

NOMINATING ENTITY FOR BUSINESS REPRESENTATIVE
ACKNOWLEDGEMENT OF ELIGIBILITY

Federal and State law require that WIB Members represent established public and private categories. This diverse representation is needed to ensure contributions from and coordination between important public and private sector industries, employers, and mandated partners in the WIA System.

Only WIB Members who are nominated by an authorized nominating entity and who meet federal, state, and local eligibility requirements to represent Business on the Los Angeles County Workforce Investment Board (WIB) may submit a completed Membership Renewal packet.

QUALIFICATIONS

All WIB Members nominated as a Business Representative on the L.A. County WIB must meet all of the following requirements, as defined by the Workforce Investment Act of 1998 (HR 1385) and the Workforce Training Act (SB 293):

- I. are owners of businesses, chief executives or operating officers of businesses, and other business executives or employers with optimum policy making or hiring authority
- II. represent businesses with employment opportunities that reflect the employment opportunities of the local area; and
- III. are appointed from among individuals nominated by local business organizations and business trade associations;

Any WIB Business Representative Membership Renewal application that fails to demonstrate the minimum requirements for Business Representative Membership on the WIB shall be denied consideration and returned to the nominating agency, with a copy provided to the WIB Member.

Any Membership Renewal application that does not contain a completed Acknowledgement of Eligibility form signed by the authorized representative of the nominating entity will not be considered until one is submitted. Please complete this form and sign below.

Name of WIB Member: Walter Larkins

Agency/Company/Employer: CDR Financial Services, LLC

Title: President / Managing Member

Name of Nominating Entity: Long Beach Chamber of Commerce

Name and Title of Authorized Representative: Randy Gordon

I hereby acknowledge that I am a representative of a nominating entity that is a local business organization and/or business trade association and confirm that the WIB Member listed above meets the minimum eligibility requirements for Business Representative on the L.A. County Workforce Investment Board.


Signature of Authorized Representative of Nominating Entity

3/14/12
Date

**ACKNOWLEDGEMENT OF ELIGIBILITY
BY BUSINESS REPRESENTATIVE NOMINEE**

Federal and State law require that WIB Members represent established public and private categories. This diverse representation is needed to ensure contributions from and coordination between important public and private sector industries, employers, and mandated partners in the WIA System.

Only individuals who are nominated by an authorized nominating entity and who meet federal, state, and local eligibility requirements to represent Business on the Los Angeles County Workforce Investment Board (WIB) may submit a completed Nominations packet.

QUALIFICATIONS

All individuals nominated as a Business Representative on the L.A. County WIB must meet **all** of the following requirements, as defined by the Workforce Investment Act of 1998 (HR 1385) and the Workforce Training Act (SB 293):

- I. **are owners of businesses, chief executives or operating officers of businesses, and other business executives or employers with optimum policy making or hiring authority**
- II. **represent businesses with employment opportunities that reflect the employment opportunities of the local area; and**
- III. **are appointed from among individuals nominated by local business organizations and business trade associations;**

Any WIB Business Representative Nomination application that fails to demonstrate the minimum requirements for Business Representative Membership on the WIB shall be denied consideration and returned to the nominating agency, with a copy provided to the nominee.

Any nomination application that does not contain a completed **Acknowledgement of Eligibility** form signed by the nominee will not be considered until one is submitted. Please complete this form and sign below.

Name of Nominee: Walter Larkins

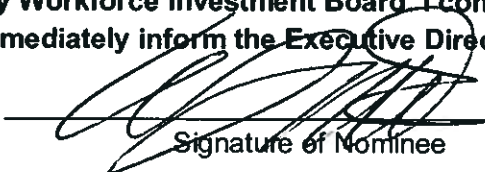
Agency/Company/Employer: CDR Financial Services, LLC

Title: President & Managing Member

Nominating Entity: Long Beach Chamber of Commerce

Name and Title of Authorized Representative: Randy Gordon, CEO

I affirm that I meet the minimum eligibility requirements for Business Representative on the L.A. County Workforce Investment Board. I confirm that should my qualifications change at any time I will immediately inform the Executive Director and will cease to be eligible to remain on the WIB.



Signature of Nominee

4-13-2012

Date

NOMINEE QUESTIONNAIRE

(PLEASE COMPLETE IN THE SPACE PROVIDED)

PLEASE DESCRIBE THE REASON FOR YOUR INTEREST IN SERVING ON THE L.A. COUNTY WORKFORCE INVESTMENT BOARD AND HOW YOU MEET THE REQUIREMENTS TO SERVE AS A REPRESENTATIVE OF THE CATEGORY TO WHICH YOU ARE NOMINATED.

