

12 JUL -5 PM 12:52

Letter of Nomination

July 5, 2012

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

Dear President Reid and members of the City Council:

Pursuant to City Charter section 601, the Mayor, hereby appoints or reappoints the following persons as members of the following Board or Commission, subject to the City Council's confirmation:

**BOARD OF PORT COMMISSIONERS**

James Head Mayoral appointment to serve the term beginning July 11, 2012 and ending July 10, 2016, filling the seat he previously held.

Bryan R. Parker Mayoral appointment to serve the term beginning July 11, 2012 and ending July 10, 2016, filling the seat previously held by Pamela Calloway.

Cestra 'Ces' Butner Mayoral appointment to serve the remainder of the term beginning July 11, 2011 and ending July 10, 2015, filling the seat previously held by Margaret Gordon.

Thank you for your assistance in this matter.

Sincerely,

Jean Quan  
Mayor

**13**  
MEETING OF THE  
OAKLAND CITY COUNCIL  
JUL 17 2012

## RESUME

JAMES W. HEAD, ESQ

---

Home Address

James W. Head has over 35 years of cumulative experience in the fields of philanthropy and grantmaking, nonprofit management and technical assistance, community and economic development, and public interest law. He currently serves as Vice President of Programs for the San Francisco Foundation, a regional Community Foundation based in San Francisco and providing resources and support to organizations serving five Bay Area communities in the areas of Arts and Culture, Community Development, Community Health, Education, Environment, and Social Justice., Mr. Head is responsible for a staff of 28 in the Program Department of the Foundation, directing a Foundation grantmaking budget in excess of \$25 million each year and overseeing a number of permanent programs and special initiatives at the Foundation, including a neighborhood based leadership program (Koshland) and a multi-cultural fellowship program.

Prior to joining the Foundation in 2004, Mr. Head served for 18 years as President of the National Economic Development and Law Center (now The Insight Center). The Insight Center is a nationally known technical assistance, research and policy, and training organization working with multiple stakeholders and clients in the areas of employment; childcare; savings and wealth building; organizational capacity building; and providing customized legal, business, and financial assistance to non-profit organizations, public governmental agencies, foundations, and corporations working on community and economic development strategies both domestically and internationally. A lawyer by training and licensed in three states (Georgia, Florida, California) and the federal Court System, Mr. Head has significant nonprofit management, philanthropic, programmatic, substantive, and legal experience working with housing and community development corporations; local, state, and federal governmental agencies; community, regional, and national foundations; corporations and businesses; and public interest and private legal organizations.

Mr. Head's experience and expertise extend to the following areas:

- **Philanthropy and Grantmaking.** Mr. Head works closely with the Program Staff of the Foundation to insure that resources are available to Bay Area Communities addressing the economic, social, and cultural issues impacting their residents. He provides leadership and consultation to Foundation Program Officers in strategic grantmaking in the five priority areas of the Foundation; administers a special Director of Programs grants budget; designs and incubates special projects and initiatives to address critical community needs; provides programmatic and organizational advice to the Foundation CEO and Senior Management Team; and works with the Philanthropic Services Team of the Foundation to support donor advised giving and alignment to the programmatic priorities of the Foundation. He currently serves on the Board of the Neighborhood Funders Group, and is a past Board Member/Chair of the Northern California Grantmakers organization.

