

POLICY WATCH – June 2014

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Welcome to our June Policy Watch. June is a month of celebrations. We join the celebration with asking for your help in sending us nominations for YOUR favorite leader, be it a person, organization, team or partnership. We want to recognize who YOU think is great. So please bring them to our and the North Bay's attention by submitting a nomination (or two) for a Leader of the North Bay. See below for details.

Like many of you in this severe drought, NBLC is focusing on water policy and how to make the North Bay and our state more resilient to endure this potentially "new normal" condition. We begin a series on water in this issue to better inform us of the challenges from the drought and what we can do about it.

Congratulations to all of the graduates. We found the graduation speech in this issue compelling in its message to grads as well as the rest of us. Stay curious. Keep learning. Good advice that we are taking!

Best,



Cynthia

****DEADLINE EXTENDED TO 7/1! NBLC Is Counting on You – Nominate Your Favorite Leader of the North Bay Today!**

NBLC needs your help. We want to honor the best leaders the North Bay has to offer. But we need YOU to submit a nomination of the leader who inspires you, who makes you want to be a better person, who shows the way to a better community, or a healthier environment or courage to take action, lead change or be a role model for others.



The leaders we seek to recognize can be a person, a team, a partnership, an organization or a company. We only ask that the nominee be exemplary and that you nominate in one or more of the following categories:

- **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 from NBLC's [website](#). 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 extended until July 1, 2014.** The awards will be presented at a luncheon ceremony on October 31, 2014 at the Embassy Suites, San Rafael.

Water – Issue of the Century?



NBLC recently met with several leaders in water policy concerning the drought, water's roles in the economic ecosystem and the potential water bond on the November 2014 ballot. With the drought's impacts being felt more every day and water moving up as a priority in regionally and statewide, there was a lot to talk about in our meetings. Some top takeaways:

John Coleman, president of Association of California Water Agencies (ACWA), shared that every aspect of California's economy depends on water. Unfortunately, like much of our state's infrastructure, our water system has not kept up with the growth in population or changes in use, nor has that system been well maintained. Coleman says that means "large investments are needed in water storage capacity, conservation/recycling/reuse, safe drinking water, levee improvements, and ecosystem restoration. The drought makes it clear: Californians must invest in a comprehensive program to achieve these coequal goals and better prepare for a drought that may be our new normal."

To make those needed investments, we need money. The state has been debating how to raise that money for years in terms of a water bond. This year a recycled water bond is already scheduled to be on the November ballot but this is not the “right” water bond in terms of what the voters will support or what makes sense in addressing our water system improvements. A right bond will have to trim the fat and be less than \$10 billion. It will need to eliminate earmarks and focus on essential improvements. Funding should be allocated to water storage and Delta restoration; groundwater cleanup; regional capacity building and quality improvements for safe drinking water.



There are several bills before the legislature that, if passed, would replace the water bond that is a bad hangover from 2009. What is needed now is leadership in both houses and both parties to pass a water bond that gives the state voters the chance to invest in the right things that protect our precious water. With the drought in full force, this is the most opportune time for a bipartisan coalition to lead the way and the voters to act. Let’s hope that the first thing the legislature does after passing the budget is pass the right water bond which must be done by early August to make the November ballot.

Jeffrey Mount, of the Public Policy Institute of California presented his Drought edition of “California Water Myths.” Mount shares that while myths often have a basis in fact, and help simplify issues, they also miss the reality of our conditions and need to be debunked to make good public policy. And the drought has led to five myths that need correcting. Especially because, Mount noted, it is crises like floods, droughts and lawsuits that get people to want to make change and get things done.

Mount’s first myth is: California is running out of water and it is hurting the economy. What also needs to be realized is that human uses are declining while the economic efficiency of water use increases. Which means, says Mount, “We are not running out of water, just cheap water.” Californians are doing well at adapting to “increasing demand and scarcity” and there is “improved reliability in urban areas.” But agriculture’s dependence on cheap water will require big adjustments.



The second myth is: More reservoirs would have gotten us through this drought. Mount agrees that reservoirs are low and more storage would help but points out that “more reservoir storage does not always equal more water.” Surprisingly, Mount reveals that “the average annual yield of new storage is approximately 10% of the new volume” as opposed to much higher yields in existing

storage. The costs of new storage are also very high and who pays the costs is a critical factor. Where the storage is located is crucial. And if we want more storage, groundwater storage is cheaper and has other benefits.

The third myth relates to groundwater. It is: Groundwater is our reliable drought reserve. Yes, we have much high groundwater storage capacity than reservoir storage. And groundwater storage is cheaper and located closer to demand with fewer environmental issues. But while groundwater storage according to Mount is the most important drought storage it isn’t as resilient as people think due to groundwater

overdraft and pollution. To preserve groundwater storage, we need more sustainable management and less “mining.” The proposed legislative solutions being considered come with difficult trade-offs which may impact the ability to get a solution enacted.

