

**PERALTA COMMUNITY COLLEGE DISTRICT**  
**Board of Trustees Agenda Report**  
**For the Trustee Meeting Date of February 9, 2010**

ITEM # 12

**ITEM TITLE:**

Consider Approval of Independent Contractor Agreement Extension for Irma Lewis to Render Consulting Services to Alameda County Small Business Development Center:

**SPECIFIC BOARD ACTION REQUESTED:**

Extend the contract for Irma Lewis from January 1, 2010 to June 30, 2010 in the amount of \$25,000.

**ITEM SUMMARY:**

Consider approval of Independent Contractor Agreement Irma Lewis extension for to render consulting services to the Alameda County Small Business Development Center (ACSBDC). The amount to be approved shall not exceed \$25,000. The prior contract amount was \$25,000 of which only \$20,587.50 was spent. Increasing the contract amount by \$25,000 brings the total contract amount for the fiscal year to \$50,000 that also will cover out-of-pocket expenses. The scope of work includes:

- Assist clients (startups and existing businesses), focusing on identifying high-value projects with definable milestones and deliverables, to achieve economic impact in Alameda County service area.
- Examples of activities include, but are not limited to: assistance in business planning, preparation for loan or equity investment, determining appropriate information for financial projections, human resources, marketing and sales.
- Assistance to be provided within the Business Advisor's stated area of expertise. Clients requiring services outside of the advisor's area of expertise are to be referred to other Alameda County SBDC Business Advisors or Norcal SBDC Business Advisors through coordination with the Lead Business Advisor or Center Director.
- Alameda County SBDC staff may be called on to assist Advisor with activities including, but not limited to, extensive clerical services, photocopying, and research.
- Complete requested reporting and update client records in Webcats on a timely basis and within any predetermined cutoffs as established for the Alameda County SBDC or the Norcal region: each client of more than one session must have a Scope of Work on file; report milestones, client closeouts, economic impact, and other such information as requested by center and regional personnel.
- Participate as a panelist, speaker, or participant in key government and non-government events; Alameda County SBDC workshops,

**BACKGROUND/ANALYSIS:**

At the Board of Trustees meeting of July 15, 2008 the Board authorized a grant proposal for the

operation of the Alameda County Small Business Development Center (ACSBDC). Subsequently, on October 3, 2008 the Peralta Community College District (PCCD) was awarded management of the ACSBDC program beginning November 1, 2008 to December 31, 2009. Funding for the program has been extended From January 1, 2010 to December 31, 2010. Funding for the ACSBDC is made available through a contract between the United States Small Business Administration (SBA) and the California Community Colleges Chancellor's Office (CCCCO).

The ACSBDC provides professional and technical assistance to owners of small businesses and prospective small businesses in Alameda County through one-on-one consulting, educational, technical and business trainings.

**ALTERNATIVES/OPTIONS:**

Ms. Lewis brings a combination of relevant counseling experience, training and education that it would be difficult for the Alameda County SBDC to replace. Working as the SBDC's retail expert since early 2008, she developed and taught the center's retail training series and acted as Business Advisor to many of the center's small business clients. In addition, in her private practice, she developed and implemented a highly-regarded youth entrepreneurship program for the Richmond MainStreet. She is uniquely qualified to assist the Alameda County SBDC in its Youth Entrepreneur Program and in its efforts to assist Alameda County retail businesses in today's distressed economic environment.

Ms. Lewis is a graduate of Yale University (B.A Economics) and Harvard University's Graduate School of Business Administration (MBA). She developed her expertise in financial, consumer and hi-tech industries through her work at Solomon Brothers, Shearson Lehman, Manufacturers Hanover, Avon Products, Inc., Levi Strauss & Co. and Sun Microsystems, Inc. She has significant small business experience having successfully started and operated a day spa in San Francisco and through her client work with the Alameda County SBDC. She has served the Junior League of San Francisco in many capacities including as a member of its Board of Directors, and has served as Chairperson of the Advisory Board of the Global Women's Health Imperative.

**EVALUATION AND RECOMMENDED ACTION:**

Any contract approval is subject to negotiation and execution by the Chancellor. The Chancellor recommends approval.

**SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT):**

This item is related to the federal SBDC grant. Funding for this contract comes from the matching funds received from the State Chancellors office for the SBDC grant. Currently the grant is funded through December 31, 2010.

**OTHER DEPARTMENTS IMPACTED BY THIS ACTION (E.G. INFORMATION TECHNOLOGY):**

YES \_\_\_\_\_ NO   X  

**COMMENTS:**

**WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING?**

**EXECUTIVE DIRECTOR JOSE DUENAS**

**DID A BOARD STANDING COMMITTEE RECOMMEND THE ITEM? YES \_\_\_\_\_ NO X**  
**\_\_\_\_\_ IF "YES", PLEASE INCLUDE THAT INFORMATION IN YOUR SUMMARY.**

(\*\*\*\*\*Board contract approval is subject to negotiation and execution by the Chancellor.)

