

Application Form

Profile

Janelle

First Name

T

Middle Initial

Lafrades

Last Name

Home Address

Suite or Apt

pittsburg

City

CA

State

94565

Postal Code

Primary Phone

Email Address

[District Locator Tool](#)

Resident of Supervisorial District:

None Selected

Employer

Job Title

Length of Employment

Do you work in Contra Costa County?

Yes No

If Yes, in which District do you work?

How long have you lived or worked in Contra Costa County?

Are you a veteran of the U.S. Armed Forces?

Yes No

Board and Interest

Which Boards would you like to apply for?

Affordable Housing Finance Committee: Submitted

Seat Name

Have you ever attended a meeting of the advisory board for which you are applying?

Yes No

If Yes, how many meetings have you attended?

Policy Council meeting, if that counts.If not then, no I have not.

Education

Select the option that applies to your high school education *

High School Diploma

College/ University A

Name of College Attended

Norfolk State University

Degree Type / Course of Study / Major

Political Science-Pre-Law

Degree Awarded?

Yes No

College/ University B

Name of College Attended

Degree Type / Course of Study / Major

Degree Awarded?

Yes No

College/ University C

Name of College Attended

Degree Type / Course of Study / Major

Degree Awarded?

Yes No

Other Trainings & Occupational Licenses

Other Training A

Paralegal Certificate

Certificate Awarded for Training?

Yes No

Other Training B

Marketing

Certificate Awarded for Training?

Yes No

Occupational Licenses Completed:

Qualifications and Volunteer Experience

Please explain why you would like to serve on this particular board, committee, or commission.

I would love to serve on this particular board because I volunteer now with my daughters school and I am one of the policy council members now. I enjoy serving my community and helping out with the youth. I also know that if one wants to help make a difference or be a part of any changes, you have to be involved and that is why I want to be of service and serve!

Describe your qualifications for this appointment. (NOTE: you may also include a copy of your resume with this application)

I was a part of the policy council when my son attended Head Start and 3 years after he left the school as well. I have worked with the youth all my life, rather it be with the boys and girls club, the youth center in Norfolk VA or any other schools or centers that have needed me. I have been a treasurer on 4 different boards along with Vice President and President. Giving back and being a servant is definitely my moto!

Upload a Resume

Would you like to be considered for appointment to other advisory bodies for which you may be qualified?

Yes No

Do you have any obligations that might affect your attendance at scheduled meetings?

Yes No

If Yes, please explain:

I have two little people that if at any time may need my services. If something were to come up, I would have to listen in on the meeting or so if someone in my family could help out I would have them do that. I am 90% of the time, if not always present, so there should not be any issues. I would also let someone know way beforehand if an emergency came about during meeting time.

Are you currently or have you ever been appointed to a Contra Costa County advisory board?

Yes No

If Yes, please list the Contra Costa County advisory board(s) on which you are currently serving:

N/A

If Yes, please also list the Contra Costa County advisory board(s) on which you have previously served:

N/A

List any volunteer or community experience, including any advisory boards on which you have served.

First Baptist, Head Start and the YMCA I volunteered whenever I was and am needed. I also served 3 terms on the Policy Council board and was a member for about 5. With my Sorority, we volunteer with several community events and help serve at many different shelters.

Conflict of Interest and Certification

Do you have a familial or financial relationship with a member of the Board of Supervisors? (Please refer to the relationships listed under the "Important Information" section below or Resolution No. 2021/234)

Yes No

If Yes, please identify the nature of the relationship:

N/A

Do you have any financial relationships with the County such as grants, contracts, or other economic relationships?

Yes No

If Yes, please identify the nature of the relationship:

N/A

Please Agree with the Following Statement

I CERTIFY that the statements made by me in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith. I acknowledge and understand that all information in this application is publicly accessible. I understand that misstatements and/or omissions of material fact may cause forfeiture of my rights to serve on a board, committee, or commission in Contra Costa County.

