

POLICY WATCH – May 2012

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Don't let YOUR Favorite Leader be Overlooked ... Nominate a Leader of the North Bay TODAY!

There are too many unsung heroes in our lives. The ground-breaking risk takers who step out of their comfort zone to solve problems. The individual who singlehandedly provides the leadership to make her community a better place. The organization that gives back to its employees and customers in meaningful ways. The men and women who are leading their Latino brothers and sisters into their rightful place as community leaders and decision makers. NBLC wants to give those leaders the recognition they deserve. But we need you to bring them to our attention. We have a wonderful Selection Committee of leaders from Marin and Sonoma Counties waiting to read the nominations and we want them to have a hard time selecting the finalists. The Leaders of the North Bay awards will celebrate leadership in five categories:



Caught in the Act of Leadership

Individual excellence in leadership: Recognition of an individual who was “caught” demonstrating excellence in leadership

2011 Honoree was Linda Conklin, Kid Street Learning Center

We're All in this Together

Community building: Recognition of leadership in corporate philanthropy or volunteerism, civic engagement, or other community initiatives

2011 Honoree was the Neighborhood Care Staff of St. Joseph Health

Paint the Community Green

Environmental stewardship: Recognition of leadership in green business, green building and/or environmental stewardship

2011 Honoree was Bill Long, an environmental leader for open space, trails and wastewater recycling

The 'Light Bulb' Went On

Innovative/entrepreneurial spirit: Recognition of creativity, innovation and the entrepreneurial spirit

2011 Honoree was BioMarin Pharmaceutical Inc.

Empowering the Latino Community

Leadership within the Latino community: Recognition of efforts to empower and strengthen the Latino community through education, job training, cultural awareness, and business development resources.

2011 Honoree was Berta Campos-Anicetti, Novato Youth Center

Nomination forms may be downloaded at NBLC's website: www.northbayleadership.org. They are also available by contacting us at info@northbayleadership.org or (707) 283-0028. Please complete both pages of the nomination form. **The deadline for nominations is June 29, 2012.** The awards will be presented at a luncheon ceremony on **November 2, 2012**, at the **Embassy Suites Hotel, San Rafael.**

Your Vote Matters ... Remember to Vote June 5

We are blessed to live in a democracy. Please exercise your right to vote in the June Primary. This primary is groundbreaking in two ways. It is the first election since redistricting so voters have new boundaries and new candidates to consider. Second, it is the first election where the "Top Two" vote-getters will face a run-off in November. So it is possible that two Democrats can be in the run-off as opposed to the usual Democrat v. Republican run-off. Don't miss this historic election designed to shake up how we vote and who gets elected.

NBLC's Endorsements for June 5 Primary

North Bay Leadership Council (NBLC), a coalition of leading employers in Marin, Sonoma and Napa Counties, announces its endorsements for the June Primary. As the only employer-led public policy organization that represents the North Bay, NBLC advocates for a regional perspective when addressing community concerns. NBLC supports candidates that share the same values on improving education, increasing economic competitiveness, reforming public pensions and making government sustainable within today's fiscal realities, improving transportations, and regulatory reform.

The following candidates have been endorsed by NBLC for their balanced approach on key issues, knowledge, problem-solving skills and ability to address North Bay challenges:

Congressional District #2:

Jared Huffman

Congressional District #5:

Mike Thompson

Marin County Board of Supervisors:

District #4: **Steve Kinsey** and District #2: **Katie Rice**

Sonoma County Supervisors:

District #5: **Efren Carrillo**, District #1: **John Sawyer** and District #3: **Shirlee Zane**

Napa County Supervisor:

District #2: **Mark Luce**

NBLC also endorses **Proposition 28**, which makes term limits more flexible by allowing legislators to serve a total of 12 years in any office or combination thereof. It closes a current loophole that allows some legislators to serve up to 17 years in office. Prop 28 will allow for more experienced legislators to serve and hopefully, decrease reliance on lobbyists and special interest groups who fill the void of a lack of institutional memory.

