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Letter of Nomination

September 16, 2003

The Honorable City Council
One Frank H. Ogawa Plaza, Second Floor
Oakland, CA 94612

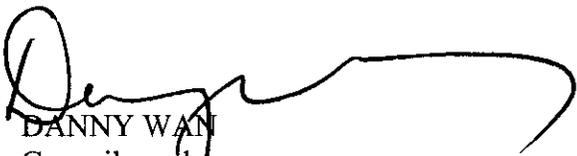
Dear Councilmembers:

I hereby nominate Jeffrey P. Fearn to be appointed to the Budget Advisory Committee for a two year term beginning May 25, 2003.

Pursuant to Resolution No. 74826 creating the Budget Advisory Committee, I am appointing Mr. Fearn in my capacity as Councilmember for District 2.

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

Sincerely,


DANNY WAN
Councilmember

10.9CC
ORA/COUNCIL
SEP 30 2003

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

DRAFT

RESOLUTION APPOINTING JEFFREY P. FEARN AS A MEMBER OF THE BUDGET ADVISORY COMMITTEE

WHEREAS, Resolution No. 74826 C.M.S. creates the Budget Advisory Committee, one of whose members are nominated and approved 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 by the nomination of Councilmember Wan, the following individual is hereby appointed to the term set forth below:

Jeffrey P. Fearn, District 2 Representative, to complete the term beginning May 25, 2003 and ending May 25, 2005, filling a position formerly held by Susan Rosenthal.

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

10.9CC

ORA/COUNCIL

SEP 30 2003

JEFFREY P. FEARN

Office: 510-451-5333
E-mail: fearn@pacbell.net

CAREER OBJECTIVE

Senior financial and administrative position with a closely held company with a well defined focus.

QUALIFICATIONS

Hands-on, seasoned financial professional with public and private company experience, including board participation. Multi-faceted background in finance, accounting, and operations, with expertise in strategic planning, business process design, risk management and human resources. Resourceful, decisive, team-oriented manager with proven ability as an innovative problem-solver who excels at anticipating present and future organizational needs and at articulating and conveying corporate vision. University of California - Berkeley MBA and California CPA.

EXPERIENCE

Performance Nutrition Group, Concord, California

March 2003-Present

Chief Financial Officer for holding company and two operating companies. Responsible for all aspects of finance, systems, and administration. Currently heading up project to complete reorganization of the two operating companies to include reviewing product lines and utilization of existing assets. Have restated financial statements for the six months ended December 31, 2002 and am negotiating new financing agreements with current lenders. Have successfully implemented a purchase order and bill of material system to manage procurement of products manufactured by co-packers. Restructured the company's product liability insurance with an anticipated annual savings in excess of 55% of current insurance cost.

Financial Services Agency, City of Oakland, California

January 2002-December 2002

Manager, GASB 34 Implementation Project responsible for the implementation of a new Governmental Accounting Standards Board financial reporting model for both the Citywide financial statements and the Redevelopment Agency financial statements. Project included the recasting of the financial statements in accordance with the new reporting model for the year ended June 30, 2001, and the development of standardized procedures to facilitate the required implementation for the year ended June 30, 2002. Managed a senior manager from Public Works and one other accountant. One of the major challenges of the project was to identify and capitalize fixed assets and infrastructure. The project required coordinating with city staff both inside the Financial Services Agency and throughout major departments in the City, as well as with the two primary outside Auditors.

- Completed the recasting of the financial statements of the Redevelopment Agency ahead of schedule.
- Arranged for the City to file its Comprehensive Annual Financial Report for the year ended June 30, 2001, by requesting an extension from the Government Finance Officers Association thereby allowing the City to qualify for a certificate of achievement for excellence in financial reporting.
- Presented a two hour training course covering the requirements for the GASB 34 reporting model to senior members of the Financial Services Agency.

Alameda Chemical & Scientific, Oakland, California

March, 2001- June, 2001

Interim Chief Financial Officer responsible for all financial, accounting, computer system applications, and risk management activities during the transition to a permanent CFO for two separate operating entities with 7 locations in 5 states as well as for 5 limited liability companies holding real estate in 4 states. Position involved identifying all the open financial and tax issues facing the combined entities including the filing of delinquent sales tax returns and the obtaining of business licenses in multiple jurisdictions. Coordinated with the outside CPA firm and the lead bank to begin the turn-around process.