- **Nonprofit Capacity and Management.** Mr. Head has extensive experience as a nonprofit manager, including his many years as President of The Insight Center, a national intermediary with 28 staff and over \$5 million budget. He has conducted training sessions and consulted to hundreds of nonprofit organizations on legal, financial, business, and management issues, and is active in several statewide and national coalitions and advisory groups of nonprofit organizations. Mr. Head served for many years as Legal Counsel of the California Community Economic Development Association (CCEDA), a statewide trade association of nonprofits that focuses on economic community-based development and housing issues, and of which he was a founding Board member.
- **Community and Economic Development Program Implementation.** Mr. Head has over 35 years of programmatic experience in working with low-income and communities of color on community and economic development strategies that expand community services and enable individuals and families to work and build economic stability. As President of The Insight Center, he provided vision, leadership, and implementation assistance as the organization pioneered new approaches to employment linkage strategies (Sectoral Initiatives); child care (Child Care Economic Impact Reports); economic self-sufficiency (Californians for Family Economic Self-Sufficiency); Savings and Wealth Building in Communities of Color (Partnerships with the Ford and Mott Foundations on Wealth Building initiatives and investments); private financing strategies (Community Capital Investment Initiative); and applying economic strategies to racial tensions and traditional problem-solving in urban cities (Work with the 2001 Race Commission in Cincinnati, Ohio).
- **Finance and Banking Issues.** Mr. Head has extensive national and California experience negotiating with banks and other lending institutions for increased availability of credit and technical services to nonprofit development organizations working in the Affordable Housing and Small Business and Nonprofit Economic Development fields. He is a national resource to non-profit organizations on the community reinvestment act (CRA), and how nonprofit organizations can establish effective banking relationships and gain access to needed capital. From 1989 to 1991, Mr. Head served as a member of the Consumer Advisory Council of the Federal Reserve Board (FRB), an advisory body that provides input to the FRB on consumer issues, serving as chairman of the council during 1991. He is a founding board member of the California Community Economic Development Lending Initiative (CEDLI), a for-profit multi-bank community development corporation providing loans to small businesses and community economic development organizations throughout California. Mr. Head served two terms on the Community Advisory Board of Union Bank of California.
- **Nonprofit Legal Issues.** Mr. Head provides advice and assistance to nonprofit organization and Legal Services programs on legal, finance, and other development issues related to community and economic development. His previous litigation work and experience on housing and consumer issues have allowed him to develop expertise in the use of economic development strategies in litigation. He is used as a consultant to attorneys involved with litigation who are seeking to create economic development

remedies in their cases. He worked for over 10 years with legal services programs in Georgia and Florida as a staff attorney, Litigation Director, and Deputy Director. As a part of staff at The Insight Center, Mr. Head provided legal support to legal advocates throughout the country on finance and business legal issues. He is a member and past Board President of the National Legal Aid and Defender Association, the national trade association for civil legal services and criminal public defender lawyers.

- **Community Economic Development Advisor/Consultant.** Mr. Head is a frequent advisor to foundations, local and state government, and corporations on how to utilize community and economic development strategies and build partnerships. He has provided consultation and advice to the Ford, Mott, Rockefeller, Kellogg, William and Flora Hewlett, Packard, and Greater Cincinnati Foundations; The Levi Strauss Foundation and Company; The Clorox Company; The California Workforce Investment Board; The California Department of Education; The City of Cincinnati, Ohio; and the Cities of Oakland, San Francisco, Los Angeles, East Palo Alto, and Richmond in California. He has been a member of numerous Foundation Advisory Boards, including the Open Society Foundation of New York, the Charles Stewart Mott Foundation of Michigan, and the Columbia Foundation of San Francisco.
- **Partnerships with Government and Business:** Mr. Head has been involved in numerous partnership efforts working with Government, Philanthropy, and Business. He currently serves as a Commissioner for the Port of Oakland, appointed by Mayor Ron Dellums in 2008 and confirmed by the Oakland City Council. The Port of Oakland is the 5<sup>th</sup> largest seaport for import/export volume in the United States and as one of seven Port Commissioners Mr. Head is responsible for providing governance and vision to insure that the Port is financial sound, price competitive for business, and environmentally responsive to the community as it provides jobs and a strong economic foundation for Oakland and the Bay Area Region. During 2010-11 Mr. Head served as President of the Port Commission.
- **Law School Professor.** Mr. Head has taught legal courses in trial advocacy, litigation and community economic development at a number of law schools throughout the nation, including at the University of Miami School of Law in Coral Gables, FL; Hastings College of the Law in San Francisco, CA; Boalt Law School at UC Berkeley in Berkeley, CA; and Santa Clara Law School in Santa Clara, CA.

Mr. Head has written numerous articles and other publications on philanthropy and foundations, community and economic development, finance and banking issues, and has made numerous presentations, including at The Commonwealth Club of San Francisco.

