

# POLICY WATCH – September 2012

## In this Issue

- NBLC Endorsements for November Election
- GET A TICKET TODAY for Leaders of the North Bay Award Luncheon – November 2
- A Picture is Worth 1,000 Words
- Online Voter Registration Expected to Boost Student Vote Turnout
- Social Networks Influence Voter Turnout
- MEMBERS IN THE NEWS

## From NBLC's President & CEO



As employer-led public policy advocacy organization representing the leading employees in Marin, Napa and Sonoma Counties, NBLC members support candidates and ballot measures that align with our goal of ensuring the North Bay's economic health by promoting better education, infrastructure and governance. The following candidates and ballot measures have been endorsed because they seek to improve the business climate, create and retain jobs and make government more fiscally sustainable.

This is an important election for the future of our region, state and nation. The results of this election will depend more on turnout of the electorate more than persuasion. Because the impetus to vote for President is diminished in California due to the time differences, the Presidential election here doesn't drive voter turnout like in eastern and midwestern states. Please take a moment to register to vote, which can now be done online, and become an informed voter. And exercise your right to vote – your vote matters!

Best,



## NBLC Endorses Candidate & Ballot Measures Good for Jobs & Prosperity

### Congressional Races

Mike Thompson  
Jared Huffman

### State Senate

Lois Wolk

### Assembly, District 10

Marc Levine

### State Ballot Measures

**SUPPORT** Props 31, 32, and 40

Sonoma County	Napa County	Marin County
<b>Sonoma County Supervisor</b> John Sawyer	<b>Napa City Council</b> Alfredo Pedroza	<b>SUPPORT</b> Measure A
<b>Santa Rosa City Council</b> Ernesto Olivares	Jim Krider	
Don Taylor: Support	<b>Napa Mayor</b> Jill Techel	
<b>Petaluma City Council</b> Mike Healy		
Gabe Kearney		
Kathy Miller		

## NBLC Announces “Leaders of the North Bay 2012 Honorees

### Innovator & Social Activist Ron Gutman Keynoting at Awards Luncheon

Leaders of the North Bay is NBLC’s *signature* event. We 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 the North Bay, 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.

#### 2012 Honorees

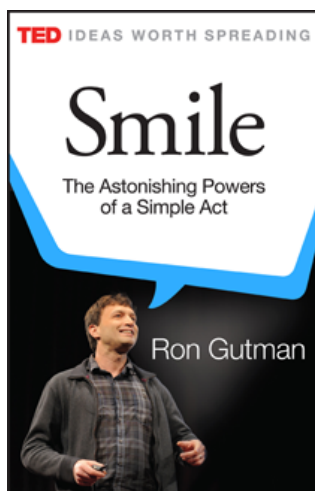
Caught in the Act of Leadership  
**Pat Kendall, Kaiser Permanente**  
Individual Excellence in Leadership

The "Light Bulb" Went On  
**Enphase Energy**  
Innovative/Entrepreneurial Spirit

We're All in this Together  
**Eleece Hempel, Petaluma People Services Center**  
Community Building

Empowering the Latino Community  
**Herman Hernandez, Los Cien/Latino Leaders &  
Frank Howard Allen Realtors**  
Leadership within the Latino Community

