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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 Nomination

June 1, 2010

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

Dear Council Members:

The Mayor hereby appoints/ reappoints the following persons as members of the following Board or Commission:

**Children's Fund Planning and Oversight Committee**

**Nina Horn**, Mayoral reappointment to serve the term beginning August 1, 2009 and ending July 31, 2010 filling the seat previously held by herself.

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in cursive script that reads "Ronald V. Dellums".

Ronald V. Dellums  
Mayor

Nina Horne

Areas of Expertise

- Strategic management of broad functional areas in multi-million dollar strategic business units.
- Change management for improved performance, comprehensive program review, analysis, planning, and implementation.
- Strong market and customer-service orientation from strategic management to direct customer contact.
- Revenue generation and fiscal management.
- Community mobilization and outreach.
- Core competencies in management, product development, market research, quantitative analysis, marketing, sales, and training.
- Experience in publishing, educational, health and medical, political, fundraising, and non-profit arenas.
- High productivity, enthusiasm, commitment, creativity, problem solving, and initiative.

Experience

2002-present

Pro-Bono and Consulting Experience

- Founded a national political outreach program, directing over 300 volunteers and voter outreach activities for six states.
- Organized and implemented a coordinated voter outreach program for ten Northern California counties.
- Initiated and implemented a non-profit program review for a 2500-member organization, resulting in 200% improvement in productivity.
- Developed and implemented a non-profit strategic plan including financial analysis, employee accountability and review, management tools and assessment process.
- Managed non-profit operating budget of \$120,000, improved budgeting accuracy by 34% and reversed negative cash flow on financial reserves in one year.
- Managed development and maintenance of nine public green spaces and parks; initiated first comprehensive review of open space in over 20 years and gained national recognition status.
- Raised \$19,200 as primary host and event planner for fundraiser for Mayor Gavin Newsom, featuring Senator Barbara Boxer as guest speaker.
- Worked with multiple stakeholders to improve local services to homeless population, resulting in citywide monthly outreach program.
- Consulted with executive director of national political think tank to develop business strategy, volunteer outreach and fundraising plans.
- Managed multiple editorial, marketing, and market research projects for a variety of clients, including Thomson Learning, ABC-Clio and Keystone/Bercelsmann.

1998-2001

Sponsoring Editor, Thomson Learning

1997-1998

Acquisitions Editor, Addison-Wesley

1995-1997

Marketing Manager, Addison-Wesley

1994-1995

Director of Marketing, IMF/Cunningham Communication

- Managed two \$5 million publishing business units with responsibility for strategic planning, product development, manufacturing, legal, finance, and budgeting.
- Initiated and negotiated multiple strategic alliances, resulting in significant expansion of product lines.
- Managed integration of business units through three corporate mergers, including strategic development and product integration. Negotiated and implemented over 100 contracts.
- Acquired and developed \$13.2 million of educational materials, including textbooks, CD-ROMs, and websites.

- Managed \$3 million operating budget. Improved financial performance of product lines by identifying \$1.2 million in savings while maintaining quality goals and growing market share.
- Developed and managed strategic and operational plans for over 100 highly detailed multi-year projects.
- Developed and managed relationships with over 100 subject matter experts.
- Directly managed multiple teams of up to five employees and 12 contractors, with recruiting, hiring, training, managing, evaluation, and firing responsibilities.
- Crafted and implemented comprehensive marketing plans for science education products generating \$43 million, including over 400 marketing tools.
- Developed and managed national teacher education training program. Managed over 30 10-hour seminars, including curriculum development, presenters, materials, and logistics. Generated over \$500,000 in revenue. Created and produced quarterly newsletter to support training program.
- Created and conducted marketing research, including over 125 formal focus groups, questionnaires, reviews, phone surveys and email surveys to direct product development, marketing and new product targets.
- Created comprehensive market research analysis, resulting in continued funding of \$2.8 million.
- Delivered over 125 speeches, presentations, and training for audiences of up to 425 people.
- *Delivered training to more than 2500 trainees.*

1990-1994            **Field Editor and Publishing Representative, Harcourt Brace**  
 1987-1990            **Sales Representative, McGraw Hill**

- Managed sales of \$2.5 million product for 20 sales representatives. Coordinated sales of 16 sales representatives to 250 accounts.
- Worked and managed sales territory in excess of \$1.1 million. Exceeded sales goals by 28%; increased revenue by 47%.
- Awarded Outstanding Sales Performance Award, ranking eighth of 191 sales representatives.

