

COUNTY OF LOS ANGELES
CONSUMER AFFAIRS ADVISORY COMMISSION (CAAC)

2 0 2 4
ANNUAL REPORT



Los Angeles County Hall of Records
320 West Temple Street, Suite G-10
Los Angeles, CA 90012-1795 U.S.A.

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1.0. MESSAGE FROM THE CHAIR OF THE COMMISSION

To my dear Los Angeles County neighbors and our
Honorable County Board of Supervisors,

As the chairperson of the County of Los Angeles Consumer Affairs Advisory Commission (CAAC), it is my honor to present this comprehensive account of the CAAC's work and to highlight the contributions of its member Commissioners during the 2024 calendar year. In accordance with its mandate, the CAAC considered matters brought forth by the Department of Consumer and Business Affairs' (DCBA) staff, as well as other issues of concern that emerged from countywide current events. Its inquiries, decisions, and recommendations were made with the fundamental purpose of enhancing the protection of the resident, business, and visiting consumers of the world's 19th largest economy – the County of Los Angeles.



Historically, the CAAC was established to assist DCBA in achieving its priorities and strengthening the effectiveness of its programs. Through inquiries, feedback, and recommendations, the CAAC provides valuable insight that supports the DCBA's departmental goal setting, service delivery, and resource allocation. Commissioners – representing all five Los Angeles County Supervisorial Districts – contributed a mix of professional expertise, a variety of community perspectives, and many layers of institutional knowledge, ensuring that discussions remained inclusive, comprehensive, and constructive. The membership of the CAAC reflects our County's diverse communities and interest groups, ensuring the voice of its residents and businesses across all of its 88 cities and more than 100 unincorporated areas are reflected in the public advisement and decision-making processes.

The following pages present the activities, proposals, and initiatives of the CAAC. The focal points through which CAAC matters were considered include:

- Operational efficiency and effectiveness
- Internal collaboration and partnership
- Enhancing accessibility and outreach
- Workshops and public engagement
- County policy and state legislation
- Countywide emergency response

The 2024 commission year was defined by rigorous deliberations, thoughtful debate, and practical recommendations made with the singular goal of serving the public benefits outlined above. Several of the strategic activities initiated in 2024 remain ongoing and may be subject to periodic reevaluation. Other commission activities were intended to increase the CAAC's readiness to advise



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on unforeseen issues, including those emerging from changing technologies (such as artificial intelligence), evolving consumer behaviors (such as increased online shopping), shifts in the post-COVID economic landscape (such as evictions and mortgage issues), and declared emergencies (such as price gouging).

CAAC work outside of regular meetings was also prioritized in 2024. Through participation in Department workshops, civic events, community forums, and interdepartmental County events, the CAAC worked to reinforce its role as a bridge between the general public, the DCBA, and the County Board of Supervisors (BOS). These relationships are critical to embedding the advisory process within the broader framework of County governance, and to ensuring that the variety of needs of residents and businesses are represented effectively.

Alongside the State of California's Department of Consumer Affairs, DCBA stands as one of the foremost consumer protection agencies in the nation. Despite being one of the smaller departments in the County, the relentless dedication of its staff — who balance multiple roles and responsibilities — remains a cornerstone in safeguarding the public interest in the most populous county in the United States.

Regarding staff and the Department's management, the CAAC commends DCBA Director Rafael Carbajal for his innovative leadership despite ongoing economic, political, and environmental challenges endured by all County departments. For more details on the programs and activities of DCBA, readers are encouraged to consult the Department's official website at dcba.lacounty.gov, where the DCBA's own annual report may also be accessed. These resources provide additional information on the programs and services available to support consumers, workers, and businesses of a county with a population greater than 40 states across the Country.

It is an honor to have served as Chairperson for 2024, and I am privileged to continue in this role for my second and final term in 2025. I am deeply grateful to my colleagues for entrusting me unanimously with the responsibility of guiding the work and direction of this Commission. We remain committed to our mandate to safeguard the public interest, remain prepared and diligent in advising on emerging challenges, and ensure that the County of Los Angeles continues to serve its residents, businesses, and consumers with fairness, security, and opportunity for all.

In service,



DAVID G. GEVORKYAN, EML, CGIP
DCBA, CAAC Chair (2024 – 2025)



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2.0. STATEMENT ON DIVERSITY, EQUITY, AND INCLUSION

Our Commitment to Equity, Diversity, and Inclusion

The CAAC affirms that diversity, equity, and inclusion (DEI) are essential to protecting and empowering consumers across Los Angeles County. We recognize that our County's strength lies in the diversity of its residents, and we are committed to ensuring that all consumers — regardless of race, ethnicity, color, age, gender identity or expression, sexual orientation, disability, immigration status, socioeconomic background, or language — can access services and participate fully and completely in civic life. Our commitment includes:

Alignment with Countywide Policy:

This statement is issued in alignment with the Los Angeles County Anti-Racism, Diversity, and Inclusion (ARDI) Initiative and with DCBA equity goals. The CAAC integrates Countywide policy direction on diversity and inclusion into its advisory work, ensuring consistency with the vision of the BOS.

Zero Tolerance Policy:

The Commission maintains a zero tolerance standard for discrimination, harassment, or exclusionary behavior in its operations, meetings, and public forums. Respectful participation and equitable treatment are fundamental to our mission.

Mandate and Responsibility:

In accordance with its enabling ordinance and Administrative Manual, the CAAC is charged with serving all residents of Los Angeles County. These DEI principles are embedded within our mandate to protect and inform all consumers.

