



**WORKFORCE INVESTMENT BOARD**

**Membership Application and Disclosure Statement**

**Section 1**

(To be completed by individual interested in membership on the Workforce Investment Board)

**Kathleen A. Griffith**  
(Name)

**Economic Development Manager**  
(Business Title)

**City of Lompoc**  
(Employer/Firm Name)

**100 Civic Center Plaza, Lompoc, CA**  
(Business Address)

**93438**  
(Zip Code)

**k\_griffith@ci.lompoc.ca.us**  
(Email Address)

**805-875-8232**  
(Business Phone Number)

**Statement of Interest:** Please state briefly your interest in employment and training programs.

**My role as the City of Lompoc Economic Development Manager is to facilitate the growth of training programs and employment opportunities in the Lompoc Valley.**

**Community Services:** Please list boards, commissions, committees, and organizations on which you presently serve or have served and indicate office(s) held.

- **League of California Cities Revenue & Taxation Policy Committee**
- **Santa Barbara Conference & Visitors Bureau and Film Commission Board**
- **California Space Authority (CSA) California Space Center Advisory Group**
- **California Innovation Corridor Partner**
- **US Dept. of Labor WIRED Grant Partner (formerly)**
- **Santa Barbara County (SBC) Housing Advisory Committee (formerly)**
- **SBC Economic Development Advisory Committee (formerly)**
- **CSA Space Enterprise Advisory Council (formerly)**

To help preclude a potential conflict of interest, also please list any organization with which you are affiliated, which may contract with the Workforce Investment Board employment and training services.

**City of Lompoc**

*Kathleen Griffith*  
(Signature)

*March 11, 2009*  
(Date)

**ADDITIONAL INFORMATION:** You may attach a **RESUME** to supplement the questionnaire. Additional pages providing pertinent data may be enclosed to assist in the evaluation process. Should you need any assistance or have any questions concerning this application, please call Raymond McDonald at (805) 681-4446.

**Education and Training:** Please list post-secondary education/training, including relevant professional or vocational licenses or certificates.

Institution	Address	Degree/License Or Certificate
University of California, San Diego	La Jolla, CA	Master of Arts in Communication
Columbia University, School of International & Public Affairs	NY, NY	Master of International Affairs
University of California, San Diego	La Jolla, CA	Bachelor of Arts

**Please check and complete one category that qualifies You for membership on the Workforce Investment Board**

**Private Sector Business Representative** (If yes, check all that apply)

- Owner
- Chief Executive or Chief Operating Officer
- Executive with Substantial Management or Policy Responsibility
- Minority Business
- Small Business\*
- Other Specify \_\_\_\_\_

**Public Sector Representative** (If yes, check all that apply)

- Educational Agency:  Public  Private
- Public Employment Service
- Organized Labor
- Rehabilitation Agency
- Economic Development Agency (**City ED Office**)
- Community Based Organization \*\*
- Other Specify \_\_\_\_\_

\* Private for profit enterprise employing 500 or fewer employees

\*\* Private non profit organization which represents a significant segment in the community and which provides job training services.

**RETURN OF APPLICATION:** Please return your application, upon completion to:

**Raymond McDonald**  
**Executive Director**  
**Workforce Investment Board of Santa Barbara County**  
**234 Camino Del Remedio**  
**Santa Barbara, CA 93110**



# KATHLEEN A. GRIFFITH

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kateygriffith@hotmail.com • 805-588-0996

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## SUMMARY OF QUALIFICATIONS

Highly accomplished and results-oriented economic development professional with exceptional communications and management/leadership skills. Demonstrated ability to work independently or cooperatively as part of a team to meet project deadlines. Excellent qualifications in marketing, team building, asset management, budget development, as well as public, government and media relations. Proven ability to combine project and contractor management with technical expertise to consistently exceed public sector goals. Tendency to thrive in dynamic and fluid environments while remaining pragmatic and focused. Fluency in Spanish.

### CORE COMPETENCIES

- Visionary Leadership
  - Strategic Planning
  - Market Identification
  - Strategic Communications
  - Accomplished Spokesperson
  - Mentoring & Coaching
  - Program Development
  - Program Management
  - Strategic Alliances
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## PROFESSIONAL EXPERIENCE

**CITY OF LOMPOC** - Lompoc, CA  
**Economic Development Manager**

2002-present

*Serve as Economic Development Manager of a municipal government in Santa Barbara County with a \$259,678 annual operating budget specifically allocated for Economic Development.*

Responsibility for community economic development programs and projects, including city vision, strategic planning, program development, marketing, outreach and other efforts for business attraction/retention and workforce training, to enhance local economic vitality. Demonstrate innovation with limited financial and human resources to maximize performance of one-person office. Develop strategic partnerships with regional stakeholders to leverage all assets. Brand city with fresh image to attract tourism and new businesses to the community.

### **Key Achievements:**

- ⇒ Grew city's boutique wine industry 500% over six years.
- ⇒ Branded Lompoc as a wine destination; attracted county's largest wine festival to city.
- ⇒ Retained, expanded and/or attracted hundreds of local small businesses over six years.
- ⇒ Attracted at least three manufacturers and thirteen national retailers to city over six years.
- ⇒ Launched award-winning magazine and TV program as city marketing tools.

**INFORMATICA: WHERE INFORMATION IS A SCIENCE - The Plains, VA**  
**Owner and General Manager**

1989-2002

*Founder of a communications company specializing in economic development in Latin America.*

Full responsibility for bottom line factors, including company vision, strategic planning and business development. Accountable for all marketing, sales and services. Managed contracts with extremely diverse clients and diverse projects. Organized grassroots lobby and built coalitions with regional stakeholders. Educated public and elected officials on trade issues. Attained expertise in telecommunications issues in Latin American and influenced policy.

**Key Achievements:**

- ⇒ Promoted the North American Free Trade Agreement (NAFTA) in the United States for the Government of Mexico; succeeded with Congressional approval of trade accord.
- ⇒ Acknowledged by *The Wall Street Journal* for lobbying environmentalists during NAFTA.
- ⇒ Acknowledged by International Telecommunications Union for work in Latin America.
- ⇒ Launched a nonprofit organization for Robert Duvall; succeeded with budget development, media exposure and fund distribution to beneficiaries in Argentina.

**UNIVERSITY OF CALIFORNIA, SAN DIEGO- La Jolla, CA**  
**Teaching Assistant**

1986-1989

*Served as Teaching Assistant (T.A.) for undergraduate courses in Communication Department and Urban Studies Program at internationally rated university.*

**Key Achievements:**

- ⇒ Taught and evaluated approximately 420 students; coached and mentored students.
- ⇒ Produced T.A. Training Video with UCSD Center for Training Development.

**EDUCATION & SPECIALIZED TRAINING**

Master of Arts in Communication • University of California, San Diego  
Master of International Affairs • Columbia University School of International & Public Affairs  
Bachelor of Arts • University of California, San Diego

"Crisis Communications and the Media" 3-level series • California Specialized Training Institute

**PROFESSIONAL ASSOCIATIONS**

League of California Cities Revenue & Taxation Policy Committee (2008-present)  
Santa Barbara Conference & Visitors Bureau and Film Commission Board (2006-present)  
California Space Authority Space Enterprise and Space Center Advisory Groups (2002-present)  
California Association for Local Economic Development (2002 to present)  
International Economic Development Council (2002 to present)