1983-1987            **Head Teacher and Client Advocate, Emerald Center**

- Managed classroom, developed curriculum, and taught 22 developmentally delayed adults; assisted instruction to 18 developmentally delayed and eight profoundly delayed children.
- Served as client advocate and house manager for eight independently living adults. Responsibilities included managing all aspects of daily environment and services advocacy.

#### Elected Positions, Achievements, and Professional Organizations

- Founder and Director, Bay Area Republicans for Kerry
- Elected Board Member and Parks Committee Chair, Lakeshore Homeowners Association
- Graduate, Alameda County Leadership Academy
- Chapter Advisor, Alpha Delta Pi Sorority, UC-Berkeley
- Appointed member, Lake Merritt Homeless Coalition
- Volunteer, 2004 Democratic National Convention
- *Member of wide range of political and professional organizations*

#### Education

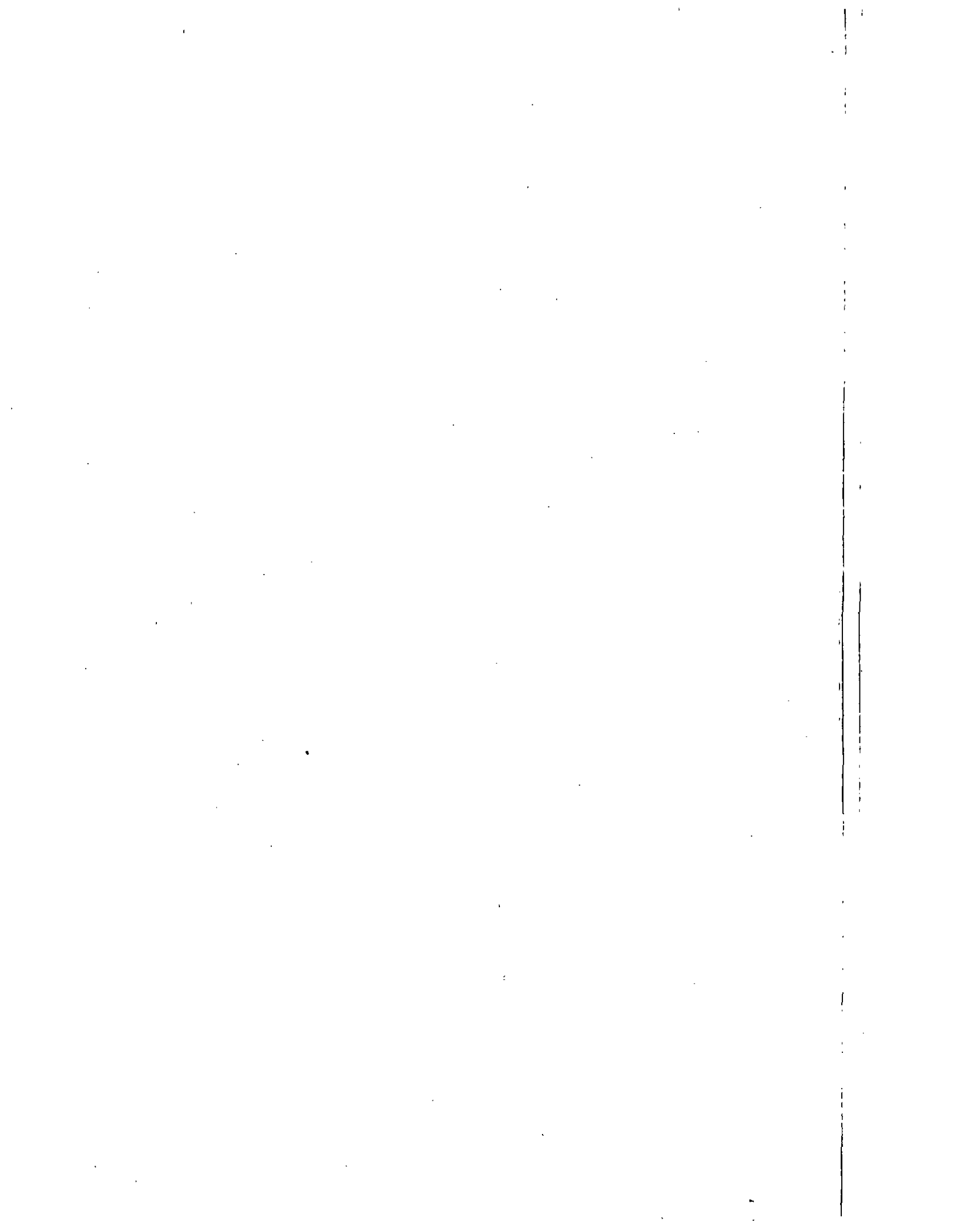
- B.S., 1987, Psychology with emphasis on quantitative analysis. Granted Academic Achievement Scholarship. College of Charleston, Charleston, South Carolina.

