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Office of the Mayor  
Jerry Brown  
Mayor

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Letter of Nomination

September 30, 2003

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:

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

Edward Hannemann, Mayoral appointment to serve as Adult Representative for the term beginning August 1, 2003 and ending July 31, 2004, filling an existing vacancy.

Patricia Restaino, Mayoral appointment to serve as Adult Representative for the term beginning August 1, 2003 and ending July 31, 2004, filling the position formerly held by Gayle F. Wilson (term: 4/28/98 – 2/11/2001).

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

Sincerely,

A handwritten signature in black ink that reads "Jerry Brown".

**JERRY BROWN**  
Mayor

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SEP 30 2003

# OAKLAND CITY COUNCIL

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

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## RESOLUTION APPOINTING EDWARD HANNEMANN AND PATRICIA RESTAINO AS MEMBERS 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 Brown, the following individuals are hereby appointed to the terms set forth below:

Edward Hannemann, Mayoral appointment to serve as Adult Representative to the term beginning August 1, 2003 and ending July 31, 2004, to fill an existing vacancy.

Patricia Restaino, Mayoral appointment to serve as Adult Representative to the term beginning August 1, 2003 and ending July 31, 2004, filling the position formerly held by Gayle F. Wilson.

**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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Edward Hannemann

## EDWARD HANNEMANN

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### SERVICE RELEVANT To Appointment To The Planning And Oversight Committee Of The Oakland Fund For Children And Youth

- Represented District 2 on the Planning and Oversight Committee of the Oakland Fund for Children and Youth for the past five years. I was very active in all aspects of this commission – Strategic Planning, Request for Proposal Development, Grant Making and Program Evaluation.
- Prior to my appointment I served on the Boards of the East Bay Agency for Children and the Oakland Youth Chorus.
- I was a founding member of the Oakland Community After-School Alliance (OCASA), a group of community organizations whose mission is to increase political support for, and public awareness of, after-school programs and to advocate for the creation and implementation of local, state and federal after-school policies.

### WORK SUMMARY

As a Senior Information Systems Consultant with thirty years of experience, I have performed and managed all aspects of business systems analysis, design, development and implementation. My fifteen years in consulting environments have encompassed varied industries, business systems and hardware/software configurations.

### INDEPENDENT CONSULTANT

Performed the following project management and systems analysis activities:

- Project organization, budgeting and scheduling.
- Functional requirements definition.
- Software evaluation and selection.
- Design of system integration and installation strategies.
- Policies and procedures definition and development.
- Management and user status reporting.
- User education development.

#### **KQED**, San Francisco – Public Television and Radio Broadcasting

Led a team of users and software vendors in the implementation of membership and fundraising systems.

#### **BURNS PHILP -- SPECIALTY BRANDS**, San Francisco - Food Processor

Led a team of users in the implementation of all manufacturing functions of the Pansophic Resource Management System (PRMS).

#### **SAFEWAY INC.**, Walnut Creek - Food Processor and Retail Sales

Led a team of users in the implementation of the forecasting, distribution, sales, purchasing and inventory management functions of the Pansophic Resource Management System (PRMS), for a Safeway subsidiary.

#### **FRITZ COMPANIES**, San Francisco - Customs Broker and Freight Forwarder

Managed all information systems development, processing activities and personnel. Developed the following systems:

- Import Customs Documentation System providing customs clearance documents and billing.

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- IATA Reporting System providing airline and internal accounting reports.
- Export Status Reporting System providing on-line export status update and inquiry.
- Streamlined and integrated accounting systems and developed Accounts Payable System.

**CROWLEY MARITIME CORPORATION**, San Francisco - Freight Transportation

Performed the following systems development activities:

- Commodity Revenue Reporting System -- design.
- Freight Billing System -- functional analysis.
- Container Inventory System -- feasibility study.

**SHEET METAL WORKERS HEALTH CARE & PENSION TRUST FUND**, Oakland - Benefits Manager

Responsible for all information systems activities, including the conversion from an in-house operation to a service bureau, and the design of Membership, Billing, Accounts Receivable, Claims Processing and Pension systems.

**EMPLOYMENT**

**UNICON INTERNATIONAL, LTD.**, San Francisco - Shipping Container Services

INFORMATION SERVICES DIRECTOR Responsible for the development, implementation and management of information systems strategies to support Unicon's business plan, aimed at providing a competitive advantage.

Major accomplishments include:

- Re-engineered all corporate information systems (\$1MM budget).
- Defined project scope and directed consultants from requirements definition through design, construction and implementation.
- Directed consulting team in the selection and implementation of client/server architecture (MS NT/Intel Pentium Servers, MS SQL Server, Visual C++, MFC, Crystal Reports).
- Implemented a fifty office worldwide messaging system (MS Mail - Internet, X.400 gateways).
- Introduced a professional information systems function to Unicon.

