



A Proposal to Conduct an Executive Recruitment  
for the Position of  
**GENERAL MANAGER**  
on behalf of the



1544 Eureka Road, Suite 280  
Roseville, CA 95661  
(916) 784-9080  
(916) 784-1985 fax

August 11, 2022

MR. GORDON JOHNSON  
BOARD CHAIR AND  
MEMBERS OF THE BOARD  
KINNELOA IRRIGATION DISTRICT  
1999 KINCLAIR DRIVE  
PASADENA, CA 91107

Dear Mr. Johnson and Members of the Board:

Bob Murray & Associates is pleased to submit a proposal to conduct the General Manager recruitment for the Kinneloa Irrigation District. The following details our qualifications and describes our systematic—yet flexible—method of identifying, recruiting, and screening outstanding candidates on your behalf. It also includes a proposed budget, timeline, and guarantee.

At Bob Murray & Associates, we pride ourselves on providing quality service to local governments, non-profit agencies, and private firms. Our recruitment process helps you to determine the direction of the search and the types of candidates you seek while capitalizing on our decades of experience and vast network of contacts to reach those candidates. Our expertise ensures that the candidates we present to the Kinneloa Irrigation District will match the criteria you have established, be a good fit for your organization, and be outstanding in their field.

We recognize that we work at the pleasure of the Board of Directors and our job is to facilitate the Board's General Manager search. From the outset of the search, we work to establish a strong partnership with the Board in order to ensure the placement of a General Manager who is ideally suited to its needs. To develop an effective search, we will seek the opportunity to meet with Board members individually to discuss their expectations for Kinneloa Irrigation District. We hope they will speak candidly with us regarding the traits they are looking for in the new General Manager. The insight garnered as a result of these meetings will be invaluable as we recruit and screen candidates for the position.

Bob Murray & Associates has an unmatched record of success in recruiting local government professionals, and we have conducted numerous searches for management professionals working in the fields of water management and supply. We are currently conducting the Operations Optimizations Manager recruitment on behalf of the Central Contra Costa Sanitary District, CA; the Assistant General Manager recruitment on behalf of the Town of Discovery Bay Community Services District, CA; and the Director of Water Resources recruitment on behalf of the Santa Clarita Valley Water Agency. We most recently completed the Controller recruitment on behalf of the East Bay Municipal Utilities District, CA; the General Manager recruitment on behalf of the Calaveras Public Utility District, CA; the Chief Executive Officer recruitment on behalf of the California Water Data Consortium, CA; the General Manager recruitment on behalf of the Town of Discovery Bay Community Services District, CA; the General Manager recruitment on behalf of the Laguna Beach County Water District, CA; the General Manager recruitment on behalf of the Las Gallinas Valley Sanitary District, CA; the Human Resources Manager recruitment on behalf of the Las Virgenes Municipal Water District, CA; the General Manager recruitment on behalf of the Montecito Sanitary District, CA; the General Manager recruitment on behalf of the

Monterey Regional Waste Management District, CA; the Community Development Director recruitment on behalf of the Mountain House Community Services District, CA; the General Manager recruitment on behalf of the Nevada Irrigation District, CA; the General Manager recruitment on behalf of the Oakdale Irrigation District, CA; the Director of Operations recruitment on behalf of the Sacramento Regional County Sanitation District, CA; the Port Auditor and the President, Chief Executive Officer recruitments on behalf of the San Diego Port Authority, CA; the General Manager recruitment on behalf of the Santa Ana Watershed Project Authority, CA; the Chief Engineer recruitment on behalf of the Santa Clarita Valley Water Agency, CA; the General Manager recruitment on behalf of the Santa Cruz Port District, CA; the Director of Water Quality and the General Manager recruitments on behalf of the Sweetwater Authority, CA; the General Manager on behalf of the Tamalpais Community Services District, CA; the Chief Operating Officer and the Deputy Operating Officer recruitments on behalf of Valley Water, CA; and the General Manager recruitment on behalf of the West Basin Municipal Water District, CA. As a result, we have an extensive number of contacts that will be valuable when recruiting candidates on behalf of Kinneloa Irrigation District.

With respect to the General Manager recruitment and the Kinneloa Irrigation District, Bob Murray & Associates has an unmatched record of success in recruiting local government professionals, including those for public utility, water and sanitation districts. We have conducted numerous General Manager/District Manager searches on behalf of large and small cities and special districts throughout the Western United States. We are currently conducting the General Manager, Integrated Waste and Recruitment Services recruitment on behalf of the City of Ontario, CA. Additionally, we are currently conducting the Assistant General Manager on behalf of the Town of Discovery Bay Community Services District, CA.

