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In this issue, we explore public policy from several angles. We start with urging you to vote and share who we endorse in the June Primary. We also encourage you to attend NBLC's conference on how, if you overcome the bias, fear and uncertainty we all have, you will achieve better decision-making. NBLC seeks to recognize the best of the North Bay, so please nominate a leader whom you esteem so we can shine a bright light on his/her/their good works! After paying taxes this month, you may find it interesting to know what other Californians are thinking about their tax burden and how the public pension "wall of debt" may figure into voters' desire to tax themselves more. And NBLC's Members are doing amazing things again this month – check it out in Members in the News!

Best,



Cynthia Murray

### Whether You Think Government is Going in the Right or Wrong Direction – Please Vote!

North Bay Leadership Council (NBLC) announces its candidate endorsements for the June Primary. The candidates were selected based on responses to a questionnaire and/or interview. NBLC's CEO, Cynthia Murray, said, "The candidates chosen for endorsement reflect the memberships' commitment to sound public policy and desire to support candidates who share our organization's goal to make the North Bay sustainable, prosperous and innovative."

The endorsements are:

State Senate, District #2: Mike McGuire

Assembly, District #4: Bill Dodd

Assembly, District #10: Marc Levine

Marin County Supervisor, 5<sup>th</sup> District: Judy Arnold

Sonoma County Supervisor 2<sup>nd</sup> District: David Rabbitt

Sonoma County Supervisor 4<sup>th</sup> District: James Gore



Candidates who signed a Voting Pledge, committing their vote before the public process, were not endorsed according to a new policy adopted by NBLC earlier this year.

NBLC represents the leading employers of the North Bay, including Marin, Sonoma and Napa counties. Its members represent a wide variety of businesses, community-based organizations and educational institutions with a workforce in excess of 25,000 employees. NBLC strives to increase voter information

and participation in the North Bay, and urges residents to vote in the June Primary, which lamentably usually has a low voter turnout.

## **“Overcoming Bias, Fear and Uncertainty in Decision-Making”**

*Theme of NBLC’s Economic Insight Conference on May 29*

It is a measure of our times that decision-making is rife with complexity. Decisions must often be made under a cloud of uncertainty. Coupled with that, everyone has biases and fears which can play overt and/or unwitting roles in decision-making. Business leaders, community leaders and/or future leaders will want to attend North Bay Leadership Council’s Economic Insight Conference on “Overcoming Bias, Fear and Uncertainty in Decision-Making,” to understand the challenges encountered in making good decisions, and how often unbeknownst to us, bias and fear can influence decisions in ways that are not based on fact or reason.

NBLC, an advocacy organization for sound public policy, seeks the best outcomes for the North Bay. To further that goal, this conference will explore a variety of factors that enter into decision-making and ways that our thought processes can be improved so as to make better decisions for our organizations and communities.



The keynote speakers are Steve Scheier, CEO and Founder of Scheier + Group, and Diedra Barber, Chief Innovation Officer, Scheier + Group. They will present compelling information about how to recognize and overcome bias and fear when making decisions, tactics for leaders who deal with bias and fear in their organizations, and strategies for how communities can heal rifts caused by bias and fear to become more unified and stronger.

The conference will feature the following panelists who will share their personal decision-making strategies, tough decisions they have made, and how they have dealt with bias, fear and uncertainty as leaders. The panelists include:

Patty Garbarino, President, Marin Sanitary Services  
Steffen Kuehr, VP/COO, Bijan’s Protective Equipment, Inc.  
Matt Martin, Executive Director, Social Advocates for Youth

The Economic Insight Conference will be held on May 29 at the new Student Center at Sonoma State University, Rohnert Park. Tickets are \$50 per person or \$400 per table of 8. A continental breakfast and parking are included. Event registration begins at 7:00 a.m. The program will run from 7:30 a.m. to 9:00 a.m. To purchase tickets, please go to [www.northbayleadership.org](http://www.northbayleadership.org). Tickets must be purchased in advance and the deadline is May 22. Sponsorships are available. For more information, please contact [info@northbayleadership.org](mailto:info@northbayleadership.org) or (707) 283-0028.

## Nominate a Leader of the North Bay!

North Bay Leadership Council (NBLC) seeks nominations for its 2014 LEADERS OF THE NORTH BAY AWARDS. As the leading employers in the North Bay, NBLC members recognize the importance of leadership to galvanize collective good intentions, create the momentum necessary to move forward toward effective solutions, and help foster a culture of leadership in our region.



