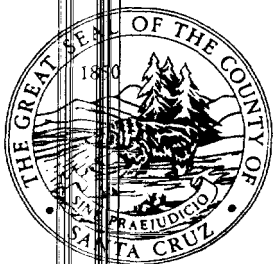


County of Santa Cruz



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: 8/3/99

July 19, 1999

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

RE: APPOINTMENT TO CHILDREN AND FAMILIES FIRST COMMISSION

Dear Members of the Board:

I recommend the appointment of the following person to the Children and Families First Commission, in accordance with County Code Chapter 2.45, as a representative of a local medical, pediatric, or obstetric association or society, for a term to expire April 1, 2000:

Arcadio Viveros
204 E. Beach Street
Watsonville, CA 95076
761-5359 (H)
763-3401 (B)

Sincerely yours,


TONY CAMPOS, Supervisor
Fourth District

TC:lg

cc: Arcadio Viveros
Children and Families First Commission

180)C6

'APPLICATION FOR APPOINTMENT TO A COUNTY ADVISORY BODY

RECEIVED JUN 30 1991
174

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 Children And Families First Commission

Name Arcadio Viveros

Address 204 E. Beach St.

Watsonville, CA 95076

Phone (Home) (831) 761-5359

(Business) (831) 763-3401

Supervisorial District Fourth

Length of Residence in Area 1.5 Years

Age (Optional) Circle one: Under 21

21-30

31-40

Over 40

PREVIOUS COMMISSION OR COMMITTEE SERVED (Please specify)

Advisory Body

Term

None in S.C. County

I served many in Fresno County

(see attached resume)

EDUCATION

0175

<u>Institution</u>	<u>Major</u>	<u>Degree</u>	<u>Year</u>
Juarez-Lincon Center	Masters in Education	-	1971-1974
Fresno State College	Art		1969-1 971
Reedley College	Art	A A	1967-1971

WORK/VOLUNTEER EXPERIENCE

<u>Organization</u>	<u>Address</u>	<u>Position</u>	<u>Year</u>
American Red Cross	2960 Soquel Ave, Santa Cruz	Exec. Brd. Member,	1998-pres.
City of Parlier	1100 E. Parlier Ave, Parlier CA 93648	Mayor	1982-1996
City of Parlier	" " " "	Councilmember	1974-1976, 1980-1982
US Department of Health & Human Services, Washington D.C.		Member Migrant Advisory Council	1991-1995
Fresno County COE	Fresno, CA	Vice President	2- 5
Fresno CDC (see attached resume for other information)	Fresno, CA	Treasurer	1995-1997

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.

See attached

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.



7-7-99

Signature

Date

JUL 1999
PROCESSED
Board of Supervisors

Statement of Interest
For Appointment to the
Santa Cruz County Children and Families First Commission

BY
Arcadio Viveros
Executive Director of Salud Para La Gente, Inc.

I am interested in being a member of this Commission for several reasons.

One and most important is the needs our children must be met to grow in a healthy and safe environment. Our children are our future and as a society we need to invest in them so that a better future is secured for this country or ours.

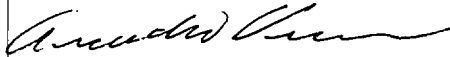
Second reason is that my life long involvement has been devoted to the improvements of our society, specially those that are less fortunate in our society who do not have the financial means to provide for their basic necessities of food, shelter, and health.

The third reason is that I come from a migrant farm worker family background where the roots of my heart are well imbedded there. I never have forgotten my childhood experiences of working in the fields and not having a decent place to live as we traveled between farms. In Watsonville we have a good percentage of the population who are very much dependent of the agricultural industry for their jobs and subsistence. I think I can speak about the needs of the farm worker children living in overcrowding conditions in substandard housing. The parents of many of our children are working long hours, at times unsupervised until one of the parents come home from work, and not having adequate access to day care.

My interest in health was borne out of the necessity that has existed for the lack of access to health care. Health care is a human right that should be available to all and not just for the privileged few. It should be available to all regardless of their ability to pay.

I would be very honored for your consideration and appointment to this most important county commission.

Sincerely,



Arcadio Viveros

AV

Arcadio Viveros Biographical Sketch

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Arcadio Viveros, is the Executive Director of Salud Para La Gente, Inc., Watsonville, California, a position he has held since December 1, 1997, to the present. Salud is a community and migrant health clinic leading the way in providing primary health care services to the migrant and seasonal farm workers and medically underserved populations of the Pajaro Valley. This area is located in the south Santa Cruz and North Monterey Counties.

Prior to joining Salud Mr. Viveros was the Chief Executive Officer (CEO) of United Health Centers of the San Joaquin Valley. Base in Parleir, CA., position he held from 1993 to 1997. United is the largest comprehensive provider of primary health care in Central California. Mr. Viveros is credited for building United to an \$11 million operation with medical, and dental clinics and outreach health education and prevention services that expand over a three-county region. He held other position at United such as Executive Director (1991-1993), Assistant Executive Director, (1980-1991); Health Educator, (1979-1980).

