

Profile

Felipe

First Name

Middle Initial

Rojas-flores

Last Name

California Rural Legal Assistance, Inc.

Employer

Staff Attorney

Job Title

Email Address

Primary Phone

Alternate Phone

Are you 18 years of age or older? (Required)

☒ Yes ☐ No

Street Address

Suite or Apt

City

State

Postal Code

Which Council district do you live in? \*

☒ District 2

Are you currently serving on a Board or Commission? If so, please list:

n/a

Which Boards would you like to apply for?

Citizens Advisory Focus Group: Submitted

Communication

The City of Merced uses email as a preferred method of communication regarding your application. Is this acceptable to you?

☒ Yes ☐ No

If you selected no, please identify how you would like to be contacted:

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## Interests & Experiences

### Tell us about yourself, and why you are applying for this particular Board or Commission:

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I was born and raised in Merced. Except for certain times during my studies, I have always lived in south Merced and know the community well. I bring a unique perspective because I have seen and felt the changes Merced has experienced in recent decades. I also want to be involved in the City's efforts to gather diverse insights and sets of opinions from my fellow residents in District 2.

### Please list your current employer and relevant volunteer experience.

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I currently work for California Rural Legal Assistance, Inc. (CRLA), a nonprofit law firm that provides free civil legal services to low-income residents of California's rural counties. Most of my current volunteer experience is with Sacred Heart Church and as a member of its Scholarship Committee.

### What is your understanding of the roles and responsibilities of this Board or Commission?

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The Citizen's Advisory Focus Group will serve as an advisory body to City Council regarding the preparation of the Comprehensive General Plan Update (GP) and the Downtown Station Area Plan (DSAP). Both these plans will guide current and future leaders as they make decisions about Merced's future.

### Do you have experience or special knowledge pertaining to this Board or Commission?

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Yes, I have experience and knowledge that would be valuable to the Citizens Advisory Focus Group. The experience I bring is outreach skills I developed in my current position. These skills mean getting creative to reach the intended audience. Additionally, I can comprehend complex issues and break them down into simple and understandable terms. This ability benefits the Citizen's Advisory Focus Group because being able to explain the GP and DSAP in understandable terms will lead to more relevant and genuine opinions from more residents.

### Any other comments you would like to add that may assist the City Council in their decision?

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I want to disclose that I live in District 5 at the time of submitting this application. I will be moving to the above address the weekend of July 19-20, 2025.

[FRF\\_Resume07.25.pdf](#)

Upload a Resume

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## Requirements

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### If you selected other, please indicate how you learned about the vacancy:

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email from the city

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**Demographics**

**Ethnicity**

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☒ Hispanic

**Gender**

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☒ Male

Date of Birth

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**Submission**

**I declare under penalty of disqualification or termination that all statements in this application are true and complete to the best of my knowledge.**

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F.R.F.

# Felipe Rojas-Flores

## Education

**Louisiana State University, Paul M. Hebert Law Center**, Baton Rouge, LA May 2020  
*J.D. /D.C.L.*

**Universidad de los Andes**, Bogota, Colombia Spring 2019  
*Semester Abroad*

**University of California, Merced**, Merced, CA May 2016  
*B.A. in Political Science; minors in Spanish and Environmental Science and Sustainability*

## Experience

**California Rural Legal Assistance, Inc.**, Fresno, CA October 2020 – Present  
*Staff Attorney (Previously Law Graduate)*

- Provide legal service to low-income farmworker clients and client groups including advice, negotiation, litigation, and administrative advocacy in accordance with program priorities
- Supervise advocates' work product while managing case load of direct services and litigation cases
- Co-leading internal task force and providing training as requested by task force
- Represented clients in mediations, Unlawful Detainers (eviction cases), Labor Commissioner hearings, California Unemployment Insurance Appeals Board administrative hearings and appeals, and Civil Rights Department investigations

