

2011 JAN 20 AM 9:55

Letter of Nomination

February 1, 2011

The Honorable City Council
One City Hall Plaza, Second Floor
Oakland, CA 94612

Dear President Reid and members of the City Council:

Pursuant to City Charter section 601, the **Mayor**, hereby appoints the following person as a member of the following **Board** or Commission, subject to the City Council's confirmation:

PUBLIC ETHICS COMMISSION

Aspen **Baker** Mayoral appointment to serve the term beginning January 22, 2011 and ending January 21, 2014 filling the seat previously held by Alaric Degrafinried.

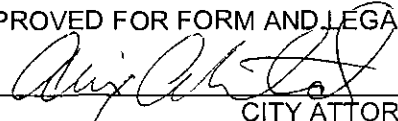
Thank you for your assistance in this matter.

Sincerely,

Jean Quan
Mayor

FILED
OFFICE OF THE CITY CLERK
OAKLAND

APPROVED FOR FORM AND LEGALITY


CITY ATTORNEY

11 JAN 20 PM 1:43

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF ASPEN BAKER TO THE PUBLIC ETHICS COMMISSION

WHEREAS, Section 601 of the City Charter provides that members of City boards and commissions shall be appointed by the Mayor subject to confirmation by the affirmative vote of five members of the City Council; and

WHEREAS, the Oakland City Charter, Section 202 created the Public Ethics Commission with functions prescribed by Ordinance no. 11961 C.M.S., adopted January 28, 1997 and Ordinance N. 12101 C.M.S., adopted December 8, 1998, to oversee compliance with the City of Oakland Campaign Reform Ordinance; Code of Ethics; Conflict of Interest regulations pertaining to City elected officials, officers, employees, and members of Boards and Commissions; the Limited Public Financing Act; the Lobbyist Registration Act, and the Oakland Sunshine Ordinance; and to review policies and programs relating to elections and campaigns; as well as to review and adjust City Council salaries in every odd-numbered year; and

WHEREAS, the Public Ethics Commission consists of seven (7) members serving three-year terms with three members appointed by the Mayor and four members appointed by the affirmative vote of at least four members of the Commission; and

WHEREAS, the Honorable Mayor Jean Quan has appointed Aspen Baker to serve a three year term subject to confirmation by the City Council; now therefore be it

RESOLVED, that pursuant to City Charter section 601, the City Council hereby confirms the Mayor's appointment of Aspen Baker to the Public Ethics Commission for a three-year term beginning January 22, 2011 and ending January 21, 2014, filling the seat previously held by Alaric Degrafinried.

**IN COUNCIL, OAKLAND, CALIFORNIA,
PASSED BY THE FOLLOWING VOTE:**

AYES – BRUNNER, KERNIGHAN, NADEL, SCHAAF, DE LA FUENTE, BROOKS, KAPLAN AND PRESIDENT REID

NOES –

ABSTENTIONS-

ABSENT-

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Oakland City Council

EMPLOYMENT EXPERIENCE

Founder / Executive Director

June 2000 - present

Exhale

Oakland, CA

Early Initiative Identification and Development: *Grassroots Effort*

- Identified need for non-judgmental support for individuals around their abortion experience.
- Assembled a diverse group of women with relevant backgrounds and skills to cooperatively organize the creation of the nation's first after-abortion counseling service, with complete respect for reproductive freedom.
- Led the development of the Exhale organizational philosophy and counseling model, the Exhale Empowerment Model.
- Created short and long term plans for providing an after-abortion counseling talkline in the San Francisco Bay Area.

Strategy Implementation: *Local & National Success*

- Over 60 volunteers trained in four years to serve on the after-abortion talkline with over 40 remaining as active volunteers.
- Raised awareness about the issue of post-abortion well-being and the need for post-abortion resources with abortion providers throughout the nation. As a result, hundreds of abortion providers adopted new post-abortion referral protocols, which include recommending the Exhale talkline as a resource for patients.
- Implemented a multi-lingual access model that allows Exhale to offer the talkline service in multiple languages. In addition to English, current languages offered are Spanish, Vietnamese, Cantonese, Mandarin and Tagalog.
- Expanded the operating hours and the geographic range of the talkline, making it available nationwide, seven days a week. To date, Exhale has received more than 6,000 calls to the talkline.
- Created a fee-for-service training program on culturally-relevant post-abortion counseling for health professionals and advocates that has served more than 200 health professionals from over 25 states and 15 nations; increasing the availability of post-abortion services worldwide.
- Coined the term "pro-voice" in 2005 to illustrate the importance of respecting and supporting each person's unique experience with abortion.
- Took ownership of the bilingual abortion zine, *Our Truths-Nuestras Verdades*, in June 2006, which brings women's abortion stories into the public dialogue.
- Employed strategic marketing and communications strategies to raise awareness about post-abortion experiences in order to reduce abortion stigma.