Recent General Manager recruitments we have completed similar in size and scope to your upcoming search include the following:

**2022**

Las Gallinas Valley Sanitary District, CA  
 Oakdale Irrigation District, CA  
 Tamalpais Community Services District, CA  
 West Basin Municipal Water District, CA  
 City of Azusa, CA (General Manager, Light & Water)  
 City & County of San Francisco, PUC  
 (Assistant General Manager and CFO)

Santa Ana Watershed Project Authority, CA  
 Sweetwater Authority, CA  
 Town of Discovery Bay CSD, CA

**2020**

Laguna Beach County Water District, CA

**2019**

Jurupa Community Services District, CA  
 Mendocino County Russian River Flood Control and Water Conservation Improvement District, CA  
 Mountain House Community Services District, CA  
 Reclamation District #1000, CA

**2021**

Calaveras Public Utility District, CA  
 Chico Area Recreation & Park District, CA  
 Monterey Regional Waste Management District, CA  
 Nevada Irrigation District, CA

We work as a team on every search at Bob Murray & Associates. Your Project Lead would be Yasmin Beers or Gary Phillips, who would not only direct and supervise the project team from beginning to end but also serve as the Recruiter for the project as well.

To learn first-hand of the quality of our services and why the majority of our engagements come from repeat and referred clients, we invite you to contact the references listed on page 16 of the attached proposal.

We look forward to your favorable consideration of our qualifications. Please do not hesitate to contact us at (916) 784-9080 with any questions.

Sincerely,

A handwritten signature in blue ink that reads "Valerie Gaeta Phillips". The signature is written in a cursive, flowing style.

Valerie Gaeta Phillips  
President, Bob Murray & Associates

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## **THE RECRUITMENT PROCESS**

Bob Murray & Associates' recruiters are specialists in finding a positive placement, providing security and fairness to candidates and clients while ensuring the integrity of the search process. We understand that superlative recruiting for the General Manager will lead to superlative results for the Kinneloa Irrigation District. Outlined below are the steps in our proven recruitment process, refined through our 30+ years of experience in executive search.

### **STEP 1 DEVELOP THE CANDIDATE PROFILE**

Our understanding of the Kinneloa Irrigation District's needs will be key to a successful search. Yasmin Beers or Gary Phillips will meet with the Board of Directors and key stakeholders to learn as much as possible about the ideal candidate for the General Manager position. We want to become familiar with the values and culture of the organization, as well as to understand the current and future issues, challenges, and opportunities in the Kinneloa Irrigation District.

Ms. Beers or Mr. Phillips will review and help define the District's wish-list regarding the ideal candidate's personality, management style, knowledge, skills, and abilities and will work with the District to identify expectations regarding education and experience. The Board of Directors and Ms. Beers or Mr. Phillips will discuss compensation, benefits, and other key information necessary to ensure that outstanding candidates are attracted to this opportunity. The profile we develop together at this stage will drive subsequent recruitment efforts.

#### *Optional Service: Community and Staff Involvement*

We find that many of our clients value a recruitment process that opens the opportunity for community members, business leaders, organization representatives, and employees to provide input regarding the ideal candidate. Our recruiters are skilled in designing and facilitating forums, town hall meetings, and online surveys that allow equitable involvement from a variety of constituencies and in consolidating feedback into a cohesive narrative of common themes.

If the Kinneloa Irrigation District so desires, we will work with the Board of Directors to create a customized community and/or staff input process.

### **STEP 2 DESIGN/DISTRIBUTE BROCHURE AND ADVERTISEMENTS**

Ms. Beers or Mr. Phillips and your dedicated Recruitment Coordinator will use the candidate profile developed with the Kinneloa Irrigation District to create a professional recruitment brochure, with the assistance of our professional graphic designer. The four-page, full-color brochure will describe the community, organization, position, ideal candidate, and compensation and will include pictures provided by the Kinneloa Irrigation District that you feel best represent your organization and your community.

Upon your approval, Ms. Beers or Mr. Phillips will send the brochure by postal mail and email to a targeted audience, personally inviting potential candidates to apply for the General Manager position. We will also place the recruitment brochure on our website, which attracts over 11,000

unique hits weekly and is a trusted resource for candidates seeking executive and professional positions. Two sample brochures are included in this proposal package for your reference.

Ms. Beers or Mr. Phillips will also design an effective advertising campaign appropriate for the General Manager recruitment. Our broadest outreach comes through our active social media involvement on Facebook, LinkedIn, and Twitter, where upcoming and current positions are posted. Sources such as *Western City Magazine*, PublicCEO, and the Careers in Government website will be used to reach an extensive local government audience, while position-specific postings will be chosen to attract candidates who have built their careers in and are committed to the General Manager field.

Suggested General Manager-specific advertising sources for the Kinneloa Irrigation District's search include:

- National Association of Clean Water Agencies
- Association of Women in Water, Energy, and the Environment
- California Municipal Utilities Association
- California Special Districts Association
- Association of California Water Agencies

Bob Murray & Associates does not typically place ads with job aggregators or general job posting sites such as CareerBuilder, Monster, or Indeed, as we have found that the broad reach of these sites does not necessarily lead to quality candidates for executive and professional positions.

#### *Reaching Diverse Candidates*

Bob Murray & Associates, a woman- and minority-owned business, is proud of its commitment to attracting and placing diverse candidates. Not only do we place advertisements with websites designed to attract minority and female candidates, our President, Valerie Phillips, is a member herself of many diversity-focused organizations including the Local Government Hispanic Network, the League of Women in Government, the Professional Women's Network, Mexican Professionals, and Women Leading Government. She networks frequently with fellow members to gain insight into which potential candidates are leaders in their field.

