fiber Optic Networks for Personal Computers”	SPIE 27 th Annual International Technical Symposium	1983
“Optical Networking of Personal Computers”	Frost & Sullivan 7 th Annual Telecommunications Conference	1984
“Fiber Optic Ethernet Design Tradeoffs”	IEEE Mini/Micro Northeast	1986
“An Ethernet Active Star Fiber Optic Distribution System”	SPIE O-E/Fibers Conference	1987
“Collapsed Backbone Networks”	SUPERCOMM	1994
“Transporting Production/Mastering-Quality Digital Video Signals over SONET-ATM Networks”	SMPTE 139 th Technical Conference	1997
“Component Serial Digital Video Transport over Wavelength-Multiplexed Fiber Optic Systems”	SMPTE 140 th Technical Conference	1998
“Global Contribution Video Networks – Criteria and Implementation”	SMPTE 141 st Technical Conference and SMPTE Advanced Motion Imaging Conf.	1999 2000

<u>Standard</u>	<u>Former Activity</u>
DOD-STD-1678	Participated in committee activities
ISO/IEC 8802-3 “Ethernet” Standard	Edited chapter of IEEE Std 802.3j - 1993 supplement regarding fiber optic LANs
802.3 High-Speed LANs	Contributed to IEEE 802 committee Project Authorization Request for higher-speed 802.3 standard (“100Mbps Ethernet”)
SMPTE Motion Picture/Television Technology Standards	Member, SMPTE Board of Editors Co-chaired DC28.5W committee on Digital Cinema Transport Active participant on digital television fiber optic transport standards committees Authored SMPTE Engineering Guideline 34 Co-authored revisions of SMPTE 297M and 292M Standards Document Editor, SMPTE 35pm-40 3DTV subtitles/graphics
Video Services Forum (VSF)	Elected Vice President for 2003-2005 term Elected President for 2000-2003 term Elected to Board of Directors for 1999-2000, 2005-2014 Member of program committee, 1998, 1999, and 2001 Video Transport Technologies (VidTrans) conferences Led Video over IP Activity Group Participant in VSF standards activities with carriers
American National Standards Institute (ANSI)	Co-authored informative annex to T1A1.5 Doc. Y.1541 Edited proposed 2004 revision of T1.502-1998 standard
10 Gigabit Ethernet Alliance	Participated in committee activities
Life Member, Society of Motion Picture and Television Engineers	
Senior Member, IEEE	
Member, American Physical Society, Mensa	
Former Member, Video Services Forum	
Formerly listed in <u>Who’s Who in the Frontiers of Science and Technology</u> , <u>Who’s Who in the West</u>	

Application Form

Profile

Philip _____ M _____ Cohen _____
First Name Middle Initial Last Name

Email Address

Home Address Suite or Apt

Burbank _____ CA _____ 91501 _____
City State Postal Code

Mobile: _____
Primary Phone Alternate Phone

N/A _____ Retired Attorney _____ Retired _____
Employer Job Title Occupation

Which Boards would you like to apply for?

Board of Library Trustees: Submitted

Length of time as a Burbank Resident:

39 years

Burbank Registered Voter?

Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

I am now retired and, although busy with various projects and family, I'd like to spend some time devoted tot the well-being of the Burbank libraries, especially in these days in which books and libraries are under extraordinary scrutiny,

Education

J.D. Loyola Law School 1989 B.A. N.Y.U. 1981

Additional Pertinent Courses or Training

Spent 35 years as a music attorney in the entertainment business in L.A., both at the studios and in private practice.

Philip M Cohen

Other Pertinent Skills, Experience or Interests

Musician, author.

[Upload a Resume](#)

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

None

List Community activities in which you are involved:

None

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

N/A

Conflict of Interest

Conflict of Interest:

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Yes No

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AB 1234 Training

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First Choice

FIRST choice for Board/Commission/Committee appointment:

Library Board of Trustees

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

JD in law, author and musician

What are your goals in serving on this Board/Commission/Committee?

Maintain the high standards of the libraries that serve the people of Burbank so well.

Second Choice

SECOND choice for Board/Commission/Committee appointment:

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

What are your goals in serving on this Board/Commission/Committee?

Supplemental Questions

Acknowledgement

Acknowledgment No. 1 - General

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I Agree

PHILIP M. COHEN

E. Valencia Ave. Burbank, CA 91501

- Exceptional Executive Skills
- Expertise in Entertainment Business and Legal Negotiations

Experience

PMC Music Law, P.C. **Burbank, CA** **2015- Present**

Principal and Lead Counsel

- Consult, negotiate, draft and conclude agreements in the entertainment field. Specializing in music agreements, including production companies, producers, songwriters, composers, recording artists, music publishing and digital rights. Represent talent and corporate clients.

Universal Pictures **Universal City, CA** **1995 – 2015**

Senior Vice President, Music Business Affairs

- Head of business and legal music staff for all of filmed entertainment for Universal Studios
- Coordinated with creative affairs, production executives, finance, marketing, producers and directors to ascertain music needs on projects
- Negotiated composer, music publishing, recording, artist and soundtrack album agreements for all of Company's motion pictures
- Interacted with record, music publishing, gaming and interactive companies, industry lawyers, agencies and managers and third party motion picture companies
- Consulted with and advised other divisions within Universal Studios, including litigation, home video, consumer products, television, interactive, marketing and theme parks, on defining and resolving business and legal issues with respect to music
- Supervised staff of attorneys, paralegals, licensors and secretaries

Sony Pictures Entertainment **Culver City, CA** **1989-1995**

Assistant General Counsel – Music Legal Dept.

- Negotiated, drafted, reviewed and approved composer, recording, artist and soundtrack agreements for music embodied in Company's motion picture and television projects
- Negotiated, drafted, reviewed and approved licenses and agreements with record, publishing and interactive media companies
- Researched legal issues pertaining to music; Advised and instituted legal policies regarding music-related issues
- Advised and recommended legal and business options to Company personnel

Sony Pictures (cont.) **1987-1989**

Administrator, Labor Relations Dept.

- Investigated, recommended and negotiated settlements of claims received from the guilds and unions with whom the Company had collective bargaining agreements
- Advised Company personnel of obligations arising from these agreements and from relevant labor and contract law

Sony Pictures **1984-1987**

Legal Assistant, Legal Rights Dept.

- Researched status of Company's filmed properties and associated literary works in relation to distribution rights
- Wrote reports on these rights for use by legal and business personnel within the Company
- **Active Member of the California Bar, Beverly Hills Bar Association**

Other: Freelance Musician / Songwriter 1976-1983

Wrote, recorded and performed popular music in NY, LA and on tour in US

Education

Loyola Law School

Los Angeles, CA

J.D. 1989

Entertainment Law Journal, Staff Writer, 1988-1989

UCLA Extension

Los Angeles, CA

California Paralegal Certificate, 1983

New York University

New York, N.Y.

B.A., Liberal Arts, 1981

References Provided Upon Request

Application Form

Profile

Neil _____ Mandelberg _____
First Name Middle Initial Last Name

_____ _____
Email Address

_____ North Buena Vista St. _____
Home Address Suite or Apt

Burbank _____ CA _____ 91505
City State Postal Code

Mobile: _____ _____
Primary Phone Alternate Phone

Retired _____ film editor _____ Retired Film Editor/TV
Employer Job Title Occupation

Which Boards would you like to apply for?

Board of Library Trustees: Submitted
Community Development Goals Committee: Submitted

Length of time as a Burbank Resident:

18 years

Burbank Registered Voter?

Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

I believe that Burbank, our city has taken care of its residents better than anywhere else I've lived. It's protected our small town feeling against an overrun of growth. I'd like to be able to lend my help and support since i am retired and now have the time available.

Education

graduated from Brooklyn College, CUNY in 1976 with a degree in communications.

Additional Pertinent Courses or Training

life's experiences... i've rented and owned homes, raised 2 children, now professionals. Spent my entire career in the motion picture industry in LA, dealing with studio execs as well as locals as we shot shows in neighborhoods.

Other Pertinent Skills, Experience or Interests

I am attaching my editing resume as of 2016

[Upload a Resume](#)

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

None. I was involved with the city council at a weekly meeting regarding the Chandler walk/bike path.

List Community activities in which you are involved:

None

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

N/A

Conflict of Interest

Conflict of Interest:

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Yes No

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Burbank

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First Choice

FIRST choice for Board/Commission/Committee appointment:

Community Development Goals Committee

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

Nothing other than life's experiences in business. I moved to Burbank because of the smart control of growth path chosen here and would like to be a part of helping the next generation enjoy the same comforts I have.

What are your goals in serving on this Board/Commission/Committee?

