

POLICY WATCH – May 2016

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When did May go from merry with thoughts filled of baseball to hectic with thoughts filled with politics? We urge you to vote in the June Primary. There are important races that will be determined by your vote!

The conference on June 9th is very important, too. We want you to know more about how new technologies will affect the way we work and the jobs of the future. Already, we see machines doing more and more things in our daily lives. How much more will new technologies be able to do? How will jobs change or be lost? Join people on the front lines of this revolution to know who, what and how our lives will be greatly impacted – you don't want to miss this conference!

And don't forget to get your nominations in for Leaders of the North Bay! We are counting on you to show us the best leaders you know.

Best,


Cynthia Murray
President & CEO

Don't Miss the Conference on the Future of Jobs – How Will Your Job Be Affected?

Big job losses! Layoffs! Jobs outsourced overseas! Machines replacing workers! When we see these headlines, we rightfully worry. No one wants to see people losing their livelihood. But these concerns often seem distant – it's not like it is happening to you or your loved ones. Or is it?

It is time to wonder about that. Experts say we should expect many more job losses in our future. Not just other people's jobs, but our own. We now have evidence that the transition to a more automated economy is well underway and rapidly progressing. Researchers are predicting that it is likely that 50% of today's jobs will be gone by 2025 – 2030.

But those jobs are just blue collar jobs, right? Wrong. Yes, we are automating factories and more blue collar jobs will be lost as the cost of automation is less than the costs of human workers. But this new movement to automation and embrace of technologies like robots, virtual reality and artificial intelligence



will impact every job. Luckily, not every job will be replaced with a machine, but we can expect that many job functions will be delegated to machines. Lawyers, doctors, accountants, and physicians will all see many of their job functions automated. As algorithms improve, we can expect that if a machine can do it, a machine will do it.

In a World Economic Forum report, The Future of Jobs, Klaus Schwab and Richard Samans, said, “We are at the beginning of a Fourth Industrial Revolution. Developments in genetics, artificial intelligence, robotics, nanotechnology, 3D printing and biotechnology, to name just a few, are all building on and amplifying one another. This will lay the foundation for a revolution more comprehensive and all-encompassing than anything we have ever seen. Smart systems—homes, factories, farms, grids or cities—will help tackle problems ranging from supply chain management to climate change. While the impending change holds great promise, the patterns of consumption, production and employment created by it also pose major challenges requiring proactive adaptation by corporations, governments and individuals.”

North Bay Leadership Council’s Economic Insight Conference provides a forum on the future of jobs, including which jobs will be lost, how we can prepare for the big changes that will displace many current jobs, what needs to be done to improve education so our kids have the skills for this new world, and what new jobs might be created by this 4th Industrial Revolution.

Keynote speaker at the conference, Michael Chui, who is a co-author of Four Fundamentals of Workplace Automation, will provide insight and data on this major disruption. Join us to hear the answers to: “What will be the impact of automation efforts like these, multiplied many times across different sectors of the economy? Can we look forward to vast improvements in productivity, freedom from boring work, and improved quality of life? Should we fear threats to jobs, disruptions to organizations, and strains on the social fabric?”

Also speaking at the conference will be a panel of North Bay business leaders who will give their take on what’s coming. The panelists are:

Anne Wintroub, AT&T, Director of Social Innovation

Hamish Gray, Keysight Technologies, SVP, Corporate Services and Chief of Staff

Rahul Parikh, M.D., Kaiser Permanente, Assistant Physician-in-Chief at the Walnut Creek Medical Center

The conference will be held on June 9th at 7:30 a.m. at the Sheraton Hotel, Petaluma. Don’t miss learning about the new business processes you need to know to keep up with these looming changes. For more information, go to <http://northbayleadership.org/events/detail/EIC-NBLC-2016-Automation>.

Time’s Almost Up to Nominate a Leader of the North Bay - Don’t Delay!

One of our favorite things to do is give recognition to the amazing leaders who are getting things done and making a positive difference in the North Bay. We can’t honor these heroes if you don’t bring them to our attention by nominating them for an award.

