

POLICY WATCH HEADLINES:

- **Changing Government to Fit New Realities**
- **Tell us which North Bay Leaders should be Honored- Deadline Extended!**
- **NBLC Algebra Academy kicks off in Novato**
- **North Bay Science Festival: Exhibitors and Sponsors Needed**
- **Students Want to Know if You Will Be a Schools of Hope Reading Tutor**
- **Members in the News**

Next Steps in Changing Government to Fit New Realities

North Bay residents need to decide how much government they can afford and change government to fit those fiscal realities. With government at all levels facing growing deficits and no economic boom in sight, we must look at new ways to deliver essential services and programs that are sustainable. The uncertainty about balancing budgets and the possibility of new taxes and fees, as well as deep cuts, hurts the confidence of the public and economic recovery.

Each division of government comes with a cost. In Marin County, the Grand Jury found that each resident is paying \$5,422 to cover the cost of the 130 governmental entities consisting of county government, the County Planning Commission, and 57 county advisory boards, 11 municipalities, 19 school districts, one community college district, 33 special districts and 7 special-purpose districts. At almost twice the population of Marin County, Sonoma County has the county government, Planning Commission and 59 county advisory boards, 9 municipalities, 40 school districts, one community college district and 50 special districts.

At **North Bay Leadership Council's Economic Insight Conference**, Dr. Robert Eyster said, "The status quo in local government is threatened for three key reasons: rising state-level budget concerns which affect local-level funding; the inability of local governments to generate revenue against expenses, many of which are mandated by the state and federal governments; and pension and health care obligations for public sector workers, both current and projected." The conference presented a menu of potential solutions including cross-jurisdictional collaboration, shared functions, consolidations, private/public partnerships, contracting out, and privatization.



The takeaway from the conference was described in an Accenture white paper, [Cross Jurisdictional Collaboration](#): "We are in the New Normal, and old models of business as usual will not survive in the government sector as surely as they have not survived in the private sector. The challenge for government leaders is to take what we have provided and do their best to make change happen, before change happens to them." (Go to www.northbayleadership.org for the reports.)



NBLC wants to work together to make our public agencies more adaptive and agile, and seeks other ways to close budget gaps beside cuts and new taxes. Several years of cuts have shrunk the municipalities' ability to

deliver service and programs at an acceptable level. We face a lengthening list of services and programs for which we are paying more and receiving less.

Taxes and fees have been increasing and are generally seen to be near the maximum of voter tolerance. Voters do not want to continue paying more for fewer services and programs. The polling on the state tax extensions shows that there is little voter support for extending those taxes or approving new taxes. Clearly, government needs to operate within existing revenues and gain back the trust of the voters and assure them that their hard earned money is being well spent.

It is predicted that more than 50% of government workers will be retiring within the next 5 years. Because of the burgeoning pension liabilities and retiree health care costs, it is imperative that reforms to these benefits be made before the massive retirements occur so that new public employees are hired under more sustainable pension plans.



NBLC wants to partner with local governmental agencies, elected officials and community leaders on improving cost-effectiveness and efficiency by adopting new operational practices. The reset of the private sector business operations has produced a remarkable increase in productivity and cost savings. The private sector is now able to operate faster and cheaper than government can while maintaining high quality.

To help lead the way, NBLC offers to work for reform of public pension and health care benefits; provide a menu of solutions for selection of what best fits needs and circumstances; provide technical support and coaching on how to “reset” operations to achieve cost savings, efficiencies and productivity improvements; provide community outreach to gain support from the voters and community leaders as to why change needs to occur, the mechanics of those changes and the benefits of making the changes; convene meetings of interested agencies; share success stories of agencies that have made changes; and provide more data on potential changes.

Now is the time for community collaboration and coordinated efforts to give the North Bay the government it deserves. Let’s restore the fiscal health of our governmental agencies so they will be able to do the work of the people in new and improved ways. Only then, will we have government that is able to deliver the essential services it is chartered to provide in a sustainable way.

Nominate a North Bay Leader Who’s Making a Difference

Recognizing leaders who contribute -- financially, civically, creatively, and otherwise -- to the community through their leadership is the goal of North Bay Leadership Council’s (NBLC) *LEADERS OF THE NORTH BAY AWARDS*. As the leading employers in the North Bay, NBLC members recognize the importance of leadership to bridge difference, create solutions and inspire innovation and good works. NBLC seeks to foster a culture of leadership in our region by honoring leaders, be they individuals, businesses, nonprofits, teams or partnerships. Please tell us about the North Bay Leader making a difference in your life – we are eager to honor him, her, or them! **The deadline has been extended until July 1st so ACT TODAY!**

Short two page 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. Here are the categories:

The "Light Bulb" Went On

Innovative/Entrepreneurial Spirit: Recognition of creativity, innovation and entrepreneurial spirit

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

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

Paint the Community Green

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

SAVE THE DATE

Friday, October 28, 2011

Keynote speaker: Father Greg Boyle, leader in gang prevention and intervention

Leaders of the North Bay Awards Luncheon

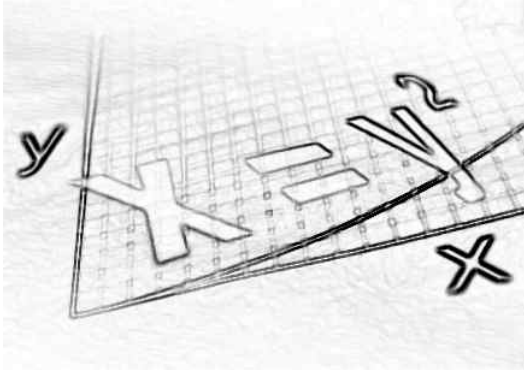
Doubletree Hotel, Rohnert Park

A Picture is Worth a 1000 Words



Source: BLS

NBLC Algebra Academy Kicks Off in Novato this Summer!