Most importantly we need to be certain that we can protect all of us, but especially the most vulnerable among us should we incur future crises like the Covid-19 pandemic. It is a community wide fight, not just in the halls of government.

Second Choice

SECOND choice for Board/Commission/Committee appointment:

Board of Library Trustees

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

I love to read, I loved the Burbank Library system.

What are your goals in serving on this Board/Commission/Committee?

To make sure that people can find whatever reading material they have interest in. To prevent any group from controlling what is available to our constituents,

Supplemental Questions

Acknowledgement

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I Agree

Neil Mandelberg, A.C.E.

Editor, MPEG Local 700

North Buena Vista Street
Burbank, CA 91505

Phone: [REDACTED]
Cel phone: [REDACTED]
Email: [REDACTED]

FEATURE

STUDIO / PROD. COMPANY

DIRECTOR

COACH CARTER (add'l editor)	Paramount/TollinsRobbins Prods.	Thomas Carter
ALVIN AND THE CHIPMUNKS (add'l editor)	Fox 2000 / Regency Enterprises	Tim Hill
WHITE IRISH DRINKERS	Screen Media Films / Ovigton Ave. Prods.	John Gray
THE ROAD TO FALLUJAH (documentary)	Conception Media	Mark Manning
GRASSROOTS	MRB Productions	Stephen Gyllenhaal
THE EXQUISITE CONTINENT (documentary)	MRB Productions	Stephen Gyllenhaal

TELEVISION (partial list)

NETWORK/PRODUCTION CO.

DIRECTOR

ROOTS (mini series)	A&E / History Channel / Mark Wolper	Thomas Carter
RUNNER (pilot-add'l editor)	ABC / Fox TV, SanderMoses Prods.	Michael Offer
RECKLESS (pilot / season 1)	CBS, CBS TV, SanderMoses Prods.	Catherine Hardwicke
CHRISTMAS WITH HOLLY (mow)	ABC / Hallmark Hall of Fame	Allan Arkush
AN AMISH MURDER (mow)	Lifetime / Barbara Lieberman Prods.	Stephen Gyllenhaal
HIDE (mow)	Turner North Center Prods.	John Gray
GIRL FIGHT (mow)	Lifetime / Front Street Pictures	Stephen Gyllenhaal
HELLCATS (pilot / season 1)	CW / Warner Bros. TV / CBS TV Studios	Allan Arkush
GHOST WHISPERER (season 2-5)	CBS / Touchstone TV / CBS Paramount TV	Various
BODY OF EVIDENCE (pilot)	CBS / Story House Prods.	Allan Arkush
MEDIUM (season 1-2)	NBC / CBS Paramount TV	Various
WHILE I WAS GONE (mow)	CBS Von Zerneck Sertner Films	Mike Robe
PARTNERS AND CRIME (pilot)	Universal Network TV	Thomas Carter
LAST CALL (mow)	Showtime	Henry Bromell
CROSSING JORDAN (pilot)	NBC / Sony TV	Allan Arkush
SNOOPS (pilot - season 1)	ABC / Fox TV / David E. Kelley Prods.	Allan Arkush / various
THE TEMPTATIONS (mini series)	NBC / Hallmark Entertainment	Allan Arkush

ACE EDDIE AWARD NOMINATION FOR BEST EDITED EPISODE FROM A TELEVISION MINI-SERIES.
EMMY AWARD NOMINATION OUTSTANDING SINGLE CAMERA PICTURE EDITING FOR A MINI-SERIES OR A MOVIE

413 HOPE STREET (series)	Fox / Fox TV	Eric Laneuville / various
ELVIS MEETS NIXON (mow)	Showtime / Dufferin Gate Prods.	Allan Arkush
INFLAMMABLE (MOW)	CBS / Savoy Pictures TV	Peter Werner
EQUAL JUSTICE (series)	ABC / Thomas Carter Co.	Various
PARENTHOOD (pilot)	NBC / Universal TV	Allan Arkush
CAPITAL NEWS (pilot-season 1)	ABC / MTM Enterprises	Allan Arkush / Various
MOONLIGHTING (pilot, seasons 1-5)	ABC / Picturemaker Prods.	Various

2 EMMY AWARDS FOR OUTSTANDING EDITING FOR A S

POST PRODUCER / ASSOCIATE PRODUCER / CO-PRODUCER (partial list)

CAPITAL NEWS	PARENTHOOD	
INFLAMMABLE	SNOOPS	CROSSING JORDAN

Application Form

Profile

Lili _____ A _____ Rossi _____
First Name Middle Initial Last Name

_____ _____
Email Address

_____ N. Shelton _____
Home Address Suite or Apt

Burbank _____ CA _____ 91506
City State Postal Code

Mobile: _____ _____
Primary Phone Alternate Phone

Best Friends Animal Society _____ Philanthropy Advisor _____ Fundraising, storytelling _____
Employer Job Title Occupation

Which Boards would you like to apply for?

Board of Library Trustees: Submitted

Length of time as a Burbank Resident:

19 years

Burbank Registered Voter?

Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

I have lived in Burbank since 2005, and have gotten involved when and where I can. After serving on the Burbank Arts For All foundation for a decade, it was time to let new faces and voices lead the charge in the next iteration of leadership for our schools. I've been waiting for the right opportunity to participate in the life of our community and most recently served as VP, Communications and Chair, DEI for the PTSA at John Burroughs High School, where I have a 9th and an 11th grader. As a avid reader and lifelong learner, I just happen to love libraries. I maintain a little library in my front yard that receives quite a bit of foot traffic due to the business next door. It was incredibly rewarding to have that space during the pandemic when I could barely keep it stocked! I love our libraries and went often when my kiddos were younger, and value them as a communal gathering space that can serve many needs within the community. I follow the Library Foundation of LA, and have taken note of their engagement opportunities and programs like Young Literati. Libraries are one of my happy places and it would be an honor to serve within our community to keep them strong and sustainable and relevant--a place for people of all ages, socio-economic backgrounds, interests, and needs.

Education

English, The New School (NYC)

Additional Pertinent Courses or Training

Taught literacy in NYC, through Literacy Partners.

Other Pertinent Skills, Experience or Interests

[Upload a Resume](#)

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

None but was on the Board of Burbank Arts for All (educational) Foundation for 10 years

List Community activities in which you are involved:

JBHS PTA Executive Board, communications

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

n/a

Conflict of Interest

Conflict of Interest:

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Yes No

If you answer yes, explain in detail any potential conflicts in the same manner as required by the Fair Political Practices Commission's Statement of Economic Interests (Form 700). (If you should have any questions about this matter or need further information as it relates to your situation, please advise the City Clerk prior to submitting your application.)

AB 1234 Training

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First Choice

FIRST choice for Board/Commission/Committee appointment:

Board of Trustees, Library

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

n/a

What are your goals in serving on this Board/Commission/Committee?

To add to the discussion of community needs/ promote our community's resources and opportunities.

Second Choice

SECOND choice for Board/Commission/Committee appointment:

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

What are your goals in serving on this Board/Commission/Committee?

Supplemental Questions

Acknowledgement

Acknowledgment No. 1 - General

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I Agree

Lili Rossi

SUMMARY OF QUALIFICATIONS

- Developed unique solutions within tight budgets to increase efficiencies and institute best practices.
- Excellent communication skills-both written and oral—and a great sense of humor!
- Proven experience in campaign planning; leadership and major gifts; management and team building; annual giving programs; donor relations and stewardship; volunteer and board management; grantwriting; planned giving; alumni, parent, and grandparent relations; marketing and communications; strategic planning; event planning; and prospect research.
- Established track record using moves management and securing leadership gifts at the six and seven-figure level.
- Successfully built and sustained programs in institutional advancement, resulting in exponential growth in financial support and donor retention.
- Demonstrated expertise in a full range of marketing, communications, and public relations programs including layout, design, brand development/strategic direction for a comprehensive, cohesive, and scaffolded print publications and digital communications program.

EXPERIENCE

Best Friends Animal Society
Philanthropy Advisor

Kanab, UT (Remote employee)
2020-Present

Best Friends Animal Society is the only national animal welfare organization focused exclusively on ending the killing of dogs and cats in America's shelters. A leader in the no-kill movement, Best Friends runs the nation's largest no-kill sanctuary for companion animals, as well as lifesaving programs in collaboration with its nationwide network of members and partners working to Save Them All.

