

## POLICY WATCH – March 2015

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- North Bay Housing Summit: Sheraton Hotel, May 8<sup>th</sup> Tickets Selling Quickly – Get Yours Today!
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We welcome Friedman's Home Improvement as our newest board member. Friedman's is a wonderful local company that has been a huge part of the North Bay economy and community for decades. A few years ago, we honored Bill Friedman as one of our Leaders of the North Bay. We hope that you will nominate the leaders in your life, the ones who are making a difference and giving the North Bay its unique character. The details are below.

We encourage you to attend the North Bay Housing Summit. The housing crisis threatens our families, communities, environment and economy. That's a lot of threats! We are very proud of the speakers we have assembled to help us as a community find solutions to this crisis.

The article on the comparison of U.S. Millennials' skills to their peers in key countries around the world is very sobering in its assessment that these students, the mostly highly educated in history, rank far below their peers. The study's results "raises the question of whether we can thrive as a nation when a large segment of our society lacks the skills required for higher-level employment and meaningful engagement in our democracy."

We hope you will join us in addressing these public policy issues that determine our future. Together, we can do more!

Best,



Cynthia

### Friedman's Home Improvement Joins North Bay Leadership Council

North Bay Leadership Council (NBLC) is pleased to announce that Friedman's Home Improvement is the newest member of the organization. Friedman's Home Improvement is the largest locally-owned home improvement retailer in Sonoma and Mendocino Counties. The company, founded in Petaluma in 1946,

is renown for its commitment to the communities it serves and to its employees. In Sonoma County, they have stores in Santa Rosa, Sonoma and Petaluma.

The new Petaluma store is an Excellence Award winner for Facility Design and marks a homecoming for the venerable family-owned firm. The company has also been honored with a Press Democrat Reader's Choice Award for Best Home Improvement Center in Sonoma County, and Chairman Bill Friedman received the NBLC Leaders of the North Bay Award for "We're in the Together - Community Building."



Brad Bollinger, NBLC Board Chairman, said "We at NBLC wanted Friedman's Home Improvement to join because they are such an exemplary company that models what we value: leading business in their industry; strong corporate social responsibility, green business practices; and a desire to collaborate with others to improve the future for our children."

Friedman's Home Improvement is a major local employer with over 550 people in its employ. They are a founding member of Sonoma County Go Local and support the local economy by going local first for purchasing products and services needed to operate their business as well as supporting local non-profits to benefit the community.

Barry Friedman President and CEO, will be the NBLC Board member. He said, "Friedman's understands the importance of working with likeminded organizations to promote a more sustainable future for our families and communities. NBLC's goals align well with ours and I look forward to working with the other members to make the North Bay an even better place to live and work."

Barry Friedman is the third generation of leaders for Friedman's Home Improvement. Barry began working in the store at the age of 8, and learned the business from the ground up. Barry graduated with a degree in business from Lewis & Clark College, Portland, and returned to Friedman's in 2004 to continue learning different phases of the business. He became CEO and President in June, 2013.

With the addition of Friedman's Home Improvement, NBLC has grown to 47 members who represent a wide variety of businesses, non-profits and educational institutions, with a workforce in excess of 25,000.



# North Bay Housing Summit

We have a housing crisis. Find out from business leaders, housing experts and planning officials how to remove barriers and use new strategies to create more workforce and affordable housing.

## Keynote Speakers:

**Carl Guardino**



President & CEO of the Silicon Valley Leadership Group; Co-creator, Housing Trust Silicon Valley; Co-managed Prop. 46, the statewide Housing Bond; and Co-chaired Prop. 1-C, the 2006 statewide Housing Bond.

**Carol Galante**



Turner Distinguished Professor in Affordable Housing & Urban Policy and the Faculty Director of the Berkeley Program in Housing & Urban Policy, UC – Berkeley; Co-chairs the Policy Advisory Board of the Fisher Center of Real Estate and Urban Economics; former Assistant Secretary for Housing/Federal Housing Commissioner at the U.S. Department of Housing and Urban Development (HUD); and former CEO, BRIDGE Housing Corporation.

***Take action—join us!***

**May 8, 2015**

**Sheraton Hotel**  
745 Baywood Drive  
Petaluma, CA 94954

**7:30 a.m.** Registration  
**8:00 a.m.—1:30 p.m.** Program

**\$75 Per Person, \$600 Table of 8**  
(Includes continental breakfast and lunch)

**Pre-Registration Required**

**REGISTER ONLINE**  
**[www.northbayleadership.org](http://www.northbayleadership.org)**

**Deadline for Reservations:**  
**May 1, 2015**

**Space is Limited**

**Buy Your Ticket Today!**

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**For Online Registration: [WWW.NORTHBAYLEADERSHIP.ORG](http://WWW.NORTHBAYLEADERSHIP.ORG)**

**Questions: [info@northbayleadership.org](mailto:info@northbayleadership.org) or 707.283.0028**

# 2015 LEADERS OF THE NORTH BAY



## Do You Know an Outstanding Leader in the North Bay?

North Bay Leadership Council will honor outstanding organizations, individuals and teams or partnerships for their leadership in contributing to the prosperity and quality of life in Marin, Sonoma, and Napa Counties.