He was the Coordinator of the California Rural Health Federation's Health Career Opportunities Program, Fresno, CA., (1976-1979). He recruited hundreds of minority students to enter the health careers of medicine, dentistry, and other health professions. At Federation he initiated a pesticide poisoning prevention education program utilizing retired farm worker seniors as health educators.

He was Research Assistant at Community Studies on Pesticides Investigations with the California Department of Health Services, Berkeley, CA., (1973-1976). He participated in the first study on the type of health affects pesticide have on farm workers. He was Registrar with Universidad de Aztlan / Director and initiated the first Upward Bound funded program, Benito-Juarez Institute, Del Rey, CA., (1971- 1973). Councilmember and Mayor of the City of Parlier (1982-1996).

He has held memberships in prestigious national and local organizations such as: DHHS' National Advisory Council on Migrant Health, Washington, DC; Vice Chair, Fresno County Council of Governments; Chair, Fresno County Rural Transit Agency, Treasurer of Fresno Certified Development Corporation; Vice President of Fresno County Transportation Authority; Board Member Radio Bilingue, Fresno, CA.; and Member of the National Hispanic Housing Council, Washington, DC. AA Degree, Reedley College; BA Candidate Fresno State University; MEd Candidate, Antioch College (Completed Orals for Masters Degree).

Arcadio Viveros Resume

Arcadio Viveros
419 Progreso Drive
Parlier, CA 93648

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JOB OBJECTIVE

To be affiliated with a health care entity, government agency, or charitable not for profit organization where I can utilize my skills and abilities. My wealth of experience and involvement can bring considerable assets to a developing organization. My personal people's skills are adaptable to any work environment or situation. I work hard and take enjoyment when I see a project successfully completed. I pride myself in being community oriented to make this world a better place to live. I am willing to devote my energies in a constructive and creative manner to help your organization reach its goals and objectives.

PROFESSIONAL EXPERIENCE

Chief Executive Officer (CEO)
United Health Centers of the San Joaquin Valley, Inc.
June 1, 1991 to March 14, 1997

As CEO my responsibilities included the professional and administrative work of an El 1 million dollar not-for-profit ambulatory health care corporation. I was responsible for the implementation of Board of Director's policy and handling the day to day affairs of an 250 employee corporation and operating seven (7) medical clinics, two (2) School Based Healthy Start Clinics and four (4) Dental practices. Directed and managed the business affairs, recommended program modification and policies for board of directors approval. Directed policies for recruitment, hired, supervised and evaluated department heads, and clinic administrators. Negotiated on behalf of the corporation for grants, loans and corporate donations to maintain smooth financial operations. I effectively represented the corporation to other agencies, government institutions, and funding programs. I maintained an effective public relations program with local institutions, schools, farmer groups, and farmworker advocates or programs. I performed evaluation of program objectives and assessed their compliance with program and funding requirements. I coached my staff to provide the best customer-oriented services to our patients. Employees were encouraged to work in collaboration with each other for better working conditions and I allowed them to be creative to accomplish productivity goals. I promoted the recognition of employees for a job well done. I also promoted the idea that during each work day they should always strive to have a satisfied customer.

During my tenure as CEO with United Health Centers the organization grew considerably in size and budget. I was humbly proud to complete the construction of one (1) Medical Clinic and one (1) Dental Clinic in Mendota, California, open two (2)

Arcadio Viveros Resume

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additional medical practices in Kerman and Sanger California, and two (2) school based Healthy Start Clinics in Pixley and Delano school districts. I also assigned resources to assist Coalinga, Parlier, Kings Canyon, and Orosi school districts with their proposals for Healthy Start funding.

I initiated the Integrated Services Network (ISN) program for Fresno County, Under this integration process primary care clinics (Federally Qualified Health Centers, P.L. 952 10 Rural Designated Clinics, Family Planning, and county health clinics) and private and district hospitals began discussions on mutual collaboration efforts, plan sustainability strategies, and explored strategies for the membership better compete in the new managed health care environment. Under my direction over \$100,000 of federal funds were obtained for this purpose.

Another major accomplishment of my administration was obtaining over \$ 1 million dollars in grant funds from the W.K. Kellogg Foundation. The California Agriculture Safety Education and Training (Cal ASET) program aggressively targeted the reduction of occupational injuries and illness in the farm. Agriculture has the highest worst incidence of occupational injury rates next to mining. Every year thousands of farmworkers and farmers suffer debilitating and often permanent disabilities due to lack of worker safety training and lack of adequate safety equipment. The program was implemented in the Salinas Valley, Central San Joaquin Valley and Northern San Joaquin Valley. In addition to working with the farmers, farm operators, farmer organizations and farmworker advocates Cal. ASET educated health care professionals specially the doctors and physician assistants working in Migrant Health Centers on improving examining, diagnosing, occupational related injuries and diseases.

