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Office of the Mayor
Jerry Brown
Mayor

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Letter of Nomination

October 5, 2004

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

Dear Councilmembers:

Upon nomination of the Mayor, the following person is hereby appointed as a member of the following Board or Commission:

Oakland Museum of California Foundation

Penelope Wong, Mayoral appointment to complete the term beginning November 1, 2003 and ending October 31, 2006, filling the position formerly held by Shelia Hill-Fajors.

Laurence G. O'Neil, to complete the term beginning November 1, 2003 and ending October 31, 2006, filling a position formerly held by James Hill.

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

Sincerely,

JERRY BROWN
Mayor

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Penelope Wong & Associates

BIOGRAPHY OF PENELOPE WONG

Business Experience

- After selling co-owned advertising agency to Havas Advertising, have just resumed position as president, Penelope Wong & Associates, a marketing and branding communications consulting firm whose clients (dating back to 1986) have included Bank of America, Bank Rakyat Indonesia, Boy Scouts of America, Chase Manhattan, Citibank, Mexicana Airlines, Monterey Bay Aquarium, Intuit, Fox TV, Pixar, Gump's, Major League Baseball, L.A. Dodgers, Royal Viking Line, Stanford Business School, Windamhill Productions, and others.
- May 2001 – April 2002. Executive Vice President and Director of Strategic Business & Brand Development, Brann Worldwide – the world's largest direct marketing agency. Clients included Visa, E*TRADE, Commerce One, and SBC Communications.
- May 1991 – April 2001. President & CEO of Wong.Wong.Boyack (WWB), a targeted relationship marketing, advertising and branding firm. Before being acquired by Havas Advertising, WWB's diverse client list included: NIKE, Cisco Systems, AirTouch, SINA.com, Disneyland, American Savings Bank, S.F. Giants, Hewlett-Packard, Intel, eProNet, New York Life, Fidelity Investments, Pacific Bell Directory, Bank of America, Southwestern Bell Yellow Pages, UC Berkeley Extension, Wells Fargo, Taster's Choice, Amdahl, Sprint, Charles Schwab, and Peet's Coffee & Teas, among others.
- Formerly Sr. Vice President and Creative Director at Ogilvy & Mather Direct, Western Region, whose accounts included Mattel, Columbia Pictures, American Express, Hertz, Sears, MGM Grand Hotels, Oakland A's, Princess Tours, ChemLawn, and Diet Center.
- Started in direct response at The Franklin Mint (TFM) as Copy Chief before moving into product development. Managing Director of Jennifer Wong Ltd., a TFM subsidiary in the U.S., Hong Kong, Tokyo & London.
- A former magazine and book publisher and a member of the Stanford Publishing Course faculty since 1986. Delivered keynote addresses to the Canadian Direct Marketing Association and the American Marketing Association on multicultural marketing, and lectured in direct marketing, multicultural marketing, and creativity at UCLA Extension, U.C. Berkeley Extension, Stanford University, University of San Francisco, and University of Hawaii. Have spoken at numerous industry trade events and conferences (e.g., Book Expo, Seattle Direct Marketing Day, American Management Association B to B Conference, Portland Direct Marketing Day, Direct Marketing Association Catalog Day).

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Giving Back to the Community

- Vice President, Board of Directors, San Francisco Film Society (S.F. International Film Festival). 2001 – Present
- Chair of Marketing Committee, Advisory Board, USF Center for the Pacific Rim. 2002 – Present
- Chair of Marketing/Development Committee, Board of Directors, Friends of Rockridge Library, 2004 – Present
- Member, Marketing Committee for The New Asian (S.F. Asian Art Museum). 2001 – Present
- Member, Board of Trustees, Dominican University of California; member of the Executive Committee and Chair of the Marketing Committee. 1993 – 2002
- Member, Honolulu Theatre for Youth Advisory Board. 1998 – 2001
- Former member of Oakland East Bay Symphony governing board.
- Former member of Careers Abound board of trustees.

