



**OFFICE OF MAYOR JERRY SANDERS  
CITY OF SAN DIEGO**

**MEMORANDUM**

**DATE** : August 1, 2008

**TO** : Council President Scott Peters & Honorable Members of the San Diego City Council

**FROM** : Mayor Jerry Sanders

**SUBJECT** : Appointments and Reappointments to the Senior Affairs Advisory Board

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It is my pleasure to appoint Jude Begell, Ruth Cardenas, Paul Downey, Erskine Garrette, Craig Lambert, Christine Murphy, and Kathryn Warburton; and reappoint Leane Marchese, and Fred Willis, and Cheryl Wilson to the Senior Affairs Advisory Board, subject to your confirmation.

Judé Begell is a Community Liaison for the Vitas Innovative Hospice Care, the nation's largest provider of end-of life care. In her role as Community Liaison, Ms. Begell is responsible for developing and sustaining business partnerships with senior centers, associations, and community-based organizations. Previously, Ms. Begell was a Long-Term Care Sales Representative for Vitas Healthcare, and a Territory Manager for Sun Plus Home Health Services. She is also a licensed Vocational Nurse and has provided home-health/hospice services. Beyond Ms. Begell's professional activities, her dedication, community involvement, and advocacy for the elderly are extensive. Currently, she serves on the Board of Directors for the San Marcos Senior Club, chairs the Aging and Independence Services (AIS) Caregiver Coalition, serves as a Committee Member for Dementia Care Network/Alzheimer's Association, and AIS for seniors in North and East counties. She is also the Treasurer for the San Diego Coalition for Improving End-of-Life. Ms. Begell is currently pursuing a Bachelor of Arts degree in Business Marketing from the University of Phoenix and holds a Nursing degree from Concorde Career Institute. Ms. Begell will serve as one of the seven Senior Service Delivery Professionals/Experts, and will replace Dolli Culter, who has resigned, for a term expiring May 31, 2009. She resides in San Marcos.

Ruth Cardenas has been a dedicated and outstanding volunteer and civic champion for many years. Collectively, she has provided over 500 hours of volunteer service for the University of Chicago Clinics, Saint Vincent De Paul Center, San Diego Jewish Community Center, Frontier Adolescent Day Treatment Center, and People for the Ethical

Treatment of Animals (PETA). She has also served on various committees and boards including the San Diego Friends of Tibet. Ms. Cardenas has been acknowledged for her service to the community and great ability to work with diverse populations. In addition, her generosity, willingness to serve the community, and intuitive sensitivity to the needs of others, including seniors, is to be commended. Previously, Ms. Cardenas worked as a pre-school instructor and provided drug counseling for homeless populations and at-risk teens. Ms. Cardenas holds a Bachelors of Arts degree in Psychology from the Union Institute and a certification from the California Certificated Board of Alcohol and Drug Counselors. She will serve as one of the four At-Large Seniors on the Senior Affairs Advisory Board and will replace Madeleine Paul, who is deceased, for a term expiring May 31, 2010. Ms. Cardenas resides in Golden Hill.

Paul Downey is the President and Chief Executive Officer of Senior Community Centers of San Diego. Since 1995, Mr. Downey has expanded services and dramatically increased Senior Community Center's role in providing services to diverse, low-income, and at-risk seniors in San Diego. During his tenure, Mr. Downey has facilitated the opening of the Potiker Family Senior Residence and City Heights Square in addition to broadening services to include social, health, and mental health services. Beyond his outstanding leadership at Senior Community Centers, Mr. Downey is President-Elect of the National Association of Senior Nutrition and Aging Services Providers (NANASP), President of the California Elderly Nutrition Partnership (CENP), and President of the California Association of Nutrition Directors for the Elderly (CANDE). Previously, Mr. Downey served on and chaired the City's Senior Affairs Advisory Board from 1999-2002. Mr. Downey's exemplary efforts on behalf of seniors has been recognized throughout the region. In 2004, Mr. Downey was selected as "Headliner of the Year" by the San Diego Press Club for his humanitarian services to the community and also received the "Salute to Excellence in Executive Leadership" award in 2006 from Non-Profit Management Solutions. Paul Downey was also appointed as a delegate to the White House Conference on Aging by Congresswoman Susan Davis in December 2005. Mr. Downey resides in Rancho Peñasquitos. He will serve as one of the seven Senior Service Delivery Professionals/Experts for the Senior Affairs Advisory Board, and will replace John Ford, who has resigned, for a term expiring May 31, 2010.

