



Alameda County Supervisor Alice Lai-Bitker will be the guest speaker at the Chamber's Inside Oakland Breakfast Forum on Friday, Aug. 15. See page 24.

OAKLAND BUSINESS REVIEW

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After the Olympics – How about a vacation in China

THINK ABOUT what China and other countries of the Far East will look like during the summer Olympic Games – crowded, noisy, teeming.

Then think about those same places after the last Olympic medals have been handed out – cleaner, quieter, less crowded – and beautiful. The perfect vacation.

The Oakland Metropolitan Chamber of Commerce, in partnership with



Citslinc International, can make your perfect Far East vacation come true – in a sensational package that's too good to



pass up.

From April 7-15 in 2009, the Chamber will make its fourth trip to China, with parts of five days being spent in Beijing.

Consider what former China travelers on the Chamber tour have written:

“The climb on the Great Wall, viewing the Xi'an warriors, touring the many

factories, going on the fastest train in the world and enjoying our time in Beijing, Xi'an and Shanghai were the highlights for us. For the total trip price we feel that it was one of the best travel bargains we have ever experienced. Kudos to all involved in the China adventure!”

– Dick and Vicki Davis

“The Oakland Metropolitan Chamber of Commerce China trip was by far the best travel value I have ever experienced. The opportunity to experience a culture so different from our own and learn the history of China was a wonderful experience I won't ever forget. Also, traveling with other Oakland business leaders made the trip even more enjoyable.” – David A. Stein, Stein, Rudser, Cohen & Magid, LLP

The China trip costs only \$1,799 per person (based on double occupancy) and includes roundtrip airfare, four-star or five-star hotel stays, three meals per day, deluxe bus tours, and admission tickets to various attractions.

The standard trip will take travelers to Beijing, Shanghai, Suzhou and Hangzhou and includes three full meals per day at every stop.

An additional (optional) trip to Xi'an will cost an extra \$450 per person.

For more information on the China trip from April 7-15, 2009, visit www.oaklandchamber.com or contact Kala Hale at the Chamber at (510) 874-4815 or at khale@oaklandchamber.com.

Join in the fun at the Chamber's Golf Classic

IF YOU'RE a local businessperson looking for a day of relaxation, but with some important business mixed in, we've got the perfect event for you.

On Monday, Sept. 15, the Chamber of Commerce will give you an opportunity for some quality networking and a day in the sun at the annual Golf Classic and Academy, held this year at the popular Sequoyah Country Club in Oakland.

The Chamber's annual tournament brings together some of the top business leaders in the city for lunch, a shot-gun start, and a subsequent awards reception.

The popular introductory golf academy

for beginners will be held this year as well. Participating players will be taught basic golf skills and will learn how to use golf as a business tool.

Academy participants will initially receive instruction in small groups to maximize attention to individual player needs. Players will work on chipping, putting, sand shots, and business golf etiquette.

The academy is intended to be thorough, with an emphasis on fun, techniques and the psychology of the game.

The Chamber is also looking for

business support. Be a “Chamber Challenger” and you'll receive a four-some in the tournament along with tee signage, program recognition, and editorial support in *Oakland Business Review*.

Costs for the annual Golf Academy are \$300 per individual.

Sponsorships include \$250 for an oasis hole, \$300 for a hole sponsor, \$2,000 for a Chamber Challenger, and \$3,000 for the Corporate Sponsor.

For reservations and sponsorship information, visit www.oaklandchamber.com or contact Kala Hale at the Chamber, (510) 874-4815 or at khale@oaklandchamber.com.



The Chamber golf tournament is the perfect place to make new business acquaintances. Above, David Larson (left) of Piedmont Grocery joins forces with Gary Foss of Norcal Waste Services.

Oakland Partnership Green Tech Cluster – What have we accomplished?

by Elizabeth Redman

THE OAKLAND Partnership's Green Tech Cluster is an active group of more than 60 businesses, educational institutions, and government officials. Over the past year it has met five times and has shaped a number of action initiatives, all of which are underway:

1. The Green Finance Network was launched in January of 2008. Nearly 40 representatives from financial institutions representing significant amounts of capital gathered to hear presentations

from four Oakland-based companies. The Mayor participated and the group had a good conversation. Of the four companies, all have received some financing; two are still in conversation with financial institutions.

