



SAMCEDA'S
CHAIRMAN'S CIRCLE

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

2007/2008
ANNUAL UPDATE



SAMCEDA



San Francisco International Airport



The Chairman's Circle is comprised of those member companies able to make a strong resource commitment to furthering the mission of SAMCEDA.



SAMCEDA
1301 Shoreway Rd.
Suite 150
Belmont, CA 94002

PH (650) 413 5600
FX (650) 413 5909

info@samceda.org
www.samceda.org

The Voice of Business on the Peninsula

Collaborate Educate Advocate

SAMCEDA's value 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.

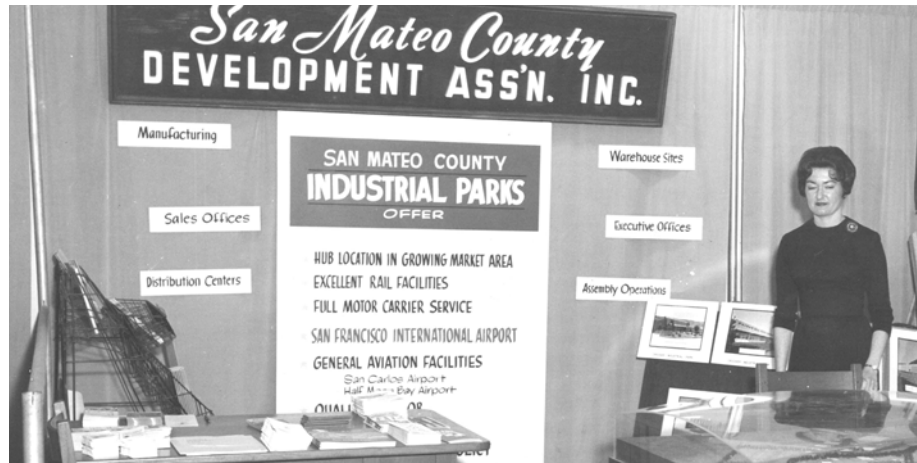
Sometimes it is difficult to know whether you are leading the pack or getting in the way of a stampede.

It is perhaps more accurate to judge leadership qualities by the nature of those in whose company you labor than in 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 the needs of our major San Mateo County employers. We continue to focus our efforts in these areas in the most effective manner possible, through [collaboration](#) with those most able to bring about change, through [education](#) by sharing the fruits of those efforts with our members and through [advocacy](#) when positive results can be achieved.

However, our scope is expanding inexorably as the needs of our members and the business community change.

We are in the forefront of the global warming debate as it affects California. By virtue of Governor Schwarzenegger's AB 32 global warming initiative, every business in the state is under pressure to reduce greenhouse gas emissions within a set time frame. The debate revolves around how, not when, and there is plenty of debate on that score. SAMCEDA has twice convened member business forums with state and national authorities to air various aspects of this very important legislation and its implementation. Protecting our environment and focusing on green development are major components of our programs for the foreseeable future, and SAMCEDA is partnering with eminent authorities to bring the best, most



SAMCEDA Archives | photo: Geoff Cook Studio

up-to-date information to our membership.

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 how to meet those goals will require greater leadership by all stakeholders.

Similarly, there is consensus on the need for quality, affordable health care for all county residents. This is not a problem affecting only the underprivileged. Estimates are that as many as 44,000 San Mateo County residents between the ages of 19 and 64 have no health coverage, despite the fact that they live in households earning more than \$75,400 per year — four times the federal poverty level. Many of these adults are gainfully employed. It can be argued that on the shoulders of those in this tier of the economic spectrum many of our businesses — especially small businesses — are built.

SAMCEDA shares the concern on this issue and has been a member of the county's Blue Ribbon Task Force on Adult Health Care Coverage Expansion for nearly two

years, working jointly with members of the Task Force to bring a recommendation to the San Mateo County Board of Supervisors that fairly addresses the problem without unfairly burdening businesses.

Education also has come to the forefront in SAMCEDA's dealings with those inside and outside the business community. The county has one of the finest community college systems in the nation, and we have sown the seeds of a synergistic relationship with the district that will support our "clean and green" efforts and open an aggressive new initiative that will support startup enterprises.

As our historic role in policy-making, public debate, and collaboration with key decision-makers expands, so too does our membership. Increasingly the county employment base is moving towards Venture Capitalist companies, cutting-edge entrepreneurs, fast-moving techs and companies with 100 employees or less.

We have helped bring together more than 1,000 individuals from the SAMCEDA members and the business community at large over the past 12 months. We find that the more those who are new to us learn about us, the more eager they become to join, and the more active we become, the more inclined our established members are to return.