The Country School
Director of Development and Communications

Valley Village, CA
2016-2020

Selected Accomplishments:

- Restructured Advancement program eliminating mini-campaigns, to focus on a robust Annual Fund and Major Gifts program, creating a foundation for a Capital Campaign
- Worked with Administration to create an Admissions Team model that included all levels of leadership to grow enrollment 10% in a 4 month span, outside of Admissions season
- Manage creative team for Admissions, Marketing, Communications including weekly website updates, and newsletter, bi-annual Magazine, and (first ever) Annual Report
- Developed and implemented donor database and Moves Management system

Crestview Preparatory School
Director of Development and Communications

La Canada, CA
2014-2016

Selected Accomplishments:

- Lead administrator for the Strategic Visioning Team, coordinating documentation, scheduling and stakeholders from multiple constituencies

- Led 30th Birthday efforts, including a major Gala, and outreach events and reunions for alumni, parents of alumni, and former Board members
- Created multi-year annual fund plan, increased giving, organized database, and created a positive culture of philanthropy
- Designed, launched, and maintained comprehensive Crestview website and weekly newsletter.
- Created editorial calendar for advertising, web content, print publications, and online media

Hollywood Schoolhouse

Director of Development and Communications

Hollywood, CA

2007-2014

Selected Accomplishments:

- Created and implemented strategic plan for annual fund and major gifts.
- Chief architect for institution's first capital campaign, including personally securing multiple six-figure gifts, raising over \$5M.
- Established inaugural alumni program.
- Increased annual fund by 250% in four years, and parent participation by 86%, achieving 100% participation by all families, faculty, and staff.
- Designed, launched, and maintained comprehensive HSH website.
- Created editorial calendar for web content, print publications, and online media.
- Built a multi-tiered, mission-based, donor stewardship program.

Abraham Joshua Heschel Day School

Director of Development

Northridge, CA

2006-2007

Selected Accomplishments:

- Increased annual fund 80% over goal in a single year.
- Oversaw Gala and implemented online tribute book, which increased revenue by over 40%.
- Strengthened membership and financial generosity of grandparents and alumni by creating effective leadership Boards.
- Launched parent of alumni (PAL) program, which increased accurate alumni information by over 30%, and alumni engagement by 40%.
- Developed user-friendly, consistent protocols for constituent management on Raiser's Edge.

Valley Beth Shalom Day School

Director of Development

Encino, CA

Encino, CA

2004-2006

Selected Accomplishments:

- Created comprehensive development program, in conjunction with admissions, to ensure stewardship of each family from contract to diploma.
- Created Moves Management system for Board leadership.
- Devised annual fund program that increased giving over 120% in a single year.
- Wrote several successful grants, including ExxonMobil, Marcia Israel Foundation, and a six-figure Homeland Security grant, Ahmanson Foundation, S. Mark Taper Foundation, Marcia Israel Foundation.

Harvard-Westlake School
Development Officer

N. Hollywood, CA
2002-2004

Participated in all aspects of the advancement office, including annual fund, publications, and communications. Integral member of silent phase team for the Capital Campaign; and created and launched first alumni website/web portal.

Selected Accomplishments:

- Integral member of \$170M Capital Campaign silent phase team.
- Worked with Campaign Chair to secure first \$50M.
- Built first alumni web pages and portal, increasing high-quality alumni data, as well as attendance at Regional Gatherings and reunions.
- Doubled the amount of accurate alumni email addresses in a single year (in a database of over 8,000 alumni).
- Developed comprehensive e-communication program.

Viacom Consumer Products (Paramount Pictures)
Manager, Product Development

2001-2002
1997-1999

Selected Accomplishments

- Leader in brand management for toys and games licensees.
- Interaction with full spectrum of individuals and entities from television and film production to ensure quality products, honoring the intellectual property of the studio.
- Spearheaded the digitization of licensed imagery and piloted program to implement electronic delivery.
- Collaboration with licensees for marketing collateral, print and electronic publications.
- Represented Paramount at conventions and trade shows.

Education

B.A. (near completion), English
The New School University; New York, NY

Professional Activities:

- ❖ Blackbaud Raiser's Edge Executive Courses, Levels 1 and 2
- ❖ Familiar with LexisNexis, Wealth Engine
- ❖ CASE 2006: Alumni Relations Presentation: "Effective E-Communications: How to use your alumni website to connect with your alumni effectively"
- ❖ July, 2013: Faculty at Ingrid Healy's Annual Fund Bootcamp Conference at Fountain Valley School, CO

Consulting:

All aspects of Fundraising, including: Board Training and Development, Feasibility Studies, Community Engagement, Communications and Marketing, Development Office audits, Strategic Planning, Capital Campaign Planning, Annual Fund Training and Plan Development

Affiliations:

- ❖ 2010-2020: Burbank Arts for All Educational Foundation
Board Member, Development Chair
- ❖ 2003-2020: CASE (Council for Advancement and Support of Education)
- ❖ 2011-2020: CAIS: Accreditation Team Member, serving on 5 teams

Application Form

Profile

Darrin

First Name

G.

Middle
Initial

Borders

Last Name

[REDACTED]

Email Address

[REDACTED] W. Linden Ave.

Home Address

Suite or Apt

Burbank

City

CA

State

91506

Postal Code

Mobile: [REDACTED]

Primary Phone

Alternate Phone

City of Burbank Retired

Employer

Sr. Library Assistant Retired

Job Title

Library Services Retired

Occupation

Which Boards would you like to apply for?

Board of Library Trustees: Submitted

Length of time as a Burbank Resident:

57 years

Burbank Registered Voter?

 Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

As a lifelong Burbank resident, I have been active in the community for many years. As a retiree, I have continued to be involved. I feel my background has prepared me for a position on the Board of Library Trustees. I spent my entire career advocating for our city library services and I have an interest in continuing that advocacy on a new level. Having served for over a year as a Library Trustee, and as the current Secretary, I have been able to contribute to the success of the Board and I wish to continue.

Education

Burbank High graduate BS in Business and Information Technology from University of Phoenix Graduate level courses in Public Administration from CSUN

Additional Pertinent Courses or Training

Leadership Burbank graduate

Other Pertinent Skills, Experience or Interests

President of the Burbank City Employees Association for 5 years doing labor relations and running a small non-profit Boys and Girls Club Board for 6 years, 1 year as Treasurer Family Promise/Home Again LA Board for 7 years, 5 years as Treasurer Supervisory (Audit) Committee at Gain FCU for 18 years, 14 years as Committee Chair

Upload a Resume

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

Currently on the Board of Library Trustees.

List Community activities in which you are involved:

Member of the Burbank Noon Rotary for 12 years, currently serving as Club President for 2023/24. Still volunteering at Gain FCU on the Supervisory Committee. Member of the Leadership Burbank Alumni

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

N/A

Conflict of Interest

Conflict of Interest:

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Yes No

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First Choice

FIRST choice for Board/Commission/Committee appointment:

Board of Library Trustees

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

As a library employee of over 37 years, I have working knowledge of the department. As a Board member, I am able to advocate for the library in a more public facing way than I was as an employee. I have demonstrated a lifelong passion for this department, and I wish to continue in my role as a Library Trustee.

What are your goals in serving on this Board/Commission/Committee?

My goals will include advocating for library services and for a new Central library. I can also see myself as board chair one day.

Second Choice

SECOND choice for Board/Commission/Committee appointment:

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

What are your goals in serving on this Board/Commission/Committee?

Supplemental Questions

Acknowledgement

Acknowledgment No. 1 - General

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I Agree

Application Form

Profile

Allison

First Name

Ricciardella

Last Name

Middle
Initial

[REDACTED]

Email Address

[REDACTED] N Orchard Drive

Home Address

Suite or Apt

Burbank

City

CA

State

91506

Postal Code

Mobile: [REDACTED]

Primary Phone

Home: [REDACTED]

Alternate Phone

Marathon Productions

Employer

Travel Manager

Job Title

Travel Manager

Occupation

Which Boards would you like to apply for?

Board of Library Trustees: Submitted

Landlord-Tenant Commission: Submitted

Length of time as a Burbank Resident:

5 years

Burbank Registered Voter?

Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

I would like to get more involved and learn more about the community

Education

BA

Additional Pertinent Courses or Training

Other Pertinent Skills, Experience or Interests

Upload a Resume

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

None

List Community activities in which you are involved:

I volunteer at my Son's School Providencia Elementary. We are members at the Burbank YMCA.

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

N/A

Conflict of Interest

Conflict of Interest:

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Yes No

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Allison Ricciardella

First Choice**FIRST choice for Board/Commission/Committee appointment:**

Landlord Tenant Commission

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

I don't have any specific qualifications, experience or education for this Commission. I would like to learn more about Burbank's policies and help shape those policies.

What are your goals in serving on this Board/Commission/Committee?

To learn and help give a voice to tenants and landlords.

