



ANTONIO R. VILLARAIGOSA
MAYOR

March 5, 2013

Honorable Members of the City Council
c/o City Clerk
City Hall, Room 395

Honorable Members:

Subject to your confirmation, I have today appointed Ms. Maggie Ragland Neilson to the Board of Animal Services for the term ending June 30, 2016. Ms. Neilson will fill the vacancy created by Kathleen Riordan, who has resigned.

I certify that in my opinion Ms. Neilson is especially qualified by reason of training and experience for the work that will devolve upon her, and that I make the appointment solely in the interest of the City.

Very truly yours,

ANTONIO R. VILLARAIGOSA
Mayor

ARV:sd

Attachment

COMMISSION APPOINTMENT FORM

Name: Maggie Ragland Neilson
Commission: Board of Animal Services
End of Term: June 30, 2016

Appointee Information

1. Race/ethnicity: Caucasian
2. Gender: Female
3. Council district and neighborhood of residence: 11 - West Los Angeles
4. Are you a registered voter? Yes
5. Prior commission experience: None
6. Attendance record of past commission appointment(s):
7. Highest level of education completed: MBA, Columbia University
8. Occupation/profession: CEO, Global Philanthropy Group
9. Experience(s) that qualifies person for appointment: See attached resume
10. Purpose of this appointment: Replacing resigned commissioner
11. Current composition of the commission (excluding appointee):

Commissioner	APC	CD	Ethnicity	Gender	Date Appointed	Term Ends
Jensvold, James	South Valley	3	Caucasian	M	20-Apr-12	30-Jun-17
Khero, Tariq	Central	10	Asian Pacific Islander	M	26-Mar-04	30-Jun-13
McCurdy, Lisa	South Valley	5	Caucasian	F	20-Apr-12	30-Jun-15
Riordan, Kathleen A.	North Valley	12	Caucasian	F	19-Mar-99	30-Jun-16
Yanez, Alana	East Los Angeles	1	Latina	F	20-Apr-12	30-Jun-14

Maggie Ragland Neilson

PROFESSIONAL EXPERIENCE

2005 – Present
CEO, Co-Founder

Global Philanthropy Group

NY, LA, Seattle

- *Created and lead leading philanthropic advisory firm, providing strategic advisory and project implementation services to corporate, celebrity and high net worth individual clients for philanthropic and business projects. Select examples include:*
- **The Eva Longoria Foundation** – Formed and launched public charity to help Latina's build better futures for themselves through entrepreneurship and education. Developed research program to identify best practices and success factors leading to increased college-ready high school graduation rates. Developed and launched \$1m Buffett-Longoria microfinance fund targeting high-potential Latina entrepreneurs in Texas and California. Funded expansion of parent education programs shown to significantly increase high school graduation rates. Managed role as celebrity surrogate for Obama reelection campaign and inauguration co-chair. Implemented social-media and other awareness-raising campaigns.
- **The DNA Foundation** – Led leading effort against sex slavery including creation of a cross-industry technology taskforce to fight online predators, facilitating keynote speeches at Clinton Global Initiative, UN Conference on Trafficking and others. Drove earned and social media supporting the work. Forged partnerships with local and national implementers. Advocated for stronger trafficking legislation at state, federal and international levels. Worked with Department of Homeland Security and other law enforcement agencies to study the issue in search of preventative solutions and to deploy PSAs at airports and other points of entry.
- **The Show Me Campaign** – Fought poverty using proven solutions including economic interventions internationally and education reform domestically. Funded African village wraparound model in conjunction with Millennium Villages, increasing education access, agriculture yields, housing availability and health care access. Advocated for increased action on U.S. education reform to policy makers, donors, parents and students. Helped develop and promote *Waiting for Superman* documentary about domestic education crisis including hosting screenings in affected communities. Support successful models including Harlem Village Academies, Teach for America, Stand for Children and Harvard EdLabs. Promoted TEACH teacher recruiting campaign with U.S. Department of Education. Built college fellowship program supporting young people working in the education reform and international development fields.
- **The Yum-o! Organization** – Led launch of celebrity cook Rachael Ray's charity organization which helps kids and their families improve their behavior related to food and obesity, feeds hungry children and provides education opportunities. Developed and implement strategic plan to leverage Rachael's resources against these issues, including creation of extensive landscape analysis and identification of best practices. Negotiated partnerships with President Clinton's Alliance for a Healthier Generation, National Restaurant Association, Share our Strength and others. Developing cause-related marketing products. Coordinated launch across Rachael's existing platforms, including her daily television show and magazine. Work with legal and accounting teams to establish core operating systems, file requisite nonprofit paperwork and teach staff about foundation and nonprofit requirements. Work with diverse personnel to develop website, PR, fundraising and marketing plans. Developing board recruitment strategy.
- **The Synergos Institute** – Developed marketing communications, operations systems and development strategies for a new program area providing international development leadership across business, civil society and government sectors. Initial project launches included child malnutrition in India, sustainable global food systems and African global

