NOT A MEMBER?

By joining SAMCEDA, your company becomes part of a powerful regional voice. Member companies act with a united voice on important issues. As part of SAMCEDA, you can help effect and guide positive change on the Peninsula and protect our quality of life.

Don’t stand alone in today’s business climate, This is your personal invitation to join us.

For more information, call 650-413-5600 or email membership@samceda.org
It is perhaps more accurate to judge leadership qualities by the nature of those in whose company you labor than by the order of finish.

By that measure the San Mateo County Economic Development Association has shared the lead in a number of areas over the past year and is well positioned to continue that work going forward. As the Voice of Business on the Peninsula, the organization has devoted much time and energy to its traditional areas of expertise — housing, transportation, environment, and focusing on green development and its implementation. Protecting our environment and focusing on green development is the work we do on members’ behalf to address the challenges affecting the economic health, well-being, and quality of life on the Peninsula.

Workforce housing continues to be a major obstacle affecting business and the economic viability of San Mateo County. Available and affordable housing to support current and future job growth is being addressed through collaborative efforts with developers, housing advocates, and local municipalities.

SAMCEDA has aggressively participated and led in county-wide efforts to secure approvals for Transit Oriented Developments (TOD) and in-fill projects. As the County strives to achieve its housing needs through 2014, efforts to gain community consensus on the viability of San Mateo County. Available and affordable housing continues to burden businesses.

SAMCEDA values the contributions leading companies and individuals have on the local economy and quality of life in San Mateo County. Each year we host the Awards of Excellence program to recognize and celebrate the ‘Best of the Best’ in San Mateo County in a number of categories.

This year’s Awards of Excellence program was the most successful in the history of the program. The Awards Judging Committee received 47 nominations for notable work in 7 different award categories including: Business, Small Business, Clean & Green, Environmental Action, Community Service, Public Agency, and the David D. Bohannon Memorial Award. Now this year was the Start-up Company of the year award, recognizing businesses operating less than three years and demonstrating entrepreneurial spirit, creativity, use of financial resources, marketplace partnering and marketing plans for building a customer base and launching the product.

A high point for the program is the presentation of the David D. Bohannon Memorial Award of Excellence, memorializing the Founder and Past president of SAMCEDA. This prestigious award recognizes an individual demonstrating significant leadership and success in business, contributions toward building the local economy, and enrichment of the county’s quality of life through community service and philanthropy.
A 56-year history as “the Voice of Business on the Peninsula.”

A Message from our Chairman

For more than 50 years SAMCEDA has been the only business-oriented entity in San Mateo County with a view broad enough and a focus clear enough to represent the diverse interests of major employers, small businesses and startup entrepreneurs equally.

As businesses here have adapted and changed, retrenched or grown, SAMCEDA has evolved with them. By any measure, we can expect to experience continued pressure to adapt. National economic and social trends are forcing a reordering of priorities, with increasing demands for cleaner and greener industries, energy sources, housing and places of employment.

SAMCEDA’s members, regardless of size or industry, are feeling the effects of these demands in various ways; however, the impact most commonly reported relates to employee recruitment and retention. Sought-after workers in biotechnology, computer and web development, government, financial and service industries do not want to go where it’s too expensive to live or too hard to get from place to place. Quality of life is a major concern, and more commonly the definition of quality extends to surprising new areas — the nature of energy sources, ease of recycling, easy access to a large variety of outdoor recreational opportunities, even the freshness of food.

Because we are the only non-governmental agency in the county working on all aspects of the County’s business picture, from employment to transit to housing to health care, SAMCEDA is uniquely positioned to lead in three and many other areas.

Our organization has brought state and national experts to the County for well-attended luncheon sessions to grapple with the impacts of California’s landmark AB-32 global warming legislation.

We will continue this initiative in November with another event focused on clean and green development.

We are conducting research to identify where startup businesses are locating in our community. This grant-funded project will discover what startups need to thrive, why they chose our community and what tools we now possess or need to develop to help them grow.

Startups are important to us because our success is tied to theirs, and it is a great opportunity to communicate the message that their growth is dependent on ours.

SAMCEDA recognizes the need for changes in the health care delivery system to make sure it is affordable, and available, for all economic categories of workers.