Second Choice**SECOND choice for Board/Commission/Committee appointment:**

Board of Library Trustees

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

I use the libraries a great deal, but don't have any professional qualifications, experience or education in Library Science

What are your goals in serving on this Board/Commission/Committee?

To learn and help give a voice to the Library system in Burbank.

Supplemental Questions

Acknowledgement**Acknowledgment No. 1 - General**

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I Agree

Application Form

Profile

John M Echeto
First Name Middle Initial Last Name

[REDACTED]
Email Address

[REDACTED] Amherst Drive
Home Address Suite or Apt

Burbank CA 91504
City State Postal Code

Mobile [REDACTED]
Primary Phone Alternate Phone

Retired Retired Retired
Employer Job Title Occupation

Which Boards would you like to apply for?

Board of Library Trustees: Submitted
Senior Citizen Board: Submitted

Length of time as a Burbank Resident:

27 years

Burbank Registered Voter?

Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

I was raised with a strong community service ethic. Since retiring, I've joined local nonprofit boards and volunteered my time and skills on local election campaigns, I've attended meetings and interacted with Burbank city commissions and recognize their value to the functioning and improvement of our community. For me, becoming a member of a city board is a natural next step in giving service back to Burbank.

Education

Woodbury University - MBA (Controllershship and accounting emphasis) University of California at Los Angeles - BA (Sociology, emphasis on urban history and public administration)

Additional Pertinent Courses or Training

Human Resources Academy (certification, 2018) Ethical Conduct training (University of Southern California, 2014) Financial Management certification (SRA International, 2011)

Other Pertinent Skills, Experience or Interests

Leadership Burbank, Class of 2022 - Co-Director of Finance Public speaking and presentations Corporate training and curriculum development Root cause analysis for accounting and systems issues Local election campaign treasurer/financial compliance

Upload a Resume

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

No prior city service. BUSD Superintendent's Budget Advisory Committee (2022-23)

List Community activities in which you are involved:

Burbank Philharmonic Orchestra - Vice President of the Board Bridging Community Resources (BCR) - Board member, past treasurer Leadership Burbank, Class of 2022 - Special Project Co-Director of Finance

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

N/A

Conflict of Interest

Conflict of Interest:

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Yes No

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First Choice

FIRST choice for Board/Commission/Committee appointment:

Senior Citizens Board

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

I have personal experience as a senior caregiver to family members. As a senior citizen myself, I'm well acquainted with many issues facing an aging community population, such as age discrimination, physical and mental wellbeing, hunger and poverty, and financial safety.

What are your goals in serving on this Board/Commission/Committee?

My purpose in serving on this board would be to raise community awareness of the function and objectives of the Senior Citizens Board. I would also work to find ways to broaden the scope of activities and benefits available to our senior community and to make them more accessible. For example, I would identify the many senior communities within Burbank and schedule town hall-style meetings to personally meet seniors and address their questions and concerns, and bring back ideas to the board.

Second Choice

SECOND choice for Board/Commission/Committee appointment:

Board of Library Trustees

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

I've been a patron of public libraries from before kindergarten to the present. Everywhere I've lived, worked, or attended school I've always obtained a library card - and often in multiple library systems. I'm a long-time believer in free public libraries as a vital component of a healthy democracy.

What are your goals in serving on this Board/Commission/Committee?

I'm an ardent advocate for our public libraries. I believe they are as relevant today as ever. My board service would be committed to keeping Burbank public libraries a vital and secure community resource for now and into the future.

Supplemental Questions

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I Agree

John Echeto

CONTACT



www.linkedin.com/in/john-echeto-883120105/

Business analysis and controllership professional with extensive financial, accounting, and data systems experience. A versatile, self-initiating team player and group leader with effective communications and interpersonal skills. Detail-oriented, with excellent ability to organize resources and administer projects to deliver results.

EDUCATION

MBA with emphasis on accounting, finance, and controllership, Woodbury University

BA in Sociology with a Public Administration focus, University of California at Los Angeles

SKILLS

Excel – High-Intermediate to Expert proficiency;
QuickBooks – certificated;
MS Office (Access, Word, PowerPoint, Project, Outlook) – High-Intermediate to Expert proficiency;
Google Docs, Google Calendar, Smartsheet – tracking and organization of inventory and assignments;
Root-Cause Analysis for problem resolution and solution development.

PROFESSIONAL EXPERIENCE

Private Business Consultant

2013 - Present

- Create and facilitate strategic plans for nonprofit organizations.
- Provide budget and expenditure guidance for local political campaigns; file required reports and ensure compliance with state fair political practice laws.
- Develop annual budgets, perform payroll and bookkeeping functions, and audit special accounts records for local businesses and nonprofit organizations.
- Develop Excel-based budgets, manage accounts (including accounts payable and receivable), create monthly performance reports and conduct biannual financial reviews for booster organizations within the Burbank Unified School District.

Budget & Business Analyst/Accountant (USC)

2008 - 2015

- Created automated Excel workbooks to facilitate timely and accurate reporting of contractor expenditures to the US Department of Defense and other non-government entities as required.
- Developed budgets for grant proposals, including labor percentages and overhead loadings for project staffing.
- Oversaw a successful independent audit in 2013 of all aspects of a research center's business practices and operations that resulted in the center receiving a \$30,000 award and the Seal of Distinction from the Call of Duty Endowment.
- Developed procedures and internal controls for various business office accounting functions that improved efficiencies and facilitated higher levels of compliance, including the initiation and maintenance of petty cash funds, and invoicing and receiving payments for services provided to domestic and foreign clients.

PREVIOUS CAREER EXPERIENCE

Personal Computer Technical Consultant (Information Sciences Institute)

- Rehabilitated and repurposed over 100 used desktop computers, laptops, and peripheral equipment for donation to nonprofit organizations and schools.

Senior Financial Analyst (Kaiser Foundation Health Plan)

- Coordinated Excel-based creation of annual budgets for business units in both the Northern California and Southern California Regions of KFHP. Oversaw budget reductions of 5-10% for these business units when required.

Budget & Cost Analyst/ Payroll Location Supervisor (Southern California Edison)

- Created Excel-based spreadsheet algorithms for modeling various budget and expense scenarios.
- Supervised a staff that provided timely administration of payroll, timekeeping, and accounts payable/receivable for department headquarters staff.
- Conducted root cause analysis on accounting-related problems, and provided conclusions and recommendations to management that resulted in procedural and system modifications.

CERTIFICATES AND AFFILIATIONS

- Leadership Burbank, Class of 2022 – Special Project Co-Director of Finance
- Burbank Philharmonic Orchestra – Vice President, Board of Directors
- Bridging Community Resources (BCR) (Burbank, CA) – Board of Directors
- Elected to Delta Mu Delta National Honor Society in Business Administration
- Certificate in Financial Management, Society of Research Administrators International
- Certificates in HIPAA Privacy Compliance and Responsible Conduct of Research
- Certificate of completion, USC Department of Contracts and Grants curriculum
- Affidavit of Completion, Human Resources Assistant Academy

Application Form

Profile

Nancyann

First Name

N

Middle
Initial

Cervantes

Last Name

[REDACTED]

Email Address

[REDACTED] N. Fairview Street

Home Address

Suite or Apt

Burbank

City

CA

State

91505

Postal Code

Mobile: [REDACTED]

Primary Phone

Alternate Phone

Retired

Employer

Clinical psychologist

Job Title

Psychologist with a law
degree

Occupation

Which Boards would you like to apply for?

Board of Library Trustees: Submitted

Senior Citizen Board: Submitted

Length of time as a Burbank Resident:

3 years

Burbank Registered Voter?

 Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

I'm a clinical psychologist with over 40 years of experience and I have a law degree. Besides direct services I've also served as an ethics committee for various organizations. I have lived in 12 States and have always been an active leader in the various positions that I have served. I served on the Washington County library board as trustee and was briefly president of the board. I resigned that position because I was offered a different position as a contractor for the military.

Education

PhD clinical psychology, Emory University, Atlanta, Georgia, 1973 JD University of Arizona Law school, Tucson, Arizona 1982

Nancyann N Cervantes

Additional Pertinent Courses or Training

I've recently joined Toastmasters and they have recommended me for their VP of membership to start July.2024 American psychological Association, life time membership

Other Pertinent Skills, Experience or Interests

Please contact me if you are interested in knowing more about me. Thank you.

