

George Latimer
County Executive

WHEREAS, a vacancy exists in the membership of the Westchester County Human Rights Commission:

NOW, THEREFORE, I, George Latimer, County Executive of Westchester County, in accordance with the terms and provisions of the Westchester County Charter, appoint Lisa Hofflich, 660 Gramatan Avenue, Mount Vernon, New York as a member of the Westchester County Human Rights Commission, for the term April 2, 2024 to December 31, 2026.

Given under my hand
and seal this 2nd day
of April, 2024.


George Latimer
County Executive

Office of the County Executive

Michaelian Office Building
148 Martine Avenue
White Plains, New York 10601

Email: CE@westchestergov.com
Telephone: (914)995-2900

westchestergov.com



George Latimer
County Executive

April 2, 2024

Ms. Lisa Hofflich
660 Gramatan Avenue
Mount Vernon, NY 10552

Dear Ms. Hofflich,

It is my pleasure to appoint you to serve as a member of the Westchester County Human Rights Commission, effective today, Tuesday, April 2, 2024. This appointment is for a term to expire on December 31, 2026.

Your appointment is subject to confirmation by the Westchester County Board of Legislators, but your service begins immediately. You must complete the attached Oath of Office within 30 days, either by appearing at the County Clerk's office or mailing the signed and notarized form to our office.

When you have filed your Oath of Office, a Resolution to confirm your appointment will be submitted to the County Board of Legislators. As part of the confirmation process, you may be called before the Board to be interviewed. Please contact the Human Rights Commission at (914) 995-8287, for the date, place, and time of the upcoming meeting for your participation.

Pursuant to Local Law, as a member of a Westchester County Board and/or Commission, you are responsible for adhering to the requirements of our Code of Ethics, which includes the filing of a financial disclosure statement with the County Board of Ethics.

Warmest wishes for a successful tenure.

Very Truly Yours,

George Latimer
Westchester County Executive

GL/ts

cc: Honorable Board of Legislators
Tejash Sanchala, Executive Director, Human Rights Commission
Joan McDonald, Director of Operations

Office of the County Executive

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148 Martine Avenue
White Plains, New York 10601

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Telephone: (914)995-2900

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LISA DO HOFFLICH

Email: lisahofflich@gmail.com • Telephone: 914.826.7340

PROFESSIONAL SUMMARY:

Senior level professional with experience in the United States Congress, New York State Legislature and news media. Extensive contacts in local, state and federal governments, business and nonprofit sectors.

WORK EXPERIENCE:

ACTUM, LLC

SENIOR VICE PRESIDENT, January 2024-Present

Developing and execute comprehensive communication strategies, managing rapid response efforts, and navigating complex government landscapes to achieve favorable outcomes for clients. Create cohesive messaging and foster robust stakeholder engagement. Build and nurture stakeholder coalitions. Drive initiatives that align with client objectives through government relations and advocacy.

UNITED STATES SENATE – OFFICE OF US SENATOR KIRSTEN GILLIBRAND

SENIOR ADVISOR, July 2022-December 2023

Responsible for advising the Senator on all New York City and statewide outreach and federal policy on issues related to education, health care, women/children/families, older adults, people with disabilities, food and nutrition, agriculture, Asian Americans and Pacific Islanders, LGBTQ+, arts and culture, and fashion. Plans, executes, and staffs all of the Senator's events, including press conferences, media availabilities, roundtables, town hall meetings, grants workshops, and other Senate-sponsored events related to covered issue areas, including overseeing federal and state grant funding. Writes the Senator's policy briefing materials, press releases, letters of support, as well as legislative and constituent correspondence. Liaises with political leaders in New York City and New York State. Represents the Senator at events.

LOWER HUDSON VALLEY REGIONAL DIRECTOR and SPECIAL ADVISOR, April 2018-February 2022

Responsible for all aspects of the Senator's Lower Hudson Valley Regional Office. Represented the Senator and acted as her surrogate in eight counties in the Lower Hudson Valley -- Delaware, Dutchess, Putnam, Orange, Rockland, Sullivan, Ulster, and Westchester counties. Conduit between the Senator's office and federal, state, and local government officials, departments, and agencies. Provided outreach to leaders of business, civic, nonprofit, and community organizations and meet with them to discuss legislative and appropriations requests. Advised the Senator on regional, AAPI, and human trafficking/forced labor issues and developments to formulate federal legislation, media, and community outreach strategies. Knowledgeable on issues affecting the region including environment, economic development, immigration, foreign affairs, military, health care, agriculture, telecommunications, technology, and education.

NEW YORK STATE ASSEMBLY –ASSEMBLY MEMBERS SANDRA GALEF AND AMY PAULIN

LEGISLATIVE ADVISOR, November 2015-April 2018

Worked simultaneously for two members of the NYS Assembly. Developed and drafted policy positions, legislative initiatives, and strategies. Drafted and oversaw progression of legislation with Assembly Program & Counsel and the Speaker's Office. Legislation includes, but is not limited to, members' signature plans to implement anti-gender based violence, anti-discrimination policies, and statewide ethics reform. Liaised with government agencies, strategic stakeholder groups, nonprofits, and district constituents to address local concerns. Planned and executed press conferences and community events. Wrote members' speeches and op-ed news articles. Served as surrogate for members at events throughout their districts, including on the Mid-Hudson Regional Economic Development Council.