health leadership.

- United Nations International Year of Microcredit – Served on Year leadership team, supporting international promotion, strategic networking, initiative design, international conference and gala. Designed and managed website, marketing tools and communication outreach. Wrote and edited collateral. Worked with UNDP, UNCDF and more than 30 country mission offices to assess and promote microfinance best practices and to raise microfinance's profile globally.
- M.A.C. AIDS Fund – Expanded marketing strategies around Kids Helping Kids fundraising holiday gift cards. Built strategy for and launched International HIV/AIDS Stamp Initiative.
- International Women's Health Coalition – Developed outreach strategy to support new development channels, including international trips and promotional programs.

2002 – 2005

Unitus

Redmond, WA & New York, NY

Vice President, Strategic Development

- Drove strategic relationships and outreach to key philanthropic and industry parties. Built international donor trips program, introducing microfinance to philanthropists and media. Featured speaker on microfinance at the United Nations, Harvard University, Columbia University, Financial Women's Association and others.
- Developed core organizational systems, including strategic plan, performance review structure, employee policies, internal knowledge management systems, etc. Supported internal resource development, microfinance partner and capital markets teams, including international on-site due diligence, donor relationship development.
- Managed marketing and communications efforts and team. Developed brand strategies and supporting marketing and public relations efforts. Trained and managed board, staff and consultants accordingly. Designed and managed web site, newsletter, marketing collateral, message strategies, brand style guide and PR outreach. Wrote and edited communications pieces, press releases, grant applications. News placements included *New York Times*, *WSJ Europe*, *Barron's*, *Time*, *India's Economic Times*. Awarded APEX Grand Award and Award of Excellence for website and newsletter. Served as media spokesperson. Drove creation of and funding for national PBS microfinance documentary. Advised and assisted MFI partners on their marketing and communications efforts. Drove ubiquitous brand through all organizational activities.

2000 - 2002

Amazon.com

Seattle, WA

Senior Product Manager

- Managed Gifts program including gift certificates, online gifts store, gift-wrap and ecard programs, representing more than \$200 million in sales, driving 114% sales growth, and acquiring over 1 million new customers. Resulting products ranked highest in ZDNet post-holiday survey of online retailers.
- Researched potential markets and customer needs via surveys, user tests. Targeted direct mail, web-based communications and email campaigns accordingly. Identified and eliminated program weaknesses; implemented technical, financial, website and fraud-prevention improvements. Drove data importation and reporting interface design to better understand customer behaviors, trends, competitive advantages and disadvantages.
- Oversaw and coordinated gift programs, driving cross-divisional team of operations, finance, legal, marketing, business development, customer service and technology personnel. Drove on-site and external marketing placements. Customized offerings for partners including Target, Toys R Us and Nextcard.
- Managed development and implementation of new web technologies, features, product improvements and outdated technology repairs. Created specification documents and post-launch evaluations.
- Redesigned gift certificate and gift store website, resulting in increased sales and customer satisfaction levels. Redesigned gift-wrap, including deployment nationwide.