Upload a Resume

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

Washington County Library Board, Mayor's Economic Development Board, Washington County Historical Society, Sigma Kappa Corporate Board, Community Crisis Response Team, Washington County

List Community activities in which you are involved:

Member of Young at Heart Committee at Tuttle Senior Center

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

N/A

Conflict of Interest

Conflict of Interest:

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Yes No

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First Choice

FIRST choice for Board/Commission/Committee appointment:

Senior Service advisory board

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

My education as a clinical psychologist with a law degree and many years of experience across numerous boards. The second reason is, I'm a senior in this community and understand first-hand the benefits of the senior center.

What are your goals in serving on this Board/Commission/Committee?

My primary goal is to learn more about Burbank because I am very impressed with everything that I've learned so far and I would actively like to be involved.

Second Choice

SECOND choice for Board/Commission/Committee appointment:

Library board

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

I love learning and have loved libraries my whole life. I have served on library boards in other states.

What are your goals in serving on this Board/Commission/Committee?

The first thing I do whenever I move to a location is to check out the library and see what it has to offer. I want to continue maximize their strength and to see if any weaknesses need to minimize. Of course, finances are always tricky, but I actively want to maintain the quality of libraries because that is essential for democracy.

Supplemental Questions

Acknowledgement

Nancyann N Cervantes

Acknowledgment No. 1 - General

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I Agree

Application Form

Profile

Stuart

First Name

J

Middle
Initial

Sigman

Last Name

[REDACTED]

Email Address

[REDACTED] East Olive

Home Address

Suite or Apt

Burbank

City

CA

State

91501

Postal Code

Mobile: [REDACTED]

Primary Phone

Home: [REDACTED]

Alternate Phone

The Sigman Group (Self-
employed)

Employer

Consultant

Job Title

Higher Education
Consultant

Occupation

Which Boards would you like to apply for?

Board of Library Trustees: Submitted

Length of time as a Burbank Resident:

11 years

Burbank Registered Voter?

 Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

I have been a resident of Burbank for eleven years and feel that I have found a home here. Although a part of LA County, the city has a distinct feel. It is sophisticated, ethnically diverse, and dynamic, yet it also is a "small town." As I reduce my professional work, I am hoping to lend my expertise in the fields of education, communications, and media to the community. I have served in a number of volunteer capacities to local educational institutions and non-profits in the past, and hope to find a way of contributing to the dynamism of the city as a whole. My family and I have benefited from the many arts and educational offerings found in Burbank, including the public library, the numerous street festivals, and holiday celebrations. I have a particular interest in education, literacy, and the arts, and am eager to find ways of ensuring Burbank continues to find the right balance of budget, policy, and community offerings.

Stuart J Sigman

Education

Ph.D., University of Pennsylvania, 1982 M.A., University of Pennsylvania, 1979 B.A., Hunter College, City University of New York, 1976

Additional Pertinent Courses or Training

Certificate, Instructional Design, Coursera and University of Illinois, 2021 Certificate, Management Development Program, Harvard Graduate School, 2002

Other Pertinent Skills, Experience or Interests

Strategic planning Non-profit fundraising and grantsmanship Digital (online) learning

Upload a Resume

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

I have not previously served on a City Board, Commission or Committee

List Community activities in which you are involved:

Member, Advisory Board, STEM3 Academy, The Help Group, Los Angeles, 2018 - 2021
Member, Task Force, Graduate and Retention Data and Reporting, Western Association of Schools and Colleges, 2012 - 2013
Member, Advisory Board, KorehLA (Literacy Volunteers), Jewish Foundation of Los Angeles, 2012 - 2013
Member, Board of Directors, Creative Workplace Learning, Watertown, MA, 2005 - 2006
Member, Board of Directors, Cornell Cooperative Extension, Schenectady County, NY, 1996 to 1998
Member, Advisory Board, Health Education Services Network, New York State Education Department, 1991 - 1992

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

N/A

Conflict of Interest

Conflict of Interest:

Rules of law and ethics prohibit members from participating in and voting on matters in which they may have a direct or indirect conflict of interest including a financial interest. Are you aware of any potential conflicts of interest which may develop from your occupation or financial holdings in relation to your responsibilities as a member of the Board, Commission or Committee to which you seek appointment?

Yes No

If you answer yes, explain in detail any potential conflicts in the same manner as required by the Fair Political Practices Commission's Statement of Economic Interests (Form 700). (If you should have any questions about this matter or need further information as it relates to your situation, please advise the City Clerk prior to submitting your application.)

AB 1234 Training

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First Choice

FIRST choice for Board/Commission/Committee appointment:

Board of Library Trustees

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

In my professional capacity, I have supervised the operations of three academic libraries (at Naropa University, American Jewish University, and Sofia University), including strategic planning, budgeting, and fundraising. In addition, as a faculty member and curriculum developer, I have extensive experience accessing library resources both in person and digitally. I am passionate about the role that public libraries play in ensuring access, cultural programming, and career development for users. I do not seek to "micro-manage" the libraries as a member of the Board of Library Trustees, but rather in an advisory capacity I aim to offer my expertise as both an educational professional and consumer of public library services.

What are your goals in serving on this Board/Commission/Committee?

1, Become informed about current budgeting, acquisition plans, services, etc. to be of value to the Board and staff 2. Provide advice and perspective on pressing issues related to access, cultural sensitivity and inclusion, and funding 3. Propose as needed and review data dashboards to ensure strategic goals and policies are met 4. Brainstorm development of grant and other fundraising opportunities

Second Choice

SECOND choice for Board/Commission/Committee appointment:

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

What are your goals in serving on this Board/Commission/Committee?

Supplemental Questions

Acknowledgement

Acknowledgment No. 1 - General

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I Agree

SPECIALTY AREAS

Academic master planning and budgeting

Accreditation

Curriculum development (online and residential)

Fundraising for academic initiatives

Program Evaluation

EDUCATION

M.A., Ph.D.,
Annenberg School of
Communications, University of
Pennsylvania • 1979, 1982

B.A., Communication and
Theatre, Hunter College, CUNY
• 1976

ADMINISTRATIVE EXPERIENCE

Executive Director (Independent Contractor through The Registry),
Reiss-Davis Graduate School • 2022 to Present

Provost, Sofia University • 2019 – 2021

System-Wide Dean, Argosy University • 2014 – 2019

Provost, American Jewish University • 2011 – 2014

Provost, Naropa University • 2006 – 2011

Dean, School of Communication, Emerson College • 1998 – 2006

FUNDRAISING AND GRANTS PROCUREMENT

\$1,970,000	5-year grant U.S. Department of Education “Strengthening Institutions” (Title III) Program	Naropa University <i>Implementation of under-graduate academic plan, including learning communities, enhanced tutoring and mentoring, and e-portfolios</i>
\$60,000	1.5-year grant E. Rhodes and Leona B. Carpenter Foundation	Naropa University <i>Program review and curriculum revisions in Department of Religious Studies</i>
\$215,000	3-year grant Frederick P. Lenz Foundation for American Buddhism	Naropa University <i>Post-doctoral fellowship and distinguished visiting faculty programs</i>



\$20,000	2-year gift Board of Trustees candidate	Naropa University <i>Faculty development fund</i>
\$500,000	4-year grant Lloyd G. Balfour Foundation, Fleet Bank National Trustee	Emerson College <i>Establishment of Center for Diversity in the Communication Industries</i>
\$250,000	Individual gift (alumni family)	Emerson College <i>Capital project: three- room marketing research and advertising design suite</i>
\$125,000	Individual gift (trustee and alumni parent)	Emerson College <i>Capital project: "smart" classroom</i>
\$100,000	2-year Individual gift (alumni parent)	Emerson College <i>Curriculum development and co-curricular implementation of business and entrepreneurship initiative</i>
\$100,000	Combined gifts Alden Trust, Boston Foundation, and Novack Family Foundation	Emerson College <i>Clinical Outreach Initiative of Robbins Speech, Hearing and Language Center</i>
\$75,000	3-year grant Massachusetts Campus Compact	Emerson College <i>Service-learning collaboration between Departments of Marketing Communication, Visual & Media Arts, and Institute for Liberal Arts and Interdisciplinary Studies</i>

CURRICULUM PLANNING & ASSESSMENT

Subject Matter Expert	Course Developer: <i>Popular Culture and Media Consumption</i> American InterContinental University Los Angeles, CA	2022
LMS Project Manager	Supervised migration of 500+ online courses (including undergraduate, master's, doctoral, and law school) from Pearson/eCollege to Brightspace/D2L. Completed on-time and on- budget. Coordinated development of gradebook, assignment portal, assessments and student- and faculty-participation reporting. Argosy University	2017 – 2018