We continue to monitor development trends and specific projects, whether residential or commercial, always with an eye towards making our county the best place to work and live in the Bay Area.

It has been a busy year and much as been accomplished. Clearly there is more to be done. If we all move together in the same direction, with the same purpose, I am confident we will attain our goals.

Robert Webster
President & CEO
Boehmnan Development Company

07/08 SAMCEDA
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SAMCEDA STAFF
Daniel Cruey
President & CEO

Stefanie Glastick, JD
Director of Operations

Advocate

Whether by letters of support or opposition, meetings with legislators, personal testimony, informational presentations, community meetings, nationally-recognized forums or other measures, SAMCEDA advocates on behalf of member companies and thousands of employees.

Through participation in initiatives such as Shared Vision 2010, Globalization of the Region’s Economy, our Leadership Roundtables and even our annual meeting programs, SAMCEDA has developed and shared its positions on issues including greenhouse gas emissions, climate change, health care reform, traffic congestion relief, and housing.

Your business need not face challenges alone.

This third aspect of SAMCEDA activity comes into play as a necessary extension of our education and collaboration endeavors. Our Board can directly advocate where it does the most good, and has done so in several areas.

The cost of health care is a continuing priority for government regulators; consequently SAMCEDA strives to stay on top of the subject and to represent our membership in the debate over medical care financial reform.

As a member of the county’s Blue Ribbon Task Force on Adult Health Care Coverage, we have closely monitored the proceedings, expressing the position that the bill for the health care crisis should not be put on the backs of business, particularly small business.

At this time the Task Force has identified a $140 million need with no ongoing funding mechanism. We continue to advocate for proposals that meet the obvious need with stable, fair and long term financing solutions.

The county’s economic vitality needs continued tracking. Just as SAMCEDA played a pivotal role in attracting large business to the county, as in the case of Virgin America, where we led the “Red Team,” a consortium of business, public, and private corporate organizations. SAMCEDA is watchful when it comes to supporting small and new business.

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Ready Economic Development (RED) Team

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Robert Webster
President & CEO
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SAMPDGA is active regionally in the endeavor to improve the business, housing and transportation environment and works in concert with many Bay Area organizations, associations, and councils.

Educators recognize business’ need for a well-trained, highly educated workforce. SAMCEDA’s participation with state and local educators led to a major conference at Oracle on the Competitive Global Workforce.

Housing is a critical issue for employers and other San Mateo County businesses. SAMCEDA entered into a relationship with the San Mateo County Community College District to develop curriculum and training programs for the emerging Clean/Green Tech job market.

In 2007 the Economic Vitality Research and Education Foundation (EVRE), SAMCEDA sister (501(c)(3)) non-profit foundation organization, received grant funding from PG&E and AT&T to complete a County-wide economic development research project. This ambitious study seeks to 1) create a detailed, comprehensive data base of primarily knowledge-based start-up businesses in San Mateo County; 2) provide this information in a published format, and 3) issue an in-depth analysis of the findings in a report, e.g., An Economic Survey of Knowledge-Based Start-Ups in San Mateo County.

By identifying the extent of knowledge-based start-up businesses in San Mateo County, EVRE will ultimately (a) identify common needs, b) methods for support, c) incentives for future economic development benefiting San Mateo County, and d) position the County as a magnet for similar start-up industry clusters.

SAMCEDA entered into a relationship with the San Mateo County Community College District to work together to enhance and to promote the renewable energy infrastructure in San Mateo County. This alliance is designed to research renewable energy start-ups, identify common needs, develop training and/or educational curriculum, and inform public and private sector leaders on renewable energy trends and opportunities for job creation and training.

In a public/private collaboration with the County of San Mateo, SAMCEDA co-sponsored a forum on creating and preparing a Competitive Global Workforce. The forum focused on the economic outlook for the Bay Area and our workforce needs. What are we doing to ensure that our youth will be prepared to succeed in a global market? A list of six strategies was developed by participants to better prepare our children to compete in a global economy.

SAMCEDA makes decision-makers aware of Peninsula business’ concerns by presenting its policies, documentation, forum results, brochures, and position papers to a vast number of interested organizations.

SAMCEDA takes advantage of person-to-person communication by organizing forums, roundtable discussions, and presentations.

We amplify the voice of the business community by taking advantage of all means of communication from print to electronic.