



SAMCEDA

San Mateo County Economic Development Association

ANNUAL UPDATE 2012-13

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- Robert Webster**
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- Paul Casias**
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BKF Engineers
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- Rosanne Foust**
SAMCEDA
President & CEO

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- Norman Book, Jr.**
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- Shiyama Clunie**
AT&T
- Papia Gambelin**
Pacific Gas and Electric Company
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Keech Properties, LLC
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Stockbridge Real Estate Funds
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San Francisco International Airport
- Mario Puccinelli**
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- Sherri Sager**
Lucile Packard Children's Hospital
- Randy Smith**
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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

At this time each year the membership of SAMCEDA gathers to celebrate the achievements of the past year and discuss the economic drivers that will shape the opportunities of the next year and beyond. Welcome to the 61st Annual Meeting.

The diversity of our accomplishments were driven by issues that were important to our member companies. But more importantly, the knowledge we gained as we studied and advocated on these issues was disseminated back to each of our member firms through email blasts. This concept of learn, participate and inform has proven to be a valuable return on investment for your SAMCEDA membership.

SAMCEDA weighed in on a number of proposed local tax measures over the course of the year. Beyond a simple "blue vs. red" approach, we fostered intelligent debate and strengthened our commitment to keep thoughtful information flowing to our members.

We weighed in and had influence on a number of important issues:

- Protecting the water supply for San Mateo County through the defeat of Proposition F in the City and County of San Francisco
 - Electrification of Caltrain and the future of High Speed Rail on the Peninsula; investments in the Caltrain corridor will begin in 2014
 - Defeated regulatory changes to the Bay Plan Amendment that would have significantly impacted development around the Bay both existing and planned
- We continue to add our voice to these ongoing issues:
- Joined with other Bay Area business organizations to advocate for CEQA reform at the state and regional level
 - Promoted and championed increased market rate housing construction especially around transit nodes

Yet, it isn't always about the issues. Sometimes the raw data of what is happening around us may inform us to the greatest degree. For example, changing commute patterns is important to certain industry sectors and may cause some to make critical decisions long before a problem even presents itself. To this end, SAMCEDA (in partnership with its research non-profit, EVRE) has commissioned economic studies that inform our membership about complex trends in jobs, housing, workforce development and commute patterns right here in San Mateo County. As always, it is there on our website for you to dive into and have your own "ah-ha" moment.

At what has become a hallmark event for SAMCEDA, we celebrated some of the most innovative and promising companies with our Awards of Excellence held in April. Beyond being a feel good event that makes each of us proud to call San Mateo County home, it affords us the opportunity to learn about the changing dynamics of our local businesses. Who knew the changing face of marketing and market research was centered right here?

From an organizational standpoint, several years ago we identified the need to extend the role of the Chair of the Board of Directors beyond the normal single year rotation that is common in business non-profits. This was done to offer our membership greater continuity and allowed the leadership to stay focused on solving broader long term issues. As this meeting marks the end of my third and final year as Chair, I leave the organization with the solid leadership of our CEO Rosanne Foust, increasing membership and renewed purpose in being a voice for all the good that our exceptional businesses do for the Peninsula.



Steve Mincey
DES Architects + Engineers, CEO
SAMCEDA Chair of the Board



Chair Steve Mincey with commercial real estate panel

The primary mission of SAMCEDA is to support, champion, recognize and shine a light on the San Mateo County business community. All too often the contributions of the many businesses, large and small, in our County are overlooked and underappreciated. Our goal is to illustrate, in a myriad of ways, the direct connection between a healthy business community and a healthy community.

