

Application Form

Profile

Office Use Only:

Ward 6

Which Boards would you like to apply for?

Charter Review Committee : Submitted

Ms./Mr.

Mr.

Pete
First Name

Middle Initial

Benavidez
Last Name

[Redacted]
Home Address

Unit A
Suite or Apt

Riverside
City

CA [Redacted]
State Postal Code

Home: [Redacted]
Primary Phone

Home: [Redacted]
Alternate Phone

[Redacted]
Email Address

Blindness Support Services, Inc.
Employer

President & Chief Executive Officer
Job Title

Business Address

[Redacted]

Business Phone

[Redacted]

Length of residence in City of Riverside

38 years

Are you a registered voter of the City of Riverside?

Yes No

Have you ever been convicted of a crime of moral turpitude?

Yes No

Do you have adequate time to serve?

Yes No

*Eligibility requirements per City Charter Article VIII Section 805.

Applications may be screened on the basis of information submitted with this form.

You are welcome to provide a resume and/or letters of endorsement.

Interests & Experiences

WHY YOU WANT TO SERVE ON A CITY BOARD OR COMMISSION:

I served on the Charter Review around 10 years ago, and learned quite a bit in regards to our City government. And would like to serve again.

EXPERIENCE OR SPECIAL KNOWLEDGE PERTAINING TO AREA(S) OF INTEREST:

As indicated above, I served on the Charter Review Committee during the previous session and thus have gained a great deal of experience.

EDUCATIONAL BACKGROUND:

BA Sociology, University of California Riverside

OCCUPATIONAL EXPERIENCE:

I have served as the President & CEO for Blindness support Services, Inc., for over 20 years.

PROFESSIONAL OR TECHNICAL ORGANIZATION MEMBERSHIPS:

National Rehabilitation Association; Vision Serv Alliance

CIVIC OR COMMUNITY EXPERIENCE, MEMBERSHIPS, OR PREVIOUS PUBLIC SERVICE APPOINTMENTS:

Charter Review

COMMISSION ON AGING
AIRPORT COMMISSION *
BUDGET ENGAGEMENT COMMISSION
COMMUNITY POLICE REVIEW COMMISSION
CULTURAL HERITAGE BOARD *
COMMISSION ON DISABILITIES
BOARD OF ETHICS
HUMAN RELATIONS COMMISSION
HUMAN RESOURCES BOARD
BOARD OF LIBRARY TRUSTEES *
METROPOLITAN MUSEUM BOARD
PARK AND RECREATION COMMISSION *
PLANNING COMMISSION *
BOARD OF PUBLIC UTILITIES *
TRANSPORTATION BOARD *

*A Statement of Economic Interests is required. Any information listed on this application is a matter of public record and will be disclosed upon request.

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NOTICE REGARDING INCOMPATIBLE OFFICES

Under existing California law, no member of City boards or commissions may simultaneously hold two public offices that are incompatible. (California Government Code Section 1099)

Offices are incompatible if one of the offices has supervisory, auditory or removal power over the other, if there would be any significant clash of duties or loyalties between the offices, or if public policy considerations make it improper for one person to hold both offices.

Do you currently hold a position as an appointed or elected member of a governmental board, commission, committee, or other body?

Yes No

If "Yes", please state position:

Members of boards and commissions are covered by Workers' Compensation insurance while serving. If appointed, completion of a LiveScan background screening is required prior to commencement of service.

Please call the City Clerk's Office at 826-5557 or visit RiversideCA.gov/city_clerk for more information. City Clerk's Office, City Hall, 3900 Main Street, 7th floor, Riverside, CA 92522

[RESUME.doc](#)

Upload a Resume

[why_me_charter_review.docx](#)

Additional document(s)

How did you learn about the Board and Commission vacancies?

- Web Site
- Other

Are you interested in being contacted by the Registrar of Voters to volunteer as a poll worker?

- Yes
 - No
-

My name is Peter Benavidez. Currently, I serve as the President & Chief Executive Officer for Blindness Support Services, Inc., (BSS) a private non-profit organization located in Riverside, California whose mission is promoting independence for individuals blind/visually impaired. As CEO, I believe that part of my responsibility is to continue to develop strong leadership abilities in myself and in others. I am a graduate of the University of California, Riverside. And possess over twenty-eight years of work experience in the public and private sector. As a person who lives with a visual impairment, I have a working knowledge of organizational development, strategic planning, and the ability to adapt to changing external factors such as funding cutbacks, new political realities, or shifting community needs.

