

## BIOGRAPHIES

### *Fiona Ma, California State Treasurer*



**Fiona Ma** is California's 34th State Treasurer. She was elected on November 6, 2018 with more votes (7,825,587) than any other candidate for treasurer in the state's history. She is the first woman of color and the first woman Certified Public Accountant (CPA) elected to the position.

The State Treasurer's Office was created in the California Constitution in 1849. It provides financing for schools, roads, housing, recycling and waste management, hospitals, public facilities, and other crucial infrastructure projects that better the lives of residents.

California is the world's fifth-largest economy and Treasurer Ma is the state's primary banker. Her office processes more than \$2 trillion in payments within a typical year and provides transparency and oversight for an investment portfolio of more than \$90 billion, approximately \$20 billion of which are local government funds. She also is responsible for \$85 billion in outstanding general obligation and lease revenue bonds of the state.

The Treasurer works closely with the State Legislature to ensure that its members know the state's financial condition as they consider new legislation. She gives her own recommendations for the annual budget.

Treasurer Ma was a member of the State Assembly from 2006-2012, serving as Speaker pro Tempore from 2010 to 2012. She built a reputation as a solution-oriented public servant and was adept at building unlikely coalitions to overcome California's most complex problems. Prior to serving as Speaker pro Tempore, she was Assembly Majority Whip and built coalitions during a state budget crisis to pass groundbreaking legislation that protected public education and the environment while also expanding access to health care.

As an Assembly Member, she authored 60 bills that were signed into law by two different governors – most were first-in-the-nation and required no taxpayer money. Her successful legislation to ban toxic chemicals in baby products, known as phthalates, became a model for federal legislation that was authored by U.S. Senator Dianne Feinstein in 2008. She chaired the Assembly Select Committee on Domestic Violence and spearheaded legislation that strengthened laws protecting victims of domestic violence, consumers and working families; prevented the spread of Hepatitis B; increased access to quality healthcare; and, provided equal rights for all Californians.

From 2002-2006, she served on the San Francisco Board of Supervisors and championed a human rights campaign to end human trafficking in massage parlors and to close prostitution rings. She led an effort to create the city's Disadvantaged Business Enterprise program to empower small businesses to more easily participate in public works projects.

Treasurer Ma first became involved in public service in 1994 when she was elected president of the Asian Business Association, where she began advocating at San Francisco City Hall and the State Capitol on behalf of minority business owners. Her work resulted in her election in 1995 as a delegate to the White House Conference on Small Business, where she advocated for socially responsible contracting for minorities and women in San Francisco, ultimately producing a report to Congress detailing 60 top policy recommendations to help small businesses grow and prosper in the 21st century.

Also in 1995, she was appointed to the Assessment Appeals Board of San Francisco by the San Francisco Board of Supervisors. That year she started her public service career as a part-time district representative for then-State Senator John Burton and served as Burton's district representative until her election to the San Francisco Board of Supervisors. For Burton, she was responsible for helping constituents with Medi-Cal, Workers' Compensation, Unemployment Insurance, Franchise and Employment Development Department taxes, and professional licensing.

From 1989-93 she worked for Ernst & Young, before starting her own accounting practice in San Francisco. Ernst & Young was one of the largest professional services firms in the world and considered one of the "big four" accounting firms.

Most recently before being elected Treasurer, she was an elected member of the California Board of Equalization from 2015 until January 2019 and worked to protect the rights of taxpayers while ensuring California collected its fair share of tax revenues. Her district covered 23 counties in California and included approximately 9.5 million people. Upon being selected Chairperson of the Board of Equalization in 2016, she ordered three external audits of the agency and helped lead the biggest reforms for accountability and efficiency in that agency's history. She was selected as Chairperson of the Board of Equalization in 2016, ordered three external audits of the agency, and helped lead the biggest reforms for accountability and efficiency in that agency's history.

A top priority for her on the Board of Equalization was ensuring that everyone pays their fair share of taxes, including efforts to require online-retailers such as Amazon to collect sales taxes on transactions from third-party sellers in order to help local brick-and-mortar retailers compete – ultimately generating new revenues estimated between \$431 million and \$1.8 billion for California every year. She also advocated for taxing e-cigarettes similarly to other tobacco products – deterring vaping and smoking and paying for health costs related to tobacco use. In 2017, voters passed Proposition 56 with two-thirds of the vote, collecting \$1.7 billion in new tobacco taxes to fund anti-smoking programs and Medi-Cal payments for the poor.