Ms. Beers or Mr. Phillips will seek to reach candidates in communities and organizations with demographic profiles and populations served like that of the Kinneloa Irrigation District, to maximize the potential for individuals from a wide variety of backgrounds, races, cultures, physical abilities, life experiences, and gender to be considered for the General Manager position.

### **STEP 3 RECRUIT CANDIDATES**

The strongest candidates are often those who are successful and content in their current positions and need to be sold on a new opportunity. Our extensive network of contacts, developed through over 1,400 successful placements, is a primary source for identifying and obtaining referrals for these candidates. Our in-house database of 40,000 current and former executive and professional candidates is a valuable resource that can only be built over time—time that we have invested into perfecting our process for finding the right candidates for our clients. Our aggressive outreach efforts are focused on phone calls to personally invite potential applicants, answer questions, and

allay any reservations, and these efforts are essential to the success of the General Manager recruitment.

#### **STEP 4 SCREEN CANDIDATES**

Following the closing date for the recruitment, Ms. Beers or Mr. Phillips will screen all resumes we have received, using the criteria established in the candidate profile as a basis upon which to narrow the field of candidates. Internal candidates receive sensitive consideration, and Ms. Beers or Mr. Phillips will discuss with the Board of Directors how the Kinneloa Irrigation District wishes to proceed with these candidates.

#### **STEP 5 CONDUCT PRELIMINARY INTERVIEWS**

Ms. Beers or Mr. Phillips will personally interview the top 10 to 15 candidates from the resume screening, with the goal of determining which candidates have the greatest potential to succeed in your organization. To reduce travel-related expenses to our clients and increase efficiency in the search process, these interviews are typically conducted via Skype, FaceTime, or other convenient videoconferencing applications.

During these in-depth interviews, Ms. Beers or Mr. Phillips will explore each candidate's background and experience as it relates to the General Manager position, such as significant accomplishments, size and scope of responsibility, and organizational culture. In addition, Ms. Beers or Mr. Phillips will discuss with the candidates their motivation for applying for the position and assess his/her knowledge, skills, and abilities. We will devote specific attention to establishing the likelihood of the candidate's acceptance of the position if an offer of employment is made.

#### **STEP 6 SEARCH PUBLIC RECORDS**

Under the direction of Ms. Beers or Mr. Phillips, your dedicated Recruitment Coordinator will conduct a review of published print and online articles for each recommended candidate. Sources include Lexis-Nexis™, Google, social media, and our contacts in the field. This will alert Ms. Beers or Mr. Phillips to any further detailed inquiries we may need to make before our recommendations are finalized.

#### **STEP 7 MAKE RECOMMENDATIONS**

Based on our findings during the preliminary interview process, Ms. Beers or Mr. Phillips will recommend a limited number of candidates for your further consideration. They will make specific recommendations and will help facilitate discussions regarding the candidate pool, but the final determination of those to be considered will be up to you.

We typically recommend 6-8 candidates that we feel will best match your expectations, and we prepare a detailed written report on each candidate. This bound report provided to each member of the decision-making body includes:

- Candidate list with Recommended Finalists identified in *Group 1* and *Group 2* (primary and secondary recommendations), as well as *Internal* candidates



- Summary of experience, education, and salary information for each Recommended Finalist candidate
- Complete cover letter and resume for each Recommended Finalist candidate
- List of *Other Applicants* (those who did not meet minimum qualifications or were otherwise unsuitable, based on our screening process)

Bob Murray & Associates maintains all search records for a period of seven (7) years following each recruitment, and we are happy to forward cover letters and resumes for each applicant by postal mail or email as soon as the recruitment closes to new applications.

## **STEP 8 FACILITATE FINAL INTERVIEWS**

Our years of experience will be invaluable as we help you develop an interview process that objectively assesses the qualifications of each candidate. We will work with the Kinneloa Irrigation District to craft and implement an interview approach that fits your needs. This may include individual and panel interviews by the Board of Directors and key stakeholders, community/employee interview panels, writing and presentation samples, meet-and-greets, or another specialized process element Ms. Beers or Mr. Phillips helps the Kinneloa Irrigation District to design.

Ms. Beers or Mr. Phillips will be present on-site during the interviews to facilitate as necessary during the process and to guide discussion to consensus regarding final candidates. Bound interview books will be provided to each interview panel member containing:

- Recruitment brochure with candidate profile
- Interview schedule
- Suggested interview questions
- Experience summary, cover letter, resume, and rating form for each candidate
- Ranking forms for use during the panel interview process

We will work closely with your staff to coordinate and schedule interviews and candidate travel. Our goal is to ensure that each candidate has a very positive experience, as the way the entire process is conducted will influence the final candidates' perception of your organization.

## **STEP 9 CONDUCT BACKGROUND AND REFERENCE CHECKS**

Ms. Beers or Mr. Phillips and your Recruitment Coordinator will conduct detailed reference checks for up to three (3) final candidates. To gain an accurate and honest appraisal of the candidates' strengths and weaknesses, we will talk candidly with people who have direct knowledge of their work and management style. In addition to gaining a 360-degree view of candidates from the perspective of their supervisors, subordinates and peers for the past several years, we will make a point of speaking confidentially to individuals who may have further insight into a candidate's abilities but who may not be on their preferred list of contacts.