NBLC created these awards to recognize leaders within businesses, organizations and/or partnerships who contribute -- financially, civically, innovatively, and otherwise -- to the community through their leadership. The award categories are:

### Caught in the Act of Leadership

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

### We’re All in this Together

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

### Paint the Community Green

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

### The ‘Light Bulb’ Went On

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

### 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.

In 2013, NBLC honored: Pam Chanter, VANTREO Insurance - Caught in the Act of Leadership; Linda Davis, Center for Volunteer and NonProfit Leadership - We’re All in This Together; Sonoma County Beekeepers Association - Paint the Community Green; Autodesk, Inc. - The “Light Bulb Went On”; and Canal Alliance - Empowering the Latino Community.

Nomination forms may be downloaded at NBLC’s website: [www.northbayleadership.org](http://www.northbayleadership.org). They are also available by contacting us at [info@northbayleadership.org](mailto:info@northbayleadership.org) or (707) 283-0028. Please complete both pages of the nomination form. The deadline for nominations is June 20, 2014. The awards will be presented at a luncheon ceremony on October 31, 2014 at the Embassy Suites, San Rafael.

## Post-Tax Depression?



If you feel depressed after paying your taxes this year, you are not alone. In “California’s Taxing Dilemma,” author Mark Baldassare, Policy Institute of California (April 02, 2014), reports that PPIC survey reveals a big “disconnect between public opinion and the views of many fiscal reformers. A record-high 60 percent say that they pay more than they feel they should in state and local taxes. Just two years ago, 46 percent held this view. Today, six in 10 Californians also have the perception that California currently ranks above average or near the top in state and local tax burden per capita. And they are correct: A Tax Policy Center report recently ranked California’s 2011 state and local tax

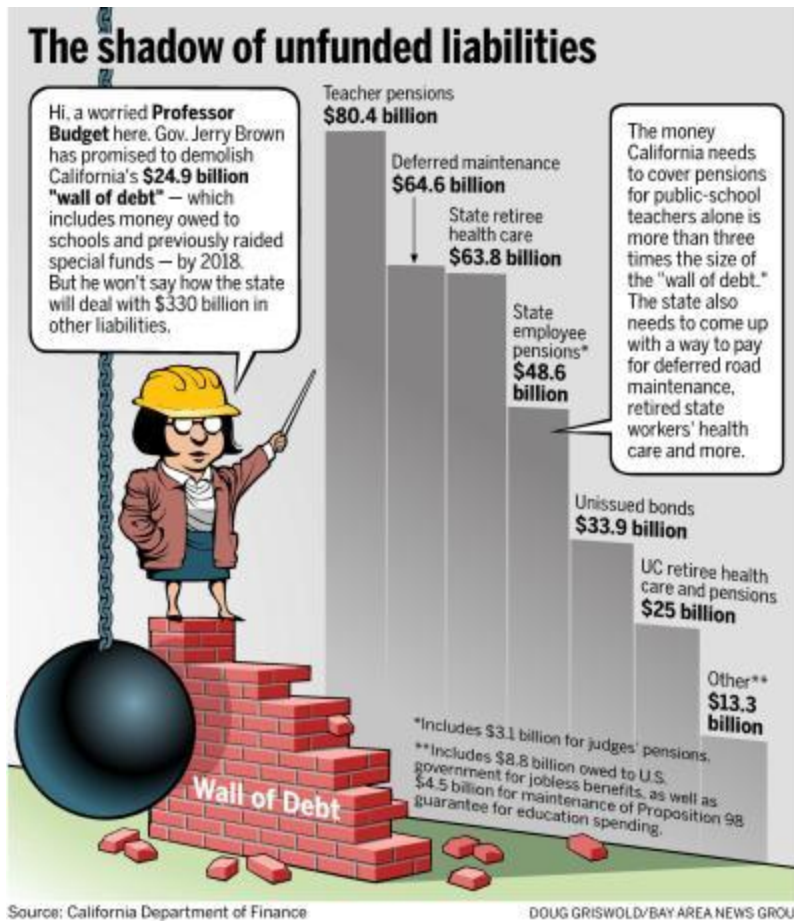
burden as the 11th highest in the nation.”

