

The Platform

Volume 12 Issue 8, August 2008

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CLUB "BRANDING"

THURSDAY, AUGUST 21ST, 7:30 p.m.



SPECIAL GENERAL MEETING LOCATION

DIMOND LIBRARY, 3565 FRUITVALE AVENUE, OAKLAND;

Directions: Take 580 East to the Fruitvale Avenue Exit and exit. Turn left onto Fruitvale Avenue and go two-tenths of a mile to the library, on the left.

A special August general meeting to discuss refocusing of our club with you, the members.

Please come on Thursday, August 21, 7:30 p.m. at the Dimond Library, 3565 Fruitvale Avenue, to talk about MGO's Future Focus. This is an important moment for MGO and we need your voice to be heard.

Non-MGO member are always welcome to attend!

www.mgoclub.org

President's Message, August 2008



"Branding" is the business term for making your organization's name and product stand for something specific—Apple stands for innovation in technology, Charles Schwab stands for customer-friendly investments, etc. If an organization has a strong brand, people know what it stands for and what to expect from it. At our e-board retreat in July, we decided that MGO needed some "re-branding" to discriminate us from other Democratic clubs and to help us focus our energies.

We came up with a four-part plan:

- MGO should be the **local club focusing on local** (City and County) **issues**;
- MGO should be more active in advocating for reform, getting at big issues in Oakland and the County and doing something about them by appearing at City Council and other meetings to make our views clear and by lobbying Council members and Supervisors individually;
- MGO should start an Action Committee to make this activism possible;
- MGO should consider a name change to reflect this new, clearer focus;
- MGO should encourage people to run for office and actively support the candidacies of those who do.

We are holding a special August general meeting to discuss this refocusing of our club with you, the members. Please come on Thursday, August 21, 7:30 p.m. at the Dimond Library, 3565 Fruitvale Avenue, to talk about MGO's Future Focus. This is an important moment for MGO and we need your voice to be heard.

Judy Cox, President

SAVE THE DATE!

Save Sunday, September 21st, 4 p.m. to 8 p.m. for the **BIG PARTY--**
MGO's 50th ANNIVERSARY BASH!

Stay tuned for more details, but get your best bib and tucker to the dry cleaner's so you'll be all ready to party!

NOTICE OF PROPOSED AMENDMENTS
MGO BYLAWS ARTICLE III AND CONSTITUTION ARTICLE V, SECTION 3, July, 2008

The Executive Board has reviewed the above-referenced articles of the MGO bylaws and constitution and recommends the changes set forth below. Currently the nominating committee serves only for a brief period of each year. If enacted by the membership, these provisions will create a nominating committee with a one-year tenure.

The executive board believes this change will permit the nominating committee to be pro-active in finding and recruiting good candidates for MGO leadership positions. Additionally, the proposed changes will permit the nominating committee to present nominations during the course of the year, subject to ratification by the membership. Such nominations would be in addition to the annual club nominating process that occurs each May and the election that occurs each June. It would have the advantage of permitting the committee to nominate good candidates at a point in time when they are ready and available to serve.

Currently Bylaws Article III, pertaining to the appointment and duties of the nominating committee and the nomination of club officers and executive board members, reads as follows:

III - ELECTION of OFFICERS

1. The President will appoint, with approval of the Executive Board, a nominating committee consisting of six club members including the President.
2. The notice of the May meeting shall include the nominating committee's recommendations.
3. After the committee reports, nominations will be accepted from the floor at the May meeting.
4. The notice of the June meeting shall include the names of all nominees.
5. Elections will take place at the June meeting.

Additionally, Constitution Article V, Section 3 currently reads:

ARTICLE V - EXECUTIVE BOARD

3. If there is a vacancy in an elected position, the Executive Board shall appoint an acting officer or member of the Executive Board to fill the unexpired term subject to ratification by the membership at its next meeting. Ratification shall not be required if there is less than sixty days remaining in the term of office.