Your Recruitment Coordinator will work with candidates and our professional backgrounding firm, HireRight, to conduct credit, civil litigation, and motor vehicle record checks and verify candidates' degrees.

## **STEP 10 ASSIST IN NEGOTIATIONS**

We recognize the critical importance of successful negotiations and can serve as your representative during this process. Ms. Beers or Mr. Phillips knows what other organizations have done to put deals together with great candidates and what the current market is like for General Manager positions in organizations like the Kinneloa Irrigation District's. They will be available to advise you regarding current approaches to difficult issues, such as housing and relocation. We will represent your interests and advise the chosen candidate and you regarding salary, benefits, and employment agreements, with the goal of putting together a deal that results in the appointment of your chosen candidate. With our proven experience and vested interest in a positive outcome, we can turn a very difficult aspect of the recruitment into one that is straightforward and agreeable for all parties involved.

## **COMPLETE ADMINISTRATIVE ASSISTANCE**

We receive many unsolicited testimonials each year from clients and candidates alike noting our prompt, considerate, accurate, and professional service during the search process. Throughout the recruitment, in time intervals that suit the Kinneloa Irrigation District, we will provide you with updates on the status of the search and attend to all administrative details on your behalf.

Candidates receive immediate acknowledgement of their applications, as well as personal phone calls and/or emails (as appropriate) advising them of their status at each critical point in the recruitment. Candidates who receive preliminary or final interviews and are not chosen to move forward in the interview process will receive personal calls from Ms. Beers or Mr. Phillips on behalf of the Kinneloa Irrigation District.

It is our internal company standard that all inquiries from clients and candidates receive a response within the same business day whenever possible, and certainly within 24 hours if the inquiry is received during the work week. Ms. Beers or Mr. Phillips will be available to the Kinneloa Irrigation District by office phone, cell phone, and email at any time to ensure a smooth and stress-free recruitment process.

## COSTS AND GUARANTEE

### PROFESSIONAL FEE AND EXPENSES

The fixed, flat professional services fee for conducting the General Manager recruitment on behalf of the Kinneloa Irrigation District is \$19,000. Services provided for in this fee consist of all steps outlined in this proposal, including two (2) days of meetings on site. The professional fee does not limit the amount of time invested by Bob Murray & Associates in promoting a successful outcome for this project. In fact, our mission for this project is to ensure we assist in identifying the right candidate for the Kinneloa Irrigation District. Therefore, Ms. Beers or Mr. Phillips will contact the District at the first anniversary of the placement to confirm an effective transition has occurred.

The Kinneloa Irrigation District will also be responsible for reimbursing expenses Bob Murray & Associates incurs on your behalf. We estimate expenses for this project not to exceed \$6,000. Reimbursable expenses include (but are not limited to) such items as the cost of recruiter travel; clerical support; brochure development; placement of ads; credit and civil background checks; education verification; and public records searches. Postage, printing, photocopying, and telephone charges are allocated costs and included in the expense estimate. *In no instance will expenses exceed this estimate without prior approval from the Kinneloa Irrigation District.*

Expense reimbursement for candidate travel related to on-site interviews will be the responsibility of the Kinneloa Irrigation District.

Professional Fees and Reimbursable Expenses	
<b>Professional Services (Fixed Flat Fee)</b>	\$19,000
<b>Reimbursable Expenses</b> <i>Example costs and approximate amounts include:</i>	
Brochure Design and Printing (\$1,275)	
Advertising (\$3,000)	\$6,000
Background Checks – 3 candidates (\$550)	
Consultant Travel (\$600)	
Other expenses – supplies, shipping, clerical (\$575)	
<b>Not-to-Exceed Total</b>	<b>\$25,000</b>

#### *Optional Services*

- Community/Staff Input Forum: \$1,500/day, plus travel expenses
- Online survey with analysis of results: \$250
- Additional on-site meeting days: \$1,500/day, plus travel expenses
- Additional background checks: \$250/candidate
- Additional reference checks: \$500/candidate
- Other services: \$250/hour or \$1,500/day

