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

Office of the Mayor
Honorable Ronald V. Dellums
Mayor

(510) 238-3141
FAX (510) 238-4731
TDD (510) 238-3254

Letter of Nomination

September 15, 2009

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

Dear Council Members:

Upon nomination of the Mayor, the following persons are hereby appointed as members of the following Board or Commission:

Oakland Housing Authority

Esther Purvis, (Public Housing Resident) Mayoral reappointment to complete the term beginning July 1, 2008 and ending June 30, 2010 retaining the seat she currently holds.

Gregory Hartwig, Mayoral reappointment to complete the term beginning July 1, 2009 and ending June 30, 2012 retaining the seat he currently holds.

Thank you for your assistance in this matter.

Sincerely,


Ronald V. Dellums
Mayor

ESTHER PURVIS 2003

Esther "Eve" Purvis

Career Objective: To work for an institution or organization that re-wards talent, growth and development for the people/clients that we represent, thus, empowering it's employees.

EDUCATION:

Date	Discipline	Degree	Institution
1999	General Studies	A.A.	Weber State U
2000	*Voc. Teacher Ed	B.S.	Idaho State U
2000	*Corporate Training	B.S.	Idaho State U
2003	Educational Lit/ID	M.E.d	Idaho State U

*Denotes Double Degree

Research Fellowships

Dates	Field of Research	Place
2000-03	WICHE Doctoral Fellow Education	Idaho State U

LICENSE AND CERTIFICATION:

Date	Type of license or certification
1989	U.S Department of Defense Certification in Financial Mgt
1990	U.S. Department of Defense Records and Data Mgt
2006-2007	State of California Teaching Certification and Credi- tialing: Pending

ACADEMIC APPOINTMENTS

Dates	Title	Department	Institution
1998	Diversity Leader	Student Svcs	Weber State U
1999	Veterans Ed Asst.	V.A.Student Svc	Weber State U
2001	WICHE Doc Fellow	Teacher Ed	Idaho State U
2002	Teacher of the Yr	Provost Dept.	Idaho State U

HONORS AND DISTINCTIONS (Year and name of award):

Outstanding Student Leadership 1989
Outstanding Airman of the Year 1990
TRW Technology Scholar Award 1999
Who's Who of Students 1999-2000
WICHE Doctoral Fellow Awd 2000-2003

MAJOR PROFESSIONAL SERVICE

National Service Date(s)
United States Air Force August 1989-1990
International Service Date(s)
National Defense Medal USAF 1989-1992
National Defense Medal USAF 1990-1992
Support of Operation Desert Storm/Shield

PROFESSIONAL SOCIETIES:

Compact for Faculty Diversity 2000-2003
Full-bright Member, 2000-2003
ASTD Member 2000-2003
AOM Member, 1998-2003

OTHER PUBLIC SERVICE:

Head Start, Vice President of Board 1996-1997
Ogden, Utah. Head Start, Treasurer, 1997-1998
Community Organizer, Sigma Gamma Rho 1997-2003
Girls Scouts of Silver Sage, Idaho--Life Time Member
Association of Community Reform Now, Education Board
2005-Present
Veteran's Outreach, Salt Lake City Utah, 1996-1999

MAJOR ADMINISTRATIVE RESPONSIBILITIES (Title and place of responsibility) BUSINESS EXPERIENCE:

Financial Management, USAF

Responsible for budget totaling over \$20 million dollars for operation and maintenance for 3rd Air Force Command (United Kingdom), in disbursements, reconciliation's; daily, monthly, quarterly and yearly. Resource management for budget analysis for base and for base contracting and procurement as per G.A.O. and OMB procedures.

Housing Authority of the County of Salt Lake
Accountant

Responsible for managing several grants as well as operations and maintenance, services, supplies for public housing units, as well as HUD Section 8 Tenant disbursements. Responsible for managing budget totaling over 9 million dollars.

Girls Scouts of Silver Sage, Boise Idaho
Adult Development Specialist

Responsible for maintaining and development of training for existing Girl Scout Leaders and new and incoming leaders, staff development training for the South Eastern Region of Idaho. Responsible for providing over 20-25 training sessions throughout the year, teaching in continuing education courses, advising responsibilities and leadership roles. Keeping morale and using training as a source of retention for membership retention and development. Insuring Bi-lingual instruction and infrastructure for Bi-lingual training of parents and leaders. Instrumental in introducing project based learning to allow for adult continuation credits through the Idaho State Department of Adult Education, as a source of retention and development of members throughout South East Region of Idaho.

MAJOR RESEARCH INTERESTS:

Minorities in Technical and Higher Education, Instructional Technology and Educational Literacy and Development.