Through my leadership, BSS has emerged as one of the four major organizations in the State of California who provide residential based programs and services for individuals blind and visually impaired.

My interest in serving on the Charter Review Committee stems from my interest in Government combined with assisting Riverside in becoming a model city of inclusion and diversity.

I realize that our democratic process requires representation from all segments of its community, and I am ready, willing and available to take this step forward.

PROFESSIONAL AFFILIATIONS

Chairman: Citizens Advisory Committee (CAC) Riverside County Transportation Commission

Vice President Riverside Housing Development Corporation

Member Blind Advisory Committee California Department of Rehabilitation

Member Riverside Agency Executive Association

Peter Benavidez

Riverside, CA

EDUCATION:

December 1982 University of California, Riverside (Riverside, CA)

- Bachelors of Arts in Sociology

June 1979 East Los Angeles Junior College (Los Angeles, CA)

- Associate of Arts in General Education

EMPLOYMENT EXPERIENCE:

May 1995 – Present Blindness Support Services, Inc. (Riverside, CA): President/Chief Executive Officer

- Responsible for managing the day-to-day operations of a private not-for-profit corporation, serving the needs of persons living with visual impairments.
- Directs, plans, and implements policies and objectives of organization in accordance with Charter and board of directors.
- Analyzes operations to evaluate performance of company and staff to determine areas of cost reduction and program improvement.
- Confers with board members and staff members to establish policies and formulate plans.
- Delegates responsibilities to subordinates.
- Establishes internal control procedures.

January 1991 - April 1992 Riverside Center for Independent Living (Riverside, CA): Housing Coordinator/Advocate

- Responsible for conducting a city-wide survey of accessible rental property and establishing a housing registry for disabled individuals.
- Interact extensively with agencies to create new housing options.
- Produced workshops to train volunteers.
- Informed the private and public sectors about accessibility guidelines and services.
- Mediated and negotiated on behalf of disabled consumers.
- Assisted consumers in formal appeal procedures for various public benefits and civil rights.

December 1989 - October 1990 Riverside County Department of Mental Health (Riverside, CA): Mental Health Worker

- Assisted in the implementation of mental health programs for institutionalized youth.
- Lead group counseling sessions, monitored progress and provided case reports to primary therapist.

- Performed related fieldwork, participated in case staffing, and chaired peer review committee.

January 1983– January 1988 Riverside County Department of Community Action
(Riverside, CA): Energy Program Assistant

- Implemented energy conservation programs for low-income households.
- Participated in community awareness programs, program planning, budgeting, and staff development.
- Responsible for client eligibility determination and report writing.

PROFESSIONAL AFFILIATIONS:

May 2011-2013 Chairmen	Member; Blind Advisory Committee (BAC) California Department of Rehabilitation
January 2002 – 2005	Fellowship; Community Technology Foundation of California
January 2000 – Present	Member/Board of Directors; National Association of Multi-Cultural Rehabilitation Concerns (NAMRC)
January 1994 – Present	Member; Riverside Non-Profit Business Association (NBA)
January 1993 – Present	Vice President/Board of Directors; Riverside Housing Development Corporation
January 2004– January 2005	President/Chairperson; Latino Network of the Inland Empire
January 1999 – Present	Member; National Rehabilitation Association (NRA)
January 1997 – June 2011	Citizens Advisory Committee (CAC) Riverside County Transportation Commission
January 1992 – May 2000	Member; Advisory Committee on Disability Issues (ACDI)
January 1999 – April 2000	Board of Directors; Community Access Center

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Profile

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Ms./Mr.

Mrs

Rosemary

First Name

Heru

Last Name

Middle Initial

Home Address

Suite or Apt

Riverside

City

CA

State

Postal Code

Home:

Primary Phone

Home:

Alternate Phone

Email Address

Employer

Job Title

Business Address

Business Phone

Length of residence in City of Riverside

25

Are you a registered voter of the City of Riverside?

Yes No

Have you ever been convicted of a crime of moral turpitude?

Yes No

Do you have adequate time to serve?

Yes No

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Interests & Experiences

WHY YOU WANT TO SERVE ON A CITY BOARD OR COMMISSION:

I want to serve the community where I live using my communication and administrative background.

EXPERIENCE OR SPECIAL KNOWLEDGE PERTAINING TO AREA(S) OF INTEREST:

I'm an experienced Director of Customer Service, Administration and Compliance expert. I have over twenty years experience in the communication field.