**PLEASE ACQUIRE SIGNATURES IN THIS ORDER:**

**DOCUMENT PREPARED BY:**

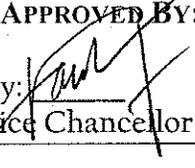
Prepared and Presented by: Jose Duenas Executive Director



Date: 2-2-10

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**DOCUMENT APPROVED BY:**

Approved by:   
Associate Vice Chancellor for International Affairs

Date: 2-2-10

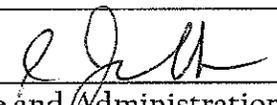
**FINANCE DEPARTMENT REVIEW**

Finance review required       Finance review *not* required

If Finance review is required, determination is:     Approved     Not Approved

If not approved, please give reason: \_\_\_\_\_

Signature: \_\_\_\_\_

  
For Finance and Administration

Date: 2/3/10

**GENERAL COUNSEL (Legality and Format/adherence to Education Codes):**

Legal review required       Legal review *not* required

If Legal review is required, determination is:     Approved     Not Approved

Signature: \_\_\_\_\_

Thuy T. Nguyen, General Counsel

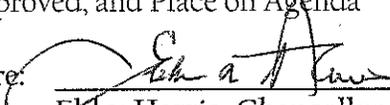
Date: \_\_\_\_\_

**CHANCELLOR'S OFFICE APPROVAL**

Approved, and Place on Agenda

Not Approved, but Place on Agenda

Signature: \_\_\_\_\_

  
Elhu Harris, Chancellor

Date: 2/2/10

Irma Lewis  
San Francisco, CA 94115  
415-350-4670 i.lewis@sbcglobal.net

*Summary*

A successful leader in the development and implementation of viable, customer focused business strategies.

*Education*

Harvard Graduate School of Business, Boston, MA 1985 – 1987  
Masters degree, Business Administration; general management

Yale University, New Haven, CT 1979 – 1983  
Bachelor of Arts degree, Economics

*Professional Experience*

**Alameda County Small Business Development Center, Oakland** 2008-2009  
Independent Contractor – Business Advisor providing counseling to entrepreneurs and small business owners in marketing, business planning, finance and other core business skills. Center retail specialist – developed and delivered retail and marketing focused training to entrepreneurs and small business owners.

**Branchar & Lewis Accessories | Day Spa, San Francisco** 2005 – 2007  
President and Founder – Launched and managed an upscale day spa targeted to both men and women. Responsible for: sales, customer service, operations, marketing and finance. Managed site selection and buildout.

**Sun Microsystems, Inc., Palo Alto, CA** 1997 - 2004  
Director/SunSigma Blackbelt, Global Sales Operations (GSO)  
Set strategies and managed programs to apply SixSigma principles within GSO to increase revenue and customer satisfaction. Managed the global Program Office for SunSigma, including: project development; approval; tracking; integration, and management reporting.

Director, Global Sales Operations & Business Development 2000 – 2003  
Sr. Manager, Marketing & Sales Ops, Corporate Accounts 1999 - 2000  
Reporting to VP, Global Sales Operations, developed strategies to improve Sun's global sales business practices to increase penetration in Sun's top 50 accounts. Directed Executive Sponsorship, Account Information Management programs and Strategic Account Planning programs. Improved corporate response to issues and opportunities with the Top Accounts. Designed Sun's Executive Leadership Program to align sales executives with customer needs and expectations. Collaborated on cross functional team to migrate the Top 50 Customers to ecommerce portals.

Sr. Manager, Finance 1997 - 1999  
Reporting to VP Finance, led project teams in evaluating and recommending improvements to business strategies and processes, spanning all functions and major initiatives (i.e. worldwide

HRIS rollout), resulting in improved business performance. Set standards for consultative analysis and roadmaps. Attended and kept minutes for the Sun Board of Directors meetings.

**Levi Strauss & Co., San Francisco, CA**

1990 - 1997

Sr. Manager, Consumer Marketing and Forecasting, Dockers™

1995 - 1997

Reporting to VP, Forecast and Planning, built startup function within the division. Set data base requirements to enable use of regression analysis, integrated with customer feedback and market research to ground marketing strategies, programs and business operations.

Levi Strauss Manager, Business Reengineering

1993 - 1995

Reporting to VP, Business Reengineering, designed and managed implementation program encompassing 200 projects. Created infrastructure to facilitate faster project cycle times and milestone achievement; increase issue resolution effectiveness; and improve the quality of project deliverables.

Reporting to Levi's Division President, reengineered business processes and systems for R & D, marketing and merchandising to meet customer service targets. Designed methodology for a functionally integrated strategic plan. Wrote and facilitated a case study exercise for 125 managers to integrate 'smokestack' business processes for a Board of Directors review.

Levi Strauss Merchandiser/Product Manager. Dockers™

1990 - 1993

Reporting to Merchandise Dir., developed new core and fashion products, determining product attributes, pricing and promotion. Developed relationships with global suppliers and key retail customers, resulting in increased market penetration and reduced financial exposure. Received Division Award for Professional Excellence.

**Avon Products, Inc., New York, NY**

1987 - 1990

New Product Marketing Manager, Color Cosmetics

1988 - 1990

Associate New Product Marketing Manager

1987 - 1988

Reporting to Marketing Dir. and operating in a cross-functional team, developed and executed brand strategies in the direct to consumer channel (catalogue and direct sales). Set standard for competitive market analysis of new product introductions, resulting in better use of corporate resources. Managed a 400 SKU category inclusive of developing 1/3/5 year category plans (financial & marketing) and meeting financial targets. Launched Problem Solvers™ nail care line, with introductory sales of \$4.4M and a 35% increase in segment sales.

#### *Other*

Global Women's Health Imperative (UCSF/Gates Foundation), SF, CA \* Advisory Board Chair, Founding Member

Junior League of San Francisco, SF, CA \* Board of Directors, Sustaining Member

Shearson Lehman, NY, NY \* Public Finance Associate, MBA Internship

Salomon Brothers, NY, NY \* Sales and Trading Associate, MBA Internship

Proficient in MS Office Suite and MS Project

Training courses include: Six Sigma; Project Management Tools and Techniques; Leadership, Diversity and Ethics; Presentation Skills; Negotiations; Group Process Lab; Problem Solving and Process Improvement; Corporate Credit Analysis; Managing within the Law; Auditing.