1999-2000

Gift Emporia.com

San Mateo, CA

National Director of Retail Relationships and Public Relations

- Directed retail partner relationships, representing over \$600mm in annual offline sales in U.S. and Canada, including supervision of client managers and sales personnel. Created processes to analyze client needs and capabilities, create their retail storefronts, and build long-term relationships, including targeted switching costs. Developed and implemented monthly retailer newsletter. Supervised team of 6 nationwide sales representatives.
- Developed and implemented marketing and promotional programs, including in-store promotions, event sponsorships, holiday promotions, national and local advertising, direct mail, collateral marketing, radio, and online efforts. Also supervised advertising initiatives in national magazine, newspaper and other placements. GiftEmporia.com was named Eretailing's Innovative Ecommerce Retailer of the year, title formerly held by Amazon.com.
- Managed public relations efforts, supervising two contracted agencies. PR efforts resulted in coverage in major trade and mass-market publications, national radio and television news, and invitations to participate in major celebrity events.
- Worked with focus groups, technical team, and design firm to analyze current site and industry best practices to develop site redesign. New site dramatically improved graphics and updated user interface. Developed improved registry process to capture revenues associated with retailers' 20,000+ annual registries.

1999

The Cobalt Group

Seattle, WA

Marketing Account Executive

- Analyzed clients' goals, strengths, weaknesses, and customers' needs; recommended, negotiated and implemented online strategies and products. Promoted Cobalt's online products and services to work in concert with clients' promotions and marketing objectives. Evaluated clients' online traffic and sales and recommended strategies accordingly. Implemented and evaluated client's web site programs and Ecommerce initiatives.
- Developed and delivered training and instructional presentations for clients' national field staffs, including training and reference materials.
- Implemented branding and advertising initiatives for clients' dealer web site programs. Grew one client into largest of The Cobalt Group's 13 corporate accounts. Oversaw and directed program launches, creating new benchmarks for sales and marketing execution through program implementation, personnel and client management. Exceeded launch projections by 125%. Negotiated contracts with three new corporate clients.
- Managed client relationships at national and regional trade shows.
- Developed and managed relationships with two corporate manufacturer clients from launch to over \$3mm annual revenue. Supervised internal development and implementation of online products from specification outline to implementation based on client objectives.

1994 - 1999

E&J Gallo Winery

Seattle, WA

Sales Representative, District Manager, Field Marketing & Sales Manager

- Managed District Manager, Sales Representative, and Merchandising staffs of over 50 employees. Directed over \$25mm in annual sales. Analyzed territory and industry trends. Created, presented, and sold promotions to corporate accounts and wine shops, including four major product introductions. Designed and implemented restructure of sales department to increase efficiency, customer service levels, and profitability. Oversaw recruiting & training efforts.
- Served as a consultant to independent distributors. Created and negotiated pricing and marketing promotions. Evaluated market conditions and distributor needs; planned training, pricing, and brand programs accordingly. Trained distributor sales management and personnel. Designed and coordinated local event sponsorships.

PERSONAL

- New Leadership Circle, International Women's Health Coalition
- Founding Board Member - Center for Women & Democracy
- Volunteer work includes Boys & Girls Clubs of America, NY Cares, Corpus Christi school Board
- Advisory Board – Park Slope Parents
- Basic Spanish language skills
- Public Relations Society of America, American Marketing Association
- Photography, Running

EDUCATION

1990 - 1994	University Of Washington	Seattle, WA
<i>BA - Business Administration</i>		
2005 - 2007	Columbia University	New York City, NY
<i>MBA</i>		



ANTONIO R. VILLARAIGOSA
MAYOR

March 5, 2013

Ms. Maggie Ragland Neilson

Dear Ms. Neilson:

I am pleased to inform you that I hereby appoint you to the Board of Animal Services for the term ending June 30, 2016. In order to complete the process as quickly as possible, there are several steps that must be taken, many of which require a trip downtown. If you require parking during these procedures, please call Sui Duong in my Office at (213) 978-0724 and he will arrange it for you.

