

POLICY WATCH – September 2013

In this Issue

- Lucas Cultural Arts Museum Should be in the Presidio
- NBLC Endorsements for November Elections
- The “Fail Decade” Pushes Millennials to the Left – Triggering a New Political Age
- Don’t Wait: Leaders of the North Bay Tickets Selling Quickly!
- Members in the News



This fall is filled with opportunities for great success or failure. We wait to see if the federal government shuts down, while hoping for the best. In this issue, we present more opportunities for success such as the Lucas Cultural Arts Museum being selected as the new jewel in the Presidio, or the election of leaders who will help our cities through turbulent times. We also look at the new leaders rising up from the Millennial generation and foresee the world as it may be under their reign. And lastly, we celebrate the Leaders of the North Bay at the Awards luncheon on November 1st.

Tickets are selling very quickly. It looks like we will sell out early this year – if you want to attend, you should buy your ticket today!

Best,

Cynthia

NBLC Calls for Lucas Cultural Arts Museum to be Selected by the Presidio Trust



NBLC supports the **Lucas Cultural Arts Museum**, proposed by George Lucas, to be the choice of the Presidio Trust. The Museum is one of the three finalists for the former commissary site at the Presidio. Mr. Lucas’ proposal includes building a \$250 million Beaux-Arts-style museum that would house his \$1 billion personal collection of

artworks. The proposed 93,000 square foot museum, designed by the Urban Design Group, would have five galleries filled with Lucas’ collection, including a permanent collection, traveling exhibitions from around the world and one room dedicated to cutting edge digital arts. The building would house a theater, lecture hall, café and gift shop. The proposal comes with a pledge of \$700 million of Mr. Lucas’ own money and has been endorsed by Mayor Ed Lee.

The two competitors offer no funding nor do they have anywhere near the same level of public adoration as does Mr. Lucas and his films, notably the Star Wars Trilogy. The second proposal, according to the San Francisco Business Times, is “The Bridge/Sustainability Institute from WRNS Studio and the Chora group, they would build an interactive research center for sustainable practices that would resemble a sort of modern science fair. The last proposal is by the Golden Gate National Parks

Conservancy to build a 'cultural center' that offers cooking classes, film festivals, interactive art installations, as well as educational workshops and youth summits."

The Lucas Cultural Arts Museum will be one of the most beautiful buildings in San Francisco and the building and the art it contains will create a magnet for visitors from around the world. As George Lucas has graced the Bay Area with his presence and creativity for decades, bucking the trend to locate his company in southern California, it would be a travesty for his museum to not be located in San Francisco.

The decision by the Presidio Trust about which proposal to select is drawing near. Please join NBLC and other supporters in endorsing the project and advocating on its behalf to the Presidio Trust. The Trust is taking public comments now on their website and will hold a public hearing on October 24 with the goal of selecting the final bidder by November. To post comments, go to: <http://www.presidio.gov/about/Pages/commissary-proposals.aspx> - for a link to a video with more design details, go to: <http://www.youtube.com/watch?v=HI6dRf4TrGg>. And please remember to go to the Lucas Cultural Arts Museum Facebook page and like it! - <https://www.facebook.com/lucasculturalartsmuseum>

North Bay Leadership Council Endorses Measure F, Council Candidates in San Rafael and Novato, and Marin Community College District Trustees

North Bay Leadership Council (NBLC) announced its endorsements for the November election. NBLC choose to SUPPORT the following measure and candidates:

Yes on Measure F (Marin General Hospital Bond Measure)

San Rafael City Council:

Kate Colin

Maribeth Bushey-Lang

Novato City Council:

Denise Athas

Marin Community College District:

Brady Bevis

Diana Conti

Wanden Treanor



Please remember to vote in this election to ensure that your voice is heard.

The “Fail Decade” Pushes Millennials to the Left – Triggering a New Political Age



And keeping with political news, Peter Beinart, writing in the Daily Beast, describes **The Rise of the New New Left** (<http://www.thedailybeast.com/articles/2013/09/12/the-rise-of-the-new-new-left.html>). He theorizes that the election of moderate Bill de Blasio as Mayor of New York “is part of a vast shift that could upend three decades of American political thinking... an omen of what may become the defining story of America’s next political era: the challenge, to both parties, that will cause them fits.”