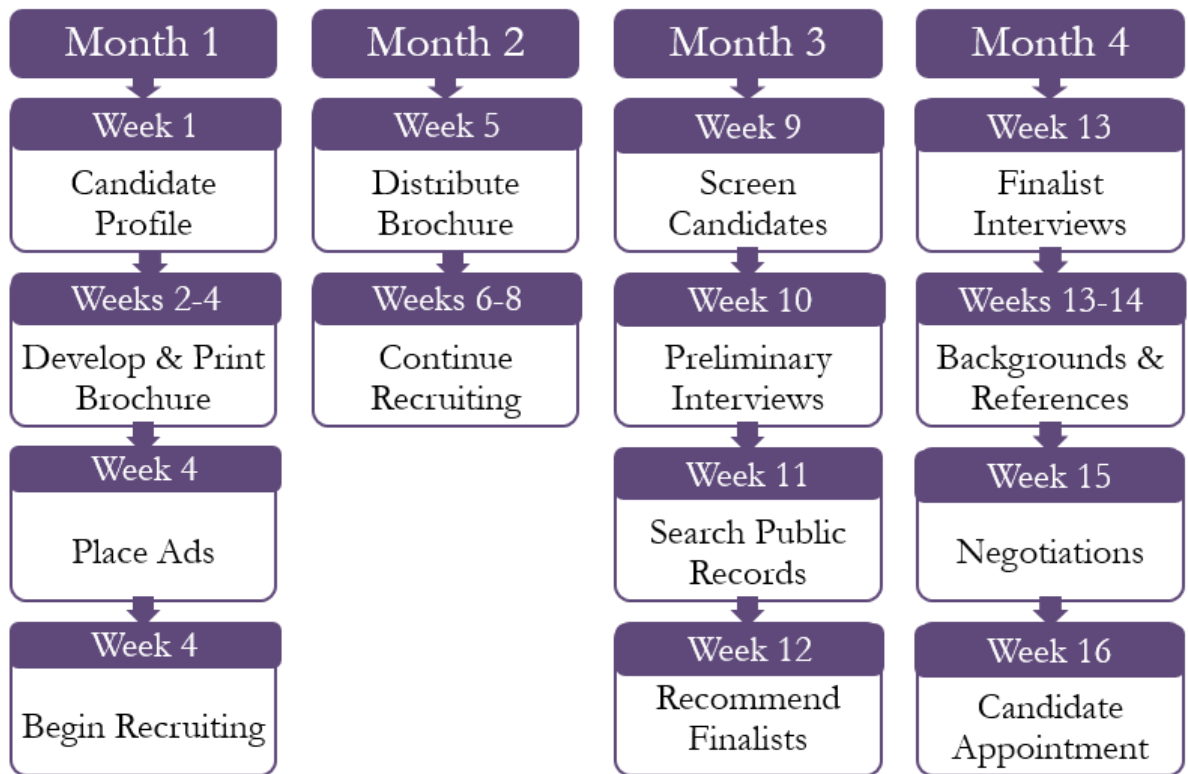
## GUARANTEE

Should a candidate recommended by our firm position resign or be terminated within the first 12 months of employment, we will provide the Kinneloa Irrigation District with professional services to secure a replacement. Services will be provided at no cost, aside from expenses incurred on the Kinneloa Irrigation District's behalf during the new search. We are confident in our ability to recruit outstanding candidates and do not expect the District to find it necessary to exercise this provision of our proposal.

## RECRUITMENT SCHEDULE

We are prepared to start work on this assignment upon receipt of a signed professional services agreement or other written, authorized notification. A full search can be completed in 13-16 weeks from the date of initial meetings with our client.

The final recruitment schedule will be determined in collaboration with Kinneloa Irrigation District. A typical timeline of tasks and events is included here for reference.



## FIRM PROFILE

### *OUR STAFF*

Bob Murray & Associates is a small firm focusing exclusively on executive search services. We have a team of thirteen (13):

- ✦ Bob Murray, *Founder*
- ✦ Valerie Gaeta Phillips, *President*
- ✦ Gary Phillips, *Executive Vice President*
- ✦ Regan Williams, *Vice President*
- ✦ Joel Bryden, *Vice President*
- ✦ Yasmin Beers, *Senior Executive Recruiter*
- ✦ Carmen Valdez, *Senior Executive Recruiter*
- ✦ Adele Fresé, *Senior Executive Recruiter*
- ✦ Nina Jamsen, *Senior Executive Recruiter*
- ✦ Alexandria Kopack, *Recruitment and Operations Manager*
- ✦ Kathy Lolas, *Senior Recruitment Coordinator*
- ✦ Christopher Harris, *Senior Recruitment Coordinator*
- ✦ Gini Herndon, *Contracts Administrator/Bookkeeper*

### **BOB MURRAY, FOUNDER**

Mr. Murray—known simply as “Bob” to his clients and candidates throughout the western U.S.—brings over 40 years’ experience as a recruiter and is recognized as one of the top local government recruiters in the nation. He conducted hundreds of searches for cities, counties, and special districts and was called on to conduct searches for some of the largest, most complex organizations in the country—and some of the smallest. Bob conducted searches for chief executives, department heads, professional and technical positions, taking the lead on many of the firm’s most difficult assignments with great success. His clients retained him again and again, given the quality of his work and success in finding candidates for difficult to fill positions.

As our Founder, Bob currently takes on few searches personally but continues to be an active presence at Bob Murray & Associates, providing valued insight and experience to our team members regarding all aspects of the recruitment process.

Mr. Murray received his Bachelor of Science Degree in Criminology from the University of California at Berkeley with graduate studies in Public Administration at California State University at Hayward.

### **VALERIE GAETA PHILLIPS, PRESIDENT AND RECRUITER**

Ms. Gaeta Phillips has over 18 years of recruiting experience, including more than a decade of recent experience in executive search for public, private, and startup companies nationwide. Since joining Bob Murray & Associates, Valerie has completed over 160 searches in a diverse range of fields, including city and general management, planning, finance, human resources, transportation, communication and public relations, community and economic development, information

technology, parks and recreation, and operations. She has recruited at all levels of municipal and non-profit organizations, from technicians and engineers to Executive Directors and Chief Executive Officers.