Inclusive Representation:

The CAAC and its subcommittees reflect the County's diverse communities, incorporating a variety of perspectives and cultural traditions pooled from every corner of each supervisorial district of the County of Los Angeles.

Accessible Participation:

Public participation is both welcomed and highly encouraged at CAAC meetings and outreach events, with opportunities for public comment after each agenda item.



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Community Partnerships:

The CAAC collaborates with community-based organizations, advocacy groups, and trusted messengers to co-design outreach strategies, ensuring consumer protection information is relevant and reaches the communities most in need.

Language Access:

The CAAC endorses and supports the full implementation of DCBA's Departmental Language Access Plan (DLAP), guaranteeing that outreach materials and consumer information are produced in the languages most commonly spoken throughout the County.

Through these commitments, the CAAC continues to advocate for the inclusion of all individuals and works toward an equitable, diverse, and inclusive environment for every consumer and each community across Los Angeles County.



3.0. BACKGROUND OF THE CONSUMER AFFAIRS ADVISORY COMMISSION

3.1. History and Establishment

The CAAC was formally established by order of the Los Angeles County BOS in 1980 and continues to operate under the authority of Chapter 3.13 of the Los Angeles County Code of Ordinances. The CAAC functions as an official citizens' advisory body to DCBA and the Los Angeles County BOS, providing structured input on matters of consumer protection, education, and advocacy.

The creation of the CAAC reflected the County's recognition of the growing need for advisory participation in consumer protection issues. Since its inception, the CAAC has served as a formal bridge between the public, County government, and private sectors to ensure that the County's consumer programs and enforcement policies remain effective, transparent, and equitable. For over four decades, the CAAC continues to support the Department's mission to promote fairness in the marketplace and strengthen the relationship between consumers, businesses, and County government.

3.2. Purpose and Role

The CAAC's primary purpose is to advise and assist the Director of DCBA in promoting consumer confidence and safeguarding the rights of residents, tenants, and workers across Los Angeles County.

As defined in the County Code, the CAAC's role is advisory in nature. It provides analysis, feedback, and policy recommendations on issues that affect consumers within the County's 88 incorporated cities and more than 100 unincorporated areas. Commissioners evaluate legislative actions, departmental programs, and public concerns, ensuring that consumer perspectives remain integral to County decision-making processes.

Through structured deliberation and consultation, the CAAC assists in identifying emerging consumer protection trends and recommending strategies to ensure that departmental initiatives remain responsive to the needs of residents and businesses.



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3.3. Duties and Responsibilities

Under Los Angeles County Code § 3.13.130, the duties of the CAAC include:

- Ascertaining consumer needs and advising the Director on appropriate actions;
- Recommending measures to protect and promote consumer interests;
- Advising the Director on proposed programs, procedures, and legislative changes;
- Studying issues referred by the Director or the Board of Supervisors;
- Evaluating methods to expand consumer education and awareness; and
- Reporting annually on the Commission's activities and findings.

These functions provide the framework through which the CAAC fulfills its statutory mandate to represent consumer interests before County leadership and to ensure the continued improvement of departmental performance.

3.4. Composition and Structure

Pursuant to Los Angeles County Code § 3.13.010, the CAAC consists of fifteen (15) members, with three representatives appointed by each of the five Supervisorial Districts. Commissioners serve without compensation and contribute professional expertise and community insight to the County's consumer protection efforts.

To manage its workload and address specialized areas of focus, the CAAC operates through standing committees and ad hoc committees. Standing committees include the Executive Committee, Legislative Committee, and Public Information Committee, each responsible for deliberating on matters within its area and submitting recommendations to the full CAAC for review.

The CAAC is required by § 3.13.060 to convene at least six public meetings annually, in accordance with the Brown Act (California Government Code § 54950 et seq.). All meetings are open to the public and noticed in advance on the DCBA website, ensuring transparency and accessibility.



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3.5. Continuing Commitment

The CAAC remains committed to strengthening public trust in County government and upholding the rights of consumers in the nation's most populous county. Through its advisory work, the CAAC reinforces the County's commitment to fairness, accessibility, and accountability in consumer protection programs. By maintaining active coordination with DCBA leadership, monitoring policy developments, and advising on matters affecting residents and businesses, the CAAC continues to serve as a cornerstone of public participation in Los Angeles County governance.

References

Los Angeles County Code of Ordinances, Title 3, Chapter 3.13 – Consumer Affairs Advisory Commission. Available at:

https://library.municode.com/ca/los_angeles_county/codes/code_of_ordinances?nodeId=TIT3ADCOCO

Los Angeles County Department of Consumer and Business Affairs (DCBA) – Consumer Affairs Advisory Commission Overview. Available at:

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CAAC Annual Reports (2018–2023) – References and continuity of Commission structure and mandate. Archived by the Department of Consumer and Business Affairs. Available at:

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4.0. 2024 AT A GLANCE

4.1. Executive Summary

The CAAC's 2024 calendar year was defined by strategic efforts to maximize its efficiency, create more interdepartmental collaboration in the following years, and continually increasing accessibility and transparency. During both full-body and standing committee meetings, Commissioners inquired about departmental operations, examined proposed state legislative and county policy matters, and explored the DCBA's various units and their programs through staff presentations and briefings.