EDUCATIONAL BACKGROUND:

B.S. in Business Administration, Chadwick University, Birmingham, AL

OCCUPATIONAL EXPERIENCE:

Executive with proven success in leading customer service and administration teams to generate new business, customer advocacy and exceed quarterly quotas. Extensive experience working with various functions, domestic and international throughout company including: data governance, internal/external audits, strategic planning/reporting, quality control, logistics, marketing, finance and sales. Developed rapport and long-term relationships with internal and external customers and vendors utilizing negotiation talents for win-win solutions. Experienced in shared services work environment, vendor management, customer quality events/intake and supporting CRM/SALESFORCE database management. Business acumen, team motivation techniques and ability to take projects from implementation to completion, contributed to successful product launches. Key strengths include leadership with a sense of urgency, agent of change, flexible, training, proactive problem solving, multi-tasked, dependable, self-motivated, detail-oriented, organized, excellent interpersonal skills, analytical, and written/verbal communication

PROFESSIONAL OR TECHNICAL ORGANIZATION MEMBERSHIPS:

Riverside County Mediation Certificate Program, Mediator-Conflict Resolution, Facilitator, Trainer, E-Commerce Certification, City of Riverside Human Relations Commission and Notary Public. Charity Support: American Heart Association, Toys For Tots, Orange County Rescue Mission & Komen Foundation, Chairman of the Board-Cultural Heritage Board Member-Planning & Development, Ophthalmic Women Leader Member, Healthcare Business Association Member

CIVIC OR COMMUNITY EXPERIENCE, MEMBERSHIPS, OR PREVIOUS PUBLIC SERVICE APPOINTMENTS:

I served on the following boards; CULTURAL HERITAGE BOARD HUMAN RELATIONS COMMISSION

COMMISSION ON AGING
AIRPORT COMMISSION *
BUDGET ENGAGEMENT COMMISSION
COMMUNITY POLICE REVIEW COMMISSION
CULTURAL HERITAGE BOARD *
COMMISSION ON DISABILITIES
BOARD OF ETHICS
HUMAN RELATIONS COMMISSION
HUMAN RESOURCES BOARD
BOARD OF LIBRARY TRUSTEES *
METROPOLITAN MUSEUM BOARD
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PLANNING COMMISSION *
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[RHERU Resume 2020.docx](#)

Upload a Resume

Additional document(s)

How did you learn about the Board and Commission vacancies?

Other

Are you interested in being contacted by the Registrar of Voters to volunteer as a poll worker?

Yes No

ROSEMARY HERU
Riverside, CA

CAREER SUMMARY

Executive with proven success in leading customer service and administration teams to generate new business, customer advocacy and exceed quarterly quotas. Extensive experience working with various functions, domestic and international throughout company including: data governance, internal/external audits, strategic planning/reporting, quality control, logistics, marketing, finance and sales. Developed rapport and long-term relationships with internal and external customers and vendors utilizing negotiation talents for win-win solutions. Experienced in shared services work environment, vendor management, customer quality events/intake and supporting CRM/SALESFORCE database management. Business acumen, team motivation techniques and ability to take projects from implementation to completion, contributed to successful product launches. Key strengths include leadership with a sense of urgency, agent of change, flexible, training, proactive problem solving, multi-tasked, dependable, self-motivated, detail-oriented, organized, excellent interpersonal skills, analytical, and written/verbal communication.

PROFESSIONAL EXPERIENCE

PSG Dover Fluids Division- Global Pump Solutions expert, Grand Terrace, CA (2017-2020)

Market leader in air-operated double-diaphragm (AODD) pumps.

Customer Service Manager/Director

Responsible for order entry, operations, sales administration, logistics and compliance for international and domestic parts and pumps. Brands- Wilden, Griswold, Neptune, Quattro Flow, Abaque, Eurocenter-Mouvex, EnviroGear, pump packaging and logistic activity.

Hussmann, Chino, CA (2015- 2017) Panasonic Appliance Company

Hussmann is a leader in providing display merchandisers, refrigeration systems, installation and services to food retailers around the world.

Manager, Order Management

Responsible for all order entry, project management functions related to building custom merchandiser cases. Sales/Marketing/Purchasing/Master Scheduler/Finance/Engineering/Lab Technicians/Quality liaison for manufacturing team. Provide support to sales/ field service technical, factory and after- market equipment team. Identify and implement process improvements and support cost saving special projects, internal & external audits. (200-500 Projects per month. 1,500 cases)

Abbott Medical Optics, Santa Ana, CA (2009 - 2015)

A global medical device manufacturer, which produces medical devices and eye solutions for Optometrist, Ophthalmology, Pharmacy and Retail Stores. Pharmaceutical, Nutritional & Medical Industry.