Valerie is valued for her passion for finding and retaining the most outstanding candidates for even the most difficult or untraditional assignments and for her commitment to her clients' success; she is also active in a variety of industry organizations and in diversity-focused associations. Valerie is called upon often to serve as an expert speaker on topics such as managing one's online reputation, diversity issues in municipal and non-profit leadership, and how to identify a positive placement for the organizational culture.

Ms. Gaeta Phillips, along with Executive Vice President Gary Phillips, has a passion for helping people, evidenced by fundraising, sponsorship, and involvement in raising awareness for organizations such as Autism Speaks, the UC Davis M.I.N.D. Institute, and the Northern California Special Olympics.

#### **GARY PHILLIPS, EXECUTIVE VICE PRESIDENT AND RECRUITER**

Since joining Bob Murray & Associates, Mr. Phillips has completed over 125 searches for executives and professionals in a wide variety of fields including animal services, city and general management, planning, legal counsel, cyber security, and human resources. Gary's clients have ranged from municipal government to non-profit and private sector organizations, and he has sourced outstanding candidates for positions from the level of division managers up to City Managers, Executive Directors, and General Managers.

Gary started his career with a New York-based Fortune 100 company and quickly became a Senior Manager, building and running a large customer service organization that eventually expanded to 13 countries in Europe. He proceeded to hold senior leadership positions in several Fortune 500 companies, with noted successes such as building an organization from two to 250 employees worldwide and growing a company from 800 to 1200 employees.

As part of an executive acquisition and recruiting team, Gary helped build a start-up enterprise software company in San Francisco, recruiting top-notch talent and building a world-class organization. He has maintained customer relationships in the public sector and the private sector, including medical and financial institutions. He prides himself on finding key talent and offering the best customer service to his clients.

Mr. Phillips, along with Ms. Gaeta-Phillips, is involved in his community as a soccer coach, as an organizer of fundraisers for Autism Speaks and the UC Davis M.I.N.D. Institute, and as a sponsor of the Northern California Special Olympics. Mr. Phillips received his Associate of Science degree and completed additional coursework at Rochester Institute of Technology, NY.

#### **REGAN WILLIAMS, SENIOR VICE PRESIDENT AND RECRUITER**

Mr. Williams brings 30 years of local government experience to Bob Murray & Associates and has over 17 years of experience in executive recruitments with our firm. In his time with Bob Murray & Associates, Regan has conducted over 275 executive searches ranging from managers and department heads to City Managers, Executive Directors, and General Managers. If Regan were

to have a recruiting specialty, it would be public safety positions: he has personally conducted over 60 Police Chief and 20 Fire Chief recruitments.

Prior to joining Bob Murray & Associates, Regan served as Director of Public Safety with the City of Sunnyvale, CA. He was involved in the development of some of Sunnyvale's most innovative public safety programs and has a national reputation for excellence in law enforcement, as well as in law enforcement executive recruiting. Regan's clients find his prompt and personal attention, insight, and expertise in recruitment and selection an asset. He is often called upon to recruit for difficult-to-fill law enforcement positions, such as the position of Police Chief or City Manager in challenging political environments.

Mr. Williams received his Bachelor of Science Degree in Administration of Justice from San Jose State University. He is also a graduate of the FBI National Academy.

### **JOEL BRYDEN, VICE PRESIDENT AND RECRUITER**

Mr. Bryden has over 30 years of local government experience that he brings to the firm, having retired as Chief of Police in Walnut Creek, CA prior to joining Bob Murray & Associates in 2013. Throughout his career, Joel has been involved in public sector consulting, with vast experience in hiring and promotional processes, as well as interviewing candidates for advancement in all aspects of local government.

Joel has a solid reputation as a leader in the public sector and his ability to find and evaluate outstanding applicants for our clients is invaluable in the search process. Since joining Bob Murray & Associates, Joel has conducted over 100 recruitments in a broad range of sectors including police, fire, building, planning, city management, and general management. He is often called upon to recruit specialized or difficult-to-fill positions, such as Independent Police Auditor.

Mr. Bryden is a graduate of the FBI National Academy and obtained his Bachelor of Arts Degree in Communication from San Diego State University. He is currently based in Walnut Creek, CA.

### **YASMIN BEERS, SENIOR EXECUTIVE RECRUITER**

Yasmin Beers brings over 33 years of municipal government experience to Bob Murray and Associates. Yasmin retired as the City Manager for Glendale with a population of over 200,000. She served as Chief Executive Officer overseeing close to 2,000 employees serving in Police, Fire, Public Works, Parks, Community Development, Library Arts & Culture, Innovation Performance & Audit, and Water & Power to name a few.

Yasmin's three decades of experience in public service brings extensive background in public sector finance, human resources management, contract negotiations, strategic planning & organizational leadership, policy development, emergency response & planning, team building and performance improvement. Throughout her career, Yasmin has had a great deal of experience in recruiting, selecting and hiring employees for executive and management level positions with a focus on the organizational needs and culture.