I worked closely with Mr. Mariano Diaz, Director of the newly formed Blue Cross Foundation to provide a funding mechanism to provide Foundation grants to community and migrant health clinics in California. In 1995 this foundation sent checks to all migrant clinics in California. The Foundation also set a yearly funding program to provide funds to community and farmworker clinics via the Regional Community Foundations.

I worked closely with the Mike Reyna, State Director of USDA's Rural and Economic Development and obtained \$ 2.2 million dollars in low interest loan to build a new clinic in the City of Kerman, California.

I build the financial reserves of United Health Centers to \$1 million dollars.

Mayor of the City of Parlier

Parlier, California

1982 to 1994 and 1995 to 1996

As the Mayor of Parlier, I worked diligently toward providing affordable housing for farmworker families, I created the Parlier Redevelopment Agency for the purpose of

Arcadio Viveros Resume

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creating an economic development incubator. I recruited investors, private developers, local, state and federal program resources to participate in the financing of affordable homes to the poorest of the poor - the farm workers. Through the redeveloping agency private financing participation came in the form of municipal tax exempted bonds. During my tenure as Mayor of Parlier we were able to construct over 800 new single family residential homes and 400 apartments.

In addition to positively impacting my community, in February 1990, I created a Joint Powers Authority between City of Parlier the City of Mendota for the creation of Local Medical Facilities Financing Authority- a funding mechanism (Tax-exempted Certificates of Participation) to construct a 3,000 sq. ft. Administration-WC building in City of Parlier, and a 4,000 sq. ft. Mendota Family Health Center building in the City of Mendota. In addition to this two principle purposes I allowed the expansion of the Authority for bond sale to \$10.4 million dollars to assist in the funding of the Valley Health Team's new 7,300 sq. ft. San Joaquin Health Center building in San Joaquin, California; the Clinicas del Camino Real's new 12,000 sq. ft. Clinic in Oxnard, acquired, and refinanced Saticoy and Filmore facilities; pre-paid outstanding loans for City of Arcata Clinic facility in Humboldt County; constructed 8,000 sq. ft. facility in the City of Orland in northern Sacramento Valley; expansion of additional 3,000 sq. ft. clinic facility in the City of Redway; and purchased of 24,000 sq. ft. expansion in the City of Watsonville in Monterey County.

Councilmember City of Parlier
1974 to 1976 and 1980 to 1982

I was appointed to the Parlier City Councilman on two occasions in which I served a total of four years. This honorable position gave me an opportunity to work for the improvement of the living conditions of a rural, farmworker, and Hispanic community.

Assistaut Executive Director
United Health Centers of the San Joaquin Valley, Inc.
1980 to June 1, 1991

I Assisted the Executive Director with the day to day administration of the Centers. Assumed the full responsibility of the Executive Director during vacation or when out of town. We worked collaboratively dividing job responsibilities and administrative functions. In addition, I assisted in the development of medical and dental practice policies and procedures protocols. This included: personnel policies; recruitment and retention for physicians, dentist and mid-level providers; quality assurance; procurement; financial protocols; and work injury prevention plan. I assisted the Executive Director in maintaining clinic operations financially healthy. It was my principal responsibility to head the company's research and resource development. I was the lead person responsible for coordination of submittal of funding proposals. This

Arcadio Viveros Resume

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included preparation and coordination of data and information for approximately \$ 2 million yearly continuation funding proposals to the US Department of Health Services.

One of my successful projects was obtaining a construction loan from the US Department of Agriculture for the new Huron Family Health Center in Huron, California.

I assisted in the establishment of the Earlimart Cancer Cluster Committee - an organization of community individuals concerned with the abnormal high incidence of childhood cancer in Earlimart, California. This committee set up a donor's fund to assist the families with transportation to cancer treatment centers and for emergency food and clothing. I participated in advocacy efforts to force the State Department of Health Services to conduct an epidemiological study asserting the causes for this cancer cluster. The State Department of Health conducted medical exams on all Earlimart children.

Coordinator

California Rural Health Federation
Fresno, Ca
1976-1979

In 1972, as a volunteer, I was involved with the creation of the Federacion Rural De Salud de California (California Rural Health Federation) - an association of federally funded clinics which had joined together to have a strong voice in the development of federal and state health policy affecting the rural and farmworker communities. The Federation was responsible for the enactment of the AB 1317 and 2450 legislation which created funding and expansion of community primary health care clinics in California. The Federation later expanded its effective influence to become a voice for all urban and rural primary clinics in the California. While working at the Federation, I coordinated the San Joaquin Valley's Health Career Opportunity Program (HCOP). I recruited, encouraged, guided, and counseled Hispanic high school and college students to consider a career in the health profession. This program contributed in the increased number of Hispanic health professionals in the US medical and dental schools. During my tenure with the Federation I also created an Environmental Protection Agency's (EPA) funded program to train retired farmworkers as Environmental Health Workers (EHW). The EHW teams contacted farmworker crews and promoted pesticide safety and work-injury protection.

