



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

October 19, 2004

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 of the following Board or Commission:

**Board of Port Commissioners**

Darlene Ayers-Johnson to be reappointed to serve the term beginning July 11, 2004 and ending July 10, 2008, filling the position in which she currently serves.

Patricia Scates to be reappointed to serve the term beginning July 11, 2004 and ending July 10, 2008, filling the position in which she currently serves.

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

Sincerely,

**JERRY BROWN**  
Mayor

A large, stylized handwritten signature in black ink, appearing to be 'Jerry Brown'.

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**ORA/COUNCIL**

**OCT 19 2004**

*PATRICIA A. SCATES*  
*Senior Vice President*  
*Regional Manager*  
*Wells Fargo*

Regional Manager of the East Bay Regional Commercial Banking Office, responsible for soliciting and maintaining relationships with middle market businesses with annual revenues between \$10 Million and \$500 Million, by providing a full array of credit, international, technologically advanced treasury management and investment products. The East Bay Office services Alameda and West Contra Costa Counties.

26 years in the banking industry with Wells Fargo, previous responsibilities include Managing all Community Reinvestment Act (CRA) & Minority Lending activities for the Commercial Banking Group ten-state territory with a \$8.5 Billion ten-year lending goal. Prior to the CRA responsibilities, a Senior Relationship Manager in the East Bay Regional Commercial Banking Office.

Educational background includes 1992 certification from the Graduate School of Credit and Financial Management at Dartmouth College - Amos Tuck School of Business; and a 1978 Bachelor of Arts degree in Business from California State University - Hayward.

A native of and residing in Oakland, current Board affiliations include: Executive Campaign Advisory Board Member of the San Francisco Chapter of the United Negro College Fund (UNCF); Executive Committee Member of the Economic Development Alliance for Business (EDAB); Corporate Advisory Board Member of the National Association of Urban Banker and the Bay Area Urban Bankers Association; Board Member of the Oakland Advisors, the Oakland Metropolitan Chamber of Commerce, the Lincoln Child Center, and the YMCA of the East Bay. Also a member of the National Coalition of 100 Black Women - Oakland/Bay Area Chapter. Former affiliations include board member of the Bay Area Urban League and Interface Institute at Allen Temple Baptist Church.

Awards and Acknowledgments include: 1999 Madame C.J. Walker Corporate Recognition Award presented by the Oakland/Bay Area Chapter of the National Coalition of 100 Black Women, Inc.; 1998 Inductee into the Women's Corporate Hall of Fame by The National Association of Negro Business and Professional Women's Clubs, Inc.; 1998 recipient of the Economic Development Award by the Black Chamber of Commerce of Orange County & 1997 recipient of the Dream Makers award granted by The Women's Foundation.

*Item 6*  
*4-11-2000*

*Darlene Ayers-Johnson*

RECEIVED  
MAR 17 AM 8:44  
MAYOR'S OFFICE

March 16, 2000

The Honorable Jerry Brown  
Mayor of the City of Oakland  
1 Frank H. Ogawa Plaza  
3<sup>rd</sup> Floor  
Oakland, CA 94612

Dear Mayor Brown:

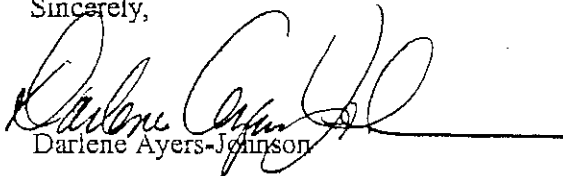
I enjoyed briefly meeting with you today and I look forward to our scheduled meeting next week.

This letter is written to request your consideration for submission of my name to the Oakland City Council members as a candidate for a seat on the Port of Oakland Commission. I have the support of many of the city council members.

My resume is enclosed for your perusal.

Again, I look forward to conferring with you to further discuss my qualifications, my background and my sincere commitment to the progress of the City of Oakland.

Sincerely,

  
Darlene Ayers-Johnson

Cc: City Council Members

app't.

*Darlene Ayers-Johnson*

*Resourceful Sales, Marketing, Operations & General Management Professional*

*Skilled in Directing Others • Organization • Problem-Solving • Turnaround Situations*

*Expertise in Customer Service • Public Relations • Strategic Planning • Administration*

*Experienced in Diverse Private and Public Sector Industry Environments*

I am an accomplished professional with experience in sales, marketing, operations and general management. At my best in situations requiring insight, creativity, leadership, decisiveness and a high-energy, results-oriented approach; my strong problem-solving and interpersonal skills, together with my broad industry knowledge, will permit me to play a uniquely significant role in any organization.

