



# MEMORANDUM

**SUPERVISOR BILL CAMPBELL**  
**ORANGE COUNTY BOARD OF SUPERVISORS, THIRD DISTRICT**

**10 Civic Center Plaza, 5<sup>th</sup> Floor, Santa Ana, California 92701**

**714.834.3330**

**Date:** March 10, 2006

**To:** Darlene Bloom, Clerk of the Board

**From:** Supervisor Bill Campbell, Chairman of the Board

**Re:** Supplemental Agenda Item for March 14, 2006 Regular Meeting: Appointment to OCERS' Board of Retirement

*Bill Campbell*

*Bd: 3/14/06*  
*S34B*

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Please agendaize, as a supplemental item on the March 14, 2006 Regular Meeting Agenda, the consideration of the appointment of the Public at-large, Fourth Member of the Orange County Employee Retirement System (OCERS) Board of Retirement.

## SUMMARY

Lisa Silbar, current appointed public at-large member, has indicated that she is not interested in serving another term, but would remain on the Board until a replacement could be identified. Her term ended on September 10, 2005.

Last month, I distributed resumes of candidates interested in the position along with a memo suggesting you meet with these candidates prior to the board meeting on March 14, 2006. Those candidates include the following:

- Mark Hebner
- Arthur Hidalgo
- Jake Petrosino
- Donald Powell
- Cecilia Tripi

I have had an opportunity to meet with these candidates and found them all to be very capable and willing to serve.

I am pleased to recommend that this Board appoint Arthur Hidalgo to serve as the 4<sup>th</sup> public at-large member to the Orange County Employees Retirement System's Board of Retirement for the term March 14, 2006 through March 13, 2009. Given his outstanding credentials and experience in the finance and real estate sectors as well as his thorough understanding of public sector pension systems, I am confident the County's taxpayers would be well served by Mr. Hidalgo's appointment to the Board of Retirement.

**RECOMMENDED ACTION:** APPOINT ARTHUR HIDALGO TO OCERS' BOARD OF RETIREMENT PUBLIC AT-LARGE, FOURTH MEMBER FOR A TERM OF MARCH 14, 2006 TO MARCH 13 2009. THE NOMINATION FORM AND QUALIFICATIONS OF MR. HIDALGO ARE ATTACHED.

Thank you.



**Nomination For Boards, Commissions & Committees**

**Agenda Date:** March 14, 2006 **Item #** \_\_\_\_\_

**To:** Members of the Orange County Board of Supervisors

**From:** Supervisor Bill Campbell, Chairman of the Board

**cc:** Clerk of the Board of Supervisors

*It is my intent to appoint:*

**Name:** Arthur Hidalgo

**To the:** OCERS Board of Retirement

**Position Slot, if applicable:** Public-at-large – 4<sup>th</sup> Member

**Name of incumbent being replaced:** Lisa Welch Silbar

**Term:** 3years **From** 3/14/2006 **to** 3/13/2009

**Vacancy created by:**  Newly Formed Committee  Expiration of Term  
 Resignation  Other \_\_\_\_\_

**Qualifications:**  Attached  Not Required

**Remarks:**

**For Clerk of the Board Use Only**

**Clerk's Initials:** \_\_\_\_\_ **File I.D.** \_\_\_\_\_ **Needs a COI**

**Contact Name** \_\_\_\_\_ **Supporting Agency** \_\_\_\_\_  Mail or  pony

**Complete:**  **Term:** \_\_\_\_\_ **Years**  **Term Dates:** \_\_\_\_\_ **to** \_\_\_\_\_

**Check one:**  **Scheduled Vacancy**  **Unscheduled Vacancy**  
**Posted on** \_\_\_\_\_ **to** \_\_\_\_\_  
**Certification of posting attached.**

**(BCCNOM.MEM)**

Arthur Anthony Hidalgo

**SUMMARY**

Senior marketing executive with over 20 years experience in the institutional financial services and commercial real estate industry. Highly successful in developing long-term business relationships with corporate and institutional clients. Demonstrated an appetite and ability to understand sophisticated investment strategies and be able to present these to prospective clients in a clear and accomplished style. This practical experience has added to a solid academic foundation.

**EXPERIENCE**

1999 - Present

**ADELANTE CAPITAL MANAGEMENT LLC, Newport Beach, CA  
Vice President**

Responsible for marketing Adelante Capital Management's real estate securities investment management strategies and products to the institutional marketplace with a preferred focus on developing new business from institutional pension plan sponsors. Developed strong relationships with the relevant financial institutions, corporations, public pension funds, endowments & foundations via a concerted program of calls, meetings and representation at industry events.