NBLC believes in strong public/private partnerships and building relationships between business and government for the betterment of the community. For more information, call (707) 283-0028 or visit us online at www.northbayleadership.org.

Graduation Time ... Read this Remarkable Commencement Speech by Fareed Zakaria

The following are excerpts of Fareed Zakaria's speech delivered to Duke graduates, their families and other attendees on Sunday, May 13, in Wallace Wade Stadium.

"...You're entering, as you well know, a very difficult economic climate in the United States. There are problems that people talk about abroad, from Iran to the Middle East. There are the larger issues of climate change that people are concerned about, and all these concerns are real. But I want to sketch out for you with perhaps a little bit of historical context the kind of world you are really entering into.



The world you are entering into is, first of all, at peace -- profoundly at peace. This is historically a very rare phenomenon. You don't have major wars, proxy wars, arms races among the richest counties of the world. You would have to go back hundreds of years to find a similar circumstance. I know you read about and watch a bomb going off here and there and think we live in scary and dangerous times, but trust in the data. The data says the number of people who have died as a result of war, civil war and yes, terrorism, is down 50 percent this decade from the 1990s. It is down 75 percent from the preceding five decades, the decades of the Cold War, and it is of course down 99 percent from the decade before that, which is World War II.

We are living in astonishingly peaceful times and this peace, this political stability, has allowed the creation of a single global system in which countries around the world are participating for the first time. In 1979, the number of countries that were growing at about 3 percent a year was about 30, 31 or 32. The number of countries even after the financial crisis that are growing at 3 percent a year or more, thriving in this global economy, is 90, three times that number. It was 125 before the financial crisis hit. So you are living in a world where people have an extraordinary ability and opportunity to prosper, to thrive, to make something of themselves. Even in the current climate, which seems depressed, keep in mind that this decade the global economy as a whole will grow 10-20 percent faster than it did a decade ago, 50 percent faster than it did three decades ago and five times as fast as it did 60 years ago.

We are living in an astonishing period of progress and you only need to think about that progress in one sense to grasp it, which is -- think of the cell phones that you have in your pockets ... and many of you are actually looking at right now. Don't think I can't see you. The cell phones you have now have more computing power than the Apollo space capsule, and that capsule couldn't even Tweet. So just imagine the opportunities you have in that sense. And they're only beginning. Moore's Law, which says that the computing power of a computer will double every 18 months while the price halves, continues to apply except it has accelerated in one very important field. The human genome is being sequenced faster than Moore's Law. So when I think of our student speaker who is a biomedical engineer, I imagine the kind of data and capacity he is going to have to help solve the problems that we all confront.

You can see this in terms of the increases in human life expectancy. We gain five hours of life expectancy every day. Think about that -- without even exercising. The reality is that medicine has produced almost unimaginable progress. Atul Gawande, this wonderful surgeon who also writes about medicine for The New Yorker, recalls the 19th century operation in which the surgeon was trying to amputate the patient's leg. He did that but accidentally amputated his assistant's finger as well. Both patients, I suppose one would call them, both patients died of sepsis and an onlooker died of shock. It is the only known medical procedure to have a 300 percent fatality rate. You can be assured that thanks to efforts of places like Duke, medical technology and medical procedures have gotten much, much better. You can see it in this extraordinary rise in life expectancy around the world.

The data goes on and you could look at and cut it any way you like. You look at the number of college graduates we will have globally. It has risen fourfold in the last four decades for men. It has risen sevenfold for women. If you are wondering whether women are in fact smarter than men, the evidence now is overwhelming: The answer is yes. My favorite example of this is there was a study done over the last 25 years in which it found, per person, female representatives in the House of Congress were able to bring back \$49 million more in federal grants than their male counterparts. So even in pork barrel politics, it turns out women are better than men. So we can look forward to a world with increasing female participation.