Beinart says, “To understand why that challenge may prove so destabilizing, start with this core truth: For the past two decades, American politics has been largely a contest between Reaganism and Clintonism.” Beinart explains that America’s reigning political generation consists of the “Republican children of Reagan and Democratic children of Clinton.” He says, “By ‘political generation,’ I mean something particular. Pollsters slice Americans into generations at roughly 20-year intervals: Baby Boomers (born mid-1940s to mid-1960s); Generation X (mid-1960s to early 1980s); Millennials (early 1980s to 2000). But politically, these distinctions are arbitrary. To understand what constitutes a *political generation*, it makes more sense to follow the definition laid out by the early-20th-century sociologist Karl Mannheim. For Mannheim, generations were born from historical disruption. As he argued—and later scholars have confirmed—people are disproportionately influenced by events that occur between their late teens and mid-twenties.”

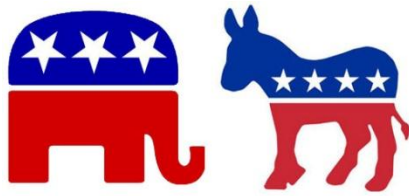
“During that period,” says Beinart, “between the time they leave their parents’ home and the time they create a stable home of their own—individuals are most prone to change cities, religions, political parties, brands of toothpaste. After that, lifestyles and attitudes calcify. For Mannheim, what defined a generation was the particular slice of history people experienced during those plastic years. A generation had no set length. What mattered was whether the events people experienced while at their most malleable were sufficiently different from those experienced by people older or younger than themselves. In Mannheim’s terms, they constitute a single generation because no great disruption in American politics divides them.”

Beinart details how the Millennials were entering their “plastic years” at a time of genuine historical disruption when the government provides much less economic security. He says, “In 2001, just as the first Millennials were entering the workforce, the United States fell into recession. By 2007 the unemployment rate had still not returned to its pre-recession level. Then the financial crisis hit. By 2012, data showed how economically bleak the Millennials’ first decade of adulthood had been. Between 1989 and 2000, when younger members of the Reagan-Clinton generation were entering the job market, inflation-adjusted wages for recent college graduates rose almost 11 percent, and wages for recent high school graduates rose 12 percent. Between 2000 and 2012, it was the reverse. Inflation-adjusted wages *dropped* 13 percent among recent high school graduates and 8 percent among recent graduates of college. But it was worse than that. Millennials were also victims of a longer-term downward slide in



Getty

benefits. The percentage of recent college graduates with employer-provided health care, for instance, dropped by half between 1989 and 2011. In addition, Millennials have come of age at a time when the



government safety net is far more threadbare for the young than for the middle-aged and old.”

The statistics of the Millennials’ world view, Beinart says are as follows: “Pew found that two-thirds of Millennials favored a bigger government with more services over a cheaper one with fewer services, a margin of 25 points above the rest of the population. While large majorities of older and middle-aged Americans favored repealing Obamacare in late 2012, Millennials favored expanding it, by 17 points. Millennials are substantially more pro-labor union than the population at large. Most striking of all, Millennials are more willing than their elders to challenge cherished American myths about capitalism and class. According to a 2011 Pew’s study, Americans under 30 are the only segment of the population to describe themselves as “have nots” rather than “haves.” They are far more likely than older Americans to say that business enjoys more control over their lives than government. And unlike older Americans, who favor capitalism over socialism by roughly 25 points, Millennials, narrowly, favor socialism.”

Beinart says, “There is more reason to believe these attitudes will persist as Millennials age than to believe they will change ... academic studies suggest that party identification, once forged in young adulthood, is more likely to persist than to change. There’s also strong evidence from a 2009 National Bureau of Economic Research paper that people who experience a recession in their plastic years support a larger state role in the economy throughout their lives. The economic circumstances that have pushed Millennials left are also unlikely to change dramatically anytime soon. A 2010 study by Yale economist Lisa Kahn found that even 17 years later, people who had entered the workforce during a recession still earned 10 percent less than those who entered when the economy was strong. In other words, even if the economy booms tomorrow, Millennials will still be suffering the Great Recession’s aftershocks for decades.”

