

**Alumni Panel Discussion
6:45-7:40pm**

**“The Agile Planner: Leverage Your Skills and Broaden Your Options”
Assistant Professors Jasper Rubin & Ashok Das, Moderators**

Fred DeJarlais: President, Palisades Planning and Graphics

Fred DeJarlais graduated from the SFSU Urban Studies in 1971. He was an urban planner with 40 years of experience with public agencies and private consultants. From 1980 until 2010 he was a principal and part owner of KCA Engineers in San Francisco. His most notable work at KCA involved project management of the firm’s engineering and infrastructure planning activities on the Mission Bay project. Since his retirement in January of 2010, Fred has been active in the California Map Society, managed several improvement projects at his new home in Capitola, CA, founded a small planning and graphics consulting firm, assisted local theater groups in set design and construction and devoted more time to reading, opera and cycling.

Laura Moyé: Research Analyst. Formerly with PPIC

Laura Moyé graduated from SFSU’s Urban Studies program in 1998. She is the Evaluation and Data Manager for the San Francisco Department of Children, Youth and Their Families (DCYF) where she has worked for the past eight years. In her role at DCYF, she manages the department’s evaluation and monitoring strategy for over 400 grants awarded by the City and County of San Francisco to community-based organizations. DCYF has been recognized as a trail blazer in its use of a web-based data system to make data-driven decisions in a complex funding environment. Prior to joining the City and County of San Francisco, Laura worked as a research assistant for the Public Policy Institute of California and as an evaluator for the SPHERE Institute. She has conducted qualitative and quantitative analysis for studies designed to inform welfare, child care, and child support policy at the state-level as well as led data collection for evaluations of social welfare programs.

Michael S. Peiser: Commercial Real Estate-Operating Company

Michael S. Peiser graduated from the SFSU Urban Studies program in 1976 and completed his Juris Doctorate from Golden Gate Law School in 1979. After a few years as corporate counsel and VP of Acquisitions at Growth Equities Corporation in Walnut Creek, Mr. Peiser founded Rubicon Investments, Inc. Rubicon is a commercial real estate operating company that acquires, repositions, leases and operates commercial real estate investments in Northern California.

Gloria Woo: Consolidated Planning Specialist

Gloria Woo graduated from the Urban Studies Program in 1994. She began her career while still a student at SFSU, with an internship at the Mayor’s Office of Community Development. The internship led to a job at the Mayor’s Office of Community Development, where Gloria is still employed. After a few years into her career, Gloria attended a graduate program for working professionals and earned a Master’s degree in Public Administration from the University of San Francisco in 2001. Over the past 18 years at the Mayor’s Office of Community Development, Gloria has been involved in neighborhood revitalization efforts, managed a non-profit organizational technical assistance and capacity building program and is currently responsible for compliance and data analysis. Gloria currently lives in the City with her husband, their two-year old son and their border collie.