**SPECIALTY BRANDS INC.**, San Francisco - Food Processor

SYSTEMS AND PROGRAMMING MANAGER

Responsible for business systems development for a \$150MM manufacturing company, including planning, organizing and controlling the development and maintenance of all computer systems to meet business, quality, schedule and cost objectives. Administrative responsibilities included development and management of a \$1MM budget, staff recruitment, training and review, and management status reporting.

Directed a staff of twelve systems development professionals in the support of distribution, manufacturing, finance, sales and marketing functional units. Significant projects included:

- Integration of the business functions of a \$70MM business acquisition
- Sales Forecasting
- Distribution Requirements Planning
- Physical Inventory & Cycle Counting
- Accounts Receivable
- Cost of Sales
- Accounting Inventory Reporting
- Sales Performance
- Sales Event Tracking
- Promotion Tracking
- Development of Corporate Data Dictionary

Major accomplishments regarding the systems development process included:

- Introduced the Powerhouse fourth-generation programming language.
- Developed and implemented a System Development Life Cycle.

- Developed and implemented programming and operations standards and procedures.
- Introduced walk-throughs and monthly technical review meetings.

#### MANUFACTURING SYSTEMS MANAGER

Led a team of users and systems specialists in the implementation of MSA's Manufacturing Resource Planning System (AMAPS/3000) at two processing facilities. This included the following modules: Bill of Material, Material Control, Material Requirements Planning, Master Production Scheduling, Purchasing Control, Process and Routing, Capacity Requirements Planning, and Standard Cost.

**DI GIORGIO INFORMATION SERVICES**, San Francisco - Manufacturer

#### PROJECT MANAGER

Responsible for the implementation of the following on-line data base systems:

- ASK Manufacturing Management (MANMAN) System. Performed project management functions; assisted manufacturing subsidiary in system evaluation, selection and implementation.
- Product Pricing and Production Scheduling System. Led project team from functional design through implementation for a lumber building supplies subsidiary.
- Accounts Receivable System. Developed system and directed its customization and installation in multiple divisions.

**COMPUTER SCIENCES CORPORATION**, San Francisco - Consulting

#### SENIOR ANALYST PROGRAMMER

Responsible for information systems operations management and the conversion to a service bureau and timesharing facility for a customs broker and freight forwarder. Developed Accounts Receivable System.

#### EDUCATION

Georgetown University, International Affairs

# *Patricia S. Restaino*

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## **EXPERIENCE**

### ***Global Connections for Arts & Education***

#### **Founder**

**June 2003 - present**

Initiate programs offering cultural education and creative art products to schools for scholastic fundraisers.  
Enrich students' knowledge of history and culture with traditional art, music or dance presentations.  
Build relationships and empower international artisans.  
Establish a non-profit board of directors, office and donor support programs.  
Create a culturally informative and inspiring art exhibit.

### ***AAA-California State Automobile Association***

#### **Project Manager, Insurance Product Operations**

**July 2002 - June 2003**

Imparted subject matter expertise on a cross functional team that developed, tested and implemented a web based Client Lead Management (CLM) system for all insurance sales.  
Spearheaded creation of the training database and scenarios used in creating all training material.  
Co-Facilitated training for: trainers, Manager, on-site support and the sales force.  
Organized the training logistics for over 700 participants, in 6 locations attending more than 50 classes.  
Participated in user acceptance testing and learned tracking software for logging issues and resolutions.  
Provided on-site support to introduce and incorporate CLM into the daily lives of the insurance sales force.

#### **Market Development Manager, Product Development**

**July 2001 - July 2002**

Created consumer brochure, internet exposure and sales training materials for CA Earthquake Authority (CEA) supplemental insurance.  
Specified system requirements and report formats as team member for corporate wide lead management system.  
Facilitated meetings and participated on teams implementing projects to achieve strategic marketing plan.

#### **Marketing Support Manager, Sales Organization & Strategy**

**Dec 1999 - June 2001**

Coordinated community events for the sales force by leveraging various main office projects in Traffic Safety, Community Affairs, Membership, VIA Publications and Employee Affinity Groups.  
Led cross-functional project teams: Insurance Sales Office selection criteria, success criteria, POS material, initial marketing campaign; Group Membership Guidelines; New Driver collateral material; Rate Change Training 2001.  
Managed Outlook lead distribution project from software specifications, to vendor evaluation, through testing, training, distribution and reporting. Also responsible for internet lead distribution program.  
Supervised intern who created an internet based personalized gift site and insurance information on the corporate intranet.  
Voted Supervisor of the year 2000 by CrossRoads Leadership program, over 300 corporations participated.  
Co-Trainer of Marketing skills and Outlook software to newly hired sales representatives.  
Improved communication to and from the field sales force of over 500 by creating "Sales News" and "Sales Letters".  
Updated existing brochures, created new brochures (including Spanish and Chinese versions) and sales aides for consumers about insurance products.  
Attended focus groups researching customer reaction to insurance products and overall brand image.