Presenter	Workshop: <i>Using Data to Set Curricular Directions</i> , Annual Workshop for Department and Division Chairs Council of Independent Colleges	2010 – 2014
Program Evaluator	Department of Communication, Bridgewater State University, MA	April 2011
Program Evaluator	Program in Communication Studies and Journalism, Excelsior College, Albany, NY	April 2011
Program Evaluator	Department of Communication, Mount St. Mary College, Newburgh, NY	March 2010
Presenter	Workshop: <i>Academic Planning</i> , Council of Independent Colleges	November 2009
Program Evaluator	Department of Communication Studies, University of New Hampshire	May 2005
Program Evaluator	School of Communications, American College of Greece, Athens	February 2002

COMMUNITY AND PROFESSIONAL SERVICE

Advisory Board Member	STEM3 Academy Los Angeles County, CA	2018 to 2021
Task Force Member	Graduation and Retention Data and Reporting Western Association of Schools and Colleges	2012 to 2013
Advisory Board Member	KorehLA (Literacy Volunteers) Los Angeles, CA	2012 to 2013
Board of Directors Member	Creative Workplace Learning Watertown, MA	2005 to 2006
Board of Directors Member	International Communication Association Washington, DC	2001 to 2003

Task Force Member	Outcomes Assessment Reporting New England Association of Schools and Colleges	1999 to 2000
Board of Directors Member	Cornell Cooperative Extension Schenectady County, NY	1996 to 1998
Advisory Board Member	Health Education Services Network New York State Education Department	1991 to 1992

Application Form

Profile

Greg _____ A _____ Jackson _____
First Name Middle Initial Last Name

_____ _____
Email Address

_____ East Harvard Road _____
Home Address Suite or Apt

Burbank _____ CA _____ 91501 _____
City State Postal Code

Mobile: _____ _____
Primary Phone Alternate Phone

Retired _____ Retired _____ Retired _____
Employer Job Title Occupation

Which Boards would you like to apply for?

Board of Library Trustees: Submitted

Length of time as a Burbank Resident:

35 years

Burbank Registered Voter?

Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

I believe that citizen input on our boards and commissions strengthens our community.

Education

University of California, Berkeley - Undergraduate degree in History & Economics. California State University, Long Beach - Graduate studies in Public Administration

Additional Pertinent Courses or Training

Other Pertinent Skills, Experience or Interests

I am an avid reader and I support the construction of a new Main Library. I am very concerned about the recent revelations regarding employee and patron safety that have been published in the Burbank Leader.

Upload a Resume

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

Infrastructure Oversight Board - 2019 to 2023 (one term as chairman) Burbank Planning Board - 1997 to 2009 (two terms as chairman) Burbank Transportation Board - 1995 to 1997

List Community activities in which you are involved:

BUSD Citizens School Bond Oversight Committee - 2013 to 2021 (two years as chairman)
BUSD Citizens School Bond Oversight Committee - 1997 to 1999

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

N/A

Conflict of Interest

Conflict of Interest:

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Yes No

If you answer yes, explain in detail any potential conflicts in the same manner as required by the Fair Political Practices Commission's Statement of Economic Interests (Form 700). (If you should have any questions about this matter or need further information as it relates to your situation, please advise the City Clerk prior to submitting your application.)

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First Choice

FIRST choice for Board/Commission/Committee appointment:

Board of Library Trustees

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

I have over 35 years of experience working for municipal government and serving on citizen commissions.

What are your goals in serving on this Board/Commission/Committee?

I want to help facilitate the construction of a new Main Library and I want to ensure the safety of City employees and patrons.

Second Choice

SECOND choice for Board/Commission/Committee appointment:

None

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

What are your goals in serving on this Board/Commission/Committee?

Supplemental Questions

Acknowledgement

Acknowledgment No. 1 - General

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I Agree

Application Form

Profile

Marshall

First Name

Ross

Last Name

Middle
Initial

[REDACTED]

Email Address

[REDACTED] N Cordova St.

Home Address

Apt 1

Suite or Apt

Burbank

City

CA

State

91505

Postal Code

Home: [REDACTED]

Primary Phone

Alternate Phone

Music Makes Us Feels Inc.

Employer

App Developer

Job Title

Software Development

Occupation

Which Boards would you like to apply for?

Art in Public Places Committee: Submitted

Board of Library Trustees: Submitted

Length of time as a Burbank Resident:

3 years

Burbank Registered Voter?

 Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

Everyone should have the opportunity to lose themselves in a good book. There's nothing quite like seeing words on a page and building dragon filled worlds in your mind or finding a bit of business advice that actually helps. The library is one of our last safe and free spaces. I don't know if you've seen videos like this talking about the danger our favorite 3rd places are in <https://www.youtube.com/watch?v=42xZB80sZal> (not my only source but the most entertaining one) but it's important to have normal, rational, people like myself on library boards to avoid detrimental changes like mass book bans. I also love the programming the Burbank library has beyond its shelves like the Spark! lab and career assistance programs and would hope to expand and encourage programming like this.

Education

Bachelor's Degree, Music Production and Technology

Additional Pertinent Courses or Training

Eagle Scout, Software Development courses, Musician

Other Pertinent Skills, Experience or Interests

Constant reader - I always have 2-3 books going at a time. Right now it's "The Obesity Code" by Dr. Jason Fung and "Killers of the Flower Moon" by David Grann. Software Development, Piano and Singing, Videographer, coffee maker, organization and systems design, good with spreadsheets, part-time video editor. Regular guy.

Upload a Resume

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

I was president of my acappella group in NYC, member of the student activities committee in college, avid voter and member of "vote forward."

List Community activities in which you are involved:

Magnolia Park Night Out, Holiday music in Downtown Burbank, celebrity spotting at the Burbank Whole Foods.

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

None

Conflict of Interest

Conflict of Interest:

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Yes No

If you answer yes, explain in detail any potential conflicts in the same manner as required by the Fair Political Practices Commission's Statement of Economic Interests (Form 700). (If you should have any questions about this matter or need further information as it relates to your situation, please advise the City Clerk prior to submitting your application.)

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First Choice

FIRST choice for Board/Commission/Committee appointment:

Board of Library Trustees

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

I'm a computer wiz. I'm extremely organized. I'm friendly and smart. I can write and song or code an app. If I don't know how to do something I learn how. I'm helpful, kind, and efficient.

What are your goals in serving on this Board/Commission/Committee?

Provide and open and efficient please for people with an interest in the library to have their ideas considered. To be an example of someone who's rational, not extreme, in local politics. I want business as usual to grow interest in the library and its programs and advocate to get the fine folks who run the library the resources they need. Since subscribing to the newsletter when I moved here I've loved seeing the library's growth and I'm excited for a the new building.

Second Choice

SECOND choice for Board/Commission/Committee appointment:

Art in Public Places Committee

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

What are your goals in serving on this Board/Commission/Committee?

Supplemental Questions

Acknowledgement

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I Agree

Marshall A. Ross | Mobile Developer, iOS



EXPERIENCES

GRAND CHAMPION, LA TECH WEEK HACKATHON, LOS ANGELES, CA – 2022

The purpose of this hackathon, sponsored by Hacker Fund, was to build meaningful tech for Angelenos. Judges from Google, Tiktok, Coinbase, and several other premiere tech companies awarded my project the top prize. I built an app to help Angelenos make money from bottle and can deposits by partnering them with recycling centers.

LEAD IOS SOFTWARE ENGINEER, BARKBARKBARK, BURBANK, CA – 2021-PRESENT

Led the development of a canine social media app utilizing the latest Apple and Google technologies. Highlights include: video recording, editing, upload, download, and playback; AI, user authentication, account management, deep-links, push notifications, social media feed algorithms, and accessibility.

SENIOR SUPPORT SPECIALIST, FRAME.IO, NEW YORK, NY – 2019-2021

Built and optimized automation pipelines to transform customer stories into actionable product feedback. Trained crews and production teams to ensure exceptional uptime from their Camera to Cloud technology. Architected solutions for millions of platform users. Worked to grow from 100 employees to a \$1.3 Billion acquisition by Adobe inc.

CREATIVE PRO, APPLE INC. BROOKLYN, NY – 2017-2019

Demonstrated the benefits of combining arts and technology. Through live and digital presentations, Creative Pros simplify even the most complex technical workflows. By exchanging useful feedback with their teams these leaders turn dreamers into doers. Invited to represent the NYC area at several iPhone launch events in Cupertino, CA.

GENIUS, APPLE INC. QUEENS, NY – 2015-2017

Repaired broken relationships between customers and Apple inc. Through understanding, empathy, and troubleshooting I empowered customers to unlock the benefits of technology. Derived knowledge from industry insight & repair experience.

FREELANCE TECHNICAL DIRECTOR & AUDIO ENGINEER | 2011-PRESENT

Planned, performed, or delegated all AV/IT production aspects from client specs.

