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CITY OF OAKLAND



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CITY HALL • 1 FRANK H. OGAWA PLAZA, 3RD FLOOR • OAKLAND, CALIFORNIA 94612

Office of the Mayor
Honorable Ronald V. Dellums
Mayor

(510) 238-3141
FAX (510) 238-4731
TDD (510) 238-3254

Letter of Appointment

May 4, 2010

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

Dear President Brunner and members of the City Council:

Pursuant to City Charter section 601, the Mayor has appointed the following persons as members of the following Board or Commission, subject to City Council confirmation:

Budget Advisory Committee

Kenneth Benson, Mayoral appointment to the District 7 seat, recommended by Councilmember Reid to complete the term beginning May 25, 2009 and ending May 24, 2011, filling the seat previously held by Dinah Fischbach Benson.

Sherbeam Wright, Mayoral appointment to the District 3 seat, recommended by Councilmember Nadel to complete the term beginning May 25, 2009 and ending May 24, 2011, filling the seat previously held by Karl Augenstein.

Michael Kilian, Mayoral appointment to the District 4 seat, recommended by Councilmember Jean Quan to complete the term beginning May 25, 2009 and ending May 24, 2011, filling the seat previously held by Sara Wynne.

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in black ink that reads "Ronald V. Dellums". The signature is written in a cursive style.

Ronald V. Dellums
Mayor

Bio – Kenneth L. Benson

With extensive business management, program and account management experience, Ken Benson assists his clients through leveraging his strong background in successfully aligning strategies, corporate goals and objectives with business unit goals. He does so by helping customer organizations discover, leverage and communicate their core competencies and unique value propositions. He is currently providing these skills as an independent management advisor and business consultant. He has experience as both a strategy coach to executive management and as a systems consultant, financial and business advisor. He has recently assisted clients improve their business methods and practices, design and deliver effective cost containment programs and implement needed information technology improvements to meet their business plans.

Most recently, Ken served as Managing Partner of The East Bay Group a boutique marketing strategy and management consulting business. He sold and delivered client engagements assisting CEO's with aligning business and management goals with company objectives and business practices. These strategy assignments included sales and business development methodologies, product and market placement, pricing and support strategies, channel and alliance systems and processes, and mergers and acquisitions. Prior to The East Bay Group, Ken served as the Director of Technology Industry Marketing at PricewaterhouseCoopers (PwC), where he solidified and articulated visions, strategies and directions of strategic and tactical marketing teams. He and his team were completely responsible for marketing campaigns and programs targeted to chief financial executives, boards of directors and financial advisors and investors. Their team managed both the marketing and sales support functions for this West Coast unit of a large multi-national financial services provider. Metrics illustrate that his work was effective; Ken's group led in sales and business growth for five of six years. As Client Service Executive at PwC's Global Technology Industry Group, Ken built and maintained executive-level relationships with key Silicon Valley clientele. Before aligning with PwC, Ken served as Vice President for Teris Consulting Group's StorageTek global business unit, where he planned, built and maintained services channels and strategic alliance programs. While at Teris, Ken also oversaw office openings in Australia, England and other European countries.

Ken has served as Larry Reid's appointed Board member to the Oakland Wildfire Prevention Board since its inception. In addition, he is on the Board of Dunsmuir-Hellman Historic Estate and has participated on other volunteer and not for profit endeavors.

Ken earned his Master of Business Administration from the University of California at Irvine, and his Bachelor of Arts from Whitman College in Washington

MS. SHERBEAM WRIGHT

- **Key roles:** PR – External / Internal Communications – Public Affairs
- **Industries:** Sustainability – Internet – Telecommunications – Non-Profit
- **Specialties Include:** Brand Development - Client Relationship Management - Partner Communications - Social Media - Thought Leadership

Sherbeam Wright is the founder of AndaCommunications, which develops communications, PR, new media and brand programs for the green building, cleantech, sustainability and related professional services sectors. Ms. Wright is a LEED accredited professional with extensive experience in environmental advocacy. A tech-savvy communications professional, Sherbeam has extensive experience developing strategic initiatives, driving communications programs, and supporting the sales efforts of market-driven enterprises and private companies. Companies include: Cable & Wireless, Exodus Communications and GlobalCenter, a Global Crossing company.

ASSOCIATIONS

ADPSR (Architects/Developers/Planners for Sustainable Responsibility)
Local Clean Energy Alliance – East Bay
Sustainable Peralta, Advisory Committee to the Chancellor
USGBC (U.S. Green Building Council) Advocacy committee
Society of Professional Journalists

EXPERIENCE

AndaCommunications
2004 – Current

**Marketing and
Communications
Consultant**

Client Size(s): <50
Industries: Internet,
Telecommunications,
Analytics, Professional
Services

Executive Counsel: Advising executive level management on corporate marketing. *Thought leadership.* Positioning of executive management and products/services in niche markets, through competitive research, ghostwritten articles, speaking opportunities and initiation of online analyst conversations.

