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OFFICE OF THE CITY CLERK  
OAKLAND

2011 JUN 22 AM 11:46

Letter of Nomination

June 27, 2011

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

Dear President Reid and members of the City Council:

Pursuant to City Charter section 601, the **Mayor**, hereby appoints the following person as a member of the following Board or Commission, subject to the City Council's confirmation:

**COMMISSION ON AGING**

**Saturu N. Ned**, Mayoral appointment to serve the term beginning **September 2, 2010** and ending **September 1, 2013**, filling the seat previously held by **Bobbie Bonds**.

## **Saturu N. Ned**

**Objective** – To seize the opportunity to utilize my vast experience with a diverse Business or Community Development environment that puts the employees, and community first

**Summary** – Solutions driven Marketing, Business and Communications Professional with proven Knowledge and applications of Marketing, Sales Fundraising, Branding and Client Retention

20 plus years of Marketing, Training Fundraising, Sales and Client Retention

Excellent organizational and time management skills

### **Skills**

#### **Management**

Created and implemented a recruitment division that recruited 100's of Financial Planners, College and retirement Specialist to a National Seminar Training Clinic

Reported directly to the Company C.E.O and Senior Vice President in the creation and Coordination of comprehensive goal achievement and activation of marketing/sales strategies to maximize company profits

Tracked and documented success of nationwide seminar events put on by certified Financial planners and retirement specialist

Coordinated the sales activities of 100's of Sales Specialist as Vice President of Marketing/Sales

Managed the quality of presentation of 300 call center employees representing Corporate products for fortune 500 corporations

#### **Sales**

Seminar Division generated \$250,000 in monthly training revenues

Seminar Division Generate 25 million in sales revenues in a 2 year period

General Sales Revenues exceeded \$400,000 monthly. General sales revenues Grew by 35% for three years running

#### **Communications**

Prepared and presented weekly reports on nationwide Marketing/Sales activities

To Corporate Board Members

Networked with Business and Professionals nationwide to expand our presence and Potential for new business opportunities

Developed a client retention department

**Fundraising**

Supported and raised funding for Non-Profits, Churches and Community Based Organizations

**Training/Recruitment**

Provided superior training and created a procedure guide for recruitment of new Account executives

**Education**

Associate Arts Degree – Business Administration, Sacramento City College  
Sacramento Calif. 1978-1980

B.A. Degree Marketing University of California Berkeley 1981-1984

Masters Degree Communications University of Calif. Berkeley 1984-1986

**Experience**

Fundraiser/Trainer for Peace Action West –Lobby group- 2008-2009-Oakland CA

Campaign consultant for David Chiu San Francisco CA. Supervisor -2007-2008

Community Project Consultant, Justice Dept. Strategy -2006-2007

Gulf Coast Property Management Biloxi, Mississippi-2003- 2005

Vice President of Marketing the Annuity Store Sacramento CA. - 1995-2003

Area Quality Control Manager National Market Share Sacramento CA.-1991-1995

Community Activist-Northern California 1986-1991

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APPROVED FOR FORM AND LEGALITY

**DRAFT**

CITY ATTORNEY

## OAKLAND CITY COUNCIL

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

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### RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF SATURU N. NED AS A MEMBER 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, 1989 and 1995 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 Jean Quan has appointed Julie Jones 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 appointment of Saturu N. Ned to the Commission on Aging for a three-year term beginning September 2, 2010 and ending September 1, 2013 filling the seat previously held by Bobbie Bond.

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

**AYES – BRUNNER, KERNIGHAN, NADEL, SCHAAF, DE LA FUENTE, BROOKS,  
KAPLAN AND PRESIDENT REID**

**NOES –  
ABSTENTIONS-  
ABSENT-**

**ATTEST:**

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**LATONDA SIMMONS**  
City Clerk and Clerk of the Oakland City Council