Also while on the Board of Equalization, she identified the cannabis industry as the largest shadow economy in California with “hundreds of millions of dollars that disappear into an underground cannabis economy” and led efforts to regulate the industry, develop systems to “track and trace” all marijuana in California, and develop legal banking mechanisms for marijuana businesses.

Treasurer Ma has been a licensed CPA in California since 1992 and holds a Bachelor's Degree in Accounting from the Rochester Institute of Technology (NY), a Master's Degree in Taxation from Golden Gate University (SF), and an MBA from Pepperdine University.

She is a Member of the California Society of Certified Public Accountants, serves on the Board of California Women Lead, is an Honorary Chair and Spokesperson for the San Francisco Hepatitis B Free Campaign, and is a member of the Screen Actors Guild. She is married to Jason Hodge, a full-time firefighter and Oxnard Harbor Commissioner.

## ***Ann Lee Carpenter, Braid Theory***



**Ann Lee Carpenter** brings more than 30 years of experience in strategic planning, marketing, business development, and community outreach in private industry, nonprofit organizations, and as an entrepreneur. She has served as an advisor, coach, and mentor to entrepreneurs in industries including transportation and goods movement, clean tech, energy, and marine/ocean tech. As co-founder and CEO of Braid Theory, Ann is primarily responsible for partnership building with public entities including ports, utilities and transportation agencies; and private industry. Braid Theory, a strategic consulting firm, connects technology entrepreneurs with industry to build opportunities for market traction and growth.

Ann's areas of expertise also include grant and proposal writing, fundraising, event production, executive training, communication and PR. As Director of Marketing for PortTech Los Angeles, she built the brand identity and led outreach efforts to connect entrepreneurs to market opportunities. Ann began her career as a software programmer in the aerospace industry. After rising to Director of Strategic Planning at the Lockheed Corporation Information

Systems Group, Ann left the corporate world to build S'Pacific Image, a graphic design and marketing agency. She holds a Bachelor of Science degree in Mathematics from the University of Michigan – Dearborn. Strategic and market-focused leader. Dedicated to building the tech entrepreneurial community in Southern California. Deep and innovative thinker, visual communicator. Bilingual in engineering and marketing.

## ***Bruce Stenslie, Economic Development Collaborative***



**Bruce Stenslie** has 30 years of experience in workforce and economic development and has served since 2007 as President and CEO of the Economic Development Collaborative.

Prior to EDC, Stenslie served as Deputy Director for the California Workforce Association, Executive Director for Workforce Policy for the City of Los Angeles and Assistant Director of the Ventura County Human Services Agency.

Stenslie was elected by his peers in 2013 as Chair of the California Association for Local Economic Development and in 2018 as Co-Chair of the California Stewardship Network.

Stenslie is a frequently invited speaker on workforce and economic development policy and practice.

## *Erick Went, Matter Labs*



**Erick Went** brings years of entrepreneurship, vision and marketing expertise on board. His never-ending curiosity and a passion for solving problems have kept him at the forefront of business and technology. His love of the environment was apparent from early on. Right out of college at University of California, Santa Barbara, where he majored in physics and mathematics, he founded Eccentric Motors, a pioneering alternative energy company. Eccentric Motors developed numerous technologies from multi-fuel vehicles to hydrogen power plants. Erick is a born entrepreneur, strategist and visionary with a record of success. A Silicon Valley native, he founded Higher Standard Solutions – a Strategic Technology company and led the company to steady profitability starting from the first year and continues to provide solutions to some of the biggest companies in the world.

He has since founded, managed and driven countless startups to success.

His years of experience has lead him to create Matter Labs which focuses on projects that globally impact millions through a combination of partnerships and innovation.

## *Christina Birdsey, Port of Hueneme*



In December 2012, **Christina Birdsey** came aboard as the Director of Operations and Security for the Port of Hueneme, and in March 2017 she was promoted to Chief Operating Officer. She leads the planning and coordination of Port projects and is responsible for managing the Port's security program. She oversees the grant administration process including applications, writing, project management, reporting and coordination with Stakeholders and with Finance and Accounting. She is also responsible for ensuring the implementation of programs and activities related to all maintenance of the District's harbor, terminals and other facilities. Before coming on board directly with Port of Hueneme, Ms. Birdsey was a sub-consultant through Moffatt & Nichols for the Port of Hueneme. She has worked on facilitating grant related projects and has assisted in the planning, implementation and reporting. She also helped with the revision of the Facility Security Plan and worked directly with the District's tenants and the U.S. Coast Guard in the development of these plans.

