



County of Santa Cruz 231

BOARD OF SUPERVISORS

701 OCEAN STREET, SUITE 500, SANTA CRUZ, CA 95060-4069
(831) 454-2200 FAX: (831) 454-3262 TDD: (831) 454-2123

JANET K. BEAUTZ
FIRST DISTRICT

WALTER J. SYMONS
SECOND DISTRICT

MARDI WORMHOUDT
THIRD DISTRICT

TONY CAMPOS
FOURTH DISTRICT

JEFF ALMQUIST
FIFTH DISTRICT

AGENDA: 6/8/99

May 25, 1999

BOARD OF SUPERVISORS
County of Santa Cruz
701 Ocean Street
Santa Cruz, CA 95060

RE: APPOINTMENT TO COMMITTEE FOR ECONOMIC VITALITY

Dear Members of the Board:

I recommend the appointment of the following person to the Committee for Economic Vitality in accordance with Resolution No. 643-87, for a term to expire June 30, 1999:

Robert A. Dwyer
702 Almond Drive
Watsonville, CA 95076
763-0262 (H)
724-3900 (B)

Sincerely yours,

TONY CAMPOS, Supervisor
Fourth District

TC:ted

cc: Robert A. Dwyer
Committee for Economic Vitality

1488A4

INSTRUCTIONS

If you are interested in serving on a County Advisory Body please complete the following application and return it to the Board of Supervisors, 701 Ocean St., Room 500, Santa Cruz, California. If you are interested in being considered for more than one advisory body a separate application should be submitted for each appointment you are seeking.

Upon receipt, your application for appointment will be routed to each Board member and then filed for further consideration by Board members when there is a vacancy on the advisory body. If a Supervisor is interested in nominating you for appointment, the Supervisor will contact you and discuss the appointment, the appointment process, and requirements for the advisory body in question.

Please specify below the Commission/Committee or Board to which you are seeking appointment and provide the requested information.

Thank you for your interest in County Government.

COMMISSION, COMMITTEE or BOARD COMMITTEE FOR ECONOMIC VITALITY

Name ROBERT A. DWYER

Address 702 ALMOND DR
WATSONVILLE, CA 95076

Phone (Home) 763-0262

(Business) 724-3900

Supervisory District FOURTH DISTRICT

Length of Residence in Area 9 YEARS

Age (Optional) Circle one: Under 21
21-30
31-40
Over 40

PREVIOUS COMMISSION OR COMMITTEE SERVED (Please specify)

<u>Advisory Body</u>	<u>Term</u>
<u>INTERMODAL TRANSPORTATION ADVISORY</u>	<u>ONGOING - AS T.M.A. DIRECT.</u>
<u>S.I.C.C. JOB TRAINING TASK FORCE</u>	<u>AS NEEDED</u>
_____	_____
_____	_____

EDUCATION

<u>Institution</u>	<u>Major</u>	<u>Degree</u>	<u>Year</u>
UNIVERSITY OF MICHIGAN	PRE-MED		1957-1959
UNIVERSITY OF MICHIGAN	FINE ART		1959-1960
SAN FRANCISCO ART INSTITUTE		BFA	1960-1961

WORK/VOLUNTEER EXPERIENCE

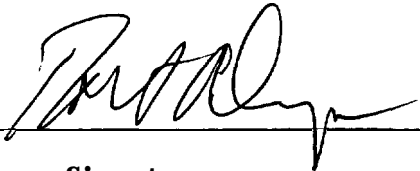
<u>Organization</u>	<u>Address</u>	<u>Position</u>	<u>Year</u>
ST. HELENA HOSP. FOUNDATION		BOARD MEMBER	1984-1986
NAPA COUNTY FAIR (AG. DIST.)		BOARD MEMBER	1976-1984
S.C.C. CULTURAL ACTION PLAN		STRATEGIC PARTNER	1998-99
WATSONVILLE COMMUNITY HOSPITAL		COMMUN. OUTREACH COMM.	1997-98
WATSONVILLE SISTER CITY PROGRAM		BOARD MEMBER/PRES.	1992-1998
SECOND HARVEST FOOD BANK		CORP. CHALLENGE-COMMITTEE	1998

STATEMENT OF QUALIFICATIONS

Please attach a brief statement indicating why you are interested in serving on the advisory body in question and why you are qualified for the appointment.

CERTIFICATION

I certify that the above information is true and correct and I authorize the verification of the information in the application in the event I am a finalist for the appointment.



 Signature

4/26/99

 Date



ROBERT ALAN DWYER~~101 Shell Drive, #76~~ 702 ALMOND DR.

Watsonville, CA 95076

(408) 763-0262

EMPLOYMENT HISTORY**Executive Director****Pajaro Valley Chamber of Commerce, Watsonville, CA**

1991 - Present

- Administer all programs of 700-member Chamber.
- Supervise two-person staff and direct staffing of two additional organizations (**Watsonville Economic Development Council** and the Pajaro Valley Transportation Management Association).
- Responsibilities include guidance of Membership Development, public and media relations, economic development activities, newsletter, financial development and liaison with city government on business and economic matters.

