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## Perry, Johnson, Anderson, Miller & Moskowitz LLP Joins North Bay Leadership Council

**PERRY  
JOHNSON  
ANDERSON  
MILLER &  
MOSKOWITZ**  
LLP ATTORNEYS AT LAW

Perry, Johnson, Anderson, Miller & Moskowitz LLP law firm has joined North Bay Leadership Council’s (NBLC) Board of Directors. Membership in NBLC is by invitation only, and NBLC members enthusiastically welcomed the Perry law firm. NBLC’s Board Chairman, Don Chigazola, said, “The Perry law firm is well respected in the North Bay for the high quality of their legal representation and for their strong commitment to the community. NBLC’s members are the leaders in their sectors and we are proud to have a leader like Perry law firm representing that sector on our board.”

As a full service law firm, the Perry law firm’s attorneys represent individuals and businesses based in Sonoma County, as well as regionally, nationally and internationally. The firm is known for its experience and excellence in litigation, family law, land use, real estate, business, corporate law, estate planning, and elder abuse matters. The Santa Rosa law firm was founded in 1997 has 48 employees.

Leslie Perry will be the firm’s representative on NBLC’s board. He is a founding member of the firm and has practiced law in Sonoma County since 1975. “We joined NBLC because working collaboratively with other North Bay leaders to improve education, economic competitiveness and other public policy issues is important to our firm. We want to be part of finding solutions to the tough problems facing our region,” said Les Perry.

Mr. Perry handles land use development/entitlement processing as well as winery and vineyard real property issues including easements, boundary lines and sales disputes. Mr. Perry received his undergraduate degree in economics and his law degree from U.C. Davis. He serves on the board of directors for the Sonoma County Harvest Fair and Memorial Hospital Board of Trustees. Mr. Perry also supports the Volunteer Center of Sonoma County. In the past, he has also served on the Sonoma County Planning Commission, Sonoma County Civil Services Commission, Sonoma County Emergency Medical Care Committee, Sonoma County Energy Advisory Committee and the North Coast Air Pollution Control District.

The Perry law firm is a shining example of corporate social responsibility with their attorneys involved in community activities in Santa Rosa and the wider Sonoma County region. The firm has been recognized for its contributions by the Redwood Empire Food Bank, Hispanic Chamber of Commerce and Legal Aid of Sonoma County. They also provided regular support to the Jewish Community Agency, Girl Scouts of Konocti Council, Empire College Foundation, Sonoma County Farm Bureau, Schools Plus, Santa Rosa Chamber of Commerce, Life Works, Listening for Change, Santa Rosa Symphony, Volunteer Center of Sonoma County, Human Race and Goodwill Industries of the Redwood Empire.

## Don't Miss NBLC's [2011 Economic Insight Conference](#) on June 2!

### "Changing Government to Fit New Realities"

All governments are facing hard fiscal realities that call for new ways to get the work of the people done. Whether it be sharing functions, public/private partnerships, consolidations, contracting out, or other processes, government must work smarter with



less resources to serve its constituents. Come hear Dr. Robert Eyer, SSU's Center for Regional Economic Analysis Director and Economics Department Chair, present his findings and recommendations on what is working to in the North Bay and beyond to stretch taxpayer dollars and improve governmental efficiency. After Dr. Eyer's report, there will be a response panel to discuss the findings and recommendations including Joe Nation, former Assembly member and leading public policy expert, and a top executive from Accenture who recently did a study of governmental innovations to restructure the delivery of governmental services in a more cost-effective and efficient manner.

**REGISTER NOW**

The Economic Insight Conference will be held at the Sheraton Hotel, Petaluma, on **June 2**. Tickets are **\$30** per person or \$240 per table of 8. *Continental breakfast is 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 online, please go to [www.northbayleadership.org](http://www.northbayleadership.org). Ticket forms will also be in newspaper ads. Ticket purchase deadline is May 30. For more information, please contact Sonia Tanner at [stanner@northbayleadership.org](mailto:stanner@northbayleadership.org) or (707) 283-0028.

