



# EMERALD HPC INTERNATIONAL, LLC

*High Performing Communities Framework™ (HPC)*

***Emerald HPC International, LLC is in the business of hope.***

Hope is a renewable resource, yet it takes results-oriented, strategic planning and intentional, collaborative implementation to help leaders make it operational.

We each have deep roots, expertise, and relationships in diverse communities and decades of proven expertise in helping organizations, individuals, and communities, develop strategies to increase equity and inclusion.

We started Emerald Consulting in 1992 as a sole-proprietorship, providing consulting, project management, training, and coaching services to businesses, organizations, institutions, and communities. Based on our expanding regional, national, and international work, we transformed the company into Emerald HPC International, LLC in 2012.

Winner of the 2012 JFK University *Corporate and Community Diversity* award and a 2019 *Best of Antioch* award for community and economic development consulting, the company specializes in the design and implementation of systems change strategies and outcomes-based collaborative efforts through Emerald's trademarked, ***High Performing Communities Framework (HPC)***.

Our work has been recognized both internationally and locally and has included the *Mayfair Neighborhood Improvement Initiative* in San Jose, the *Elementary Arts Education Program* in San Francisco, the *Craigavon Burrough Economic Development Initiative* in Northern Ireland, *Oikosnet Youth Services* in the Netherlands, and the *Investing in Our Future Initiative* in the United Kingdom.

Some of our regional successes include the *East County Business-Education Alliance*, the Contra Costa Economic Partnership *Workforce Initiative*, the *Health/Wealth Initiative*, the *Youth Intervention Network*, *eEquip Richmond*, the *Reentry Network System of Services* for East and Central Contra Costa, the East Contra Costa *Mental Health Initiative*, the East Contra Costa *Veterans Health Initiative*, the Family Harvest Farm Collaborative *Transitional Age Foster Youth Employment and Training Program*, and the East Contra Costa *Family Economic Opportunity Network*.

We are currently leading the implementation of the *Human Capital and Community Development Strategy* of the Northern Waterfront Economic Development Initiative and facilitating several DEI projects in Contra Costa for nonprofits, schools, and businesses.

We remain committed to utilizing fact-based analysis to get to the root cause of issues plaguing communities in the US and abroad, and to working with our clients to develop solutions to those problems, employing data-driven strategies and innovative techniques to propel institutional, personal, and community change.

**Keith and Iris Archuleta, Founders**  
***Emerald HPC International, LLC***



**Keith Archuleta** is President/CEO of Emerald HPC International LLC, formerly known as Emerald Consulting, a company he and his wife, Iris Archuleta, founded in 1992 to improve the lives of people, create healthy organizations, and build sustainable communities. His experiences as a child, living in the projects of Denver, Colorado and then as a teenager working in the tobacco fields of segregated North Carolina, drew him as an adult to become actively engaged in the betterment of people and the community.

He has earned a Master’s degree from the School of Business and Professional Studies at the University of San Francisco and two Bachelor’s degrees from Stanford University (one in Communications with Distinction and one in African & African American Studies with Honors).

He has been recognized for his community service and leadership as a 2012 *Man of Merit* honoree from the Contra Costa Zero Tolerance Initiative/Delta Project and a recipient of the 2006 Dow Chemical Company *Martin Luther King Jr. Community Service* award and a 2008 CASA *Light of Hope* award. He was a 2004 *Antioch Citizen of the Year* nominee and a nominee for the 2011 *César Chávez Award for Exemplary Community Service*.

