

ERIC GARCETTI  
MAYOR

October 15, 2015

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Brian Pendleton to the Board of Fire and Police Pension Commissioners for the term ending June 30, 2018. Mr. Pendleton will fill the vacancy created by Cielo Castro, who has resigned.

I certify that in my opinion Mr. Pendleton is qualified for the work that will devolve upon him, and that I make the appointment solely in the interest of the City.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Eric Garcetti', is positioned below the word 'Sincerely,'.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Brian Pendleton  
**Commission:** Board of Fire and Police Pension Commissioners  
**End of Term:** 6/30/2018

### Appointee Information

1. **Race/ethnicity:** Caucasian
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 4 - South Valley
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:**
7. **Occupation/profession:** CEO & President – OMNIFORCE, LLC.
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Replacement
10. **Current composition of the commission (excluding appointee):**

Commissioner	APC	CD	Ethnicity	Gender	Appt Date	Term End
Nathanson, Adam	West LA	5	Caucasian	M	08-Apr-15	30-Jun-20
Salimpour, Pedram	South Valley	5	Caucasian	M	19-Nov-13	30-Jun-17
Tapia, Corinne E.	West LA	11	Latina	F	19-Nov-13	30-Jun-19
Vega, Belinda M	Central	4	Latina	F	01-Nov-12	30-Jun-16

# BRIAN PENDLETON

## EXECUTIVE MANAGEMENT

Strategic Planning, Global Operations, International Finance, Brand Development & Marketing

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## SKILLS & ABILITIES

- Experienced Sr. Executive with nearly two decades of domestic and international business management.
- P&L oversight.
- Mergers and Acquisitions
- International Finance
- Foreign Exchange and Banking
- International Logistics Operations
- Global Marketing Platform Management

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## EXPERIENCE

### **CEO & PRESIDENT – OMNIFORCE, LLC. - 2013-PRESENT (2002-PRESENT)**

OmniForce is a holding company that was formed to operate the global efforts of RaceForce, CauseForce and 365 Productions.

Primary responsibilities are to drive growth organically and thru M&A.

#### **CEO – 365 PRODUCTIONS INC. 2015-PRESENT**

Acquired 365 Productions. A multi-million-dollar event production company with offices in Canada, Australia and the US.

Primary responsibilities to oversee company president to help drive growth strategies both organically and via M&A.

#### **FOUNDER & CEO – RACEFORCE, INC. 2013-PRESENT**

Founded in 2013 with the purchase of the SurfCity Marathon, RaceForce owns and operates 7 major athletic events in California.

Primary Responsibilities are to drive participation growth thru registration pricing strategies and well as sponsorship acquisition.

Additional growth driven thru event creating and M&A efforts

#### **FOUNDER & CEO – CAUSEFORCE, INC. - 2002-PRESENT**

Founded in 2002. CauseForce has raised nearly \$850 million dollars for charities world wide. Primary responsibilities are to manage company C-Level managers that over see operations. In addition, create and sell new programs to new clients.

#### **VP IT AND BUSINESS DEVELOPMENT – PALLOTTA TEAMWORKS – 1999-2002**

Created the first online donation acquisition engine moving over 50 million dollars from check donations to credit card donations in a single year.

Company Media/PR Spokesperson

Business development

**(INTERNET STARTUPS)**

**VP IT – TRAFFICSTATION.COM – 1999**

**VP IT – GLOBAL WEBNET – 1998**

**DIRECTOR OF IT – THINK NEW IDEAS – 1997-1998**

**MANAGER OF IT – ALLUVIAL ENTERTAINMENT - 1995-1997**

(I can tell you about my paper route and movie theater jobs if you'd like more information)

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EDUCATION

**CAL STATE NORTHRIDGE & PIERCE COLLEGE**

No degree earned.

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PHILANTHROPY

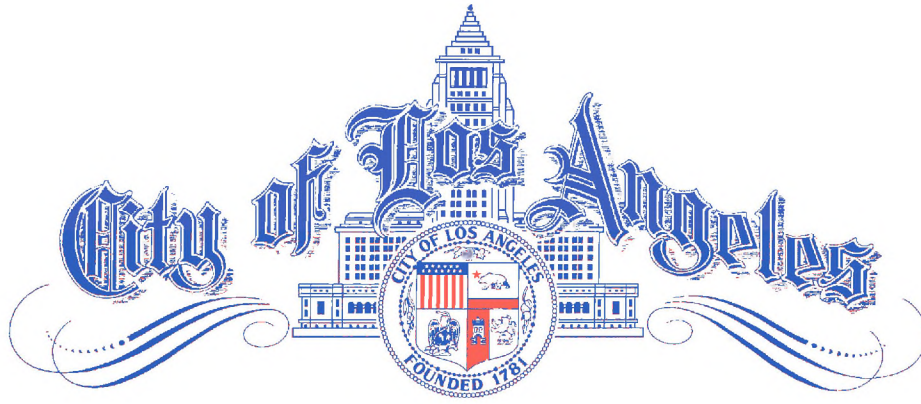
Major Donor to the University of Tennessee, West Hollywood Library, Aids Project Los Angeles, and two libraries in the Philippines.

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LEADERSHIP

Served as Chairman of the Trevor Project. Board of Governors Human Rights Campaign.

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ERIC GARCETTI  
MAYOR

October 15, 2015

Mr. Brian Pendleton



Dear Mr. Pendleton:

I am pleased to inform you that I hereby appoint you to the Board of Fire and Police Pension Commissioners for the term ending June 30, 2018. In order to complete the process as quickly as possible, there are several steps that must be taken, many of which require visiting City Hall. If you require parking during these procedures, please call Claudia Luna in my office at (213) 978-0621 to make arrangements for you.

To begin the appointment process, please review, sign and return the enclosed Remuneration Form, Undated Separation Forms, Background Check Release and Information Sheet **within one week** of receiving this letter. These documents are necessary to ensuring 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, California 90012. The division phone number is (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. You are required to 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.

Attachment I  
Mr. Brian Pendleton  
October 15, 2015

### Nominee Check List

**I. Within three days:**

- \_\_\_\_\_ **Get fingerprinted to complete a 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,  
California 90012. Phone: (213) 473-9343.

**II. Within seven days:**

Mail, fax or email the following forms to: Legislative Coordinator, Office of the Mayor, Office of External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA 90012 or email: Claudia.Luna@lacity.org.

- \_\_\_\_\_ **Remuneration Form**  
\_\_\_\_\_ **Undated Separation Forms**  
\_\_\_\_\_ **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 via email 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.*  
\_\_\_\_\_ **CEC Form 60**

**IV. As soon as possible, the Mayor's Office will schedule a meeting with you and:**

- \_\_\_\_\_ **Your City Councilmember David Ryu** (contact at (213) 473-7004).  
\_\_\_\_\_ **Councilmember Paul Krekorian, Chair of the Council Committee considering your nomination** (contact at (213) 473-7002).

Staff in the Mayor's Office of Intergovernmental Relations will assist you with these arrangements.