I Agree

Important Information

1. This application and any attachments you provide to it is a public document and is subject to the California Public Records Act (CA Government Code §6250-6270).
2. All members of appointed bodies are required to take the advisory body training provided by Contra Costa County.
3. Members of certain boards, commissions, and committees may be required to: (1) file a Statement of Economic Interest Form also known as a Form 700, and (2) complete the State Ethics Training Course as required by AB 1234.
4. Meetings may be held in various locations and some locations may not be accessible by public transportation.
5. Meeting dates and times are subject to change and may occur up to two (2) days per month.
6. Some boards, committees, or commissions may assign members to subcommittees or work groups which may require an additional commitment of time.
7. As indicated in Board Resolution 2021/234, a person will not be eligible for appointment if he/she is related to a Board of Supervisors' member in any of the following relationships:
 - (1) Mother, father, son, and daughter;
 - (2) Brother, sister, grandmother, grandfather, grandson, and granddaughter;
 - (3) Husband, wife, father-in-law, mother-in-law, son-in-law, daughter-in-law, stepson, and stepdaughter;
 - (4) Registered domestic partner, pursuant to California Family Code section 297;
 - (5) The relatives, as defined in 1 and 2 above, for a registered domestic partner;
 - (6) Any person with whom a Board Member shares a financial interest as defined in the Political Reform Act (Gov't Code §87103, Financial Interest), such as a business partner or business associate.

Objectives

Extremely friendly professional with proven success in general management and leadership, customer service and financial services operations seeking an opportunity in management in medium or large-scale business operations. Outstanding analytical and organizational skills, change leadership, data analysis and staff training.

Achievement Highlights

- Consistently maintained performance in top 10% of peers in all measured areas.
- Earned Platinum Mortgage Club three consecutive quarters.
- Finished 150% of goal for four straight quarters, while meeting goals in all other quarters.
- Promoted internally from every position held.
- Finished second quarter 125% of goal #1 out of 23 Branches
- Finished 300% over goal for sales campaign in small business category
- Hit goal first start with NCSA and still growing
- Rookie of the month 2-3 of the first 90 days
- Took branch from a F grade to an A- for Audit in less than 7 months
- Two consecutive perfect branch Audits
- During COVID maintained a 90% NPS score

Professional Groups/Associations

- President of Head Start School Board 2014-2017
- Vice President of Head Start School Board 2011-2014
- Delta Sigma Theta Sorority Inc. 2004
- Norfolk State University Softball Captain 2000-2004
- Thurgood Marshall Club Treasurer 2002-2003
- Golden Key International Honor Society 2000-Present
- Alpha Mu Honor Society 2000-Present

Professional Experience

Company: **USE Credit Union**

Date of Employment: April 2018 to Present

- Assist the Credit Union in achieving its long term goals and objectives and provide strong leadership to fulfill the credit union's core strategy and vision. Cultivate and inspire within the branch that is in alignment with USECU's culture and values.
- Lead and guide the franchise team around instilling and maintaining 7 Habits and Creating Member Loyalty Service and Sales Strategies, Mystery Shop guidelines and

collaboration. (Better Together.)

- Serve as the primary relationship development officer and sales coach with a focus on developing and executing plans that are focused on acquiring, retaining and deepening profitable households and CAP/SEG partnerships.
- Responsible for the achievement of branch sales and service goal attainment while monitoring and adjusting performance throughout the year.
- Manage and influence the branch profitability with a particular emphasis on developing relationships and expanding the sales culture and process.
- Serve as the sales leader and sales coach for the branch, directly responsible for sales-skill development of staff, sales performance, goal achievement, member acquisition, member retention, cross-sells, upsells, and referrals, and the closing ratios of loans, and other cross-sell products.
- Facilitate branch meetings and various forms of coaching including 1:1 coaching.
- Responsible for branch business development, conducting outside calling activities, growing new and existing SEG relationships, attending community events, and promoting the public image of USE, the credit union philosophy and USE's services and products to the SEGs and the local community.
- Lead by example by personally establishing new memberships, deposits and other products and services as well as originate and fund consumer loans. Utilize the Deep Dive to meet each member's perceived and unperceived financial needs. Perform appropriate on-boarding activities for all new and existing members including follow up calls.
- Initiates proactive outbound calls including internal lists and targeted prospects.
- Collaborate with Marketing Department regarding promotions, new business and merchandising. Execute and capitalize on marketing campaigns with outbound sales activities.
- Attend business partner functions and participate in strategic community activities and events to promote Credit Union Awareness and our products and services.
- Responsible for completion and accuracy of employee incentive plan payouts.

- Maintain knowledge of the Credit Union's products, services and procedures in order to efficiently train, develop and motivate staff to cross-sell
- Hire, train, manage, coach, conducts performance reviews, counsel and discipline staff to ensure employees are proficient in all phases of their respective jobs and responsibilities, are performing to expectations, and are contributing to the branch goals and objectives; responsible for managing and reducing turnover of branch employees.

