



Biographies of Speakers/Presenters

Tracy Hernandez, Founding CEO, BizFed - Los Angeles County Business Federation

Tracy Hernandez was instrumental in BizFed's organizational founding, early-warning, advocacy and outreach efforts, as well as boosted civic engagement among the elusive business-owner market segment. Since its launch in January 2008, BizFed has nearly doubled its number of members and is extremely proud of its dynamic Board of Directors comprised of 180 Los Angeles County market-leading executives.

Today, BizFed, a not-for-profit 501(c)6 organization, serves over 130 business organizations representing a diverse cross-section of well over 268,000 businesses across the county and works to advocate for positive public policy, legislation, and civic engagement across Los Angeles County's diverse business community. Recently BizFed formed a foundation arm, BizFed Institute, and a political action committee, BizFed PAC, to extend research, education, and campaign work to complement BizFed's core advocacy efforts.

Mrs. Hernandez also is the owner of the business advisory firm IMPOWER, Inc., which leads the strategy and execution of "communications transformations" for clients such as national trade associations, municipal agencies, and healthcare industries that seek cutting-edge media and public relations in which content is king. Services include powerful coalition and alliance building and critical convenings; relevant market, organization asset, and brand focus; comprehensive website development; and social media integration in which relevant timely content creation and delivery makes a difference.

Formerly, Mrs. Hernandez served as the first female publisher of the Los Angeles Daily News in the paper's nearly 100-year history. As a 20-year veteran of the daily newspaper business, she has held chief executive positions in a variety of major markets across the country, including over a decade with the Journal Register Company (JRC) of Trenton, New Jersey, where she served as Publisher and CEO of four award-winning newspapers in Pennsylvania, Rhode Island, and Massachusetts. Ms. Rafter formerly owned and operated a group of newspapers and websites in Walla Walla, Washington.

During the past eight years in California, Mrs. Hernandez has given back to the Los Angeles community by contributing her time and talents to a broad range of local civic and charity organizations, hospitals, and businesses. Currently, she is a member of the Board of Directors of LA's Best after school program, the Valley Economic Alliance, Valley Presbyterian Hospital, and Project Grad.

In 2005, she was named Business Woman of The Year by the San Fernando Valley Business Journal "in recognition of her entrepreneurial spirit, commitment to excellence and leadership within the community." In 2006, she was named the Woman of the Honor for Haven Hills, a battered women's and children's shelter.

A native of Twin Falls, Idaho, Mrs. Hernandez began her media career while still in high school at the Times News. She is a graduate of the College of Southern Idaho. Mrs. Hernandez resides in Seal Beach, CA, with her husband Randal, stepson Garrett, and two young daughters, Hailey and Hannah.

Brian Haddix, City Administrator, City of Chowchilla

Mr. Haddix has over 30 years of experience in government. This includes serving as a legislative assistant in the United States House of Representatives and Senate; working as an Administrative Assistant while working for the State Assembly and Senate; appointed as the Undersecretary of the California

Environmental Protection Agency; appointed as a County Administrative Officer of Tulare County and Butte County; and as City Manager of Sanger and now Chowchilla.

While in the City of Sanger, Brian managed a team whose passion for creativity led to a three way victory in which the business community and junior college partnered together to teach the city's unemployed and underemployed much needed job skills. This was a win for the community and brought home to Sanger the League of California Cities' Helen Putnam Award of Excellence. In another example of community cooperation, Brian contracted with an Energy Supply Company (ESCO) to modernize Sanger's infrastructure – and to do so by first teaching local residents the skills to do the modernization. As a result, 83% of the workforce came from Sanger. During his tenure in both cities, Brian's team has developed various economic development incentives that have attracted new businesses and created numerous jobs. Brian believes that through community cooperation, cities can build a better place to live.

Brian Haddix graduated from the University of California, Santa Barbara; has a graduate business degree from CSU, Fresno; and holds a Juris Doctorate from San Joaquin College of Law.

Lance Weisak, Municipal Advisor, Wulff, Hansen & Co.

Mr. Weisak joined Wulff, Hansen & Co. in 2015. Prior to joining the firm, he served as Director of Project and Structured Finance at Chevron Energy Solutions in San Francisco, then the largest Energy Services Company in California, where he arranged more than \$300 million in tax exempt financings for cities, counties, and school districts and directed more than \$400 million in tax equity investments in utility-scale renewable projects nationally.

Mr. Weisak holds certificates from the Association of Energy Engineers as a Performance Contracting and Funding Professional and from Stanford University in Energy Innovation and Emerging Technologies.

Prior to his work at Chevron Energy Solutions, Mr. Weisak worked in Chevron's Corporate Treasury where he was finance lead for numerous business units including Global Power, Chevron Mining, Chevron Pipelines, Oronite, and Chevron's Federal Housing tax credit investment business. He help Chevron divest more than \$500 million in non-core assets and structured more than \$1 billion in guarantees in support of upstream Gulf of Mexico activities.

Before joining Chevron, Mr. Weisak was an investment banker at HSBC in New York City and London where he provided financial advisory and M&A services to Fortune 500 companies in the transportation and industrial sectors with an emphasis on cross border M&A.

In addition, Mr. Weisak has consulted with the California Energy Commission on Proposition 39 funding and has served as an expert witness to the California State Senate on energy efficiency programs for K-12 schools. He is an expert in financial modeling and in federal and state tax credit programs. He received his MBA in Finance from The University of Chicago Booth School of Business, and his BA in Economics, Phi Beta Kappa, from The University of Michigan.