1994 - 1998

**PM REALTY GROUP, Newport Beach, CA  
Vice President**

Responsible for developing business opportunities for firm on a national level. Marketed full spectrum of real estate services including property management, brokerage, investment sales, and corporate services. Individually responsible for creating a marketing strategy to develop business opportunities within the pension fund arena. Formed strategic alliances/joint ventures to broaden firm's capabilities and business base. Reported directly to Chairman and CEO and worked closely with division presidents.

- Created strategic alliances and jointly marketed services with national real estate pension fund advisors resulting in new business opportunities with large U.S. pension funds and consultants.
- Instrumental in the formation of a partnership between a Chicago based real estate investment company and a Sacramento based venture capital group resulting in the development of a multi-family real estate fund.
- Established a strategic alliance with a Washington DC based real estate services firm resulting in federal procurement opportunities.

1992 - 1994

**RJ MIRANDA & COMPANY, Irvine, CA  
Director, Real Estate Services Group**

Founder and Director of Real Estate Services Group for regional CPA and management consulting firm. Developed successful real estate practice on a national level. Provided real estate valuation and consulting services to pension funds and their advisors, Fortune 100 companies, federal government and local agencies. Directed staff of 5 professionals.

- Created strategic alliances with "Big 6" accounting firms to procure major appraisal and valuation engagements with Fortune 50 firms and federal agencies.
- Formed partnerships with other valuation firms resulting in annual engagements with 2 major western region banks.
- Established relationships with national real estate pension fund advisors resulting in annual appraisal contracts.

1989 - 1992

**AMERICAN APPRAISAL ASSOCIATES, Los Angeles, CA**  
**District Manager**

Responsible for sales and marketing of real estate appraisal and business valuation services for southern California. Client base included Fortune 1000 companies and real estate investment managers.

- Increased revenue over 20% in 1990 over prior year through effective marketing techniques and follow-up.
- Assembled team of valuation professionals and directed successful sales effort leading to firm's largest real estate appraisal contract; a nationwide portfolio of 2,400 properties.
- Honored for outstanding sales achievement in 1991.

1987 - 1989

**FIRST INTERSTATE BANK, Los Angeles, CA**  
**Assistant Vice President, Commercial Loans**

Managed loan portfolio of middle market and emerging commercial customers. Independently structured loans through successive stages which included determining financial adequacy, evaluating industry and collateral, and processing loan documentation.

- Increased customer commitments by 43% in one year.
- Made approximately 300 successful calls in conjunction with customer/cold calling effort that resulted in greatest increase in customers for the Los Angeles North district.
- Improved credit quality of existing portfolio by eliminating or restructuring sub-performing loans.

1984 - 1987

**UNION BANK, Los Angeles, CA**  
**Assistant Vice President and Commercial Loan Officer**

Managed a loan portfolio comprised of small, emerging and closely-held companies. Developed and implemented marketing strategies to increase deposits, cash management services and loans. Conducted in-depth analysis of credit collateral and economics of loan proposals.

- Increased customer demand deposits by 59% in one year.
- Developed and maintained major prospect database for loan team.

1979 - 1984

**PROCTOR & GAMBLE, San Francisco, CA**  
**Sales Representative, Bar Soap and Household Cleaning Products Group**

Responsible for building and managing sales for the central California region. Worked with major chains and independent grocery accounts.

- Developed presentation materials utilizing cost/benefit analysis.
- Designed and developed shelf space/velocity model which increased bar soap sales by 11% over prior year.

**EDUCATION**

B.A. Business Administration, Loyola Marymount University, Los Angeles, CA

**PROFESSIONAL  
TRAINING**

Union Bank Credit Training Program  
Procter & Gamble Sales Training and Marketing Seminars

**LICENSE**

California Real Estate Salesperson License

**MEMBERSHIPS**

Pension Real Estate Association, Council of Institutional Investors, State Association of County  
County Retirement Systems

**REFERENCES**

Mr. Thomas C. Stickel, Chairman, Coronado First Bank, Coronado, CA

Mr. Fred Buenrostro, Chief Executive Officer, California Public Employees Retirement System

Mr. Michael Cardenas, Trustee, Fresno County Employees Retirement System