Prior to working for the Port of Hueneme, Ms. Birdsey worked for Metson Offshore, Inc. as a Program manager and her projects included the preparation of Government contract proposals, including cost estimates and budgets. She assisted in contract transitioning for Port operations and port engineering including specification writing and bid preparations.

Prior to working for Metson Offshore, Inc., Ms. Birdsey spent over six years in the civil and environmental engineering field which allowed experience in development, implementation and project management of environmental impact assessment projects as well as project planning and design, water modeling, water feasibility studies, water master plans, construction inspection and project management.

Ms. Birdsey has a Bachelor of Science degree in Civil/Environmental Engineering from the University of Southern California where she was a member of Chi Epsilon – the Civil Engineering Honors Society. She is also a member of American Society of Civil Engineers and has her Facility Security Officer Certificate from the California Maritime Academy. Ms. Birdsey lives in Ventura County with her husband and their two children.

***Alan Jaeger, Naval Surface Warfare Center, Port Hueneme Division (NSWC PHD)***



**Alan Jaeger** supports the Naval surface Warfare Center, Port Hueneme Division as the Deputy Chief Technology Officer for Technology Transition and is the designated Research and Technology Applications Manager (ORTA). In this role he assists in the identification, research, development, test and experimentation of existing and dual use technologies with the goal of rapidly providing capabilities to the fleet and war fighter. Alan's background includes professional leadership in both domestic and international areas at the Federal, State, Local Government level as well as private and non-profit experience.

## *Al Cardona, BMW Vehicle Distribution Center*



**Al Cardona** has been with BMW for over 25 years, since 1994, he is a graduate of Limestone College -Business Administration and has MBA from North Greenville University.

He is responsible for managing and overseeing all logistics related activities via Port of Hueneme at the local Oxnard, California BMW Vehicle Distribution Center and has previously worked in China, Munich, Germany and in several other locations the U.S. Al's experience in production, processing planning, supply chain management and process Improvement have given Al an unique perspective on the Road Ahead- let's hear his thoughts on the future of technology in the automotive industry.

## ***Darrell Gooden, PhD, Ventura County Office of Education VC Innovates SeaGlide Competition Showcase***



Darrell Gooden has 20 years experience leading technology & innovation projects, process management, benefits realization and productivity improvements in the US government and with NATO partner countries. He is a leader of continuous performance improvement team efforts and has worked in diverse organizations; an experienced team builder, trainer, and leader tackling complex issues and delivering results; skillfully spearheaded many information technology initiatives that dramatically increased productivity and efficiency.

Darrell is on the faculty of the Adizes Graduate School (AGS). He has presented the Adizes Methodology at conferences and seminars that includes the World Future Society and Beijing's Conference on Human Capital Strategy. Mr. Gooden has also presented on topics such as Innovation, Business Process Reengineering and Lean Six Sigma in Brazil, Canada, Portugal, Serbia, Denmark, China, Japan and France. He has over 10 years experience as a certified Spiral Dynamics Integral practitioner and is a founding member along with Dr. Don Beck of the Center for Human Emergence. He leads Lean Six Sigma seminars; consults as an expert in activity based costing, and has focused over the last 20 years in the area of cultural transformation and technology management. Darrell is the Industry Liaison for Engineering, Energy, Environment and Utilities Ventura County Office of Education and has spearheaded the VC Innovates SeaGlide Competition Showcase.

SeaGlide® is a miniature autonomous underwater glider that is a non-tethered, autonomous robot that does not have a propeller and uses minimal energy. Built from a kit, and part of a professionally developed curriculum, robotics fans of all ages will enjoy the gliders many capabilities. SeaGlide program is a perfect "next step" for teachers who have done SeaPerch or MATE with their students and are looking for an even more challenging authentic engineering project.

Students learn:

- Basic electronic skills
- Coding
- 3D printing
- Real-world sensing and data collection
- Lessons in soldering and program circuit boards
- The know-how to build a servo-driven buoyancy engine
- How to balance the glider and drive it during an underwater flight

## ***Supervisor Kelly Long, District 3***



Communities represented: Camarillo, Port Hueneme, Southeast Oxnard, East Oxnard Plain, Santa Paula, Fillmore, Piru, East Lockwood Valley, and Eastern Portion of Naval Base Ventura County Port Hueneme.

