

# **Assembly Committee on Jobs, Economic Development, and the Economy**

## **Methods of Review for Economic Development Activities**

Tuesday, March 1, 2016, Sacramento, California 9:00 a.m. to Noon

### **Witnesses Biographies (alphabetical order)**

#### **Joel Ayala; Executive Director of the California Hispanic Chambers of Commerce**

Joel Ayala has an extensive background serving the workforce, economic development, and funding needs of government, corporate, and nonprofit groups. He specializes in government affairs, coalition building, and support for the emerging domestic market with direct experience and leadership within the Hispanic community.

Mr. Ayala served as the inaugural director for the Governor's Office of Business and Economic Development (Go-Biz). Serving as an appointee under Governor Edmund G. Brown and Governor Arnold Schwarzenegger, Mr. Ayala's position was recognized as a cabinet level post to serve as a single point of contact for all business and economic development programs in California.

Prior to serving in the Governor's office, Mr. Ayala served as executive director for the California Hispanic Chambers of Commerce representing the interests of over 720,000 Hispanic owned businesses in California. During his tenure, he successfully brought 65+ individual chambers and business organizations under a common theme of, "Education, Advocacy, & Empowerment. He has also launched initiatives around women entrepreneurs, technology access, water for small growers, and much more. As a founding director for the Orange County Presidents Council, Mr. Ayala brought together a coalition of 20 ethnic and under-served business groups to form a powerful collaborative of business concerns. Most recently, Mr. Ayala launched the Insure America Project (nonprofit) to bridge the connection with the insurance industry and underserved communities.

Mr. Ayala is the recipient of many honors and awards that acknowledge his effective leadership in the Hispanic community including;

Mr. Ayala holds two degrees from the University of California, Irvine in Political Science and Social Ecology.

#### **Ellen Harpel; Executive Director of Smart Incentives**

Ellen Harpel is the founder of Smart Incentives ([www.smartincentives.org](http://www.smartincentives.org)), which helps communities make sound decisions throughout the economic development incentives process. She is also president of Business Development Advisors LLC (BDA), an economic development and market intelligence consulting firm.

Dr. Harpel speaks and writes frequently on incentive policies and programs for national audiences comprising economic developers, elected officials and finance professionals. Recent projects have addressed effective incentive use, competitive analyses of state and local incentive policies, and assessments of incentive management and evaluation practices.

Dr. Harpel is a Senior Research Fellow with the Center for Regional Economic Competitiveness and an affiliate with the Center for Regional Analysis at George Mason University. She holds a Bachelor of Science in Foreign Service from Georgetown University, an MBA from the University of North Carolina, and a doctoral degree in regional economics from George Mason University's School of Public Policy.

### **Elaine Howle; California State Auditor**

With nearly 33 years of auditing, management, and leadership experience, Elaine M. Howle is California's independent State Auditor providing accurate, unbiased, and timely assessments of financial and operational aspects of state and local government entities. A certified public accountant and a certified government financial manager, Ms. Howle is actively involved in various national organizations devoted to government auditing and accounting.

Recognized as a leader in her profession, the Institute of Internal Auditors' new American Center for Government Auditing honored Ms. Howle as among 2014's 15 Most Influential Professionals in Government Auditing and was named Public Official of the Year by Governing Magazine in November 2012. Further, Ms. Howle received the David M. Walker Excellence in Government Performance and Accountability Award in June 2012. Moreover, in 2011 Ms. Howle was named Outstanding Public Administrator by the Sacramento chapter of the American Society for Public Administration.

She previously served as president of the National State Auditors Association and a member of the executive committee for the National State Auditors, Comptrollers and Treasurers. Additionally, she serves on the Federal Government Accountability Office, Domestic Accountability Working Group.

### **Tim Kelley; President and CEO of the Imperial Valley Economic Development Corporation**

Timothy E. Kelley is the president and chief executive officer of the Imperial Valley Economic Development Corporation (IVEDC).

He joined IVEDC in April of 2005. In his current position, he is responsible for the expansion of the region's strategic economic development plan, as well as engaging initiatives that strengthen the regional economic vitality.

Tim's vision for the Imperial Valley comes from a comprehensive understanding of the Southwest border region and its effect on local, state and global economies. His international experience comes from extensive travels and interactions with business and civic leaders in North America, Europe, Asia, Africa, South America and the Middle East. He has also been successful in bringing foreign direct investment opportunities throughout the state of California.

Tim is the immediate past chair of the Board of Directors and currently VP of international trade and investment of TeamCalifornia, a statewide organization that promotes national & international trade and investment for California; he serves on the Board of Directors of the California Association of Local Economic Development (CALED); he is current VP of the U.S. Department of Commerce San Diego-Imperial District Export Council; serves on the Board of Directors of the Overall Economic Development Commission; serves on the Board of Directors of Imperial Capital Ventures; and a

member of the Board of Directors of Cleantech San Diego, as well as the San Diego Regional Economic Development Corporation.

