

# Cabrillo College

## Foundation

### MEMORANDUM

#### Officers

##### President

Stephen Snodgrass

##### Vice President

Leola Lapides

##### Secretary

William Ow

##### Chief Financial Officer

Alan Aman

##### Past President

Linda Burroughs

##### Community Representatives

Pegi Ard

Claire Biancalana

Carrie Birkhofer

Jess Brown

Owen Brown

Ceil Cirillo

Linda Downing

Lee Duffus

David Heald

Kelly Nesheim

June Padilla Ponce

Carlos Palacios

Patty Quillin

Maria Esther Rodriguez

Gun Ruder

##### College Trustee Representatives

Rachael Spencer

Gary Reece

##### College Staff Representatives

Laurel Jones

President

Victoria Lewis

VP Administrative Services

Kathleen Welch

VP Instruction

Carsbia Anderson

VP Student Services

Enrique Buelna

Faculty Representative

##### Executive Director

Eileen Hill

**DATE:** February 23, 2017

**TO:** Jess Brown, Owen Brown, Linda Burroughs, William Ow, Steven Snodgrass

**FROM:** Leola Lapides, Chair

**SUBJECT:** Agenda  
Nominating Committee Meeting  
March 1, 2017, 9:00 am – 10:00 am  
Sesnon House, Room 1824

#### ATTACHMENTS:

- A. 2016-17 Terms of Office
- B. Board Members Responsibilities
- C. 2017-18 Nominating Prospects

1. Review composition of Board. As of February 23, 2017, there are 26 Board Members. Three members will meet the maximum number of terms served as of June 30, 2017.
  2. Review Board Members terming off effective June 30, 2017:
    - Pegi Ard
    - Jess Brown
    - Steve Snodgrass (bonus year as Past President)
  3. Review the composite of the remaining 23 Board Members effective July 1, 2017:
    - 3.1 23 Members total
    - 3.2 10 Male, 13 Female
    - 3.3 Home location: 8 North, 6 Mid, 6 South, 2 Monterey, 1 SLV
    - 3.4 Work location: 5 North, 9 Mid, 2 South, 0 Monterey, 0 SLV, 7 Retired
    - 3.5 Ethnicity: 16 (65%), Caucasian, 5 (22%) Hispanic, 2 (9%) Asian, 1 (4%) African American
  4. Review primary considerations for new members:
    - 4.1 By-laws state that there can be 25 to 32 Board members
      - 4.1.1 Add three to five new Board members
- 6500 Soquel Drive • Aptos • CA • 95003 • 831-479-6338 • [foundation@cabrillo.edu](mailto:foundation@cabrillo.edu)  
[www.cabrillo.edu/associations/foundation](http://www.cabrillo.edu/associations/foundation)

4.2 Priority category interest to recruit members:

- 4.2.1 Balanced geographic, gender, and ethnicity representation.
- 4.2.2 Supports or will potentially support President's Circle
- 4.2.3 Interested in assisting with Heritage Club and Planned Giving

5. Review list of potential new Board members:

- 5.1 2017-18 Nominating Prospects List
- 5.2 Additional recommendations by Committee

6. Foundation Officers:

The Nominating Committee is required to recommend to the Board, the 2017-18 Foundation Board slate of officers for approval:

Position	Current (7/1/16 to 6/30/17)	Proposed (7/1/17 to 6/30/18)
President	Steven Snodgrass	Leola Lapidés
Vice President	Leola Lapidés	William Ow
Secretary	William Ow	Claire Biancalana
Treasurer	Alan Aman	Alan Aman
Assistant Secretary	Laurel Jones	Laurel Jones
Assistant Treasurer	Victoria Lewis	Victoria Lewis
Past President	Linda Burroughs	Steven Snodgrass

7. College Representatives:

7.1 The Nominating Committee is required to recommend to the Board, the 2017-18 Cabrillo College Representatives for approval. Current Representatives:

- President - Laurel Jones
- Vice President, Student Services – Carsbia Anderson
- Vice President, Administrative Services – Victoria Lewis
- Vice President, Instruction – Kathleen Welch
- Faculty – Enrique Buelna
- Trustee - Rachael Spencer
- Trustee - Gary Reece
- Trustee – VACANCY

7.2 Three College Trustee representatives are required to serve on the Board. One new College representative must be recruited. Potential College Trustees:

Christina Cuevas, Trustee  
Leticia Mendoza, Trustee  
Alan Smith, Trustee  
Donna Ziel, Trustee

8. Audit Committee:

8.1 The Nominating Committee is required to recommend to the Board, the Audit Committee Members for approval. Current Committee Members:

Pegi Ard, Chair  
Carrie Birkhofer  
Lee Duffus  
David Heald  
Laurel Jones  
Barbara Scherer  
Norm Schwartz  
Karen Semingson

9. Timeline

- o March 6: Nominating Committee recruits new Board Members/Slate of Officers
- o April 6: Nominating Committee finalizes recommendations
- o April 20: Executive Committee approves new Board Members and Slate of Officers
- o May 9: Board of Directors appoints new Board members and officers
- o July 1: New Board members begin their service on the Board

10. Confirm next meeting date and time

11. Adjournment

**Cabrillo College Foundation Board  
2016-17 Terms of Office  
Effective July 1, 2016**

	A	B	C	D	E	F	G	H	I
	Name	College Rep	Final Term Expires June 30	Current Term	Current Term Expires June 30	Gender	Home Location	Work Location	Ethnicity
1									
2	Jones, Laurel	Pres	N/A	Rep.	N/A	Female	Monterey	Mid	Caucasian
3	Anderson, Carsbia	VP	N/A	Rep.	N/A	Male	South	Mid	African American
4	Lewis, Victoria	VP	N/A	Rep.	N/A	Female	Mid	Mid	Hispanic
5	Welch, Kathleen	VP	N/A	Rep.	N/A	Female	Mid	Mid	Caucasian
6	Buelna, Enrique	Faculty	N/A	initial	2017	Male	Mid	Mid	Hispanic
7	Banks, Edward K.	Trustee	N/A	initial	resigned	Male	South	South	Caucasian
8	Quillin, Patty		2023	initial	2017	Female	North	Retired	Caucasian
9	Rodriguez, Maria Esther		2023	initial	2017	Female	South	South	Hispanic
10	Ruder, Gun		2023	initial	2017	Male	South	South	Caucasian
11	Aman, Alan		2022	1st	2019	Male	South	Mid	Caucasian
12	Cirillo, Ceil		2022	1st	2019	Female	Mid	Retired	Caucasian
13	Nesheim, Kelly		2022	1st	2019	Male	South	Retired	Caucasian
14	Claire Biancalana		2021	1st	2018	Female	Mid	Mid	Caucasian
15	Owen Brown		2021	1st	2018	Male	North	Retired	Caucasian
16	Linda Burroughs		2021	1st	2018	Female	North	North	Caucasian
17	David Heald		2021	1st	2018	Male	SLV	North	Caucasian
18	Rachael Spencer	Trustee	N/A	1st	2018	Female	North	Retired	Caucasian
19	June Padilla Ponce		2021	1st	2018	Female	South	South	Hispanic
20	Downing, Linda		2020	1st	2017	Female	Mid	Retired	Caucasian
21	Palacios, Carlos		2020	1st	2017	Male	South	North	Hispanic
22	Lapides, Leola		2019	2nd	2019	Female	South	Mid	Asian
23	Ow, William		2019	2nd	2019	Male	North	North	Asian
24	Birkhofer, Carrie		2018	2nd	2018	Female	North	Mid	Caucasian
25	Duffus, Lee		2018	2nd	2018	Male	North	Retired	Caucasian
26	Ard, Pegi		2017	2nd	2017	Female	North	Retired	Caucasian
27	Brown, Jess		2017	2nd	2017	Male	Mid	South	Caucasian
28	Snodgrass, Steve		2017	2nd	2017	Male	Monterey	South	Caucasian
29	Reece, Gary	Trustee	N/A	3rd	2019	Male	North	North	Caucasian
30									
31	Adm.= Cabrillo College Admin., Trst = Cabrillo College Trustee, Fac = Cabrillo College Faculty Representative								
32									
33	Board nominates and approves all members. Initial appointments are one-year term. Subsequent appointments are three-year terms. Community Directors may serve a maximum of seven years. Past Presidents serve additional bonus year beyond regular term limit. All appointments end June 30, of expiration year.								
34									
35	<b>LOCATION BREAKDOWN</b>								
36	SLV = San Lorenzo, includes Scotts Valley, Big Basin, Ben Lomond, Boulder Creek, Brookdale, Bonny Doon, Felton								
37	N = North County and includes Santa Cruz (excluding Live Oak), Davenport, Pasatiempo, and Carbonera								
38	M = Mid County and includes Live Oak, Soquel, Capitola, Aptos, Rio del Mar, and Seascape								
39	S = South County and includes La Selva Beach, Corralitos, Larkin Valley, Freedom, and Watsonville								
40									

