

# City of Reno Board or Commission Membership Application

PLEASE BE ADVISED THAT ALL INFORMATION COLLECTED IN THIS APPLICATION IS PART OF THE CITY OF RENO'S PUBLIC RECORD AND IS, UPON REQUEST, AVAILABLE FOR PUBLIC REVIEW.

These positions are limited, in most cases, to residents of the City of Reno. The City Council endeavors to appoint persons who represent all of the various communities within the City of Reno. Please be advised that certain boards and commissions may have professional qualification requirements or require filing of financial statements with the Secretary of State. Contact the City Clerk's office at 775-334-2030 with any questions.

## Contact Information

<b>First Name (Required)*</b> CLIFFORD	<b>Middle Name/Initial</b> A	<b>Last Name (Required)*</b> SCHEFFEL		
<b>Nick Name/Preferred Name</b> cliff	<b>Email Address (Required)*</b> CLIFF@SCHEFFELPARTNERS.COM	<b>Phone Number (Required)*</b> 4156087860		
<b>Home Address (No PO Box) (Required)*</b> 2320 kinney ln	<b>City (Required)*</b> Reno	<b>Zip Code (Required)*</b> 89511	<b>Ward</b> WASHOE	
<b>Business Address</b>	<b>City</b>	<b>Zip Code</b>	<b>Ward</b>	

I agree to inform the Reno City Clerk's Office of any contact or address changes.

**I Agree (Required)\***

## Is this a new application, an application for reappointment, or an amendment to an existing application? (Required)

\*  
 New Application  
 Reappointment  
 Amendment

## Name of Board or Commission for which you would like to apply: (Required)

\*  
Redevelopment Agency Advisory Board

## Explain briefly why you would like to be appointed to this board or commission.

Motivated to see the City of Reno fulfill its potential. I would like to see Reno keep its smartest and brightest young adults here rather than seeing them move out of the area for quality jobs/careers. These folks often want to come back to Reno some 10 to 15 years later for our quality of life; let's develop an economic environment here that provides those career opportunities so that they do not have to leave us. All of the ingredients are here to make this objective a reality. We can become a center for innovation leading to start-up formation leading to more 100k plus jobs that will keep our children here. I have no personal financial gain to be had, I am retired with the time to devote to community involvement. My wife and I moved to Reno 10 years ago from the Bay Area, this is now home. Several of our children followed us here, and work for companies out of the area and telecommute. I would like to see them become more a part of this community by working here. Since moving here, my wife and I have worked to be active in community organizations. This started by me in working as a fund raiser for the Cares Campus, a small group of us were successful in raising just over \$1m from private donations. This led to my introduction to HOPES of Northern NV and an invitation to join their Board. I am currently the Board Sec. and worked to raise the \$38m to fund our new clinic on 4th street; I will join the Board of Trustees of the Museum of Art in January and am on the Advisory Board at the Business School at UNR. My wife is on the Board of Big Brothers and Sisters, the Montreux Club and Horsemanship for Heroes which is a start-up 501c3 dedicated to therapeutic benefits for Vets and First Responders working with horses.

## Relevant Education or Training

I began my career in public accounting and became a CPA. Many of my clients were in real estate which led to my interest in the industry. After leaving public accounting I became a small independent developer in the San Francisco East Bay area. I built several spec SFHs in the community of Piedmont and completed a 10 unit condo project in the City of Pleasant Hill, the project was in a redevelopment area. We benefited from a mortgage pool financing that effectively gave us below market mortgage rates; this was accomplished via a bond offering. Later I became a project manager for Southern Pacific Dev Co. and sub of the Southern Pacific Railroad. While there I worked on the master plan and development of former railroad operating properties in the cities of Livermore and Tracy. Both cities had a deteriorating historic downtown area now miles away from the freeways where new development was occurring. In Livermore we attracted Safeway as a major tenant in a neighborhood center development. Post these years in the real estate industry I got involved in the Silicon Valley Tech scene and developed the leading firm in executive search placing CFO's in start-ups preparing to go public. (my entry into technology was with the firm of Coopers and Lybrand/PwC in the San Jose region where I led a practice focused on executive search and organization development) Later I formed my own firm and during this part of my career I placed 21 CFO's who went on to take their company public via an IPO.