## EDUCATION

University of Georgia School of Law, J.D., 1977

University of Georgia, B.A. 1974

Bar Memberships in Georgia, Florida, and California

## Bryan R. Parker

---

### **EXPERIENCE**

#### ***Davita Inc, Burlingame, CA (NYSE: DVA)***

***Vice President, Team Genesis & Special Projects***

2/09-Present

- Lead division responsible for new center development: (i) real estate; (ii) construction; (iii) state certification; (iv) capital allocation and (v) non acquired growth
- Responsible for \$300+mm P&L
- Supporting company CEO and SVP on a variety of strategic projects targeted at creating more operating efficiencies within the business
- Duties include being an internal consultant to various business units and developing recommendations to improve overall revenue and profitability of the company

#### **Obama Presidential Campaign**

4/08-1/09

- Served on the Northern California Finance Committee
- Raised funds and supported various events
- Participated in field work—Caucusing, Voter Registration, Get out the Vote and Community Organization

#### **Consulting**

- Assisting various clients with fundraising activities
- Assisting various clients with evaluation of M&A options
- Assisting clients with a variety of operations and organizational matters

#### ***Affinity Media, Santa Monica, CA***

***Chief Operating Officer***

1/07-4/08

***Led and managed the financial direction of Affinity Media, a \$100mm, 250+ person, Digital Media company in the Online Games space with a world wide presence in Los Angeles, Hong Kong, Korea and Shanghai. Also led all corporate development activities for Affinity, including the successful completion of 3 M&A transactions. Provided overall direction in financial activities, including establishing fiscal and management controls to monitor and control costs and ensure optimum utilization of monetary resources within established guidelines. Assured that the finance department provided accurate accounting, financial reporting and planning as well as other financial services. Partnered with the CEO on strategic vision for the Company and provided oversight and management of all business units, tracking unit performance and leading issue resolution.***

#### **COO**

- Oversaw day to day Company operations; implemented and managed worldwide corporate strategy; and managed legal and HR functions. In the process helped create tangible metrics for measuring performance of the business, drove margin expansion and led efforts targeted at the more efficient deployment of capital. Provided critical support for business units in creating thoughtful solutions for the resolution of various issues
- Coordinated strategic business planning process, with the CEO, to set vision for the Company. Strategic planning process resulted in a more profitable enterprise as one segment was divested, one re-focused in a more efficient manner and a third added for expansion
- Coordinated business planning to develop forecasts for the business; developed bottoms up models for the business, including detailed expense structure and capital allocation
- Led private financing round of \$30mm—Goldman Sachs and Oak Investment Partners; formulated strategy for externally communicating the Company's story and created broader awareness of the Company's market, business model and results

## Bryan R. Parker

- Directed the preparation of all financial reports, including income statements, balance sheets, reports to shareholders, tax returns and reports for government regulatory agencies on a worldwide basis
- Supervised worldwide staff of more than 20 in closing of Company books and production of financial statements for consolidated enterprise (led accounting software RFP and implementation process)
- Oversaw audit process (Hong Kong and worldwide)
- Set up Company's treasury function and managed company capital including estimating requirements for capital investments
- Managed Board and shareholder communications

### Corporate Development

- Led all Corporate Development activities for the Company, including acquisitions, partnerships, principal investing and strategic planning activities. Planning process helped identify two acquisitions and facilitated the divestiture of a division during my tenure
- Crafted and engineered financing plans for all corporate development activities
- Designed formal M&A and integration process to support aggressive M&A and partnership strategy
- Developed a comprehensive strategic analysis process— identified new market opportunities, determined strategic fit of companies, preliminary financial valuation, assessing and quantifying potential synergies, return on investment and competitive advantage
- Led cross-functional teams responsible for 3 strategic M&A processes
- Outlined strategy for and led team through corporate restructuring
- Responsible for presenting strategic merits of acquisitions and valuation to senior management team and Board of Directors

*Needham & Company, Menlo Park, CA:*

*Chief Operating Officer for investment Banking, Corporate Finance Group*

6/05-1/07

*Head of West Coast Internet and Software, Technology Investment Banking*

Led West Coast Internet and Software client development effort including building and maintaining company relationships with companies; public and private, venture capitalists and private equity firms

