

OCT 10 2022

Yavapai County Workforce Development Board Membership Application

Please read the **WDB Overview** Document *before* completing this application. You may utilize the back of this page if additional space is needed in providing information for the questions listed below. **PLEASE PRINT.**

Name: Christian Oliva del Rio

Sector Representation: (Please check one):

- Private Sector Local Education Labor Organization
 Economic Development One Stop Partner

Resident of Yavapai County? Yes If "Yes", how many years? 28
 No

Phone: Work [REDACTED] Home (____)____-____ Cell [REDACTED]
Email [REDACTED]

Business: Greater Cottonwood Chamber of Commerce **Job Title:** President/CEO

Type of Business: Civic, 501c6 Non-profit

Job Responsibilities: manage all administrative duties & then some

Are you an "optimum policy maker" for your business? Yes No

Please describe: I serve as the Chief Executive Officer for the Chamber

A representative with optimum policy-making authority is an individual who can reasonably be expected to speak affirmatively on behalf of the entity he or she represents and to commit that entity to a chosen course of action, including hiring authority.

Please provide a brief description of your interest and qualifications to be a WDB member (experience, desire, profession, etc.) I served many years back and have always been a supporter of the WDB.

Our chamber understand the great and important work the board does and would like to be engaged more in supporting and promoting workforce development.

Briefly describe your knowledge of Yavapai County's labor market (workforce skills needed, industry/business trends, needs of employers, etc.) We have witnessed a shortage of qualified workers in our area. Many of the soft skills needed to work in an administrative setting. Also our challenge is that many of the qualified individuals are retiring and leaving the workforce.

How many hours per month can you contribute to WDB activities? As Required

Please Attach a Current Resume and Letter of Recommendation

CHRISTIAN V. OLIVA DEL RIO

SUMMARY OF QUALIFICATIONS:

The Greater Cottonwood Chamber's President/CEO has the overall responsibility for the complete operation of the Chamber as it involves program, planning and operations, working under policy guidelines of the Board of Directors and Executive Committee and acting in accordance with the policies, procedures and bylaws of the Chamber. The President/CEO is responsible to the Board for the full range of activities: coordination of the program of work; organizational structure and procedures; motivation of volunteers; income and expenditures; maintenance of membership; employment, training, and supervision of staff; interpretation of policy; maintenance of quarters; and long-range planning.

Other areas of expertise include: 15 years in office management and supervision, able to build strong relationships with clients and co-workers, Excellent customer service skills, Knowledge of Verde Valley, especially tourist sites and activities in and around the area. Expertise in MS Windows all versions, MS Office Suite all versions, MS Publisher, MS Outlook, Adobe Photoshop and Elements, Intuit QuickBooks and Quicken

WORK EXPERIENCE:

Cottonwood Chamber of Commerce – Cottonwood, AZ

2007–Present

President/CEO

- Oversees development and implementation of a definite program of work that will channel resources of the organization toward specific objectives.
- Provides leadership in the organization, planning and implementing strong business advocacy on those social and economic issues affecting the business community
- Oversees the promotion, development and enhancement of tourism and economic development per the agreement with the City of Cottonwood.
- Demonstrates leadership in the community through involvement and participation, strives to develop a better public understanding of the purpose and functions of the organization.
- Oversees and manages the fiscal resources of the organization.
- Oversees membership programs to ensure necessary growth in income and services for the operation of the program.
- Directs all communications to the membership and public.
- Works with Board to establish and implement the corporate mission and vision. Provides leadership, training, and input to the Board.
- Assures the organization's compliance with applicable laws and regulations. Assures adequate records of all transactions and correspondence are maintained for review by auditors, the Board, or other officials or agencies.
- Serves as the official administrative representative and spokesperson of the Chamber in all instances.
- Coordinates work of all Councils, Committees, and/or Task Force.

Yavapai College -- Clarkdale, AZ

2002--2007

Division of Science and Professional Studies

- *Adjunct Faculty, Career Skills Program, Veterans Upward Bound, Summer College for Kids,* Teach Windows Fundamentals, Windows Tools and Management, Microsoft Word Basics and Intermediate, Excel Basics, PowerPoint Basics, Fundamentals of Personal Computing, Adobe Photoshop/Elements, Introduction to Computers and MS Office to a variety of students with various levels of skill.
- *Computer Lab Assistant,*
 - Provide equipment/software support for instructors and students.
 - Assist on average 25 students a day with troubleshooting problems.