## **Cabrillo College Foundation Board Member Responsibilities**

1. Cabrillo College Foundation Directors are valuable contributors to the workings of the Board and the Foundation. Each is expected to become familiar with Foundation's goals, structure, and bylaws.
2. Directors are expected to attend quarterly board meetings in September, November, February, and May. Meetings begin at 12:00 noon in Sesnon House; luncheon is served. All Directors are expected to pay for the cost of quarterly meeting luncheons. The amount each member is asked to pay is determined by the Board on an annual basis. The cost is \$80 annually.
3. Directors participate on at least one committee. Directors are expected to attend committee meetings.
4. Each Director is expected to personally contribute annually to the Foundation in an amount appropriate to the individual's financial circumstances. Directors are also encouraged to persuade others to give (over time) at the Major Donor level.
5. Because the purpose of the Foundation is to increase financial support to the college, Directors are expected to actively participate in raising funds through personal contributions, identification of donors, and solicitation of prospects. Staff support is available to assist with these activities.
6. Directors are encouraged to become members of the Heritage Club. The Heritage Club, a program of the Cabrillo College Foundation, honors those who have remembered Cabrillo College in their will or trust.
7. Directors are expected to communicate the Foundation's message to key public figures and to their associates in the community.
8. Directors are expected to review minutes and related documents prior to each designated meeting.
9. Directors are advised to handle situations involving a conflict of interest with discretion and integrity.
10. Directors may serve a maximum of seven years including the initial year and two three-year terms. Presidents may serve an additional year as Past President.

**2017-18 Nominating Prospects**

*Updated 2/23/17*

**CONFIDENTIAL**

Prospects for Foundation Board	Comments	Volunteer to Contact	Results
<b>William Barton</b>	Bill retired from Granite Construction in 2008 as CFO after 28 years. Bill and Pat joined President's Circle in 2008 and also donate to WES. They participated in the 2011 Feasibility Study. Notes from 4/30/2013: Bill is on two boards over the hill. He is a San Jose State alum. He funds a sizeable entrepreneur prize for a San Jose State student in the business department.		
<b>Michele Bassi</b>	Michele Bassi has been a WES donor for several years and served as the co-chair of the WES Committee. She worked for Wells Fargo for several years, and served as the AVP/Business Acquisition Consultant for Wells Fargo. She is neighbors with Megan Martinelli and has 2 boys that are elementary school age. Update 5/8/14: Friday (5/2/14) was her last day at Wells Fargo after 22 years. She started her new role as VP of Business Development for Lighthouse Bank on May 15.		
<b>Ted Burke</b>	Owner of Shadowbrook. He supports Cabrillo College Culinary Arts and has been a President's Circle member since 2001. He is a past PC Committee Chair. Per Melinda 4/1/14: He is doing well to keep pace with what's on his plate at the moment will consider a greater role with Cabrillo if and when the time is right.		President Dominican Hospital Foundation Board; PC member since 2001, former PC Committee Chair; 3/5/15: Michael Machado said that Ted Burke is not ready to serve on the Board, but would like to be asked in another year. 12/1/15: Since he's still taking leadership role with Dominican Foundation - wait until 2016.
<b>Marilyn Calciano</b>	Marilyn served as a WES co-chair for 2012-13. Andrew and Marilyn have been President's Circle Members since 2000 and have supported the Women's Educational Success since 1999. Andrew is a local dermatologist and they have three children that are junior high and high school age. She has also hosted a President's Circle event at her home for high level President's Circle donors. She's on the Community Foundation Board.		2013: Marilyn is currently on six boards. She expressed interest in joining the Board of Directors when the timing is right.
<b>Barbara Canfield</b>	Barbara is the former wife of Charles Canfield (Seaside Company). She has been very involved with Women's Educational Success, serving as co-chair of the committee in 2011. She has also provided generous support to the Soroptimist Endowed Scholarship at the Cabrillo College Foundation and has been a long time high level donor to the President's Circle.		