NBLC is beginning an Algebra Academy in Novato this summer for English learners in middle school to help jumpstart these students' academic achievement and connect the dots for them on why learning algebra is a linchpin for college and career readiness. The 30 students, consisting of rising 7th and 8th graders, will be taught algebra for two hours every day and then spend time with scientists, engineers, financial experts, designers, and other professionals who will share how they use math and science in their work and showcase careers that require these skills. Students will also be able to tour the worksites and participate in real work

experiences.

The Algebra Academy will have five organizations hosting the students: the Buck Institute for Research on Aging, Infineon Raceway, Novato Sanitary District, North Marin Water District and Redwood Credit Union. NBLC is grateful to have the support from our Algebra Academy sponsors: Pacific Gas & Electric, Kaiser Permanente, and BioMarin Pharmaceutical.

The NBLC Algebra Academy is modeled on the successful Mike Hauser Algebra Academy run by the Santa Rosa Chamber of Commerce. NBLC hopes to open new academies next summer in other North Bay cities in addition to the Novato academy.

JOIN the FUN at the NORTH BAY SCIENCE FESTIVAL



The biggest Science Festival the Bay Area has ever seen is coming this fall and we hope that you will become an exhibitor and/or a sponsor of this fun, inspirational event. The North Bay component of the Festival will showcase our science, engineering, technology, and math talent during the week beginning Oct 30, culminating with a big **Discovery Day at Infineon Raceway on Nov 5, 2011!**

Nationally, less than a third of our students are proficient in science. In California, scores are even lower. Because America is losing ground in science, research and manufacturing, it is leading to a shortage of engineers, scientists, innovators and mathematicians. To ignite more students to major in these important subjects, we are providing interesting, hands on, fun ways to spur interest in learning more and pursuing careers in these fields.

Today, we ask you to join us in this important cause. As local leaders in science, commerce, education and government, we have the power to make a difference. Reach out and celebrate a week-long Science Festival this fall. This Bay Area-wide event is coordinated by the University of California - San Francisco. In the North Bay, the Marin and Sonoma Supervisors, the Buck Institute for Research on Aging, and North Bay Leadership Council are coming together to launch this annual Festival.



The North Bay Science Festival will take place at schools and other venues all around the North Bay - if you wish to host a lecture, provide a tour, or showcase a science asset, please contact us! The week's activities will culminate with **Discovery Day** on Nov 5th - a free event at Infineon Raceway which we hope will be attended by 5,000 North Bay families.



Please consider being an exhibitor, providing site tours, making in-kind donations, volunteering, sharing expertise, or sponsorship. Your contribution will help make science come alive for our children and brighten their futures and the prosperity of the North Bay.

If you wish to exhibit, please go to "*Festival Info*" at BayAreaScience.org. For more information, contact Melinda Pahl at melinda.pahl@comcast.net or (415) 877-9095.

Help a Child Learn to Read! Volunteer Today for SCHOOLS OF HOPE

In Sonoma County, over 50% of third grade students are reading below grade level. Nearly 80% of third grade students, who are also English Language Learners, are reading below grade level. Research shows that a student who is not at least a moderately skilled reader by third grade is unlikely to graduate from high school.

The Schools of Hope program is an early intervention model for children who are struggling with reading. The United Way of the Wine Country, in partnership with NBLC and other organizations, is providing this program in Sonoma County. The core components of the program include one-to-one literacy tutoring, volunteer recruitment and training, parent engagement, and rigorous program evaluation. Currently 46% of third graders are reading at grade level. Our goal is to increase that percentage to 75% by 2015.

Become a tutor, and in as little as 1 hour a week, make a difference in a child's life!

Register for an orientation session today! Contact Barbara Fisher at the Volunteer Center at 707.573.3399 or bfisher@volunteernow.org. For more information about Schools of Hope, visit: www.unitedwaywinecountry.org.

Members in the News

St. Joseph Health System, announced a new organizational structure for leadership at the corporate level of the health system to better position the organization to provide more integrated, innovative, high-quality care. The most significant change includes the creation of a regional leadership structure that establishes roles for three newly appointed regional executive vice presidents, working together with all St. Joseph Health System hospitals and physician partners in the areas that comprise the health system – Northern California, Southern California and West Texas/Eastern New Mexico. Kevin A. Klockenga has been appointed Executive Vice President for the Northern California region. Klockenga will continue to serve as President and CEO of St. Joseph Health System-Sonoma County in addition to his new role. The Northern California region for which he will be responsible encompasses Sonoma County hospitals, Santa Rosa Memorial and Petaluma Valley, plus St. Joseph Health System hospitals in Napa and Humboldt counties.

