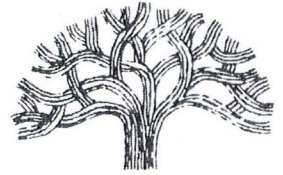


16 APR -7 PM 2:34

CITY OF OAKLAND



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

Office of the Mayor
Honorable Libby Schaaf
Mayor

(510) 238-3141
Fax (510) 238-4731

Letter of Appointment

April 3, 2016

The Honorable City Council
One Frank H. Ogawa Plaza, Second Floor
Oakland, CA 94612

Dear President Gibson McElhaney and members of the City Council:

Pursuant to City Charter Section 601, the Mayor has appointed the following person as a member of the following board or commission, subject to City Council confirmation:

COMMISSION ON AGING

Bryan Ricks, Mayoral appointment for a three-year term beginning September 2, 2015 and ending September 1, 2018, to fill the seat previously held by Rochelle Zak.

Suzette A. E. Chaumette, Mayoral appointment for a three-year term beginning September 2, 2013 and ending August 31, 2016, to fill the seat vacated by Julie Jones.

Michelle Hall, Mayoral appointment for a three-year term beginning September 4, 2013 and ending August 31, 2016, to fill the seat vacated by Patrick Forte.

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "Libby Schaaf".

Libby Schaaf
Mayor

16 APR -7 PM 2:34

BRYAN RICKS

SALES & MANAGEMENT CAREER PROFILE

Award-winning and results-oriented CPG Industry professional with demonstrated consistency in achievement of objectives with strong sales and service skills and a dedication to organizational goals. Experienced in utilizing Category/Consumer insights to create targeted strategies. Winner of numerous awards, including the Chairman's Award of Excellence in 2003 and 2010. Proficient in Word, Excel, Access, and PowerPoint.

Core Knowledge & Skill Areas:

- ◇ Customer Relationships
- ◇ Organizational Leadership
- ◇ Consumer/Category Insights
- ◇ Emerging Brand Development
- ◇ Strategic Planning
- ◇ Sales Forecasts
- ◇ Strong verbal/written skills

PROFESSIONAL EXPERIENCE

CAREBUILDERS AT HOME- EAST BAY, Oakland, CA 2015-present
Executive Director/Owner/Area Developer

Responsible for developing (9) territory Home Care franchise area in the East Bay. Responsible for all aspects of operations.

ANNIE'S INC, Berkeley, CA 2014- 2015
Division Sales Manager, Grocery West (April 2014- Present)

Grow and develop leading Natural and Organic brand in Western Grocery channel (West Coast to Texas) across Annie's banner (Annie's Homegrown, Annie's Naturals and Annie's Frozen). Responsibilities include; Leverage Annie's brand performance to achieve double-digit gains across categories; create and maintain promotional strategies, planners and co-marketing funds for all retailers/distributors; build and manage relationships with retailers and broker partners to deliver business initiatives; use category/consumer insights to drive space gains and awareness in traditional grocery; closely manage trade spend to meet division financial priorities

- * Delivered company-leading growth across key Grocery West customers (HEB, SaveMart, Lucky, Raley's, Stater Bros)
- * Reallocated planned trade spend, resulting in 1.2% spend efficiency
- * Added 62 points of Top 33 item distribution (versus plan of +16)

UPTIME SPORTS NUTRITION CO, Woodland Hills, CA 2012-2014
Vice-President of Sales (May 2012-March 2014)

Create go-to-market plan for launch of Uptime Energy beverage. Create retail marketplace strategy, targeting channels and launch timing over 5-year plan. Create/develop channel-specific pricing and promotional model. Develop and maintain distributor relationships and assist in all supply chain initiatives. Assist in developing marketing opportunities, including financial evaluation. Train, assist and develop direct sales representatives. Use networks to help develop winning strategies to gaining marketplace penetration.

- Developed pro-forma plan that resulted in \$11.8MM funding for business establishment
- Created a sponsorship deal with the Pacific 12 Conference to drive brand awareness & activation
- Negotiated a joint venture to gain distribution in Mexico

PEPSI BOTTLING COMPANY, Somers, NY 2010- 2012
National Account Manager, Franchise and Distributor Network- Safeway Team (2010-2012)

Manage HQ account relationship with 41 Pepsi independent franchisees and distributors. Gain alignment on key strategic initiatives around package, pricing and promotion. Gain divisional alignment on product costs to customer, covering all franchisees and distributors. Develop communication platform and scorecard execution. Manage third-party Pepsi distributed brand portfolio