SKILLS

- **App Dev:** Swift, SwiftUI, UIKit, Objective-C, Combine, Async/Await, Networking, Core Data, Unit Testing/TDD, Regex, REST APIs, MapKit, Vision, MVVM, MVC.
- **Other Dev:** Python, HTML, CSS, Javascript, MongoDB, Docker, Selenium.
- **Tools:** Xcode, Firebase, Postman, Sketch, Airtable, Jira, Figma, Zapier, Pixelmator, Final Cut Pro X, Logic Pro X, Procreate, Apple Configurator, Cypress, Github, Twilio.
- **Certifications:** Apple Certified Mac Technician, Apple Certified Mobile Technician.

EDUCATION

University of Hartford, The Hartt School, Hartford, CT

B.M. Music Production & Technology, Summa Cum Laude w. University Honors, 2014

Application Form

Profile

Jeff

First Name

Ferguson

Last Name

Middle
Initial

[REDACTED]

Email Address

[REDACTED] N Ford ST

Home Address

Suite or Apt

Burbank

City

CA

State

91505

Postal Code

Mobile: [REDACTED]

Primary Phone

Alternate Phone

Run Out Groove Records

Employer

Co-Founder

Job Title

Entrepreneur/Record Store
Owner/Former Advertising
Executive

Occupation

Which Boards would you like to apply for?

Art in Public Places Committee: Submitted

Board of Library Trustees: Submitted

Length of time as a Burbank Resident:

14 years

Burbank Registered Voter?

 Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

As a long-time resident of Burbank and owner of Run Out Groove Records, I deeply appreciate our community's vibrant culture and artistic heritage. I am passionate about contributing to the enhancement of public spaces through art, which I believe plays a vital role in fostering community spirit and engagement. My professional background in online marketing, brand management, and public speaking has equipped me with the skills to promote and support public art initiatives effectively. Serving on the Art in Public Places Committee would allow me to utilize my expertise to advocate for the arts, support creative projects, and help ensure that public art in Burbank is accessible, impactful, and reflective of our diverse community.

Education

I hold a Master of Business Administration and a Bachelor of Arts in Communications with an emphasis on Advertising and a minor in Computer Science from California State University, Fullerton. This educational background has provided me with a strong foundation in business management and the technical aspects of digital marketing, enabling me to develop comprehensive strategies for online brand and advertising campaigns.

Additional Pertinent Courses or Training

While at California State University, Fullerton (CSUF), I took various art courses, including Illustration and Typography, as part of my degree. Initially focusing on becoming a copywriter, I have used these skills throughout my career, writing for several industry publications. These courses and experiences provided a solid foundation in visual arts and effective communication, essential for promoting and supporting public art initiatives.

Other Pertinent Skills, Experience or Interests

As an avid woodworker, I have taken several courses in this hobby and built all the cabinets and fixtures at my record store.

Upload a Resume

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

This would be my first time serving on a City Board, Commission, or Committee.

List Community activities in which you are involved:

I am currently a member of the Magnolia Park Merchants Association. During my time with this group, I brought the Food Truck Friday events back to Magnolia Park. My partner, Ellen, and I are also taking over the planning responsibilities for Magnolia Park's annual "Holiday in the Park" event (November 22, 2024!).

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

N/A

Conflict of Interest

Conflict of Interest:

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Yes No

Jeff Ferguson

If you answer yes, explain in detail any potential conflicts in the same manner as required by the Fair Political Practices Commission's Statement of Economic Interests (Form 700). (If you should have any questions about this matter or need further information as it relates to your situation, please advise the City Clerk prior to submitting your application.)

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First Choice

FIRST choice for Board/Commission/Committee appointment:

Art in Public Places Committee

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

I hold a Master of Business Administration and a Bachelor of Arts in Communications with an emphasis on Advertising and a minor in Computer Science from California State University, Fullerton. During my time at CSUF, I took various art courses, including Illustration and Typography, which, along with my initial focus on copywriting, have provided me with a strong foundation in visual arts and effective communication. Professionally, I have over 25 years of experience in online marketing, brand management, and advertising, working with global corporations such as Experian, Hilton Hotels, and Sony. As the CEO and Founder of Amplitude Digital, I have created and managed numerous digital media campaigns, enhancing market exposure and driving revenue growth. Additionally, I am the owner of Run Out Groove Records, a record store in Burbank, where my woodworking skills were put to use in building all the cabinets and fixtures. This hands-on experience, combined with my professional background, equips me with the skills necessary to support and promote public art initiatives in our community effectively.

What are your goals in serving on this Board/Commission/Committee?

My primary goal in serving on the Art in Public Places Committee is to enhance Burbank's public spaces by promoting and supporting impactful and accessible public art. I aim to foster a stronger sense of community through artistic projects reflecting our diverse culture and heritage. Additionally, I want to leverage my experience in marketing and community engagement to secure additional funding and public support for art initiatives. By serving on this committee, I hope to contribute to making Burbank a vibrant and inspiring place to live and visit.

Second Choice

SECOND choice for Board/Commission/Committee appointment:

Board of Library Trustees

Jeff Ferguson

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

I hold a Master of Business Administration and a Bachelor of Arts in Communications with an emphasis on Advertising and a minor in Computer Science from California State University, Fullerton. During my time at CSUF, I took various art courses, including Illustration and Typography, which, along with my initial focus on copywriting, have provided me with a strong foundation in visual arts and effective communication. Professionally, I have over 25 years of experience in online marketing, brand management, and advertising, working with global corporations such as Experian, Hilton Hotels, and Sony. As the CEO and Founder of Amplitude Digital, I have created and managed numerous digital media campaigns, enhancing market exposure and driving revenue growth. My extensive experience in public speaking and writing for industry publications demonstrates my ability to communicate effectively and advocate for important causes. Additionally, as the owner of Run Out Groove Records in Burbank, I have a vested interest in our community's cultural and educational development. My hands-on experience with community engagement and my passion for literature and lifelong learning align well with the mission of the Board of Library Trustees.

What are your goals in serving on this Board/Commission/Committee?

My primary goal in serving on the Board of Library Trustees is to advocate for and enhance the services provided by the Burbank Public Library. I aim to support initiatives that promote literacy, lifelong learning, and community engagement. Leveraging my background in marketing and communication, I plan to help increase awareness of the library's resources and programs, ensuring they reach a broader and more diverse audience. Additionally, I want to contribute to developing innovative programs and partnerships that address the evolving needs of our community, making the library a central hub for education and cultural enrichment in Burbank.

Supplemental Questions

Acknowledgement

Acknowledgment No. 1 - General

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I Agree

JEFF FERGUSON

N Ford St. | Burbank, CA 91505

Online Marketing/Advertising

Highly creative Internet Marketing expert with over 25 years of experience in driving revenues, expanding market exposure, and building customer bases of global corporations through the skillful synthesis of online brand and advertising campaigns. Catalyst for new business development through the customized use of key tools such as search engines (SEM and SEO), social media, affiliate marketing, email marketing, and customer growth and retention programs for such clients and corporations as Experian, Hilton Hotels, Kimberly Clark, Sony, and Napster. Public speaker with strong writing skills backed by an invaluable combination of advertising and advanced computer science proficiencies.

Brand Management • Advertising • Competitive Market Intelligence • Search Engine Marketing
Direct Response Marketing • Market Surveys • Marketing Strategy • Project Management • Multimedia Advertising
Revenue Growth • Product Development • Trend Analysis • Staff Management • Campaign Management
Affiliate Marketing • E-Mail Sales Campaigns • Customer Growth, Retention • Business Development

PROFESSIONAL EXPERIENCE

AMPLITUDE DIGITAL (formerly FANG MARKETING), Burbank, California • December 2010 – Present

CEO & FOUNDER

Marketing consulting business, evolved to a full service advertising media agency specializing in digital media. Created and managed digital media campaigns in paid search, SEO, display media, social media, mobile, email, affiliate programs, and more for companies such as Apria Health, Belkin, CBS, eHarmony, Harbor Freight Tools, JustFab, Manchester United, Prestige Brands, The Smithsonian, and Sony. Merged with Amplitude Digital in April 2020.

LOCAL.COM, Irvine, California • April 2009 – December 2010

Senior Director, Online Marketing

Drove revenue and margin growth of the local search engine and content provider through the optimization and expansion of one of the top five largest search engine marketing (SEM) programs in the U.S. Lead multi-departmental team to increase organic search traffic via search engine optimization (SEO) for both owned and operated and network partner sites. Dissect competitor's new features, advertising campaigns, and other analytical tools to formulate and refine internal marketing strategies. Lead five-person search engine marketing and optimization team.