## Call for Nominations for 2011 Leaders of the North Bay: Nominate a Leader Today!

North Bay Leadership Council (NBLC) is seeking nominations for its 2011 LEADERS OF THE NORTH BAY AWARDS. NBLC created these awards to recognize leaders within businesses, organizations and/or partnerships who contribute -- financially, civically, creatively, and otherwise -- to the community through their leadership. As the leading employers in Sonoma and Marin counties, 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.

Through this leadership, the North Bay community enjoys increased quality of life, strengthened fabric of community and improved civic life. In 2010, NBLC honored: Brett Martinez, President and CEO, Redwood Credit Union - Caught in the Act of Leadership; Katie Crecelius, Chair, Novato Housing Coalition - We're All in This Together; Agilent Technologies - Paint the Community Green; Sonoma County Energy Independence Program - The "Light Bulb Went On"; Wanda Tapia-Thomsen, Latino Service Providers - Empowering the Latino Community. 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.*

# NOMINATION FORM

Nomination Forms are available online at [www.northbayleadership.org](http://www.northbayleadership.org), or 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 24, 2011.

The awards will be presented at our **Annual Leaders of the North Bay Luncheon Ceremony** on **October 28, 2011**, at the **Doubletree Hotel, Rohnert Park**.

## Women: Under deployed in the US economy?

In a McKinsey & Company article, “Unlocking the full potential of women in the US economy,” (April 2011) by Joanna Barsh and Lareina Yee, compelling information is shared about how much women have contributed to the U.S. economy and how much of an under deployed resource they are. The authors point out how women have still not reached their potential in achieving top management positions and wonder, “What compels bright, highly-motivated women at middle management levels—and higher—to turn down opportunities for advancement, look for jobs outside the company, or leave Corporate America altogether?”



One finding the authors make is, “Women don’t opt out of the workforce; most cannot afford to. They do leave specific jobs for others in pursuit of personal achievement, more money and recognition—just like men. They do hold themselves back to pursue greater satisfaction across all parts of their lives—but not only to fulfill family responsibilities. Indeed, a sizable percentage of the male college graduates who took our survey reported the same motivation to gain greater balance.” Continuing their report, the authors state, “The reasons why women choose to remain at their current level or move on to another organization—despite their unflagging confidence and desire to advance—include: lack of role models, exclusion from the informal networks, not having a sponsor in upper management to create opportunities.”

The authors also found another phenomenon that limits diversity at the top: “Women often elect to remain in jobs if they derive a deep sense of meaning professionally. More than men, women prize the opportunity to pour their energies into making a difference and working closely with colleagues. Women don’t want to trade that joy for what they fear will be energy-draining meetings and corporate politics at the next management echelon. Of all the forces that hold women back, however, none are as powerful as entrenched beliefs. While companies have worked hard to eliminate overt discrimination, women still face the pernicious force of mindsets that limit opportunity. Managers—male and female—continue to take viable female candidates out of the running, often on the assumption that the woman can’t handle certain jobs and also discharge family obligations.”

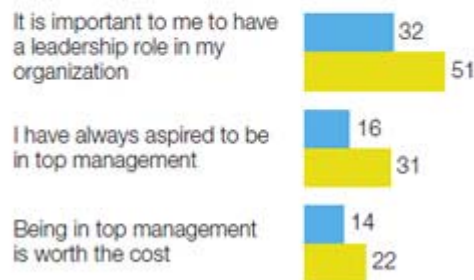
### Women's interest in being leaders increases as they progress from entry level to middle management.

■ Women in entry level positions    ■ Women in middle-management positions

**Desire to move to the next level at work,**  
% who agree/strongly agree



**Interest in executive management roles,**  
% who agree/strongly agree



Source: Feb 2011 McKinsey survey of 1,000 female and 525 male respondents currently working in large corporations or professional-services firms

Summing up, the authors said, “Our evidence points to the need for systemic, organizational change. Companies that aspire to achieve sustained diversity balance must choose to transform their cultures. Management needs a powerful reason to believe such as the potential competitive and economic advantage from retaining the best talent.”



