

POLICY WATCH – November 2011

Headlines

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20 Reasons North Bay Leadership Council and its Members are Thankful



1. The North Bay was spared natural disasters this year. Unlike many other parts of the country and the globe, there were no major fires, floods, earthquakes or tsunamis.
2. NBLC's endorsees were unanimously elected in November. Congratulations to new Mayor Gary Phillips and Councilmember Andrew McCulloch of San Rafael, and new Council member Eric Lucan and re-electing Council members Jeanne MacLeamy and Madeline Kellner of Novato.
3. Members like Jeff Weber, Agilent Technologies, who says, "Agilent is grateful for the education, non-profit and business organizations we collaborate with on key quality of life issues in the North Bay, including NBLC, Santa Rosa Chamber of Commerce, Sonoma State University, Santa Rosa Junior College, local K-12 school districts, Volunteer Center of Sonoma County, United Way of the Wine Country, and many others."
4. Many job creation and economic competitiveness efforts were launched and or funded: Santa Rosa Chamber's BEST, North Bay iHub and Sonoma Mountain Business Cluster, Venture Greenhouse, Santa Rosa Economic Competitiveness Task Force, County of Sonoma, Marin Economic Forum, etc. Help is on the way!
5. NBLC successfully launched its first Algebra Academy in Novato.
6. Many are thankful for the silver lining on the economy – low mortgage rates! Being able to refinance at the lowest rates ever are a gift most didn't expect to see in their lifetime.
7. NBLC brought in Father Greg Boyle to inspire us and help with gang intervention
8. NBLC modeled and recognized exceptional Leaders at its 2011 Leaders of the North Bay
9. Members like Robin McKenzie, Redwood Credit Union, who is "thankful for my family and the privilege of being a mother of 3; my health and that of my loved ones; my job at Redwood Credit Union (and that we employ almost 400 people) and the opportunity we've had to help so many people stay in their homes and keep their cars, create budgets, reduce debt and find peace of mind. I am grateful for the nonprofits in our community who help those in need—especially in this challenging economic time—and that so many companies like ours support their efforts; I am thankful for NBLC and all of the wonderful, giving people in our community, and I am thankful for education, opportunity, freedom, faith adventure, love and peace. Happy Thanksgiving!"
10. NBLC provided original research and information about Changing Government – providing a road map to fiscal sustainability for local governments and public education



11. NBLC helped to obtain money for the widening the Novato Narrows and is grateful for the 101 widening projects that were completed or started in 2011
12. Member Eileen Jensen, Santa Rosa Memorial Hospital, “greatly appreciates the opportunity to work as a Registered Nurse in Sonoma County to help people deal with illness and difficult times in their lives. I am so very thankful for my incredible family and friends, and especially our new grandson!”
13. NBLC hosted a reception for the California Transportation Commission to show appreciate for their support of our transportation projects.
 14. NBLC appreciates its wonderful members who were recognized for many awards like Best Places to Work; Healthiest Places to Work; Environmental Awards, Best CFO, and many others.
 15. 49ers are playing well!
 16. This year’s glorious colors of fall foliage are breathtaking.
 17. Unemployment is falling and we are seeing job gains in California.
 18. Chris Thornberg and other economists think the worst is behind us and predict GDP growth this quarter of 3% or more.
19. Sonoma County is the superstar in the state in attracting tourism and boosting the local economy.
20. We live and work in paradise, envied the world over, with sea and bay, mountains and valleys, Mediterranean climate with no drought this year, world renown wines and agricultural bounty, clean air and water, and strong, healthy communities who care about each other and our planet.



We wish You and Yours a very Happy Thanksgiving!

Poll Shows Little Voter Appeal to Repeal SMART

Three years after their original vote on Measure Q, the sales tax ballot measure passed in 2008, an overwhelming majority of voters want the SMART project to continue to move forward. Voters show little desire to stop the SMART train project according to a poll commissioned by North Bay Leadership Council (NBLC) The poll, completed in late October, found that voters in Sonoma and Marin County strongly support construction of the project as presently planned from San Rafael to Santa Rosa. Six of 10 voters (58%) opposed the repeal of Measure Q.