Company: **Next College Student Athlete (NCSA)**

Date of Employment: August 2017 to April 2020

Senior Sports Recruiting Specialist

- Work remotely from home office and meet with families virtually via phone or video conferencing
- An athletic recruiting expert and trusted advisor
- Evaluate and qualify student-athletes academically and athletically for college coaches
- Provide realistic expectations for student-athlete and help them find the right college opportunity
- Help families find the right NCSA membership to assist with their recruiting needs
- Highlight NCSA's online tools and benefits with families
- Sell and enroll qualified student-athletes into the best-fitting premier recruiting membership
- Help make memorable experiences and dreams come true for every student-athlete and family
- Have fun and build with my team daily, very sports-oriented team culture, that has turned into family
- A very competitive sales environment that will push you but also motivates and supports you

Company: **US BANK**

Date of Employment: April 2015 to August 2017

Branch Manager

- Lead weekly coaching and training for staff to increase sales and improve customer service
- Manage daily activities for staff such as scheduling and off-site sales travel

Janelle T. Lafrades

- Responsible for total oversight of service delivery and sales production
- Ensure branch is in compliance and operationally sound
- Provide top-notch customer service and participate in achievement of branch sales goals
- Actively prospect local businesses to generate sales and customer retention
- Manage customer services scores and set weekly activities for staff to keep culture fun and outgoing
- Plan volunteer time for community service events
- Attend local community events and chamber meetings
- Notary services
- Lead credit card and leadership calls
- Coach staff weekly
- Lead weekly sales meeting
- Manage three tiers of business portfolio's (over 300 clients)
- Meet with 8-10 business clients weekly
- Complete quarterly teller audits and exposures
- Complete quarterly teller difference logs
- Interview new hires and mentor new branch manager's

Company: **Car Hop Auto Sales and Finance**

Date of Employment: March 2014 to April 2015

Branch Manager

- Negotiate car selection, terms, and down payment with customers as needed
- Solicit outside referral sources at other dealerships
- Coach, mentor, motivate, and train consultative Sales team
- Teach phone etiquette and marketing techniques to Sales team
- Monitor branch productivity to meet goals
- Monitor selling/marketing efforts, and results, on a weekly basis
- Review scheduling and punctuality, as well as schedule compliance
- Review training progress of new hires
- Monitor and help develop each sales person's individual action plans
- Plan for weekly manager's meetings and conference calls
- Resolve customer complaints and deposit issues as needed
- Resolve insurance claims and help customers get set up with rental cars
- Complete performance appraisals for direct reports
- Responsible for inventory and making sure vehicles get properly registered
- Actively participate in recruiting activity

Company: **US BANK**

Date of Employment: November 2011 to April 2014

Branch Manager (Promoted from Assistant Manager) In-Store

- Lead weekly coaching and training for staff to increase sales and improve customer service
- Manage daily activities for staff such as scheduling and off-site sales travel
- Responsible for total oversight of service delivery and sales production
- Ensure branch is in compliance and operationally sound
- Provide top-notch customer service and participate in achievement of branch sales goals
- Actively prospect local businesses to generate sales and customer retention
- Lead five sales calls per day for entire market

Company: **Bank of America**

Date of Employment: June 2004 to October 2011

Senior Personal Banking Manager (Promoted from Teller, Personal Banker)

- Motivated a team of six to succeed in daily sales goals. Always inspired staff to reach beyond sales goals.
- Actively recruited new team members.
- Proven loyalty and ability to progress as exhibited by two promotions (Teller to Personal Banker, Personal Banker to Manager)
- Maximized the depth and profitability of the customer's relationship with the company by leveraging partnerships with specialists, contributing to the success of the firm and creating an outstanding customer experience.
- Interacted daily with customers to provide needs-based financial solutions
- Exhibited proficiency in MS Office applications by leveraging reporting and projection tools with customers
- Efficiently processed applications for home mortgages/refinances and HELOCs, in addition to retaining customers in danger of foreclosing or refinancing with other companies.
- Concurrently worked as a Finance Processor for Towne Automotive Group. Prepared loan applications for automobile purchases – approximately 20 per week. Also prepared loan specific sales contracts for processing with the DMV and insurance companies.

Professional Education

Life and Health Agent Pre-Licensing Certificate, 2011

Certified Paralegal, 2003

Academic Education

Dates of Attendance : To

Norfolk State University, Norfolk, VA

BA, Political Science/Pre-Law, Magna Cum Laude

References

Available upon request