Why should we care about women reaching their potential? Because there has been tremendous growth of women in the workforce and “without them, our economy would be 25% smaller today—an amount equal to the combined GDP of Illinois, California and New York. GDP growth is driven by two factors—an expanding workforce and rising productivity. Back in the 1970s when women and a huge cohort of baby boomer men were entering the workforce, 65% of GDP growth arose from workforce expansion. Today, nearly 80% of growth is related to productivity increases, according to the McKinsey Global Institute (MGI). MGI reports women are critical to achieving workforce expansion and increased productivity. Here’s the data:

- More women in the workforce will add to the U.S. economy. About 76% of all American women aged 25-54 are in the workforce compared with about 87% in Sweden. If the country’s rate could be boosted to 84% participation rate, it would add 5.1 million women to the workforce. This is equivalent to adding 3-4% to the size of the US economy.
- Fully deploying the education and skills of women and training women for the most productivity enhancing jobs. “In 2010, 58% of all undergraduate degrees in the US were awarded to women. As a result, women accounted for 53% of the total college educated population in the US However, only 50% of the college educated workers were women. Changing this could improve corporate performance and help raise national productivity. Women can also contribute to the productivity challenge by training in disciplines with impact on increasing productivity, such as finance, professional services, and science & technology.”

The authors state, “Corporate America has a “leaky” talent pipeline: At each transition up the management ranks, more women are left behind. According to Sylvia Hewlett, founder of the Center for Work-Life Policy, women represent 53% of new hires. Catalyst estimates that at the very first step in career advancement—when individual contributors are promoted to managers—the number drops to 37%. Climbing higher, only 26% of vice presidents and senior executives are female and only 14% of the executive committee, on average, are women. At this point women are doubly handicapped because, as our research of the largest US corporations shows, 62% are in staff jobs that rarely lead to a CEO role; (in contrast, 65% of men on executive committees hold line jobs.) This helps explain why the number of women CEOs in Fortune 500 companies appears stuck at 2-3%.”



The authors surmise, “Plugging the leaks in the talent pipeline is clearly a top priority and there are opportunities at every transition point in the pipeline. But we believe companies have a promising opportunity to capture by focusing on the transition from mid-level manager to senior management (typically the vice president role). If companies could raise the number of middle management women who make it to the next level by 25%, it would significantly alter the shape of the pipeline. More women who make it to senior management share an aspiration to lead, and more believe that getting to senior leadership is worth the cost. Advancing more women into these positions would in time help companies rebalance their executive committees, which in turn increases the likelihood of sustaining gender diversity at every level to the very top.”

“This systemic challenge can be met only through organizational transformation,” claim the authors, noting that “many companies have made real strides in removing structural barriers for women, by adopting more flexible work routines, implementing career off-ramps and on-ramps, and policies that enable women to survive the dual responsibilities of family and work. The next leg of this long journey requires something much harder to achieve—genuine transformation.”

## Members in the News

**Agilent Technologies’** sponsorship allowed entire Piner High School senior class to learn the lifesaving technique of cardio-pulmonary resuscitation (CPR) at an April 12 "CPR Anytime" training program, which was made possible by Agilent’s partnership with the American Heart Association (AHA). With assistance from a Kaiser-Permanente registered nurse and instructions in an AHA video, Piner seniors practiced CPR on inflatable mannequins. Approximately 300 Piner students completed the same

"hands-only" CPR training that 50 Agilent employees learned last July. AHA coordinated both CPR training events as part of Agilent's sponsorship of the upcoming AHA Heart Walk on Aug. 21 in Howarth Park.

**Sonoma State University** is hosting the Northern California MESA Day on Saturday, April 30. More than seven hundred middle and high school students, from the Oregon border to the Bay Area, will showcase their projects and engage in a variety of fun, hands-on math, science and engineering competitive events. Students have earned the opportunity to participate in this regional round of competitions through their winning placement at similar preliminary events in their communities. This will be the first time in MESA's 41 years that Sonoma County welcomes the larger, regional MESA Day. All three MESA centers in Sonoma County are collaborating in this unprecedented event.