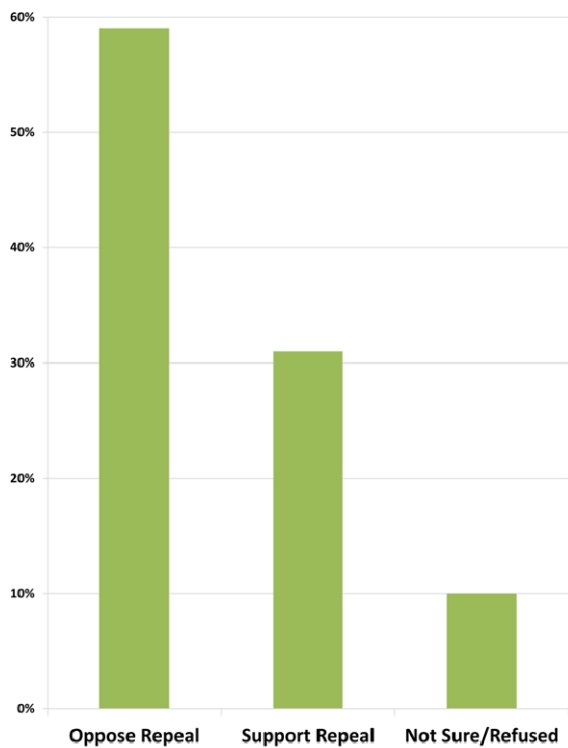
Despite a perceived rocky start for SMART due to the recession and management issues, voters have held firm in their commitment to the project for the same reasons they supported Measure Q. “It is clear from the poll results, that given these tough economic times, North Bay voters are clamoring for the 900 jobs SMART will create by year’s end followed by many more jobs in the coming years. Voters seek to reap the twin benefits of stimulating the local economy and getting reduced construction and materials costs,” said Cynthia Murray, president and CEO of NBLC. Murray continued, “Voters also want green transportation alternatives to Highway 101 offered by the train and pathway, and aren’t buying the argument that if SMART goes away that there will be any another alternative.”

Proponents of repealing Measure Q remain approximately the same percentage (32%) as those who did not vote for it in 2008. Then and now, the anti-SMART proponents have failed to undermine voters' convictions that the SMART project will create much-needed jobs, boost the economy, relieve congestion, and reduce greenhouse gas emissions. The poll confirms that the repeal effort is misguided and cannot succeed.

Said Murray, "We hope that these compelling poll results lead the anti-SMART group to drop its efforts to stop the train. The train opponents have already cost Marin and Sonoma taxpayers millions of dollars bond sale penalties. Now they want to make taxpayers pay even more for an unnecessary, expensive do-over election that voters already decided in 2008," Murray concluded.

The poll, by Dresner Wickers Barber Sanders, fielded 501 randomly selected, registered voters in the SMART district (Marin and Sonoma Counties) between October 27-30. Given the sample size, the poll results have a margin of error of +/- 4.37% at a .95 confidence level.

Strong Majority of Voters Don't Support Repeal of SMART Train



States, Cities and Metros are leading the way through the Pragmatic Caucus

In "Forget Washington: America's Pragmatic Caucus is Creating Jobs," by Bruce Katz, V.P. and Director, Metropolitan Policy Program and Judith Rodin, President, The Rockefeller Foundation (Brookings, October 26, 2011) the authors share great information about how Washington's dysfunction is not being replicated at the state level. They say, "In fact, we find our states, cities and metropolitan areas awash in leadership and increasingly governed by a Pragmatic Caucus of political, business, university and civic leaders. In sharp contrast to Beltway polarization, these leaders are acting decisively to grow jobs in the near term and retool their metropolitan economies for the long-haul. The rise of a Pragmatic Caucus at a time of federal inaction reflects the genius of American democracy. The U.S. is not just the federal government. It is also a union of states, and perhaps more importantly, a network of cities and metropolitan areas." This is very good news!

Why is the Pragmatic Caucus achieving results despite different political or ideological leanings? Because they share the common ground of being close to the people "and prize place over party, collaboration over conflict and solution over dogma. They form what Philadelphia Mayor Michael Nutter likes to call the "Get Stuff Done" party."

Katz and Rodin point out that Mayors “are charter members of the Pragmatic Caucus, since so many duties of local office — from providing basic services to regenerating blighted neighborhoods to preparing for and responding to natural disasters like Hurricane Irene — require practical rather than political solutions and demand leaders who are hungry for results and impatient with ideological grandstanding. But the Pragmatic Caucus extends far beyond elected officials to include enterprising presidents of major universities, major philanthropic leaders and the heads of influential metropolitan business organizations. Governors, too, are getting the message about metropolitan power. Colorado, New York and Tennessee, for example, have all initiated state economic development strategies that intentionally build upon and align with the distinctive strategies of each state's cities, counties and metropolitan areas.”



What’s different about the Pragmatic Caucus is that it “is focused on embracing a new economic growth model. The Caucus is not about recreating yesterday's economies, but about building new ones that will be more resilient in providing jobs and in anticipating and meeting future needs. The blueprint calls for the U.S. to export more and waste less, to innovate in sectors that matter, to manufacture and deploy more of what we invent and, in short, to build an economy that actually works for working families. Across the country, the Pragmatic Caucus is engaged in economic renewal.”