Mount’s fourth myth is: The environment is taking all of the water (and water going to the sea is wasted). It is true says Mount that half of water use is allocated to the environment and has been increasing in the last two decades. And that meeting habitat and water quality standards are constraints. But Mount says that in terms of drought, these standards are “frequently relaxed.” And that the amount of water going to the environment varies with precipitation. And that outside of the North Coast, most of the water goes to agriculture. The most important reality to understand is that “failure to manage the environment well during drought has long term negative consequences, such as putting more species on the Endangered Species list; allowing more invasive species to become established; triggering future disruptions to water system operations; and creating long-term increases in costs.”

The fifth myth is: Our water rights system is too antiquated and rigid to handle drought. Mounts shares that our “laws are 100 years old and notoriously difficult to understand.” He says that these laws ignore groundwater in most cases, give seniority based on the timing the water right or permit was secured that “protects inefficient uses.” And that the system gives “no explicit allocation for human health, safety or environmental values.” Mark Twain claimed “whiskey’s for drinking and water’s for fighting” which remains true to this day. Mount says, “Water rights are not a form of private property but under the Public Trust Doctrine which allows public trust values to be considered. And in law, the term “reasonable use” is a dynamic principle that has adapted to a variety of changes in use and circumstance. He concludes, “The system of laws governing water rights is flexible enough to manage for multiple, competing uses (we just haven’t done so).”

In future editions of Policy Watch, we will continue our exploration of water policy, and delve into the innovations and projects being done in the North Bay. We can count ourselves lucky to have great resiliency in our region to weather a drought.

Dear Graduates: Don’t follow your dreams (A commencement speech for the mediocre)

In “Dear graduates: Don’t follow your dreams (A commencement speech for the mediocre),” (Salon, May 22, 2014) Tim Donovan, says “The brutal truth is that most people can't pay the bills by living their passion.



So what can we do instead?” Donovan goes on to tell his story. He says, “A little over a year ago, I was a waiter. For nine years, I toiled in a number of bars and restaurants from Boston to Las Vegas and a lot of places in between. I’d earned my degree (in a manner of speaking) from Emerson College in creative writing, but by the time I graduated, I was already making more money waiting tables than I could ever hope to earn as an entry-level drone at a publishing house, or marketing firm, or somewhere else I’d surely hate. I didn’t particularly *love* working in restaurants, mind you, but I did like the people, and I *really* liked the money, and I was happy to have a lot of time to myself to pursue the subjects that interested me: politics, graphic novels, art, board games with good friends, wine and women.



I had a lot of interests.

But I also had absolutely no idea what I wanted to “do” with my life, in the sense of earning a living while pursuing a career that I might not completely hate. Restaurants were an easy default to fall back on, with the added benefit of building a résumé, references and the experience in the industry that people look for when hiring someone for a job.

Years passed, and I worked at one restaurant after the next. At one point I took up painting, and for a while, I thought maybe I’d found a meaningful, serious passion that I could pursue outside my life as a waiter. It didn’t last. For the most part, I was very happy but completely unfulfilled. I craved something bigger, even if I hadn’t the faintest clue what that “thing” might be. In short, I lived the life that many of you will surely experience in the coming years, despite the fact that most commencement speakers don’t want to address this difficult, unfortunate reality.

See, commencement speakers are the outliers — the most successful, interesting people that colleges can find — and their experiences are the most inspirational but also the least realistic. Even worse, they tend to be far too willing to dish out the craziest, worst advice, simply because it somehow worked for them. “Follow your dreams” and “live your passions” are insanely unhelpful tips when the bills need paying or the rent is almost due. Invariably, commencement speakers tend to be the lucky few, the ones who followed their dreams and still managed to land on their feet: Most of us won’t become Steve Jobs or Neil Gaiman, regardless of how hard we try or how much passion we might hold. It’s far more likely to get stuck working as a waiter or bartender, or on some other dead-end career path. Most people will have to choose between “doing what they love,” and pursuing the more mundane promise of a stable paycheck and a promising career path. And there’s absolutely nothing wrong with making the latter choice; in fact, I’d usually recommend it.

But for all of those young graduates who look out today and see a limitless horizon of excitement and opportunity, I hate to be the one to say it, but you probably won’t get there. And I’ve often wondered if, perhaps, those of us who ended up waiting tables or working the dead-end office jobs would be better suited to offering real advice to new graduates, advice tailored toward the majority, those who won’t attain the loftiest heights of their dreams — but still must find meaning and value in our imperfect world. And for those people, the rest of us, my advice is quite simple: Stay curious and keep learning.