To begin the appointment process, please review, sign and return the enclosed City Commissioner Ethics Pledge, Commission Remuneration Form, Undated Separation Form and Background Release **within one week** of receiving this letter. These documents are necessary to help us ensure the most efficient, open and accountable City government possible. Further, Mayor's Office policy requires you to be fingerprinted as part of the background check that is done on all potential Commissioners. To do so, please bring this letter to the Background Unit of Employment Services Division, Personnel Department Building, 700 East Temple Street, Room 235, Los Angeles, (213) 473-9343. Fingerprints must be taken **within three working days** from the **receipt** of this letter.

Under separate cover you will be receiving a packet from the City Ethics Commission containing information about the City's conflict of interest laws and a copy of the State Form 700/Statement of Economic Interests. City law requires that you complete and return this form **within 21 days** of your nomination to the City Ethics Commission, 200 North Spring Street, City Hall, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Shannon Prior at the Ethics Commission at (213) 978-1960.



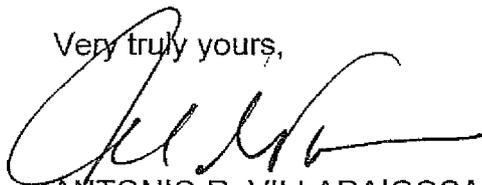
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As part of City Council confirmation process, you will need to arrange a meeting with Bill Rosendahl, your Councilmember, and Councilmember Paul Koretz, the Chair of the Personnel and Animal Welfare Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your appointment will be considered by the Personnel and Animal Welfare Committee. Some time thereafter, you will also be notified by the committee clerk when your appointment will be presented to the full City Council for confirmation. Once you are confirmed, you will be required to take the oath of office in the City Clerk's Office, Room 395, City Hall. Director Jim Bickhart's staff will be responsible to assist you during the confirmation process if you have questions.

Commissioners must be residents of the City of Los Angeles. If you move at any point during your term, have any changes in your telephone numbers, or in the future plan to resign (resignation must be put in writing), please contact my office immediately.

Warmest congratulations and thank you for agreeing to continue helping in my efforts to serve the people of the City of Los Angeles.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Antonio R. Villaraigosa', written in a cursive style.

ANTONIO R. VILLARAIGOSA
Mayor

ARV:sd

Attachment I
Ms. Maggie Ragland Neilson
March 5, 2013

Nominee Check List

I. Within three days:

_____ **Get fingerprinted to complete background check.**
No appointment is necessary. Bring the Mayor's letter to:
Background Unit of Employment Services Division, Personnel
Department Building, 700 East Temple Street, Room 235, Los Angeles,
(213) 473-9343.

II. Within one week:

Mail or fax the following forms to: Office of the Mayor, Attn: Sui Duong, Office of
Legal Counsel, 200 N. Spring St., # 303, Los Angeles, CA 90012. Fax: (213)
978-0720.

_____ **Ethics Pledge**
_____ **Remuneration Form**
_____ **Undated Separation Form**
_____ **Background Check Release**
_____ **Commissioner Information Sheet/Voluntary Statistics**

III. Within 21 days:

File the following forms with the City Ethics Commission. *If you are required to
file, you will receive these forms in the mail from that office.*

_____ **Statement of Economic Interest ("Form 700")**
*IMPORTANT: The City Council will not consider your nomination until
your completed form is reviewed by the Ethics Commission.*
_____ **Residence Verification Form**

IV. As soon as possible, schedule a meeting with:

_____ **Your City Councilmember Bill Rosendahl** (contact at 213-473-7011).
_____ **Councilmember Paul Koretz, Chair of the Council Committee**
considering your nomination (contact at 213-473-7005).

A member of Deputy Mayor Jim Bickhart's staff can assist you with these
arrangements. (Mayor's Office: 213-978-0600)