And they give compelling examples of the Pragmatic Caucus’ success: “While it took four years for Washington to finally pass a series of free trade agreements, metros such as Los Angeles, Minneapolis/St. Paul, Portland and Syracuse are reorienting their economic development strategies towards exports, foreign direct investment and skilled immigration. While federal transport programs are in limbo, metros like Miami and Chicago, and states like Michigan, are restructuring and modernizing their air, rail and sea freight hubs to position themselves for an economy where growth is increasingly driven by global rather than just domestic demand.

While federal energy policy is in disarray, cities such as San Diego are building out their electric vehicle infrastructure, Seattle and Philadelphia are cementing niches in energy efficient technologies and the state of Connecticut is experimenting with Green Banks to help deploy clean technologies at scale.” These examples are what we want to see more of in California.

And here is the key to why they can Get Things Done: What unites these disparate efforts is intentionality and purpose. After decades of pursuing fanciful illusions (becoming the next Silicon Valley) or engaging in copycat strategies, states and metros are deliberately and systematically analyzing, and then building, on their special assets, attributes and advantages using business planning techniques honed in the private sector.” Amen to that!

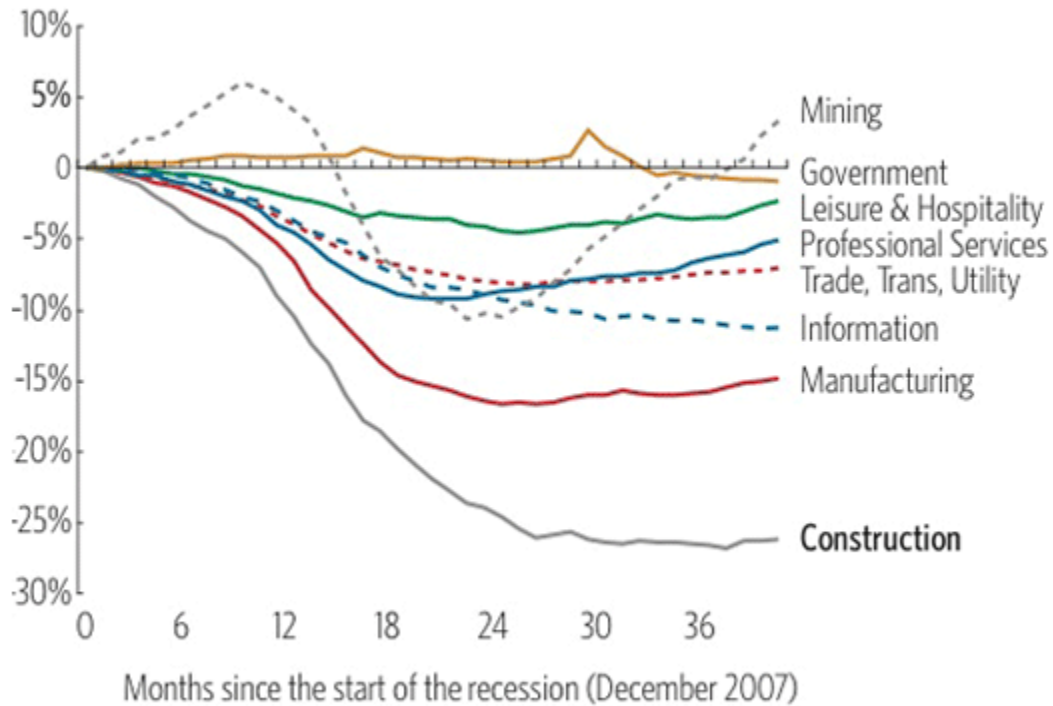
Equally important is that the Caucus has “a distinct modus operandi.” As Colorado Governor John Hickenlooper likes to say "collaboration is the new competition." Neighboring cities and metros, long divided by petty differences, are now coming together to engage forcibly in the global market. For

example, Louisville and Lexington, Kentucky, once on opposite sides of a decades old college basketball rivalry, are now constructing a common platform for advanced manufacturing. In Northeast Ohio, the Fund for Our Economic Future, a non-profit intermediary, is leading a similar effort to retool and modernize small and medium sized manufacturing firms located across Akron, Canton, Cleveland and Youngstown.”

Says Katz and Rodin, “For a federal government desperate to do more with less, galvanizing the talents and energies of state and metropolitan leaders, with fewer federal prescriptions and more incentives, seems a sure shot for success. America's entrepreneurialism and innovative spirit is alive and well in the work of tens of thousands of leaders across hundreds of cities and metropolitan areas and dozens of states. These leaders are making smart, strategic investments in the future of their communities, often with little federal support or encouragement. This is bottom up innovation and nation re-building in the making, a silent affirmation of democratic principles and possibilities that should both inspire and humble the partisans bogged down in Washington DC.”

A Picture is Worth 1,000 Words

U.S. Employment Change From December 2007



Construction employment declined the most during the recession.

