

# Applications for Boardmember Appointment



GB031926-01

Candidate Name: Aaron Farshad Sinai  
Board Seat: Organization Representative 1

Candidate Statement: I am a highly organized and community-focused professional with extensive experience in business operations, organizational leadership, broadcast media, and public communication, combined with a Juris Doctor degree and a strong foundation in public policy analysis. Having lived in Los Angeles for over four decades, I bring a deep understanding of neighborhood concerns, small business needs, and the policy processes that impact local communities. My background allows me to evaluate issues analytically, review proposals carefully, and contribute meaningfully to informed discussion and responsible decision-making within the Neighborhood Council.

Relevant Experience: Radio Host / Community Media KIRN 670 AM – Los Angeles Host a long-running radio program focused on community dialogue and public issues Facilitate structured discussions on civic, cultural, and neighborhood topics Conduct interviews and stakeholder outreach Organize programming, scheduling, and content planning Business Owner / Operator Los Angeles, CA Manage daily business operations with strong organizational oversight Represent business interests while maintaining positive community relationships Coordinate vendors, staff, and partner organizations Apply analytical and problem-solving skills to operational and community matters Social Media & Community Engagement Utilize social media platforms to inform, organize, and engage community stakeholders Support outreach efforts and promote civic awareness and participation Education: Juris Doctor (JD) Glendale College of Law Skills Relevant to Neighborhood Council Service Public Policy Analysis & Review Analytical & Critical Thinking Organizational Planning & Administration Business Representation & Advocacy

Community & Stakeholder Outreach Public Speaking & Effective Communication Social Media & Digital Engagement Collaboration & Conflict Resolution Why I Am Running: I am running to provide organized, thoughtful, and effective representation for local businesses and community organizations. With my legal education, analytical approach, and long-standing connection to Los Angeles, I am committed to contributing constructively to Neighborhood Council discussions and supporting policies that benefit residents and stakeholders.

Legal Affirmation: yes



GB031926-01

Candidate Name: Daniel Romm

Board Seat: Organization Representative 1

Candidate Statement: I want to join the SORO NC to engage in a meaningful way to improve the quality of life in SORO. I have been a stakeholder, living in Crestview, for over 20 years. I am a civilian employee in the US Government for the US Space Force. I enjoy volunteering at community events. I spent 2 years in Kenya as a Peace Corps Volunteer teach high and junior college mathematics. I am inspired by my wife to do more community engagement. She has been very involved since we moved here. The committees I am interested in are Budget & Finance and Business Advocacy & Development. Sincerely, Dan Romm

Legal Affirmation: yes



GB031926-01

Candidate Name: Stacy Jung  
Board Seat: Organization Representative 1

Optional, but encouraged: I would be a strong addition to the SORO Neighborhood Council Board because I am deeply invested in the wellbeing and long-term vitality of our community. As an active stakeholder who lives and participates within the Council boundaries, I understand both the day-to-day needs of residents and the broader issues shaping our neighborhood’s future. I bring a collaborative, solutions-oriented approach, along with practical skills in communication, community engagement, and project coordination—tools that help translate local concerns into meaningful action. I am committed to strengthening partnerships, improving transparency, and ensuring that diverse voices are represented in decision-making. I’m ready to contribute consistently, participate fully in meetings, and support initiatives that enhance quality of life, support local businesses, and foster a more connected, informed, and resilient community.

Legal Affirmation: yes



GB031926-02

Candidate Name: Aaron Farshad Sinai  
Board Seat: Business Representative 5

Optional, but encouraged: Position Sought Business Representative Organization Representative Stakeholder Status Long-term Los Angeles resident for over 40 years Local business owner/operator Active participant in community organizations and media Stakeholder within the South Robertson Neighborhoods Council boundaries Candidate Statement / Qualifications I am a highly organized and community-focused

professional with extensive experience in business operations, organizational leadership, broadcast media, and public communication, combined with a Juris Doctor degree and a strong foundation in public policy analysis. Having lived in Los Angeles for over four decades, I bring a deep understanding of neighborhood concerns, small business needs, and the policy processes that impact local communities. My background allows me to evaluate issues analytically, review proposals carefully, and contribute meaningfully to informed discussion and responsible decision-making within the Neighborhood Council. Relevant Experience Radio Host / Community Media KIRN 670 AM – Los Angeles Host a long-running radio program focused on community dialogue and public issues Facilitate structured discussions on civic, cultural, and neighborhood topics Conduct interviews and stakeholder outreach Organize programming, scheduling, and content planning Business Owner / Operator Los Angeles, CA Manage daily business operations with strong organizational oversight Represent business interests while maintaining positive community relationships Coordinate vendors, staff, and partner organizations Apply analytical and problem-solving skills to operational and community matters Social Media & Community Engagement Utilize social media platforms to inform, organize, and engage community stakeholders Support outreach efforts and promote civic awareness and participation Education Juris Doctor (JD) Glendale College of Law Skills Relevant to Neighborhood Council Service Public Policy Analysis & Review Analytical & Critical Thinking Organizational Planning & Administration Business Representation & Advocacy Community & Stakeholder Outreach Public Speaking & Effective Communication Social Media & Digital Engagement Collaboration & Conflict Resolution Why I Am Running I am running to provide organized, thoughtful, and effective representation for local businesses and community organizations. With my legal education, analytical approach, and long-standing connection to Los Angeles, I am committed to contributing constructively to Neighborhood Council discussions and supporting policies that benefit residents and stakeholders.

Legal Affirmation: yes



GB031926-03

Candidate Name: Eric Gordon  
Board Seat: Zone 7 Representative

Candidate Statement: I was an early member of the SoRo Board a few decades ago, and have lived at my current address since 1999. I am the retired Director of the Workers Circle/Arbeter Ring at 1525 SoRo, which also falls within the SoRo boundaries, so for those years I was actually representing both a community organization and my own residency. From time to time I made WC/AR available for SoRo meetings and events, and also opened our doors as a polling site. I know the area pretty well, and would look forward to contributing my skills and insight, as well as to learning more about the community as it is ever evolving.

Legal Affirmation: yes



GB031926-03

Candidate Name: Ronald J Steinhoff  
Board Seat: Zone 7 Representative

Candidate Statement: Having worked in government for nearly my entire career, I know that a strong community is fundamental to prosperity and progress. If selected, I would focus on addressing three key themes: enhancing public safety, promoting community engagement, and supporting local business and education. We deserve to feel safe in our communities. In my career, I've coordinated efforts with local police officials and have worked with Chiefs of Police across the country. I will continue this work here. We deserve to have community programming that is efficient and provides opportunities for all to belong. Finally, having been raised by a public school teacher and having gone through that system, I know the importance of a strong public education system. I've

worked for local city governments and have seen the positive opportunities these bring to its business. I will bring these skills to this position. I believe I can best prepare our neighborhood for tomorrow's world and it's why I am applying. Further, I lost the election by two votes last year and am still eager to get involved.

Legal Affirmation: yes