[It is a busy and exciting time at SAMCEDA.](#)



Pictured left/right: Georgette Sarles, Georgette's of Westlake | Duane Bay, C/CAG (accepting on behalf of the San Mateo County Sub-region) David Thompson, Genius.com | Keyly Morier, Green Building Exchange | Dr. James O'Donnell, Kaiser Permanente William Coleman, Green Building Exchange | Dave Bennett, Mollie Stone's Markets

AWARDS OF EXCELLENCE

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](#). New 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.

2008 AWARD WINNERS

David D. Bohannon Memorial
Award of Excellence
Andrew Ball, Webcor Builders

Public Agency Award
San Mateo County Sub-region

Community Service Award
Kaiser Permanente

Clean and Green *Environmental Action* Award
Green Building Exchange

Start-up Company Award
Genius.com

Small Business Award
Georgette's Of Westlake

Business Award
Mollie Stone's Markets



Andrew Ball
Webcor Builders

Robert Webster
Bohannon Development Company

FUNDRAISING

We ask members' support for a single fundraiser each year. Last year our 40th Annual Benefit Golf Invitational at the Peninsula Golf and Country Club sold-out a month before the event. Auction bidding by our celebrity auctioneer, Supervisor Jerry Hill, at the post-tournament dinner was spirited and profitable, making the event not only a financial success but a social one as well.

Thanks to this event, SAMCEDA was able to present approximately \$22,000 to each of our non-profit partners, Sustainable San Mateo County and the Economic Vitality Research and Education Foundation (EVRE). This was the largest direct donation SAMCEDA has given to another organization.



OUR NEW OFFICE

We would like to recognize the generosity of several SAMCEDA members with our office move from San Mateo to Belmont last July. Through the help and support of Oracle, Bohannon Development Company and Embarcadero Capital Partners we were able to upgrade our office, furniture and communications equipment, for which we are most grateful.



Congressman
Tom Lantos
1928-2008



Congressman Tom Lantos will be remembered for the many contributions he made to the business community and the quality of life in San Mateo County. | Photo Dan Cruey

Advocate

Ready Economic Development
(RED) Team



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.

This third aspect of SAMCEDA activity comes into play as a necessary extension of our education and collaboration endeavors. Our board can direct advocacy 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.

We have had an effect in the group's formulation of recommendations to the Board of Supervisors, expected this summer.

SAMCEDA has advocated for the formation of a sub-committee to identify a feasible and sustainable means of financing the program.

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 tending. 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.

Our growing focus is the clean and green industry supported by smart urban growth. Increasingly that involves mixed-use developments such as the RWC Saltworks project, whose "10 Commitments" we endorse, and Bay Meadows Phase II development, which we have also supported and for which we have advocated on many occasions.

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 these 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
Chairman of the Board

President & CEO
Bohannon
Development Company

07/08 SAMCEDA
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Kenneth Young
Equity Office Properties

T. Jack Foster, Jr.
Foster Enterprises
Emeritus Advisor to the Chairman

Paul Shepherd
Cargill Salt
Emeritus Advisor to the Chairman

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President & CEO

Stephanie Gloeckler, JD
Director of Operations

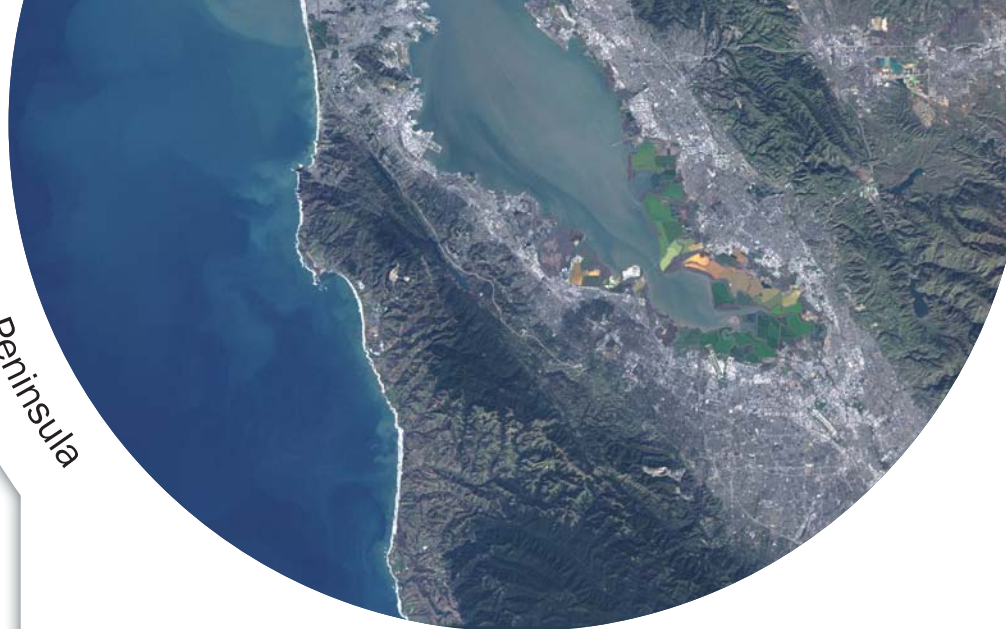
Lastest Plans for Bay Meadows Development | artist rendering