Members in the News

Santa Rosa Junior College has named a new president, Dr. Frank Chong. Dr. Chong will succeed long term president, Dr. Robert Agrella. As the Deputy Assistant Secretary for Community Colleges at the U.S. Department of Education, Chong has ties to the Bay Area having been President of Laney College, Oakland, and Mission College, Santa Clara, earlier in his career. Chong will start his new job on January 11.

Agilent Technologies announced the promotion of Ron Nersesian to executive vice president and chief operating officer, effective immediately. Nersesian had been president of the Electronic Measurement Group. That position will be filled by Guy Séné, who will also become the new representative to NBLC's board of directors.

Infineon Raceway distributed nearly 10,000 pounds of non-perishable food items to Friends in Sonoma Helping (FISH), St. Vincent de Paul Sonoma and the Redwood Empire Food Bank in Santa Rosa on Monday following the raceway's 11th annual Thanksgiving Food Drive. In total, the raceway distributed 9,657 pounds of food, bringing the 11-year total to more than 37,500 pounds of non-perishable food items delivered to area food banks.

Autodesk Inc., the biggest spender on research and development among companies of a similar size, plans to shift more of its budget toward technology that helps distribute its design software via the Internet. During its last fiscal year, Autodesk spent 25.4 percent of net sales on research and development, the largest percentage among U.S. software or Internet companies that have a market value above \$5 billion and an annual R&D budget of at least \$300 million, according to Bloomberg data. The largest seller of engineering and design software, Autodesk aims to deliver more of its products over the Web, ramping up use of so-called cloud computing. The spending plan marks a change in strategy for Autodesk, whose software is used to design everything from bridges to special effects in the 3-D blockbuster "Avatar." The company expects that all of their major products will be available in the cloud within the next three years.

Fireman's Fund Insurance Co. was among seven winners of the Bay Area Air Quality Management District's "Great Race for Clean Air," a two-month contest among Bay Area employers to see who could reduce the most carbon dioxide, a greenhouse gas.

The competition encouraged the use of commute alternatives such as transit, carpooling, vanpooling, walking and bicycling. Carbon dioxide savings were calculated based on the length of the employee's commute, the employee's vehicle's gas mileage and the number of miles traveled using one of the commute alternatives. Between September and October, 1,619 employees from 189 companies logged in their daily air-friendly commutes. About 435 tons of carbon dioxide were saved by employees who chose not to drive to work alone.

Hanson Bridgett helps a non-profit take flight. What started out as a legal battle over trademark rights has turned into the beginning of a dream come true, thanks in large part to Hanson Bridgett's pro bono work. Last summer, Hanson Bridgett attorney, Sarah Mott agreed to defend the [Maya Archeology Initiative](#) ("MAI"), a non-profit organization formed by Guatemalan archaeologist Francisco Estrada-Belli, in a legal dispute over its logo. MAI's three-fold mission is to provide cultural and educational opportunities for Mayan

children, protect Mayan artifacts and temples, and preserve the biodiversity of one of the world's last pristine rainforests. The organization's trademark was opposed by the Kellogg Food Company, which claimed that the MAI logo featuring a toucan image diluted the value of Froot Loop's mascot Toucan Sam because the two could be confused.

Hanson Bridgett's argument that you can't trademark a bird won the day. Even better, within a month, Kellogg not only agreed to allow MAI to proceed with its original logo, it also became a strong supporter of MAI's work and goals. Ms. Mott worked with MAI board members and Kellogg executives to continue a discussion about the



Mayan culture and the difficulties faced by Mayan children in Guatemala. This dialogue, which was separate from the legal dispute, resulted in Kellogg pledging a \$100,000 contribution to help launch one of MAI's priority projects, a cultural center in a rural area near the eastern border with Belize. Kellogg has also pledged to provide space on the back of one million Froot Loops cereal boxes next year to help educate American children and their parents about the Maya culture and to provide a link to MAI's website.

Marin Sanitary Service's Garbarino family has been chosen by the Marin Council, Boy Scouts of America as their 2011 Distinguished Citizens recipient. The Garbarino Family exemplifies the best type of citizenship - successful in business, committed to community service, stewards of the environment, and dedicated to families and youth development. Since 1948, the Garbarinos have been leaders in Marin County sanitation and recycling. Today three generations of Garbarinos work at Marin Sanitary Service, which also includes Marin Recycling Center and Marin Resource Recovery Center. Thanks to the foresight and toil of the Garbarinos, more than 74% of all waste is recycled, ensuring a sustainable Marin for generations to come. In addition, to Marin Sanitary Services, the Garbarino Family has lent their innovative spirit to civic, community, charitable, and educational efforts. Whether it is supporting patriotic events, the arts, or Marin County schools, the Garbarinos are there providing leadership and service.



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 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