Executive Director**Napa Valley Vintners Association, St. Helena, CA**

1986 - 1989

- Administered all programs and a budget in excess of one million dollars.
- Supervised a six-person staff including Director of the Napa Valley Wine Auction and Director of Public Relations.
- Planned and coordinated major events throughout the United States for the 110-member wineries.
- Responsibilities included membership development, public and media relations, marketing, fundraising, newsletters, seminars, meetings and government relations.

Executive Director**Napa Valley Grape Growers Association, (NVGGA) and Napa County Farm Bureau (NCFB)****1975 - 1986**

- Field Representative for the California Farm Bureau Federation (CFBF) to Solano and Napa Counties.
- Liaison to CFBF for Solano and Napa Counties.
- Developed NVGGA from initial conception to position as largest and most influential regional winegrape growers association in California (250 members).
- Simultaneously developed the Napa Valley Agricultural Land Preservation Fund (501C.3) and create the Napa Valley Chili Ball as a significant funding event for the organization.

Assistant Director, Beaulieu Vineyards Visitors' Center, Rutherford, CA

1973 - 1975

General Manager, Hurd Beeswax Candles and Freemark Abbey Retail Complex, St. Helena, CA

1965 - 1973

College Instructor, Napa Valley College, Napa, CA

1973

OTHER COMMUNITY AND BUSINESS EXPERIENCE

- Member, **El Pajaro Community Development Corporation Board of Directors**
1995 - Present, Watsonville CA
- Member, **Watsonville Rotary Club**
1991 - Present, Watsonville CA
- Member, **Watsonville High School Video Academy Advisory Board**
1991 - Present, Watsonville CA
- Member, **Central Coast Small Business Development Center Advisory Board**
1991 - Present, Watsonville, CA
- Chairman, Santa Cruz County Council of Chambers**
1991 - Present Santa Cruz, CA
- Chairman, **Watsonville Sister City Committee**
1991 - Present Watsonville, CA
- Member, **Leadership Santa Cruz County - Class VII**
1991 - Present Santa Cruz, CA
- Secretary Treasurer, **Napa Valley History and Culture Foundation**
1987 - 1989 St. Helena, CA
- Member, **Silverado Area Council Board of Directors, Boy Scouts of America**
1989 Vallejo, CA
- Member, **Napa Valley Conference and Visitors Bureau Board of Directors**
1987 - 1989 Napa, CA
- Member, **St. Helena Hospital Foundation Board of Trustees**
1986 - 1987 St. Helen, CA
- Member, **Channel 22 Public Television, Community Advisory Board**
1987 - 1988 Cotati, CA
- Member, Regional Representatives Review Advisory Council, **Marketing Order for the California Wine Industry**
1987 - 1989 San Francisco, CA
- Producer/Broadcaster, **Napa Valley Agricultural Report, KVON/KVYN Radio** 1985 - 1986 Napa, CA
- Advisory Member, **Napa County General Plan Study Committee**, Napa, CA
1983 - 1984
- Founding Member, **Napa Valley Agricultural Preservation Fund Board of Directors**
1983 - 1986 Napa, CA
- Member, **Queen of the Valley Hospital Building Committee**
1980 Napa, CA
- Member, **State Private Industry Council of California, (Senatorial Appointment)**
1979 Sacramento, CA
- Member, **Napa Chamber of Commerce Agriculture Committee**
1978 - 1984 Napa, CA
- Member, **Napa Chamber of Commerce Board of Directors**
1978 Napa, CA
- Member, **25th District Agricultural Association Board of Directors (Gubernatorial Appointment)**
1978 - 1986 Napa, CA
- President, **25th District Agricultural Association Board of Directors**
1984 - 1985 Napa, CA
- Founding Member, **Napa Valley Foundation Board of Directors**

1976 - 1978 Napa, CA
Member, **Napa County Solid Waste Disposal Study Committee**
1975 Napa California
Member, **St. Helena Swim Club Board of Directors**
1969 1972 St. Helena, CA
President, **St. Helena Swim Club Board of Directors**
1971 St. Helena, CA
Member, **Napa Valley Tourism Study Project**
1969 Napa, CA

EDUCATION

Bachelor of Fine Arts, San Francisco Art Institute, San Francisco, CA
August, 1962

Fine Arts Major, University of Michigan, Ann Arbor, MI
1957-1961

ADDITIONAL COURSEWORK

Gallery Management, University of California, Santa Cruz, CA
1990

Association Management courses, Sacramento Society of Association Executives, Sacramento, CA
1984 - 1989

Presentation Skills, Success Strategies, Inc., Napa, CA
1988

Agricultural Public Relations, University of California, Davis, CA
1978

General Bookkeeping, Napa Valley College, Napa, CA
1973