

Board of Trustees Agenda Report

For the Trustee Meeting Date of March 9, 2010

ITEM TITLE: *(Please define the subject; e.g., change order – Berkeley City College)*

Request approval of Independent Contractor Agreement extension for **Graciela Phelps** contract.

SPECIFIC BOARD ACTION REQUESTED:

The amount to be approved shall not exceed \$22,000. The prior contract amount for \$24,999 brings the total contract amount to \$46,999. Any new contracts submitted in the future will need approval regardless of the amount. It is anticipated this will cover expenses for the entire fiscal year 2009-10. The Chancellor recommends approval. Funding Agency: Department of Labor.

Scope of work:

- Act as a liaison to employers to identify training needs for incumbent workers and new workforce
- Assist with the development of customized logistics training for entry-level and incumbent workers at various worksites.
- Conduct outreach for the ATLAS Program in educational, community, and industry settings.
- Assess current labor market needs and assist in identifying training priorities for the ATLAS program at Alameda.

ITEM SUMMARY: (PLEASE DISCUSS THIS ITEM)

BACKGROUND/ANALYSIS:

ALTERNATIVES/OPTIONS:

EVALUATION AND RECOMMENDED ACTION:

SOURCE OF VERIFIED FUNDS AND BUDGET CODE (AND FISCAL/BUDGETARY IMPACT):

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

YES _____ No _____

COMMENTS:

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

DID A BOARD STANDING COMMITTEE RECOMMEND THE ITEM? YES _____ No X _____ IF

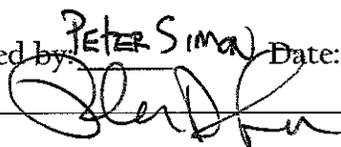
“YES”, PLEASE INCLUDE THAT INFORMATION IN YOUR SUMMARY.

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

DOCUMENT PREPARED BY:

Prepared by: _____ Date: _____

DOCUMENT PRESENTED AND APPROVED BY:

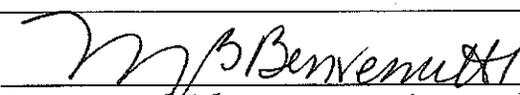
Presented and approved by: Peter Sima Date: 3/4/10


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:  Date: 3/4/2010
Finance and Administration Approval

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: _____ Date: _____
Thuy T. Nguyen, General Counsel

CHANCELLOR'S OFFICE APPROVAL

___ Approved, and Place on Agenda ___ Not Approved, but Place on Agenda

Signature:  Date: 3/2/10
Elihu Harris, Chancellor

Graciela Phelps

397 Clydesdale Drive
Vallejo, CA 94591
(707) 567-4117

HIGHLIGHTS OF QUALIFICATIONS

- Thirty five years of highly successful International Trade & Logistics marketing experience
- Outstanding communication, translation and interpretation skills: both oral and written language with fluency in both Spanish and English
- Highly effective interpersonal skills, with the ability to collaborate successfully with individuals from diverse backgrounds, great collaborator and team member
- Proficient business development with particular expertise in Project development including planning, curriculum design and implementation, coordination and evaluation.
- Adept in multi- level tasking, strategic planning, developing and implementing seminars and workshops on international trade and international logistics topics.
- Ability to plan, implement, evaluate and report project budgets
- Exceptional Public Speaker

EXPERIENCE

Center for International Trade Development, CITD, 12/07 – Present Project Director – International Logistics Program

- Responsibilities include marketing program to prospective students, business representatives, and educational institutions.
- Develop and present workshops and seminars on International Logistics topics.
- Assisted with the design and development of International Logistics curriculum for certificate and degree program.
- Attend local, regional and national meeting/conferences that support the success of the Bay Area logistics program.
- Manage Logistics Program Grant Budget: plan, implement, evaluate and report.
- One on one consulting with logistics students and clients.
- Prepare all correspondence, reports, and budget studies related to logistics program.
- Oversee design and development of all publicity material including website development and maintenance.
- Train direct and supervise the work of the CIT staff. Direct the work of student assistants and volunteers.

Circle Bank, Novato, CA 8/2003 – 12/2005

Business Development Officer – Hispanic Market

- Responsible for identifying new banking relationships within the Latino market; resulting in increased accounts, new business, SBA, real estate loans, etc.
- Collaborated with Bank President/CEO in identifying the business needs of Latino-owned small to medium-sized businesses and the financial needs of the Spanish-speaking community
- Conducted banking services workshops for the Latino community
- Instrumental in strengthening the Bank's presence in Marin and Sonoma counties by representing the institution at industry groups and association events
- Assisted Latino clients with their banking needs
- Translated marketing and financial services products from English to Spanish

Bermudez-Phelps & Associates – 6/2000 – 7/2003

Business Consultant / Trainer

- Acted as International Trade Consultant/Educator for East Bay and Bay Area California Mexico Trade Assistance Centers (CMTAC) by providing international trade counseling and technical assistance to local companies interested in trade between California and Mexico; organized and accompanied various trade missions to Brazil and Mexico for East Bay and Bay Area CITA and CMTAC.
- Latino business trainer/consultant for Women's Initiative (WI) ALAS Spanish program. Assisted low income Latino men and women with business planning and development; provided personal and financial empowerment by facilitating business management training classes; assisted clients with preparation of their business plans and loan applications to Women's Initiative; prepared monthly reports on participant consultation, developed curriculum and participated in ongoing program development.

Haws Drinking Faucet Company 1980 – 2000

- **International Sales Manager 1992 – 2000:** Responsible for international sales and marketing in North America, Central America, South America and the Caribbean. Annual sales: \$5 million. Traveled overseas to identify/develop new distributors; managed day-to-day International Dept. operations; participated in National Safety Council conference/trade show, as well as trade shows throughout Latin America and the Caribbean. During 1992-1997, managed sales/marketing for Asia and supervised customer service for the Middle East.
- **Export Manager 1985 – 1992:** Managed operations of the export department, including inside sales, order entry, order processing, customer service, transportation, documentation, etc. Negotiated international Letters of Credit.
- **International Customer Service Supervisor 1980 – 1985:** Responsible for daily communication with representatives worldwide regarding inside sales, order processing, product availability, expediting shipments, returns, etc. Participated in all bids in Latin America; selected export modes of transportation; supervised team of 6 international customer service agents.

EDUCATION & PROFESSIONAL DEVELOPMENT

- B.A. in International Trade – Universidad Nacional de Panamá
- Certificate Program Transportation and Distribution, Vista College
- Certificate Program NxLevel Entrepreneur Development
- International Studies, Small Business International Trade Educator, (NASBITE)
- Certificate “Doing Business with Brazil and Mexico” Marshall School of Business USC
- Certificate of Accomplishment – Logistics (PCC) Pacific Coast Council of Customs Brokers

VOLUNTEER EXPERIENCE

- National Association of Small Business International Trade Educators (NASBITE)
- Board of Directors Member Hispanic Chamber of Commerce of Marin
- Board of Directors Hispanic Market Access Group – HMAG
- South San Francisco Chamber of Commerce
- Customs Brokers and Forwarders Association of Northern California
- San Francisco Air Cargo Association
- Council of Supply Chain Management Professionals
- Committee member Jack & Jill of America, Inc.

References upon request

Graciela Phelps.