Your job might be terrible, it might be horribly boring and physically draining like mine was. You might work in a terrifying corporate culture that stifles creativity and punishes independent thinking. You might be forced to watch round after round of layoffs and budget cuts, wondering if and when the ax will fall on you. And of course, there are plenty of other terrible ways that your life can turn sideways, too.

Stay curious. Keep learning.”

Donovan says, “Boredom is a sickness. The complacency of sitting still is a crime against yourself, against your own ability to find meaning and happiness in our often-dreary world. We live in a hyper-connected culture that offers more opportunities than ever before to find new information, to keep learning and growing as a person. You can never really know where your journey will take you. When my own journey

started, I was still waiting tables full-time. Fast-forward one short, incredible year, and I've left the industry behind, creating a career for myself that pays me to write for a massive audience about the issues and ideas that I care about, and that don't get nearly enough attention in our media. I've gone on TV and radio interviews, I've been profiled by a Dutch newspaper, and soon I'll be in a major documentary. Pretty good for a lowly waiter, right?"

He goes on to talk about how he found his wife who "provided me with mental stability, so that I could focus on my passions. She made me accountable. And she made it a whole lot easier to move away from the lazy, comfortable cocoon of friends and family. Familiarity and social circles are great, but if your life is stuck on neutral, complacency can become a terrible trap. Sometimes, changing your life means leaving your comfort zone. And it helps to have someone at your side when you make that change."

Donovan says, "A year ago, the night my first article was published on Salon — the first piece I ever submitted anywhere — I had to go into work at my job on the Las Vegas strip, serving cheeseburgers and steak and eggs to drunk tourists from midnight until 8 a.m. And though I knew that my life had changed forever, I had no idea *how* it had changed — no idea what to do next, or how to leverage this opportunity into something bigger. Knowing where I wanted to go didn't mean that I had the faintest idea of how to get there. But my decade of always staying curious, of constant reading and learning, had unintentionally provided me with the necessary foundation to pursue this newfound dream, to get paid for the act of writing and thinking."



He urges "*So stay curious. Keep learning.* Never stop enjoying the wonder of the world, and never lose the curiosity that got you here today, through four years (or more) of long papers and difficult tests, heated discussions and late-night confusions. Your education shouldn't end with the turn of a tassel, or the reception of a degree. Good luck, Class of 2014: You're gonna need it."

For the full speech, go to

http://www.salon.com/2014/05/22/dear_graduates_dont_follow_your_dreams_commcement_speech_for_the_mediocre/

Members in the News

SSU to Increase Faculty Hiring to Better Serve Students

SSU President Ruben Armñana has announced that if the Governor's final budget offer to the California State University system of \$142 million holds, the campus will hire a minimum of 45 new permanent faculty over the next three academic years.

Agilent Preps New Program for Middle School Instructors, Students

Agilent Technologies and the Sonoma County Office of Education are preparing to launch a new collaborative program for middle school instructors this summer, providing educators a two-week externship that will ultimately fuel a real-world engineering project for students during the academic year.

Hanson Bridgett Recognition for Their Contributions

At Hanson Bridgett, the drive to serve is strong and selfless.

PG&E Grant to Help Pay for Stanford

Tam High senior adds PG&E scholarship to list of accolades

Sunny Hills Services Urges Support for Foster Youth Teen Parents

National Foster Care Month in May was an opportunity for us to reflect on the systemic progress that has been achieved for youth in the foster care system.

SolarCraft Installs Solar Panels at Hess Collection Winery in Napa

Novato and Sonoma based SolarCraft announced the completion of a 649 kW solar power system at Hess Collection Winery providing nearly 100% of the electrical needs for its Napa, CA production facility.

DOMINICAN JOINS COURSERA FOR LEARNING HUBS PROJECT

Coursera, the open online course platform, has named Dominican University of California as one of eight new Global Learning Hubs. This will be the first Coursera Learning Hub to be located in a U.S. university

Fireman's Fund's Paul Fuegner Recognized as Marketer That Matters™ by The Sage Group, sponsored by The Wall Street Journal

Fireman's Fund Insurance Company announced today that Paul Fuegner, vice president of brand and customer marketing, was recognized as a winner of the 2014 Marketers That Matter™ award.

Sonoma Raceway to Host Verihealth High Speed Blood Drive, May 5

BloodSource and Sonoma Raceway will team up to give blood donors a once-in-a-lifetime experience at the 14th annual Verihealth High-Speed Blood Drive at Sonoma Raceway on Monday, May 5.

Read more online at 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 45 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