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CITY OF OAKLAND



2009 MAY -7 PM 6:23

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

Office of the Mayor
Honorable Ronald V. Dellums
Mayor

(510) 238-3141
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Letter of Appointment

May 19, 2009

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 person as member of the following Board or Commission, subject to City Council confirmation:

The Wildfire Prevention Assessment District Advisory Board

CHARLES L. BOWES, Mayoral appointment, recommended by Councilmember Rebecca Kaplan (At-Large), to serve the term beginning July 1, 2008 and ending June 30, 2010, filling the seat previously held by Douglas Wong.

Sincerely,

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

Ronald V. Dellums
Mayor

Charles L. Bowes

Experience:

January 2004 to present

Runyon & Bowes LLC – Founder and Managing Director, Oakland CA

- Founded independent Registered Investment Advisor Firm
- Provide fiduciary advanced planning and asset management for individuals and families
- Currently serve 80 clients and manage roughly \$100M dollars.

June 2001 to December 2004

Sabbatical

- Full time stay at home father for our two children
- Major backyard construction project to provide usable space for children and garden
- Extensive evaluation of future career direction

January 1999 to June 2001

Broadbase Software - District Sales Manager, Menlo Park CA

- Achieved annual quota of \$2M in June of 2000, finished at over 250%, #2 in company
- #1 Sales Manager in 1999 with over 200% achievement
- Developed Southern California Market with new customer wins at Canon, Honda, and PacifiCare
- Developed Northern California Market with new customer wins at Sharper Image, Red Envelope, Broadvision, State of California

December 1997 to December 1998

NCR Corp - Strategic Account Director - Bank of America, San Francisco CA

- Responsible for NCR's entire \$20M relationship with Bank of America, achieved over 100% of quota
- Increased NCR's presence in key business units that resulted in a strategic \$3M Teradata order
- Successfully maintained Teradata as the standard decision support platform after the merger with NationsBank

August 1996 to December 1997

NCR Corp - Western Region Director - Financial Computer Sales, San Francisco CA

- Responsible for \$30 million in annual revenue
- Recruited, trained, and managed 12 person sales team
- Developed territories, assigned quotas, analyzed results, and prepared monthly forecast and performance reports
- Established and maintained executive relationships, negotiate multi-million dollar contracts, and actively participated with sales teams in sales activity

August 1993 to August 1996

AT&T - Global Information Systems Branch Manager, Honolulu HI

- Turned around bottom line from annual loss of over \$1 million to an annual profit of \$750,000
- Responsible for \$13 million organization profit and loss.
- Increased gross margin from 19% to 36% while achieving a 120% increase in annual sales during my 3-year tenure
- Played key role in establishing NCR as a dominate vendor in Hawaii by, implementing a performance based management system, broadening the customer base, developing a community involvement program, and establishing key relationships

June 1992 to August 1993

NCR - Western Division Marketing Manager, Century City CA

- Sales increased from less than \$5 million to over \$25 million during my tenure
- Broadened NCR's market awareness through the development and implementation of local marketing programs
- Developed and led customer seminars, partner road shows, executive briefings, and sales education across five different functional units.
- Influenced NCR product direction by presenting marketing analysis and customer needs analysis to senior management

July 1988 to
June 1992

NCR Account Manager, Garden Grove, CA

- Exceeded annual sales objective all 4 years, each year in top 20%

Education:
1988

Bachelor of Science - Business Administration, San Diego State University

- Graduated Magna Cum Laude and #1 Marketing Department
- American Marketing Association Marketing Student of the Year
- Captain of the Water Polo Team
- Medalist in National Speech and Debate Championships

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CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

**RESOLUTION APPOINTING CHARLES L. BOWES AS A MEMBER OF
THE WILDFIRE PREVENTION ASSESSMENT DISTRICT ADVISORY BOARD**

Whereas, Ordinance No. 12556 creates the Wildfire Prevention Assessment District Advisory Board, which will provide oversight and program recommendations for the Assessment District, and will play a key role in the continued implementation of vegetation management programs and the development of fuel management strategies; and

Whereas, Ordinance No. 12556 specifies that the Mayor shall appoint two (2) constituents who live in the Assessment District, one of whom shall be a firefighter by profession, to serve as follows: Initially, one appointee shall serve for a term of two years (through June 30, 2006); the second appointee shall serve for a term or three years (through June 30, 2007). Thereafter, each subsequent appointment shall be for a term of two years; and

Whereas, Ordinance No. 12556 specifies that the At-Large Councilmember shall appoint one (1) constituent who lives in the Assessment District, and who shall serve for a term of two years (through June 30, 2006). Thereafter, each subsequent appointment shall be for a term of two years; and

Whereas, Ordinance No. 12556 specifies that each of the four (4) Wildfire Prevention Assessment District Council members shall appoint two (2) constituents each, who live in the Assessment District to serve as follows: Initially, one appointee shall serve for a term of two years (through June 30, 2006); the second appointee shall serve for a term or three years (through June 30, 2007). Thereafter, each subsequent appointment shall be for a term of two years; and therefore be it

Resolved: that by appointment of the Mayor the following individual is hereby reappointed as set forth below:

CHARLES L. BOWES, Mayoral appointment, recommended by Councilmember Rebecca Kaplan (At-Large), to serve the term beginning July 1, 2008 and ending June 30, 2010, filling the seat previously held by Douglas Wong

In Council, Oakland, California, _____ 20____

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID

AND PRESIDENT BRUNNER

NOES-

ABSENT-

Abstention-

Attest: _____

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