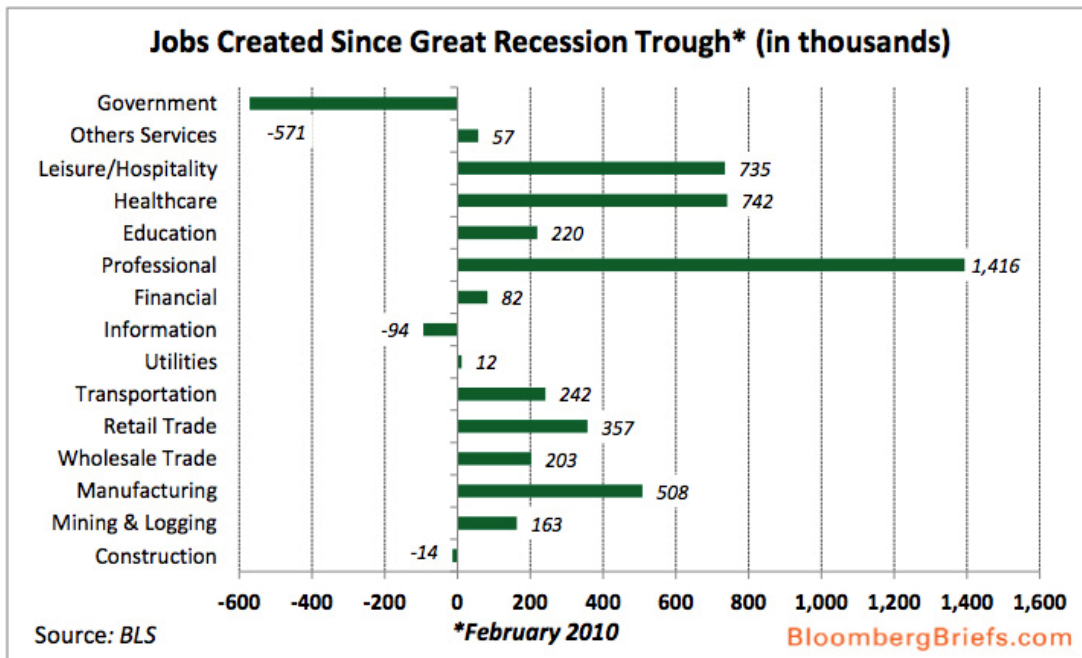
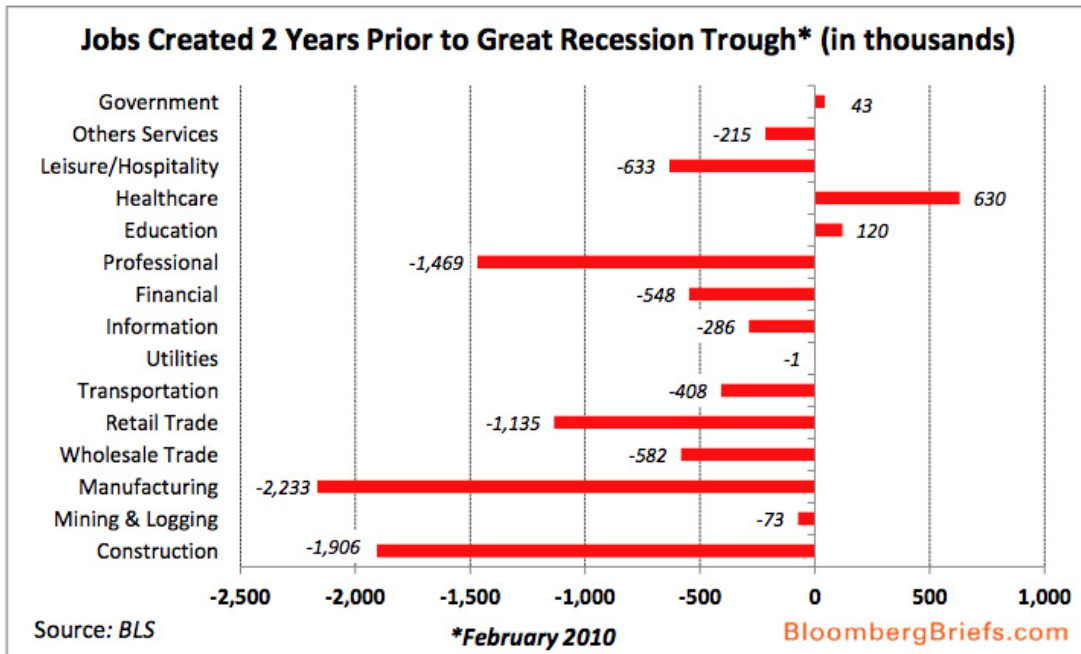
Paint the Community Green  
**John Wick & Peggy Rathmann, Marin Carbon Project**  
Environmental Stewardship



**Innovator and social activist, Ron Gutman**, is the keynote speaker at this year’s awards luncheon. Gutman points out that the importance of smiling to people’s health, economic success and happiness. He describes smiling as a metaphor for opening the door to social change. In his research, Gutman has found that smiling can lead to people believing that you are more courteous, competent, and can even lead to a longer lifespan. Smiling is one of the only few universal means of communication and means the same thing across cultures. Gutman will help teach us all how to use our hidden power to make a positive impact in our lives, businesses, and the lives of others around us. He writes regularly for leading publications including The Huffington Post and Forbes and is a frequent speaker at various conferences including TED, SXSW, and Health 2.0.

The 2012 award recipients will be honored on **November 2 at 11:30 a.m.** at the **Embassy Suites Hotel, San Rafael**. **Tickets are \$60 per person or \$480 for a table of eight.** To purchase a ticket, go to [www.northbayleadership.org](http://www.northbayleadership.org) or call (707) 283-0028. **GET A TICKET TODAY!** *This inspirational event sells out quickly, so purchase tickets early to guarantee a seat!*

## A Picture is Worth 1,000 Words



## Online Voter Registration Expected to Boost Student Vote Turnout

A new online voter registration system (to register go to [www.cafwd.org/register-to-vote](http://www.cafwd.org/register-to-vote)) that went into effect in mid-September is projected to increase voter registration by college students who are more mobile and not always on top of reregistering to vote when they move. The new system makes it easy for the computer savvy students to be registered and should bump up the voter registration for that age group. According to the Daily Californian (September 23, 2012) in California online voter registration system could increase student voter turnout, “A survey released in August by the PPIC found that Californians age 55 and above make up 29 percent of the adult population in the state but 44 percent of likely voters, whereas people between ages 18 and 34, the age range of most California college students, make up 33 percent of the state’s adult population but only represent 18 percent of likely voters.” An increase in younger voters may provide the push to pass Prop 30 as if that measure doesn’t pass, there are trigger cuts planned for the state colleges and universities.

