



Board of Directors Application

CalOptima Health (CalOptima) is a separate legal, public entity from the County of Orange; however, the composition of CalOptima's Board of Directors is governed by the County's Health Authority Ordinance. Therefore, the County's Health Care Agency conducts recruitments for the CalOptima Board of Directors and appointments are made by the Orange County Board of Supervisors.

General Instructions: Type or print clearly. Please identify which of the following position or positions on the CalOptima Board of Directors in which you are applying to serve under this application:

A current CalOptima Health member or a family member of a current CalOptima Health member.

Please sign the application on page 2 and attach a resume and any other information you would like considered as part of your application.

| | |
|--|--|
| Name: Brenda Deeley | Occupation/Title: Public relations/public affairs consultant/ CEO |
| Home Address: [REDACTED] | Business Address: [REDACTED] |
| Street: [REDACTED] | Street: [REDACTED] |
| City: [REDACTED] State: [REDACTED] Zip: [REDACTED] | City: [REDACTED] State: [REDACTED] Zip: [REDACTED] |
| Home Phone: [REDACTED] Fax: [REDACTED] | Business Phone: [REDACTED] Fax: [REDACTED] |

Education: Please check the box with the highest level of education and list corresponding information:

| | | |
|---|--|--------------------|
| <input type="checkbox"/> High School | Name: [REDACTED] | Level/Degree: M.A. |
| <input type="checkbox"/> College or University | Name: University of Washington | Level/Degree: M.A. |
| <input type="checkbox"/> Training/Trade School | Name: [REDACTED] | Level/Degree: M.A. |
| <input checked="" type="checkbox"/> Advanced Degree | Name: Western Washington University | Level/Degree: M.A. |
| <input type="checkbox"/> Other Education/Training: | Political Science/Public Policy & Administration | |

Employment: List two most recent places of employment:

| | |
|---------------------------------|------------------------------------|
| Employer: Brenda Deeley PR, LLC | Employer: Porter Novelli |
| Position: CEO | Position: Executive Vice President |
| From: 10/2017 To: Present | From: 11/2002 To: 9/2017 |

Professional/Community/Volunteer Organization Membership: List relevant organizations:

| | |
|--|--|
| Organization: Reimagine | Organization: Orange County Public Affairs Association |
| Type of Organization: Nonprofit serving people with disabilities | Type of Organization: Industry association |
| Offices Held: Board member, Development chair | Offices Held: [REDACTED] |

List any contracts and/or financial interests that you have with health care providers:

Public relations consulting contract with Children's Hospital of Orange County.

Briefly explain your qualifications for each position for which you are applying and why you wish to serve on the CalOptima Health Board of Directors:

I bring a deep understanding of the health care industry, experience with CalOptima and advocacy work on behalf of people with intellectual and developmental disabilities. I have spent my entire professional career in communications -- and for the past 15 years, my clients have included health systems. I have worked with them on a variety of complex health-related communications issues including the COVID-19 pandemic and mental health, among many other issues such as crisis communications.

I am the parent and co-conservator of a 23-year-old woman with Down syndrome who has been a CalOptima member since infancy. I currently serve on the Board of Directors at Reimagine, a nonprofit dedicated to serving people with disabilities throughout their lifespan. CalOptima funds Reimagine's Community-Based Adult Services. My daughter is a Reimagine participant in the CBAS program funded by CalOptima. I have served on the CalOptima Whole-Child Model Family Advisory Committee (2019-2021). As a long-time advocate for people with intellectual/developmental disabilities, I previously served on the Irvine Residents with Disabilities Advisory Board, Down Syndrome Association of Orange County Board of Directors and National Down Syndrome Congress PR Committee.

By signing below you certify that you meet the requirements of the County's Ordinance for the position(s) in which you are applying to serve on the CalOptima Health Board of Directors.

Application materials and resume must be delivered to the address listed below no later than 5 p.m. on September 12, 2023:

OC Health Care Agency, Attn: Mindy Winterswyk
405 W. 5th St., Ste. 720
Santa Ana, CA 92701

Brenda Deesley

Signature:

September 11, 2023

Date:



Brenda Deeley

"Brenda is the best PR project manager I have ever worked with and was key to the success of the Groundwater Replenishment success and the Silver Anvil award. I would recommend her without hesitation!"

Ron Wildermuth (retired)

Former Director of Communications,
Orange County Water District

"Brenda is one of the most outstanding public and community relations professionals I have ever worked with. She is an outstanding verbal and written communicator and as a former client, I can say that she continually exceeded my expectations on every project. I know we will continue to work together whenever possible."

Debra Legan

Former VP of Marketing &
Communications, Hoag
VP of Marketing & Communications,
PIH Health

Client Experience:



HCA ASR

Public Relations/Public Affairs/Community Relations Strategist

Award-winning senior level public relations and public affairs strategist with business development and staff management responsibilities. Public and private sector clients include airports, hospitals, nonprofit organizations, water districts, transportation agencies, financial institutions and economic development corporations.

Client Experience Highlights

Mesa Water District (2021-Present)

- Provide strategic communications counsel and oversee public affairs department team to ensure high performance.

CHOC (2010-Present)

- Provide strategic counsel for major communications initiatives and issues management, as needed and media train hospital leadership.

Irvine Ranch Water District (2018-2021)

- Managed public outreach for the Syphon Reservoir (recycled water) Improvement Project public outreach program.

Pomona Valley Hospital Medical Center (2013-2021)

- Led local media relations campaign.
- Provided crisis communications counsel on issues including union negotiations and organizing activity, communicable diseases and infections (e.g., COVID-19, Ebola, C.diff, CRE, measles exposure and norovirus outbreak), corporate and other hospital-related issues (e.g., CEO compensation, health insurance contract disputes, birth tourism and perceived, unfounded HIPAA violations).

San Diego International Airport and Airport Authority (2007-2017)

- Senior team leader for nationally-award winning public outreach campaigns for complex and potentially controversial major capital improvement projects:
 - Superior Achievement in Branding Reputation & Engagement (SABRE) Gold Award, The Holmes Report, 2016 and 2012
 - PR Campaign of the Year, Airports Council International-North America, 2014
 - Silver Anvil, Public Relations Society of America, 2011
 - PRWeek Awards Honorable Mention, 2011
 - Award of Excellence, Public Relations Society of America, 2009

Hoag (2008-2011)

- Led national media relations, crisis communications and community relations for new hospital.

Boise Valley Economic Partnership (2006-2009)

- Led national business attraction media relations campaign.

Orange County Water District (2001-2005)

- Led public outreach to build support for the largest water purification project in the world that purifies sewer water into drinking water. There was never any public opposition to this project.
 - Silver Anvil, Public Relations Society of America, 2006

Employment History

CEO | Brenda Deeley PR, LLC | October 2017-Present

Executive Vice President & Global Client Service Excellence Leader | Porter Novelli, Inc. (NYSE: OMC) | 2002-September 2017

Consultant | Porter Novelli, Inc. | 2001-2002

Community Relations Director | The Wooden Floor (formerly known as Saint Joseph Ballet) | 1999-2000

Counselor | Nelson Communications Group (acquired by Porter Novelli) | 1997-2000

Executive Director | San Diego County Citizens Against Lawsuit Abuse | 1995-1997

Operations Director/Acting General Manager | KZAZ-FM, NPR Affiliate | 1991-1995

Radio Announcer | KGMI-AM | 1990-1991

Education

MA Political Science/Public Policy & Administration | Western Washington University | 1997