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NBLC's 2011 Leaders of the North Bay Announced – SAVE THE DATE for the Awards Luncheon

North Bay Leadership Council announces the five honorees for its 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 an October 28 luncheon at the Doubletree Hotel, Rohnert Park. Father Greg Boyle, one of the nation's foremost leaders in gang prevention/intervention, winner of the California Peace Prize and best-selling author of **Tattoos on the Heart**, will deliver the keynote speech.

The 2011 Honorees of Leaders of the North Bay Awards are:

Caught in the Act of Leadership, Individual Excellence in Leadership:

Linda Conklin, Kid Street Learning Center: Linda Conklin, Executive Director and Principal, Kid Street Learning Center (KSLC), likes to say, **"Teach to the Heart and the Mind will follow!"** Conklin has grown Kid Street from a theater program to a charter school, Kid Street Learning Center Charter School. Linda has nurtured KSLC to provide a restorative environment for families and children suffering from domestic violence, child abuse, alcohol and drug addiction, homelessness, underemployment, incarceration, and hunger. The goal at KSLC is to provide a consistent, supportive academic and behavioral model that builds on the children's talents rather than focusing on their challenges. And to help establish a healthy, functioning family structure where children feel safe, secure and loved and are now ready to take on the challenge of education. KSLC exceeds all of the State

Standards, however the delivery system is based on hands-on, real world self initiated education. The California Department of Education has congratulated KSLC for meeting and exceeding the State of California Star Test scores for nine years in a row. Every kid who walks in to KSLC hears the words "I'm glad you're here today." Because to Linda Conklin, that's absolutely true.

We're All in this Together, Community Building:

Neighborhood Care Staff, St. Joseph's Health System – Sonoma County: The Neighborhood Care Staff (NCS) helps improve the lives of low-income residents through leadership development, partnership, mentoring and coalition building. NCS community organizers foster grassroots leadership in disenfranchised neighborhoods to help local communities become healthier – mentoring citizens who together promote greater access to affordable, fresh food; safe, clean places to live and exercise; affordable housing; and childhood and adult literacy.

Its Agents of Change Training in our Neighborhoods (ACTION) program trained 12 new community leaders in low-income neighborhoods in Santa Rosa as part of the Community Activity & Nutrition Coalition's Healthy Eating/Active Living Project. In other Sonoma County cities and towns, NCS has established community gardens, organized neighborhood cleanups, advocated for traffic calming measures, and performed street beautification and flood prevention. Helping to strengthen the fabric of a community and instill pride in its residents has been a key goal



Your health. Your future. Our passion.

and outcome. NCS is part coach, part facilitator, part navigator and part cheerleader – but they are always wholly there to help people improve their lives, their neighborhood, and their future.

Paint the Community Green, Environmental Stewardship:

William C. (Bill) Long: Open Space, Trails and Wastewater Recycling Environmental Leader: Bill Long, a Novato



resident and retired engineering executive, is a hands-on leader in environmental stewardship who offers unfailing support and encouragement to his colleagues. Long’s leadership and dedication to open space and trails is unparalleled. He has devoted countless hours leading board and committee meetings, spearheading various initiatives, and volunteering at trail events, work parties, celebrations and dedications. He serves as: Chair, Marin Open Space Trust; Commissioner, Marin County Parks & Open Space Commission; Chair, Bay Area Ridge Trail Board of Directors; and Director, San Francisco Bay Trail. Long has served on the

Board of Novato Sanitary District twice and chairs the North Bay Water Reuse Authority (NBWRA) that is developing a comprehensive program to recycle water for urban and agricultural use and to provide habitat enhancement. Bill’s leadership, persistence, dedication and spirit of inclusion and cooperation have made a tremendous positive contribution to the environment of Marin and beyond. His stewardship leaves a lasting legacy of open space, trails, parks, clean water, water recycling, and waste reduction for generations to come.

