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Letter of Nomination

November 5, 2013

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

Dear President Kernighan and members of the City Council:

Pursuant to City Charter section 601, the Mayor, hereby reappoints the following persons as members of the following Board or Commission, subject to the City Council's confirmation:

**LIBRARY ADVISORY COMMISSION**

**Kathryn Sterbenc** Mayoral reappointment to serve the term beginning November 14, 2013 and ending November 13, 2016, filling the seat previously held by herself.

Thank you for your assistance in this matter.

Sincerely,

Jean Quan  
Mayor

# Kathryn Sterbenc

## Objective

To use my superlative language, management and public-speaking skills to help a thriving company achieve its goals.

## Highlights of Qualifications

- 19 years managing diverse, cross-disciplined teams
- 26 years of outstanding writing and editing experience
- 11 years of experience in Internet technology
- 10 years of experience speaking to groups of 3-300

## Experience

Trilogy Integrated Resources, San Rafael, CA

**National Director of Web Site Development** (April 2001 – present)

Guide and manage the development, editing and presentation of content for the Network of Care ([www.networkofcare.org](http://www.networkofcare.org)), community-based, multilingual Web sites for behavioral-health consumers, veterans, seniors, people with disabilities, and other social-services target groups. First sites launched in August 2001; currently serving more than 470 communities in 25 states.

### Strategic/Managerial Duties

- Make decisions in the frequent absence of the company president and CEO.
- Oversee a staff of 20.
- Contributed heavily as a member of the executive team that designed the navigation, look and feel of all sites.
- Provide internal guidance and oversight as our startup company builds processes and structure.

### Product Development and Web Content

- Work with programmers to deliver products to clients on time and within budget.
- Work with programmers on information architecture, usability and troubleshooting.
- Lead development of new features that set the Network of Care apart from all other social-services Web sites.
- Work with clients to determine best methods of delivering their information to consumers and client staff.
- Oversee creation of entire sections of targeted social-services information of all kinds – medical, legal, social, etc. – for all Network of Care products.

### Client Services

- Establish significant, ongoing contact with government officials at the local, state and national level.
- Maintain steady email and phone contact with NOC local liaisons, answering questions, problem-solving and obtaining needed decisions and content.
- Oversee response to Feedback email from NOC users all over the U.S., typically within 24 hours of receipt.

### Marketing and Public Relations

- Write PR materials, including marketing brochures, press releases, FAQs, and Company Profiles.
- Write Trilogy press releases and send to news media to attract coverage.
- Write scripts for promotional videos and telephone outreach.

**Site Launch/Community Outreach** you are an excellent *public speaker* and *trainer*.

- Travel all over the U.S. as an excellent public speaker and trainer to participate in training workshops, launch events and meetings as needed.
- Coordinate launch events, from initial contact to scheduling, content preparation, event planning, and final confirmation that all plans are in place.
- Maintain and distribute generic/sample PR materials for county clients' use.

CaregiverZone.com, Emeryville, CA  
**Managing Editor (May-September 2000)**

Managed the production and editing of content for subject areas related to caregiving and senior health.

Contra Costa Times, Walnut Creek, CA  
**Deputy News Editor (January 1999 – May 2000)**

- Co-supervised a 35-member team that edited four daily newspapers and designed the layout of each. Led the selection of stories, art and graphics for front pages. Expedited progress of stories and pages throughout the night while working with reporters, editors and designers.
- Assigned daily activities and responsibilities for staff. Directed feedback to staff in all areas of operation. Wrote and presented performance appraisals.
- Plugged holes, put out fires and moved players around the field to get the job done.
- Originated step-by-step guides that taught staffers to get maximum effectiveness from software applications in the performance of their duties. Launched the guides' use in orientation and training. Created a comprehensive orientation program that increased job satisfaction for staffers.
- Brought order to unruly vacation process.
- Restyled and reorganized community listings, affecting hundreds of inches of copy in all editions.

**Interim East County Editor (October-December 1998)**

- Supervised Antioch Ledger Dispatch reporters and editors and hired personnel during the difficult transition period from daily newspaper to local section delivered with Contra Costa Times.
- Achieved company's goals of minimizing staff anxiety and circulation loss while building enthusiasm and interest around new format and all-local content.

**Copy Desk Chief, Antioch Ledger Dispatch (August 1997 – October 1998)**

- Supervised nine-member copy desk that produced the Ledger Dispatch daily newspaper. Directed and joined in the copyediting and design of all sections. Frequent front-page designer.

Belvidere Daily Republican, Belvidere, IL  
**Managing Editor (September 1990 – August 1997)**

- Led a staff of 15 editors and reporters in the production of an award-winning, six-day-a-week community paper in northern Illinois.

## **Community Service**

**Volunteer Tutor, Second Start Adult Literacy Program**  
Oakland Public Library, September 2010-present

**Floor Volunteer, Children's Hospital Oakland**  
Oakland, CA, 1997-2000

**Court Appointed Special Advocate/Guardian ad Litem, Boone County Circuit Court**  
Belvidere, IL, 1993-96

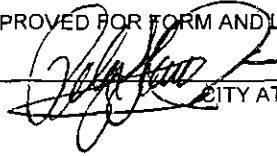
**Volunteer Cuddler, Rockford Memorial Hospital**  
Rockford, IL, 1995-97

## **Education**

**University of Oklahoma, Norman, 1986**  
Bachelor's degree in journalism/professional writing

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CITY ATTORNEY

13 OCT -8 AM 8:30 OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S.

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**RESOLUTION CONFIRMING THE MAYOR'S REAPPOINTMENT OF  
KATHRYN STERBENC AS A MEMBER OF  
THE LIBRARY ADVISORY 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**, Ordinance No. 8064 C.M.S, adopted November 13, 1969 and amended by Ordinance No. 11730 C.M.S., adopted July 26, 1994, establishes the Library Advisory Commission to advise and make recommendations on the operation and future development of the library system and to act as a liaison between the Library Department and the Mayor and City Council; and

**WHEREAS**, the Library Advisory Commission consists of fifteen (15) members serving not more than two consecutive three year terms; and

**WHEREAS**, the Honorable Mayor Jean Quan as reappointed Kathryn Sterbenc 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 reappointment of Kathryn Sterbenc to a three-year term beginning November 14, 2013 and ending November 13, 2016, filling the seat previously held by herself.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES – BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, REID, SCHAAF,  
AND PRESIDENT KERNIGHAN

NOES –  
ABSTENTIONS-  
ABSENT-

ATTEST:

\_\_\_\_\_  
LATONDA SIMMONS  
City Clerk and Clerk of the Oakland City Council