



# County of Santa Cruz

0227

## 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: 1/11/00

December 13, 1999

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

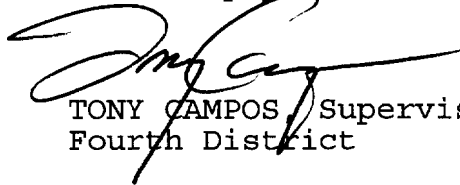
RE: APPOINTMENT TO WOMEN'S COMMISSION

Dear Members of the Board:

I recommend the appointment of the following person to the Women's Commission in accordance with County Code Chapter 2.80, Section 30, for a term to expire April 1, 2003:

Lupe R. Flores  
91 San Tomas Way  
Watsonville, CA 95076  
722-6175 (H)  
724-4510 (B)

Sincerely yours,



TONY CAMPOS, Supervisor  
Fourth District

TC:ted

cc: Lupe Flores  
Women's Commission

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Sent by: BOARD OF SUPERVISORS

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12/03/99 13:05; JetFax #971; Page 5 / 6

APPLICATION FOR APPOINTMENT TO A COUNTY ADVISORY BODYINSTRUCTIONS

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 LUDMANS COMMISSION

Name

LUPE R FLORES

Address

91 SAN TOMAS WAY  
WATSONVILLE CA 95076

Phone

(Home)

831 722-6175

(Business)

831 724-4510

Supervisorial District

EMAIL: LUMAR4HR@earthlink.com  
FOURTH DISTRICT

Length of Residence in Area

42 yrs

Age

(Optional)

51

Circle one:

Under 27

21-30

31-40

Over 40

PREVIOUS COMMISSION OR COMMITTEE SERVED (Please specify).

Advisory Body

Term

PHANANG COMMISSION

2 yrs.

Design Review Commission

2 yrs

CABRILLO COLLEGE TASK FORCE

1 yr.

12/10/1999 09:52 408-724-2821

TINOS PLUMBING

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Sent by: BOARD OF SUPERVISORS

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EDUCATION

<u>Institution</u>	<u>Major</u>	<u>Degree</u>	<u>Year</u>
Wayne's College	Esty	Cosmetology	1968
On-going classes + seminars			1968-1989

WORK/VOLUNTEER EXPERIENCE

<u>Organization</u>	<u>Address</u>	<u>Position</u>	<u>Year</u>
CALIF COSMETOLOGY	PASADENA	PRESIDENT	1982-89
AMERICAN CANCER SOCIETY		NATIONAL TRAINER	1989-99
Look Good Feel Better		NATIONAL ADVISOR	1989-99
Penny Club		DIRECTOR	WABOWVILLE 25 yrs.

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.

Super R. Tinos  
Signature

12-10-99  
Date

0230

**Lupe R. Flores**

Married to Jesus Q. **Flores** 31 years

Children **Margo** and Jesse, daughter in law Sylvia.

**Born** Guadalajara Mexico 1948

One of nine children born to **Javier** and Guadalupe **Ramirez**

Full time wife and mother,

Work at **Mary** El's **Coiffeures** four days a week

Serve on many local Boards and Charity **functions** in Watsonville and Santa **Cruz** County

Favorite pastime my flower garden, attending all local sports events, and dancing with husband Jesus.

Graduated Wayne's College of Beauty , Watsonville California **1967**.

Opened **Lupe's** House of beauty in 1973 and closed it 1992 because of the earthquake.

**Re-activated** Central bay Cosmetology **Association #42** in 1984 served as president **for 5 years. continues** to serve on board of directors and education panel.

1987 elected to serve on state level **as Director**, **since** then has **served** as Treasurer, **3<sup>rd</sup>** vice president, **2<sup>nd</sup>**, **1<sup>st</sup>** vice president. and elected as **California** state **president** in **Vicelia** state convention June 1997. served two **terms** now serving as Immediate Past President.

Served local **community** as planning commissioner and Design review **commisionerfor** the city of Watsonville.

Chaired Chamber of **commerce** Hispanic **Affairs** committee and **cinco** de Mayo celebration.

Member of Saint **Patricks** Catholic **Church 42 years**.

**First** female to join **Freedom** Rotary 1989 served as Treasurer and Director.

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Young Ladies Catholic Institute member since 1975. Sewed as Resident twice.

Penny Club St. Frances School board member 28 years served in all capacities.

Active with the American Cancer Society, Certified with the LOOK GOOD FEEL **BETTER** program, a three way partnership between the American Cancer Society, Cosmetic **Toiletry association, and** the National Cosmetology Association. This program trains **cosmetologists** to help cancer patients who are undergoing radiation and **chemotherapy** deal with all the side effects of treatments , the changes in their skin and hair . the loss of all their body hair-with special tips on make up and skin care as well as the care and fitting of wigs the program provides **free** of charge.