### Nominate in 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, 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.*

### 2014 Honorees

Caught in the Act of Leadership,  
Individual Excellence in  
Leadership:

**James Farley**

County of Marin, Cultural  
Services (Retired)

We're All in this Together,  
Community Building:

**Willie Tamayo**

La Tortilla Factory

Paint the Community Green,  
Environmental Stewardship:

**Marin Sanitary Service**

The "Light Bulb" Went On,  
Innovative/Entrepreneurial Spirit:

**Buck Institute for  
Research on Aging**

Empowering the Latino Commu-  
nity, Leadership within the Latino  
Community:

**La Luz Center**

## Nomination Deadline

**May 22, 2015**

FOR MORE INFORMATION

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

E-mail: [info@northbayleadership.org](mailto:info@northbayleadership.org)

Phone: 707.283.0028

### SAVE THE DATE

**Friday, October 23, 2015**

2015 Leaders of the North Bay

**AWARDS LUNCHEON**

Hyatt Vineyard Creek Hotel, Santa Rosa



Online Nomination Form

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



## Skills Challenge – Why is America falling further behind?



A new report by Educational Testing Service (ETS), America's Skills Challenges: Millennials and the Future provides disturbing evidence that "U.S. millennials, despite having the highest levels of educational attainment of any previous generation, on average, demonstrate weak skills in literacy, numeracy and problem solving in technology-rich environments compared to their international peers." In a press release titled "Millennials' Weak Skills Threaten America's Competitiveness," (February 17, 2015), ETS said the study's results

"raises the question of whether we can thrive as a nation when a large segment of our society lacks the skills required for higher-level employment and meaningful engagement in our democracy."

The report suggests that "far too many are graduating high school and completing postsecondary educational programs without receiving adequate skills," writes Irwin Kirsch, Director of ETS's Center for Global Assessment, in the report's preface. "If we expect to have a better educated population and a more competitive workforce, policymakers and other stakeholders will need to shift the conversation from one of educational attainment to one that acknowledges the growing importance of skills." (Emphasis added.)

ETS researchers Madeline Goodman, Anita Sands and Richard Coley focused millennials because they have the most schooling of any cohort in American history and are "the most recent product of our educational systems. And, these millennials will shape the economic and social landscape of our country for many years to come."

"The authors assert that especially in the U.S., where many millennials are putting themselves at risk financially to obtain higher education, policymakers and researchers must carefully examine what kinds of postsecondary education and training are leading to increased skills and which are not. There are a number of very real consequences to ignoring the skill challenges outlined above. The PIAAC results raise deeper social equity concerns, since the gap between our highest and lowest performers is among the largest, which threatens to perpetuate inequalities in the broader society. Societies that display this pervasive inequality are likely to experience adverse consequences, including mistrust in government, decreased civic engagement, increased rates of incarceration, poor health, obesity, addiction and more. Wide disparities in education and skills weaken and erode participation and confidence in our democracy."

"As a country, we need to address the question of whether we can afford (in both a moral and fiscal sense) to write off nearly half of our younger-adult population as not having the skills needed to effectively engage as full and active participants in their own future and that of our nation," conclude authors

Goodman, Sands and Coley. “Skills or knowledge can either feed inequality or be an equalizing force. We must decide.”

The study was conducted by “the Programme for the International Assessment of Adult Competencies (PIAAC) to compare the U.S. to 21 other member countries in the Organisation for Economic Cooperation and Development (OECD). The report focuses on young adults born after 1980 who were 16–34 years of age at the time of the assessment. PIAAC measured adult skills across three domains: literacy, numeracy and problem solving in a technology-rich environment (PS-TRE).”

“The authors report that average scores for U.S. millennials were lower than in many other countries and ranked at the bottom in numeracy and PS-TRE. More worrisome is the fact that the youngest segment of the U.S. millennial cohort (16- to 24-year-olds), who could be the labor force for the next 50 years, also ranked last in numeracy and among the bottom countries in PS-TRE.”

The news get worse. The research shows “that even our best performing and most educated millennials, those who are native born, and those with the greatest economic advantage in relative terms, do not perform favorably in comparison to their peers internationally. In fact, in numeracy, the U.S.’s top performing millennials scored lower than top-performing millennials in 15 of the 22 participating countries, indicating that the skills challenge is systemic. Low-scoring U.S. millennials ranked last and scored lower than their peers in 19 participating countries.”



Looking at performance by educational attainment, millennials with a four-year bachelor’s degree scored higher in numeracy than their counterparts in only two countries: Poland and Spain. Those whose highest level of educational attainment was either *less than high school or high school* scored lower than their counterparts in almost every other participating country. And, our best-educated millennials — those with a master’s or research degree — only scored higher than their peers in three countries.

Copies of *America’s Skills Challenge: Millennials and the Future*, are available at <http://www.ets.org/s/research/29836/>.

## Members in the News

### **Midstate Construction Company's Projects: City of Dublin Corporate Yard, Public Safety Complex and ACFD Fleet Maintenance Facility**

Midstate Construction Corporation is proud to have been a successful partner in the recently completed City of Dublin Corporate Yard, Public Safety Complex and Alameda County Fire Department Fleet Maintenance Facility.

### **Redwood Credit Union Offering Free Upcoming Money Workshop Gives Teens a “Bite of Reality”**

Redwood Credit Union (RCU) will offer a free “Bite of Reality” financial education workshop for Sonoma County high school students at its Santa Rosa administrative offices, located at 3033 Cleveland Ave., on Thursday, March 26. The hands-on event will run from 9 am to 12 noon, and will provide teens with a simulation of the money management challenges adults face every

day.

### **Congratulations to the NBLC Members Honored by North Bay Business Journal's Corporate Philanthropy Awards**

NBLC member honored by North Bay Business Journal as the greatest corporate philanthropists of 2015.

### **Basin Street Buys 11 More Petaluma Building**

Basin Street Properties, a major builder of the Telecom Valley cluster of startups in Petaluma around the dawn of the 21st century, has invested in that market with even greater vigor, buying 11 office buildings totaling more than a half-million square feet.

### **Redwood Credit Union Launches Apple Pay**

First North Bay-based institution to offer high-tech payment service

**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 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](mailto:info@northbayleadership.org)

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