



CITY OF OAKLAND



05 OCT -7 AM 11:58

1 FRANK H. OGAWA PLAZA • 3RD FLOOR • OAKLAND, CALIFORNIA 94612

Office of the Mayor
Jerry Brown
Mayor

(510) 238-3141
FAX: (510) 238-4731
TDD: (510) 839-6451

Letter of Nomination

November 1, 2005

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 to the following Board or Commission:

Board of Port Commissioners

Mark McClure, Mayoral appointment, serving the term beginning 7/11/05 and ending 7/10/09 in the seat formerly held by Frank Kiang.

Anthony Batarese, Jr., Mayoral reappointment, serving the term beginning 7/11/05 and ending 7/10/09 in the seat that he currently holds.

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

Respectfully,

JERRY BROWN
Mayor

Summary

To be an active and contributing addition to the Oakland Planning Commission as it shapes the direction of Oakland. using practical first hand knowledge of the construction and development process as well as my passion to help plan for the future of my hometown.

Qualifications

12+ years of construction & development experience
Oakland native with strong ties to the community
Effective team player with strong interpersonal and communication skills
Adept at creative thinking and alternative solutions

Experience

Bohm Environmental Solutions, Oakland, CA **2001 - present**
PRINCIPAL

Bohm Environmental Solutions provides environmental services to address issues surrounding hazardous materials. Prior to the company's launch I was involved with research and development to determine the feasibility of addressing a new market, the potential for growth and the needs of our current Alarcon Bohm customers. Responsibilities include:

- Selling environmental services throughout the Bay area
- Estimating and submitting bids
- Developing marketing and promotional packages
- Managing client relationships
- Project management

Alarcon Bohm Corporation and Special Projects, Oakland, CA **1999 - present**
PROJECT MANAGER/ESTIMATOR

Alarcon Bohm is a soft demolition company. Special Projects is its sister company providing construction, renovation and restoration services. Responsibilities include:

- Selling construction and demolition services throughout the Bay area resulting in an increase in revenue from \$600,000 to \$4 million within the first two years
- Estimating and submitting bids
- Representing companies at networking and fundraising events
- Managing client relationships
- Negotiating with outside vendors
- Managing sub-contractor relationships
- Developing marketing and promotional packages

CMP (formerly Miller Freeman, Inc.), San Francisco, CA **1997-1999**
SALES MANAGER

CMP is a leading trade show and publishing company.

- Sold sponsorship and promotional packages valued at over \$900,000
- Exceeded budgeted sales goals by 10-15%
- Designed and implemented on-site promotions for exhibitors
- Managed over 50 client relationships
- Developed integrated promotional offerings spanning Web sites, trade shows and magazines
- Created targeted marketing initiatives directed at leading companies such as Hitachi and Sega

Kroger Property Management, Gelsenkirchen, Germany

1996-1997

PROJECT MANAGER

- Managed day-to-day office operations
- Supervised account management
- Responded to customer service needs
- Contracted with vendors for property repairs and maintenance
- Studied German to better communicate with clients

Economy Lumber Company, Oakland, CA

1992-1996

ACCOUNT MANAGER/SALES

- Managed outside sales territory resulting in over \$500,000 of new business the first year
- Assisted with relocation and expansion of company
- Developed strong business relationships with client base and vendors

Computer Skills Windows, Microsoft Office, Outlook, ACT!, Macintosh OS, MasterBuilder

Education

California State University, Hayward, BA in Art/Design

UC Berkeley Extension, Special Events Marketing and Integrated Marketing Communications

References

Terry McGrath, Principal

Aegis Realty Partners

[REDACTED]
Oakland, CA 94607

Telephone: [REDACTED]

John Protopappas, President and CEO

Madison Park Real Estate Investment Trust

[REDACTED]
Oakland, CA 94604

Telephone: [REDACTED]

Phil Tagami, Principal

California Commercial Investments

[REDACTED]
Oakland, CA 94612

Telephone: [REDACTED]

John Russo, Oakland City Attorney

City Hall, 6th Floor

1 Frank Ogawa Plaza

Oakland, California 94612

Telephone: 510-434-2004

~~510-434-2004~~

ANTHONY A. BATARSE, JR.

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2003 MAY -9 AM 11: 14

228-6644

OCCUPATION: President/CEO - Lloyd A. Wise Co.

BORN: El Salvador

EDUCATION:

1955 B. S. in Science & Letters: Liceo Salvadoreno, El Salvador

1969 California Real Estate Practice, Law, Appraisal and Marketing
College of San Mateo, San Mateo, CA

1987 Business Management
Harvard Graduate School of Business Administration
Boston, Massachusetts

EMPLOYMENT HISTORY:

1965 - 1968 Gateway Chevrolet, Daly City, CA

1968 - 1971 Hayward Ford, Hayward, CA
Sales Manager

1971 - Present Lloyd A. Wise Companies
10550 International Blvd., Oakland, CA 94603-3804
* 1 Dealership in Oakland, CA
* 3 Dealerships in San Leandro, CA
Hyundai, Nissan, Kia
4 Dealerships in Vacaville, CA
Dodge, Chrysler, Jeep, Honda, Nissan, Mazda, Volkswagen

Total Dollar Sales in 2001 were \$345 million
Currently 202 Employees

ACHIEVEMENTS:

Awarded Hispanic Business Magazine Entrepreneur of the Year 1997 in USA.

Ranked #1 Largest Bay Area Minority Owned Business in the San Francisco Bay Area
San Francisco Business Times 1998.