**CAREER HIGHLIGHTS**

Through a progressive career in diverse private and public sector industry environments, I have developed proven leadership capabilities and practical expertise. My major contributions have been achieved in positions where innovation, independence and creative problem-solving, together with the ability to communicate with and motivate others, have been instrumental in producing desired results that meet or exceed expectations. Among my major accomplishments have been the following:

- Reorganized a statewide program into 14 geographic regions in order to provide improved service; by contracting to have some of these services provided by existing staff in local government agencies, state employment in this program will be decreased by 5%.
- Recognized for individual sales performance and for managing a group of sales representatives to exceed 100% of sales goals for six consecutive years.
- Responded to the effects of the Northridge earthquake by simplifying the process and eliminating "red tape" to quickly get portable classrooms in place where needed; as a result, all students were back in school within 10 days.
- Met revenue and profit goals, while growing a small business to more than \$200,000 in annual revenue with a 25-30% profit margin.
- Developed product knowledge to meet customer needs and achieve sales goals within an extremely broad product line.
- Changed the focus of a business from strictly consumer sales to incorporate commercial products and began representing a major line of such products.

After successfully holding positions of increasing responsibility, with an emphasis on sales, marketing, operations and general management, I am open to considering new options. My proven leadership skills, together with my sound judgment and organizational expertise, have prepared me for even more challenging future opportunities.

### EMPLOYMENT HISTORY AND HIGHLIGHTS

#### State Board of Control – State of California Executive Director – Sacramento, CA – 1997 to 1999

Reporting to the Board of Directors for this independent agency with four divisions administering the Victims of Crime Program statewide, directing a staff of four Deputy Directors and one Chief Legal Counsel with a \$109 million budget and 530 employees, I was responsible for reinventing the way this agency operated; mentoring and motivating its staff in order to achieve the Board's core objectives, constantly striving to improve the delivery of services to its various constituencies. Among my most significant achievements were the following:

- Reorganized the Victims of Crime Program into 14 geographic regions in order to provide more consistent treatment of claims and establish improved rapport with victims, the provider community, victim/witness assistance and law enforcement; by contracting to have some of these services provided by existing staff in local District Attorney offices and County Government Agencies, state employment in this program will be decreased by 5%.
- Initiated and secured the Legislature's and the Administration's approval for a new Restitution Tracking System to monitor compliance with statutes requiring the imposition of restitution fines and orders on a court-by-court; upon its approval, contracted with a software consultant to design and implement this system statewide.
- Established a revolving fund checking account piloted in four counties to allow the expeditious payment of funeral/burial expenses up to \$5,000 per claim; such expenses cannot be paid by the victim/claimant on a deferred billing basis, as would be the case with medical or counseling expenses; based upon the successful pilot program this program will be expanded to include all counties statewide.

#### Department of General Services – State of California Chief Deputy Director – Sacramento, CA – 1991 to 1997

Reporting to the Director and directing the activities of four Office Chiefs for Fleet Administration, Support Services, State Printing and Public School Construction, as well as the Director of Administrative Hearings, with combined budgets totalling \$117 million and total employment of 938 staff; my responsibilities included setting policies and serving as a liaison between the Governor's administrative staff and the Department. My most significant accomplishments included the following:

- Responded to the effects of the Northridge earthquake by simplifying the process and eliminating "red tape" to quickly get portable classrooms in place where needed; as a result, all students were back in school within 10 days.
- Integrated the Offices of State Printing and Support Services into one department, reducing costs by approximately \$600,000 annually while improving services.

**AM BER Printing Company, Inc.**  
President & CEO - Oakland, CA - 1988 to 1991

As founder of this small, startup business forms and printed products distributorship, I was responsible for sales, marketing, business development, accounting, billing, systems development and general management, with full P & L responsibility. My most significant achievements included the following:

- Met revenue and profit goals, while growing this small business to more than \$200,000 in annual revenue with a 25-30% profit margin.
- Established computer systems to handle order tracking, billing and accounting, as well as client prospecting and tracking.

**Bermuda Business Machines Ltd.**  
Account Manager - Hamilton, Bermuda - 1986 to 1988

Reporting to the Marketing Director of this computer hardware, software and office equipment distributor representing NCR products; my responsibilities included the sales and marketing of system media products to diverse private sector industries and the local Bermuda government. Among my most significant accomplishments:

- Developed product knowledge to meet customer needs and achieve sales goals within an extremely broad product line.
- Designed a system for the government, utilizing bar code technology, to track visitors who stayed longer than the three weeks permitted under tourist visas.