Maureen McDonald, Senior Account Executive, Johnson Controls

Ms. McDonald has been in the energy field in California for more than sixteen years. She is a Leadership in Energy Efficiency Design (LEED) Accredited Professional and has an undergraduate degree in Materials Science and Engineering (Northwestern University) and three Masters Degrees - a Masters of Business Administration (University of Colorado), Masters in Metallurgical Engineering (University of Pittsburgh) and Masters in Environmental Policy and Management (University of Denver).

Maureen owned her own solar company from 2000-2008 when she sold it and went to work for Psomas. She guided Psomas through the spinning off of solar PPA provider, Psomas FMG where she sold more than 28 MW of solar to school districts and local governments in California. She worked a few years for

True South Renewables, the largest, independent solar Operations & Maintenance company in North America at the time before joining Johnson Controls four years ago. She is currently a senior account executive with Johnson Controls specializing in providing business-driven solutions to local governments in California.

David McPherson, Principal, HdL Companies

Mr. McPherson has 28 years of experience working in local government. He has held management positions for the cities of Newport Beach and San Jose, and was most recently the Revenue & Tax Administration for the City of Oakland. He is active in local tax policy issues and served as a member of the Silicon Valley Joint Venture Tax Committee and the League of California Cities Revenue & Taxation Policy Committee. Mr. McPherson is also a past president of California Municipal Revenue & Taxation Association. He holds a Bachelor's degree in History from California State University, Fullerton and a Master's degree in Public Administration for California State University, Long Beach.

Chris Tilly, Professor of Urban Planning and Sociology & Director, Institute for Research on Labor & Unemployment, UCLA

Mr. Tilly, Director of UCLA's Institute for Research on Labor and Employment, studies labor markets, inequality, urban development, and public policies directed toward better jobs. He is particularly interested in understanding how combinations of institutions and markets generate unequal labor outcomes, and in how public policy and collective action can successfully be directed toward improving and equalizing such outcomes. Within this framework, Professor Tilly has examined part-time and contingent work, gender and racial disparities, job mobility, and other issues. Although most of his research has been focused on the United States, he has traveled frequently to Latin America and the Caribbean over the past 30 years, and has written about development issues and social movements in Argentina, Brazil, Cuba, Haiti, Mexico, and Central America. He has recently broadened his research agenda to include a new emphasis on jobs in Mexico, as well as undertaking comparative analyses with European colleagues.

In addition to conducting scholarly research, he served for 20 years (1986-2006) as editor of Dollars and Sense, a popular economics magazine, and frequently conducts research for advocacy groups, community organizations, and labor unions. He served on the Program Committee and later the Board of Directors of Grassroots International from 1991-2003, ending that time as the Chair of the Board. Before becoming an academic, he spent eight years doing community and labor organizing.

Stephen Cheung, President, World Trade Center Los Angeles

Mr. Cheung leads World Trade Center Los Angeles, which attracts foreign direct investment into L.A. County, provides trade facilitation and increases exports out of L.A. County; all of which drives innovation, jobs creation and prosperity for the region's communities and residents.

Mr. Cheung was most recently the Secretary General of Foreign Affairs and Trade for City of Los Angeles Mayor Eric Garcetti, and was responsible for managing policies and programs related to Port of Los Angeles, Los Angeles World Airports, International Affairs and Global Trade. Mr. Cheung was also the lead organizer for Mayor Garcetti's international trade missions to China, Japan, Korea and Mexico.

Concurrently, Mr. Cheung was the Director of International Trade for the Port of Los Angeles – the busiest container port in North America, where he was responsible for developing programs to increase trade through the Port of Los Angeles and facilitate goods movement throughout the region. He also served as Managing Director of International Trade and Clean Technology for former Mayor of Los Angeles, Antonio Villaraigosa, where he was responsible for enhancing international trade opportunities for Los Angeles-based companies, and expanding the city's role as a leader in international trade, entertainment, tourism, manufacturing and professional services. In this position, Mr. Cheung served as the City of L.A.'s lead organizer for the historic visit to Los Angeles by Chinese President, Xi Jinping in 2012.

A proud Angeleno, Stephen Cheung was born in Hong Kong and grew up in Los Angeles where he received both his Bachelor's in Psychobiology and Master's in Social Welfare from UCLA. He currently teaches a course on public policy at the Luskin School of Public Affairs, and serves on the Advisory Council of USC's Center for International Business Education and Research and the Los Angeles Cleantech Incubator. Mr. Cheung is fluent in Mandarin and Cantonese.

Doug Jackson, President & CEO, Sioneer

Mr. Jackson joined Sioneer as President and CEO in January of 2013, bringing over 35 years of experience in Sales and Finance. Prior to joining Sioneer Doug worked for AT&T Capital for over 25 years starting as a leasing salesman and rose through the ranks and eventually became SVP of the Federal Market. In 2002, Doug founded Technology Finance Specialists, Inc (TFS) which today still outsources vendor finance programs for Information Technology Companies. In 2009 Doug launched another start-up, Innovative Green Solutions that brought green solutions to the Federal Government including building the first Rail Road Bridge made out of 100% Recycled Plastic at Fort Eustis for the US Army.