TABLE 2: ACTIVITY HIGHLIGHTS (2024)

ACTIVITY CATEGORY	ITEMS	%
Administrative Reform	9	20%
Staff Briefings and Presentations	9	20%
Outreach and Accessibility	8	17%
Policy and Legislative Review	7	15%
General Administrative Actions	6	13%
Emergency Response Oversight	3	7%
Public Engagement Events	4	9%

** % rounded to the nearest whole number*

Among many considerations, the year's discussions and activities focused on internal restructuring, administrative refinements, enhanced outreach and the dissemination of public information. Major emphasis was placed on increasing accessibility and communication by establishing quarterly director-level meetings, increasing public outreach, and integrating discussions with other County departments that share jurisdictional responsibilities in consumer affairs. The accomplishments of 2024 reflect a strategic effort to enhance operational efficiency, expand public awareness, and strengthen accountability in consumer protection. The CAAC exceeded its minimum six-meeting annual requirement by the County Code of Ordinances, and staff presentations and legislative briefings increased from the prior year. A total of eight full-body meetings were scheduled for 2024, with seven meetings held and only one cancelled.

The CAAC expanded interdepartmental visibility through participation in County forums and DCBA-led community workshops. In addition, the Commission reviewed County and State legislation, and received staff briefings on departmental performance, emergency response to current disasters, and enforcement actions taken to protect consumers and the public trust. The following section quantifies the Commission's activities and outlines its goals for 2024.



SUMMARY OF COMMISSION ACTIVITY (2024)

ACTIVITIES	TOTAL	NOTES AND CONTEXT
Total Full-Body Meetings Scheduled	8	One meeting cancelled (January 18, 2024)
Standing Committee Meetings Held	11	Executive (4), Legislative (3), Public Information (4)
Total Agenda Items Considered	72	Excluding procedural items (roll call, approval of minutes, etc.)
Motions and Actions Adopted	14	Recorded in official minutes
Substantive Agenda Items	46	Items involving reports, policy review, or advisement
Staff Presentations (DCBA Briefings)	9	Departmental updates and consumer protection reports
Emergency Briefings Conducted	3	Bridge and Franklin Fires, Rancho Palos Verdes Land Slide
Legislative Policy Updates Received	4	Fair Chance, Fair Workweek, Rent Cap, and Wage Ordinances
Workshops and Community Events	4	Cross-district outreach and forums



4.2. Goals of the Commission

On March 21, 2024, at its first regular meeting of the calendar year, the CAAC voted unanimously to reaffirm the previous year's goals again for 2024. The 2024 goals served as the CAAC's framework for guiding discussions on how to a) better advise the DCBA, b) increase its operational efficiency and effectiveness, c) strategize on expanding public engagement.

The following outlines the goals of the CAAC for 2024:

- **Conduct Meetings Across Supervisorial Districts:**
Conduct meetings, either in-person or virtually, that align with DCBA hosted events, in at least two different districts per year. Each Commissioner is encouraged to attend and invite speakers and/or representatives to at least one (1) of DCBA's hosted events.
- **Legislative Participation and Oversight:**
Monitor legislative and regulatory developments that align with the DCBA mission. Provide advisory input that enhances fairness, transparency, and accountability in consumer protection policy.
- **Commission and Subcommittee Participation:**
Maintain full participation in both full-body and subcommittee meetings. Each Supervisorial District should have at least one representative actively serving on each standing committee to ensure balanced representation.
- **Promoting Inclusiveness and Diversity:**
Support inclusiveness by ensuring that CAAC discussions and outreach initiatives reflect the diversity of Los Angeles County residents and consumer sectors and by inviting community members to attend CAAC regular or standing committee meetings.
- **District Needs Assessments and Reporting:**
Require Commissioners to provide periodic updates summarizing the consumer needs and concerns of their respective districts, identifying opportunities for targeted outreach and program refinement.





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4.3. FORMER CHAIRPERSONS OF THE CONSUMER AFFAIRS ADVISORY COMMISSION

Stanley Rogers	1998	Sylvia Southerland	2012
Stanley Rogers	1999	Dionne Faulk	2013
Stanley Rogers	2000	Vivian Chan	2014
Stanley Rogers	2001	Dennis Arguelles	2015
Stanley Rogers	2002	Dennis Arguelles	2016
Stanley Rogers	2003	Ronnie Jayne	2017
Stanley Rogers	2004	Ronnie Jayne	2018
Stanley Rogers	2005	Mike Gomez	2019
Stanley Rogers	2006	Mike Gomez	2020
Neil Rubenstein	2007	Joan Patsy Ostroy	2021
Neil Rubenstein	2008	Joan Patsy Ostroy	2022
Linda Smith-Gaston	2009	Mike Gomez	2023
Ho-Jeong Eun	2010	David Gevorkyan	2024
Sylvia Southerland	2011	David Gevorkyan	2025

2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 ...Ten years of leadership.



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4.4. 2024 CONSUMER AFFAIRS ADVISORY COMMISSION MEMBERSHIP ROSTER

EXECUTIVE COMMITTEE

David George Gevorkyan	CAAC Commission Chair
Nicole J. Jones	CAAC Commission Vice-Chair
Ronnie Jayne	Public Information Chair
Harry Leon	Legislative Committee Chair

FIRST DISTRICT

Daniel “Danny” Andalon	(May 2024 – December 2024)
Farrell J. Chiles	(January 2024 – December 2024)
Mike Gomez <i>(former chair)</i>	(January 2024 – December 2024)
Mark Ramos	(January 2024 – March 2024)

SECOND DISTRICT

Carlos Collard	(January 2024 – December 2024)
Ronnie Jayne <i>(former chair)</i>	(January 2024 – December 2024)
Nicole J. Jones	(January 2024 – December 2024)

THIRD DISTRICT

Neal James Anderberg	(February 2024 – December 2024)
Marjorie Gilberg	(January 2024 – December 2024)
Joan Patsy Ostroy	(January 2024 – January 2024)
Michelle Rofeh-Lensky	(January 2024 – December 2024)

FOURTH DISTRICT

Cory Allen	(January 2024 – January 2024)
Robert “Bob” Gill	(March 2024 – December 2024)
Ricky Patel	(May 2024 – December 2024)
Mark Waronek	(January 2024 – February 2024)
Jeff Wood	(January 2024 – December 2024)

FIFTH DISTRICT

Vivian Chan <i>(former chair)</i>	(January 2024 – December 2024)
David George Gevorkyan	(January 2024 – December 2024)
Harry Leon	(January 2024 – December 2024)



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5.0. 2024 ACTIVITIES REPORT

The CAAC's 2024 activities focused on improving six fundamental areas: operational efficiency, inter- and intra-departmental collaboration, accessibility, community outreach, monitoring emerging consumer protection-related policies and legislation, and ensuring effective emergency response to disaster victims.

