

POLICY WATCH – August 2012

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From NBLC’s President & CEO



NBLC is leading the way on two key public policy issues: **Pension Reform & Reform of the California Environmental Quality Act (CEQA).**

NBLC, in collaboration with other business councils around the state, has been turning up the pressure on the state legislature to act positively on these two critical issues. With the legislative session closing at the end of August, now is the time to seek real solutions.

Cynthia Murray

NBLC Leading the Way on Two Key Public Policy Issues

NBLC, working with other business councils around the state, has been turning up the pressure on the state legislature to act positively on two key public policy issues: pension reform and reform of the California Environmental Quality Act (CEQA). With the legislative session closing at the end of August, now is the time to seek real solutions.



NBLC issued an [opinion piece](#) calling for the Legislature to adopt the Governor’s [12 Point Pension Reform Plan](#) in its entirety. There is a fear that the “reforms” that the Legislature may pass will be not meaningful and/or ineffective. With the Governor and the Democratic majority calling for the voters to pass Proposition 30 to increase taxes to fund government, it is imperative that the Legislature acts now to stem the increasing growth in pension costs. The current system is unsustainable and without reform, puts all of the state employees’ pensions at risk.

Abuses of CEQA have consistently been at the top of business surveys when asked what is wrong with the business climate in the state of California. The statewide coalition of business councils submitted a [letter](#) outlining the reforms needed, that would fix the legal abuses of CEQA, including transparency and standing issues, as well as better integrate CEQA with existing environmental and planning laws. NBLC stresses that reform does not mean elimination of important environmental protections that NBLC champions. As the letter states, “We believe it is possible to accomplish responsible, thoughtful CEQA reforms that preserve the original intent of the law – environmental protection – while stamping out certain abuses of the law brought for non-environmental reasons. We reject the notion promoted by some that any and all CEQA modernization attempts are automatically an attack on the environment. This all-or-nothing posturing is what is preventing California from moving forward with environmental protection policies that foster – instead of inhibit – responsible job creation, economic growth and community renewal that are critical to achieving the dual goals of responsible growth and economic prosperity.”

NBLC will continue to work with others who seek to collectively impact these very needed reforms to strengthen our state's economy and future resiliency. We hope our optimism is well founded!

NBLC Announces “Leaders of the North Bay 2012 Honorees

Innovator & Social Activist Ron Gutman Keynoting at Awards Luncheon

North Bay Leadership Council announces the five honorees for their annual Leaders of the North Bay Awards, designed to celebrate individuals and organizations from the region that have been positive catalysts for change. The award recipients will be honored at a November 2 Luncheon at the Embassy Suites in San Rafael. Ron Gutman will deliver the keynote speech on the “Hidden Power of a Smile.” He will inspire you to put on a happy face as he proves that smiling is powerful and a key to a better life.

The 2012 Honorees of Leaders of the North Bay Awards are:

Caught in the Act of Leadership, Individual Excellence in Leadership:
Patricia Kendall, *Kaiser Permanente*

We’re All in this Together, Community Building:
Elece Hempel, *Petaluma People Services*

Paint the Community Green, Environmental Stewardship:
John Wick & Peggy Rathman: *Marin Carbon Project*

The “Light Bulb” Went On, Innovative/Entrepreneurial Spirit:
Enphase Energy

Empowering the Latino Community, Leadership within the Latino Community:
Herman Hernandez, *Los Cien/Latino Leaders & Frank Howard Allen Realtors*

Originally a TEDTalk, Gutman presents compelling information such as your smile can be a predictor of how long you'll live and, when you smile, you don't only appear to be more likable and courteous, you appear to be more competent. Founder and CEO of HealthTap, Gutman is also the Curator of TEDx Silicon Valley – inspiring innovation for social change. HealthTap is pioneering the field of Interactive Health, by bringing interactive software to medicine. Ron writes regularly for leading publications including The Huffington Post and Forbes. He is a frequent speaker at various conferences like TED, SXSW, and Health 2.0.

The event will be held at the Embassy Suites in San Rafael, on **Friday, November 2 from 11:30 a.m. – 1:30 p.m.**

GET A TICKET TODAY! *The event sells out quickly, so purchase tickets early to guarantee a seat!*

Tickets are \$60 per person or \$480 for a table of eight. To purchase a ticket, go to www.northbayleadership.org or call (707) 283-0028.

If you are interested in being a sponsor, please contact info@northbayleadership.org.

