

ANTONIO R. VILLARAIGOSA
MAYOR

June 3, 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. Gillian Zucker to the Board of the Los Angeles Convention Center for the term ending June 30, 2017. Ms. Zucker will fill the vacancy created by Nicole àBeckett, who withdrew from consideration.

I certify that in my opinion Ms. Zucker 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,

A handwritten signature in black ink, appearing to read "Antonio R. Villaraigosa", with a long horizontal flourish extending to the right.

ANTONIO R. VILLARAIGOSA
Mayor

ARV:mcc

Attachment



COMMISSION APPOINTMENT FORM

Name: Gillian Zucker
Commission: Board of the Los Angeles Convention Center
End of Term: June 3, 2013

Appointee Information

1. Race/ethnicity: Caucasian
2. Gender: Female
3. Council district and neighborhood of residence: 11 – West LA
4. Are you a registered voter? Yes
5. Prior commission experience:
6. Attendance record of past commission appointment(s):
7. Highest level of education completed:
8. Occupation/profession:
9. Experience(s) that qualifies person for appointment: See attached resume
10. Purpose of this appointment:
11. Current composition of the commission (excluding appointee):

Commission	APC	CD	Ethnicity	Gender	Date Appointed	Term Ends
Nicole Duckett	Central	4	African American	F	21-Oct-11	30-Jun-13
Nicole aBeckett - WITHDREW	West	11	Caucasian	F	17-April-13	30-Jun-17
Neal Moritz	West	11	Caucasian	M	06-Aug-10	30-Jun-15
Archie Purvis	South Valley	5	African American	M	04-Dec-06	30-Jun-14
Diana Torres	West	11	Latina	F	14-Dec-05	30-Jun-16

Gillian Beth Zucker

INTERNATIONAL SPEEDWAY CORPORATION

August 1998-present

Largest promoter of major motorsports worldwide with twelve facilities in two countries. Publicly traded with a \$1.1 billion market cap.

AUTO CLUB SPEEDWAY

June 2005 – present

Auto Club Speedway is located in greater Los Angeles -- the largest and most diverse market in motorsports. The facility attracts nearly 500,000 guests annually to its more than 300 events including NASCAR, NHRA, IndyCar, karting, motorcycling, music festivals, car shows, movie and commercial shoots and a variety of other events.

President - Manage one of the largest and most operationally complex enterprises in sports with an event staff of 3000-5000. Full P&L responsibility for Speedway, including race weekends attracting over 100,000 fans, over 25,000 of whom live on-site for the weekend. First and only female president of a major motorsports facility and recently named by MSN and FOX as one of the five most powerful women in motorsports. Also recognized by Sports Business Journal as a sports industry Game Changer

Marketing Accomplishments

- Initiated and completed the most lucrative naming rights partnership in the history of NASCAR.
- Increased Speedway's measured media exposure in the LA market by more than 300% in first year.
- Conceived and launched the Speedway's youth and Hispanic marketing programs, both becoming models for the industry with 60,000 kids club members and a 38% Hispanic fan base, up from 8% in four years.
- Created an innovative approach to group sales with a segmentation focus that doubled group sales efforts just 6 months after launch focusing on college and military integration.

Operational Accomplishments

- Oversaw nearly \$20 million in capital improvement projects.
- Led all ISC business units in expense reduction while maintaining exceptional employee satisfaction scores, building a culture of collaboration and commitment to excellence.
- Successfully guided full EIR process for re-zoning of the Speedway sound ordinance.

DAYTONA INTERNATIONAL SPEEDWAY

December 2000 - June 2005

VP Business Operations - Management responsibility for \$75 million operating budget at the world's premiere motorsports facility, including ticketing, gate operations, traffic planning, trams, and guest services.

- Developed and executed efficient traffic and parking plans for crowds exceeding 200,000.
- Managed contracts, insurance, and operations for sanctioning bodies and television broadcast partners.
- Oversaw DAYTONA USA, a year-round motorsports theme attraction, including floor staff, housekeeping, maintenance, track tours, driving school programs, and capital improvement projects.
- Promoted from Sr. Director of Administration after 4 months.

KANSAS SPEEDWAY

August 1998 – April 2001

VP Business Development - Wrote and executed business plan for the launch of this \$250 million development project, the first new track the company built in thirty years. Oversaw project from eminent domain land acquisition process through gate opening.