Now when I tell you all these things I don't want you feel I am urging some kind of complacency. I'm not. What I am pointing out is that there have been extraordinary challenges over the last 50 years, 75 years -- a Depression, a World War, a Cold War and many, many smaller ones. But we have overcome them. Human action, achievement, has managed to solve the problems in ways that would have been unimaginable decades ago. And when we look forward to the problems we face -- of possible wars, of economic crises, of depressions, and of climate change and problems with regard to access and scarcity of water -- keep in mind, these problems are real but the human reaction and response to them is also very real. We can often spend a great deal of time mapping out the problem and we forget that there are these extraordinary opportunities that human beings have to solve these problems. That is what you will be doing. And what I urge you to remember is that you will have a profound effect when you do that.

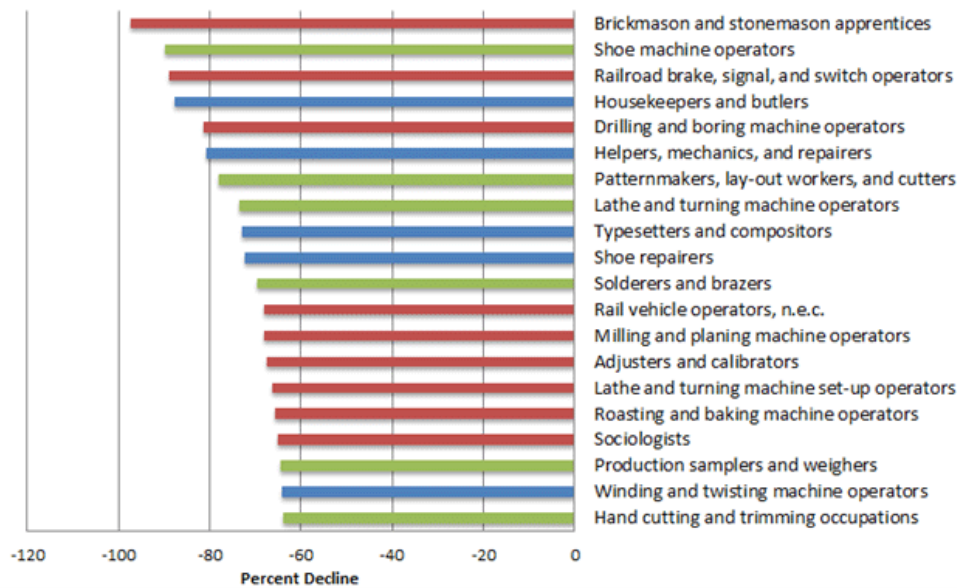
The United States remains the only country in the industrialized world that is demographically vibrant, by which I mean we add 3 million people to the country every year. That itself gives it a powerful life force and that life force is perhaps renewed and made especially new by the fact that so many of these people are immigrants. They come to this country with aspirations, with hunger, with drive, with determination. And you look at that picture of a country that is economically, technologically, and in societal terms, vibrant and dynamic. And you say to yourself, 'Will I as an individual have the opportunity to make an impact, to solve some of these problems?' I think the answer clearly is yes.

So I say to you: Yes, you may be going through a particular year or two that are more difficult than others have been, but this is an extraordinary world to come into. This is an extraordinary country to come into. I think you will find that if you work at it, you can achieve anything you want. Now people often say to me, "What specific advice do you have for people going out there? Should you go into nanotechnology or bioengineering or investment banking?" Well, I guess fewer people ask about investment banking these days. I will say honestly: I have no idea. I don't know what will be the trends of the future, the waves of the future, the industries of the future. But one thing I do know is that human beings will reward and honor those talents of heart and mind they have always honored for 10,000 years. Those are intelligence, hard work, discipline, courage, loyalty and, perhaps above all, love and faith. Those are the qualities that, at the end of the day, make you live a great life, one that perhaps is rewarded by the outside world, and a

good life, one that is rewarded only by those who know you best. And those are the things to strive for, as they have always been. Those are the things that people built statues for 5,000 years ago. That's what people will build statues for today. Well, nobody builds statues any more, they build weird modernist doodads with pieces of metal falling off of them, but you get my idea. The point is just trust yourself; you know what you should do. You know the kind of life you should live. You don't need an ethics course to know what you shouldn't do. Just trust in your instincts, be true to them and you will make for yourself a great life."

