



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

Office of the Mayor
Jerry Brown
Mayor

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Letter of Nomination

May 4, 2004

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

Dear Councilmembers:

Upon nomination of the Mayor, the following persons are hereby appointed as members of the following Board or Commission:

Library Advisory Commission

Genevieve Katz, Mayoral appointment to serve the term beginning November 14, 2002 and ending November 13, 2005, filling the position formerly held by Helen Sullivan (11/14/99 – 11/13/02).


Marian Wilson Sylvestre, Mayoral appointment to serve the term beginning November 14, 2003 and ending November 13, 2006, filling the position formerly held by Judi Hirsch (1/14/01 – 11/13/03).

Deborah Callon-Eudaley, Mayoral reappointment to serve the term beginning November 14, 2002 and ending November 13, 2005, filling a position formerly held by herself.

Arthur Noble, Mayoral reappointment to serve the term beginning November 14, 2003 and ending November 13, 2006, filling a position formerly held by himself.

If you have any questions or concerns, please feel free to contact me.

Sincerely,


JERRY BROWN
Mayor

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CITY COUNCIL
MAY 4 2004

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION APPOINTING GENEVIEVE KATZ AND MARIAN WILSON SYLVESTRE, AND REAPPOINTING DEBORAH CALLON-EUDALEY AND ARTHUR NOBLE AS MEMBERS OF THE LIBRARY ADVISORY COMMISSION

WHEREAS, Ordinance No. 8064 C.M.S. creates the Library Advisory Commission, whose members are nominated by the Mayor and approved by the City Council; and

WHEREAS, Ordinance No. 11730 C.M.S. specifies that members of the Library Advisory Commission are to serve three 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 by the nomination of the Mayor, the following individual is hereby appointed to the term set forth below:

Genevieve Katz, Mayoral appointment to serve the term beginning November 14, 2002 and ending November 13, 2005, filling the position formerly held by Helen Sullivan.

Marian Wilson Sylvestre, Mayoral appointment to serve the term beginning November 14, 2003 and ending November 13, 2006, filling the position formerly held by Judi Hirsch.

Deborah Callon-Eudaley, Mayoral reappointment to serve the term beginning November 14, 2002 and ending November 13, 2005, filling a position formerly held by herself.

Arthur Noble, Mayoral reappointment to serve the term beginning November 14, 2003 and ending November 13, 2006, filling a position formerly held by himself.

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CITY COUNCIL

MAY 4 2004

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES- BRUNNER, WAN, NADEL, QUAN, BROOKS, REID, CHANG, AND
PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST:

CEDA FLOYD

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

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CITY COUNCIL

MAY 4 2004

Genevieve Katz

I moved to California in 1981, and to my current residence in Oakland in 1983. Prior to that I lived in New York. I have a BS in Education from NYU and a Masters in Architecture from Columbia University. I did design work for several large architectural offices in New York and when I came to California taught Computers in Architecture as Adjunct Professor at CCAC and Lecturer at UC Berkeley. I have numerous publications and two technical books to my credit.

I am active in my community in numerous ways. I am a member of the League of Women Voters of Oakland and have also served as past Vice President. I produced two cable shows for the League on "Juvenile Justice" and "Empowering Girls". I have been on the board of the Friends of the Oakland Public Library (FOPL) for the past four plus years. I am also a member of the American Association of University Women.

I have been interested in computer games targeted for girls for many years and produce two web sites, www.Games4Girls.com and www.Games4Women.com. My current focus is to create computer games to encourage career awareness in girls.

I have always had a keen interest in libraries. FOPL was a good introduction and I feel that serving on the Library Commission will allow me to be even more involved in Oakland's libraries. Information and free access to it is our very basic right. Libraries are a cherished good and we are in times where good things are decreasing in number. We have to think creatively and be active in protecting our libraries because they are a wellspring to other vital benefits.

4/7/03

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MARIAN WILSON SYLVESTRE

WORK EXPERIENCE

AMERICAN RED CROSS Bay Area Chapter, East Bay Office
Senior Executive Officer
March 1995-Present

AMERICAN RED CROSS Bay Area Chapter, East Bay Office
County Executive
July 1988-March 1995

AMERICAN RED CROSS Bay Area Chapter, San Mateo County
Regional Manager
December 1983-July 1988

AMERICAN RED CROSS Bay Area Chapter, San Francisco County
Case Work Supervisor
March 1983-December 1983

AMERICAN RED CROSS Bay Area Chapter, San Francisco County
Director, Project New Pride
November 1980-March 1983

BAYVIEW HUNTER'S POINT MENTAL HEALTH CLINIC, San Francisco, CA
Child/ Family Therapist
February 1978-October 1981

SAN FRANCISCO COMMUNITY COLLEGE
Bayview Hunter's Point College District, San Francisco, CA
Teacher
January 1980-June 1980

CARDINAL McCLOSKEY HOME & SCHOOL FOR CHILDREN
Foster Care Agency, Bronx, New York
Social Worker
January 1977-October 1976