Division of Abbott Laboratories

Manager, Customer Support Center

Manage the following functional teams- Customer Service, Equipment, Customer Advocates, and Consignment. Order to cash functions, Order entry Americas & Latin America, logistics, distribution, product returns, consignment-inventory reconciliations, invoicing, quality control system intake, contracts/rebates, pricing, credit & re-bills, equipment moves, recertification of medical device warranty maintenance, product launches, export documentation, coordinated hardware/software upgrades, work closely with internal/external auditors (FDA inspections, etc), sales, marketing, technical and clinical support staff members, customer loyalty surveys, compliance, quality assurance, business excellence, six sigma, strategic reports and planning, training development & project management to ensure continuance improvement within the department. Inside Sales, Sample allocation, Equipment Sales, Technical support.

- Implemented Web Based Order Entry system 24/7 on-line ordering capabilities
- Implemented System Applications & Products (SAP) System upgrade- Order To Cash Application
- AVAYA Call Monitoring Phone System & Canada Business consolidation
- Implemented Quality Intake system for Customer Complaints, Improved customer experience- Product returns, Order Accuracy, Resource Allocation, and Procedure Billing.

- Implemented fax automation software, patient billing procedures and order verification checklists

ROSEMARY HERU

PAGE 2

RELEVANT ACCOMPLISHMENTS

- Merged the following Customer Service functional areas from California to Nebraska – Call Center, Order-Entry, Logistics, Transportation, Billing, Credit/Collections, Account Receivables/Payables and Deduction Processing – to meet company “order to cash” philosophy requirements
- Consolidated three regional customer service centers to the Headquarter facility located in Omaha, Nebraska, \$50M estimated savings
- Led project for \$500M ERP software integration and provided staff training to ensure a smooth transition. Implemented new computer systems that linked all functional groups together to provide better financial and profitability reporting to executive staff

EDUCATION

B.S. in Business Administration, Chadwick University, Birmingham, AL

PERSONAL ACHIEVEMENTS

Riverside County Mediation Certificate Program, Mediator-Conflict Resolution, Facilitator, Trainer, E-Commerce Certification, City of Riverside Human Relations Commission and Notary Public. Charity Support: American Heart Association, Toys For Tots, Orange County Rescue Mission & Komen Foundation, Chairman of the Board-Cultural Heritage Board Member-Planning & Development, Ophthalmic Women Leader Member, Healthcare Business Association Member

PROFESSIONAL DEVELOPMENT

Change Management, Place Ware Web Conference, People Soft & Oracle Software, Team Building, Train The Trainer and Negotiation Skills, latest techniques, Dale Carnegie-Presentation Skills, Dr Deming-Process of Continuous Improvement (PCI). LEAN –Office & Manufacturing, ISO. Quality System-Corrective Action Prevention Action-CAPA Quality Control System, Certified, Regulatory Affairs Professional Society RAPS membership, Office Ethics & Compliance, Regulatory, and Sarbanes Oxley, Data Governance-.internal/external Audit experience. Business excellence certification, Lean Six Sigma-White, Yellow/Green Belt project management certification, Telephone Doctor Certification modules, Employee Mentorship, Net Promoter Score program, Capital Equipment, Consignment Inventory management and VMI (Vendor Managed Inventory). First Call Resolution (FCR), Document Imaging, Customer Satisfaction (CSAT), Inside Sales, Issues Management Report (IMR), Net Promoter Score, Product Returns, Quality Intake, HIPPA, Voice of the Customer (VOC), Operational Excellence (SQDIP).

COMPUTER SKILLS

Oracle, System Applications & Products (SAP) Sales Discovery System-Sales Reporting, Place Ware Web Conferencing, Visual Database, Sales Logix, JD Edwards, MS Office Software, MS Project, AS400, WMS, PeopleSoft, E-Loyalty (Behavioral Analytics Portal), Business Objects, Call Monitoring/Parrot-Verint, AVAYA phone system, Agile-Product Lifecycle Management, Taleo-Talent Management, Kronos system, Legal Ethical Resource Network-LERN, Learning Management System-LMS, Global Quality Management System (GQMS), Service800 e-smart, Workday, EDI (Electronic Data Interchange)(SPS), ADP Payroll, BAAN, Team Center (Product Life Cycle), InteleX (Quality system).LEAN DNA (DMAIC Software)