Yasmin currently serves on the Glendale Adventist Medical Center's Civic Advisory Board and the Advisory Board for Village Christian School. Yasmin is a past member of Soroptimist

International of Glendale where she served as President in 1999/2000. She is a past board member of Glendale Healthy Kids, Salvation Army and the American Red Cross. In 2011 the Glendale Chamber of Commerce recognized Yasmin as Woman of the Year; in 2013 she was the recipient of The Armenian American Woman of Excellence Award; in 2014 Yasmin was recognized by the Glendale Educational Foundation for her distinguished service and philanthropic efforts; in 2015, YWCA awarded Yasmin with the Heart & Excellence Award; in 2017, she was recognized by Business Life Magazine as a Women Achiever; and in 2018 the California State Senate recognized Yasmin as one of the Woman of the Year, each a tribute to her core values that represent her civic responsibilities, volunteerism and community service.

Yasmin has a Bachelor of Arts degree in Political Science from California State University, Northridge and a Master's degree in Organizational Leadership from Woodbury University.

### **CARMEN VALDEZ, SENIOR EXECUTIVE RECRUITER**

Carmen Valdez provides executive recruitment and human resource services to municipal government agencies and non-profits. She has more than 25 years' experience in executive search, general human resources, classification and compensation, testing, policy development, performance management, team building, organizational development, discipline, and other employee relations activities.

Carmen has most recently been consulting with Municipal Resource Group, prior to which she spent over 30 years with the City of Milpitas, a Silicon Valley city of 70,000 residents. In this capacity, she was responsible for collective bargaining, PEPRA and Affordable Care Act implementation, modernizing Human Resource services to improve efficiencies and reduce costs, revamping the Workers Compensation service delivery and completing a City-wide strategic plan. Carmen also spent almost 2 years as the Director of Recreation Services.

In addition to her significant experience in the public sector, Carmen earned a Bachelor of Arts degree in Business from University of Phoenix. She is also a member of Local Government Hispanic Network and League of Women in Government. She is an avid runner and enjoys giving back to her community.

### **ADELE FRESÉ, SENIOR EXECUTIVE RECRUITER**

Adele Fresé brings 27 years of local government experience to Bob Murray & Associates, having retired as Chief of Police in Salinas, CA prior to joining the firm in 2021. Adele began her public service career in 1985 as an active-duty member of the United States Marine Corps before serving the City of Corpus Christi for 20 years.

Adele has extensive experience in hiring and promotional processes, as well as interviewing candidates for advancement in all aspects of local government.

During her 7 years as a Chief of Police, Adele exercised strong leadership and implemented monumental changes leading to the diversification of her agency's sworn staff. Adele's commitment to collaboration with the public and law enforcement agencies earned her the Partner of the Year Award from Homeland Security Investigations, and her Department the Community Policing Award from the Community Policing Institute of California.



Adele received her Bachelor of Science degree in Criminal Justice Administration from California State University at Hayward, and a minor degree in Sociology. She earned a Master of Science in Public Safety, completed the Senior Executives in State and Local Government program at the Harvard Kennedy School, and PERF's Senior Management Institute for Police. She is a Texas Certified Public Manager.

### **NINA JAMSEN, SENIOR EXECUTIVE RECRUITER**

Ms. Jamsen brings over 33 years of local government experience to the firm. She retired as Chief of Police from California State University, San Bernardino, prior to joining Bob Murray and Associates. Nina also served the San Bernardino County Sheriff's Department in the capacity as a Police Chief for the cities of Loma Linda and Grand Terrace.

Ms. Jamsen has a strong leadership reputation in the public sector in the Inland Empire. Throughout her six-and-a-half-year tenure as a Police Chief, she implemented major forward-thinking changes to her agency. Her philosophy was driven by strong community-oriented policing, guided by 21st Century policing pillars. Ms. Jamsen has extensive experience in recruiting, selecting, and promoting a diverse and inclusive work force. She has participated in numerous search committees involving various department heads in the public sector and has had first-hand experience interviewing, selecting, and promoting candidates. Nina was recognized as a Pioneer Woman in 2017 by the City of San Bernardino and as a Woman of Distinction in 2019 by the 40th District of the California State Assembly.

Ms. Jamsen obtained her Bachelor's Degree in Administration of Criminal Justice from the University of West Virginia, earned her teaching credential from San Bernardino State University, and graduated the FBI National Academy.

Nina is a proud Finnish native, first generation college graduate, and is fluent in Swedish and Finnish.

### **ALEXANDRIA KOPACK, RECRUITMENT AND OPERATIONS MANAGER**

Alex is the Recruitment and Operations Manager with Bob Murray & Associates, and partners closely with the executive recruiter to support both the client and candidates through the entire recruitment process. Alex's responsibilities include posting available positions to job boards, interview scheduling, conducting background checks on candidates, and creating marketing materials for each search.

Alex graduated with a bachelor's degree in Business Administration from Boise State University. She has several years of experience in many different office settings and is eager to assist in the hiring process.