Catstuff.com -- Cottonwood, AZ

2002--2005

- Own and operate Internet business (wholesale/retail) that supplies cat themed gifts.
- Created and maintain website for business.
- Maintain all aspects of business operations including, accounting, production, marketing, and customer service.

The Computer Tutor -- Cottonwood, AZ

1996--2002

- Own and operate tutoring service for community, including Yavapai College students, businesses, and local retirees.
- Instruct clients in a variety of computer software programs and computer operations.
- Maintain small office networks and computers for business owners.

AFFILIATIONS & EDUCATION:

Cottonwood Economic Development Foundation - Board Treasurer

Verde Valley Regional Economic Development Organization - Board Secretary

Old Town Association - Board Treasurer

Verde Valley Homeless Coalition - Board Member

Verde Valley Advisory Committee for Yavapai Big Brothers, Big Sisters

Buena Vista Children's Services -- Past Treasurer

Sedona Verde Valley Tourism Council -- Board Member

US Chamber of Commerce -- IOM Graduate, Institute for Organization Management

Western Association of Chamber Executives -- Graduate WACE ACADEMY 2012-2015

Verde Valley Leadership -- Graduate Class II, Board Treasurer

Yavapai College, Clarkdale, AZ -- General Studies/Computer Systems and Applications

References available upon request.

Yavapai County Workforce Development Board
c/o Teri Drew, Regional Director
Northern Arizona Council of Governments
Economic Workforce Division
221 N. Marina Street, Suite 201, Prescott, AZ 86301
P.O. Box 2451, Prescott, AZ 86302

To Members of the Yavapai County Workforce Development Board:

RE: Reference for Christian Olivia del Rio

Christian Olivia del Rio is currently serving at the CEO for the Greater Cottonwood Chamber of Commerce. Christian has played a vital role in the rebuilding of the Chamber, taking it from a minor to a major player in the region.

A large part of his success has been his ability to work respectfully and successfully with key stakeholders. From City leaders to Board members, from large business owners to owner-operated establishments, Christian has been able to bring workforce trends, topics, and issues to the forefront. Not stopping there, he has worked closely with the Board Chair and staff to identify Board committees that are better able to focus on the most pressing workforce issues, with a focus on solutions.

It is a privilege to recommend Christian Olivia del Rio, Greater Cottonwood Chamber Director, to serve on this vital, Workforce Development Board. I believe he will be a great asset.

Darla DeVille

Darla DeVille
Greater Cottonwood Chamber Board Chair



DARLA DEVILLE
Public Affairs Manager, Northwest Division
Mail: 6672 Corsair Ave. Prescott, AZ 86301
Cell 928-499-9135
darla.deville@aps.com aps.com

YAVAPAI COUNTY WORKFORCE DEVELOPMENT BOARD YOUTH COUNCIL
MEMBERSHIP APPLICATION

OCT 1 2022

Please utilize the back of this page if additional space is needed in providing information for the questions listed below.
(Please PRINT)

NAME: Brenda Bratton

SECTOR REPRESENTATION (Please check one):

- Private sector Local Education Labor Organizations
 Economic Development One Stop Partner Community-Based Organizations

RESIDENT of Apache, Coconino, Navajo or Yavapai Counties? Yes No

Number of years a resident of above referenced County 2 months

PHONE: (Work) [REDACTED] (Home) [REDACTED]
(Fax) None (E-Mail) [REDACTED]

BUSINESS: Journalism: Public Relations

TYPE OF BUSINESS: Community Development / Marketing Communications

JOB TITLE: AmeriCorps VISTA Team Leader – Prescott, Arizona

JOB RESPONSIBILITIES: My work entails leading AmeriCorps VISTA (Volunteers In Service To America) members who are recent college graduates and assigned to nonprofit organizations, schools, and government agencies in Yavapai County, Arizona area in educational roles to build their professional work experience and positive habits, training (civic leadership training, communications, resume and curriculum creation sessions, and other professional training), impactful experiences, and community-building efforts to enhance their experiences and lead to elevated interests and actions in their present community and the communities they will disperse to after their first year of service. At the heart of all our work is a build capacity and sustainability at the nonprofit organizations for the advancement of the populations served within the Prescott community. In addition, I will lead the members in the National Days of Service – 9/11 Remembrance, Martin Luther King, Jr. Day, AmeriCorps VISTA Week, and other volunteer events and initiatives.