BioMarin Pharmaceutical Inc. has entered into an agreement to acquire a bulk biologics manufacturing plant from Pfizer, located in Shanbally, Cork, Ireland. The plant will be occupied in a phased transition with substantial manufacturing activities being tied to results of the ongoing Phase 3 clinical study for N-acetylgalactosamine 6-sulfatase (GALNS) for the treatment of Mucopolysaccharidosis IVA (MPS IVA, also known as Morquio A Syndrome). The new plant greatly expands BioMarin's manufacturing capacity to accommodate a growing commercial portfolio and advancing clinical programs. The facility is state-of-the-art, utilizing disposable technology and flexibly designed, giving BioMarin tremendous latitude for the types of products that can be produced at the plant and allowing efforts to focus on the technical transfer of commercial products into the facility.

Lucasfilm's Lucasfilm Foundation, the private charitable enterprise founded by legendary filmmaker George Lucas, has granted \$2 million to Marin Agricultural Land Trust (MALT). The funds were used to acquire an agricultural conservation easement valued at \$2,913,000 on the historic Corda Ranch, a 1,214-acre property located just west of Novato. George Lucas has taken an active interest in the landscape of Marin since bringing his Lucasfilm operations to Skywalker Ranch near Nicasio in the late 1970s. Today, Skywalker Properties owns several ranches in the area covering more than 6,100 acres, most of which are protected by MALT agricultural conservation easements.

Infineon Raceway has partnered with **Pacific Gas and Electric Company (PG&E)** and the USO of Northern California to offer race fans a patriotic way to support the men and women of the Armed Forces with the "PG&E Tickets for Troops" program. For just \$20, race fans can say "thank you" to military members in a way they will never forget – by sending them to a very special race this year. The program enables anyone – from everyday citizens to corporations – to sponsor Active Duty military, Veterans and Reservists and send them to the Military Appreciation Day at the Indy® Grand Prix of Sonoma on August 28. Those who purchase tickets for troops will be included in the "PG&E Tickets for Troops" online listing at infineonraceway.com, listed in the souvenir program and featured on Jumbotron screens on race day. Infineon Raceway also offers special discounts to members of the Armed Forces and veterans who wish to purchase discounted tickets directly for any 2011 major event. To be a part of "PG&E Tickets for Troops," visit infineonraceway.com/ticketsfortroops or call 800-870-RACE (7223).

Agilent Technologies received the 2010 "Campaign Momentum Award" at United Way of the Wine Country's annual campaign close celebration. Andy Botka, an R&D manager who serves on the United Way of the Wine Country board of directors and chairs the company's annual United Way campaign, accepted the award on behalf of Agilent. The campaign momentum award recognizes "significant improvement in campaign results from last year to this year, and support of United Way through corporate giving, increased employee giving and event sponsorship." Agilent's 2010 campaign generated more than \$400,000 in employee pledges and company matching funds -- four percent higher than 2009 -- and 325 Santa Rosa Site employees participated in United Way's Day of Caring. Agilent's campaign participation also increased, with more than 44 percent of the company's Santa Rosa employees making pledges in 2010. Joining Botka at the campaign close event -- where he volunteered as a food server along with other United Way board members -- were several members of Agilent's Santa Rosa giving campaign team, including Jeff Weber, who serves as an NBLC board of directors alternate and chairs the joint working council-education committee.

Midstate Construction Corporation's Superintendent, Don Roberts, was inducted into the North Coast Builders Exchange Hall of Fame. Don came to Midstate Construction in 1996, Currently, Don is assisting Midstate with the completion of Amorosa Village 1, an affordable housing project in Santa Rosa. Don's notable career highlights include the first Powerhouse at the Geysers, Santa Rosa Business Park, Sonoma State University Library, Jordon Winery, The Inn at the Tides in Bodega Bay, Hotel Healdsburg, Domaine Napa, Mill Valley Library, and Santa Rosa Town Center. For 62 years, Don has been a positive role model and mentor to the young people entering the construction industry.

Midstate Construction Corporation built Foss Creek Court, a new affordable housing community, which has been selected for a second prestigious industry award, the Gold Nugget Award of Merit. Located in Healdsburg, Foss Creek Court was previously recognized by the Affordable Housing Tax Credit Coalition as the Best Rural Tax Credit Project in the country.

Fireman's Fund installed six high-tech Bloom Energy Servers that expect to reduce the firm's carbon footprint by 15 percent. Fireman's Fund is the first company in Marin to install the devices that use solid oxide fuel cell technology to generate and store electric power.

According to Bloom, the units contain fuel cells that convert air and biogas into electricity through an electrochemical process that produces no carbon emissions. Fireman's Fund expects to draw about 60 percent of the power needed to run the headquarters. The project is a major part of the company's plan to cut carbon emissions by 25 percent by 2012.

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

Visit Us Online at www.northbayleadership.org