

PEOPLE IN BUSINESS

**John M. Christensen** has been promoted to chief executive officer at HOPE Services as of July 1, leading a Santa Cruz nonprofit with a budget of nearly \$40 million serving 2,500 people with developmental disabilities in five counties. He was senior vice president and chief operating officer for 13 years.

Christensen holds a master's in rehabilitation administration from University of San Francisco. He is secretary of the Nonprofit Insurance Alliance of California and an administrative survey consultant for the Commission on Accreditation of Rehabilitation Facilities. He also has served as secretary of the National Alliance of Nonprofits for Insurance, secretary of Alliance Member Services, president of Cal-APSE, the Association of Persons in Supported Employment, and director for the California Rehabilitation Association.

Christensen lives in Soquel.

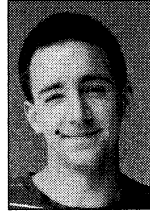
**Huntley Dornan** is the new president and chief executive officer at Surf Technicians, the Santa Cruz developer of surf and standup paddle boards. He succeeds founder Randy French, who will continue to play a key role as leader of product design and development.

Dornan is an avid surfer who brings a decade of industry experience to Surftech from past roles spanning domestic and international sales, product development, e-commerce and management.

He previously was vice president and general manager of emerging brands at Quiksilver Inc., where he had responsibility for the launch of three new



CHRISTENSEN



RICE



CILIBERTO



FOWLER



CARREIRA



KEITH

brands. Before that, he spent eight years at Patagonia, culminating as general manager of Patagonia Australia, where he grew sales by more than 80 percent in his first year. He also was director of international business with responsibility for hard and soft goods business in four international subsidiaries and five international distributors. He also spent time in strategic planning and as a product line director.

**Karl Rice, Jordan Ciliberto** and **Rebecca Fowler** have joined the board of Aptos-based Community Bridges, a 34-year-old nonprofit serving more than 30,000 Santa Cruz County residents. Its family of programs includes: Beach Flats Community Center, Child and Adult Care Food Program, Child Development Division, Familia Center, La Manzana Community Resources, Lift Line, Live Oak Family Resource Center, Meals on Wheels, Mountain Community Resources and WIC Nutrition Program.

Rice is an associate with Redtree Properties and a member of the Santa Cruz Downtown Commission. He interned with the Santa Cruz Seaside Co. in 2009 in its business management offices. He has a master's in business administration from the UCLA Anderson School of Management, and a bachelor's in business administration from the University of Washington.

He worked for three years in Seattle as an associate and relationship manager with Silicon Valley Bank. He is a sixth generation Santa Cruz County resident.

Ciliberto is an attorney with Atack & Penrose. He has a law degree from Santa Clara University School of Law and a bachelor's degree in communications from UC San Diego. He is a former policy fellow with the Panetta Institute for Public Policy and a former intern with the United States Attorney's Office in Washington. He was a legal clerk with the Santa Cruz County District Attorney's Office and a research assistant for the California Supreme Court appeal, *People v. Kelly*.

Fowler is an attorney with Baskin & Grant. She has a law degree from UCLA School of Law and a bachelor's degree in history from Haverford College in Pennsylvania. She was director of advocacy on the board of Santa Cruz NEXT, and is a member of the Santa Cruz County Bar Association and the Santa Cruz County Trial Lawyers Association. She has been a judge for the Santa Cruz Mock Trial Competition and a member of the Santa Cruz Triathlon Association. She lives in Santa Cruz with her family.

All three new board members were introduced to Community Bridges through the BoardMatch initiative of the Community Foundation of Santa Cruz County in

partnership with Santa Cruz NEXT.

**Charlotte Carreira** received the Excellence in Leadership award at the Simplexity Health annual meeting in Las Vegas. She has worked 17 years with Simplexity Health, a life sciences company that produces algae-based products. She lives in Aptos.

**Danny Keith** has been named to Bay Federal Credit Union's all-volunteer board of directors. He will serve as an associate director until an opportunity to fill a vacancy on the board arises.

Keith is the chief development and technology officer for Second Harvest Food Bank Santa Cruz County and founder of Grind Out Hunger, a hunger-awareness

**BENEFITS OF AN IT SERVICE DESK**

The use of an IT service desk isn't reserved just for large organizations; small businesses can benefit from this service too. Implementing the right service desk solution yields minimized downtime, optimal employee productivity, and lowered costs. It provides a central point for reporting, tracking issues, and submitting service requests. Issues are tracked in a database, creating a wealth of knowledge that can be used to resolve and prevent other issues as well. 24x7 monitoring gives information about your system regarding potential threats and opportunities that allows technicians to address issues proactively, saving