RESEARCH SUPPORT :

Masters Thesis in Educational Literacy with an emphasis in Instructional Technology (see transcript): Instructional Technology Design Integration and Diverse Learning Populations

Past Funding (last 10 years):		Year(s)	Funding
Source	Grant Title		
U.S. Dept. of Ed	Head Start	1995-1998	
Private Fund Raising	Sole for Souls	2000-2002	
California Endowment	ACORN Community Health Education Fair 2006	2005-2006	

Current Funding:	Year(s)	Funding Source
U.S. Dept. of Ed	Start Family Literacy	

Pending:2006-2007

TEACHING EXPERIENCE *

Date	Title	Institution	Experience
1989	Student Leader	U.S.A.F	Development
1992	Information Mgr.	U.S.A.F.	Info Mgt
98-2000	CIS Dept.-Intern	Idaho St U	Teaching Asst.
2002-03	Education Intern	Idaho St U	Literacy Dev

Distinguish Experience,

Student Leader and student development for over 1200 students in the United States Air Force 3762 ATC Squadron Air Training Command. Idaho State University, Computer Information Systems Intern for the the CIS Department of the University: Teaching assistant in the Introduction to Computer Science Coursework from 1998-2000. Faculty website/syllabis development and Webct infrastructure support to students and staff. Diversity conference leader, 2000, at Idaho State University. Support and research assistant to the department of Education, in conjunction with doctoral cohorts and student research and development from 2000-2001.

Adult Course developer for Girls Scouts of Silver Sage , Course director, and course participant; of Girl Scouts of Silver Sage lecturer, conference leader. Teaching in continuing education courses, advising responsibilities and leadership roles.

Idaho State University Literacy Assessment Clinic, As a graduate Intern, Assessed literacy development and testing to develop learning portfolios for students with learning disabilities.

References

Ms. Verna Owen Brooks, Community Philanthropist, Realtor and Educator, (707)580-3780

Anthony Panarese, Director of ACORN-Oakland, CA 510-434-3113

Mr. Faanu Laufiso (801) 538-3818, flaufiso@utah.gov

Rashna Owens, Poet and Community Activist-510-677-8398

Dr. Paul Tate, Idaho State University, 208-282-2150

Dr. Corey Schou, Idaho State University, 208-282-0211

Dr. Robert Phersson, ISU-Professor Emeritus, Oregon State University, College of Education, 311 Education Hall, Corvallis, Oregon 97331.

GREGORY D. HARTWIG

EDUCATION

Stanford Graduate School of Business-Stanford, California. MBA, 1977
Boston University-Boston, Massachusetts. B.S. Economics, summa cum laude, 1975

BUSINESS EXPERIENCE

1996 - Present Specialized Yoga Instruction, Oakland, CA

Initiated a business of Yoga instruction. The primary business focus is one-on-one Instruction to resolve physical problems for clients. A public teaching practice was established at Piedmont Yoga Studio. Key Accomplishments:

- Developed successful marketing and advertising plan
- Achieved target volume in six months.
- Developed long term client relationships.
- Participated in training of new teachers.

1993-1996 **Equity Interactive, Inc.**, Oakland, California
Founder, President

Formed Equity Interactive as an internet service company focusing on the investment industry information market. Equity Interactive developed a proprietary software prototype to enable rapid and inexpensive indexing and dissemination of audio-visual information. This enabled investors to "visit" companies from their desktop; to attend product demos, presentations and conferences. Key accomplishments:

- Developed concept and completed comprehensive business plan.
- Built product prototype.
- Secured seed funding from corporate and private sources.
- Established strategic relationships to enable on-line information access and joint marketing.
- Developed core software.

9/94-8/95 **Communications Broadband Multimedia, Inc.** San Francisco, CA
Vice President, Marketing

Secured funding and joint venture arrangement for Equity Interactive with CBM. Arrangement included executive position with CBM. Reporting to the CEO assumed position of Director of Financial Services Marketing and subsequently assumed position of Vice President, Marketing. CBM is a high bandwidth telecommunications network company enabling dial up desktop video and high speed data communications for private nets and the Internet. Key Accomplishments:

- Closed initial financial services accounts including Merrill Lynch.
- Structured company to focus effectively on financial services.
- Trained sales force in financial services applications.
- Developed marketing strategy.
- Developed key account strategies.
- Developed PR Strategy.
- Brought in new company president.

1991-1993 **HartWil Productions, L.P., Oakland, California**
President, General Partner

Secured rights to existing film product and concept that was created as a series of video based products for a vertical market. Formed marketing and distribution company to effectively bring the product and business concept to market. Key accomplishments:

- Developed comprehensive marketing strategy and business.
- Secured venture funding through successfully marketing equity to prospective investors.
- Structured and formed company, ensured tax advantaged structure and compliance with all applicable regulations.
- Developed vendor base and contracted key services to position company for high growth with minimum direct staff and minimum capital investment.
- Managed advertising and production of all marketing collateral.
- Executed successful test market which confirmed marketing approach and validated planning assumptions.
- Completed sale of distribution and production rights.

1988-1991 **Pacific Stock Exchange, San Francisco, California**

Acquired seat on Pacific Options Exchange and initiated an independent business in the trading of securities. Business involved purchasing and selling both options and stocks and risk management. Key accomplishments:

- Arranged both equity and debt financing for trading capital and start-up expenses.
- Initiated business and showed profit in second month.