The Millennials could have an increasing influence over American politics. Says Beinart, “In the 2008 presidential election, Millennials constituted one-fifth of America’s voters. In 2012, they were one-quarter. In 2016, according to predictions by political demographer Ruy Teixeira, they will be one-third. And they will go on constituting between one-third and two-fifths of America’s voters through at least 2028. Millennials, while hungry for government to provide them that economic security, are also distrustful of its capacity to do so. As a result of growing up in what Chris Hayes’ has called the “fail decade” — the decade of the Iraq War, Hurricane Katrina and the financial crisis— Millennials are even more cynical about government than the past generations of young Americans who wanted less from it.”



Beinart concludes, “Many young Americans feel that economic unfairness is costing them a shot at a decent life. Such sentiments have long been widespread among the poor. What’s new is their prevalence among people who saw their parents achieve—and expected for themselves—some measure of prosperity, the people Chris Hayes calls the “newly radicalized upper-middle class.” Same as New York, by electing Ed Koch in 1978 foreshadowed a national shift to the right, New York in 2013 is foreshadowing a national shift to the left. The door is closing on the Reagan-Clinton era. It would be ironic if it was Hillary Clinton herself who sealed it shut.”

Leaders of the North Bay Awards Luncheon Tickets Going Fast!

2013 Leaders of the North Bay Awards Luncheon

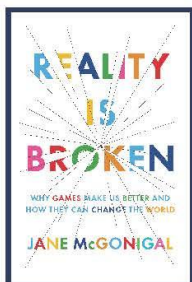
November 1, 2013
11:30 a.m. - 1:30 p.m.
Hyatt Vineyard Creek Hotel, Santa Rosa

Keynote Speaker: Jane McGonigal

Inventor, Visionary Game Designer & Futurist

Ahead of the Curve

Jane McGonigal is a world-renowned creator of alternate reality games, or games designed to solve real problems and improve players' real lives. Jane is the inventor of SuperBetter and author of the New York Times bestseller *Reality Is Broken*. She is a visionary game designer and futurist who is harnessing the power of Internet games in new ways to help solve some of the biggest challenges facing our world today and tomorrow, from depression and obesity to global issues like poverty and climate change. One of the most popular TED Talk presenters, she will inspire you with new ways to live a healthier and happier life.



Register online at
www.northbayleadership.org

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Our Salute to Individuals and
Organizations from the Region that have
been Positive Catalysts for Change

Honorees

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

Pam Chanter

VANTREO Insurance Brokerage

We're All in this Together,
Community Building:

Linda Davis

Center for Volunteer and
Nonprofit Leadership

Paint the Community Green,
Environmental Stewardship:

**Sonoma County Beekeepers'
Association**

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

Empowering the Latino Community,
Leadership within the Latino
Community:

Canal Alliance



RESERVATION FORM

Name(s) _____		Menu Choices (Indicate quantity)	
Company _____		<input type="checkbox"/> Chicken <input type="checkbox"/> Vegetarian	
Email _____	Phone _____		
Please reserve _____ seats @\$60 per person or _____ table(s) of 8 at \$480 per table (includes company name on table) Ticket order deadline is October 25, 2013.			
<input type="checkbox"/> Enclosed is my check for \$_____. Please make payable to: NBLC, 775 Baywood Drive, Suite 101, Petaluma, CA 94954			
Fax: (707) 763-3028 / Email: info@northbayleadership.org			
<input type="checkbox"/> Please charge my credit card <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard Name as it appears on card _____			
Card Number _____	Exp. Date _____	3-digit Security Code _____	
Billing Address _____	City _____	State _____	Zip _____

Tickets are nonrefundable within 72 hours of the event.

Members in the News

St. Joseph Health's Santa Rosa Memorial Hospital Opens Phase 1 of Expanded Emergency Department; First Private Rooms, Plus Enlarged Waiting and Registration Areas, are part of \$15 Million Remodel

Phase 1 of a renovation to add 50 percent more space to Santa Rosa Memorial Hospital's busy and previously crowded Emergency Department is now complete, and following authorization by the state Department of Public Health this week, the hospital opened the ER expansion to patients for the first time Tuesday, Sept. 24, 2013.