Grand Boulevard | San Bruno, 3-D View from El Camino Real | *artist rendering*

Preserving our Peninsula



Competitive Global Workforce Conference | *photo Dan Cruey*

Collaborate

City, county, regional and state officials turn to SAMCEDA as a sounding board for public policy and as a resource in implementing business-oriented legislation.

SAMCEDA 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, residents and communities, and SAMCEDA collaborates with an array of agencies to assure responsible, adequate and affordable development, including the Housing Leadership Council, Threshold 2008, HEART, and many city agencies.

Join with other San Mateo County businesses for a stronger voice on issues that affect your business.

SAMCEDA continues its multi-year involvement in the Grand Boulevard Initiative Task Force, an ambitious program to transform the county's major automobile transit corridor, El Camino Real, into a vital living and working space friendly to transit and pedestrians.

Since 2004, we have worked on crafting a planning document to accomplish this end, collaborating with San Mateo County, the San Mateo County Transit District, the City/County Association of Governments, Joint Venture Silicon Valley, Habitat for Humanity, labor, environmentalists, and 18 cities.

We also testified, along with others, before Sen. Leland Yee's Senate Select Committee on Transportation as it formulated important state legislation regarding regional transportation improvements and initiatives. Senator Yee later requested a Leadership Roundtable with SAMCEDA members to brainstorm regarding commuting challenges and solutions.

We also have continued our Housing Endorsement Program through which proponents of significant development projects may request SAMCEDA's endorsement provided the project meets our established guidelines. Major features of the endorsement test focus on transit-friendly housing and mixed land uses.

Workforce housing is a key obstacle to employee recruitment and retention. SAMCEDA works with other agencies to promote a perspective of housing as infrastructure, and that business and cities should work cooperatively to achieve their workforce housing needs.

CLEAN GREEN

The national movement toward sustainable development supported by clean energy sources has its focus in San Mateo County. In early 2007, SAMCEDA held the first of two business forums exploring San Mateo County's readiness to embrace the new Clean/Green Tech industry. Steve Westly spoke to our membership on helping entrepreneurs build clean technology companies. Later, Ingrid Rosten and Thomas Toy spoke about fostering green technology and industry through the use of incubators and venture capital.

These forums led to the establishment of a continuous relationship with the San Mateo County Community College District to develop curriculum and training programs for the emerging Clean/Green Tech job market.

ENVIRONMENTAL LEGISLATION

In 2007 we convened our first panel discussion on global warming with "A Brave New World, AB 32 and CEQA: Confronting Climate Change." This set the stage for subsequent forums in the series.

The second session in the Confronting Climate Change Series, "Using Marketing to Reduce Greenhouse Gas Emissions," explored the state's proposed carbon emissions "cap and trade" system, a way to induce industry to reduce greenhouse gas emissions through a financial market.

This prestigious event attracted interested firms from around the nation to hear such experts as David Crane, special advisor to the Governor for jobs and economic growth, and Lawrence H. Goulder, Stanford professor and vice-chair of the California Market Advisory Committee that designed the cap and trade system, explain their thinking and describe their philosophies.

Bay Area Business Forums

PANELIST

Jack Broadbent, Executive Officer
Bay Area Air Quality Management District



David Crane
Special Advisor to the Governor

Lawrence H. Goulder
Stanford professor and Vice-Chair of the
California Market Advisory Committee



Winston Hickox
Former Secretary of the California
Environmental Protection Agency



Josh Margolis
CEO, CantorC02e



Jerry Hill
Supervisor, County of San Mateo
Chair, Bay Area Air Quality
Management District California
Air Resources Board

Educate

In 2007 the Economic Vitality Research and Education Foundation (EVRE), SAMCEDA's 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.](#)

Chances are good that the problem a business faces today has been addressed — and resolved — by a fellow SAMCEDA member in the past.

www.samceda.org

Working Today for a Better Tomorrow