Keith is an expert in DEI, leading several initiatives and guest lecturing at Los Medanos College. He has also assisted numerous organizations in leadership, capacity building, fund development, and strategic planning. He currently serves on the CSU-East Bay Gateways STEM Steering Committee, as chair of the Contra Costa Community College District Citizen’s Bond Oversight Committee, on the Board of Directors of the East Bay Leadership Council, and on the Opportunity Junction Advisory Council. He has previously served as the Workforce Education Champion on the Dow Community Advisory Panel and on the Boards of the Micro Credit Loan Fund and the California Court Appointed Special Advocates (CASA) Association (serving foster youth). He is a former Board President of Opportunity Junction and the Youth Intervention Network (YIN), a former JFK University Regent, and Past Chair of both the East Bay Leadership Council and the Antioch Economic Development Commission.

Keith is a Certified Facilitator of the *Dialogue for Peaceful Change* (DPC) methodology. A long-time poet, writer, and spoken word artist, he is published in *National Library of Poetry* and *Poetry Guild* anthologies. He is also the author of the "Guide to Effective Work-Based Learning" and the "Work Ready/Essential Skills Framework" and co-author of "Career Practicum: A Work-Based Learning Strategy." Keith has enjoyed volunteering as a coach of Antioch Junior Giants baseball teams since 2011. Also, as an ordained minister, he provides volunteer service as Minister of Community Development at Antioch Christian Center and has formerly served as a member of the East Contra Costa Clergy Caucus.



**Iris Archuleta** is Co-Founder and Vice President for Community Ventures of Emerald HPC International, LLC and the architect of the *High Performing Communities Framework™* (HPC).

She has a degree in Political Science from California State University East Bay and a Law Degree from John F. Kennedy College of Law. In addition to her consulting and community service activities, she has taught Urban Politics at the California State University East Bay - Hayward campus, and is currently an adjunct professor at Los Medanos College.

Iris has over 30 years of experience in marketing, community reinvestment, and collaborative planning. Through consulting, teaching, and speaking, she has provided her expertise to business, government and civic leaders in the US and abroad, including the California State Legislature; the California Base Closure Hearings; the Alameda County Board of Supervisors; Leadership San Francisco; Kathleen Brown's Economic Summit; the Southern California Urban League, the US Department of Justice Project Safe Neighborhoods Conference; the Northern California Senior Law Enforcement Symposium; the California 13 Cities Project; officials of Craigavon Burrough in Northern Ireland; and the Oikosnet Conference in the Netherlands.

She has also met with and discussed community economic development and Community Reinvestment Act (CRA) strategies with notable leaders such as Chairman Greenspan of the Federal Reserve Bank; Eugene Ludwig, former Comptroller of the Currency; Senator Ted Kennedy; Congresswoman Maxine Waters; and high-ranking officials abroad. As the chief consultant to the Ecumenical Development Initiative - USA and the California Community Investment Partnership (CCIP), she developed and led initiatives aimed at small business development in California inner cities and rural communities with high levels of poverty and unemployment. She has also served as a Fellow with The Greenlining Coalition, a multi-cultural, statewide coalition of community groups committed to ending redlining and promoting community economic development.

She believes in giving back to her community. She has served as a member of the Antioch Police Crime Prevention Commission, the Delta Memorial Hospital Foundation Board, the Advisory Board of Opportunity Junction, and as Assistant Coach for an Antioch Junior Giants team. She has also volunteered her time facilitating Board development training for a number of non-profit community-based organizations working on issues related to youth engagement, community health, equity, diversity, and inclusion.

Her service as co-founder of the Youth Intervention Network (YIN) was recognized at the 2012 opening celebration of the United Nations Peace University at The Hague as one of four global best practices. In addition, the success of her design and implementation of the Youth Intervention Network has been acclaimed in local, state and national awards, including the National Project Safe Neighborhoods *Outstanding Community Involvement Award* for 2010 and as a 2010 National League of Cities *Municipal Excellence Award Finalist*. In addition, Iris is a recipient of the 2008 Contra Costa County *Juvenile Justice Award*, the 2009 Antioch *Citizen of the Year Award*, the 2009 Dow Chemical Company *Martin Luther King Community Service Award*, and the 2014 East Bay Leadership Council *Distinguished Service Award*.