- Implemented aligned bottler cost initiative across all domestic divisions, resulting in adoption by 97% of system (costs aligned among company owned and independent franchisees and distributors). Projected to result in \$10.8MM savings in national funding
- Performed monthly/quarterly initiative and priority rollouts across national GMA territories. Increased timing on initiative alignment needs to improve take rates resulting in 99% alignment on new item introductions
- Grew non-corporate brand portfolio (Rockstar, Muscle Milk, IZZE, O.N.E. Coconut Water, Tampico) 78% in 2011

PEPSICO, Purchase, NY

2007 – 2010

National Account Sales Manager, Non-Carbonated Beverages—Target Team (2007-2010)

Work with brand and marketing teams to develop account-specific programming to increase performance of targeted brands. Develop network with anchor bottlers to determine promotional/ad strategies, create single-voiced pricing initiative to produce alignment across bottling system, and attend bi-monthly meetings with category buyers. Use Category Insights to over-deliver market share performance on brands with common demographics with Target.

- Executed SoBe Lifewater ASP at Target which resulted in 308% growth and 21.4 share of market (vs 4.7 fair share) in 2009/2010, leading the entire company
- Drove Starbucks brand sales by 78% in 2008 over prior year. Developed exclusive holiday program with Starbucks that produced incremental growth across all stores, driving a 16.1 share of market.
- Increased non-carbonated beverage portfolio volume by more than 33.2% in 2008 and took Lipton brand from #3 to #1 in market share with 54.3% growth.
- Increased Pepsi event bid wins by 67% resulting in \$11.4MM incremental sales

National Account Sales Manager, Pepsi (2003-2007)

Activate Target National account programming across West bottler geographies and improve execution by developing effective communication platform. Forecast key bottler promo events and maintain scorecard to drive improved execution. Rollout quarterly strategic goals/planks at region GMA meetings. Develop service scorecard to track improvements.

- Increased sales from \$170 million to \$203 million, resulting in a seven point share swing versus Coke.
- Developed best in class field communication platform and directed strategic initiative rollouts to GMA and retail trade committees.

EDUCATION

1988 ◊ University of California, Los Angeles, CA- English (American Studies)

TRAINING

Consumer/Category Insights ◊ Win/Win Negotiations ◊ Creating Effective Presentations ◊ Leadership Development
 ◊ National Account Management

AWARDS AND HONORS

Chairman's Award of Excellence- PepsiCo (2010)
 Vendor of the Year Award- Target (2007)
 Sales Excellence Award- Frito Lay (2002)
 Chairman's Award of Excellence- PepsiCo (2001)
 Sales Leadership Award-PepsiCo (1999)

16 APR -7 PM 2:34

SUZETTE A. E. CHAUMETTE, MPH, CLE

As an experienced Public Health Consultant, I specialize in developing patient-centered, culturally relevant education programs, products and services for at risk and vulnerable populations with the goal of improving patient health literacy and access to health information. I do individual and group coaching sessions and train professionals at all levels. I am fluent in English, French, and Haitian Creole and read, understand and speak basic Spanish.

SERVICES AND COMPETENCIES

Consulting

- Literature Reviews
- Recommendations
- Program Evaluation

Health Education

- Copywriting and editing
- Program Planning and Implementation
- Group Facilitation and Individual Coaching

Personal Traits

- Collaborative
 - Creative
 - Innovative
-

PROFESSIONAL EXPERIENCE

UNIVERSITY OF CALIFORNIA, SAN FRANCISCO MINORITY TRAINING PROGRAM IN CANCER CONTROL RESEARCH

The Minority Training Program in Cancer Control Research (MTPCCR) seeks to increase diversity in the field of cancer control research by encouraging minority master's trained health professionals to pursue a doctoral degree and a career in research.

Fellow, 2014-2015

- Leading all major activities of a Photovoice study for African American men with heart failure
- Developing IRB application
- Writing mini-grant to support student interns and overall study costs
- Recruiting, training and interviewing study participants
- Mentoring junior interns
- Planning and preparing Photovoice exhibit
- Contributed to design and content of a Health Educator Training Manual developed to prepare community clinic staff to counsel low-income African American men who have had an elevated PSA test

THE PERMANENTE MEDICAL GROUP, REGIONAL HEALTH EDUCATION – Oakland, CA

Kaiser Permanente Northern California is part of an integrated managed care consortium, with nearly 3.4 million health plan members and rated number one in the nation for best performance in prevention and health promotion.