The Leaders of the North Bay Nomination form is easy to fill out. Really, it won't take you long at all. Think about someone who has given back to the community. Had a great idea and changed lives. An organization that has tackled a tough problem and found a solution. A team or partnership that collaborated on a project and produced great results.



We want to give people, organizations, teams and partnerships their due. Please help us shine a light on greatness and showcase the leadership that thrives in the North Bay. You can download the form [here](#) – but remember we need your nomination no later than June 10th! Thank you for your help!

NBLC in Action – Legislative

Advocacy Day in Sacramento

On May 24th, NBLC members formed a delegation to go to the State Capitol to meet with our elected representatives and share our legislative agenda. As a public policy advocacy organization, we know that if we want to have sound public policy, it is important for us to be at the table when decisions are made.

Here are some of the top issues we discussed:

Education: Education is the key determinant of the future of California. It is the best place to invest to reap economic, social, public health and environmental benefits. NBLC seeks Preschool for All, more Career Technical education, more focus on closing the achievement gap for Latino students, greater college access, and more support for higher education. Our students are competing for the jobs of the future with students from all over the world. We need the state to make education their top investment and elevate public education to the top of the rankings.

Improve commutes and goods movement: The North Bay is choked with commuter and goods movement traffic due to bottlenecks in our main transportation corridors and a lack of a seamless mass transit system. Highway 101 is the lifeline of Northern California and completing the HOV lanes in the Marin-Sonoma Narrows remains unfunded. Highway 37 is a crucial connector of the North Bay to the rest of the state - it needs to be four lanes and elevated above the rising sea level. The third lane on the Richmond-San Rafael needs to be reopened. Our local roads are some of the worst in the state. The state has neglected its infrastructure for too long and needs a plan and funding to remove the economic barriers that a lack of adequate infrastructure creates. The SMART train needs funding for adding capacity to its rail service to meet the expected demand.

Jobs and Economic Competitiveness: NBLC seeks every opportunity to leverage California's competitive advantages to ensure employers can prosper and create high paying jobs. NBLC is concerned about the ability to fill new jobs with a 21st Century workforce whose skills match the requirements of the positions. NBLC seeks to close that skills gap and to upskill the workforce to minimize displacement due to automation. Today companies go where the talent is, and we want that talent to stay in California.

Housing and Sustainable development: There is a critical shortage of workforce and affordable housing in the North Bay. This is crippling the region's ability to be economically competitive, especially in attracting the skilled workforce needed. NBLC supports a permanent source of funding for affordable and

workforce housing so that our region can maintain its economic vitality. We also support streamlining the ability to add accessory housing units to the existing housing. Housing construction is victim to the abuse of CEQA. We urge the modernization of CEQA to remove one of the major barriers to new construction.



We had a great day - and got great feedback from the officials on how glad they were to hear from the employer point-of-view on the issues before the legislature.

Members in the News

TekTailor, Inc. Launches New Brand "Sonoma-USA" for Upcycled Products Made From Reclaimed Materials

TekTailor, Inc., a Santa Rosa based textile & sewing business, is now creating unique and purposeful products made with materials diverted from the landfill.

Northbay Family Homes Launches BlueStar Family Homes

BlueStar Family Homes is dedicated to providing veterans, their families, especially single mothers and their children, with affordable, secure communities and the support services they deserve and need to thrive.

Sunny Hills Services's Joseph Valentine Elected to Honorary Board of Directors

Joe Valentine, whose support of non-profit organizations spans more than six decades, was unanimously elected to the Honorary Board of Sunny Hills Services in recognition of his many years of service to the organization.

St. Joseph Health reaches community with outpatient services

St. Joseph Health, which operates two hospitals in Sonoma County and a slew of outpatient medical services, is one of the county's most prominent nonprofit health care providers.

Comcast's NBCUniversal buys DreamWorks Animation in \$3.8-billion deal

NBCUniversal on Thursday said it has reached an agreement to acquire DreamWorks Animation in a deal valued at \$3.8 billion.

The Buck Institute for Research on Aging's Solar Project Comes Online

A one-megawatt solar carport shade structure built on the Buck's upper parking lot, scheduled to go online late in May, will save the Buck at least \$300,000 per year on energy bills.

Read more online at www.northbayleadership.org/news



Who We Are

Over twenty 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 47 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