



CITY OF PACIFIC GROVE
300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO: HONORABLE MEMBERS OF CITY COUNCIL
FROM: Daniel E. Cort, Mayor
MEETING DATE: August 20, 2008
SUBJECT: **CONSIDER THE APPOINTMENT OF HEARING OFFICERS TO THE ADMINISTRATIVE ENFORCEMENT HEARING OFFICER PANEL**
CEQA STATUS: THIS ACTION DOES NOT CONSTITUTE A "PROJECT" AS DEFINED BY CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)

RECOMMENDATION:

Approve the Mayor's recommendations for appointment to the City's Administrative Enforcement Hearing Officer Panel.

DISCUSSION:

Based on the recent approval of the Administrative Enforcement Ordinance, the City needs to appoint members to the Hearing Officer Panel. As Mayor, I am recommending the appointment of the following members:

- David Spradling
- Ed Lake
- Kim Murdock

The candidates' applications for appointment are attached.

The proposed action is not defined as a project under CEQA because it is an organizational or administrative activity that will not result in direct or indirect physical changes in the environment.

FISCAL IMPACT:

None.

RESPECTFULLY SUBMITTED:

Daniel E. Cort
MAYOR



**Application for Appointment to a
Public Board, Commission, or Committee**

Persons interested in being appointed to serve on a board, commission, or committee of the City of Pacific Grove are invited to complete the following application.

Name: David M. Spradling

Street Address:
404 Asilomar Avenue

City: Pacific Grove	State: CA	ZIP Code: 93950
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Residence Telephone Number: 831 373-0821	Work Telephone Number: 831 373-0821	E-Mail Address: dsinpg@comcast.net
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Name of Board, Commission, or Committee on which you would like to serve:
Hearing Officer Panel - Municipal Code and Ordinance Enforcement

Brief Description of Background and Qualifications (Additional Information May Be Attached on Separate Sheets):

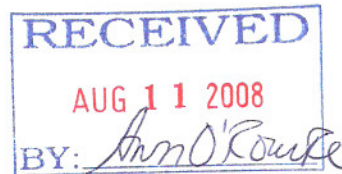
Currently semi-retired, my work experience comes from a variety of small business ownership and management situations.

My most recent full-charge business involvement was as CEO and sole stockholder of DSA/Phototech, Inc., Los Angeles, a designer and manufacturer of display lighting equipment. After the sale of this business, I remain as a Director/Member of the company.

I am currently involved as an investor in various small real estate properties and a private equity situation in the software industry.

As a volunteer, I am a counselor and the workshop chairman of Monterey Bay Score, a program sponsored by the US Small Business Administration. The goal of Score is to assist in the creation and improvement of small businesses on the Monterey Peninsula.

A career of ownership and management in small business has, I believe, given me an appreciation for efficient, fair, and flexible problem solving, and the skills to bring people together, despite their holding strongly differing points of view.



Signature of Applicant:

Date: 8/11/08

FOR CITY USE ONLY

Appointed to: _____

Date of Appointment: _____ **Expiration:** _____

Date of Reappointment: _____ **End of Term:** _____

Date Certification of Appreciation Awarded: _____



CITY OF PACIFIC GROVE
www.ci.pacific-grove.ca.us

**Application for Appointment to a
Public Board, Commission, or Committee**

Persons interested in being appointed to serve on a board, commission, or committee of the City of Pacific Grove are invited to complete the following application.

Name: EDWIN LAKE		
Street Address: 186 DEL MONTE BLVD		
City: PACIFIC GROVE, CAL	State: CA	ZIP Code: 93950
Residence Telephone Number: 831-375-5327	Work Telephone Number: N/A	E-Mail Address: EDLAKE@GMAIL.COM

Name of Board, Commission, or Committee on which you would like to serve:
HEARING OFFICER

Brief Description of Background and Qualifications (Additional Information May Be Attached on Separate Sheets):
RESUME ATTACHED.

Signature of Applicant:	Date: 8-1-08
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FOR CITY USE ONLY

Appointed to: _____

Date of Appointment: _____ Expiration: _____

Date of Reappointment: _____ End of Term: _____

Date Certification of Appreciation Awarded: _____

Ed Lake
186 Del Monte Blvd. Pacific Grove, Cal 93950
cell 831-915-4467, hm 831-375-5327 edlake@gmail.com

Objective:

Senior Technical Recruiter or Staffing Manager, as a regular or part time employee or temp/contractor.

Skills: Over 30 years in HR recruiting and managing functions. Recent technical staffing concentration has been in software/hardware engineering and product management for networking and wireless industries. Excellent interpersonal, verbal, and written communication skills, a proven sense of creativity, and the ability to develop and implement initiatives effectively.

College: BSEE 6/1972 - Lawrence Technological University, Southfield, Mich. VP senior class

9/06 to 6/07 Senior technical recruiter (contractor), CTB/McGraw-Hill, Monterey, Cal.

I recruited for Scoring Operations and Technology groups of this publisher of standardized achievement tests and custom assessments. Among three other recruiters, I had the largest amount of positions to that covered locations nationwide. In my last week with CTB in the Scoring Operations, I had 12 offers begin extended against 14 open positions. In the Technology group, I had a number of offers in process also.