**Kelly Long** was elected Ventura County Supervisor District 3 in 2016. As your Supervisor, she pledges to ensure that our county government is fiscally responsible, focused on building our economy, and improving public safety. She believes that to be an effective County Supervisor you must have demonstrated leadership, sound business experience, and the ability to work with all members of our County family.

Kelly Long has over 25 years of combined experience as an entrepreneur, business executive, and school board trustee. She held the office of the Pleasant Valley School Board of Trustees from 2012 – 2016. She has a degree in Mechanical Engineering from California State University, Long Beach and holds six patents. She comes from a family of small business owners, educators, and community volunteers. This experience has prepared her well to serve as your Ventura County Supervisor. She brings to this position a skill set that includes management and leadership, budgeting and fiscal accountability, collective bargaining and negotiation, policy development and process improvement that will help us develop a culture of excellence for our County.

Kelly Long is married with two children and has built a strong community around them. Her family enjoys volunteering within the community and enjoys living in our district taking full advantage of the weather and outdoor spaces. As a member of the Board of Ventura County Supervisors, Kelly vows to invest the time to make our families and communities successful. With goals and teamwork, she knows we can strive for the highest level of excellence!

## ***Supervisor John C. Zaragoza, District 5***



Communities represented: Oxnard Shores, Mandalay Bay, Silver Strand, Hollywood Beach, Hollywood by the Sea, Channel Islands Harbor, El Rio, Nyeland Acres, Del Norte, Oxnard College, Oxnard Plain, Strickland and a portion of the Ventura County Naval Base Pt. Hueneme.

**Supervisor John. C. Zaragoza** has a long history of distinguished public service. John Zaragoza was elected into the Ventura County Board of Supervisors in November 2008. Prior to being elected Supervisor for the Fifth District, Zaragoza served on the Oxnard City Council from 1996 to 2008. Four of those twelve years he served as the Mayor Pro-Tem. Being part of the Board of Supervisors, John Zaragoza has been serving on the following Boards and Commissions representing the County of Ventura.

- Camarillo and Oxnard Airport Authority
- Gold Coast Transit (GCT)
- Ventura County Transportation Commission (VCTC)
- United Way of Ventura County
- Emergency Planning Council (EPC)
- Regional Defense Partnership for the 21st Century (RDP21)
- Beach Erosion Authority for Clean Oceans and Nourishment (BEACON)
- Association of Water Agencies (AWA)
- Air Pollution Control District (APCB)
- Behavioral Health Advisory Board (BHAB)
- Ventura Local Area Formation Commission (LAFCo)
- Juvenile Justice Coordinating Council (JJCC)
- California State Association of Counties (CSAC)
- Alternate for both Fox Canyon Groundwater Management Agency (FCGMA) and Ventura County Council of Governments (VCOG)
- Other Boards and Commissions required

By forming partnerships and collaborating with other agencies and private industry, Supervisor Zaragoza has been able to accomplish many things that have benefitted the community.

One of the Supervisor's first projects was the "Nyeland Acres Center". This was a great accomplishment in bringing a community together. The Nyeland Acres Center was created to give kids a place to go when they are not in school. The center also provides family services that benefit the Nyeland Acres Community. In 2011, Supervisor Zaragoza led the way to help save McGrath State Beach from closing. As a result of fundraising efforts by Zaragoza and others, the park was able to make necessary repairs and remained open.

Later on the year, Zaragoza was inducted to Oxnard High School's (OHS) 2011 Hall of Fame as a role model that has serviced his community for many years. He was among 27 other OHS alumni that were chosen for that year's Hall of Fame.

Recently, Supervisor Zaragoza brought Labor Unions together with private industry to provide over \$400,000 in material and labor to pave Wright Road, a private dirt road in El Rio, Oxnard. One of the Supervisor's main concerns was the kids who attend Rio School were walking to school in the dirt or mud if it was raining.

Supervisor Zaragoza was unopposed as he ran for Re-election in 2012. His new term begins in 2013 for a second term.