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

BioMarin Pharmaceutical Inc.: BioMarin Pharmaceutical Inc. was inspired by two local entrepreneurs who



wanted to quickly develop innovative therapies for rare and ignored diseases. The company, founded in 1997 with a \$1.5 million investment, has grown from a start-up drug company in Novato to an international, publicly-traded company with annual revenues in the hundreds of millions and more than 900 employees across the globe. Today, with expanding operations on every continent, BioMarin is a global leader in providing innovative biopharmaceuticals to patients with serious unmet medical needs. BioMarin has brought four products to market in just 13 years – a track record that far surpasses traditional biopharmaceutical timelines. Every one of the company’s four pioneering products are a

testament to this innovative spirit as they are the only commercially available treatments for patients with the disorders they treat. BioMarin recently launched a partnership with The Buck Institute for Age Research to tackle familial or early onset Alzheimer’s. The company partners with Dominican University in a joint venture Master of Science program. This program, and summer internships, will reap long term benefits by promoting future technological innovations in the North Bay workforce. The company has enhanced the health of people who have nowhere else to turn, and been a beacon of economic vitality of the North Bay. The spirit of innovation and entrepreneurship is truly behind BioMarin’s success

Empowering the Latino Community, Leadership within the Latino Community:



Berta Campos-Anicetti, Novato Youth Center: Berta Campos-Anicetti has been empowering leadership within the Latino community for over two decades, through her own leadership and by creating programs that empower other Latinos. She has worked at organizations like LaClinica de La Raza; Los Angeles County Department of Health Services, AIDS Programs with a focus on HIV prevention in the Latino community; Harbor Free Clinic; and currently serves as Director of Health Education at the Novato Youth Center (NYC). It was at NYC that Campos-Anicetti launched the Teen Pregnancy Prevention program over a decade ago. As a result of her leadership, there has been a decrease in teen pregnancy rates when they have been rising in other communities. In 2009, Campos-Anicetti co-launched Vibrant

Novato, a collection of comprehensive programs with the overarching goals of supporting immigrant youth and families to successfully integrate into the community and to promote the safety, health and well-being of all Novato's residents. As part of Vibrant Novato, in the first year of starting a new Promotora Program, Campos-Anicetti and her staff trained 15 Promotores who reached out to more than 650 parents and children by connecting them with various resources, helping them navigate local education and health systems, and teaching them to manage their finances and develop stronger family and community ties.

Berta Campos-Anicetti has changed the world in Novato, empowering the Latino community child by child, family by family. And the Novato community is all the better for her leadership, professionalism and commitment to giving residents a better and brighter future.

The honorees will receive their awards at a luncheon featuring an inspirational speech by Fr. Boyle, "Nothing Stops a Bullet Like a Job – Learning about Hope, Love and Respect from the Homeboys and Homegirls." For over two decades, he has led Homeboy Industries, the largest gang intervention program in the country. In Tattoos on the Heart, Fr. Greg recounts his experiences building relationships and working with these young people. "Every day it's a privilege," said Boyle. "Hilarity and heartache and intractable heartache after intractable heartache – I find the whole thing energizing."

The event will be held at the **Doubletree Hotel, Rohnert Park, on Friday, October 28 from 11:30 a.m. – 1:30 p.m.** Tickets are \$50 per person or \$400 for a table of eight. Tickets sales start September 1. For more information, please contact info@northbayleadership.org.

Recovering from a Balance-Sheet Recession

According to Laura D'Andrea Tyson in "Recovering From a Balance-Sheet Recession," (New York Times, Economix, AUGUST 26, 2011), unprecedented volatility on global capital markets and a sharp correction in global equity prices are warning signs that the United States, Europe and Japan are teetering on the brink of a double-dip recession.

Tyson says, "In the United States, growth in the first half of the year was far slower than predicted, and forecasts for the full year have been marked down. Even if the economy does not slip back into recession, the jobs crisis will persist, because growth will be barely enough to absorb the flow of new entrants into the labor force and certainly not enough to make a significant dent in the unemployment rate."

Tyson speaks to the need address what is causing the jobs crisis before developing cures. She says, "The fundamental cause is the drastic breakdown in private-sector demand brought on by the 2008 financial crisis that burst the debt-financed housing and spending boom preceding it. This boom displayed all of the features of a major financial crisis in the making — asset price inflation, rising leverage, a large current account deficit and slowing growth. And the recession that followed had all of the features of what Richard Koo called a "balance-sheet" recession — a sharp decline in output and employment caused by a collapse of demand resulting from vast wealth destruction and painful deleveraging by the private sector."