12/04 to 6/06 – Senior technical recruiter (contractor), VeriSign, Inc. Mountain View, Cal.

Initially, I was responsible for all the engineering and product management hiring at LightSurf in Santa Cruz which was acquired by VeriSign on 4/05. LightSurf is the leading provider of MMS PictureMail & VideoMail Services for wireless operators. My role expanded to cover various positions Nationwide. VeriSign operates deploying the intelligent infrastructure services necessary for everything from RFID supply chains, to enterprise voice over Internet Protocol (VoIP) to the seamless delivery of mobile content. I took over the recruitment responsibility for a East coast site that was very behind in hiring Security Operations analyst and engineers and got them caught up to the hiring plan. I have been a sourcing resource to other recruiters for hard to fill positions.

8/04 to 12/04 - Job Developer (contractor), Monterey Peninsula College

Meet with students and contact employers to assist students in the Graphic Arts, Computer Software Applications, and Computer Technology programs find employment opportunities.

2/03 to 6/04 Director of Career Services, Bryman College, San Jose.

Responsible for the job placement of graduates of all the health care programs. Bryman provides job placement assistance for approximate 500 students a year. I had a staff of 4 and I personally did the job placement of the medical billing graduates and pharmacy technician externships. I was a major contributor in preparing and submitting the annual accreditation reports to the State of California.

10/01 to 10/02 E.W. Lake & Associates, a technical staffing consultant.

* AeroVironment H/W and S/W engineers for Unmanned Aerial Vehicles

1/96 to 6/01 Career Services Manager, Senior recruiter, Cisco Systems, San Jose

Started with Cisco as a contractor in July 1994 to support their first acquisition, Crescendo, which was in the enterprise switching business. I initiated using the Westech job fairs in Sept 94 and every subsequent job fair over the next 7 years. Averaged approximately 10 hires per job fair. I was the only recruiter in this business unit and was the first contractor Cisco converted to become a regular employee in Jan 1996. Promoted to a team leader and later an employment manager. I hired a team of recruiters and employment coordinators to grow this business unit headcount from 50 to 1,800 people over 5 years. I took on the added responsibilities of managing the staffing departments in finance, manufacturing, and facilities that totaled 20 recruiters and employment coordinators. My last year was in a senior recruiting role supporting various service provider business units hiring software engineers and product marketing.

86 to 1/96: E.W. Lake & Associates - A technical staffing consultant who provides dedicated in-house recruitment services. Responsibilities have been for the complete staffing process including sourcing, attracting and utilization of innovative staffing techniques plus organizing job fairs and developing ad campaigns for the following companies delineating the positions hired.

- * Cisco Systems S/W, H/W, Marketing for switching and routing products
- * Silicon Graphics I/S application development, database, tech support, Channel Sales
- * Network General S/W development & test engineers, Sales, tech support and MIS
- * Adaptec F/W, H/W, ASIC engineers, Sales for PC I/O products.
- * Phoenix F/W engineers for PC system and video BIOS products.
- * Vitalink S/W, F/W, H/W engineers, Sales and Marketing for WAN
- * DCA S/W, F/W engineers for T1 networking products.
- * Make Systems S/W engineers for T1 network management software simulation
- * Ampex S/W, H/W, Manufacturing engineers, Marketing for Video graphics.
- * Rolm/IBM H/W engineers, MIS system programmers for PBX products.
- * Tymnet S/W engineers, MIS for networking products.

84-86: Professional Recruiting – Pivotal Projects, Advanced Micro Devices, Sunnyvale, Cal.
Responsible for exempt staffing of marketing and engineering personnel in bipolar microprocessor design, manufacture, test & CAD; hired Director through individual contributor. During a hiring freeze, I worked as an engineer redesigning and testing the front end of a telecommunications chip called TAXI.

78-84: Owner - E.W. Lake & Associates, San Francisco, Cal.

An employment agency focused on telecommunications, semiconductor and computer companies placing marketing, sales and engineering personnel. Managed 5 recruiters plus personally recruited engineering and marketing candidates for computer and networking companies.

77-78 Agency Recruiter – VIP, Newport Beach & San Francisco, Cal.

77-78 Employment Agency Recruiter – VIP, Newport Beach & San Francisco, Cal.

76-77: Sales Engineer - MTS Systems Corp, Detroit, Mich. Sold capital equipment test systems.

73-76: Sales Engineer - Advanced Technology & Testing, Detroit, Mich. Sold test systems.

72-73: Electrical Design Engineer - Chrysler Corporation, Detroit, Mich. Designed electrical systems

67-73: USMC reserves – 4th Marine Air Wing, repair and maintenance of aircraft electronic systems

Kim Murdock / Summary of Experience

I have 20+ years experience providing technology services in the law firm environment. This has required me to listen to and work with diverse personalities and diverse opinions.

As Technology Director, I managed staff, vendors and budget. I have both hands-on and supervisory experience managing network and telecommunications equipment, conducting needs and work flow analyses, designing and programming process automation, writing instructional texts, providing staff and attorney training, and developing help desk systems. I am particularly good at troubleshooting.

As an Independent Consultant, I listen to what my clients need, make suggestions and provide them with solutions that fill their need. I developed and sell a system of templates, macros and styles that makes document creation and editing faster and easier, and makes documents more stable.