Achievements:

- Increased topline revenue for Local.com business unit by over 32%, adding over \$5.7 million in revenue to a previously flatlined campaign, while increasing margins by 157%
- Grew organic traffic by over 30% while increasing organic revenue by over 50%.

NAPSTER, Los Angeles, California • June 2006 – February 2009

Director, Online Marketing

New business development and revenue growth for the international music subscription service through brand management, multimedia advertising campaign management, and direct response marketing initiatives for target audiences spanning the U.S. Marketed subscription, special offers, and track, and album businesses through well-crafted online marketing programs comprised of search engines, affiliate marketing, e-mail marketing, and customer retention strategies. Employed Ominture SiteCatalyst and Business Objects to assess customer activity flow, conversion, churn, and other key performance indicators. Introduced splash page and other site optimization programs to increase conversion and retention. Lead two-person acquisition and retention team.

NAPSTER (cont.)

Achievements:

- Decreased acquisition costs by >50% by slashing unprofitable programs and transitioning key functions in-house as the manager of agency and internal teams.
- Led a major Search Engine Optimization (SEO) project to index thousands of new artist catalog pages, increasing track and album sales by >25%
- Cut subscriber churn by >10% by introducing new retention programs employing data mining techniques.

ONLINE MARKETING CONSULTANT, Various Locations • July 2004 – June 2006

Innovated and oversaw online advertising, search engine marketing, affiliate marketing, and e-mail acquisition and retention campaigns for clients like Experian (LowerMyBills.com), InterActiveCorp (ZeroDegrees), the Natural History Museum of Los Angeles, MLSOnline, Qmotions, and IPDG Internet Ventures. Performed competitive analysis to generate online marketing strategies for clients ranging from start-ups to well-established companies.

Client Projects:

- **LowerMyBills:** Propelled revenues by developing and managing a “Long Tail” plan to expand beyond ad networks and portal-based channels to increase leads while maintaining a positive ROI.
- **Natural History Museum of Los Angeles:** Accelerated Internet pre-sales by >20% after launching the group’s first paid search engine marketing campaign to publicize a natural disasters exhibit.

ADDITIONAL POSITIONS (Full details upon request)

WAHLSTROM GROUP/IPG, Irvine, California • July 2003 – July 2004

Manager, West Coast Interactive Services: Crafted search engine marketing and directional campaigns for renowned clients such as American Airlines, Farmers Insurance, Hilton Hotels, KinderCare, and Toyota. Led a 4-person bi-coastal team tasked with search engine optimization, campaign result reporting, and billing.

KIMBERLY-CLARK CORPORATION, Neenah, Wisconsin • February 2002 – July 2003

Interactive Media Manager: Executed online ad campaigns for the Huggies, Kleenex, and Scott product lines resulting in higher consumer coupon use and the acquisition and retention of specialized audiences such as parents and teenagers.

HILTON HOTELS CORPORATION, Beverly Hills, California • March 1999 – February 2002

Director, Online Advertising: Managed online advertising functions for the Hilton, Hilton Garden Inn, and Doubletree hotel brands using direct response marketing and strategy development and execution. Linked online sales revenue to advertising to enable calculation of return on ad spends leading to a higher ad budget QOQ. Direct brand and campaign management as the company’s first online advertising specialist. Pioneered online strategies, many of which are still in use. Originated internal tracking and reporting methodologies to optimize online advertising campaigns. Managed agency relationships.

Note: Additional work history includes positions as a **Marketing Manager at Interactive Search (1998-1999)** , and **Internet Marketing Manager/Webmaster at Alpha Microsystems (1995-1998)** . Details on request.

EDUCATION

Master of Business Administration

Bachelor of Arts in Communications w/ Advertising Emphasis, Minor in Computer Science

California State University, Fullerton, California

PROFESSIONAL DEVELOPMENT/AFFILIATIONS

Speaker, Various Digital Marketing Conferences, U.S., Barcelona, Berlin, London, Singapore, Stockholm
Board of Directors, Search Engine Strategies Conferences (2007-2010)
Adjunct Professor, UCLA - Advanced Digital Marketing/SEO courses.

Application Form

Profile

Moira _____ T _____ Paris _____
First Name Middle Initial Last Name

_____ _____
Email Address

_____ N. Parish Pl. _____
Home Address Suite or Apt

Burbank _____ CA _____ 91506
City State Postal Code

Mobile: _____ _____
Primary Phone Alternate Phone

Freelance _____ Casting Producer _____ Unscripted Casting _____
Employer Job Title Occupation

Which Boards would you like to apply for?

Board of Library Trustees: Submitted

Length of time as a Burbank Resident:

4.5 years

Burbank Registered Voter?

Yes No

Interests & Experiences

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board, commission or committee?

Having moved to Burbank a handful of months before Covid started I never really got the chance to become heavily involved with the city. Now that my daughter is in school at Thomas Edison Elementary, I am able to be an active volunteer in the classrooms as well as on the soccer fields as an AYSO soccer coach. Serving on a board, commission or committee will help me to create a larger, positive effect in a different space. As a hopeful member of the Board of Library Trustees, I would love to be an advocate for the library and its mission and help make a significant impact on the vibrant Burbank community it serves.

Education

University of Miami - Bachelor of Science in Communication (2008) Majors: Public Relations and Economics Minors: Music Business and Marketing

Additional Pertinent Courses or Training

Other Pertinent Skills, Experience or Interests

Upload a Resume

Community Involvement

Specify current or prior service on a City Board, Commission or Committee:

I have never served on a City Board, Commission or Committee before. This will hopefully be my first time!

List Community activities in which you are involved:

Thomas Edison Elementary School Volunteer PTA Member AYSO Volunteer Soccer Coach

If you are related to any City of Burbank employee(s), please state their name(s), relationship(s), and department(s). If you are not related to a City of Burbank employee, please put N/A.

I am not related to any City of Burbank employees.

Conflict of Interest

Conflict of Interest:

Rules of law and ethics prohibit members from participating in and voting on matters in which they may have a direct or indirect conflict of interest including a financial interest. Are you aware of any potential conflicts of interest which may develop from your occupation or financial holdings in relation to your responsibilities as a member of the Board, Commission or Committee to which you seek appointment?

Yes No

If you answer yes, explain in detail any potential conflicts in the same manner as required by the Fair Political Practices Commission's Statement of Economic Interests (Form 700). (If you should have any questions about this matter or need further information as it relates to your situation, please advise the City Clerk prior to submitting your application.)

AB 1234 Training

The Board, Commission or Committee (collectively Board) you are seeking appointment to provides City reimbursement for attending trainings or conferences. Therefore, under State Law all members of the Board must receive at least two hours of ethic's training, as prescribed by the Fair Political Practices Commission, within one year of appointment and once every two years thereafter.

First Choice

FIRST choice for Board/Commission/Committee appointment:

Board of Library Trustees

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position.

As an Emmy award-winning Casting Producer, I have honed my skills in storytelling and discovering unique voices and perspectives by interviewing thousands of people. These experiences along with being a lifelong reader have given me a deep appreciation for the diverse narratives that libraries bring to life. In my work in the entertainment industry over the past decade as well as the years spent working with clients as a former makeup artist, I have led with empathy and inclusion to work towards achieving a team's vision and goals.

What are your goals in serving on this Board/Commission/Committee?

Growing up, I saw firsthand the ability of libraries to transform lives and create a safe space for vulnerable people who need it most. My goals by serving on this Board are to continue the incredible work that is already being done in Burbank by fostering community engagement, promoting lifelong learning and providing access to valuable resources. While there are a multitude of people who know of the treasure trove of tools and the thrill of a good book that the library offers, I have found that there are many people who are not aware of all the services it provides. Having the opportunity to give back to my community by supporting the library and it's staff members would be an absolute honor!

Second Choice

SECOND choice for Board/Commission/Committee appointment:

N/A

Describe any qualifications, experience, and education, as well as any technical or professional background you may have relative to the duties of this position

N/A

What are your goals in serving on this Board/Commission/Committee?

N/A

Supplemental Questions

Acknowledgement

Acknowledgment No. 1 - General

ALL INFORMATION SUBMITTED IS A PUBLIC RECORD AND WILL BE POSTED ON THE CITY'S WEBSITE. All City Board, Commission, and Committee members serve without compensation from the City. No person shall serve at the same time on more than one Board, Commission or Committee. All applicants must be electors of, and actually reside in the City of Burbank, with the exception of the Burbank Cultural Arts Commission and the Sustainable Burbank Commission. (Per BMC Section 2-1-405, 2-1-406, 2-1-407)

I Agree