



**Presenter Biographies
Human Services/Health Seminar
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Roque Barros, Director of Community Building
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Roque Barros has 23 years of experience in organizing and community building. He joined the Jacobs Family Foundation in July 1997 and is the Director of Community Building. Prior to joining the Jacobs Family Foundation, Barros was Executive Director of Los Niños, an international grassroots organization with programs in the United States, Mexico, and Canada.

Barros has developed and directed sustainable programs that assist communities in addressing their needs and developing solutions. Working with 35 women, he developed the "Mexico Border Women's Fund," which provided business loans to women along the U.S./Mexico border. He also designed the "Neighborhood Coordinators Program" and created a training manual that helps residents become organizers in their own communities. In addition, Barros worked with a group of graffiti artists to develop "Writerz Blok," an art program that addresses the defacing of property and youth violence by utilizing the talents of the participants in developing and operating a graphics design and silk-screening business. Barros also partnered with a group of youth to open and operate a youth center that is governed and staffed by young adults and teenagers.

Barros has received several recognitions for his community building work. He received the San Diego Peacemakers Award for his work with "Writerz Blok" and was honored for his exemplary commitment to the residents of the 4th Council District in San Diego by Councilman Charles Lewis. He was also selected and honored by President Clinton at a White House Reception in recognition of Hispanic Leaders. Barros has also served on numerous boards, some of which include the National Community Building Network, Boys and Girls Club of Chula Vista, and the Hispanic Chamber of Commerce. Barros earned a degree in Business Administration from the University of Redlands.

Sandra L. McBrayer, Chief Executive Officer
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Sandra McBrayer is the Chief Executive Officer of the Children's Initiative and an internationally known advocate for children, youth and families. The Children's Initiative is a San Diego based child advocacy agency. The Initiative, through collaboration and partnerships with community leaders, organizations and government agencies, develops, enhances and strengthens policy, programs and projects, which serve children and youth.

As an adjunct professor in the College of Education at San Diego State University, she introduces new and first-year teachers to the multi-cultural, socio-political and economic dynamics of education.

President Clinton named McBrayer the 1994 National Teacher of the Year, and as such she served as an education ambassador. McBrayer participates in national and international debates, addressing issues and concerns facing children and families. She was also the 1993 California and San Diego County Teacher of the Year.

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In 1987, McBrayer founded and developed the first successful school in the United States for homeless and unattended youth, serving as head teacher for the Homeless Outreach School (now known as Monarch High School) in San Diego until 1996.

A knowledgeable and inspirational advocate for education, equity and individual involvement in bettering the lives of children and youth, McBrayer has been spotlighted on Good Morning America , CNN, Primetime, Lifetime Magazine, and CBS This Morning . Radio interviews have aired on National Public Radio and Voice of America , and she has been featured in USA Today, Los Angeles Times , San Diego Union -Tribune, Christian Science Monitor and in 2001, as a "hero for children" in Ladies Home Journal.

McBrayer has been appointed by the California Governor to chair the State Advisory for Before and After School Programs and by the Chief Justice of California to serve on the Judicial Council Access and Fairness Advisory Committee. She also chairs and serves on numerous local, state and national boards, including: Agency for Instructional Technology, San Diego Commission on Children, Youth and Families San Diego Workforce Investment Board, San Diego Council on Literacy, Department of Justice – Project Safe Neighborhood, California After School Partnership and the Juvenile Justice Coordinating Council.

Other honors include Distinguished Alumna of the Year of the SDSU College of Education, Outstanding Service Recognition Award from the California State Senate and Assembly, Headliner of the Year award from the San Diego Press Club, Woman of Vision in Education from the League of Women Voters, Exceptional Service Award from the California State PTA, Humanitarian Award from Youth Advocacy Association and Living Legacy Award from the International Women's Center.

Linda Shoob, Strategic Planning Consultant
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Linda Shoob brings twenty five years of experience working in the field of leadership development, teambuilding and strategic planning. Shoob is recognized for her efforts in assisting clients to develop systems that increase the overall effectiveness of the organization and improve performance and productivity. She works with executive teams to enhance their strategic alignment and assists them in clarifying mission, vision, values, roles, goals, processes and infrastructures. Her expertise in the areas of Strategic Planning & Teambuilding comes from decades of experience assisting organizations in conducting processes including SWOT analyses, scenario building, contingency planning, market assessment, business unit development planning and productivity enhancement efforts. Linda consistently works with the Balanced Scorecard format, customizing each effort for the specific client's needs.

Shoob has broad experience consulting to clients in many industries, including financial services, pharmaceuticals, biotech, high tech, healthcare and manufacturing. Her clients span military, government, education and not-for-profit sectors. Pfizer, Qualcomm, NuVasive, Elite Racing, Asset Marketing Systems, American Express, AT&T, Ericsson Wireless Communications, Pulte Homes, Del Webb Corporation, Sea World, Foodmaker and Sharp Rees-Stealy count themselves among her clients.

Linda has worked extensively with leaders of public agencies to assist them in translating relevant best practices into their strategic and long term planning processes. Clients have valued her successful track record working with organizational leaders to broaden the base of stakeholders and include managers throughout the organization to improve alignment and accountability. Clients in the public sector that Linda has worked with include the City of San Diego, San Diego Port District, SDG&E, CalSTRS, Southwestern College, San Diego State University Aztec Shops, San Diego Community College District, READ Adult Literacy Program, Success Schools of Arizona, Scripps Health Foundation, American Lung Association, Children's Hospital.

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Jennifer Vanica is the President and CEO of the Jacobs Family Foundation and the Jacobs Center for Neighborhood Innovation. Known for the entrepreneurial spirit and creative strategies of her team, Vanica brings together the best of the non-profit and for-profit worlds to work together.

With experience that spans from small grassroots organizations to organizations as large as Ohio State University and Sharp HealthCare, Vanica has been welding strategic planning with leadership development and compelling communications for over 30 years to mobilize people to solve pressing community issues.

She is the recipient of the 1986 "Tribute to Women in Industry" Award for Sharp HealthCare, the 1991 Outstanding Service Award by the San Diego Child Abuse Coordinating Council, and was awarded the National Society of Fund Raising Executive's prestigious Development Executive of the Year in 1991 for her role as Executive Director of the Child Abuse Prevention Foundation -- where she catapulted revenue from a half million to \$9 million in three years to build the Polinsky Children's Center. In 2003, she was given the distinguished Alumni Citation Award by her alma mater, Wittenberg University.

In 1991, Vanica was hired by the Jacobs Family Foundation to design its grantmaking programs and in 1995, launched the Jacobs Center for Neighborhood Innovation, an operating foundation, which is acting as the developer of The Village at Market Creek, a 45-acre mixed-use cultural village planned, designed, built, managed and owned by residents.

In 1999, the local National Society of Fund Raising Executives named the Jacobs Foundations Philanthropic Organization of the Year and in 2007, the national Council on Foundations bestowed their Critical Impact Award for innovative and bold solutions to enhance the public good.

Blending the best of the community organizing and social change with the best of the commercial development and economic expansion, Vanica and her team are working with the leadership of the Diamond Neighborhoods to break new ground together.

Vanica is married with three sons and two grandchildren.