PROPOSED CHANGES

If the Executive Board's recommendations are adopted, Bylaws Article III will read as follows:

III - ELECTION of OFFICERS AND EXECUTIVE BOARD MEMBERS

1. In October of each year, the president shall, with the approval of the Executive Board, appoint a nominating committee consisting of up to six club members, including the president. Members of the committee shall serve for a period of one year.
2. Prior to the May meeting, the nominating shall submit the names of nominees to serve as officers and as executive board members for terms to commence on the first day of July. The notice of the May meeting shall include the nominating committee's recommendations. After the committee reports, additional nominations, if any, will be accepted from the floor at the May meeting. Elections will take place at the June meeting. The notice of the June meeting shall include the names of all nominees.
3. In addition to submitting nominees for the club's annual election, the committee may during the year nominate additional persons to serve on the executive board subject to ratification by the membership. Notice of such nominations shall be provided to the membership prior to its next meeting, and a ratification vote shall be held at that meeting.

Further, Constitution Article V will read:

ARTICLE V - EXECUTIVE BOARD

3. If there is a vacancy in a club officer position, the Executive Board shall appoint an acting officer or member of the Executive Board to fill the unexpired term subject to ratification by the membership at its next meeting. Appointments to other vacancies on the executive board shall be made by the nominating committee. Ratification shall not be required if there is less than sixty days remaining in the term of office.

We will discuss and vote on these proposed amendments at our next general membership meeting.

Judy Cox, MGO President

NOMINATING COMMITTEE NEWS

The **May edition of the Platform** announced that officers and members of the current executive board had been nominated to serve an additional term. However, the MGO Nominating Committee (consisting of MGO members Guy Bryant, Greg Chan, Ralph Kanz, Rena Rickles, Gary Sirbu, Robert Warwick and president Judy Cox), has conducted a search for additional nominees in order to expand the board.

We have nominated four highly-energetic, capable persons to serve: Elizabeth Echols, Linda Olvera, Nancy Sidebotham and Joe Trapp. All know Oakland politics and government well and will be great assets as the club continues to focus its attention on city issues and Democratic grass-roots involvement. Here are their bios:

LINDA OLVERA was born and raised in Richmond, California and has lived in Oakland since 1974. She is an active member of the Spanish Speaking Citizens Foundation and has served on its board for the last ten years; she is also a former president of the Mexican-American Political Association (MAPA). She was a Deputy Labor Commissioner of the California Department of Industrial Relations. She is also a former board member of the Alameda County chapter of the Sierra Club, and since her recent retirement, she has been leading inner-city outings for the chapter.

ELIZABETH ECHOLS was elected to the Alameda County Democratic Central Committee in June 2006 and re-elected in June 2008. She serves on its Executive Board as Vice Chair for the 14th Assembly District. Elizabeth was a senior political appointee in the Clinton-Gore Administration and served under Vice President Al Gore. She worked with Vice President Gore to close the digital divide and to use technology to improve education and health care. After leaving the White House, Elizabeth headed a Bay Area non-profit organization that trained underserved youth for good jobs in the technology industry. She then served as Director of Policy at Google. Elizabeth is a Board Member of the Alameda County Democratic Lawyers Club and an Executive Board Member of the National Women's Political Caucus (Alameda County North). She served as California State Co-Chair for Women for Kerry-Edwards. She is a graduate of Emerge, a program that identifies and trains Democratic women leaders. Elizabeth raised in Berkeley now lives in Oakland. She attended Berkeley public schools and then received a scholarship to Yale University where she earned her BA with honors in Economics and Political Science. She received her JD from Stanford Law School and served as an editor on the Stanford Law Review.

NANCY SIDEBOTHAM was born in New Jersey and until age 16 lived primarily in Panama. She is bilingual English and Spanish and speaks some French. Nancy moved to Oakland in 1964 and attended local colleges receiving a history degree from Hayward State. After obtaining her Tax Preparer's license, she taught classes and started her own business. Nancy has been active in the community since the mid 1980's. Highlights of her extensive community involvement include serving on the Advisory Committee that drafted the Open Space, Conservation, and Recreation Element of the Oakland General Plan, and chairing her Neighborhood Crime Prevention Council.