*Quick Timeline of Zaragoza's Career*

- 1962, Began his career serving the public, working as a Bus Operator for the City of Oxnard.
  - Promoted to Assistant Transit Supervisor, then Refuse Supervisor.
- 1978 was promoted to Refuse Superintendent.
- 1993, Retired as Oxnard Refuse Superintendent.
- 1996, Elected to the Oxnard City Council.
  - Served as a City Council member for 12 years and Mayor Pro Tem for 4 years.
  - Served on numerous Board and Commissions.
  - Brought Oxnard residents and businesses lower crime rates, improved youth, recreation and senior programs, high quality affordable housing, increased budget reserves, outstanding environmental programs and increased job opportunities.
- 1993 until December 2008, became a successful small full time business owner of Home Center Real Estate and Zaragoza Tax Service.
- November 2008, Elected to the County Board of Supervisors, and began serving on the Board in January 2009.

## ***Mike Villegas, Ventura County Air Pollution Control District***



**Michael J. Villegas** was appointed by the APCD Board to be the Air Pollution Control Officer effective August 18, 2002. Mike started his career with the District in 1988 as an air pollution control engineer responsible for rules relating to emission controls, air toxics, new source review, and Title V permitting. Promoted to manager in 1994, he has been responsible for the development of all APCD Rules and Regulations, providing staff support to the Ventura County Clean Air Fund Advisory Committee, and implementation of the District's Motor Vehicle Emission Reduction Grant Programs. Prior to joining the District, he was a project engineer for the Navy's alternative fuel vehicle program. While working at the Navy's Arctic Submarine Laboratory and Undersea Weapons Group, he also performed research on arctic sea ice growth and hydrodynamics.

## ***Ambassador Roberto Rodriguez-Hernandez, Consul of Mexico, Oxnard***



On July 11th 2016 **Amb. Roberto Rodriguez Hernandez** took office as Consul of Mexico in Oxnard, California, that also covers the counties of Ventura, Santa Barbara and San Luis Obispo.

He was born in Cuernavaca, Morelos, on March 23rd 1954. He has a Law Degree from the National Autonomous University of Morelos and graduate studies in Criminal Sciences from the University of Valle Bravo, Tamaulipas.

Consul Rodriguez-Hernandez is a career diplomat, member of the Mexican Foreign Service since 1977. Since 2002 he was promoted to the rank of Ambassador, the highest rank of the diplomatic career. He is married and has two children.

He has held various positions both in Mexico's Ministry of Foreign Affairs and abroad. In the Ministry of Foreign Affairs he was Analyst at the Directorate General of Consular Affairs (1977-1978); Private Secretary of the Undersecretary of Foreign Affairs (1989-1992); Deputy Director General and then Director General of Protection and Consular Affairs (2001-2004), and Director General of Protection of Mexicans Abroad (June 2012 to March 2013).

Consul Rodriguez-Hernandez has also served as Deputy Consul at the Consulate of Mexico in Del Rio, Texas (1978-1980); Head of the Consular Section of the Embassy of Mexico in Cuba (1980-1982); Deputy Consul at the Consulate of Mexico in Laredo, Texas (1982- 1985) and the Consulate of Mexico in San Francisco, California (1985-1987); Head of Chancery at the Embassy of Mexico in Hungary (1987-1989); and Consul General of Mexico in San Juan, Puerto Rico (1992-1995 and 2004-2007); in Nogales, Arizona (1995-2001), El Paso, Texas (2007-2012) and Phoenix, Arizona (2013-2016 ).

He led the project for the Mexican Consulates to issue the "Matrícula Consular" (Consular ID Card) with advanced security measures, a document that has been accepted in the United States as an official identification by various financial institutions, which allowed Mexicans living in the USA to open bank accounts.

Consul Rodriguez-Hernandez has a wide experience in border issues and consular protection of Mexican nationals in the United States.

In addition, he has also participated in the following academic activities: professor in the field of Obligations and Contracts at the University of Valle Bravo, Tamaulipas (1983-1985); Professor of International Negotiations at the Faculty of International Relations in Universidad Iberoamericana (1991-1992); Professor Ad Honorem of the pre-legal seminar at the Faculty of Humanities in the University of Puerto Rico (1995-1995) and International Conflict at the same University (2005-2007).

Consul Rodriguez-Hernandez recently received the city of Phoenix Global Citizen Award. As the Mayor of the City of Phoenix, Greg Stanton, said: Consul Rodriguez-Hernandez is a world-class leader, visionary and strategic thinker who has been relentless in his pursuit of mutual economic prosperity for our countries.