INNOVATORS: SAMCEDA AWARDS OF EXCELLENCE 2013

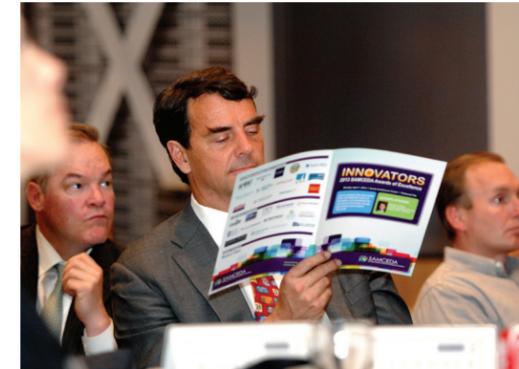
Four years ago, SAMCEDA made a conscious decision to change the focus of our annual Awards of Excellence to celebrate Innovation and Entrepreneurship. Innovation, in all its forms, is a fundamental pillar of our County's economy. INNOVATORS was born to ensure that it continues to be an economic priority for private and public stakeholders whose investment, management and support infrastructure create and sustain our competitive business climate.



Rosanne Foust, Kiwoba Allaire of Rocket Fuel, Steve Mincey



David Bohannon, Scott Bohannon, Barry Jollette, David D. Bohannon Memorial Award Winner and Bob Webster



Keynote Speaker Timothy C. Draper



2013 Award Winners

APP/DIGITAL ENTERTAINMENT INNOVATOR

GetJar



BIOTECH/HEALTHCARE INNOVATOR

Crescendo Bioscience®



GREEN INNOVATOR

Propel



TECHNOLOGY INNOVATOR

E2Open



ASPIRING INNOVATOR

Rocket Fuel



FASTEST GROWING INNOVATOR

MyBuys



SOFTWARE INNOVATOR

Salesify



DAVID D. BOHANNON MEMORIAL AWARD

Barry Jollette
President & CEO
San Mateo Credit Union

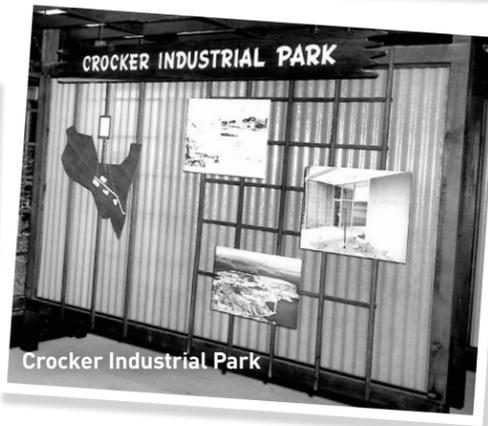
KEYNOTE SPEAKER

Timothy C. Draper
Founder & Managing Director
Draper Fisher Jurvetson

SAMCEDA HAS PLAYED AN IMPORTANT ROLE IN SAN MATEO COUNTY FOR OVER 60 YEARS.

1953 SAN MATEO COUNTY DEVELOPMENT ASSOCIATION

"To strive and labor toward, to further and promote, a balanced economic growth of San Mateo County. To develop cooperation and a unified action in commercial, industrial, civic and cultural fields in San Mateo County particularly and the San Francisco Bay Area generally. To promote the general welfare of the area." -Articles of Incorporation 1953



WHAT WILL THE NEXT 60 HOLD?

2013 SAN MATEO COUNTY ECONOMIC DEVELOPMENT ASSOCIATION

The core message "Business Brings Opportunity" remains timeless. SAMCEDA leverages diversity, expertise and political capital of its membership base to form a unified and influential voice that represents the collective interests of business and community members in San Mateo County on national, state, regional and local economic and policy issues.



The core strength of SAMCEDA has been its ability to adapt to changing times.

CEQA REFORM

The California Environmental Quality Act was enacted over 40 years ago for environmental protection and public disclosure, but its intent has been distorted through lawsuits filed to block projects or obtain private benefits rather than to protect the environment.

We have joined the growing coalition actively encouraging CEQA REFORM to allow environmentally responsible local development vital to growing our economy. Testimonials are currently being accepted at the CEQA Working Group.