Public Relations: Goal-oriented, business-alignment approach to PR strategy development, online PR platforms, press room design and press kit collateral.

Customer Research and Retention: Client relationship management, segmentation and reference development. Research-based retention initiatives, leveraging customer insight and involvement. Communications program auditing, development, implementation and evaluation.

Competitive Research: Tracking and developing matrix of competitors' online and technical offerings for the purpose of determining clients' competitive advantages.

Branding Alignment and Key Messaging: Guiding leadership teams through message development process, resulting in messaging and positioning based on business and market objectives. *Branding alignment.* Supporting consistency and determining focus of brand through audit of external / internal collateral and points of presence.

Online Communications and Marketing: Web Presence enhancement through audits, usability testing, content development and editing. Conceptualization and management of newsletters, email and blog communications.

Equinix
2006 – 2007

Responsible for directing and managing corporate communications during company-wide growth spurt.

**Senior Manager,
Communications and
Customer Programs**

Employees: 800+
Industries: Internet,
Telecommunications,
Data Center Building and
Management

Communications Skills Training: Developed communications training program, improving skills of customer-facing employees.

Sales Communications: Collaborated with sales organization to improve existing resources and develop new targeted resources, differentiating team from competitors. Wrote, researched, reviewed and edited RFPs and RFP Resource Guide.

Communication Channels: Audited, evaluated and enhanced existing channels. Researched, recommended and initiated the use of new media tools to increase effectiveness of external outreach.

Matrix Team Development and Management: Developed, led, and collaborated with several cross-functional teams. Organized and managed Director-level department leaders to troubleshoot long-standing company and customer-impacting issues. Streamlined, unified and measurably improved consistency of customer communications. Collaborated with technical leads.

Collateral Development: Conceptualized, designed and created business and initiative-oriented collateral including: FAQs; customer-focused, C-level video updates; product/ service-oriented case studies; RFPs; audited, revised and managed the content of sales-critical product / service resource library.

Public Relations: In addition to managing general PR program, campaigned internally to influence green business and power-related positioning, and lend support to green grid and similar programs.

Cable & Wireless
2002 – 2003

(Acquired Exodus
Communications 2002)

**Market Relations
Manager**

Employees: 20,000+
Industries: Internet,
Telecommunications,
Data Center Managed
Services

Executive Programs / Customer Relations: Created executive summits for client CEOs, CTOs and VPs in San Francisco and New York. Drove and streamlined external communications to customer base. Developed formal customer relations and retention program, repeatedly winning involvement of targeted executives.

Internal Communications / Processes: Facilitated interactive communication, company-wide. Collaborated with managers, directors and vice presidents to communicate procedural changes and market-related information impacting internal / external audiences. Employed communications vehicles such as teleconferences and newsletters.

Partner Communications / PR: Secured partner involvement for joint marketing projects, resulting in mutually-beneficial outcomes with market leaders such as Cisco, Sun and Microsoft.

Web Team Collaboration: Collaborated with web team on reorganization and content of corporate intranet, from external network infrastructure to customer intranet. Acted as liaison between web team and internal teams, in cooperation with legal organization.

**Exodus
Communications**

2001 – 2002

(Acquired GlobalCenter
2001)

**Public Relations
Manager**

Employees: 5,000+

Industry: Internet, Data
Center Managed Services

Internal Communications: Developed and managed initiative-based internal communications processes from business planning through delivery. Acted as internal resource and gatekeeper.

Process Development: Developed communications / sales alignment process, clarifying and streamlining marketing-to-implementation communications. Created sales/marketing-oriented customer reference process, including relationship management.

Partner / Customer Marketing: Managed joint PR / marketing initiatives with top partners, including Sun and Cisco. Drove customer public relations and referencing, consistently securing director and C-level customer participation. Initiated proactive product / service-oriented media outreach resulting in briefings and coverage. Prepped and guided executives during media and analyst briefings.

**GlobalCenter
a Global Crossing
Company**

1999 – 2001

**Corporate
Communications
Manager**

Employees: 500+

Industries: Internet, Data
Center Managed Services,
Telecommunications

Internal Communications: Conceptualized and managed quarterly "Town Hall" style meetings as a tool to communicate major business changes and corporate strategy. Focus on maintaining open channels of communications and reducing / managing rumors.