Erskine Garrette is a Volunteer Diversity Outreach Specialist for the American Association of Retired People (AARP) at the California State Office, a position he has held since 2005. As a Diversity Outreach Specialist, Mr. Garrette is responsible for recruiting minority seniors for membership in the AARP national organization. Throughout Mr. Garrette's service at AARP, he has developed a strong network to collaborate and interact with various African-American leaders, community agencies, and local government officers to promote the presence of the AARP in the region. As a volunteer state representative, Mr. Garrette has hosted numerous workshops in African-American communities to promote benefits entitled to seniors provided by AARP. He was also instrumental in establishing an AARP Chapter in the Southeastern community, AARP Chapter 5417 Encanto District. Mr. Garrette's great ability to interact with the senior population, people of diverse backgrounds, and within the African-American community stems from his years of sworn and public service to the citizens of San Diego. Previously, Mr. Garrette served for more than 15 years as a Police Officer for the City of San Diego. He was also a Customer

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Service Provider for the United Parcel Service for 23 years. In addition, Mr. Garrett served on the Board of the Directors for George L. Stevens Senior Center. He will replace Don Steele, who has resigned, and serve as one of the four At-Large Seniors for a term expiring May 31, 2010. Mr. Garrette resides in El Cerrito.

Craig Lambert has been working in the field of aging since 1983, and is a Licensed Clinical Social Worker and Gerontologist. Currently, he is the Director of Older Adult Services for the Jewish Family Service in San Diego. As the Director, Mr. Lambert provides overall direction, leadership and coordination of the department which includes supervision of staff, and planning, implementation and administering programs and services in agreement with program policies. Mr. Lambert has provided countless hours of counseling to seniors and their families to support and facilitate transition into retirement, and assisted-living and skilled nursing facilities. In 1992, Mr. Lambert established Perspectives on Aging, a private corporation that provides consulting services focused on psychological and case management services for the elderly and their families. Perspectives on Aging's consultation services include skilled nursing, residential living, assisted living, and rehabilitation and home health agencies. In addition, Mr. Lambert has also developed and implemented a 40-hour certified statewide training program for social workers in skilled nursing settings and recertification hours for administrators of residential care facilities for the elderly. Mr. Lambert's honors and achievements include receiving the "Better Life Award" from the San Diego Chapter of California Association of Health Care Facilities in 1989. Mr. Lambert will serve as one of the seven Senior Service Delivery Professionals/Experts for the Senior Affairs Advisory Board, and replace William Liu, who is not seeking reappointment, for a term expiring May 31, 2009. Mr. Lambert resides in La Jolla.

Leane Marchese is the Executive Director of Elderhelp of San Diego, an organization committed to providing quality social services to enable seniors to live independently in their own homes and communities. As Executive Director, Ms. Marchese provides strategic vision and executive leadership for a high-performing team of staff, board members, volunteers, and donors united behind common vision and values. Among her many accomplishments at ElderHelp, Ms. Marchese has nearly doubled the organization's revenues over a six-year time span and facilitated a community collaborative of local agencies, and national and local funders which resulted in a four-year \$1 million grant to enhance community services for underserved seniors. Previously, Ms. Marchese was the Director of Marketing and Member Services for BIOCUM from 2000-2002. She was also a Federal Government Fellow for the Department of Housing & Urban Development from 1998-2000, and a Director of Corporate Development for the San Diego Regional Chamber of Commerce from 1995-1998. Ms. Marchese has served on the Senior Affairs Advisory Board since 2004, and she is also a member of the Downtown San Diego Rotary. Ms. Marchese received a Bachelor of Arts Degree in Recreation Management/ Administration from California State University, Chico, and a Master's degree in Recreation/Leadership & Group Dynamics from Clemson University. She is also an Executive Program Graduate of the John F. Kennedy School of Government at Harvard University and graduate of the Strategic Perspectives in Non-Profit Management Program from Harvard Business School. Ms. Marchese will continue serving as one of the seven

Senior Service Delivery Professionals/Experts for the Senior Affairs Advisory Board, and will be reappointed for a term expiring May 31, 2010. She resides in Clairemont.