PAYNE WHITNEY PSYCHIATRIC CLINIC
New York Hospital, New York, NY
Psychiatric Assistant
June 1967-September 1974

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PROFESSIONAL AFFILIATION

- California Personnel & Guidance Association-CPGA
- Licensed Clinical Social Worker-LCSW
- National Association of Social Workers- NASW
- Rotary Club of Oakland # 3
- East Bay Women's Political Action Committee-EBWPAC
- Facilitator and Graduate of National Red Cross leadership Institution
- Member of the City of Oakland Emergency Management Board
- Member of Alameda County United Way Executive Groups
- Member of Traveler's Aid Society Board
- Allen Temple Baptist Church Health Ministry Board

HONORS AND AWARDS

- National Institute of Mental Health Award- NMH
- Tiffany Award for Management Excellence
- Black Women Organized for Political Action 2002 Honoree
- Principal for a Day for three years (Oakland Unified School District)
- National HIV/AIDS Cultural Diversity Award-1990
- Congressional Recognition Award-2002

EDUCATION

ADELPH UNIVERSITY
Garden City, New York
MSW

COLUMBIA UNIVERSITY
New York, New York
Combined Students Program

Deborah Callon Eudaley

QUALIFICATIONS:

- Strong experience in all aspects of financial management, in large company and start-up environments.
- Successful fundraiser with both strategic and financially oriented investors.
- Excellent operational focus on expense and cash management.
- Strong ability to conceptualize the key metrics for a business and translate them into measurable goals.
- Hands on, team player.
- Professional, effective communicator.

EXPERIENCE:

- 2002 to Present **FST INC.**, San Francisco
CEO & BOARD MEMBER
Company is a hydrogen technology start-up.
- Led business planning effort.
 - Developed financing strategy.
 - Closed seed round with sufficient capital to build first demonstration units.
 - Restructured company, negotiated down liabilities with vendors.
 - Manage key industry relationships.
 - Developing pipeline of early revenue opportunities
 - Created ROI analyses for various market segments.
- 2000 to 2002 **INDIVOS**, Oakland (acquired by Solidus Networks in 2002)
VICE PRESIDENT, FINANCE AND CFO,
Managed finance and accounting for a financial services start-up providing biometric authentication of consumer payments.
- Developed business model focused on transaction based, recurring revenue.
 - Identified key metrics necessary to accomplish profitable growth.
 - Created detailed financial model with focus on growth and path to profitability.
 - Kept tight controls on expenses with excellent visibility into cash forecast.
 - Developed and manage relationships with key analysts and investment bankers.
 - Managed efforts for Series D financing, resulting in a term sheet for a strategic investment.
 - Developed pricing strategy for company's services.
 - Working on licensing model for additional services to be enabled by the company's proprietary database.
 - Contracted with KPMG for audit and tax services; completed company's first audit since inception in 1995.
 - Developed revenue recognition policy.
 - Created detailed customer ROI model to support sales process; worked closely with Sales to sell and close opportunities.
 - Prepared presentations and conducted briefings at monthly Board meetings.
 - Established compensation program as part of annual planning cycle.
 - Managed investor communications and stock administration.
- 1999 to 2000 **ALIBRIS**, Emeryville
VICE PRESIDENT, FINANCE AND CFO,
Managed finance and legal for Internet start-up company providing hard to find books to business partners and consumers.
- Raised \$36M in private equity financing.
 - Restructured company in response to changing financial environment.
 - Managed banking relationships, including receivables and equipment lease lines.
 - Managed relationships with industry analysts, investment bankers and private investors.
 - Completed internal preparation for IPO, including initial draft of an S-1.
 - Completed initial steps to establish subsidiary in the UK.

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- Developed four year financial plan and target financial model to reach profitability.
- Led effort which improved gross margins by 100%.
- Designed improved analytics and format for management and board reports.
- Completed three year audit and tax returns.
- Selected new law firm and completed transition of records and legal projects.
- Worked closely with Business Development on strategic partnerships and acquisitions.
- Completed three acquisitions, including a major competitor, Bibliocity.
- Secured D&O insurance and improved property and liability coverage.

1998 to
1999

PLACEWARE, INC., Mountain View (acquired by Microsoft in 2003)
VICE PRESIDENT, FINANCE & ADMINISTRATION AND CFO,

Managed finance, legal, human resources, information systems and facilities for Internet conferencing start-up company.

- Raised Series C financing of \$19M.
- Developed business model to support shift in company's strategy to services business.
- Revised revenue recognition policy to respond to new revenue model.
- Worked closely with Business Development on key strategic partnerships.
- Completed annual and three year strategic plan.
- Completed FY98 audit and tax returns.
- Established working capital line of credit for \$750K and equipment lease line of \$1.2M.
- Designed presentation materials and content for monthly Board meetings.
- Developed processes and reporting for royalty and licensing arrangements.
- Lead effort to revise sales process and customer information system.
- Worked closely with Marketing and Sales on pricing and discount policies.
- Designed new compensation plans for sales force to support business model changes.
- Negotiated sublease for facilities.
- Implemented new employee benefits options and D&O insurance.