Internal operations were improved to support more effective deliberations. Collaboration with Department leadership and County offices was either established or expanded. Public access to Commission information and meetings was increased. The Commission also received regular updates on County and state policy matters and monitored DCBA's emergency responses to three (3) local disasters by tracking the Department's role and contribution to the County's overall emergency response.

5.1. OPERATIONAL EFFICIENCY AND EFFECTIVENESS

In 2024, administrative matters to improve efficiency, transparency, and accessibility for the public were heavily emphasized. For example, a Strategic Planning Ad Hoc Committee (SPAHC) was established to develop an ongoing blueprint to define the work of the CAAC and also serve as a commissioners' guide for fulfilling their mandate as codified in the County Code of Ordinances and adopted in the CAAC's Administrative Manual.

The CAAC also opened discussions and established an ad hoc committee to review the CAAC Administrative Manual – which was last amended in 2016. The Commission established the Administrative Manual Ad Hoc Committee (AMAHC) with the intention of reviewing and updating its governing handbook – when and where appropriate – to realign policy and practice for a more sophisticated, post-COVID, modern era of consumer affairs-related issues.

To increase public accessibility, increase Commissioner participation, and reduce staff travel time and Department resource use, the CAAC conducted a survey of its Commissioners to assess the need to change the time, location, and/or format of its Commission meetings.



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In the same spirit of strengthening function and increasing efficiency, the CAAC decided to dissolve its standing Legislative Committee. After careful deliberations, the CAAC recognized that the Committee's role was overlapping, and sometimes conflicted, with the Department's and County's legislative offices and of the policy-setting role of the County BOS. The CAAC made the decision based on the fact that the Committee – and, therefore, the CAAC – was not permitted to take any position on proposed county policy or proposed state legislation, nor provide independent opinion on their respective benefits or disadvantages to the County's consumers.

5.2. INTERNAL COLLABORATION AND PARTNERSHIP

In 2024, the CAAC also developed a work plan to increase its communication and collaboration with DCBA leadership and its Executive Office. DCBA's Director and the CAAC considered the adoption of recurring quarterly meetings. These "meet and greet" meetings would provide a space for Commissioners from all Supervisorial Districts and DCBA Director Rafael Carbajal to meet on a rotating basis, giving Commissioners from each County district the opportunity to discuss proposals, initiatives, department goals, and the allocation of resources in each of their respective communities.

The CAAC commends the leadership and initiative of Chief Deputy Director Joel Ayala for his critical role in providing administrative-level guidance, ensuring continuous communication between the Executive Office and the Commission, and supporting the implementation of subtle structural reforms within the Commission.

5.3. ENHANCING ACCESSIBILITY AND OUTREACH

Public outreach continued to remain a central focus of the CAAC's discussions and its activities. At the Chair's proposal, the following initiatives were discussed or considered:

The CAAC discussed whether there could be a need to create a specialized "Veterans Committee" and "Seniors Committee" to address the distinct challenges faced by two notably at-risk communities. The CAAC decided that forming a Veterans Committee and a Seniors Committee may not create the intended benefits of enhancing consumer protection to these two communities and chose to move forward without forming the subcommittees.



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Another proposal that was discussed was the development of an annual “Consumer Protection Awareness Month” outreach campaign for Commissioners to promote consumer protection in their regional communities with local government and civic organizations.

Additionally, a “Consumer Protection Stewardship Awards” program was also discussed in which the CAAC could recognize individuals, businesses, and organizations that have made notable contributions to protecting consumers through their individual advocacy, business policies, adoption of new technology, or services offered. The CAAC assigned the Public Information Committee to review the feasibility, structure, and format of these two public affairs outreach programs.

To increase public access, recommendations were made to record DCBA community presentations, stream them live on popular digital platforms, and make them available on demand. Additionally, a recommendation was made to increase public participation by exploring options to live-broadcast CAAC commission meetings.

Finally, the CAAC modernized the format and design of its annual report beginning with its 2023 report. The new format is intended to present information in an easier-to-follow format with more visual aids and document references, making the information more impactful and the content easier to follow.



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5.4. PUBLIC WORKSHOPS AND COMMUNITY ENGAGEMENT

2024 also marked an important year for exploring methods and strategies to increase public participation and accessibility to the information, programs, and services offered by DCBA. Throughout the year, the CAAC participated in or directly engaged the community through public forums, events, and workshops. These activities were intended to inform the general public, civic organizations, and other County agencies of the work of the CAAC and the programs of DCBA. The CAAC's participation helped increase transparency, improve coordination, and improve accessibility to information and services.

On April 24, 2024, Chair Gevorkyan participated in the DCBA's Second District "Protect Your Money" workshop, held in Supervisor Holly J. Mitchell's Second District Florence-Firestone Community Service Center in South Los Angeles. Organized by the Department, the program featured DCBA Investigators who had prepared a presentation on immigration fraud. Chair Gevorkyan discussed the advisory role of the CAAC with DCBA staff, underscoring its responsibility to represent communities across all supervisorial districts. The workshop was intended to serve as a venue to educate the public on immigration fraud prevention.