Field Development: *Changing the landscape of post-abortion emotional care, media messages and overall social climate around abortion.*

- Develop strategic partnerships that produce fundamental change in how abortion messages are framed by the pro-choice movement, and conduct advocacy to encourage agencies to adopt new messages.
- Produce products and programs that address gaps in the marketplace, service delivery or the dialogue and utilize common language, tools and cultural practices to change public perceptions about abortion experiences.
- Implement communication strategies that address post-abortion emotional needs and increase the visibility and impact of women's voices and experiences in the public dialogue.

Movement-Building: *Growing a community of women who have had abortions, and allies, to transform the conflict around abortion and create abortion peace.*

- Innovated trend-setting social media applications for reducing personal experience of stigma.
- Provide thought-leadership on a conflict transform approach to domestic abortion conflict.
- Promoting ethical abortion storytelling practice with national advocates for reproductive health and justice.

Director of Development and Communications

April 2001 – August 2002

- Raised funds in excess of \$750,000 through management of government and foundation grants, events and direct mail.
- Organized annual event with highest attendance in ten years in 2001.
- Increased foundation and government funding by 200% in 2002.
- Wrote articles and edited newsletter, *MOVEMENT*, with national circulation over 3,000.

Development Director
The Ruckus Society

October 2000 – April 2001
Berkeley, CA

- Worked in coordination with Executive Director and the Board of Directors to raise \$750,000.
- Wrote and organized the agency's most successful direct mail campaign in 2000 that raised over \$20,000.

Assistant to Event Coordinator
Ali Vogt Nonprofit Event Planner

January 2000 – October 2000
Berkeley, CA

- Responsible for all aspects of producing events, including creating and maintaining timelines and budgets, marketing, media promotion, fundraising and organizing volunteer event committees.
- Worked with more than six non-profit groups to produce events ranging in size from 300 to 1,000 attendees and raised funds from \$150,000 to \$300,000.

EDUCATION

University of California, Berkeley
B.A. in Peace and Conflict Studies, 1999

Berkeley, CA

- Area of Concentration: The effects of globalization on international human rights and the environment.
- Course Facilitator: Introduction to Peace and Conflict Studies, 1998.

AFFILIATIONS AND MEMBERSHIP (select)

- Member, Women's Health Leadership Network, Center for American Progress, 2005 – 2010
- Advisory Board Member, EMERJ: Expanding the Movement for Reproductive Justice, Asian Communities for Reproductive Justice, 2007 – present
- Fellow, Women's Policy Institute, Women's Foundation of California, 2004-2005

AWARDS AND APPEARANCES (select)

- KQED Women's History Month, "Local Hero," 2009
- Exhale Award, "Pro-Voice Advocate," 2007
- Young Non-profit Professional Network Award, "Young Executive Director of the Year," 2005
- ChoiceUSA Award, "Top Activist Under 30," 2003
- Live national TV appearances include: CNN Headline News, CNN Paula Zahn Now, Fox National News, Radio and TV appearances include: KFI Radio in Los Angeles, CBS Radio in New York, CBS Radio in Philadelphia, Air America in Alaska, KSRO in Sonoma County, California, Michael Medved Show, national, CNN Radio, national, AP Radio, national, Greenstone Media, national, Fox35 TV in Orlando, Florida, KTVU2 TV in San Francisco.
- Interviews and quotes in newspapers and online include: Glamour Magazine, New York Times Magazine, Newsweek, Associated Press, Bust Magazine, Contra Costa Times, Tribune Star, MSNBC.com, San Jose Mercury News, Women's eNews, Altemet.org, SFgate.com, Oakland Tribune, and In These Times.
- Guest speaker at the following conferences and audiences: California Wellness Foundation; Association of Fundraising Professionals; Raising Change; Association of Reproductive Health Professionals, The Western States Center's annual Community Strategic Training Initiative, and the Commonwealth Club.