2017-18 Nominating Prospects

Updated 2/23/17

CONFIDENTIAL

Prospects for Foundation Board	Comments	Volunteer to Contact	Results
Diane Craddock	<p>Diane retired in 2003 as a biology teacher and Head of School for Georgiana Bruce Kirby Preparatory School. After several years of consulting in the field of educational software, Diane now spends much of her time raising animals and heirloom vegetables and fruits in the Santa Cruz Mountains where she has resided for over thirty years. She graduated from Cabrillo College in 1981 and was inspired to continue her education and teach because of her instructors at Cabrillo. Graduating with High Honors from Cabrillo College, Diane went on to UCSC where she received a BA in Biology with Honors in the Major and then a teaching credential from National University. She has served as President of the Foundation Board. She served on the President's Circle, Women's Educational Success, Scholarship, Citizen's Oversight, Executive, and Nominating committees. She has been a President's Circle member since 2006.</p>		
Linda Israel	<p>Ron is a retired physician and supports Jewish charities. He has been the chair of local chapters, the Anti-Defamation League, and Chair of United Jewish Appeal. Linda has supported Women's Educational Success since 1997. They became President's Circle donors in December 2003. Linda joined the WES Committee in Jan. 2005.</p>		<p>2009: Ron is not interested in serving on any board. <b>Linda is interested.</b> Earleen recommends keeping her on the list and approaching her in the next year (2011-2012) or so as space becomes available.</p>
Erik Johnson	<p>Founder/President and CEO of Erik's Delicafé. Graduate of University of Oregon with bachelor's in Business and Marketing. September 1973, purchased 600 sq ft location in Scotts Valley which became first Erik's Delicafé. Today Erik's Delicafé boasts 24 Delicafés located throughout northern and central California. Erik is married to Judy and they have two children. He is involved with several community organizations and local charities. Strong supporter of Cabrillo College and has been President's Circle member since 1999 and joined PC Committee in 2001 and served as 2006-07 PC Chair. Served on Foundation Board of Directors 2006-2013. 1/8/15 Erik spoke with Elleen Hill to share that he is including the CCF in his living trust. CCF is set up to receive a percentage of his estate after his listed beneficiaries and would like funds CCF receives to go to the Erik and Judy Johnson Endowed Scholarship fund.</p>		<p>May 14, 2013 Board meeting, Erik Johnson told Melinda that he is interested in coming back onto the board after 1 year (2014-15).</p>

**2017-18 Nominating Prospects**

Updated 2/23/17

**CONFIDENTIAL**

Prospects for Foundation Board	Comments	Volunteer to Contact	Results
<b>Owen Lawlor</b>	Owns Lawlor LandUse. EDUCATION: Columbia University, New York City, M.S. Real Estate Development University of California - Santa Cruz BA Environmental Design, Minor Architectural History PROFESSIONAL EXPERIENCE: Clients and Partners: Mid-Peninsula Housing Coalition, Santa Cruz County RDA, KB Homes, Union Pacific Homes, Rich Kelley, Ryland Kelley Selected Projects: The Farm, Soquel CA – 45 units, Western Drive Co-Housing, Santa Cruz CA – 16 units, Jade Street Commons, Capitola CA – 6 units, Yoshiko Drive Homes, Aptos CA – 3 custom homes, North Pointe Subdivision, Aptos CA – 15 lots, Spring Street, Santa Cruz CA – 3 units, Arrillaga Residence 1 1/2 Pajaro Dunes, CA – beach front home approval MEMBERSHIPS: Urban Land Institute, National Association of Homebuilders, Santa Cruz County Business Council, Santa Cruz Area Chanter of Commerce, County of Santa Cruz Housing Advisory Commission, Past Board President – Above the Line/Group Home Society, Inc.	W. Ow	
<b>Amy Newell</b>	Amy included the Cabrillo College Foundation Women's Educational Success (WES) Program in her estate plans. She has donated to WES and President's Circle since 2007. She retired from the Labor Council in 2011. Particularly enjoys going to Sandy Lydon's President's Circle history trips.		
<b>Karl Rice</b>	President & CFO, Santa Cruz Seaside Company. Grandson of Bud Rice and nephew of Charlie Canfield, his late mother was Charlie's sister; Serves on Board of Santa Cruz Area Chamber of Commerce but previously declined a larger roll with the Chamber due to lack of available time; MBA UCLA in finance and real estate 2/3/2016: Jess Brown will set up ,lunch meeting with Laurel, Melinda, and Karl	J. Brown	
<b>Shaz Roth</b>	Shaz is the CEO of PV Chamber of Commerce. She is a third generation native of Pajaro Valley.	L. Lapidés	
<b>Robin Sirakides</b>	Supporter of WES and President's Circle. She is CFO of Newman's Own Organics.	R. Wedeen	

**2017-18 Nominating Prospects**

*Updated 2/23/17*

**CONFIDENTIAL**

<b>Prospects for Foundation Board</b>	<b>Comments</b>	<b>Volunteer to Contact</b>	<b>Results</b>
<b>Connie Smith</b>	Current PCS Board President. She and her husband are attorneys. She is related to Gun Ruder.	W. Ow	
<b>Jim Weisenstein</b>	Jim is a Lighthouse Bank board member. He is involved with NextSpace Investor's Forum which helps connect entrepreneurs with local investors. He is working with Ryan Coontery and Jeremy Neuner in creating office space for small companies in downtown Santa Cruz. Jim is a retired adjunct faculty member from Cal State Monterey Bay (November 2007). His business is Graystone Consulting. He used to serve on the CCF Audit Committee.		