Christine Murphy is the President of Accord Solutions, a small woman-owned business providing research and development services to the U.S. Department of Defense. Prior to her position as President, Ms. Murphy gained extensive experience in defense contracting, working more than 18 years as a Contracts Manager and Administrator for various defense contractors including Rockwell International, SAIC, IRT Corporation, Honeywell, Inc., and Applied Remote Technology. Beyond defense contracting, Ms. Murphy has graciously dedicated and volunteered her time in service to seniors. Her past and current volunteer work includes experience as a shopping companion for the elderly through ElderHelp, and information intake, research and graphic arts for Elder Law and Advocacy in San Diego. Ms. Murphy is also a volunteer for Meals on Wheels, and a member of the Gerontology Society of America. Ms. Murphy received a Bachelor of Arts degree in Fine Arts from California State University Long Beach, and a Master of Science degree in Acquisition Management from West Coast University. She is currently working toward a Master of Science degree in Gerontology at San Diego State University. She will serve as one of the four At-Large Seniors required for the Senior Affairs Advisory Board, and will replace Sharon McColl, who has resigned, for a term expiring May 31, 2009. Ms. Murphy resides in Hillcrest.

Kathryn Warburton retired in 2003 from the County of San Diego after serving for more than 25 years. Ms Warburton was a Staff Officer to the County's Chief Administrative Officer (CAO) in various roles during her tenure. From 1996-2003, she was a Staff Officer for the Deputy Chief Administrative Officer for the Health and Human Services Agency and worked closely with the Director and staff of Aging and Independence Services. In this role, Ms. Warburton served as a liaison between the CAO, the County's Board of Supervisors, and county departments and offices. She was also responsible for reviewing AIS programs benefiting seniors, and supported efforts to achieve AIS goals that addressed senior issues including nutrition, adult day care, family caregiver support, long-term care, and intergenerational matters. Ms. Warburton also reviewed and made recommendations to the Director of Health and Human Services on policy and budget implications for various programs including Meals-on-Wheels, Long-Term Care Ombudsman, Adult Protective Services, Senior Nutrition, and Senior Dining Centers. As a Board member of the Tierrasanta Community Council for 10 years, Ms. Warburton has been a dedicated leader and actively engaged in serving the community. Ms. Warburton was nominated by Councilmember Madaffer and resides in Tierrasanta. She will serve as one of the four At-Large Seniors required for the Senior Affairs Advisory Board, and will replace Rosemary Pope, who has resigned, for a term expiring May 31, 2009.

Floyd Willis is an Aging Program Specialist IV and Executive Assistant for Aging & Independence Services (AIS) at the County of San Diego. Mr. Willis has held various positions at Aging & Independence Services, including Contracts & Policy Manager, and Information Technology Manager. He was also a Community Unit Manager responsible for managing various teams including Health, Outreach & Education, RSVP, Transportation, Intergenerational and Caregiving teams. Mr. Willis also managed Senior Nutrition System Contract Procurements and was a Representative for the California

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Association of Area Agencies on Aging. Mr. Willis received an Associate of Arts degree in Microbiology from Southwestern College, a Bachelor of the Arts in Social Work from Oral Roberts University, and a Certificate in International Human Rights from Simon Greenleaf University in Strasburg France. Mr. Willis will continue serving as one of the seven Senior Service Delivery Professionals/Experts for the Senior Affairs Advisory Board, and will be reappointed for a term expiring May 31, 2010.

Cheryl Wilson is the Chief Executive Officer for St. Paul's Senior Homes and Services. Holding this office since 1990, Ms. Wilson oversees the operation of St. Paul's full service retirement community that provides affordable, innovative, and comprehensive services for senior populations. Ms. Wilson's experience also includes teaching Nursing Administration for the Registered Nurse Certification Examination. Ms. Wilson's experience also includes service as a Critical Care/Operating Room Nurse and Consultant for long-term care programs and facility development at Acute Care Hospitals in California. Ms. Wilson also co-founded the Imperial Beach Health Center and served as the Chair of its Board of Directors. Over the last ten years, Ms. Wilson has participated in 10 committees for Aging Services of California and has served as Chair, Regional Chair, Vice Chair and Secretary of the Board. In recognition of Ms. Wilson's outstanding contributions, she was awarded the "Outstanding Mentor Award" by the California Association of Homes and Services for the Aging in 2000, Salvation Army Women of Dedication, and YMCA TWIN Award. She has also received various local and statewide awards, honors and acknowledgements. Ms. Wilson received her Nursing degree from Prince Henry's Nursing School, a Bachelor of the Arts in American Studies, and Masters of the Arts degree in Human Resources Development from the University of Redlands. Ms. Wilson will continue serving as one of the seven Senior Service Delivery Professionals/Experts and will be reappointed for a term expiring May 31, 2010. Ms. Wilson resides in Imperial Beach.

I ask that you confirm these appointments and reappointments, and join me in acknowledging these individuals for their willingness to give of their time and serve the City of San Diego.



JERRY SANDERS

Mayor

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cc: City Attorney Michael Aguirre  
City Clerk Elizabeth Maland