Project Manager and Health Communications Consultant, 2007-2014

- Designed, implemented, and evaluated multi-disciplinary cancer projects, which improved accessibility, increased member satisfaction, and controlled costs in alignment with organizational goals and objectives
- Transcreated Colorectal Cancer Screening education products in English and Spanish www.kpdoc.org/FITvideo
- Built strategic partnerships with internal and community stakeholders to reduce cancer screening disparities
- Conducted focus groups, member interviews and product testing
- Led trainings and workshops in varied Bay Area community settings
- Regional lead for 20 *Chronic Disease Self Management Program* Coordinators
- Researched and copyrighted bilingual fotonovela concept for Latina Kaiser patients
- Edited online health content for Kaiser Permanente My Doctor Online
- Trained and evaluated 70+ *CDSMP* facilitators

Regional Coordinator, 2006-07

- Produced and promoted health education products to clinicians, frontline staff and patients
- Developed patient tipsheets, CDs, brochures, videos, and posters
- Presented health promotion programs, trainings, and workshops to internal and external stakeholders

...Continued...

HAITIAN CULTURE ASSOCIATION – Oakland, CA

This 501c3 non-profit Association was founded upon bringing members of the Haitian diaspora together to learn about history, art and culture through cultural events, museum exhibits and lecture series.

Co-founder and President, 1997 – 2007

- Established sites in Oakland (1997) and New Orleans (2003)
- Planned semi-annual cultural events for 25-200 attendees
- Conducted annual fundraising campaigns
- Collaborated with the New Orleans Historic Collection on *Common Routes- Saint Domingue Louisiana* exhibit
- Performed Haitian folkloric theatre and dance productions in 2 San Francisco Ethnic Dance Festivals
- Supervised 6 Association officers

DEPARTMENT OF HEALTH AND HOSPITALS, LOUISIANA OFFICE OF PUBLIC HEALTH, MATERNAL & CHILD HEALTH PROGRAM- New Orleans, LA

The Maternal and Child Health (MCH) program administers the State's Title V Maternal and Child Health Block Grant and assists pregnant women, infants and children, particularly those with low income or limited availability of health services, in gaining access to health services with the overall goal to reduce maternal, infant, and child mortality and morbidity.

Health Education Coordinator, 2004-05

- Project managed statewide parenting newsletter for 65,000 mothers
- Developed vendor agreements, ensuring cost effective production and distribution
- Coordinated health education materials dissemination to state public health facilities
- Contributing writer to the 2004 Louisiana State Child Death Review report
- Represented the program at meetings and professional conferences

OTHER EXPERIENCE

Cragmont Elementary School – Berkeley, CA

School Governance Council, Voting Member 2014

Roosevelt Elementary School – San Leandro, CA

Parent Teacher Association, Health and Safety Officer 2014

Kaiser Permanente Research Program on Genes, Environment, and Health – Oakland, CA

Community Advisory Panel Member, 2011-2012

Healthcare for Women in Haiti – Oakland, CA & New Orleans, LA

Program Consultant, 1998 – 2004

Tulane Xavier National Center of Excellence for Women's Health, New Orleans, LA

Research Assistant, 2003-04

Kaiser Foundation Hospital – Oakland, CA

Unit Assistant, 2000 – 2002

California Diabetes and Pregnancy Program – Oakland, CA

Administrative Support, 1999 – 2000

Partners in Health – Cange, Haiti

Women's Health Volunteer, 1998

EDUCATION & TRAINING

University of California, San Francisco, Helen Diller Family Comprehensive Care Center, Minority Training Program for Cancer Control Research, 2014

University of California, San Diego, Lactation Education Certificate, 2008

Tulane University School of Public Health and Tropical Medicine, New Orleans, LA

Master of Public Health - Community Health Sciences, Maternal and Child Health, 2003

University of California, San Francisco, School of Medicine, Post Baccalaureate Program, 2001

16 APR -7 PM 2:34

Michelle "Mickey" Hall

Education:

1986 Women's Technical Institute - Electronics
2002 Bay Area Black United Fund - Fundraising
2002 MS Project 2000 & Time Management
2003 Cypress Technology Center - Entrepreneurial Program
2007 Laney College - Real Estate
2015 Full Sail University - B.S. Candidate, Event Management Class 2017

Technical Skills:

Microsoft Word, Excel, PowerPoint, Outlook, MSProject, Lotus Notes, Quicken, QuickBooks, PageMaker, ClarisWorks, Harvard Graphics, Illustrator, Photoshop, ACT, Access, Palm Pilot, WordPerfect, Goldmine, Windows, NT (server 4.0) 2000, XP, Java, HTML, Dreamweaver, LANs, , Filemaker, Adobe, Appleshare, Retrospect
Web Maintenance, Troubleshooting, Installation both hardware & software.