Koret Foundation, San Francisco, California

May, 1998- March, 2000

Chief Financial and Administrative Officer responsible for all financial and operations functions of a \$280 million private foundation. Responsibilities covered a wide range of activities from finance, investment management, property management, human resources, and facilities management.

- Worked with committee of the Board of Directors to hire a new executive director.
- Reduced liability insurance cost related to sponsorship of teen trips to Israel by over \$100,000 per year which represented a more than 60% savings in liability insurance expense.
- Completed project to assure that the organization was Y2K compliant at lower than anticipated cost.

International Computer Graphics, Inc., Union City, California

June, 1997 - January, 1998

Chief Financial Officer responsible for financial, operational and administrative functions for a company distributing computer peripherals nationally via 9 locations. Responsibilities ranged from designing and implementing an infrastructure to support the company's strategic vision to negotiating banking relationships to finance the company's continued growth.

- Created solution to outsource recruitment of the company's rapidly-expanding sales force, freeing Sales Management to focus on achieving continued sales growth.
- Articulated and achieved management team consensus for a distribution hub concept that will foster growth, thus allowing the company to increase sales by more than 30 percent.

Longridge Financial Associates, Oakland, California

1995 - Present

Consultant providing general business and financial management advisory services to closely-held companies on the West Coast. Projects ranged from implementing strategic planning and re-engineering business processes to overseeing banking relations.

- Designed business process review, identifying critical activities and needed computer system enhancements to enable a company to enhance and streamline its operations in 14 states.
- Conceived and presented a training workshop on fiduciary responsibility for board members at a national nonprofit organization's annual convention in Nashville, TN.

Pacific Rim Systems, Inc., Hayward, California

1994-1995

Vice President, Operations and Administration, and Board Member for company engaged in the development, manufacture and sale of computer peripherals. Responsibilities included operations, third party manufacturing, finance and accounting, and human resources.

- Designed and implemented an operational accounting and inventory control system and an ISO 9000 program to manage all outsourced manufacturing activities.
- Key player in developing strategy and negotiating agreements that refocused the company, enabling it to become a product developer and partner in a larger Limited Liability Company.

Pacific Cheese Company, Inc., Hayward, California

1984-1994

Vice President, Finance and Administration and Board Member for a rapidly growing \$155 million company involved in the manufacture, warehousing, and distribution of food products. Full operational and administrative responsibility, including finance and accounting, MIS, human resources, risk management and new program development.

- Designed and implemented operational and accounting procedures that supported sales growth from \$45 million to over \$155 million, with only a 15% increase in staff.
- Developed credit and collection practices that reduced bad debt write-offs by 50%, while revenues more than tripled.
- Designed and implemented a cash management program utilizing remote disbursement facilities, improving cash utilization and saving \$75,000 in interest and fees annually.
- Coordinated a capital restructuring plan utilizing outside legal and valuation professionals to transfer ownership, saving in excess of \$1,000,000 in estate taxes.
- Managed design and all aspects of building of new 117,000 square foot headquarters facility. Planned and coordinated move with negligible impact on daily operations.

Laventhol & Horwath, San Francisco, California

1983-1984

Senior Audit Manager serving a wide variety of clients by providing auditing and SEC-related services. Industries included hotels, health care, and non-profit organizations. Functioned as billing partner on all engagements.

- Designed and completed a purchase investigation and acquisition strategy for purchase of a three unit urgent care operation for a publicly traded company, saving \$200,000.
- Lead CPA on two separate Initial Public Offerings, directing due diligence activities and participating in all-hands meetings with attorneys and underwriters.

Arthur Andersen & Co., San Francisco, California

1975-1982

Manager responsible for audit work of large corporate clients engaged in the apparel, real estate, manufacturing and construction industries, including extensive SEC filing experience.

- Developed, implemented, and coordinated an international financial reporting package that supported the consolidation and audit of more than 30 subsidiaries of Levi Strauss & Co.
- Planned and directly managed the corporate audits of large publicly traded companies. Clients included Levi Strauss & Co., Bio-Rad Labs, and Consolidated Fibres.

CREDENTIALS

MBA, Finance and Accounting, University of California at Berkeley

BA, Political Science, University of California at Davis

California CPA, license is current and continuing education requirements met for next renewal

Member, American Institute of CPA's and California Society of CPA's

Past member, Financial Executives Institute

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