A Picture is Worth 1,000 Words

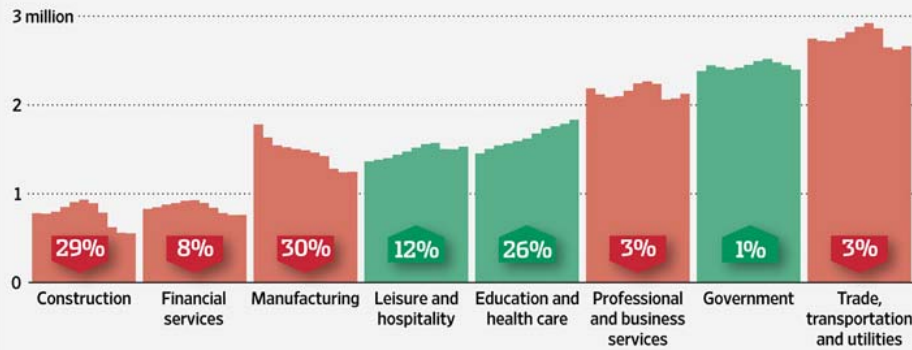
Snapshot From the Golden State

California's \$2 trillion annual output is larger than all but nine countries, and its economic recovery is creating Silicon Valley fortunes. But historic disparities in education and income are growing as the state's middle class struggles with job losses in manufacturing, construction and finance.



	San Francisco County	Santa Clara County (Silicon Valley)	Stanislaus County	Los Angeles County	Orange County	Riverside County
Median household income, 2010	\$71,779	\$86,435	\$49,833	\$54,878	\$72,832	\$56,156
Median home price, June 2012, and change from previous year	\$758,000 ▲ 7.5%	\$640,000 ▲ 7.0%	\$135,000 ▲ 0.1%	\$335,000 ▲ 2.3%	\$515,000 ▲ 2.0%	\$205,000 ▲ 6.8%
Unemployment rate, June 2012	7.8%	8.7%	15.8%	11.1%	7.9%	12.6%

State employment by industry, 2001-11 change over the decade



Sources: U.S. Census Bureau; Labor Department; DataQuick; Public Policy Institute of California; Tax Foundation

State business tax climate rating, 2012*

Top 10	Bottom 10
1 Wyoming	41 Iowa
2 S. Dakota	42 Maryland
3 Nevada	43 Wisconsin
4 Alaska	44 N. Carolina
5 Florida	45 Minnesota
6 New Hampshire	46 Rhode Island
7 Washington	47 Vermont
8 Montana	48 California
9 Texas	49 New York
10 Utah	50 New Jersey

*Based on Tax Foundation analysis of corporate tax, individual income tax, sales tax, unemployment-insurance tax and property tax.

The Wall Street Journal

NBLC Graduates 2nd Class from Novato Algebra Academy



NBLC is proud to graduate its 2nd class from its Algebra Academy in Novato. This year's class consisted of 25 superb students who impressed us and the host organizations with their interest in learning algebra and attending college. The students are starting high school this week, well primed for success after discovering the variety of ways that math and science are used in the workplace, and how exciting the careers are for those that choose to excel in Science, Technology, Engineering and Math (STEM) majors.

The Algebra Academy in Novato is the companion to the Academy NBLC also runs in San Rafael. NBLC was able to expand the program this year to two cities. It is hoped that the program can be further expanded next summer into Petaluma.

Thank you to the wonderful organizations who hosted the students at their worksites and opened the students minds and eyes to the many opportunities available to them:

- CSW-ST2 Engineering
- Novato Sanitary District
- North Marin Water District
- Veolia Water
- Redwood Credit Union
- Speedway Sonoma LLC.
- Buck Institute for Research on Aging

And appreciation to our sponsors without whose generosity NBLC couldn't do this program:

- Pacific Gas & Electric
- LucasFilm Ltd.
- Ghilotti Construction Company
- Kaiser Permanente
- BioMarin Pharmaceutical Inc.
- Redwood Credit Union
- Buck Institute for Research on Aging
- American Council of Engineering Companies

Many others contributed to the success of this program, especially our academic partner, **Novato Unified School District**. This public/private partnership is a great example of how working together to help our students really makes a difference.

The graduation was held at the Buck Institute for Research in Aging who sponsored the event. The graduation was attended by students, their families, NBLC members, school district staff, community leaders, host companies, sponsors and other guests. The certificates were given out by Novato City Council member Jeanne MacLeamy.

The students were congratulated and recognized by the keynote speaker, Graciela Tiscareño-Sato. She is the founder and Chief Creative Officer of Gracefully Global Group, LLC, a publishing and marketing communications firm. In 2010, Graciela received **"Entrepreneur of the Year"** honors at the *LATINAStyle Magazine* Gala in Washington D.C. She is a key organizer of the annual Silicon Valley Latino Leadership Summit held at Stanford.