Research Assistant

Epidemiological Studies Section
State Department of Health Services
Berkeley, CA
1973-1976

I participated in the first ever epidemiological study on pesticides and their effects on farmworker's health. I uncovered countless of pesticide poisoning cases among individuals, farmers and farmworker crews. Two of the farmworker crew poisonings

Arcadio Viveros Resume

became case studies in pesticide research literature annals and served to extend pesticide safe worker reentry period requirements in pesticide treated areas. The laws were also changed mandating additional medical monitoring requirements and included additional protective equipment for pesticide applicators, mixers and loaders.

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Registrar, Faculty, & Upward Bound Director
Universidad De Aztlan - Colegio De La Tierra
1971-1973

I helped found the first Chicano college educational institution in Fresno, California. As member of the organizing core founding group, I help organized Universidad De Aztlan (a four-year institution) and Colegio De La Tierra (a Jr. College). Our goal on developing alternatives to traditional postsecondary education. The concept known as "University without walls" was implemented creating educational opportunities for Hispanic youth and farmworkers. Concurrently with the faculty position, I also directed Colegio's Benito Juarez Institute - an Upward Bound Program. Funded by the US Office of Education the Benito Juarez Institute targeted high school farmworker youth to finish high school and pursue a postsecondary education.

High School Counselor
Mobile Guidance Project
Fresno, CA
1969-1971

I was responsible for recruiting minority high school seniors to apply for admissions to a college or university. I was assigned to work with the seniors of Parlier, Riverdale, Central, Coalinga, and Kerman high schools in Fresno County. Hundreds of students entered colleges and universities.

Migrant Farmworker
1961-1969

At the age 14 I became a migrant farmworker following the harvest season of many crops. I worked after school and on week ends during the school months. On summer school vacation I migrated from the Imperial Valley to the San Joaquin Valley working for various farmers

EDUCATION

High School: Parlier High School Graduate, 1967
College: Reedley College, AA Degree, 1969
BA Candidate, California State University Fresno, Fresno, Ca. 1971
MEd Candidate, Antioch College, Yellow Springs, Ohio 1971-73
(Completed Orals for MEd. Degree)

Arcadio Viveros Resume

Training: I have **attended** several training workshops on management, **proposal writing**, managed care, research, and **public** relations and use of media, etc., etc.

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MISCELLANEOUS

- Past Member, National Advisory Council on Migrant Health - appointed by Secretary Lois Sullivan to advise him on how to improve the health and living conditions of migrants in the US.
- Testified before the Helsinki Commission, Washington, DC on the living conditions of migrants in the US.
- Member of Colegio De La Tierra Board of Directors - a two year college.
- Past Vice President Fresno County Council of Governments, Fresno, Ca. - a transportation and regional government planning agency.
- Past Chair Fresno County Rural Transit Agency- a funding agency for municipal rural transportation.
- Member and past Treasurer, Fresno Certified Economic Development Corporation, Fresno, CA.
- Past CO-Chair, AG-SAFE, Fresno, Ca. - Regional member of Cal. Ag-SAFE.
- Co-founder, California Ag-SAFE, Sacramento, Ca.- A policy and advocacy group bringing attention and reduce incidence of occupational injuries in the farms.
- Past Member, Radio Bilingue Board of Directors - a community oriented Hispanic radio with audiences in Fresno, Salinas, Modesto, Bakersfield, El Centro, in California; Boise Idaho, Washington State, and Valle de Mexicali, Mexico.
- Mayor of the City of Parlier for 13 years.
- Councilmember, City of Parlier for 4 years.
- Past Vice President Fresno County Transportation Authority- a taxpayer supported agency to administer the transportation tax for roads and freeways of Fresno County.
- Assistant to the Treasurer, National Hispanic Housing Council, Washington; DC, - recognized by Secretaries Jack Kemp and Henry Cisneros to focus on the need of housing for US Hispanics.
- Funding member of the California Primary Care Association, Sacramento, Ca. - State association of clinics formed for mutual benefit and legislative protection.
- Past Chair of Rural and Farmworker Committee of California **Primary** Care Association.
- Member of the UC Mosquito Research Advisory Committee.
- Member of the University of California Vice-president's **Advisory** Committee on Natural and Agricultural Resources.
- Past Chairman, Parlier Redevelopment Agency.

REFERENCES

ences will be furnished upon request,