**Rozas and Associates Law Firm**, Baton Rouge, LA September 2019 – March 2020  
*Law Clerk*

- Prepared parole requests and parole redeterminations for immigrant detainees

**California Rural Legal Assistance, Inc.**, Modesto, CA May 2019 – July 2019  
*Legal Intern*

- Conducted legal research, prepared memoranda, and worked on discovery
- Represented client before an Administrative Law Judge in Supplemental Security Income (SSI) case

**LSU Law Immigration Clinic**, Baton Rouge, LA August 2018 – December 2018  
*Clinician*

- Represented clients in Immigration Court, prepared applications for Naturalization and for Asylum

**Office of the Public Defender**, Baton Rouge, LA June 2018 – July 2018  
*Summer Extern*

- Drafted motion to suppress evidence from an inventory search of a vehicle

**Citibank**, Merced, CA February 2016 – August 2017  
*Financial Associate/Teller*

**Success Mentor Program**, UC Merced August 2014 – August 2015  
*Success Mentor*

**The Maddy Institute**, Merced, CA February 2015 – May 2015  
*Intern at Assembly Member Adam Gray's District Office*

**Fiat Lux Scholars Program**, UC Merced October 2013 – August 2014  
*Study Session Monitor*

## Notable Skills and Certifications

Native proficiency in Spanish; Elementary proficiency in Italian; LexisNexis Proficiency Certification

## Personal Interests

Percussionist (performed for 11 years); Avid traveler with 14 countries and 20 states visited

Profile

Keith

First Name

A

Middle Initial

Ensminger

Last Name

Kramer Translation

Employer

Co-owner

Job Title

Email Address

Primary Phone

Alternate Phone

Are you 18 years of age or older? (Required)

☒ Yes ☐ No

Street Address

Suite or Apt

City

State

Postal Code

Which Council district do you live in? \*

☒ District 2

Are you currently serving on a Board or Commission? If so, please list:

No

Which Boards would you like to apply for?

Citizens Advisory Focus Group: Submitted

Communication

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☒ Yes ☐ No

If you selected no, please identify how you would like to be contacted:

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## Interests & Experiences

### **Tell us about yourself, and why you are applying for this particular Board or Commission:**

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My wife and I moved to Merced in 1988 when the Merced City Elementary School District offered me a teaching position. Our youngest children were raised here and only remember Merced. Our oldest daughter was a sophomore at Merced High. We rented a home on Seminole Drive and bought our current home on the corner of Massasso Street and Lopes Avenue in 1991. I obtained a contractor's license in 1993 and worked on small construction projects during the summer months. My wife and I started a translation business in 1995. I retired from teaching in 2002, and Mrs. Ensminger and I built a successful business serving individual, corporate, and government clients with a focus on medical and public health research and development. Public service through various agencies and departments helps create a more vibrant community and gives residents a voice in community development. I will be honored to serve with the Citizens Advisory Focus Group to develop recommendations through consultations with community residents for the Comprehensive General Plan Update (GP), the Downtown Station Area Plan (DSAP), and other items that may come before the group.

### **Please list your current employer and relevant volunteer experience.**

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Marisa Ensminger and I own and operate Kramer Translation, a home-based business. Mrs. Ensminger translates documents into Thai, her native language. I manage translations in over 100 languages. Both of us are retired, although we continue to serve a couple of clients whenever they request our services. My relevant volunteer experience includes: 1. Various educational committees when I taught with the Merced Elementary School District from 1988-2002. 2. Board member of Merced Girls Softball, 1995-2000 3. Coach for Merced Boys Little League and Girls Softball, 1995-2003 4. Parent member of School Site Council at Merced High School, 2000-2005. The Site Council provides ongoing monitoring of the implementation of the School Site Plan (SSP) and budgets/expenditures and is responsible for revising the SSP including expenditures, timelines and evaluation criteria. 5. Board member of Measure C, Citizens Oversight Committee, City of Merced, 2006-2012, The Board's purpose and responsibility is to ensure voter approved Measure C revenue is equally allocated for police, fire and road departments. 6. Participated in Merced community meetings to design council districts and presented district map proposals, 2015-2016. 7. Board member of Small Business California, 2016-2019. SB-Cal is a statewide chamber of commerce to improve the business climate for California small business owners. 8. Board member of Citizens' Bond Oversight Committee, City of Merced Elementary School District, 2014-2019. Board members receive and review annual performance and financial audit reports to ensure that all Bond Measure monies are spent on voter-approved projects.

