



SOUTH BAY CITIES
COUNCIL OF GOVERNMENTS

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5033 Rock Valley Road
Rancho Palos Verdes, CA 90275
(310) 377-8987
sbccog@southbaycities.org
www.southbaycities.org

November 30, 2007

The Honorable Pam O'Connor, Chair
& Members of the Board
Los Angeles Metropolitan Transportation Authority
1 Gateway Plaza
Los Angeles, California 90012

Re: Nominations for the Members of the South Bay Sector Governance Council

The South Bay Sector Governance Council has been extremely successful since its inception. The dedicated people on our council have worked with Metro staff to make changes in service to improve efficiency and coordination of the transit services provided by the Metro in our sector.

The South Bay Cities Council of Governments (SBCCOG) takes its responsibility to nominate members to the council very seriously and with this letter we are submitting our nominees to fill the four seats whose terms are expiring as well as the vacant seat due to a resignation. Recommended after receiving the unanimous approval of the SBCCOG Board of Directors at the meeting of November 29, 2007 are John Addleman, John McTaggart, Lou Mitchell and Robert Pullen-Miles (re-appointments) and Don Szerlip, resident and businessman in Redondo Beach (new appointment for remaining 1 year).

We request that you agendize the appointment of these representatives for as soon as possible. Please notify us when the appointments are confirmed or if you have any questions.

Sincerely,

Paul M. Nowatka
SBCCOG Chair
Councilman, City of Torrance

cc: Roger Snoble, CEO
Dana Coffey, South Bay Sector General Manager
Teresa Price, South Bay Sector Governance Council Chair
& SBCCOG Transit Working Group Chair

LOCAL GOVERNMENTS IN ACTION

Carson El Segundo Gardena Hawthorne Hermosa Beach Inglewood Lawndale Lomita Los Angeles Manhattan Beach
Palos Verdes Estates Rancho Palos Verdes Redondo Beach Rolling Hills Rolling Hills Estates Torrance

Donald Szerlip

2404 Ives Lane • Redondo Beach, CA 90278 • (310) 938-5344 • don@adwerx.net

*Legislative/Regulatory Programs...Public-Private Partnerships...Economic Development
Marketing Communication...Advertising...Community Outreach/Education...Media/Public Relations
Executive Leadership...Program/Project Management...Strategic Planning and Implementation*

Successful career in regional/local government, non-profit, and corporate organizations, including extensive background creating marketing, merchandising, and communications programs for various business-to-business enterprises. Strong qualifications in budgeting/financial management, strategic planning, presentations, writing, public speaking, and media relations. Proven ability to negotiate and build consensus with high-level corporate, education, and government officials. Fluent knowledge of California and Federal legislative processes, political trends, and key decision makers, with an emphasis on public works, education, economic development, telecommunications, and transportation issues.

Regional and Local Government Experience

Council Member, District 3, City of Redondo Beach • 2003 to 2007

Redondo Beach has a population of about 63,000 residents with its own police and fire departments, a harbor, a pier, and an annual budget of \$97 million. City Council sets all policy for implementation by the City Manager and a staff of more than 600 employees. Advocate issues at local, state and federal levels. Formerly served as Mayor Pro Tem. Current and former appointments include:

Regional:

- Board of Directors, Public Transportation Services Corporation
- Treasurer/Nominating Committee, League of California Cities, LA County Division
- 1st VP, Mayor and Council Members Dept., League of California Cities
- 2006 Annual Conference Planning Committee, League of California Cities
- Transportation, Communication & Public Works Policy Committee, League of California Cities
- Transportation & Communications Committee, Southern California Association of Governments
- Goods Movement Task Force, Southern California Association of Governments
- 2nd VP/Steering Committee & Board Member, South Bay Cities Council of Governments
- Alternate, Sanitation District
- Delegate, Independent Cities Association

Local:

- Chairman, Redondo Beach Board of Education/City Council Sub-Committee
- Chairman, Redondo Beach Redevelopment Agency
- Chairman, Redondo Beach Public Financing Authority
- Member, Redondo Beach Round Table (government and business leaders)
- Chairman, Redondo Beach Public Works Commission
- Chairman, Redondo Beach Traffic & Transportation Commission

Non-Profit/Community Experience

- Corporate Giving Committee, Redondo Beach Education Foundation
- Marketing/Contract Development Committee, Harbor/UCLA Hospital Professional Building
- Former Treasurer, Chester Washington Golf Club
- Founding Chairman (1990 to 1994) of the Friends of the Redondo Beach Dog Park, Inc., a non-profit corporation that still operates the third off-leash dog park established in Southern California. Raised donations of more than \$60,000 to improve a 3-acre site including both small and large dog parks, an irrigation system, doggie drinking fountains, benches, trees, and waste removal facilities, all on a prior landfill. Successfully lobbied for both public and private support.

Donald Szerlip

• Page Two •
don@adwerx.net

Corporate Experience

ADWERX COMMUNICATIONS, Redondo Beach, CA • 1993 to Present
(*Boutique advertising and marketing services agency*)

Founder/COO: Direct teams of in-house employees and outside vendors to achieve increased visibility and sales for businesses in many market segments (manufacturing, logistics, insurance, healthcare, consumer products, and professional services). Manage advertising and sales programs, public relations and marketing strategies for increased corporate and product profile, and corporate identity and image campaigns for local, regional, national, and international businesses and governments. Selected clients:

- **New Age Electronics** – Developed and implemented advertising/marketing strategies that helped this firm grow from \$50 million in gross revenues in 1995 to more than \$1.2 billion only seven years later. Revised corporate identity, coordinated all media campaigns and produced direct marketing programs yielding immediate impacts for this international logistics firm specializing in consumer technology products.
- **M.H. Ross Travel Insurance Services** – Created marketing programs, trade show strategies and collateral materials targeting both dealer and consumer sales for multiple insurance programs, including Tripguard Plus, Global Alert! and Global Alert! Advantage. Currently establishing tripinsurance.com as the Internet source for travel insurance products.
- **Inca Corporation** – Revised advertising and collateral materials to present a unified image for this advanced technology manufacturer. Concentrated efforts to improve dealer base and increase market penetration in multiple categories.

ADTECH COMMUNICATIONS, Torrance, California • 1988 to 1993
(*Typesetting/print communications company*)

Sales Manager: Transitioned this typesetter into a supplier of printed collateral materials. Created relationships with service bureaus, printers, binderies and mail houses. Handled sales, estimating, print production, and fulfillment services for multiple clients. Hired, trained and managed sales force.

TAM DISTRIBUTING/SZERLIP SALES COMPANY, Van Nuys, California • 1985 to 1988
(*Distributor of small electronics components*)

Owner/Operator: Served as an independent manufacturer's representative and distributor. Sold to and supplied a diverse dealer base throughout Southern California, Southern Nevada and Arizona.

Previous experience: Progressive sales and sales management positions involving audio and video professional production hardware, graphics and advertising. Consistently revitalized sales in underperforming territories, established new distribution channels, and exceeded monthly sales quotes.

Education

- Advanced Leadership, Mayor and Council Members Academy, League of California Cities (2006)
- Basic Leadership, Mayor and Council Members Academy, League of California Cities (2004)
- Continuing Education, California State University, Dominguez Hills, CA (1988 to 1992)
- Certificate in Business and Management, UCLA, Los Angeles, CA (1988)
- Film Production, California Institute of the Arts, Valencia, CA (1972 to 1973)
- Communications, Boston University/ Boston, MA (1970 to 1972)