## Social Networks Influence Voter Turnout

According to a CBS News Philly report (September 12, 2012) new research out of UC–San Diego shows that social networks influence voter turnout. The results of an experiment published in Nature, showed that

“more than 60 million people on Facebook on Nov. 2, 2010 saw a non-partisan message that said “Today is Election Day” and featured a clickable “I Voted Button,” a link to local polling places, a counter displaying how many Facebook users had already voted and up to six profile pictures of users’ own Facebook friends who



had reported voting. About 600,000 people (1%) were randomly assigned to see a modified “informational message” that was identical except for the pictures of the user’s friends. The control group, made up of an additional 600,000 people, saw no Election Day message at all. The study’s leaders then compared the behavior of the people who received the social message with those who had received the informational message and with those who had received no message at all.

What they discovered was that users who had received the social message—featuring the photos of their Facebook friends—were more likely than the other two groups to look for a polling location and click the “I Voted” button.”

Using a technique to determine how many actually voted, the team discovered only about 4% didn’t go to the polls. But as the study pointed out, “What’s significant though, is that rates of actual voting were highest in the group that received the social Election Day message—the one with their friends’ profile pictures. Meanwhile, those who received no message or a message without photos were no more likely to vote than before. ‘Social influence made all the difference in political mobilization,’ says James Fowler,

the study's author. 'It's not the 'I Voted' button, or the lapel sticker we've all seen, that gets out the vote. It's the person attached to it.'"

"Researchers also estimated that, while the direct effect of the social message on users who saw it generated an additional 60,000 votes in 2010, the effects of the social network among friends yielded an estimated 280,000 more, for a total of 340,000. This was concluded by comparing the turnout between friends of those who received the social message and the friends of those who saw no message. Friends of social message recipients—even if they were not recipients themselves—were more likely to vote. Essentially, the social network and resulting 'social contagion' yielded an additional four voters for every single voter that was directly mobilized by the message."

According to Fowler, "The main driver of behavior change is not the message – it's the vast social network. Whether we want to get out the vote or improve public health, we should not only focus on the direct effect of an intervention, but also on the indirect effect as it spreads from person to person to person."

## **MEMBERS IN THE NEWS**

### **Marin Sanitary Cofounder, Joe Garbarino Sr., dies at 89**

Joe Garbarino Sr. — one of the founders of Marin Sanitary Service — died early Monday, September 17 of natural causes, family members said. He was 89.

### **Kaiser Permanente's 2011 Community Benefit Annual Report**

Introducing Kaiser Permanente's 2011 community investments of Northern California report.

### **College of Marin to open Veterans Center**

The College of Marin will open a new Veterans Center Oct. 10 on its Kentfield campus to serve an estimated 100 students who have served in the military, officials said Monday.

### **Sonoma Raceway Celebrates 25th Running of NASCAR Racing in Sonoma in 2013 and Unveils Sustainable Performance Ranking Metric at 2nd annual Summit**

The raceway in Sonoma will celebrate the 25th running of NASCAR Sprint Cup Series racing in Sonoma at the Toyota/Save Mart 350 in 2013.

The raceway in Sonoma unveiled a Sustainable Performance Ranking Metric that should aid consumers when purchasing a new vehicle.

### **SolarCraft completes installation at Fort Ross Vineyard**

Novato and Sonoma-based SolarCraft completed the design and installation of a solar power installation for Fort Ross Vineyards and Winery in Jenner. The winery's tasting room is powered by renewable solar power.

### **Santa Rosa Memorial's Emergency Department & Regional Trauma Center receives \$2 Million donation from Ernest L and Ruth W. Finley Foundation**

The Ernest L. and Ruth W. Finley Foundation has awarded \$2 million to support the expansion and renovation of Santa Rosa Memorial Hospital's emergency department and regional trauma center, making the foundation the leading contributor to a campaign which has garnered \$4.2 million in community donations to date. In addition, the Finley Foundation has offered a challenge grant, for which the hospital would receive an additional \$500,000 by raising a matching \$2 million within the coming year.

**Read more online at [www.northbayleadership.org/news](http://www.northbayleadership.org/news)**



## Who We Are

Twenty one 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 43 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)