American AgCredit Acquires Petaluma Insurance Firm

American AgCredit has acquired a Petaluma company that provides crop insurance for grape growers and dairy farmers.

SolarCraft Brings Solar Power to Sonoma's Sweetwater Spectrum

Novato and Sonoma based SolarCraft announced the completion of a 51 kW solar electric and solar pool heating system at Sweetwater Spectrum community in Sonoma, CA, a residential development geared specifically for adults with autism. The photovoltaic and solar pool heating systems will provide energy savings for its community for many decades.

Medtronic Named One of the World's Leading Companies for Sustainability

Medtronic, Inc. is one of the world's leading companies for sustainability, according to new ratings released today. For the third year in a row, Medtronic was named to the Dow Jones Sustainability World Index (DJSI World), which analyzes companies on a variety of sustainability criteria, including economic performance, environmental stewardship and social responsibility. This adds to the recognition Medtronic received earlier this year from FTSE4Good.

Redwood Credit Union Supports United Way with Employee Volunteer Days Around the North Bay

Projects Completed at Non-Profits in Sonoma, Marin, Mendocino and Napa Counties; Annual Drive Raises more than \$90,000.

Santa Rosa Junior College Adds Agribusiness coordinator

An evolutionary period for the agriculture and natural resources department at Santa Rosa Junior College has continued into the college's fall semester, with the hiring of a full-time agribusiness instructor and coordinator expected to advance efforts to familiarize students with the business principles behind farming and food.

Agilent Technologies to split into two companies

Agilent Technologies announced plans Thursday to split itself into two separate companies, and one of the new companies will be headquartered in Santa Rosa.

BioMarin Trial Begins Batten Disease Battle

An experimental drug from BioMarin Pharmaceutical Inc. will take on a deadly rare childhood disease that currently has no treatment.

Hanson Bridgett LLP Named One of Working Mother & Flex-Time Lawyers "50 Best Law Firms For Women" For Excellence in Flexibility and Leadership

Working Mother and Flex-Time Lawyers today named Hanson Bridgett LLP as one of the 2013 Working Mother and Flex-Time Lawyers "50 Best Law Firms for Women."

Buck Institute for Research on Aging Has Two New Doctors Join The Faculty

Doctors Pejmun Haghighi and Jennifer Garrison have joined the Buck Institute For Research on Aging faculty in Novato.

Autodesk to Offer Pay-As-You-Go Software

Software giant Autodesk is shifting to pay-as-you-go "rental" licenses for much of its most popular software for visual effects, animation, and content creation.

Nelson Selects Donna Farrugia as New CEO

Donna Farrugia, an accomplished executive with more than 30 years of marketing, business development, and management experience, has been appointed CEO of the Nelson Family of Companies, effective September 9, 2013.

PG&E Team Develops Smart Resources for Response to Gas Emergencies

Although natural disasters and other emergencies are unpredictable and often beyond control, what can be controlled is the response to these situations.

Comcast, Congresswoman Frederica Wilson, Miami Dade County Schools and the Miami Dade League of Cities officially kick off year three of the national program to bridge the digital divide. Comcast also announces another speed increase, more than tripling download speeds for customers since the program's launch.

With the start of the new school year, Comcast is re-launching Internet Essentials, the nation's largest and most comprehensive broadband adoption initiative for low-income families. Congresswoman Frederica Wilson, Miami Dade County School Superintendent Alberto Carvalho, Miami Dade League of Cities President and Miami Beach Commissioner Deede Weithorn, and Comcast Executive Vice President David L Cohen, along with civic and community leaders, today kicked off the program's third year and announced that, in about 22 months, more than 220,000 families, benefiting an estimated 900,000 low-income Americans nationwide, now have a broadband connection at home.

Kaiser Permanente Study Finds Pre-Pregnancy Hormone Testing May Indicate Gestational Diabetes Risk

Kaiser Permanente study finds low adiponectin levels prior to pregnancy linked to high risk of gestational diabetes

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 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

www.northbayleadership.org