Ranked #1 Largest Minority Owned Business in the East Bay, by the San Francisco
Business Times, June 1998

Ranked #1 Largest Hispanic Owned Business in California in The California 100 Directory
Business Magazine Summer 1997

Ranked #1 Largest Hispanic owned Automotive Business In California in The California
Top five, listing in Hispanic Business Magazine Summer 1997

Ranked #1 Largest Hispanic Owned Automotive Business in California in the California Top
Six Listing by the Hispanic Business Magazine, summer 1998

- Ranked #1** Largest Hispanic Owned Business in California 100 Directory by The Hispanic Business Magazine Summer 1998
- Ranked #4th** of the Top Ten Minority Owned Automotive Companies nationally in Hispanic Business 1998 Top 500 Corporations Directory, June 1998
- Ranked #2nd** Largest Automobile Dealership in the East Bay in the San Francisco Business Times, July 1998
- Ranked# 3rd** Largest Automobile Dealership in the San Francisco Bay Area in the San Francisco Business Times, July 1998
- Ranked #10th** Nationally in Hispanic Business 1999 Top 500 Corporations Directory, June 1999
- Ranked #16th** Largest Private Company in the East Bay by the San Francisco Business, 1998
- Ranked # 4ⁿ** Largest Hispanic Automobile Dealership Nationally Hispanic Business 1999
- Ranked# 51** Largest Private Company in the Bay Area San Francisco Business Times 2000
- Ranked #2nd** Largest Automobile Dealership in the Bay Area San Francisco Business Times 2000
- Ranked #3rd** Private Minority Company in the Bay Area San Francisco Business
- Ranked #12^t** Largest Hispanic Automobile Dealership Nationally Hispanic Business: 2001 and 2002
- Ranked # 8** Largest East Bay private company, published by East Bay Times June 2002
- Ranked # 1** Largest Growing private company by revenue, East Bay Times 2002

ACTIVE MEMBERSHIPS:

- 1992 - 1996 Director to the Board of Oakland, Chamber of Commerce.
- 1995 - Present Director of Hispanic Chamber of Commerce of Alameda County
- 1972 - Present Member of Oakland-Metropolitan Chamber of Commerce
- 1998 - Present Member of San Leandro Chamber of Commerce
- 1997 - 2001 Member of the City of Oakland Planning Commission
- 1998 - Present Advisory Board Member of San Francisco State University College of Business
- 2000 - 2001 President of the Latino Connection California State Wide P.A.C

Lloyd A. Wise Companies has an Affirmative Action Program which allows us to have the following breakdown of employees: Caucasian: 148 = 66%; African American: 41 = 19% (2 Partner's); Hispanic: 21 = 10%; Asian/ Others: 12 = 5%

Lloyd A. Wise Companies

(Established 1914)

A.A. Batarse, Jr., CEO

WORK EXPERIENCE

1972-Present **Lloyd A. Wise Inc.** 100% owner,
10550 International Blvd., Oakland, CA 94603-3804

1990-Present **K.E.W Corporation**, (40%), dba as:

Dodge/Chrysler/Jeep of Vacaville,
681 Orange Drive, Vacaville, CA

2000-Present Nissan of Vacaville
671 Orange Drive, Vacaville, CA.

1988-Present **Solano Imports, Inc.** (30%) dba as:

Honda of Vacaville
641 Orange Drive, Vacaville, CA.

1998-Present Mazda of Vacaville,
651 Orange Drive, Vacaville, CA.

Kikuchi Automotive Group, Inc. (20%) dba as:

1999-Present Volkswagen of Vacaville
580 Orange Drive
Vacaville, CA.

Total Dollar Sales in 2001 were \$345 million, 202 Employees

Previous Experience

1990-1994 **SATURN RETAILER** (4 stores in the East Bay) 100% owner

1975-1999 *Lloyd A. Wise Honda, (100% Owner)*

1977-2001 *Lloyd A. Wise Nissan, Hyundai, Kia (100% owner)*

1975-1996 *Lloyd A. Wise Oldsmobile/GMC*

12/02

   • CHRYSLER • JEEP   DAEWOO    HYUNDAI

10550 International Blvd., Oakland, CA 94603-3804 • Tel: (510) 638-4800 • Fax: (510) 430-8869

Oakland • San Leandro • Vacaville • Fairfield

OAKLAND CITY COUNCIL

05 OCT 20 PM 1:13
C.M.S.

RESOLUTION No. _____



**RESOLUTION APPOINTING
MARK MCCLURE AND RE-APPOINTING ANTHONY BATARSE, JR. AS MEMBERS
OF THE BOARD OF PORT COMMISSIONERS**

WHEREAS, the City Charter creates the Board of Port Commissioners,
whose members are nominated by the Mayor and approved by the City Council;
and

WHEREAS, the City Charter specifies that members of the Board of Port
Commissioners are to serve four 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 by the nomination of the Mayor, Jerry Brown, the
following individual is hereby appointed to the term set forth below:

Mark McClure, Mayoral appointment to serve the term beginning July 11, 2005 and
ending July 10, 2009, filling the position formerly held by Frank Kiang.

Anthony Batarse, Jr., Mayoral appointment to serve the term beginning July 11, 2005 and
ending July 10, 2009, filling the position formerly held by himself.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

**AYES- BRUNNER, KERNIGHAN, NADEL, QUAN, BROOKS, REID, CHANG, AND PRESIDENT
DE LA FUENTE**

NOES-

ABSENT-

ABSTENTION-

ATTEST:

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