JOE TRAPP, a past MGO President (2001-2002). "Politically, a middle-of-the-road Bay Area liberal, with generally the associated values. I believe in the free "debate of ideas" where all sides and all issues are listened to with an open mind, and no one is shouted down." Active in Oakland community, and subsidiary to Friends of the Oakland Parks (Friends of Oak Glen Park). While working in the Clean Water Program, co-discovered the survival and existence of native Rainbow Trout in the Sausal Creek Watershed. Received a B.S. in Civil Engineering from Pennsylvania State University. Unsuccessful run for EBMUD Board seat, Ward 3 in 1998.

Respectfully submitted,

Gary Sirbu, *Chair*
MGO Nominating Committee

NOMINATING COMMITTEE (Interim) REPORT

JUNE 23, 2008

1. Judy Cox appointed Guy Bryant, Greg Chan, Ralph Kanz, Rena Rickles, Gary Sirbu, and Robert Warwick to this year's nominating committee. The committee has met twice and favors augmenting the current board to a membership level of 15 to 17.
2. Because there was no quorum at the June membership meeting, the current E-Board could not be re-elected, and the vote must be continued to the next membership meeting.
3. The committee has already decided to nominate these four solid candidates to augment the current board: Linda Olvera, Elizabeth Echols, Nancy Sidebotham and Joe Trapp. All have accepted. The committee has obtained their bios and they should be printed in the next Platform.
4. The committee has the names of additional persons who look like good nominees, and will discuss whether to proceed further.
5. As long as timely notice is given in the Platform, the rules can be suspended to permit nominations of the additional four members to occur at the same time as they are elected.
6. The committee believes that it would be very useful for future nomination committees to be appointed for a one-year term so that it can approach recruitment on a much more proactive basis and take advantage of opportunities to recruit and nominate promising candidates who may not be able to serve at the outset of the program year. We will present at the retreat a draft of a modification to Article III of the Bylaws that will permit this.
7. Finally, the committee is exploring conflict-of-interest bylaw for the Board's consideration to be applicable in the event an elected official's staffer were to be invited to join the board. It would deal with the issue of when a staffer could/could not be present and/or discuss or vote on an issue relating an area in which her/his employer is involved or which could affect her/his actions or activities. This is not a pending situation, and the issue is in a very preliminary status.

Gary Sirbu, *Chair*
MGO Nominating Committee

MGO Board Retreat (Discussion Summaries)

- Feedback exercise, asking the following: As a club, we should do more of ...? As a club, we should start doing ...?
- Ideas for building membership and types of Memberships:
 - Recommended labeling membership categories as follows:
 1. Two year membership: \$55
 2. Low-income/senior/student: \$20
 3. Couples living at same address: \$45 (1 year) \$85 (2 year)
 4. Sustaining membership: \$75
- Refining What Our Oakland and County Focus Should Look Like in terms of issues.
- General Meetings: frequency of meetings; type of meeting i.e. social, speaker/endorsements; topics; fall endorsement meeting i.e. statewide issues, issue pro & con, measures explained.

Excerpts from 7/21 notes by Judy Cox

Reminder: GENERAL MEETING, AUGUST 21st, 2008



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REQUESTED

www.mgoclub.org

P.O. Box 11622,
Oakland, CA 94611



You have the
POWER to
save democracy

JOIN OF RENEW TODAY

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Phone: _____

Check here if the above is a new address: _____

Email: _____

EMPLOYER (required by law)

OCCUPATION (required by law)

FPPC# 790500 (California)
FEC# C00402651 (U.S.)



Come support the Obama campaign with your MGO friends!

We have three phone banking nights scheduled to work at the **Obama headquarters, 3225 Adeline Street, Oakland**, two blocks below Ashby.

Thursday Banking nights: Sept. 11, Sept. 25 and Oct. 9

We will carpool from Broadway and 51st. We'll work from 5 until 8, but you can come for less time if that fits your schedule.

Come join the fun and help change America for the better!

Let's get MGO involved NOW!

Mail to:

P.O. Box 11622, Oakland, CA 94611

Membership is open to registered Democrats.

I confirm that this contribution is not made from the general treasury funds of a corporation, labor organization or national bank, or from the treasury of an entity or person who is a federal contractor. The funds are not being provided to me by another person for the purpose of making this contribution. I am at least 18 years old.