## Are you currently registered to vote in the City of Reno?

Yes

No

## Are you 18 or over?

Yes

No

I certify that, to the best of my knowledge, the information I provided in the application is true. If the information provided is false or incomplete, it shall be sufficient cause for disqualification or removal. If appointed, I agree to attend a board or commission orientation session, if applicable, within six months of my appointment. I understand that failure to comply with this requirement will result in automatic removal from the board or commission.

I Agree\*

**WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1) TO ALLOW CITY COUNCIL TO CONSIDER CHARACTER, MISCONDUCT, OR COMPETENCE OF PERSON TO BE APPOINTED TO A BOARD, COMMISSION, OR OTHER PUBLIC BODY FOR THE CITY OF RENO**

The City Council for the City of Reno will be considering on a future posted agenda your appointment to a board, commission or other public body for the City of Reno. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By signing below, it is confirmed that I have been provided notice of the meeting at which my appointment will be considered by City Council. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to hold this appointment and consent to the evaluation of my character and competence by the Reno City Council in a public meeting. Further, the undersigned acknowledges that he may at any time withdraw both this waiver and related application for appointment.

**Printed Name of Applicant: \***  
cliff scheffel

**Today's Date \***  
12/26/2024

**Signature of Applicant: \***



**Attach Resume (1)**

Document Name	Attachment Type
<u>SCHEFFEL, CLIFFORD APPLICATION FOR REDEVELOPMENT AGENCY ADVISORY BOARD (WASHOE) - 12/26/2024</u>	RESUME

## Cliff Bio

**SB Search Partners**, January 22 to Present

Partner Emeritus

Cliff is a 35-year veteran in the executive search industry. His focus is serving high growth companies in a broad range of technology-oriented industries including semi-conductors, e-commerce, media, and food science. He is most known for working in the software industry. Functional expertise is the CFO position where he has completed hundreds of assignments, including 21 CFO's who later led their company through a successful IPO. Notable clients include Pandora Media, Eat Just, Nutanix, Lending Club, Upstart, ServiceNow, Net Logic, Data Domain, Zulily, Mindbody, Okta, Tile, Alteryx, Venify and Corse Hero,

He currently acts as a coach/advisor to SB Search Partners. Cliff worked with Josh Baskins, founder of SB Partners, for 6 years while at Lancor. Outside of work, Cliff and Josh are occasional golf partners both having played varsity college golf in an earlier day; Josh far exceeds Cliff in golf skill!

Cliff is on the Board of Hopes of Northern Nevada, a health care organization serving those without private medical insurance or have no insurance. At Hopes, his focus is on their capital campaign to raise more than \$30 for a new facility adjacent to the Nevada Cares Homeless Campus. In 2021 Cliff was a key member of Montreux Cares which raised more than \$1m for the Campus from the Montreux Golf Community. He is also on the advisory council to the Dean of the Business School at University Nevada Reno. Earlier he was a founding member of the Educational Foundation of Orinda, CA.

**Lancor**, August 2016 to December 2021

Partner Technology Practice

Lancor is a national retained executive search firm serving public and private clients.

**KarrScheffel LLC, February 1999 to July 2016**

Founding Partner

KarrScheffel was the leading west coast retained search firm focused on the Finance professional within various technology industries.

**PricewaterhouseCoopers (Coopers and Lybrand) 1991 to 1999**

Director Executive Search, San Francisco, and San Jose.

Executive search and organizational development projects for clients (90%) and for the Firm (10%)

Other

From 1976 to 1999, worked as an auditor for Deloitte and Touché, worked as a project manager for Southern Pacific Development Company, founded two real estate development companies and worked for two bay area recruiting firms.

Education

University of San Francisco, 1976

BS, Accounting and Finance

Varsity Golf

Gonazga-in Florence, 1974

DePauw University, 1972

California CPA, status retired.