- Assisted Co-Heads of Investment Banking with strategic planning process and with various management functions and policy strategy implementation as corporate finance COO. Promoted to the role on 1/06, after only six months at the firm.
- Managed all aspects of processes for technology public and private offerings, M&A transactions and private equity transactions
- Supervised and trained staff

*iPass Inc (Ticker: IPAS), Redwood Shores, CA*

*Sr. Director, Finance*

1/03-5/05

*Assisted in the leadership and management of the finance department, as the #2 finance officer reporting to the CFO of iPass, a security software company (with a SaaS/recurring revenue model) with operations in Redwood Shores, EMEA and Japan. Also led all corporate development activities for iPass, including the successful completion of 3 M&A transactions. Assisted in setting the direction of the group including implementing policies and controls needed for the organization to run efficiently and profitably. Played a central role in the process of going public, then operating as a public entity, in ensuring SOX compliance, setting governance policies and leading the interaction with the audit committee. Established within FP&A framework, process for developing and giving guidance to the Street.*

### Finance and Operations

- Led the deal team through all aspects of IPO including roadshow including developing, and helping execute against, a target shareholder list
- Coordinated business planning, sales and accounting teams to develop forecasts for the business and guidance to the Street; developed bottoms up models for the business, including detailed expense structure and capital allocation

## Bryan R. Parker

---

- Worked with finance staff to analyze close of financial statements, conduct variance analysis, re-forecast and to develop ultimate guidance giving to the Street. Process resulted in good relations with the Board and buy and sell side constituents. Metrics developed were also the basis for helping manage business more effectively and profitably
- Set up and managed Company's treasury and risk management functions
- Participated in Company's disclosure committee and led feedback process to Audit Committee
- Assisted with Sox compliance, tax and FX planning
- Created IR department, including implementing systems and processes
- Served as primary interface between Company its shareholders and the Street. Led strategic planning process of targeting shareholders and research analysts. Process resulted in greater overall stability for stock and an increase in Company's research analyst coverage from four (IPO) to nine
- Developed metrics to enhance the understanding of the Company by the Street and investors

### Corporate Development

- Led all Corporate Development activities for the Company, including acquisitions, partnerships, principal investing and strategic planning activities. Process resulted in the identification of the companies the Company acquired
- Crafted and engineered financing plans for all corporate development activities
- Designed formal M&A and integration process to support aggressive M&A and partnership strategy
- Developed a comprehensive strategic analysis process— identified new market opportunities, determined strategic fit of companies, preliminary financial valuation, assessing and quantifying potential synergies, return on investment and competitive advantage
- Led cross-functional teams responsible for 3 strategic M&A processes
- Responsible for presenting strategic merits of acquisitions and valuation to senior management team, including CEO and CFO, and Board of Directors

### **SG Cowen Securities Group, San Francisco, CA**

#### *Vice President – Technology (Security and Network Infrastructure)*

8/00-12/02

- Originated transactions in 2002 resulting in \$6+ million in revenue
- Functioned as a Director with primary calling responsibilities in software sector
- Targeted clients, and generated business, for equity, equity-linked, private placement and mergers and acquisitions (M&A) transactions
- Assisted clients with the development of business plans and revenue forecasts in a variety of contexts
- Managed all aspects of processes for lead and co-managed technology public and private offerings and M&A transactions
- Staffed, trained and assisted in evaluation of associates and analysts

### **Merrill Lynch, Pierce, Fenner & Smith Incorporated, Palo Alto, CA**

#### *Associate – Technology*

5/99-8/00

- Managed and executed all aspects of process for lead and co-managed technology public offerings and executed multiple M&A transactions
- Comprehensive modeling experience in corporate finance, including IPO and follow-on analysis, and M&A
- Concentration on Internet and Software sectors.
- Assisted in business development, including pitching potential clients with senior bankers

### **Lehman Brothers Inc., San Francisco, CA**

#### *Associate – Health Care*

8/98-5/99

- Executed all aspects of the processes for public offerings, private placements and M&A in the pharmaceutical, biotechnology and health care services sectors
- Comprehensive modeling experience in M&A and corporate finance, including fully integrated merger and valuation models, and IPO and follow-on analysis

