

Sheri Ann Farinha

PROFESSIONAL EXPERIENCE

NorCal Services for Deaf and Hard of Hearing
Sacramento, CA

Chief Executive Officer

1993 to Present

Overall responsibilities

- ❖ **General:** Oversight of the day-to-day operations of a regional community-based, nonprofit organization serving over 45,000 deaf, hard of hearing, and hearing individuals residing in 24-northeastern counties in California.
- ❖ **Financial Management:** Development and monitoring of 3 million dollars annual agency budget; Recommendation of annual budget for Board approval and prudent management of organization's resources within those budget guidelines according to current laws and regulations
- ❖ **Personnel:** Management of overall human resources according to authorized personnel policies and procedures that fully conform to current laws and regulations; direct recruitment and supervision of management staff; and leadership training to full staff assemblies.
- ❖ **Program Development:** Identification of service gaps and development of new programs.
- ❖ **Board Relations:** Support of operations and administration of Board by advising and providing information to Board members, serving as interfacing between Board and staff, and supporting Board's evaluation of chief executive.
- ❖ **Community Relations:** Assurance that the organization and its mission, programs, and services are consistently presented in strong, positive image to relevant stakeholders
- ❖ **Legislative Affairs:** Monitoring legislative developments, proposing legislation as needed and collaborations with other agencies and individuals, and conducted numerous trainings on legislative advocacy.

Education expertise: As Chair of California Deaf Education Coalition, undertook the first legislative effort of the Deaf Child's Bill of Rights with (1988 – 1994); Appointed Chair by Superintendent of Public Instruction of the California Deaf and Hard-of-hearing Education Advisory Task Force which published its report, *Communication Access and Quality Education for Deaf and Hard-of-hearing Children* in 1999; Serve as consultant on proposed education legislation to legislators and California Department of Education; Founding member and current co-chair of California Stakeholders for ASL & English Coalition.

Fundraising Expertise: increased fundraising goals and revenues overall by \$900,000; **Expertise in Organization Development,** restructuring 5 different companies and organizations to better serve the Deaf and Hard of Hearing communities and serving as trainer at San Diego State University PET-D Program for 5 years. **Additional expertise** in developing coalitions with the Deaf Community at large, other organizations serving Deaf, state and local government agencies and programs to improve and expand services and access for the deaf and hard of hearing community as evidenced by the establishment of the California Deaf Education Coalition, the California Stakeholders for ASL & English Coalition (formerly called CDNIA); and the E911 Stakeholder Council.

Accomplishments include Implementation of legislation in conjunction with the Employment Development Department to establish mandates for Deaf & Hard of Hearing services at key locations in California; Addition of new services including specialized employment services for deaf and developmentally delayed adults; communication skills training and pre-employment readiness for deaf and hard of hearing individuals, first ever statewide Parent to Parent Support for families with newly identified deaf or hard of hearing babies; and the first remote video interpreting services primarily for state Department of Rehabilitation offices; Established Disaster/Emergency Response Interpreter Training Curriculum certified by US Department of Homeland Security; Increased overall agency budget by 300% during 19 years at NorCal Services for Deaf and Hard of Hearing.

Telecommunication Expertise: Served as E911 Stakeholder Council Chair, under TDI, to open up access to the emergency system for deaf and hard of hearing consumers using digital technology. The Council is made up of consumer groups, local, state and national; representatives from the industry including video relay service providers and internet relay providers; and the federal government including FCC, USDOT – Next Generation 911, USDOJ, Public Safety organizations, NENA and APCO; Appointed by FCC to serve on Emergency Access Advisory Committee to advocate for access to next generation of 9-1-1 centers to be accessible no matter what device used.

Greater Los Angeles Council on Deafness
Los Angeles, CA

Chief Executive Officer 1999 to 2003

Interim CEO through contract with GLAD Board of Directors, while maintaining position of CEO at NorCal, during which time duties include oversight of financial crisis, re-negotiation of agency contracts with funders, confirmation of

intent to meet the obligations of funding and financial institutions, restoration of organization's financial health and provision of the groundwork for the board to hire a full time CEO.

Greater Los Angeles Council on Deafness
Los Angeles, CA

Chief Administrative Officer 1984 to 1993

As COO of a large community-based nonprofit organization, responsibilities include oversight of the day-to-day operations; contract and financial compliance; and monitoring of program staff providing social services to deaf and hard of hearing individuals residing in Los Angeles, Kern, Orange, Riverside, San Bernardino, San Luis Obispo, Ventura, and Oxnard counties.

EDUCATION

- 1989 San Diego State University
Certificate Deafness Rehabilitation and Business Administration
- 1984 California State University, Northridge
Masters Special Education - Deaf education
- 1983 California State University, Northridge
B.A. Liberal Studies

DISTINCTIONS

- 2011 - 2013 Appointed by FCC to serve on Emergency Access Advisory Committee
- 2010 - 2012 Board Secretary, National Association of the Deaf
- 2009 to present: Co-Chair of California Stakeholders for ASL & English
- 2007 Appointed by the Governor of California to serve on Strategic Planning and Interoperability committees, Governor's Office of Emergency Services (now California Emergency Management Agency)

- 2006 to Present Founder and Chair, National E911 Stakeholder Council
- 2005 - 2008 Board Member, CPUC Telecommunications Administrative Deaf & Disabled Advisory Board (TADDAC)
- 2002 to Present Vice Chair; Board of Directors California Coalition of Agencies Serving the Deaf and Hard of Hearing (1993- 2002: CHAIR)
- 1996-1998 Chair, California Department of Education, California Deaf and Hard-of-hearing Education Advisory Task Force.
- 1993 - 1996 Member, Court Interpreter Advisory Panel, Judicial Council of California
- 1989 - 1991 President, California Association of the Deaf

RELEVANT AWARDS

- 2011 ADARA, Legislative Award, in recognition of her contributions related to legislative activities that benefit Deaf, late-Deaf, hard of hearing, and Deaf-Blind Individuals
- 2009 CSUN, Distinguished Service Award, In Honor of Exemplary National Leadership
- 2008 Trailblazer of the Year Award, Access for Survivors of Domestic Violence
- 2008 Exemplary Leadership, Board of Directors, NorCal Services for Deaf & Hard of Hearing
- 2007 Humanitarian Award, Telecommunications for the Deaf and Hard of Hearing
- 2006 Leadership, California Association of the Deaf
- 2006 Appreciation of Dedication, California Public Utilities Commission.
- 2001 Presidents Citation, California Association of the Deaf
- 2000 CEO Award, DCARA

- 1996 Outstanding Advocate, American Society for Deaf Children
- 1994 Outstanding Leadership, California Educators of the Deaf
- 1991 Outstanding Contributor, IMPACT, a California organization of parents of Deaf & HH Children