1995 to
1998

SILICON GRAPHICS, INC., Mountain View
DIRECTOR, FINANCE, Consumer Products Division, 1996 to 1998

Managed finance, legal and information systems for new business unit.

- Developed business plan for Intel and Windows NT business unit.
- Designed new processes for business model, emphasizing outsourced partnerships to lower cost structure: manufacturing, support, telesales.
- Managed large scale E-Commerce development effort.
- Managed partner and supplier relationships.
- Worked closely with sales to design sales strategy for NT products.
- Developed pricing and mix strategies for new products.
- Designed and implemented analytic models and tools for planning and forecasting.
- Developed revenue and margin plans, forecasts and analyses.
- Recruited and developed strong team of finance managers and analysts.
- Responsible for accounting activities, i.e., monthly close, inventory, etc.

CONTROLLER, Digital Media Systems, 1995 - 1996

Managed finance for \$500M desktop systems division.

- Evaluated investment projects involving R&D and marketing programs.
- Developed pricing model by product, geography and industry .
- Developed revenue and margin plans, forecasts and analyses.
- Worked closely with manufacturing to determine and analyze COGS.
- Led product cost reduction team; results yielded \$20M+ in savings.
- Assessed excess and obsolete inventory; develop plans to reduce exposure.
- Worked with field to ensure marketing programs meet revenue recognition guidelines.
- Enforced licensing and royalty arrangements.

- 1992 to
1995 **ORACLE CORPORATION**, Redwood Shores
DIRECTOR, PLANNING & ANALYSIS
Managed finance and system operations for Oracle Americas division.
- Completed annual plan for \$1.2 billion division.
 - Developed Business Case model for use as selling tool by field sales force.
 - Implemented automated quota, compensation plan and commission accruals.
 - Created new forecast methodology and model.
 - Developed and conducted "Finance for Non-Financial Managers" training.
 - Implemented new performance reporting package.
 - Developed three year business plan.
 - Project manager for worldwide sales forecasting system implementation.
- 1989 to
1992 **TRW FINANCIAL SYSTEMS, INC.**, Berkeley
DIRECTOR, FINANCIAL PLANNING, 1991 - 1992
Managed company-wide planning and forecasting for TRW subsidiary, which provides system integration and engineering services.
- Created planning model for annual budgeting process.
 - Implemented company-wide methodology to maximize billable hours.
 - Implemented standard pricing model and methodology.
- MANAGER, PLANS AND CONTROLS, 1989 - 1991**
Managed finance for International and Document Imaging Divisions.
- Created pricing models for custom system proposals.
 - Designed and implemented project planning, budgeting and control system.
 - Provided forecasts and analyses to Finance for strategic and operating plan cycles.
- 1988 to
1989 **PACIFIC BELL DIRECTORY**, San Francisco
MANAGER, FINANCIAL ANALYSIS
- Identified and eliminated \$1.6 million of potential cost overruns.
 - Created system to measure sales unit quality and productivity.
 - Prepared business case financials for new products.
- 1983 to
1988 **COMPUTERLAND CORPORATION**, Oakland
MANAGER, PLANS AND CONTROLS, 1987 - 1988
- Developed analytic model and reports regarding franchise operations.
- MANAGER, OPERATIONAL ACCOUNTING, 1983 - 1987**
- Managed Accounts Payable and Inventory Control departments.

EDUCATION:

M.B.A., Finance; California State University, Hayward
B.A., French; University of California, Berkeley
(worked at full and part-time jobs to finance 100% of education)

OTHER:

- Board Adviser, Leapfire Inc. (2002 to present)
- Commissioner, Oakland Library Advisory Commission (2000 to present)

Arthur Noble

Objective: To continue serving as a member of the Library Advisory Commission.

Highlights of Qualifications

- Volunteer, Second Start Adult Literacy Program
- Experience in representing literacy issues at local and regional public meetings, and at the state capitol for past 8 years
- Second Start Learner Advisory Committee member
- Experience in public speaking, reading and performing
- Ability to represent concerns of Second Start Literacy learners

Education

McClymonds High School 1955 – 1958 graduated
Oakland, California

Work Experience

Owens-Brockway Glass Company retired
Oakland, California

Position: Warehouse Worker
Responsibilities included shipping and receiving, stock inventory.

Gerber's Baby Food 1970 – 1985
Oakland, California

Position: Food Handler. Also served on the Plant Safety Committee.

References

Joyce Mende Wong
Second Start Coordinator
1801 Adeline St.
Oakland, CA 94607
Phone: 238-6931

Resonja Willoughby, Student Advocate
Second Start
1801 Adeline St.
Oakland, CA 94607
Phone: 238-3432

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