PLAN BAY AREA

We are an active participant with the Plan Bay Area which is a joint effort led by the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC) in partnership with the Bay Area Air Quality Management District (BAAQMD), and the Bay Conservation and Development Commission (BCDC), to produce a more integrated land use/transportation plan. This effort includes nine counties and 101 cities and towns, and transportation agencies that plan and manage the regional transportation network.



TRANSPORTATION

CALTRAIN & CAHSR

We are actively engaged in on-going discussions regarding the future of High Speed Rail on the Peninsula and cooperate with California High Speed Rail Authority to distribute information on the Peninsula segment, including the EIR analysis, phased implementation, ridership studies, funding sources, financial projections and the relationship with Caltrain.



SAMCEDA fully supports the HSR's New Business Plan and decision to focus on the blended system, allowing both Caltrain and high speed rail trains to share existing tracks within the Caltrain right-of-way and providing substantial investment necessary for Caltrain electrification.



SAMCEDA is a leading voice on moving the electrification of Caltrain to the forefront in funding for the modernization of the Peninsula's rail corridor- thus accommodating Caltrain's growing ridership and need for financial sustainability.

GRAND BOULEVARD

SAMCEDA recognizes that investment in infrastructure and long-range cross-boundary planning will benefit the region and actively participates in initiatives that meet these goals such as the Grand Boulevard Initiative.



CLIMATE CHANGE & AIR QUALITY

Regional Agencies are changing policies and rules to address climate change, rising sea level and air quality issues. These changes have a direct impact on business and the economy. The Bay Area Business Coalition (BABC), of which SAMCEDA is an active founder and partner, was created to ensure there is a "Business Voice" at the table.

The BABC includes the Bay Area Council, the Building Industry Association, Contra Costa Council, Silicon Valley Leadership Group, the East Bay Economic Development Alliance, the Jobs and Housing Coalition, Joint Venture Silicon Valley, and many others.

WATER

SAMCEDA identified the ill-conceived Measure F (aimed at tearing down the Hetch Hetchy dam) on the San Francisco ballot as a serious threat to the water supply of most cities in San Mateo County. SAMCEDA led the San Mateo County efforts and joining with reasonable San Francisco interests, defeated this measure.



SAMCEDA now is supporting the efforts through the Bay Area Water Supply and Conservation Agency (BAWSCA) to ensure that this threat is permanently eliminated by an amendment to the 2009 Water Supply Agreement that was negotiated by BAWSCA and the City and County of San Francisco and unanimously approved by the San Francisco Public Utilities Commission.

ECONOMIC DEVELOPMENT

ECONOMIC ACTION PLAN/STRATEGY –ABAG and MTC Joint Policy Committee

Actively engaged as a member of the Bay Area Business Council (BABC), SAMCEDA works with its regional partners to identify a regional cohesiveness in economic development. We understand that a broad approach is needed when looking at jobs, transportation, education, infrastructure, and growth.



With the reorganization of the Governor's Office of Business and Economic Development, SAMCEDA remains a partner in advancing San Mateo County as a key driver for innovation and entrepreneurship.

WORKFORCE DEVELOPMENT

A strong and vibrant future workforce is critical to our County's economy. SAMCEDA follows state and county policies that impact the ever-changing shift in workforce development and communicates the concerns of our business members to our state and county elected representatives, as well as the leaders of the education community.

BUDGETARY AND FISCAL STABILITY

STATE

- SAMCEDA actively supports CAForward and their proposed budget reform measures.
- SAMCEDA is in regular communication with our elected representatives.



LOCAL

- In November 2012, San Mateo County voters approved Measure A, which increased the sales tax by half a cent for the next 10 years and is intended to help fund a variety of county services. SAMCEDA is monitoring the County's determination of how funds are and will be allocated and providing input as needed.





SAMCEDA

San Mateo County Economic Development Association

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For over a half-century, SAMCEDA has worked in partnership with business leaders, elected officials, educators, labor and non-profits to promote **San Mateo County as THE PLACE to live, work and prosper.**



PLATINUM CHAIRMAN CIRCLE