**Redwood Credit Union (RCU)** has announced the selection of five contestants for their Amazing Savers contest. The contestants are: Angela and Tom Campbell, local business owners working to provide for their teenage sons' educations, support their live-in mother and save for a stable retirement; Cecilia and Juan Flores and their young son, seeking to create a livable budget and save money to create a sound future for their family; Priscilla and Dawid Jaworski, a young couple with a toddler seeking ways to save and invest to take care of their growing family; Jennifer Lynch, a teacher who struggled with job loss, but is looking for ways to budget wisely and build savings now that she has found full-time employment; Sharon Van Patten, a single mother raising three daughters while she worked to earn her degree, who wants to model good money management for her children. Each Amazing Savers team will meet regularly with an RCU financial coach who will help them create budgets, reduce debt, and transform their finances so that they can save more and improve their financial future. At the end of the year, the contestant who has made the greatest overall improvement to their finances will win \$10,000 toward their financial goals.

**Dominican University** made a list of 12 universities where a 2012 presidential or vice presidential debate might be held. Hosting a debate requires great organization and efficient use of facilities -- as many as 3,000 journalists will descend on the school. Dominican University has experience -- it successfully hosted the Governor's debate last fall.

**Buck Institute for Age Research** is planning to launch its own graduate degree program and is preparing to add more parking and on-site housing for employees and students. This planning is commencing even as construction continues on a new stem cell research facility on the northwest Novato campus. "We have Dominican students and students from other institutions from around the world," said Mary McEachron, chief administrative officer. "We have been talking to the Western Association of Schools and Colleges Accrediting Commission, and we are in the planning stages of a much more intense program." In 2008, San Rafael-based Dominican University of California and The Buck Institute started a research-intensive master's in biological sciences degree program.

**Infineon Raceway** is racing into schools this spring with the all-new Racing Rewards program during the 2011 Big O Tires Racing Season. The raceway, which will partner with elementary schools in the Sonoma and Vacaville Unified School Districts, will provide race tickets to reward students who demonstrate outstanding attendance and academic achievement in the classroom. More than 150 tickets will be provided to each district for Saturday of the Toyota/Save Mart 350 race weekend on June 25, which will feature the Thunder Valley Casino Resort 200 Pro West Series race, as well as NASCAR Sprint Cup Series practice. This marks the inaugural year of the Raceway Rewards program, which the raceway hopes to expand into several other school districts for the 2012 race season.

**Kaiser Permanente's** Medical Group Administrator, Pat Kendall, is being honored by Zero Breast Cancer for her Community Leadership in the fight against breast cancer. Pat plays a key role in promoting breast health care programs at her facility and community well-being through her leadership of Healthy Marin Partnership.

**The Press Democrat** won seven awards in the annual Better Newspapers Contest sponsored by the California Newspaper Publishers Association. A photo of a crane that fell on a home in Santa Rosa, by staff photographer Christopher Chung, won second place in the breaking news photo category at the California Newspaper Publishers Association's Better Newspapers

Contest Saturday. A photo of Cassandra Wright reacting to a move by her opponent during a chess tournament, by staff photographer Kent Porter, won second place in the feature photo category. The newspaper won first place honors for page layout and design, a sports story by Columnist Bob Padecky on a basketball star at Hanna Boys Center, and a sports picture by photographer John Burgess of a home plate collision in the championship series between the San Francisco Giants and Philadelphia Phillies. The newspaper also won second-place awards for its lifestyle coverage, for financial story and for breaking news and feature photos. Business writer Nathan Halverson was recognized for his reporting on mortgage modification problems encountered by local homeowners

## About Us



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 37 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](mailto:info@northbayleadership.org) Visit Us Online at [www.northbayleadership.org](http://www.northbayleadership.org)