### **What is your understanding of the roles and responsibilities of this Board or Commission?**

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I view my roles and responsibilities on the Citizens Advisory Focus Group as both a representative and delegate. My responsibility as a representative of District 2 is to learn as much as possible from my constituents and other residents about their hope for the economic and cultural development of Merced through public engagement activities, Town Hall meetings and other venues. My role as a delegate, if the City Council accepts my application, is to assist the group to the best of my ability in the development of general plan recommendations to the Planning Commission and City Council including recommendations for the Vision 2030 General Plan that supports the civic and commercial development in the City of Merced.

**Do you have experience or special knowledge pertaining to this Board or Commission?**

I gained experience with many of the issues related to the Group as a public-school teacher serving families in Los Angeles, Sacramento, and Merced, a small business owner and licensed contractor, and membership on past boards and commissions I described in Relevant Volunteer Experience.

**Any other comments you would like to add that may assist the City Council in their decision?**

I can attend the scheduled meetings every other month in addition to scheduled ad hoc meetings whenever necessary with a two-week to 72-hour notice

[Keith\\_Ensminger\\_Resume.pdf](#)

Upload a Resume

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**Requirements**

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**If you selected other, please indicate how you learned about the vacancy:**

Ronnie de Anda told me about the vacancies for District 2 and encouraged me to apply.

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**Demographics**

**Ethnicity**

☒ Caucasian/Non-Hispanic

**Gender**

☒ Male

Date of Birth


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**Submission**

**I declare under penalty of disqualification or termination that all statements in this application are true and complete to the best of my knowledge.**

KE

**Keith Ensminger**



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## **Professional Experience**

**Kramer Translation, Principal, Merced, California:** 1995-Present. Keith Ensminger manages multilingual translation projects for business, education, health care, industry and private individuals. Mr. Ensminger consults with business owners and translators to produce accurate translations from initial copy to final print. Mr. Ensminger manages all layout and graphic design teams for publications like magazines, books, brochures, and web sites.

**Public School Teacher, California:** 1984-2004. Mr. Ensminger taught in the Merced City Elementary School District from 1988 to 2004 as a kindergarten, 6<sup>th</sup> grade, and middle school art, math and science teacher. Mr. Ensminger taught kindergarten, 4<sup>th</sup> grade and 6<sup>th</sup> grade from 1984-1987 with Los Angeles Unified School District and 4<sup>th</sup> grade at Dry Creek School District in Roseville, California in the 1987/88 school year.

**Ensminger Construction Merced, California:** 1988-1996. Mr. Ensminger is the owner of Ensminger Construction, a residential, commercial and public works construction firm. The firm's projects ranged from small home repair to subcontracts on large public works and commercial construction projects. Mr. Ensminger maintains his contractor's license.

**Agriculture in Montana and California:** 1978-1983: Positions included all phases of row crop with an eventual focus on vegetable seed production. Responsibilities included, irrigation, field work by hand and machine, mechanics, welding, and construction on commercial farms.

## **Education**

**University of Southern California Los Angeles, California**

Master Degree in Education: Administration, Policy and Planning  
Degree 1987

**University of Southern California Los Angeles, California**

California Multiple Subject Teaching Credential  
Degree 1986

**Goddard College Plainfield Vermont:**

Bachelor of Arts: Comparative Religion and Art  
BA Degree 1978