Claiming that the economy is "now mired in an anemic balance-sheet recovery" and that "the process of deleveraging is only beginning," Tyson points out that real per-capita net worth in the U.S. is back at its 1999 level and worse, the real per-capita value of housing equity has fallen to its 1978 level, and housing prices are still slipping in many parts of the country. Further clouding the recovery is the fact that "consumption is the major driver of aggregate demand in the United States economy, and since early 2008 it has grown at an average rate of 0.5 percent in real terms," says Tyson. "Not since before World War II has consumption growth been this weak for such an extended period."

Debating whether it is weak demand or the Federal deficit that is killing the recovery, Tyson sides on the weak demand argument. And the majority of economists agree on this diagnosis. They also agree that the recovery from a balance-sheet recession can be agonizingly long, with significantly slower growth and a significantly higher unemployment rate for at least a decade.

Comparing what is happening in the U.S. with what happened in Japan, is eye-opening. Tyson says, “Mr. Koo, whose book on Japan’s experience should be required reading for members of Congress, showed that when the private sector is curtailing spending, fiscal stimulus to increase growth and reduce unemployment is the most effective way to reduce the private-sector debt overhang choking private spending. When the Japanese government tried fiscal consolidation to slow the growth of government debt, the results were economic contraction and an increase in the government deficit. In contrast, when the Japanese government increased government spending, the pace of recovery strengthened and the deficit as a share of gross domestic product declined.”



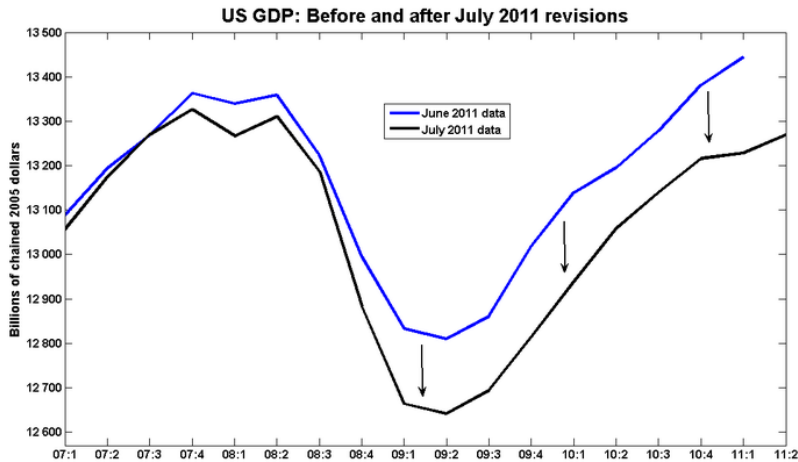
Tyson continues, “But what about the growth of public-sector debt that would result from more fiscal stimulus? Some economists worry that the growing government debt will itself become a constraint on growth. But that certainly is not the case now — with weak private-sector demand and a huge output gap, spending and borrowing by the government are not crowding out spending and borrowing by the private sector...Under these conditions, slow growth leads to a higher debt ratio, not vice versa.”



“The United States government can currently borrow funds and repay less than it borrows in constant dollars. Surely there are many job-creating investment projects in education, research and infrastructure that would earn a higher rate of return,” urges Tyson, who worries that one opportunity to invest in infrastructure will be lost. She says, “Unfortunately, the current extension of the highway trust fund and surface transportation bill expires on Sept. 30, as does the authorization of the federal gasoline tax and highway user fees to finance them. Now there are signs that Republicans in Congress, egged on by Tea Party attacks on the size of government, may block both measures, precipitating more than 100,000 job losses a month.”

Tyson also calls for the government to use its resources to “catalyze debt workouts and debt reductions”, especially because mortgages account for most of the private debt overhang. Tyson says, “the federal government should enact stronger measures to reduce principal balances on troubled mortgages and to make refinancing easier. The housing market won’t recover until the debt overhang from the housing bubble is reduced through programs that shift some of the burden to creditors from debtors. Increases in public spending along with housing relief and expansionary monetary policy helped the economy recover from the Great Depression in the 1930s. The same combination of policies can help the United States recover from the Great Recession now.”