## Brvan R. Parker

---

*Shearman & Sterling*, New York, NY & San Francisco, CA

*Associate - Mergers & Acquisitions and Corporate Finance*

5/94-8/94 and 9/95-7/98

- Drafted and negotiated merger, stock purchase and asset purchase agreements and related documentation
- Coordinated deal teams in all aspects of completing transactions, including diligence and negotiation
- Worked on several transactions in the media/publishing space including: MCA, Viacom, TimeWarner and Harlequin Enterprises
- Completed more than 20 M&A transactions

### EDUCATION

*New York University School of Law*, New York, NY

Juris Doctor<sup>1</sup>, 1995

*Honors* Journal of International Law and Politics  
Best Brief and Best Oral Argument -Marden Competition  
Thomas A. Shaw Fellowship  
1<sup>st</sup> year Student Bar Association Class President

*University of California at Berkeley*, Berkeley, CA

A.B., Political Economy of Industrial Societies, December 1991

*Honors* Michelle Woods-Jones Scholarship  
*Senator and Chairman* Internal Affairs Committee

### ACTIVITIES

- 2008 Obama for America—Finance Committee and campaign volunteer, California Berkeley Alumni Board (past), Advisory Board Member to First Fridays.com, Fundraising Co-Chair 100 Black Men of the Bay Area

### INTERESTS

- Art Collecting, Community Service, Football, Politics and Wine

---

<sup>1</sup> Bar Certified in California and New York.



*[Signature]*  
CITY ATTORNEY

12 JUL -5 PM 12: 52

OAKLAND CITY COUNCIL

Resolution No. \_\_\_\_\_ C.M.S. \_\_\_\_\_

**RESOLUTION CONFIRMING THE MAYOR'S REAPPOINTMENT OF JAMES HEAD, APPOINTMENT OF BRYAN R. PARKER AND APPOINTMENT OF CESTRA 'CES' BUTNER TO THE BOARD OF PORT COMMISSIONERS**

**WHEREAS**, Section 601 of the City Charter provides that members of City boards and commissions shall be appointed by the Mayor subject to confirmation by the affirmative vote of five members of the City Council; and

**WHEREAS**, Article VII, Section 701 of the City Charter, as amended by Stats., November 1988 creates the Board of Port Commissioners to set policy for and govern the activities of the Port of Oakland, appointing its own Executive Director and approving its own budget and promoting and insuring the comprehensive and adequate development of the Port of Oakland through continuity of control, management and operation; and

**WHEREAS**, the Board of Port Commissioners consists of seven (7) members serving 4-year terms, who are nominated by the Mayor and confirmed by Council, and who must be residents of the city of Oakland, having resided in Oakland for one year prior to appointment; and

**WHEREAS**, the Honorable Mayor Jean Quan has renominated James Head, nominated Bryan R. Parker and nominated Cestra 'Ces' Butner to the Board of Port Commissioners, each to serve a four year term or the remainder of such term as below subject to confirmation by the City Council; now therefore be it

**RESOLVED**, that pursuant to City Charter section 601, the City Council hereby confirms the Mayor's:

- reappointment of James Head to a four-year term on the Board of Port Commissioners beginning July 11, 2012 and ending July 10, 2016, filling the seat he previously held,
- appointment of Bryan R. Parker to a four-year term on the Board of Port Commissioners beginning July 11, 2012 and ending July 10, 2016, filling the seat previously held by Pamela Calloway, and
- appointment of Cestra 'Ces' Butner to the remainder four-year term on the Board of Port Commissioners beginning July 11, 2011 and ending July 10, 2015, filling the seat previously held by Margaret Gordon.

**IN COUNCIL, OAKLAND, CALIFORNIA,  
PASSED BY THE FOLLOWING VOTE:**

**AYES – BRUNNER, KERNIGHAN, NADEL, SCHAAF, DE LA FUENTE, BROOKS, KAPLAN  
AND PRESIDENT REID**

**NOES –**

**ABSTENTIONS-**

**13**

**MEETING OF THE  
OAKLAND CITY COUNCIL  
JUL 17 2012**

**ATTEST:**

\_\_\_\_\_  
**LATONDA SIMMONS**  
City Clerk