On May 30, 2024, Chair Gevorkyan attended a DCBA-organized outreach workshop at the Antelope Valley Senior Center in Supervisor Kathryn Barger's Fifth Supervisorial District. The session was tailored to address the topic of Product Warranties and was designed to be delivered both in English and Chinese. Chair Gevorkyan provided DCBA staff with information on the role and work of the CAAC. Together, they discussed ways of enhancing public workshops by proposing recording and live broadcasting public events to increase participation by residents with limited mobility or schedule constraints.



On July 22, 2024, Chair Gevorkyan and former Chair Vivian Chan represented the CAAC at the swearing-in ceremony of the newly appointed Executive Officer of the County of Los Angeles BOS, Eddie Yen. The ceremony was held at the Kenneth Hahn Hall of Administration Board Hearing Room.

The Executive Office's central role in County governance and the work of the CAAC was shared with various department representatives and other county commissioners creating future opportunities for interdepartmental collaboration.



Vivian Chan
Commissioner
Consumer Affairs Advisory Commission



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On December 9, 2024, Chair Gevorkyan and former Chair Chan participated in the Commissioner Networking Forum hosted by the Executive Office of the Board of Supervisors' Commission Services Division at the Kenneth Hahn Hall of Administration (HOA). The event was designed to foster connections among commissioners across Los Angeles County and to provide practical insights into being more effective in their roles as commissioners. As a long-serving commissioner, former chair Vivian Chan was selected to serve as a panelist, contributing her perspective on commissioner responsibilities, methods for building trust with communities, and approaches of disseminating public information.

On April 17, 2024, Commissioner Bob Gill participated in a DCBA workshop for "Used Car Purchases" at the Los Nietos Community and Senior Center in Whittier. Commissioner Gill spoke to forum attendees and shared information about the work of the CAAC.

The CAAC finds that participation in these events enhances the visibility of consumer protection efforts, facilitates direct engagement with residents, and supports collaborative relationships with County leadership.



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5.5. COUNTY POLICY AND STATE LEGISLATION

At the policy level, the CAAC's standing Legislative Committee and members of the full-body Commission inquired about and received information from Department staff on several significant consumer protection policies adopted by the BOS in 2024. These inquiries, together with staff analyses, ensured that the CAAC remained informed to fulfill its advisory role effectively and with relevance. The following were the policies that the CAAC's standing Legislative Committee and the full-body Commission inquired about, monitored, and received information from staff. Interpretation of legislative language was requested, explanation of their purposes was presented, and the possible public benefits were discussed.

In February 2024, the BOS enacted the Fair Chance Ordinance for Employers ([Mitchell and Solis](#)). This ordinance expands equitable access to employment opportunities by reducing systemic barriers faced by individuals with prior convictions, strengthening fairness in hiring and advancing economic stability for County residents.

In April 2024, the BOS adopted the Fair Workweek Ordinance ([Solis and Barger](#)), building upon the earlier directive advanced in 2022 ([Mitchell and Horvath](#)). This measure enhances stability for workers, reduces the burden of last-minute scheduling, and improves quality of life for employees and their families, reinforcing the County's commitment to fair labor practices and workplace equity.

In June 2024, the BOS extended the four-percent rent increase cap for fully covered units in unincorporated areas through December 2024 ([Mitchell](#)). This extension preserves housing affordability, prevents displacement, and provides tenants with greater security at a time of rising economic pressures, reflecting the County's priority to protect renters in vulnerable communities.

In July 2024, pursuant to the County's existing minimum wage ordinance, the minimum wage in unincorporated Los Angeles County was increased to \$17.27 per hour, based on the annual Consumer Price Index adjustment. This increase supports workers in keeping pace with the cost of living, ensuring that wages remain fair and aligned with the economic realities faced by families throughout the County.



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The CAAC evaluated the information presented by DCBA's Public Policy Division and noted that staff analyses and presentations were thoughtful, in-depth, and critical to the advisory role of the CAAC.

5.6. COUNTYWIDE EMERGENCY RESPONSE

In light of several devastations and disasters, the CAAC closely monitored all County-declared states of emergency throughout 2024. The CAAC inquired by inviting DCBA staff to provide frequent, recurrent updates and to report on the Department's response to each of the disasters – the Rancho Palos Verdes land movement in Supervisor Janice Hahn's Fourth District; the Bridge Fire in Supervisor Kathryn Barger's Fifth District; and the Franklin Fire in Supervisor Lindsay Horvath's Third District. Reports from DCBA staff detailed the response to price gouging and other consumer complaints, as well as staff assistance at the designated local assistance centers.



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Importantly, the CAAC commends the Department and its staff for being proactive, responsive, and diligent in their service to the victims of these disasters. The CAAC also extends its appreciation to Deputy Director Maggie Becerra, whose leadership of the Consumer Protection Bureau and support of the operations of the CAAC remained unaffected during times of uncertainty and increased workload.

Additionally, the CAAC commends Commission Services Liaison and Consumer Protection Bureau Supervising Investigator Taryn Lyon for her critical support of the CAAC's administrative functions while simultaneously fulfilling her responsibilities in the Department's Consumer Protection Bureau. The CAAC also recognizes the dual contribution of Senior Investigator Stephen Angulo in supporting the operational management of the CAAC while carrying a growing caseload of investigations.