I am a former US Army Captain and my wife of 25 years and business partner are entrepreneurs and owners of CDR Financial Services, LLC, an ARM (Accounts Receivables Management) Company with over 65 employees that has been in business over 15 years. Not only is our company ethnically and culturally diverse, we also happen to be an ethnically and culturally diverse couple. My father is African American and my mother is German and my wife's mother is Hispanic her father is Caucasian from Tennessee. We have a 26 year old son who is also an entrepreneur. I grew up in a tough neighborhood in LA and was fortunate to have a mother and father present (also a Veteran and Retired Army Officer) that helped me maintain a focus on education and foster an intellectual curiosity that served to build the strong foundation upon which all of the successes and opportunities I have had are based. Our company is in the Healthcare Sector. Our Clients are Healthcare providers including Hospitals, Outpatient Facilities and Doctors Offices and we assist them in managing their receivables by successfully negotiating with Insurance Carrier Adjusters and their Defense Attorneys to settle Workers' Compensation Liens and Commercial Insurance Bills that have not been paid properly, timely or correctly. We are the largest company in California in our market niche. My wife Julie is a participant in Leadership Long Beach program and I have been invited to speak to US Vets, Goodwill Industries and the WIB at the CWA Youth Conference on how WorkSource Centers can better address businesses needs and what employers consider when hiring from the business persons/owners perspective. My goals with the WIB are to facilitate the education and awareness of employers on how to effectively use and manage these programs to fill their job requirements long term; expand our company's training model to other employers and develop training programs to instruct WorkSource employees on how to effectively market, communicate and sell their services to businesses.

PLEASE DESCRIBE ANY WORKPLACE DEVELOPMENT POLICY OR PROGRAM EXPERIENCE THAT YOU HAVE

In 2010 we were recognized by Supervisor Don Knabe as one of two companies that hired the most candidates from his 10,000 jobs program. Our goal is to grow our company by creating jobs within our local community. We do this by providing opportunities to job candidates, not based on our preemptive determination of who will or will not succeed, but by providing them an opportunity to demonstrate their commitment, desire, and drive to pursue the opportunity we are providing. We desire to expand our company's training program and opportunity creation model (vs. traditional interviewing model) to other employers using our success as an example. Many job candidates in our programs, were previously receiving welfare and food stamps, were unemployed Vets, men with minor felony convictions, long-term unemployed or dislocated workers. In 18 months through our participation in the TSE (Transitional Subsidized Employment), the OJT (On the Job Training Program) and our own 2 month (UWT) Unemployed Worker Training program where job candidates volunteer to participate in our training program, we have provided job training for nearly 100 individuals and hired 65. Our job candidates were obtained by working through the various work resource centers including Pacific Gateway in Long Beach, the One Stop Center in Gardena, US Vets and LA Works. Our job candidates have been successful in executing their transition from individuals that some employers may have considered unemployable or not employable into highly employable and desirable employees. Our 1 year retention rate for candidates we have hired exceeds our historical average before our participation in these programs and the industry average of 58% of all employers in our sector according to US Bureau of Labor. We value our employees and appreciate the many positive contributions they have already made to our company. As a result of our employees' commitment to achieving the opportunity we have provided, they are supporting not only themselves, but over 400 kids and dependents, are positive role models within their communities and are contributing in taxes and to the local economy.

HAVE YOU EVER SERVED ON A COUNTY OF LOS ANGELES BOARD OR COMMISSION? YES NO

NOT APPLICABLE

PLEASE PROVIDE ANY ADDITIONAL INFORMATION YOU WOULD LIKE THE L.A. COUNTY WORKFORCE INVESTMENT BOARD TO CONSIDER WHILE EVALUATING YOUR INFORMATION APPLICATION. PLEASE ALSO LIST ANY COMMITTEE OF THE WIB YOU MAY BE INTERESTED IN SERVING ON.

Eight years ago we found ourselves in the great position of having more business than we could effectively manage and at the same time frustrated by not having enough qualified individuals to grow our business. Our business had the same challenge that face many growing small to midsize companies; limited name recognition which impacted our ability attract a large number of quality candidates over larger more recognized companies. To address our capacity problem we did something that most SMB's don't attempt and large companies have made their standard of practice. We started from the ground up operations in India in two locations that employed at its peak over 150 highly educated and very motivated individuals working 2 shifts. Some might assume we made this investment because of lower payroll costs; the reality is that the costs of the technology, infrastructure and other factors required to manage operations in another country, more than offset any perceived payroll cost savings. The fact is we needed motivated and qualified people and could not find them in the US. 2 years ago and after 5 years of successful operations in India, we made the difficult and expensive decision to shut down those operations. After placing our India employees with new jobs, we went from 150 to 15 US based employees. Why buck the trend and move back to the US? My wife and I felt it was incumbent upon us to move our operations back to support US job growth in a floundering US economy with high unemployment. Of course our expectation was that with poor economic conditions and high unemployment in the US, we would have no problem finding qualified candidates. To our surprise and frustration it appeared that history was repeating itself. Even after posting jobs with the EDD, various WorkSource Centers and other traditional methods to find candidates, we found ourselves in the same circumstances that prompted our move to India in the first place; we could not find enough employees to fill the positions we had available. I can now confidently say, our accidental discovery of the various jobs programs provided by the WorkSource Centers and funded by the WIB, transformed what might have turned out to be a bad business decision, into one that has saved our business by allowing our company to hire and expand in the US and in a tight credit market offset the high cost of hiring and training.