#### Personal History

- Married to David Peterson, commercial photographer. One 4-year-old daughter; Emma, currently attending part-time preschool.
- Oakland, CA resident for 4 years; San Francisco, CA resident for 11 years.
- Personal interests include research, reading, hiking, and family activities.

References

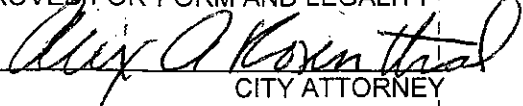
- Mike Montgomery, Finance Director, Newsom for Mayor. Beverly Hills, CA 415-279-9042.  
mike.montgomery@gmail.com
- Tal Finney, Partner and Founder, Dongell, Lawrence and Finney LLC; former Director of Planning and Research, State of California. Los Angeles, CA. 213-943-6100. tfinney@dflawyers.com
- Daryl Fox, Vice President of Product Development, Addison-Wesley Publishing. New York, NY: 212-782-3590. daryl.fox@aw.com



FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

10 APR 22 PM 3: 34

APPROVED FOR FORM AND LEGALITY:

  
CITY ATTORNEY

OAKLAND CITY COUNCIL  
RESOLUTION No. \_\_\_\_\_ C.M.S.

**RESOLUTION REAPPOINTING NINA HORN AS A MEMBER OF  
THE CHILDREN'S FUND PLANNING AND OVERSIGHT COMMITTEE**

**WHEREAS**, Article XIII of the Oakland City Charter creates the Children's Fund Planning and Oversight Committee, whose members are nominated by the Mayor and City Council and approved by the City Council; and

**WHEREAS**, Ordinance No. 76141 C.M.S. specifies that members of the Children's Fund Planning and Oversight Committee are to serve one year terms, and appointments to fill a term of office are only to be for the remainder of that term; now, therefore, be it

**RESOLVED**, that by the nomination of Mayor Dellums, the following individual is hereby appointed to the term set forth below:

**NINA HORN**, Mayoral reappointment to serve the term beginning August 1, 2009 and ending July 31, 2010 filling the seat previously held by herself.

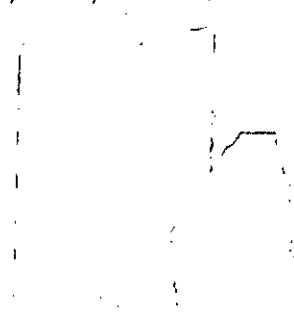
**IN COUNCIL, OAKLAND, CALIFORNIA,  
PASSED BY THE FOLLOWING VOTE:**

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