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Encino Neighborhood Council

4924 Paseo Robles Ave., Encino, CA 91316

Dear Encino Neighborhood Council Board Members,

I am writing to express my interest in serving as the Business Representative for the Encino Neighborhood Council. As both a business owner in Encino and a dedicated community volunteer, I am well qualified to represent the business community while continuing to foster meaningful engagement between local enterprises and residents.

I bring a strong background in product development, consulting, and volunteering for businesses in Encino, Los Angeles, and New York. I recently worked with the Los Angeles-based brand, Roq Innovation, to identify white space and launch a new category of wearable tech. I have been an active volunteer for Lanai Rd Elementary and Westmark schools, both located in Encino, where my outreach and connections have led to donations from Claudine, Coral Tree Cafe, and well-known celebrities, generating substantial contributions from local businesses in Encino, the SFV, and beyond. I also relaunched Westmark's Spirit Wear, growing the business tenfold with fashionable items that adhered to the dress code, which students and parents are now seen wearing all over Encino. In New York, I had a 12-year career in the fashion industry, developing products for Ralph Lauren, Ann Taylor, and several Macy's private label brands, generating revenue of over \$200 million/year. My experience has provided me with valuable skills in branding, communication, and strategic growth, all of which translate well into advocating for and supporting Encino's diverse business landscape. Most recently, I launched my own consulting business, Evercurrent, in Encino, further cementing my commitment to contributing to the vitality of our local economy.

Since being elected to the board in June, I have been fully engaged in Encino Neighborhood Council activities. I currently serve on the Outreach, Planning and Land Use, Traffic and Transportation committees, and as a Homelessness Liaison. I have attended every general Board meeting, taken on the role as Editor of the Quarterly Newsletter, and attended the Congress of Neighborhood Councils convention in September to further understand and engage in the governing process of Los Angeles.

Additionally, I have enthusiastically supported our Outreach campaigns, spearheading multiple canvassing efforts for Harvest Moon Movie Night and the Amestoy Avenue Pedestrian Bridge communication. These opportunities have deepened my connection to the Encino community and strengthened my belief in the importance of collaboration between residents, businesses, and the Neighborhood Council.

As Business Representative, I would work to ensure that the voices of our local businesses are heard and that their needs are represented in a way that aligns with the broader goals of the Encino community. My professional experience, combined with my active Encino-based volunteer service, positions me to effectively bridge the interests of business owners and residents while still fostering transparency, engagement, and progress.

Thank you for considering my candidacy. I would be honored to serve as the Business Representative and contribute further to the success of the Encino Neighborhood Council.

Sincerely,

Rachel Perry