**A. F. Smith Trading Company**  
Store Manager - Hamilton, Bermuda - 1984 to 1986

Reporting to the CEO of this entrepreneurial construction, real estate development, business products and furniture company, I was responsible for managing the company's retail furniture store, including purchasing, inventory control, sales training, advertising and merchandising. My most significant achievements:

- Changed the focus of this business from strictly residential furniture to incorporate commercial office furniture and began representing Steelcase, a major line of office furniture.
- Initiated the sale of La-Z-Boy recliner products in Bermuda; visited the U.S. factory to order sample products and made all necessary arrangements to permit the shipment of these products into Bermuda for the first time.

. . .

Prior to 1984, I also held the positions of Group Executive/Sales Representative for The Standard Register Company in Oakland, CA; Advertising Department Secretary/Administrative Assistant and Receptionist for C & H Sugar Company in San Francisco, CA; Temporary Employment Division Manager for Aames Employment Agency in Oakland, CA; and Permanent Placement Counselor for Nancy Lee Employment Agency in Oakland, CA.

### EDUCATION

B.A. in Human Relations, 1998  
A.A. in Business Administration, 1996  
Golden Gate University, San Francisco, CA

Candidate for Doctor of Education Program in Educational Leadership and Change (in process),  
Fielding Institute, Santa Barbara, CA

Undergraduate Coursework in Business Administration/Economics,  
Holy Names College, Oakland, CA, 1980 to 1983

### TRAINING

Annual Issue Program Certificate, Leadership California, Los Angeles, CA  
(Xerox) Professional Selling Skills, The Standard Register Company, Dayton, OH

*In addition, I have completed numerous sales, marketing and product seminars/conferences sponsored by my previous employers.*

### COMPUTER SKILLS

Proficient in the use of "Wintel" PCs, the 3Com® Palm V™ and the Apple Macintosh, in the Windows 98, Palm OS and Mac OS environments, utilizing Microsoft® Word and Intuit™ Quicken®, as well as various Internet and E-Mail applications.

### AWARDS

Finalist, Enterprising Woman of the Year Award,  
National Association of Women Business Owners, Silicon Valley Chapter, 1997

Woman of the Year Award, State of California, Department of Motor Vehicles, 1992

100+ Club and Volume Leader, The Standard Register Company, Dayton, OH, 1977 to 1982

### AFFILIATIONS

Oakland Police Department's Advisory Committee for Women, Board Member,  
City of Oakland, CA, 1998 to Present

Bay Area Tumor Institute, Board Member,  
Oakland, CA, 1996 to Present

Golden Gate University Alumni Association, Board Member,  
Golden Gate University, San Francisco, CA, 1998 to 1999

Small Business Council, Chairperson,  
Department of General Services, State of California, 1996 to 1997

Oakland State Building Authority for the Elihu M. Harris State Building, President,  
State of California, 1994 to Present

. . . .

*References will be furnished upon the establishment of a mutual interest.*

### CIVIC AFFILIATIONS ADDENDUM

Ms. Ayers-Johnson, of Oakland, is a second generation Californian who has served in her community on various boards and commissions over the past 25 years, including:

National Coalition of 100 Black Women, Member, 1995 to 1998

Walden's Family Services, Board of Directors, 1992 to 1996

Emergency Business Enterprise Commission, Member,  
Appointed by California Speaker Willie Brown, 1992 to 1993

Ford Motor Company's Consumer Appeals Board, Member, 1991 to 1993

Oakland Chamber of Commerce, Ambassador, 1989 to 1992

Emeryville Chamber of Commerce, Ambassador, 1989 to 1992

San Leandro Chamber of Commerce, Member, 1989 to 1992

Bay Area Purchasing Council, Board Member, 1990 to 1991

Black Adoption Agency of Oakland, Consultant, 1990 to 1991

Postal Commission Committee, Treasurer, 1989 to 1990

Oakland Museum, Board Member, 1976 to 1982

Also, she was a major fund raiser for such nonprofit entities as the Marcus Foster Institute of Oakland; the Oakland Symphony; the Oakland YMCA; and Concordia High School, 1972 to 1974.

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ORACOUNCIL

OCT 19 2004



**DRAFT**

**OAKLAND CITY COUNCIL**

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

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**RESOLUTION RE-APPOINTING  
DARLENE AYERS-JOHNSON AND PATRICIA SCATES 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, the following individual is hereby appointed to the term set forth below:

Darlene Aers-Johnson., Mayoral appointment to serve the term beginning July 11, 2004 and ending July 10, 2008, filling the position formerly held by herself.

Patricia Scates, Mayoral appointment to serve the term beginning July 11, 2004 and ending July 10, 2008, filling the position formerly held by herself.

**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:**

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

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**ORA/COUNCIL**

**OCT 19 2004**