The program is absolutely **free** to all cancer patients. **Lupe** was certified in 1989 in San Francisco a 22 hour class. when the program was first launched at the National **convention. Lupe** was instrumental in getting the program started in Santa **Cruz** county, She helped **certify** the **first** 18 people in this area . from 1991-1994 served as California state chair for L.G.F.B. in this capacity was responsible for **training** all volunteers in state and was personally responsible for training 578 volunteers the first year. 28 new chapters the next year. This brought California and Lupe recognition **from** National. Association. 1995 was asked to help teach four regional **conferences** involving **all** 50 states. Boston ,**Dallas**, Georgia, **Arizona**. All three partners took part. Lupe spoke on volunteer recruitment. Because of this was appointed t the 'Look Good Feel Better Trainers **Pannel** . National Cosmetology Ass. President Janet Johnson appointed her to a two year term. Served as one of eight NATIONAL TRAINERS . Overseeing **all** the training in six states Alaska, Hawaii, Oregon, California, Washington, Nevada.

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1995 was appointed to a **Taske** Force to formulate a **LOOK GOOD FEEL BETTER TEEN PROGRAM**.

1996 was appointed a **TEEN program trainer, the only one in the western states. Lupe conducted the first TEEN training in Menlo Park , 10 hand picked volunteers were certified. Was responsible for the set up and execution of the first TEEN program at Camp Okizu in Nevada City where 90 children undergoing cancer treatments were helped, ages 12-18 .**

**Lupe** also helped launch the Spanish program in California, San Jose, San Diego and Los Angeles, where she was interviewed by **TELE MUNDO** and **UNIVISION**. Most recently in **PUERTO RICO trained 38 new volunteers there . And to commemorate the 10<sup>th</sup> anniversary of the program Lupe** was asked to **conduct a training in Spanish** in Los Angeles where Nancy Reagan was guest of honor at **press** conference .**Lupe** also gave the welcome speech for the press in both languages, it was **broadcast in all the local tv and radio stations including UNMSION and TELEMUNDO.**

Locally the program is now in Watsonville **Community Hospital, Dominican Hospital, and Natividad Medical Center.** on a monthly basis, **helping hundreds** of cancer patients. **Also speaks** about the program at all local **service** clubs as well as doing private sessions for **those** who are too sick to attend regular sessions.

Other accomplishments and involvements are as **follows:**

**Puente** mentor Cabrillo College Aptos Ca.

**Mentor** and **guest artist Gavilan College Cosmetology Department, Gilroy Ca.**

Young Ladies **Institute** Deputy to **Salinas ,Santa Cruz, Seaside.**

**Watsonville** City Band Booster

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## AWARDS:

Central Bay Cosmetology ass. **#42 COSMETOLOGIST** of YEAR 1987.

**California** Cosmetology Ass. **COMMUNITY LEADERSHIP AWARD** 1988.

National Cosmetology Ass. **PRESTIGIOUS** CHARLES AWARD 1988.

**Lulac** WOMAN OF THE YEAR 1988.

Charlie **Parkhurst** WOMAN OF THE YEAR Santa **Cruz County** 1989.

Chamber of commerce **BUSINESS EXCELLENCE AWARD** 1987.

American Cancer Society **SHINNING** STAR AWARD **1993**.

**California** LOOK GOOD FEEL **BETTER SUNRICE** AWARD 1994.

Hispanic Chamber of Commerce WOMAN OF YEAR **1996**.

National Cosmetology Ass. **PRESIDENT OF YEAR 1999**.

National Look **Good** Feel Better **TRAINER 1993-95 , 1999- 2000**.

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**LUPE R. FLORES**

**LICENCED COSMETOLOGIST** 32 years.

MEMBER OF NATIONAL COSMETOLOGY ASSOCIATION

**IMMEDIATE** PAST PRESIDENT OF CALIFORNIA COSMETOLQGY ASS.

OWNER OF **LUMAR** FOR HAIR **ESPECIALIZING** IN CUSTOM MADE HAIR  
ORNAMENTS AND HAIR JEWELS.

PLATFORM ARTIST AND EDUCATOR **ESPECIALIZING** IN

THE **ART** OF LONG **HAIR** DRESSING

AUTHOR OF LONG HAIR TECHNIQUES VOLUME ONE AND TWO.

EXPAND YOUR **KNOWLEDGE** AND **INCREASE** YOUR INCOME!

**LEARN LONG** HAIR TECHNIQUES A PROVEN INCOME GENERATING  
SERVICE.

LEARN TO ADD **ON** SALES WITH **HAIR** ORNAMENTS AND **JEWELS**.

**SIMPLE** AS **WELL** AS **SOPHISTICATED** DO'S FOR ALL SEASONS.

LEARN **THE EASIEST** WAYS TO **HANDLE** LONG, **MEDIUM**, AND SUPER LONG  
HAIR

California Cosmetology Ass. **COMMUNITY** LEADERSHIP AWARD **1988**.