#### **Project Manager, Insurance Product Marketing**

**May 1998 - Nov 1999**

Implemented insurance marketing programs. Built consensus with various departments to insure diverse concerns were incorporated for the most effective multi channel campaigns.  
Coordinated the marketing aspects of the claims redesign. Responsible for the marketing budget, plan and execution of \$1.5 million program, starting with a marketing brief, through creative design to implementation and troubleshooting.  
Components included: a direct mail campaign to 1.3 million insureds, logistic coordination and creation of point of sale materials, internet content, internal corporate communications, magazine article and logo wear.  
Presented to senior management a request for \$450,000 in project funding and led team who compiled the supporting financials and assumptions, proposal was approved.  
Speaker at AAA National Traffic Safety conference regarding the success of the New Driver program.

# *Patricia S. Restaino*

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## **EXPERIENCE** (continued)

### ***Eva's Esthetics***

#### **Vice President & Co-owner**

**Sept 1995 - April 1998**

Compiled financial projections and information to secure financing of \$250,000 commercial line of credit.  
Oversaw all marketing including: redesign of retail packaging, public relations firm communications, brochures, pricing, image update and all aspects of trade shows.  
Assisted salon owners in creating customized marketing plans.  
Managed the business organization: Hired, reviewed and terminated employees; Coordinated technology upgrades and installations; Established Korean and Thailand distributors.

### ***Wolfe Video***

#### **Customer Relations Manager**

**Sept 1994 - Sept 1995**

Managed all aspects of customer relations: set goals, motivated sales personnel, established procedures, generated monthly reports, created press releases and assisted with newsletter.  
Built alliances and negotiated contracts to expand distribution channels on the Internet and through national catalogs.  
Doubled sales and increased distribution outlets by 30% in six months.  
Evaluated video products, identified niche markets, established pricing and product release schedules.

### ***AT&T Capital, Data Services Division***

#### **District Sales & Marketing Manager**

**Dec 1989 - Nov 1993**

Implemented individualized business plans and budgets for sales representatives by identifying target markets, for northern CA territory. Exceeded branch quotas 3 years in a row.  
Led presentations to Agricultural advisory boards and corporations, plus software training for sales representatives.  
Tracked sales representatives and reported the status of over 5000 leads in Telemagic database.

#### **Field Sales Engineer**

**Nov 1987 - Nov 1989**

Recommended computer solutions for businesses and negotiated rental or lease finance options.  
Exceeded quotas 2 years in a row, doubled customer database in less than six months.  
Initiated alliances with consultants for seminars on Accounting, DTP, and LAN.

### ***NEC Information Systems***

#### **Systems Account Executive**

**Oct 1985 - Oct 1987**

Negotiated with retail dealers and VAR's to purchase direct from NEC. Generated over 25% of total district revenues, which contained 8 sales people, \$1.6 million (149% of quota) for FY86. Serviced a law enforcement VAR who won a government contract with the CHP. Sold UNIX hardware to a VAR developing a financial polling solution.  
Created and organized the first "Post COMDEX Review" which corporate adopted as a standard marketing program.  
Developed training programs, reference and collateral material for retail dealers and VAR's.

### ***VOTAN, Inc.***

#### **Manager, Marketing Services**

**Dec 1983 - Aug 1985**

Managed the marketing department for a start-up voice technology company. Responsibilities included: identifying vertical markets, all public relations, marketing communications, sales training, trade shows as well as generating and distributing sales leads. Formulated departmental budget, wrote press releases and upgraded product literature.  
Published articles on voice technology for industry magazines.  
Orchestrated logistics and materials for training seminars held in 15 cities across the U.S., this "road show" became the company's most effective marketing method.

## **EDUCATION**

B.S. in Agricultural and Managerial Economics, University of California at Davis, December 1981.  
Strategic Marketing Management, University of Chicago Graduate School of Business executive seminar, 1999.  
e-Commerce MBA courses, Golden Gate University School of Business, San Francisco campus, 2001.  
International Trade certification, Bay Area World Trade Center, Oakland, CA, 2003.

## VOLUNTEER PARTICIPATION

Member, Family Services Agency (FSA) ERC committee, marketing team (2002);  
Co-chair Out & Equal Marketing Committee (2002);  
Graduate, Citizen's Academy, City of Oakland (2001);  
Member, Oakland City Council member Danny Wan LGBT Roundtable (2001-2003);  
Member, PFLAG Safe Schools committee (2001, 2003)  
Table leader, NCLR annual fund raiser (2001-2002)  
Clown, Oakland Holiday Parade (2000, 2001)  
Co-Leader, CSAA Pride Affinity Group (1999-2001); Member, CSAA BEA (1999-2002)  
Member, Out & Equal Workplace Advocates (1999-2002);  
Workshop Leader, Out & Equal conference (2001, 2002)  
Tour Guide, CSAA children / school visitors (1999-2002)  
Volunteer: Red Cross holiday meals in the Mission, San Francisco (1998) and Community Impact Day (1998)  
Organizer, holiday singing at hospitals (1998)

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