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6.0. 2024 COMMISSIONER PROFILES

6.1. First Supervisorial District



DANIEL “DANNY” ANDALÓN

Commissioner Andalón was appointed to the CAAC by Supervisor Hilda L. Solis in 2024. With more than 25 years of experience serving communities across Los Angeles County, Andalón contributes to the CAAC his background in public administration, constituent services, and community engagement to support fair consumer practices and improve access to county resources. works as a District Representative and Labor Liaison for California State Senator Bob Archuleta, partnering with residents, cities, and community organizations to address constituent concerns and advance policies that strengthen working families, consumer protections, and neighborhood well-being.

He is also the Founder and Principal Consultant of Andalon & Associates, a government and community affairs firm that provides strategic guidance to local elected officials, nonprofits, and civic organizations as well as political candidates vying for public office.

His work spans government relations, public policy strategy, community outreach, and campaign consulting. Previously, Daniel served as Executive Director and Board President of AMP Los Angeles, leading major youth-development, and community-capacity projects. Andalón earned a Bachelor of Arts in Urban Planning with a minor in Chicano Studies, grounding his work in equity-driven planning principles and community-centered policy approaches.



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FARRELL J. CHILES

Commissioner Chiles was appointed to the CAAC by Supervisor Hilda L. Solis in 2015. Commissioner Chiles is retired from the federal government and military service (U.S. Army) and is currently a writer and previously served as the Chairman of the Board of Directors of Blacks in Government (BIG), the leading national organization for African-American public service employees and served as the Vice President of

Resource Development for the Tuskegee Airmen Scholarship Foundation.

In 2001, Commissioner Chiles was awarded the Public Service Image Award by the County of Los Angeles and the Greater Los Angeles Federal Executive Board.



MIKE GOMEZ

Commissioner Gomez was appointed to the CAAC by Supervisor Hilda L. Solis in 2015. Gomez has spent more than 40 years as an actor and director in television, theater, and film. He has appeared on television shows, including Star Trek: The Next Generation; Hunter; and Criminal Minds, and films, including Heartbreak Ridge and Born in East L.A.

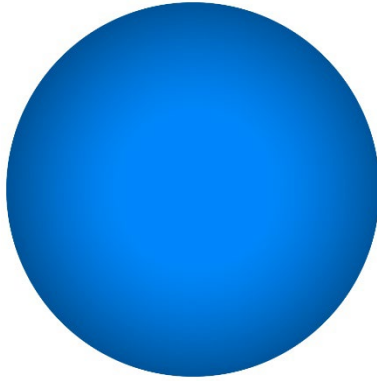
He is best known for his role as 'The Auto Circus Cop' in the 'Leads?' scene with 'The Dude' in the cult classic The Big Lebowski. Gomez is active with many community organizations, including the National Migrants Workers' Conference for Children, United Farmworkers of America, L.A. Special Olympics, AIDS WALK LA, March of Dimes, American Red Cross, and NOSOTROS. He has served on various commissions and committees over the years in the city of El Monte, including serving as an interim Planning Commissioner.



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MARK RAMOS

Commissioner Ramos was appointed to the CAAC by Supervisor Hilda L. Solis.

6.0. 2024 COMMISSIONER PROFILES

6.2. Second Supervisorial District



CARLOS COLLARD

Commissioner Collard was appointed to the CAAC by Supervisor Holly J. Mitchell in 2022. Collard has worked for the city of Santa Monica within the areas of transportation, urban planning, community services, and public works. In his community, he led volunteers to launch the city of Los Angeles' South Robertson Neighborhoods Council (SORO NC) – where he was a public official elected to office by community members –

and remains Los Angeles' youngest-ever neighborhood council president. He has served on the Metro Westside/Central Service Council and chaired a Los Angeles city council district's transportation committee. Carlos is a former Los Angeles County foster youth and has served as board president of California Youth Connection, a statewide nonprofit that provides leadership and advocacy training for foster youth, and he continues to support foster youth locally and abroad. Carlos is a first-generation college graduate and has chaired committees for UCLA and served on its alumni association board of directors.



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RONNIE JAYNE

Commissioner Ronnie Jayne was appointed to the CAAC by Supervisor Mark Ridley-Thomas. She is currently a professional singer, pianist, entertainer, songwriter, and owner of Ronnie Jayne Music & A Song For You Productions, a company specializing in custom live musical entertainment for special events.

Consumer protection has always been a major passion. In fact, it was the subject of her first term paper in 7th grade. Ronnie has chaired Culver City's Fiesta La Ballona, is on the board of the Culver City Chamber of Commerce, is President Emeritus of the Culver City Democratic Club and served on the Culver City Cultural Affairs Commission.



NICOLE J. JONES

Commissioner Nicole J. Jones is a multisector connector and public affairs professional with more than thirty years of experience in communications, community relations, public policy, and governance experience at the local, state, and national levels. Jones previously served as a Compton Community College District Board Trustee representing the Willowbrook community and surrounding neighborhoods.

Currently, Jones sits on the WASC Senior College and University Commission (a key accreditation body for colleges and universities in California). Jones is also active in various service organizations, including Alpha Kappa Alpha Sorority, Inc. and the Los Angeles Trust for Children's Health board to support and deliver services for community improvement. Jones has also remained focused on pursuing educational opportunities, having received an undergraduate degree from the University of California, Berkeley, a master's degree from City University of New York, Baruch College, and a doctorate in public administration from the University of La Verne. Additionally, Jones completed the Coro Fellows Program in Public Affairs and the National Urban Fellows Program, which provided useful insight and training for an accomplished career in public service.