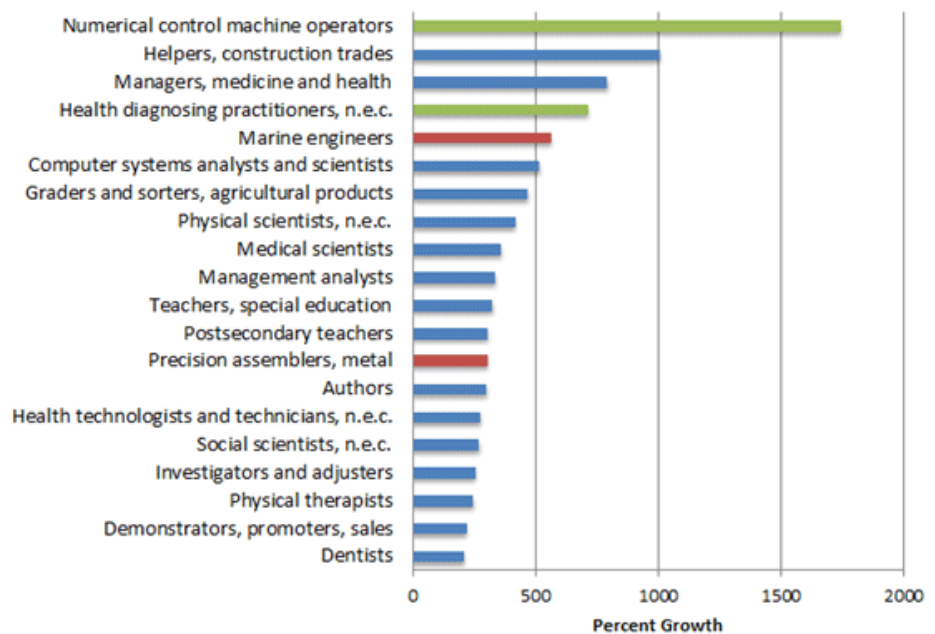
A Picture is Worth 1,000 Words

Fastest Declining Occupations: 1983 - 2002



Legend: Jobs in blue < 20% unionized in 1983; jobs in green > 20% unionized; jobs in red > 40% unionized

Fastest Growing Occupations: 1983 - 2002



Legend: Jobs in blue < 20% unionized in 1983; jobs in green > 20% unionized; jobs in red > 40% unionized

MEMBERS IN THE NEWS

Burr Pilger Mayer Inc. & St Joseph Health employees receive Women in Business Award

The North Bay Business Journal has announced 15 recipients of its 2012 Women in Business Awards. NBLC members, Joni Fritsche of Burr Pilger Mayer Inc. and Jo Sandersfeld of St. Joseph Health are honorees.

Santa Rosa Memorial Hospital receives final OK to expand Emergency Department

A long anticipated renovation of Santa Rosa Memorial Hospital's emergency department, postponed after a downturn in the financial markets in 2008, is scheduled to resume this month, with construction to begin Monday, May 21, 2012.

Kaiser Permanente to launch family medicine residency program

Kaiser Permanente's Santa Rosa Medical Center will launch a family medicine residency program to expand the number of primary care physicians being trained in Sonoma County, it was announced today. The first group of residents is expected to enter the program in July 2014.

Midstate Construction Corporation completes Santa Rosa Utilities Field Office Project

Midstate Construction Corporation, general contractor and Owner City of Santa Rosa completed construction of the Santa Rosa Utilities Field Office project in Santa Rosa.

St. Vincent de Paul Society of Marin honored as Red Cross "Hero"

The St. Vincent de Paul Society of Marin County has been honored by the American Red Cross as a community service "hero" for its 66 years of providing Marin's struggling citizens with food, shelter, clothing and basic aid in order to live safer, healthier lives.

Agilent Technology to acquire part of Centellax

Agilent Technologies, Inc. (NYSE: A), whose Electronic Measurements Group is based in Santa Rosa, announced it signed a deal with Centellax to acquire the 11-year-old Santa Rosa company's test-and-measurement business.

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