Please provide a brief description of your **INTEREST AND QUALIFICATIONS** to be a WDB member (experience, desire, profession, etc.): While on assignment as an AmeriCorps VISTA in Tucson, Arizona, from August 2017 to August 2018, I worked as a Workforce Development Navigator and Marketing Communications Specialist. The workforce development portion of my assignment included working with Opportunity Youth – ages 16 to 24, many out of school, with children of their own - to guide participants to "opportunities" in STEAM (Science, Technology, Engineering, Arts, and Math) careers. I utilized members of the community, the OneStops, job placements, mentoring, internships, and created a Youth Employability Skills Training and Discovery Program (Transferable Skills) that challenged participants to "discover" what they already knew! It was always a pleasure to see how surprised young people were when they found out that they knew much more than they realized! In addition, I used my Marketing Communications and Journalism skills to create flyers, infographics, news releases, social media posts, news articles, and public service announcements to inform the general public of our ongoing work and made sure the community knew about the programs offered. I also joined the Youth Employment Council in Tucson through the Pima County Community and Workforce Development agency during my VISTA service to make sure I was current on all developing youth employment and training programs and opportunities.

My work experience began at age 14 when I held my first job where taxes were taken out of my paychecks. I found that working to pay my expenses kept me in my college-prep high school and allowed me to purchase the latest clothing trends. And, yes, there was trouble at home. There was a great deal of pride satisfaction experienced in my paying my own expenses. I would like to continue to share my experience with young people as they are finding out who they are and what they want to do to earn livings. They have options! And, especially, which colleges and universities they want to attend; though I know that choice is not for everyone. Here a short Bio of my work for your review, as posted on the Arizona Serve website (Curriculum Vita attached) –

Brenda Bratton, Prescott VISTA Team Leader

Brenda is returning to AmeriCorps in Prescott, Arizona as a VISTA Leader, after serving as an AmeriCorps VISTA in Tucson, Arizona, from 2017 to 2018 as a Marketing Communications Specialist/Workforce Development Navigator working with Opportunity Youth. She brings with her expertise and experience in journalism, graphic design, media relations, marketing, entertainment, and business. She earned her B.A. in Journalism: Public Relations at California State University, Northridge. She then completed her first master's degree in Business Management at the University of Redlands in California. With a background working in entertainment business units - Marketing/Publicity for Feature Films, Recorded Music in Jazz and Pop and Rock A&R, Studio Operations, International Home Entertainment Elements Production, Product Placement, and Consumer Products - she completed a Master of Science in Public Relations: Management at University of Maryland Global Campus. Her interest in all-things-digital and The Internet of Things led her to complete an OMDE - Master of Distance Education and E-Learning at the University of Maryland Global Campus and to complete two master-level certifications - Learning Design and Technology and Project Management at the same digital campus. Brenda's most exciting journalism adventure took her to Paris, France, and three cities in Cameroon, Central Africa, as Stevie Wonder's international journalist on a fact-finding mission for a feature film soundtrack. She enjoys scary movies, theater butter popcorn, all types of music, jewelry, and great food.

Briefly describe your **KNOWLEDGE OF YAVAPAI COUNTY'S LABOR MARKET** (skills workers need, industry/business trends, needs of employers, etc.)

I have just been reading the SimplyHired.com job listings for Prescott, Arizona, and the Arizona@Work Yavapai County Workforce Development Plan 2022 Updates document.

SimplyHired has listings for companies such as Amazon, USPS, UPS, and FedEx. The Arizona@Work document reads about the Youth Program is nearly the same criteria for participants in the Opportunity Youth Program in Tucson. Many of the participants knew what they wanted to accomplish; they did not know how and where to begin the process - where to start! That is where self-discovery and training enter the picture.

What I literally see in Prescott, as in most places in the United States, is that young people are employed primarily in the fast-food industry. That is perfectly fine if they are staying focused on their higher education options and not only focused on their current paychecks that they are earning. Young people have a visionary issue - they cannot always see that changes will occur and that they are the agents of their own changes. My first job at age 14 where taxes were withheld was with KFC (then, they called it Kentucky Fried Chicken). Before then, I babysat, shoveled snow, raked leaves, and helped with daily newspaper deliveries. That is how I started but looking at my curriculum vita shows that was only my start! I would like for our young people to think the same way! My work has been in industries where end-products were produced, and my first real job was no different!