Baldassare says, “What changed in the last two years? For one thing, voters passed Proposition 30, temporarily raising the state sales tax, as well as state income taxes on wealthy residents.” Today, only half of the voters think that the tax system is fair. An even higher number, 8 out of 10, want reforms. Baldassare says, “But their views of change don’t necessarily match those of fiscal reformers, who have argued for years that our state budget is too dependent on wealthy individuals with volatile income tax payments. Some reformers have argued that broadening the sales tax base to include services would be an effective way to avoid the extreme ups and downs in state revenues that play havoc with state and local government budgets.”

That is when the disconnect surfaces. Six in 10 of the Californians polled says Baldassare, “oppose extending the sales tax to services that are not currently taxed, and fewer than half favor extending the sales tax to services even if it means lowering the overall state sales tax rate. However, six in 10 would support raising income taxes on the wealthy, while about half favor raising state taxes paid by California corporations.”

While the voters don’t want to pay more taxes, they do want key public programs and services like education, parks, and infrastructure improvements to receive more state funding. Perhaps this is really the big disconnect – the idea that Californians don’t want to tax themselves to pay for what they want. Or is it a sign that Californians feel that their money isn’t being well spent by the legislature and don’t want to throw good money after bad? Says Baldassare, “If tax reform proponents ask voters to raise taxes or to make changes to the state and local tax system any time soon, they will need to be mindful of voters’ current views on these issues.” Of course, fixing the public employee pension system might also help gain voters’ support. Pension reform would show that taxpayer money is going where it is intended, not being siphoned off toward unfunded pension liabilities.

As a reminder, here is an illustration of our “wall of debt.”



## Members in the News

### Why BioMarin's Gene Therapy Initially Targets One Type of Hemophilia Instead of Another

When researchers at University College London used a gene therapy to effectively cure six patients of hemophilia B, BioMarin Pharmaceutical Inc. took notice.

### COMCAST AND NBCUNIVERSAL RANK AMONG TOP 50 COMPANIES FOR DIVERSITY

We are proud to have been named among the Top 50 Companies for Diversity by DiversityInc for the second consecutive year.

### Redwood Credit Union Volunteers Assist Effort to Restore Natural Habitat

A team of 21 Redwood Credit Union (RCU) employees and family members, along with approximately 60 other community volunteers recently participated in the 5th Annual Laguna de Santa Rosa Re-Leaf Day—a local tree-planting effort to help restore the degraded habitat area along Irwin Creek near the Laguna. More than 600 trees and shrubs were planted at the event.

### Midstate Construction Built The Grove at Sunset Court

Owner Grove Sunset L.P., Optimus Construction, Inc and Midstate Construction Corporation recently completed the The Grove at Sunset Court in Brentwood.

### Sonoma Raceway Hosting Nathan's Famous Hot Dog Eating Qualifier

Sonoma Raceway has hosted record-breaking wins and historic racing moments, but this June will mark the first time the raceway has ever hosted a hot dog eating contest.

### PG&E Installs More Than 100,000 Solar Panels

PG&E continues to chart its course as a national leader in renewable energy. The company is now home to more solar rooftop installations than any other place in the country.

## **Autodesk's Fusion 360 Software is Being Used by AMP'D Gear to Develop Next-Generation Prosthetic Equipment**

When Bill Spracher, the lead designer and engineer at AMP'D Gear, and Jeff Tiedeken, a master fabricator and hydraulics designer at Monkey Likes Shiny, collaborated to quickly and inexpensively design a next-generation, all-terrain prosthetic leg, the pair turned to Autodesk Fusion 360 software help tackle the project.

## **North Bay Business Journal Names 2014 Corporate Philanthropy Awards Recipients**

Twenty North Bay businesses and organizations have been selected for the Business Journal's inaugural Corporate Philanthropy Awards.

## **St. Joseph Health Merges with Redwood Regional**

St. Joseph Health and Redwood Regional Medical Group, the largest physician-owned group in North Bay, have merged operations, with the Santa Rosa-based medical group becoming part of St. Joseph Heritage Healthcare and its affiliated Annadel Medical Group, officials said Monday.

## **North Bay Business Journal Names 2014 Forty Under 40**

The Business Journal today released the names of the winners of its eighth annual Forty Under 40 awards.

**Read more online at** [www.northbayleadership.org/news](http://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 44 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](mailto:info@northbayleadership.org)

[www.northbayleadership.org](http://www.northbayleadership.org)