Tim was instrumental in the establishment of the Cali-Baja Bi-National Mega-Region, an economic development initiative developed to showcase the abundance of assets and business opportunities in Imperial Valley, San Diego and Baja California, Mexico.

In addition, Tim serves on several other boards and commissions related to economic development, workforce and education including the Imperial County Council and serves as Chairman for the Imperial County Workforce Development Board and Chairman of the Brawley Airport Commission.

Tim is also active in many civic and community based organizations in Imperial Valley. He is past president and current board member of the Imperial Valley Community Foundation; past president and current member of the Brawley Rotary Club; past executive and current member of the Brawley Elks lodge #1420; serves as treasure of the Brawley Community Foundation; and is responsible for the Imperial Regional Alliance, Inc. and Southern Low Desert Resource Conservation & Development Council, all organizations promoting sustainable economic prosperity of the region.

Tim received a Bachelor's in Communications Arts and Sciences from the Annenberg School of Communications at the University of Southern California. He has also studied abroad in Morelia, Mexico. Tim also holds many certificates and received recognition for his work in all aspects.

Tim resides in Brawley, California with his wife Marisa Kelley.

### **Gurbax Sahota; Executive Director of the California Association for Local Economic Development**

Gurbax Sahota is an experienced association professional who believes in the importance and need to collaborate and create meaningful partnerships in order to accomplish the goal of creating healthy, wealthy communities. As President & CEO of CALED, Gurbax turns this belief into action by bringing together and leading multiple organizations aligned with the goal of helping businesses thrive in California. Gurbax holds leadership positions with CALED, the California Enterprise Development Authority, and the California Academy for Economic Development. Gurbax is using her experience in association leadership, knowledge of organizational studies, and her communications background to support the missions of all three organizations while ensuring that they are sustainable and can continue to serve California communities.

Gurbax is Currently Active in the Following Organizations:

- California Enterprise Development Authority, Chair of the Board of Directors
- California Academy for Economic Development, Executive Director
- Agricultural Technology Innovation Partnership Foundation, Member of the Board of Managers and Founding Member
- Council of Development Finance Agencies (CDFA), Member of the Board of Directors
- California Statewide Revolving Loan Fund, Loan Committee Member

## **Malaki Seku-Amen; President and CEO of the California Urban Partnership**

Malaki Seku-Amen (pronounced “mal-luck-eye / say-coo awe-men”) has been in the vanguard of community economic development for 25 years. He has lived and told the stories of troubled neighborhoods as a journalist, pioneered innovative business support programs, steered policy in the executive and legislative branches of state government and advised Fortune 500 corporations in high stakes public affairs issues.

In roles as partner of a public affairs and visual media firm (intermittently since 1995), Governor’s appointee and staffer in California’s Legislature (2001 to 2007), and state lobbyist for the nation’s oldest and largest civil rights organization (2008 to 2011), Malaki wrote business plans, analyzed public policies, built coalitions, developed successful marketing, media and fundraising strategies, managed budgets and staff/volunteers, organized major conferences and events, chaired committees, reported to governing boards and much more. This includes having held management responsibilities in operating a California Technology, Trade and Commerce Agency division’s business and community support programs responsible for awarding \$72 million in grants, which created and retained over 18,000 jobs.

From the practice of business development, to the field of public policy, Malaki’s work has been driven by an intimate understanding of how to successfully navigate California’s diverse communities, political environment and economic opportunities. In 2006 – with support from legislative, industry and community leaders - Malaki completed a fellowship at Harvard University’s Institute for Community Economic Development, resulting in his development of a community action plan for neighborhood revitalization in low-income urban areas in California (the Economic Opportunity Initiative – EOI). The California Legislative Black Caucus adopted the EOI as legislation and a major policy recommendation linked to its 2007 State of Black California report. Governor Arnold Schwarzenegger also adopted the EOI, which became his basis for establishing through Executive Order, the California Partnership for Urban Communities (a community organization assistance pilot project), within the California Business, Transportation & Housing Agency. Ultimately, a continued passion for community innovation, investment and equity led to Malaki’s current role as president and chief executive officer of the California Urban Partnership – a 501 c 3 nonprofit organization he founded in 2010. Malaki holds a B.A. degree in Communications from California State University, Sacramento, and is a fellow of the John F. Kennedy School’s Senior Executive program at Harvard University.

## **Jason Sisney; Chief Deputy Legislative Analyst, State and Local Finance**

Jason Sisney is the chief deputy legislative analyst at the LAO. He heads the LAO unit that tracks the California economy and tax revenues and considers other issues like housing, public employee compensation, and pensions. He joined the LAO in 2005 following 10 years at a bond rating agency (Fitch Ratings) in New York, where he worked on bond ratings for states, colleges, and local governments. Previously, he worked for the Governor’s Office in his native state of West Virginia. His degrees are from the University of Virginia and the Maxwell School of Syracuse University.