Artist & Author

- Award-winning screenwriter determined to get a quality film made. Winner (2nd Place) in UCLA Diane Thomas awards and Finalist in UCLA Short Film Screenwriting Competition.
- Author of books and articles on everything from the arts to meeting facilitation...from food to family. First woman to write a book (*Lift for Life*, using pseudonym of Vanessa Sing) on weight-training.
- Working on a book to help people appreciate/leverage how cross-cultural our everyday reality has become in our globalized world.

Hearth, Home & Wanderlust

- Native Californian who lives in Oakland with husband, Tim Kochis, and wanton soft-coated wheaten terrier, Wabi.
- Passionate about seeing movies, gardening (supervising and enjoying), collecting kitschy Chinese figurines, and rooting for the Oakland A's
- For a change of pace, perspective, and pure pleasure, have traveled to China, Taiwan, Singapore, Japan, Malaysia, South Korea, Thailand, Indonesia, Australia, New Zealand, Belgium, England, France Italy, Germany Netherlands, Switzerland, Spain, Portugal, Turkey, Greece, the Ukraine, Canada, Mexico, and the Caribbean.

Laurence G. O'Neil

Laurence G. O'Neil is Senior Vice President for Human Resources of Kaiser Foundation Health Plan, Inc. and Kaiser Foundation Hospitals. He joined the Program in June 2002.

Prior to joining Kaiser, Mr. O'Neil worked at Heidrick & Struggles' as Managing Partner of the Northern California Region. He was a member of the firm's Global Financial Services, E-Business and Industry Practices.

Before Heidrick & Struggles, Mr. O'Neil had a career spanning twenty plus years with Bank of America, where he held various management positions in the United States and Asia. Most recently he was responsible for leading the Global Corporate and Investment Banking Human Resources team supporting line of businesses in 42 countries with major business centers in London, Hong Kong, Singapore, Miami and New York. He was responsible for long-term business planning, organization effectiveness, people resource planning, executive compensation, coaching and acquisition planning and execution.

Prior to Bank of America, Mr. O'Neil developed and managed a program at the Tehran American School to deal with the emotional and drug-related problems of the American community in Iran. He also served on the Community Affairs Committee of the U.S. Embassy.

Mr. O'Neil received a B.A. in Sociology from Villanova University and an M.A. in Guidance and Counseling from the University of New Mexico. He is a past President of the board of The Friends of Langley Porter (UCSF Department of Psychiatry.)


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OAKLAND CITY COUNCIL

DRAFT

RESOLUTION No. _____ C.M.S.

**RESOLUTION CONFIRMING PENELOPE WONG AND LAWRENCE G. O'NEIL
AS A TRUSTEES OF THE
OAKLAND MUSEUM OF CALIFORNIA FOUNDATION BOARD**

WHEREAS, the Oakland Museum of California Foundation is a non-profit public benefit corporation whose members are appointed by the Mayor and confirmed by a majority of the City Council, and a majority of the Board; and

WHEREAS, the Bylaws of the Oakland Museum of California Foundation state that members of the Oakland Museum of California Foundation Board may serve up to two consecutive three year terms; now, therefore, be it

RESOLVED, that by the appointment of the Mayor the following individual is hereby confirmed by a majority of the City Council to the Oakland Museum of California Foundation Board for the term set forth below:

Penelope Wong, to complete the term beginning November 1, 2003 and ending October 31, 2006, filling a position formerly held by Shelia Hill-Fajors.

Lawrence G. O'Neil, to complete the term beginning November 1, 2003 and ending October 31, 2006, filling a position formerly held by James Hill

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

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

NOES-

ABSENT-

ABSTENTION-

ATTEST:

CEDA FLOYD
City Clerk and Clerk of the Council
of the City of Oakland, California

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OAKLAND CITY COUNCIL

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