A Picture is Worth a 1,000 Words



NBLC Welcomes Burr Pilger Mayer to its Board of Directors



North Bay Leadership Council (NBLC) welcomes **Burr Pilger Mayer** (BPM) as its newest board member. Board Chair, Don Chigazola, said, “NBLC is pleased to have BPM, the largest California-based CPA firm, as a board member because they are leaders in a sector which has not been represented on NBLC’s board. BPM will strengthen our work on education and economic competitiveness with their knowledge and experience.”

Carol Spindler O’Hara will be the board representative and serve on NBLC’s Executive Committee. “BPM seeks to work with other leaders to improve the North Bay economy and quality of life,” said Ms. O’Hara. “We share NBLC’s commitment to sound public policy and collaborative practice of building relationships among business, elected officials, and community leaders.”

Ms. O’Hara is the Managing Partner of BPM’s North Bay Offices and the Assurance Services Practice. Ms. O’Hara brings more than 20 years of professional experience, delivering services to a wide spectrum of companies, including nonprofit, financial services, hospitality, winery & vineyard, manufacturing, health care, government and real estate. Prior to joining BPM, Ms. O’Hara spent 18 years, seven as a partner, with KPMG in San Francisco and London. Her responsibilities included overseeing services to the fourth largest U.S. Bank. She also serves on the Board and Executive Committee of the Santa Rosa Symphony and was a 2011 Women in Business honoree by the North Bay Business Journal.



Ms. O’Hara’s alternate will be Ted Grafe, the North Bay Market Manager for BPM. Mr. Grafe is responsible for marketing, business development and community relations. Prior to joining BPM, Mr. Grafe directed the media bureau for a national marketing agency based in San Francisco serving professional service industry clients including law firms, accounting firms and financial services companies. He is a graduate of Leadership Santa Rosa Class XXIV, Board Member of Schools Plus, Advancement Committee Member at Cardinal Newman High School, Steering Committee Member of the Wine Symposium Group, Past-Board President of Tomorrow’s Leaders Today

(TLT) and Recipient of the North Bay Business Journal's Forty-Under-40 Award. He earned a Bachelor of Arts degree in journalism and public relations from the University of Oregon in Eugene.

BPM has been serving the Bay Area's emerging and mid-cap businesses for 25 years providing a full range of services, from Assurance and Tax to Business Consulting and Wealth Management. BPM's SEC practice is the 12th largest in the nation. BPM has 400 professionals in six Bay Area locations including Santa Rosa, Novato, San Francisco, San Jose, Palo Alto and Walnut Creek.

Members in the News

Congratulations to NBLC Members!

Winners of North Bay Business Journal's 2011 CFO Recognition Awards:

Stacy Magill, CFO, Ghilotti Construction Company

Winners of NBBJ 2011 Best Places to Work Awards:

20-50 Employees: **Codding Enterprises, Woodruff-Sawyer & Co., Burr Pilger Mayor Inc.**

51-100 Employees: **Wells Fargo Insurance Services USA, Infineon Raceway**

101-250 Employees: **W. Bradley Electric, Inc.**

251-500 Employees: **Redwood Credit Union**

1001+ Employees: **Kaiser Permanente Santa Rosa & San Rafael Medical Centers, Agilent Technologies**

Fireman's Fund Insurance Company named Lori Dickerson Fouché as its new president and CEO. Fouché joined the company in 2006 and served most recently as its president of commercial insurance. She served previously as COO for its specialty business. Prior to FFIC, Fouché held several positions at Chubb & Son. She holds an MBA from Harvard University and BA from Princeton University.

Dominican University of California School of Business and Leadership has started Venture Greenhouse to support environmentally and socially oriented startup companies. Companies will be housed in the greenhouse for one year, during which business veterans provide coaching, legal counsel, technical support, access to potential investors and other services. The university plans to eventually host up to 12 startups at a time. "Often what happens with startups is there is a really interesting idea," said Dan Moshavi, dean of Dominican's School of Business and Leadership. "What the Venture Greenhouse can help do is help (business owners) figure out a road map." The greenhouse is headed by John Stayton, an assistant business professor at Dominican who spent 15 years in technology marketing and sales before launching Dominican's GreenMBA graduate program in 2002.