Professional/Academic Honors and Awards

Nominated Bay Area Most Influential African American in Sports -2005

Executive Summary:

Multi faceted experience with executive management of organizations; particular strengths include:
Working with constituent groups including boards, committees, volunteers, CEO's, athletes, entertainers, politicians and community leaders
Builds and retains exceptional staffs, volunteers, teams and creating excellent work environments
Oversees and coordinates all aspects of operations with numerous backup options
Has gained important operational experience in non-profit, for profit, publishing, sports, entertainment, finance, development, communication and administration
Strong external relationship-management skills
Events, Concerts, Promotions, Conferences

Detailed Experience:

UPS 2005- Present (On leave)

Responsible for payroll of assigned territory Nevada, California (avg 500ppl per wk. peak season avg 1000 ppl per wk.)Handled customer packages, inquiries, research, shipping, processing bad addresses, researching and processing packages, high value & international processing

SAN JOSE SPIDERS

General Manager - 2005 -2006

Responsible for all the day-to-day operations for a National Women's Basketball League Franchise. Responsible for all media contact television, radio, print, web, press conferences, basketball clinics & camps, sponsorships, community relations, overseeing a team of staff and volunteers of over 200, budgets, forecasting. Secured sponsors commitment.

PORTALS UNLIMITED/BayTec

Founder//President- 2001-2006

Workforce Investment Program and liaison between executives, clients, Partners, and Board of Directors. Managed a staff of interns, volunteers and administrative staff. Responsibility ranged from set up meetings and conferences, events, sporting events, political consultants. Responsible for filing of state and federal papers for new businesses, writing business plans, budgets, etc., and established new campaigns. Create timeline for grant researching and writing, enterprise zone opportunities. Community advocate for health and fitness (Soulbeat, Tribune, and Berkeley Community). Responsible for creating/revising HR manuals & IT changes. Responsible for the distribution of payables from City of Richmond for 3 partners.

FORBES MAGAZINE - Office Manager - May 1994 - March 1999

Responsibilities included for day-to-day operations of publishing powerhouse, weekly sales reports. Responsible for domestic and international clients and was the point person for all advertising agencies, media directors, and city officials. Prepared, monitored office budget and expenses (Regional Manager/Sales Executives). Oversaw and handle events including on off-site location or aboard yacht for Steve Forbes, Bob Forbes, Christopher Forbes, Tim Forbes and the Honorable Casper Weinberger

BUSINESS & VOLUNTEER EXPERIENCE

YWCA (EncorePlus Program, Fundraising, Operations)	YMCA Youth Basketball Coach & Referee,
National Black Chamber of Commerce	Women's Chamber Of Commerce (Fmr Secretary)
Friends of Faith Board Member/Chair Fundraising	Multi-Ethnic Sports Hall of Fame
East Bay Conservation Charter	Betty's Transitional Housing Program,
AIDS Action Committee/AIDS Walk	Fenway Community Health Center & Women's Center
Teamster's National Black Caucus (Fmr Secretary)	Teamster's LGBT Caucus Membership Director
Oakland Pride & San Francisco Pride	Breast Cancer Action Fmr Board Member
Restaurant, Retail, Real Estate, Sports Management, Publishing, Non-profit, for profit	

References Furnished Upon Request

Macaulay
City Attorney

16 APR -7 PM 2:35

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

Introduced by Mayor Libby Schaaf

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF BRYAN RICKS, SUZETTE A. E. CHAUMETTE AND MICHELLE HALL AS MEMBERS OF THE COMMISSION ON AGING

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 9921 C.M.S., adopted May 13, 1980 and amended in 1985 by Ordinance No. 10561 C.M.S., in 1989 by Ordinance 11081 C.M.S., and in 1995 by Ordinance No 11773, establishes the Commission on Aging to advocate for the elderly and serve as an Advisory Board to the Department on Aging; and

WHEREAS, the Commission on Aging consists of eleven (11) members serving not more than two consecutive three year terms; and

WHEREAS, the Honorable Mayor Libby Schaaf has appointed Bryan Ricks, Suzette A. E. Chaumette and Michelle Hall to serve three-year terms 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 appointment of Bryan Ricks to the Commission on Aging for a three-year term beginning September 2, 2015 and ending September 1, 2018, to fill the seat previously held by Rochelle Zak ; and be it

FURTHER RESOLVED: That pursuant to City Charter section 601, the City Council hereby confirms the Mayor's appointment of Suzette A. E. Chaumette to the Commission on Aging for a three-year term beginning September 2, 2013 and ending September 1, 2016, filling the seat previously held by Julie Jones; and be it

FURTHER RESOLVED: That pursuant to City Charter section 601, the City Council hereby confirms the Mayor's appointment of Michelle Hall to the Commission on Aging for a three-year term beginning September 4, 2013 and ending September 3, 2016, filling the seat previously held by Patrick Forte.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL-WASHINGTON, GALLO, GUILLEN, KALB, KAPLAN, REID AND
PRESIDENT GIBSON MCELHANEY

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

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