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6.0. 2024 COMMISSIONER PROFILES

6.3. Third Supervisorial District



NEAL JAMES ANDERBERG

Commissioner Anderberg was appointed to the CAAC by Supervisor Lindsey P. Horvath in 2024. He is a native Angeleno and a business professor at Mount Saint Mary's University – ranked as one of the “Most Transformative” schools in the nation for its students’ social-mobility upon graduation.

In addition, Commissioner Anderberg works with Loyola High School's Center for Service & Justice to develop unique community service experiences for students, often focused on homelessness or immigration issues. In the public sector, he has been involved with the Palms Neighborhood Council since its inception in 2004, continuously serves on the Planning & Land-Use Committee, as well as serving 3 official terms on the Council itself. He has managed a campaign for state office, worked for several homeless services organizations, and continues to do consulting work for various LA-area nonprofits. He is an alumnus of the Riordan Volunteer Leadership Development Program, the CORO Executive Fellows Program, and the Olin School of Business at Washington University in St. Louis.



MARJORIE GILBERG

Commissioner Marjorie Gilberg was appointed to the CAAC by Supervisor Lindsey P. Horvath in 2024. A dedicated change-maker and lifelong activist, Gilberg has steered the strategic operations, development, and communications at national and local organizations during her 25+ years in the nonprofit sector.



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Currently, she is the CEO of NCJW|LA, where she spearheaded the shift to focus on economic justice, and launched one of the first Guaranteed Income pilots in LA County.

Marjorie has lobbied to protect the rights of women and youth across the country and worked closely with policymakers in Washington DC to increase funding for young victims of violence. She was a founding member of the “No More” campaign – a national partnership between corporate and social sector agencies designed to raise awareness for bystander intervention and accountability. Marjorie earned a Nathan Cummings Social Justice Fellowship while receiving her bachelor’s in American Studies & Ethnicity with a minor in Bioethics from the University of Southern California.



JOAN PATSY OSTROY

Commissioner Ostroy was appointed to the CAAC by Supervisor Sheila Kuehl in 2015 and has served as Chair of the Commission in the past two terms in 2021 and 2022. She has been a family lawyer since 1977, acting in the roles of litigator, consultant, and mediator, until retiring in 2020.

Ostroy has served as the Chair of the Los Angeles County Bar Association’s Family Law Section, Chair of the Executive Committee of the State Bar of California, and President of the Women Lawyers’ Association of Los Angeles. She is a co-founder of the Harriett Buhai Center for Family Law and the Los Angeles Collaborative Family Law Association.

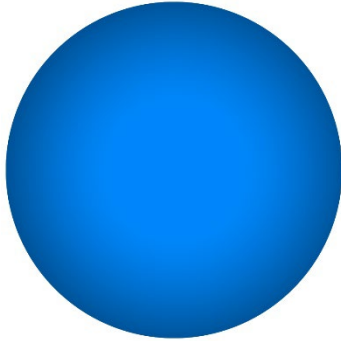
She was rated AV Preeminent by Martindale-Hubell and has been included in Los Angeles Daily Journal’s listing of top 24 Family Law Mediators in the State of California and Los Angeles Magazine’s listing of top 50 Women Lawyers in Southern California. Since retirement, she has become active in the Black Jewish Justice Alliance, focusing on issues of racism and antisemitism.



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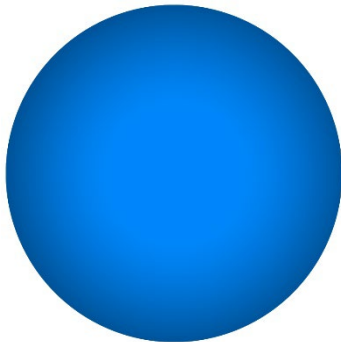


MICHELLE ROFEH-LENSKY

Commissioner Rofeh-Lensky was appointed to the CAAC by Supervisor Sheila Kuehl.

6.0. 2024 COMMISSIONER PROFILES

6.4. Fourth Supervisorial District



CORY ALLEN

Commissioner Allen was appointed to the Consumer Affairs Advisory Commission by Supervisor Janice Hahn.



ROBERT "BOB" GILL

Commissioner Gill was appointed to the Consumer Affairs Advisory Commission by Supervisor Janice Hahn.



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RICKY PATEL

Commissioner Patel was appointed to the CAAC by Supervisor Janice Hahn in 2024. Patel, President of Toli Inc., is a second-generation hotelier based in Los Angeles. With an academic background in Economics from the University of California, Irvine (UCI), and a specialization in Accounting from the University of California, Los Angeles (UCLA), Ricky combines his education with his passion for the hospitality industry to successfully carry on his family's legacy. In addition to his hotel business, Ricky actively serves on the advisory board for International Global Charities (IGC), the Southern California Hospitality Network, the Anaheim Police Department Foundation, and the Lakewood Rotary, contributing to meaningful philanthropic initiatives. Since 2013, he has been an active member of the Asian American Hotel Owners Association (AAHOA), engaging with fellow industry professionals and supporting the association's mission. With his dedication to hospitality, philanthropy, and community service, Ricky Patel continues to make a positive impact in various spheres. He resides in Downey, is happily married to Anesha Patel, and enjoys playing sports, biking, and networking.



MARK WARONEK

Mark A. Waronek has over 26 years of experience in government and community relations, and public affairs. Mark is the owner, President, and CEO of M&M Consulting Group – a business he started March 2019. Mark previously worked at one of the largest public affairs firms in Los Angeles County, Ek, Sunkin & Bai servicing clients all over Los Angeles County, specializing in all cities outside the City of Los Angeles. Mark worked for Los Angeles County Supervisor Janice Hahn as her South Bay Senior Deputy (2016-2018) working in all the cities in the South Bay from the Palos Verdes Peninsula to Marina del Rey. Mark currently is the Mayor in the City of Lomita – he served as Mayor in 2016-2017. He also served on the council from 2003-2007, and as Mayor from 2006-07. He is involved in many organizations and associations in the South Bay and the Los Angeles County region.