St. Joseph Health System Foundation has awarded five local non-profits a total of \$301,434 on behalf of St. Joseph Health System-Sonoma County, which operates Santa Rosa Memorial and Petaluma Valley hospitals. The funding was made possible through the system's Wellness and Prevention Initiative Grants. The grant recipients this year include the Redwood Empire Food Bank, the PDI Surgery Center, and the Drug Abuse Alternatives Center. Two SJHS-SC Community Benefit programs, House Calls and the Mommy and Me – Smiles for Two Dental Program, round out the five grant recipients. Through the grants, SJHS collaborates with organizations that seek to address – through education and preventive care – underlying conditions that create the need for acute care.

Perry, Johnson, Anderson, Miller & Moskowitz LLP has had a series of wins. The law firm persuaded the Sonoma Town Council not to enact a moratorium that would have prevented Staples from coming to town. As attorneys for the developers of Saggio Hills (Healdsburg), the firm prevailed in a court challenge, allowing the Town Council to reapprove the project and move forward. And in a national case, Fujisawa, et al, v. National Medical Services, et al, tried in the United States District Court in San Francisco, Perry law successfully defended NMS, known worldwide as a premier medical and testing laboratory in the fields of clinical and forensic toxicology, in the

lead case in a series of cases filed in numerous venues and jurisdictions nationwide, including state and federal courts in Kansas, Pennsylvania, New Jersey and Northern and Southern California.

KRCB Public Television will be carried on Comcast Cable in areas of the South Bay and East Bay where the Rohnert Park-based, PBS affiliate has not been previously available. Viewers will be able to access all of the station's public broadcasting programs on Comcast Digital Channel 200 as part of a partnership with San Mateo's KCSM Public Television and Comcast Cable. This latest cable expansion, coupled with improved, digital, over-the-air signal and satellite coverage, will make the locally owned and operated public station available to over 2.5 million homes. KRCB Public Television broadcasts from studios in Rohnert Park, California, on digital channels 22.1, 22.2 & 22.3 and is seen over-the-air throughout much of the San Francisco Bay Area.

Sutter Health's Dr. Martin Brotman, the current president of its West Bay Region and the longtime former chief executive officer of California Pacific Medical Center, is moving in January to a new executive role within Sutter. Brotman has accepted a new role as senior vice president of education, research and philanthropy, to begin in January, rather than retiring at year-end, as had been his plan. He will work with Sutter's internal clinical training council and its clinical research network to develop a strategic plan to enhance and coordinate graduate medical education and research coordination across the 24-hospital network.

Redwood Credit Union (RCU) recently partnered with Shred-It, Integrity Shred, and Computer Recycling Center to host their 5th annual community Shred-A-Thon at their Administrative Offices in Santa Rosa. More than 600 people attended, shredding approximately 14.5 tons of sensitive documents, and recycling 27 e-waste items, including computers, cell phones, and electronic media, for reuse and refurbishment to divert these materials from landfill.

Marin Sanitary Service was awarded a Leadership in Sustainability for Organization award in recognition of the company's contribution to increased recycling in Marin County by the Marin Builders Association's Green Building Committee.

Kaiser Permanente has given a \$1 million grant to the Community Activity and Nutrition Coalition of Sonoma County to help curb obesity and promote healthful eating in the south Santa Rosa neighborhoods. The investment is part of Kaiser's new three year, \$10 million Healthy Eating Active Living (HEAL) Zones Initiative across Northern California. The HEAL Zones are designed to help make healthful choices accessible to more people in underserved communities – and in turn, to prevent diseases such as diabetes and hypertension that often result from obesity.

W. Bradley Electric's (WBE) Bob Bourdet, Vice President of its Electrical Division, celebrated 50 years of service with the International Brotherhood of Electrical Workers (IBEW). Bob's integrity and sincerity have the potential to inspire others. Besides his contributions as an electrician, journeyman, foreman, project manager and estimator, Bob has also touched many in the industry through his teaching of NECA Courses and as an IBEW Instructor, where over 1,100 students have passed through his classrooms over the years.



Who We Are

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 over 40 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 20,000. 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