- Recruited, hired and trained department directors, exceeding minority and women business enterprise goals as part of project's tax increment financing guidelines.
- Developed and implemented the first season ticketing program in the industry, and sold out the first year's events even before the facility was built.
- Best new facility launch in the history of the industry, selling out every event for seven consecutive years.
- Dispatched by ISC to start up the Chicagoland Speedway. Implemented the Kansas seat license and season ticket strategies, resulting in a sold-out inaugural racing season for Chicagoland Speedway.
- Promoted from director of business development after two years.

DURHAM BULLS BASEBALL CLUB

October 1995 – September 1998

Assistant General Manager - Oversaw expansion from Single-A to Triple-A baseball for the nation's premiere minor league team. Responsible for marketing, ticketing, game day operations, guest services, and digital media.

- Nearly doubled ticket sales revenues.
- Created programs to track, target and increase per capita spending.
- Developed employee incentive rewards and revamped customer service initiatives.
- Introduced database marketing, website development and new sales strategies.

SULTANS OF SPRINGFIELD/LANSING LUGNUTS

September 1994 – September 1995

General Manager - Youngest general manager in Minor League Baseball. Responsible for club operation including budgeting, HR, sales, PR, marketing, ticketing, broadcast, souvenirs, concessions and events.

- Negotiated four-year player development contract with the Kansas City Royals.

HIGH DESERT MAVERICKS

January 1993 – September 1994

Assistant General Manager - Managed sales, concessions, marketing and the 1994 League All-Star Game.

- More than doubled team sponsorship sales in one year.
- Joined team as director of concessions, earning increased responsibility in all aspects of the business.

SPORTS ILLUSTRATED

February 1992- January 1993

Advertising Sales Assistant - Assisted in the day-to-day operations of category managers for packaged goods and insurance products, facilitating research, presentation and other functions.

- Managers ranked number one and number two at S.I. in annual sales with their best years-to-date.

NY/NJ KNIGHTS – World League of American Football

1991 Inaugural Season - 1992

Public Relations & Marketing Representative - NY franchise of this start-up league, now called NFL Europe.

SILVERMAN, WARREN/KREMER, INC.

1990-1991

PR Account Assistant - Accounts included NFL Properties, NFL Confections, and NFL Pro Set Football Cards.

EDUCATION

Harvard University School of Business - Executive Education, YPO-WPO Presidents Seminar, 2012

Hamilton College: Clinton, NY – Bachelor of Arts, 1990

University of St. Andrews: St. Andrews, Scotland 1988-1989

Language Institute of Cuernavaca: four week Spanish Language Immersion - 2006

BOARDS

California Chamber of Commerce - Chair Public Affairs Council, Vice Chair Travel and Tourism

California Travel and Tourism Commission -Appointed by Governor Schwarzenegger, Welcome Center Chair

Loma Linda University Children's Hospital - Recipient of the 2010 Board Award

Los Angeles Sports and Entertainment Commission - Advisory Board

Young Presidents Organization – LA - Integration Committee, Membership Committee, Board of Directors



ANTONIO R. VILLARAIGOSA
MAYOR

June 3, 2013

Ms. Gillian Zucker
11925 Currituck Dr.
Los Angeles, CA 90049

Dear Ms. Zucker:

I am pleased to inform you that I hereby appoint you to the Board of the Los Angeles Convention Center for the term ending June 30, 2017. 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 Maria Civilini in my Office at (213) 922-9742 and she 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.



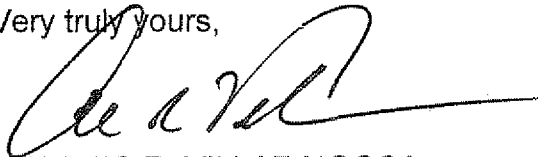
Ms. Gillian Zucker
June 3, 2013
Page 2

As part of City Council confirmation process, you will need to meet with Bill Rosendahl, your Councilmember, and Councilmember Tom LaBonge, the Chair of the Trade, Commerce and Tourism 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 Trade, Commerce and Tourism 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. Deputy Mayor Brian Currey'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', with a long horizontal flourish extending to the right.

ANTONIO R. VILLARAIGOSA
Mayor

ARV:mcc

Attachment I
Ms. Gillian Zucker
June 3, 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: Maria Civilini 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 Tom LaBonge, Chair of the Council Committee considering your nomination** (contact at 213-473-7004).

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