In her spare time, Alex enjoys spending time with her husband, family, and poodle (Theo), as well as playing tennis whenever weather allows.

### **KATHY LOLAS, SENIOR RECRUITMENT COORDINATOR**

Kathy recently joined the Bob Murray & Associates team after eight years of retirement. She is serving as a Recruitment Coordinator and brings over 30 years of experience from the residential real estate, state government, and life coaching industries. As a Recruitment Coordinator, Kathy partners closely with executive recruiters to provide support to candidates and clients throughout the recruitment process. She assists with scheduling, conducting background checks, creating marketing materials, and posting advertisements for open recruitments.

Kathy returned to graduate school in 2015, earned her Master's degree and launched a private life-coaching practice. She is known for her outgoing personality, attention to detail and collaborative approach to successfully completing executive recruitments. In her free time, Kathy enjoys playing jazz piano, travel, boating, and playing with her poodle, "Rocky".

### **CHRISTOPHER HARRIS, SENIOR RECRUITMENT COORDINATOR**

Mr. Harris is a Recruitment Coordinator with Bob Murray & Associates and is an essential part of our hiring experience. He partners closely with the executive recruiters to support hiring initiatives and is responsible for facilitating the movement of candidates through the recruitment process.

His responsibilities entail everything from creating marketing materials, posting available positions to job boards, candidate research, interview scheduling, conducting background checks, and ensuring the overall hiring process runs smoothly.

Chris recently graduated as the Valedictorian of his class from Saint Mary's College of California with a bachelor's degree in Politics. He has worked at Bob Murray & Associates seasonally throughout college, and he brings knowledge from a variety of jobs and internships to his role as a Recruitment Coordinator.

Outside of the workplace, Chris enjoys spending time with his family, working out, and reading about foreign policy and national security.

### **GINI HERNDON, CONTRACTS ADMINISTRATOR/BOOKKEEPER**

Ms. Gini Herndon is the Contracts Administrator/Bookkeeper at Bob Murray & Associates. Ms. Herndon is the first point of contact at Bob Murray & Associates and has an extensive administrative background in business law.

Ms. Herndon is known for her collaborative approach as she works closely with our internal team and clients to ensure a successful search. As a first point of contact, Ms. Herndon is highly professional and maintains a high level of confidentiality and sensitivity.

## *CORPORATION*

Bob Murray & Associates was founded in May 2000 and operated under the corporation name MBN Services, Inc. until June 2014; our new corporation name is GVP Ventures, Inc., incorporated in California in 2014. Contact information for the corporation and the firm is as follows:

GVP Ventures, Inc. OR Bob Murray & Associates  
1544 Eureka Road, Ste. 280  
Roseville, CA 95661  
(916) 784-9080  
apply@bobmurrayassoc.com

Our corporation and firm are financially sound (and have been so since 2000), with documentation from our accountant available to your organization prior to final execution of a professional service agreement. We have never been involved in any litigation, aside from our personnel serving as expert witnesses when called to do so.

## *PROFESSIONAL ASSOCIATIONS*

Our firm, represented by either our President or our Executive Vice President, are involved in the following organizations to remain engaged with current and future issues relevant to the work we conduct on behalf of clients like Kinneloa Irrigation District:

- California Special Districts Association – *Member*
- California City Management Foundation (CCMF) – *Member*
- International City/County Management Association (ICMA) – *Member*
- League of California Cities – *League Partner*
- League of Women in Government – *Sponsor/Member*
- Municipal Management Association of Northern California (MMANC) – *Sponsor/Member*
- Municipal Management Association of Southern California (MMASC) – *Sponsor/Member*
- National Forum for Black Public Administrators (NFBPA) – *Committee member for Marketing and Branding*

Members of our leadership team not only attend events sponsored by these associations but are also frequently called upon to serve as panel members and to provide specialized lectures regarding industry-specific issues.

Recent and upcoming speaking engagements and trainings provided by our staff include:

- “Role of the Chief” class, presented by Joel Bryden on behalf of the California Police Chiefs Association
- Organization of Latino Affairs invited speaker, Valerie Phillips for Hispanic Heritage Month; and
- “The Next Step on Your Career Ladder: A Rung Up or a Missed Step? What City Managers are Seeking to Create a Dream Team,” Bob Murray & Associates is a leading participant on the MMANC 2019 Conference Panel

## REFERENCES

Clients and candidates are the best testament to our ability to conduct quality searches. Clients for whom Bob Murray & Associates has recently conducted similar searches are listed below:

**CLIENT:** Laguna Beach County Water District  
**POSITION:** General Manger  
**REFERENCE:** Andrea Miller, HR & Office Administrator  
(949) 494-1041

**CLIENT:** Las Gallinas Valley Sanitary District  
**POSITION:** General Manager  
**REFERENCE:** Ms. Judy Schriebman, Board President  
(415) 302-7592

**CLIENT:** Oakdale Irrigation District, CA  
**POSITION:** General Manager  
**REFERENCE:** Mr. Steve Knell, General Manager  
(209) 840-5508

*We appreciate the Kinneloa Irrigation District's consideration of our proposal and look forward to working with you.*

