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OAKLAND

2011 APR 20 AM 10:09

Letter of Nomination

May 3, 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:

COMMUNITY POLICING ADVISORY BOARD

Tamera White Mayoral appointment, on the recommendation of Councilmember Nancy Nadel, to serve the term beginning March 26, 2011 and ending March 25, 2014, filling the seat previously held by Olugbemiga Oluwole, Sr.

Thank you for your assistance in this matter.

Sincerely,

Jean Quan
Mayor

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APPROVED FOR FORM AND LEGALITY

A. McCauley
CITY ATTORNEY

2011 APR 18 PM 5:44

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF TAMERA WHITE AS A MEMBER OF THE COMMUNITY POLICING ADVISORY BOARD

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, Resolution No. 72727 C.M.S., adopted June 11, 1996 and amended by Resolution No. 73916, adopted November 4, 1997, which changed the body's status from a Task Force to a Board, establishes the Community Policing Advisory Board to oversee, monitor and report at least twice yearly and provide recommendations on community policing to the Mayor, City Council, City Manager, and Director of Police Services; and

WHEREAS, the Community Policing Advisory Board consists of fifteen (15) members, all Oakland residents, serving three-year terms, three appointed by the Mayor, one by each Councilmember, one by the Oakland Housing Authority, one by the Oakland Unified School District Board, and two by the Home Alert Steering Committee; and

WHEREAS, the Honorable Mayor Jean Quan has appointed Tamera White, on the recommendation of Councilmember Nancy Nadel, to serve a three year term as District 3 Representative, 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 Tamera White to the Community Policing Advisory Board to a three-year term beginning March 26, 2011 and ending March 25, 2014, filling the seat previously held by Olugbemiga Oluwole, Sr.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, and
PRESIDENT REID

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____

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

DATE OF ATTESTATION: _____

TAMERA WHITE

RELEVANT WORK EXPERIENCE:

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PR Results
Public Relations Manager
1995 to Present (Independent Contractor)

Create client visibility and build marketplace presence. Past Clients (partial list): The Home Depot (sub-contracting agency), United Way of the Bay Area and Oakland Unified School District. Invited by another PR agency to be part of a three-agency team to pitch PR services for Stephen Spielberg's DreamWorks Animation SKG, Inc.

Client Coverage Achieved (partial list): The Washington Post, USA TODAY, National Public Radio, San Jose Mercury News, Oakland Tribune, Evening Magazine (CBS 5/KPIX), KGO NewsTalk Radio 81, KQED-FM *Forum with Michael Krasny*.

Crime Prevention Solutions
Senior Training Consultant
1993 to Present. San Francisco, CA

Crime Prevention Solutions consults and trains in crime prevention and personal safety. Client list has included IBM, Morgan Stanley, Academy of Art College, Bank of the West, State Compensation Insurance Fund, University California San Francisco, OUSD and county government.

Niehaus Ryan Wong, Inc.
"inventive Public Relations"
Account Associate, New Commerce Team
May 2000 to March 2001 - South San Francisco, CA

Worked with the legendary PR firm credited with launching Yahoo! Other clients: ELOAN, Apple and Netfix. Reported directly to the Vice President. Promoted within first 90 days.

United Way of the Bay Area and The Entrustment (A *United Way Strategic Partner*)
Project Manager and Community Giving Advisor
June 1997 - February 1998. San Francisco, CA

- Project Manager and Writer. Produced 2,000 copies of *Philanthropic Voice*.
- Community. Community Giving Advisor (fundraiser). Helped raise \$80,000, up from \$44,000. Coordinated 200-person formal dinner honoring Bay Area grandmothers.

University of California San Francisco
Coordinator, Rape Prevention Education Program
1991-1993. San Francisco, CA

Conducted interactive on campus crime prevention seminars. Developed and organized anti-violence events for up to 500 people with a local and national focus.

- More -

MEDIA EXPERIENCE:

Fox Television. June 2, 1997. New York, NY. Selected out of 2,000 who auditioned to guest co-host for one day on *Fox After Breakfast* with Tom Bergeron, now co-host of *Dancing with the Stars*. Interviewed talk show host Montel Williams.

Wild 107 Radio. 1990 to 1993. San Francisco, CA. Talk show host, producer and writer. *Love Is The Key* and live, call-in show, *What's On Your Mind?* Topics included, abortion, inter-racial dating, making it, and more. Interviewed ordinary people and notables such as Kevin Costner, Danny Glover, Dionne Warwick, Gary Busey, Sinbad, numerous best-selling authors and others.

Freelance and Contributing **Writer**. National magazines: *Women's Sports* (cover story) and *Radiance*. Newspapers, *Marin Independent Journal* (guest crime prevention columnist), *San Francisco Independent* article on senior crime prevention and *San Francisco Bay View*.

VOLUNTEER EXPERIENCE:

East Brother Light Station (EBLS).

Volunteer gardening team, 2009. EBLS is a beautifully restored 1874 Victorian Lighthouse Bed and Breakfast Inn perched atop an island in San Pablo Bay.

KQED Community Advisory Panel Member (CAP).

1994 to December 1999. San Francisco.

Appointed to the position. The CAP assists the President and Board of Directors in determining KQED's effectiveness in meeting the needs of the community it serves.

Big Brothers/Big Sisters of San Francisco.

1990 to 1994. San Francisco, CA.

HONORS: (Partial List)

- City of Oakland Police Department, Neighborhood service award, 2008.
- Renaissance Entrepreneurship Center, Fred Trant Memorial Award.
"Presented to the student who, in the opinion of their classmates has put significant effort and participation into the class, overcome initial and perhaps on-going obstacles, has been an inspiration to others and shows solid potential as a successful entrepreneur."

EDUCATION:

San Francisco State University
B. A., Journalism with emphasis in English

University of Arizona. Tucson, Arizona.
Business Administration major

ADDITIONAL EDUCATION:

California Department of Real Estate
Real Estate License, License Current

Landmark Education Corporation
San Francisco, California
The Forum and *The Advanced Course*

Renaissance Entrepreneurship Center
San Francisco, California

Decker Communications, Inc.
San Francisco, CA
Business communications and presentations