1977-1988 **Xerox Corporation**

Business Products & Systems Group (1986-1988)
Manager, Xerox Publishing Printing Programs

This newly created position for the \$1.6 billion Printing and Office Systems Business was responsible for leading a corporate wide team of 15 senior level managers to develop and implement a new software and connectivity strategy for the Xerox high resolution printing business. Key accomplishments:

- Defined product requirements utilizing customer & industry consultant resources.
- Developed a comprehensive strategy in cooperation with key customer accounts under non-disclosure, senior level corporate management, and all affected product delivery organizations.
- Achieved concurrence on implementation schedules and plans with product delivery organizations, and managed the implementation of the strategy across existing products and new product programs.
- Designed a key customer account product exhibition for product introduction; developed and delivered marketing strategy to marketing organizations.
- Supported Xerox sales efforts world-wide to key accounts with complex system requirements. International focus: Europe, South America, and Japan.

Information Products Divisions (1984 - 1986)
Manager, Printer Product Marketing

Reporting to the manager for Xerox Network Services Marketing for the \$600 million Network Office Systems Business, this position was responsible for developing a network printing strategy, for product development and for product marketing. Key accomplishments:

- Developed and launched three new software products in US and international markets.
- Developed an integrated product strategy capitalizing on company strength in high resolution, high volume printing.
- Provided key account support to field sales organization and was a presenter at all major customer events.

Impact Printing Supplies Business (1982 - 1984)

General Manager, Memorywriter Supplies

Reporting to the VP and General Manager of the Xerox Impact Printing Supplies business, this position was responsible for P&L including development, manufacture and marketing of ribbon and printwheel products in support of the new Memorywriter electronic typewriter line which rapidly became the top selling electronic typewriter in the world. Direct reports included Engineering, Quality, Procurement, and Finance. Key accomplishments:

- Redesigned ribbon cartridge to improve performance & reduce unit cost by 23%.
- Achieved quality levels in excess of 99% by implementing process control and principal supplier program.
- Managed business start-up and volume growth from \$0 to \$24 million in two years.
- Developed and implemented a comprehensive marketing strategy incorporating product design strategies and experience curve dynamics to lock in position as market leader..

Impact Printing Supplies Business (1981 - 1982)

Controller

Reporting to the General Manager of this newly created business unit, this position was responsible for General and Manufacturing Accounting, Financial Planning and Analysis, Operating Plans and Capital Budgeting. Key accomplishments:

- Hired and trained staff of 5 personnel.
- Designed and implemented accounting, financial and reporting systems.
- Managed growth of business from \$24 to \$41 million revenue.
- Managed the acquisition and consolidation of other Xerox supplies related businesses.

Diablo Systems Inc., a Xerox subsidiary, (1977 - 1981)

Manager, Financial Planning and other financial positions

Reporting to the manager of Financial Planning and Analysis for this \$150 million Xerox printer manufacturing subsidiary, this position was responsible the financial review and support of all new product programs, and for long-range planning. Previous positions as Financial Analyst focusing on pricing analysis and marketing information systems and control.


Foreign Languages Spanish fluency, oral and written.

Community Co-chair Neighborhood Crime Prevention Council; member Oakland Housing Action Group, board member CDBG and OHA Commission.

FILED
OFFICE OF THE CITY CLERK
OAKLAND

09 SEP -3 AM 9:07

APPROVED FOR FORM AND LEGALITY


CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF ESTHER PURVIS AND GREGORY HARTWIG AS MEMBERS OF THE OAKLAND HOUSING AUTHORITY BOARD OF COMMISSIONERS

WHEREAS, the City Council adopted Resolution No. 6341 C.M.S. pursuant to the California Health and Safety Code section 34270, which authorizes the City of Oakland to declare the need for a housing authority by adopting such a resolution; and

WHEREAS, California Health and Safety Code section 34270 authorizes the Mayor, subject to confirmation of a majority of the members of the Council, to appoint five commissioners; and

WHEREAS, California Health and Safety Code sections 34270 and 34272(d) provide (1) that the Mayor shall appoint, subject to the confirmation of a majority of the members of the Council, two additional commissioners who are tenants of the authority, one of whom shall be over 62 years of age if the authority has tenants of such age, and (2) that if a tenant commissioner ceases to be a tenant of the authority he/she shall be disqualified and another tenant shall be appointed to fill the unexpired term; and

WHEREAS, pursuant to California Health and Safety Code section 34272 the tenant commissioners' terms shall be two years; all other commissioners' terms shall be four years; and all vacancies shall be filled for the unexpired term; now therefore, be it

RESOLVED, that the City Council hereby confirms the Mayor's appointment of the following individuals to the terms set forth below:

Esther Purvis, reappointment to complete the term beginning July 1, 2008 and ending June 30, 2010, retaining the seat she currently holds.

Gregory Hartwig, reappointment to complete the term beginning July 1, 2009 and ending June 30, 2012, retaining the seat he currently holds.

In Council, Oakland, California,

Passed By The Following Vote:

Ayes- Kernighan, Nadel, Quan, De La Fuente, Brooks, Reid, Kaplan, and President Brunner

Noes-

Absent-

Abstention-

Attest:

LaTonda Simmons City Clerk
and Clerk of the Council
of the City of Oakland, California