My grandfather retired from the Coca Cola Company after working there for 40 years. That does not happen anymore. Being prepared for the work of the present and future is all about processing information and computers are an integral part of that current work. Young people today are digital natives while older generations are digital immigrants! It is important for young people to know that it is okay to play digital games as they have their purpose, but the real work being completed on digital platforms should not be ignored. The way for our youth to be prepared for their futures is to understand themselves, the technology used for today's work, and formal preparation - work experience (including volunteering, internships, summer jobs, etc.) training classes or programs, college classes, or university classes.

AVAILABILITY: How many hours per month can you contribute? 12 hours per month / 3 hours per week

PLEASE ATTACH A CURRENT RESUME

Curriculum Vitae

Brenda Bratton

Career Objective

Seeking career opportunities in the marketing communications/public relations areas where showcasing my skills in writing, editing, proofing (AP Style), and designing mass communications products and elements that will affect change, enlighten participants and consumers, and spark engagement of my employer's target audiences while utilizing Adobe Creative Cloud (Photoshop, Illustrator, Dreamweaver, InDesign, etc.), PC and Mac Computers, and other content marketing communications tools to disseminate messages, build brands, and assist sales teams in their quest to raise the company's bottom line desired.

Academic Qualifications

Master's Certification: Learning Design and Technology

University of Maryland Adelphi, Maryland

Master's Certification: Project Management

University of Maryland Adelphi, Maryland

Master's (OMDE): Distance Education & E-Learning

University of Maryland Adelphi, Maryland

Master of Science: Management – Public Relations

University of Maryland Adelphi, Maryland

Master of Arts: Business Management

University of Redlands Redlands, California

Bachelor's: Journalism – Public Relations

California State University, Northridge Northridge, California

Professional Management Certifications

- FEMA IS-00700.a – National Incident Management Systems • FEMA IS-00702.a – Public Info Systems
- AmeriCorps National Service Completion • Prescott College – Civic Leadership and Service
- CNCS/AmeriCorps VISTA Classroom – Resources Development and Grant Writing

Career Experience

- Williams-Sonoma – ICS – Email Response Team Agent (Canada, Australia, UK) – All Brands and All Products (Current)
- Lionbridge Technologies – Social Media Content Evaluator & Rater – Global Marketing/Artificial Intelligence (2018-2019)
- AmeriCorps VISTA – Workforce Development Training Navigator and Marketing Communications Specialist (2017-2018)
- Universal Studios Hollywood – Entertainment Projects Manager and Administrator - Multiple Business Units (1989-2010)
- Daily News of Los Angeles – Advertising Composer (Graphic Artist/Layout Designer - Display and Classified) (1983-1988)

Learning/Instructional Design/Computer/Technical Skills

- ADDIE, Merrill's Principles of Instruction, Gagne's Nine Events of Instruction, Bloom's Taxonomy
- Articulate 360/Rise, Moodle, HTML, Adobe Connect, Adobe Captivate, Zoom, SharePoint, Vimeo
- Microsoft Office 365 (Word, PowerPoint, Excel, Publisher, Outlook, Forms, Access, Outlook, Teams)
- Adobe Creative Cloud (Photoshop, Illustrator, Dreamweaver, InDesign), Adobe Acrobat and Distiller
- Citrix Platform, Avaya, CCUI, Kronos, Microsoft Teams, Compass, NetSuite, OMS, Google Suite
- Writing, designing, production of learning booklets, brochures, digital film editing with copy and promos, including news releases, media kits, PSA's, and development of Internet/Intranet pages + photography
- Directed community agency activities to develop and implement communication strategies + training
- Production and editing of digital films and postings for Internet and social media platforms/audiences

Other Qualifications

- Project Management • Crises Communications • Presentations and Speeches • Multimedia Graphic Designer
- Soft Skills – Positive Disposition and Attitude Towards Learning, Motivational, Time Manager, Decisive
- Committed to completing projects on-point and on time with attention to details and accuracy
- Flexible and Adaptable, Loyal Team Member • Writing Skills – Journalism/AP, APA, and MLA