Graciela is a noted speaker on innovation and entrepreneurship in green economy and the author of the award-winning bestseller, **Latinnovating: Green American Jobs and the Latinos Creating Them** – the first book showcasing Latino-led innovation and entrepreneurship in the green economy. Each graduate received a copy of her book which won three awards at the International Latino Book Awards in New York.

Graciela shared her personal story of being a Mexican immigrant and how she became the first in her family to complete college. She is a graduate of the University of California at Berkeley, School of Environmental Design. She earned a degree in architecture while also completing the Aerospace Studies program as an AFROTC (Air Force Reserve Officer Training Program) scholarship cadet at Cal. Graciela went on to earn a Masters degree in International Management from Whitworth University, Spokane, Washington while serving as instructor navigator on-board air refueling tankers with the U.S. Air Force.

The students and their families were moved by her story and accomplishments, and eagerly spoke to her after her talk. It was apparent that Graciela actively mentors students who need education and career roadmaps, a central focus of her book. It was a treat to have such an illustrious speaker to inspire the students and other attendees. If you want to be inspired, check out Graciela's book, thought leadership pieces published in *American Careers, Faces, Environmental Leader, Hispanic MBA, The Huffington Post* or her media interviews by CBS, *Latino Leaders Magazine, The New York Times, Latina* magazine and many others.

And a big congratulation to the 2012 graduates who wisely choose to give up three weeks of their summer vacation to become more college and career ready!

NBLC Members Give Back!

As leaders in the North Bay, NBLC members know that giving back to the community is a part of leadership. We were excited to do a half day of service at North Bay Children's Center, a leader in early child education and care, to help in their award- winning Garden of Eatin' used to teach children about the importance of healthy eating and to fight child obesity. NBLC members - Kaiser Permanente, Buck Institute for Age Research, WBE, Inc., SolarCraft, Sunny Hills Services, and NBLC staff helped put in a new part of the garden so the little ones have lots of good vegetables to eat! Members also did a great job pulling weeds, filling sandboxes, and clearing brush so everything was ready for the kids.



While NBCC supplied all of the tools, gloves, etc. needed, NBLC's members supplied the labor and "can do" spirit. It was a thrill to spend time in the garden knowing that the children will enjoy the bounty of the garden which we hope will become even more bountiful after our loving care. What a great chance to demonstrate to the future generation that giving back is important and fun!

MEMBERS IN THE NEWS

Fireman's Fund Names New Executives & Underwrites TV Shows and Movies

Fireman's Fund Insurance Company (FFIC) of Novato announced the appointments of a new COO and VP of Brand Management. FFIC is also the leading insurer for entertainment, writing about 80 percent of the \$300 million in U.S. policies for movies, TV shows and live events like concerts, music festivals and even this year's Super Bowl halftime show and Grammy awards.

Kaiser Permanente's Workplace Wellness Programs Receive Top Honor from National Business Group on Health

Kaiser Permanente Northern California's Live Well Be Well workplace-wellness program received Platinum certification in the 2012 Best Employers for Healthy Lifestyles awards presented by the National Business Group on Health.

Sonoma State students turn Grapes into Wine

The very first harvest of Sonoma State Cellars has been a winemaker's dream. All 25 cases of its inaugural 2010 Cuvée have been sold — 300 bottles at \$28 each.

Basin Street Properties' Redwood Business Center Nears Full Occupancy with Two Tenant Expansions

Basin Street Properties, a prominent Northern California and Northern Nevada real estate investor of commercial and mixed-use properties, announces two tenant expansions in its Redwood Business Center. Longtime tenants Cyan and Keller Williams Realty, Inc. collectively added 8,700 square feet to their leases, bringing the 58,300-square-foot building, located at 1383 North McDowell Blvd., to 98 percent occupancy.

Autodesk expands in Marin

After vacating some headquarters space in Marin over the past several years, software maker Autodesk Inc. (NYSE: ADSK) is regaining some of its local presence.

Read more online at www.northbayleadership.org/news



Who We Are

Twenty one years ago, business leaders founded the North Bay Leadership Council on a simple premise: We can accomplish more by working together. Today, the Council includes over 43 leading employers in the North Bay. Our members represent a wide variety of businesses, non-profits and educational institutions, with a workforce in excess of 25,000. As business and civic leaders, our goal is to promote sound public policy, innovation and sustainability to make our region a better place to live and work. For more information: Call 707.283.0028 / E-mail info@northbayleadership.org

www.northbayleadership.org