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CITY OF OAKLAND



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Office of the Mayor
Honorable Ronald V. Dellums
Mayor

(510) 238-3141
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Letter of Appointment

July 21, 2009

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

Dear President Brunner and members of the City Council:

Pursuant to City Charter section 601, the Mayor has appointed the following person as member of the following Board or Commission, subject to City Council confirmation:

Budget Advisory Committee

Kalie Moore, Mayoral reappointment, to complete the term beginning May 26, 2009 and ending May 25, 2011, filling the seat she previously held.

Jay Ashford, Mayoral appointment, to complete the term beginning May 26, 2009 and ending May 25, 2011, filling the seat she previously held.

Thank you for your assistance in this matter.

Sincerely,

Ronald V. Dellums
Mayor

APPROVED FOR FORM AND LEGALITY



Kalie Moore

PROFESSIONAL EXPERIENCE

Alameda County Bar Association, Oakland, CA

September 2007- Current

Lawyer Referral Service and Fee Arbitration Program Administrator

- *Assured statutory compliance and addressed quality control issues* relating to both the Lawyer Referral Service and Fee Arbitration Program and recommended changes to rules and procedures as needed to improve the operation and financial health of each program.
- *Prepared and monitored LRS and Fee Arbitration budgets, developed procedures for timely collection of revenue* and tripled the gross annual fee arbitration revenue in the year 2007.
- *Recruited, trained, and supervised* a staff of four to ensure continued efficient and productive work output, adequate coverage of intake and administrative functions, and healthy working relationships among staff.
- *Served as staff liaison to Governing Committees of the LRS and Fee Arbitration programs* by developing and distributing agendas, memos and informational materials as needed. Helped recruit and appoint committee members and chairs and developed positive working relationships with committee chairs and members.
- *Developed and launched an internet marketing campaign* which utilized Google AdWords and search engine optimization, resulting in an increase in business.
- *Organized and administered MCLE events* including foreclosure, predatory lending, and fee arbitrator training programs.
- *Represented the ACBA* at social functions for ACBA members and court officials, and assisted in the recruitment of new members.

EDUCATION

BA Sociology, University of San Francisco

May 2006

Minor in Legal Studies

- *Cumulative GPA: 3.7/4.0 Scale*
- *Dean's List* eight consecutive semesters for academic excellence.
- *Member of Undergraduate Law Society*
- *Member of Alpha Kappa Delta*

COMMITTEE WORK

State Bar of California, San Francisco, CA

Current

Mandatory Fee Arbitration Committee Member

- *Reviewed and commented upon any proposed legislation* and tracked other legal developments that may affect the mandatory fee arbitration program and attorney fee agreements in general.
- *Made recommendations to the Board of Governors* regarding amendments to the fee arbitration statutes, the State Bar's and local bar association's Rules of Procedure for Fee Arbitration, and the Guidelines and Minimum Standards for the Operation of Mandatory Fee Arbitration Programs.
- *Monitored developments in both substantive and procedural law* relating to mandatory fee arbitration.
- *Oversaw the State Bar's Mandatory Fee Arbitration Department*; drafted the State Bar's approved sample fee agreements, local program advisories, and arbitration advisories.

SKILLS

PowerPoint and other Microsoft Office Programs, additional coursework in finance, non-profit budgets, management leadership, and public speaking.

INTERESTS

Avid marathon runner, triathlete, and general sports enthusiast.

JAY ASHFORD

PROFESSIONAL WORK EXPERIENCE

Sr. IT Systems Manager, Salesforce.com (San Francisco, CA) 2003 – 2008

- Responsible for design, implementation, administration of internal corporate systems, including e-mail, database, file, and web systems and application servers supporting 2,500 employees
- Oversee staff of 7 systems engineers
- Manage annual budget of \$2M, and a portfolio of projects to accommodate company growth
- Responsible for corporate I.T. compliance with Sarbanes-Oxley requirements

Network Engineer, MarketTools, Inc. (Mill Valley, CA) 2002 – 2003

- Responsible for Microsoft Windows network administration, telephony/voicemail systems administration, and desktop, application and peripheral support

Technology Operations Consultant, Visa USA (Foster City, CA): 2002

- Assisted with Visa's Direct Exchange project

Systems Consultant, Broadwing I.T. Consulting (San Francisco, CA): 2001

- External consultant assisting a variety of clients

LAN Administrator, AudioBase, Inc (Sausalito, CA): 1999-2001

- Responsible for Microsoft Windows network administration and Cisco LAN/WAN implementation and support

Technology Support Contractor, SG Cowen Securities, (San Francisco, CA): 1999

Associate Systems Engineer, Bank of America, (San Francisco, CA): 1996-1999

Sales Assistant / Application Support, Bank of America, (San Francisco, CA): 1994-1996

Loan Processor / Loan Officer, United Savings Bank, (San Francisco, CA) 1993-1994

INDUSTRY CERTIFICATIONS

- **MCSE**: Microsoft Certified Systems Engineer: Windows NT 4.0 track.
- **MCP**: Microsoft Certified Professional: Windows 2000 Server.
- **CCNA**: Cisco Certified Network Associate: Routing and Switching.

VOLUNTEER ACTIVITIES

California Clean Money Campaign: member, 2003 - present

Berkeley Fair Elections Coalition: member 2004

California Common Cause: member 2004 – present

Environment California: member 2004 – present

Volunteer: C.E.O. Women, Oakland, CA

EDUCATION

University of California at Berkeley

BA - Political Economies of Industrial Societies, May 1992

Minor: Spanish Language and Literature

St. Mary's College of California

Master of Business Administration – March 2009 (expected)

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2009 JUL -9 PM 5:09

CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION CONFIRMING THE MAYOR'S REAPPOINTMENT OF KALIE MOORE AND JAY ASHFORD AS MEMBERS OF THE BUDGET ADVISORY COMMITTEE

WHEREAS, Resolution No. 74826 C.M.S. created the Budget Advisory Committee, whose members are appointed by the Mayor, subject to confirmation by the City Council and;

WHEREAS, Ordinance No. 74826 C.M.S. specifies that members of the Budget Advisory Committee are to serve two year terms, which are to be staggered so that some appointments will expire every year, and appointments to fill a term of office are only to be for the remainder of that term; now, therefore, be it

RESOLVED, that the City Council hereby confirms the Mayor's appointment of the following individuals for the terms set forth below:

Kalie Moore, Mayoral reappointment, to complete the term beginning May 26, 2009 and ending May 25, 2011, filling the seat she previously held.

Jay Ashford, Mayoral appointment, to complete the term beginning May 26, 2009 and ending May 25, 2011, filling the seat he previously held.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES- KERNIGHAN, NADEL, QUAN, DE LA FUENTE BROOKS, REID, KAPLAN,
AND PRESIDENT BRUNNER.

NOES-

ABSENT-

ABSTENTION-

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California