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JEFF WOOD

Commissioner Jeff Wood was appointed to the Consumer Affairs Advisory Commission by Supervisor Hahn in November 2023. Jeff Wood was first elected to the Lakewood City Council in March 2011. He ran unopposed for a second term in March 2015, and was re-elected to a third term in March 2021. He was most recently elected in March 2024 by the voters of the new District 3 of the city. He has served as mayor twice, in 2015-2016 and 2021-2022. From 1999 to 2011, Jeff was a member of the Lakewood Recreation and Community Services Commission, serving three terms as commission chair. Professionally, Jeff has extensive career experience in risk management, business continuity, occupational safety and health, and emergency management. Jeff currently works in higher education as a university risk manager. Jeff is a graduate of Lakewood High School and California State University, Long Beach, where he received a degree in Speech Communication.

6.0. 2024 COMMISSIONER PROFILES

6.5. Fifth Supervisorial District



VIVIAN CHAN

Commissioner Chan was appointed to the CAAC by Supervisor Michael Antonovich. She is the founder of Asian Link Marketing & Healthy Cuisine Online. Founding board member of United Charity Foundation & Chinese Floral Arts Foundation-USA Charter.

Creator of “Be a Scholar For a Day” a curriculum for 4th graders, “Love Note Around The World” for American Cancer Society, “Absolutely Beautiful” Fashion Show & “Junior Got Talents” at Pasadena Playhouse. Vivian is the chairman of the First District PTA Asian Outreach, ACS California Chinese Unit Leadership Council/SCCRFL special event, and Pasadena City College Foundation Board of Director.



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DAVID GEORGE GEVORKYAN

Commissioner Gevorkyan was appointed to the CAAC by Supervisor Kathryn Barger in February 2023. Previously, Commissioner Gevorkyan served in the executive office as Special Assistant and Deputy to the Los Angeles County Office of the Assessor. He also has served as District Manager of the Los Angeles County Economic Development Corporation (LAEDC). He has served as an executive board member of the Los

Angeles County Business Federation (BizFed) and has served as a Co-Vice Chair of its Research & Polling Committee. Previously, he has served as a commissioner for both the City of Glendale and the Glendale Unified School District (GUSD).

He is a recipient of the “Environmental Stewardship Award” on behalf of the City of Glendale Office of Sustainability and the Glendale Sustainability Commission. Early in his career, Commissioner Gevorkyan has worked in various roles and capacities for the cities of West Hollywood, Sierra Madre, and Pasadena in the City Manager/Council Offices, Human Resources and Administrative Services Departments, the Office of the Budget Administrator, and the Office of the City Treasurer.

Currently, he serves as a senior volunteer mediator for the Los Angeles City Attorney’s Office. Commissioner Gevorkyan earned his master’s degree in the Executive Master of Leadership (EML) graduate program from the University of Southern California School of Public Policy and has completed the Senior Executives in State & Local Government (S&L) executive program at Harvard University Kennedy School of Government, as well as the Strategic Management of Public Organizations executive program (EIP) at the Goldman School of Public Policy at UC Berkeley..



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HARRY LEON

Commissioner Leon was appointed to the CAAC by Supervisor Kathryn Barger in 2019. Leon, President of the Crescenta Valley Town Council, has lived in La Crescenta with his wife, Maral Leon, and two children since summer of 2003.

Owner of a small plumbing firm, Commissioner Leon was elected to the Crescenta Valley Town Council in 2010 and has proudly served his community as president of the council since 2016. During his tenure, Commissioner Leon has led campaigns to beautify Crescenta Valley, has brought student leaders into council meetings through the CV Youth Council program, and has unified his community through the Korean-Armenian Cultural Festival. Commissioner Leon is a candidate for an open seat on the Glendale Community College Board of Trustees.



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Acknowledgements

On behalf of the Commissioners of the Los Angeles County Consumer Affairs Advisory Commission, this annual report is respectfully submitted to the County Board of Supervisors and made available to the residents, businesses, and visitors of the County of Los Angeles.

The work presented in this annual snapshot succeeded only because of the thoughtful involvement of a much larger collective of professionals. These individuals are motivated not by credit or recognition but are inspired by the belief in public service and the wellbeing of the People we are committed to serve.

We are fortunate to be supported in our service by a remarkable group of public officials, advisors, and administrative partners whose efforts not only made our work possible, but also pleasant and rewarding. The following individuals' care and expertise helped shape the scope of our meetings and the definitiveness of our actions. They handled details small and complex, asked thoughtful questions, brought perspective when most needed, and met every challenge we Commissioners presented – with compassion and generosity.

To each of you: thank you. We always notice, and we are very grateful.

RAFAEL CARBAJAL

Director
DCBA

JOEL AYALA

Chief Deputy Director
DCBA

TARYN LYON

Commission Services Liaison
Consumer Protection Bureau
DCBA

MAGGIE BECERRA

Deputy Director
Consumer Protection Bureau
DCBA

STEPHEN ANGULO

Commission Services Liaison
Consumer Protection Bureau
DCBA

JEFFREY PRANSKY

Public Policy Division
DCBA

KEVEN CHAVEZ

Public Information Officer
DCBA

MORINE MERRITT

Consumer Protection Chief
DCBA

LUIS SOLIS

Commission Services
Consumer Protection Bureau
DCBA



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