Media Relations / PR: Secured coverage in trade / business press. Pitched, arrange and managed in-person and phone briefings. Prepared and guided thought leaders for media / analyst briefings. Coordinated executive-level responses in times of crisis. Engaged in executive-level speech writing and speaker placement.

Customer Communications and Referencing: Developed formal program resulting in testimonials, references and appearances from top tier customers.

**American Lung
Association**

1994 – 1999

**Director of
Communications**

Employees: <25

Industries: Non-profit,
Health

Public Affairs: Managed environmental and health advocacy programs— working with local, regional and state elected officials, regional organizations and celebrities to push legislation.

Media Relations / PR: Developed PR plans, from conception to implementation -- surpassing goals. Successfully implemented PR/marketing plans, including crisis communications. Coordinated effective TV, radio and print interviews and press conferences. Identified successful media/program collaboration opportunities.

Collateral Development: Marketing/collateral development including: brochures, Ads, invitations and programs. Designed and edited five target-specific newsletters. Provided advocacy on health/environmental legislative issues. Public affairs management.

EDUCATION

Santa Clara University, BA in Communications.
NIRI, Investor Relations Training.

Michael J. Kilian

Relevant Work Experience

Kilian & Company, Certified Public Accountants, Oakland

(This firm specializes in the providing of services to homeowners' associations and other not-for-profit organizations.)

I have been a managing owner of this firm since 1990. Over the past 19 years I have provided financial services to over 200 not-for-profit organizations. These services have included:

- Audit reports in accordance with the AICPA Audit & Accounting Guide Interest Reality Associations (CIRA Guide).
- Audit reports in accordance with Generally Accepted Audit Standards (GAAS).
- Audit reports in accordance with Office of Management and Budget (OMB) Circular A-133.
- Audit reports in accordance with Government Auditing Standards, issued by the Comptroller General of the United States
- Audit reports in accordance with the requirements of the California Department of Education, Office of Child Development.
- Income tax return preparation, tax planning, assistance with tax audits.

City of Oakland, Office of the City Auditor

(The City Auditor has the authority to audit the books, accounts, money and securities of all departments and agencies of the City)

As the Chief Deputy City Auditor beginning in January 2003 through 2006 I was the most senior member of the City Auditor's staff and assisted in managing the City's independent internal audit functions: audit planning and execution, project management; quality assurance: office administration; representing the City Auditor with the City Council; senior management, and the public when needed. My duties included:

- Plan and formulate department policy to ensure adherence to Generally Accepted Government Auditing Standards.
- Manage multiple internal audits of municipal services.
- Work with City management and other City staff to develop and implement audit recommendations.

Education

Golden Gate University, San Francisco

- MBA, Masters in Business Administration, 1976

University of California at Berkeley

- A.B., Sociology, 1971

Community Involvement

Montclair Lions Club – Director and Past President

Glenview Neighborhood Association – Treasurer

Association of Certified Fraud Specialists, Bay Cities Chapter – Treasurer

Dunsmuir-Hellman Historic Estate - Director

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APPROVED FOR FORM AND LEGALITY


CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF KENNETH BENSON AND SHERBEAM WRIGHT AS MEMBERS OF THE BUDGET ADVISORY COMMITTEE

WHEREAS, City Charter section 601 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 Council; and

WHEREAS, Resolution No. 74826 C.M.S. created the Budget Advisory Committee, whose members are appointed by the Mayor, subject to confirmation by the City Council pursuant to City Charter section 601, and;

WHEREAS, Ordinance No. 74826 C.M.S. specifies that members of the Budget Advisory Committee are to serve two year terms, which are to be staggered so that some appointments will expire every year, and appointments to fill a term of office are only to be for the remainder of that term; now, therefore, be it

RESOLVED, that the City Council hereby confirms the Mayor's appointment of the following individuals for the terms set forth below:

Kenneth Benson, Mayoral appointment to the District 7 seat, recommended by Council member Larry Reid to complete the term beginning May 25, 2009 and ending May 24, 2011, filling the seat previously held by Dinah Fischbach Benson.

Ms. Sherbeam Wright, Mayoral appointment to the District 3 seat, recommended by Councilmember Nancy Nadel to complete the term beginning May 25, 2009 and ending may 24, 2011, filling the seat previously held by Karl Augenstein.

Michael Kilian, Mayoral appointment to the District 4 seat, recommended by Councilmember Jean Quan to complete the term beginning May 25, 2009 and ending May 24, 2011, filling the seat previously held by Sara Wynne.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

**KERNIGHAN, NADEL, QUAN, DE LA FUENTE BROOKS, REID, KAPLAN,
AND PRESIDENT BRUNNER**

Ayes-

NOES-

ABSENT-

ABSTENTION-

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California