NATIONAL ORGANIZATION FOR WOMEN (NOW), WESTCHESTER CHAPTER PRESIDENT, 2015

Reactivated the dormant Westchester chapter of the National Organization for Women (NOW), leading county-wide efforts on issues impacting all areas of women's rights and reproductive rights. Responsible for all operational management of the chapter, including the creation of new membership recruitment and fundraising programs. Tracked federal, state, and local legislation to build grassroots advocacy campaigns. Planned and executed activist events, including rallies, public forums and panel discussions.

NEW YORK STATE PUBLIC AFFAIRS COMMITTEE OF THE JUNIOR LEAGUE

CO-CHAIR and BOARD MEMBER, 2007-2014

Led and managed all governance and management aspects of a statewide public policy advocacy coalition of 18 member chapters. Developed annual legislative priorities and agendas. Cultivated relationships with legislators' offices to identify issues within proposed or current bills. Conceptualized and created strategic legislative advocacy campaigns while partnering with community partners and nonprofits. Planned, executed, and trained volunteers for annual statewide lobby days and public forums on issues including the Trafficking Victims Protection Justice Act, Gender Expression Non-Discrimination Act, and Domestic Survivors Justice Act.

SMILE BOUTIQUE, INC., BUSINESS OWNER, 2001-2014

Created and implemented practice growth, strategic planning and patient retention initiatives, resulting in an increase from 80 active patients to 4,000+ over a 10-year period. Managed and oversaw all daily operations.

CONSUMER REPORTS TELEVISION, PRODUCER, 2000-2001

Produced and edited video packages for syndicated news service based on the publication's print articles.

"EXTRA"/TIME TELEPICTURES, INC., ASSIGNMENT EDITOR, 1999-2000

Managed and oversaw Assignment Desk for nationally syndicated television show. Selected, developed, and planned reporting assignments and news coverage, directing reporters and crews.

WNBC-TV, ASSOCIATE PRODUCER, 1998

Produced and edited news stories for the investigative news unit.

COMMUNICATIONS/MARKETING ACTION, ACCOUNT EXECUTIVE, 1997

Managed, developed, and designed marketing and communications functions for the Corporate Business Division.

KING WORLD PRODUCTIONS, RESEARCHER/BOOKER, 1996

Booked, managed shoots, and conducted extensive story research/development for "Inside Edition" and "American Journal".

CNBC, RESEARCHER/BOOKER, 1994-1996

Booked guests, researched, and produced investigative, feature and day-of-air stories for national nightly consumer news program.

EDUCATION: New York University – Bachelor of Arts, Journalism and French

United Nations Association of New York WorldView Institute – Fellow

COMMUNITY ENGAGEMENT:

Westchester Asian American Democrats, Chair, 2021-2022, Executive Board Member, 2022-2024

National Organization for Women – NYC, Board Member, 2014-2015

National Organization for Women – NYS, Executive Committee, 2014-2015

New York State Public Affairs Committee of the Junior Leagues, Board Member and Co-Chair, 2009-2014

Empire State Pride Agenda, Advocacy Volunteer – 2010-2015

Correctional Association of New York's Women in Prison Project, Advocacy Volunteer – 2007-2015

Pennington School Parent Teacher Association, Board Member – 2020-2021

Bartow-Pell Conservancy, Board Member – 2010-2016

Pelham Art Center, Board Member – 2015

Junior League of Bronxville, President – 2010-2011

**COUNTY OF WESTCHESTER
OATH OF OFFICE
For Appointees to County Boards and Commissions**

STATE OF NEW YORK)
) ss.:
COUNTY OF WESTCHESTER)

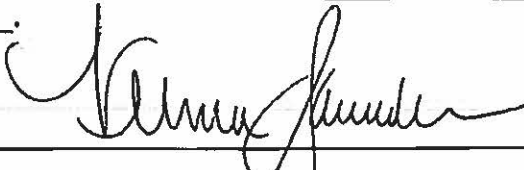
I, LISA HOFFLICH do solemnly swear (or affirm) that I will support
(Print or Type Name)

the constitution of the United States, and the constitution of the State of New York, and that I will faithfully discharge the duties of the office of Westchester Human Rights Commission and for the
(Print or Type Board Name)

County of Westchester, according to the best of my ability.

Date: 6/26/24


(Signature)

Sworn to and subscribed before me this <u>26</u> day of <u>JUNE</u> , <u>2024</u> .
<u></u>
(Signature)
<u>VELMA SAUNDERS</u>
(Print or Type Name)
<u>NOTARY PUBLIC</u>
(Title of Official Administering Oath)

VELMA SAUNDERS
Notary Public, State of New York
REGISTRATION NO. 01SA0011512
QUALIFIED IN WESTCHESTER COUNTY
COMMISSION EXPIRES JULY 20, 2027

Mail original Oath of Office to Office to Andrew Ferris, Office of the County Executive, 148 Martine Ave., Room 916D, White Plains, NY 10601 for filing within thirty (30) days of the commencement of the term of office or the notice of appointment.