2. The Green Academy initiative, which now has its own website: www.oaklandpartnership/greenacademy, is focused on green energy workforce development in Alameda and Contra Costa counties with a near-term focus on programs that support the energy efficiency, solar energy, and green build-

ing industries. More than 20 regional workforce and education institutions have achieved a “career pathway vision,” given the talents and strengths of existing local workforce institutions. With the guidance of a Steering Committee representing many of the region's community colleges, universities, public agencies, unions, CBOs, and workforce training partners, the Green Academy has drafted a proposal to use for grant applications, identifying funding opportunities, creating a website for information sharing, and partnering

with the Environmental Defense Fund to create a Green Jobs Career Guide for high school and beginning level community college students.

3. Solar Rooftops (& Energy Efficiency Financing) – By participating in the Oakland Partnership, San Francisco-based MMA Renewable Ventures has made many new contacts and received several leads that may enable them to apply up to \$20 billion of a federal tax credit to financing solar installations,

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Join us for these outstanding 2008 events

THE OAKLAND Metropolitan Chamber of Commerce invites you to join us for the following events, all of which are interesting and fun, and all featuring quality networking. Please mark them down on your calendar.

Monday, Sept. 15 – Annual Golf

Tournament, Sequoyah Country Club, noon to 6 p.m. Great golf. Great weather. Great contacts.

Saturday, Dec. 6 – Comcast Oakland Holiday Parade, “America's Children's Parade,” beginning at 2 p.m. in downtown Oakland. Televised nationally on

PBS stations. Do you want to be a clown?

April 7-15 2009 – Nine-day trip to China with other Chamber members and guests. Make your reservations now!

Tour the new Bay Bridge by water!

Are you interested?

For more information on these and other Chamber-related events, visit www.oaklandchamber.com or contact Kala Hale at the Chamber at khale@oaklandchamber.com or at (510) 874-4815.

SPECIAL SECTION – EDUCATION

Mentoring changes students' lives – by Jerry Metzker

LEEZA WAS NEARLY 18 and her biggest dream in life was to visit San Francisco's Fisherman's Wharf, but her schoolwork was faltering and her future looked bleak. One day, shortly after they met, her adult friend Marcy surprised her with that trip. At their next lunch, Leeza brought all of her schoolwork. For the first time in her life, someone was truly interested in her, her schoolwork, her life, her dreams and her future.

Marcy is a mentor, and through Be A Mentor, she is devoting herself and her time to being a friend. Through several projects in Oakland and throughout Alameda County, Be A Mentor provides at-risk, disadvantaged youth with volunteer adults who spend an hour or two a week simply being a friend – having

lunch, going to the movies, role-modeling, and most importantly, listening.

"Bringing values without imposing them or judging is key to successful mentoring," explains Robert Goetsch, founder and executive director. "When I think of the many mentors who've influenced my own life, I want to help others, particularly young people in challenging life situations."

Recently, the state Department of Education released a report revealing that 37 percent of Oakland's public school students drop out of high school, and more alarmingly, the number appears to be rising. The 2006 California Healthy Kids Survey reports that close to 40 percent of all Alameda County 11th graders reported not having a caring relationship with an adult,

and only 31 percent reported having meaningful engagement in activities.

Mentoring turns this around with dramatic results. With the friendship and guidance of a mentor, students' grades rise, their interest in school increases and their hopes for the future become possible.

"I never thought that a stranger would open their arms and help out children like us who they really don't know much about," says Bruck, another mentee. "I think it is a privilege to have someone to take time out of their life to lend a helping hand."

Working with the Oakland Unified School District, other agencies, and businesses seriously concerned about the future of Oakland, Be A Mentor is aggressively pursuing a plan to connect

every student who wants and needs a mentor with an adult volunteer who wants to befriend, guide and support a youth into adulthood.

"Achieving this goal," notes Goetsch, "requires tremendous business and community support, and Be A Mentor is very eager to develop relationships with businesses and organizations to turn these kids' lives around."

Sometimes a trip to Fisherman's Wharf is all it takes.

For more information about mentoring in Oakland, contact Be A Mentor at mentor@beamentor.org or visit www.beamentor.org.

Jerry Metzker is development manager for Be A Mentor.

Education is the key to erasing gender inequality – by Nancy Thornborrow

EVERY YEAR publications like *Fortune* write about the state of women in business, and companies are ranked by their opportunities for women. But each year the reality is not encouraging.

In California, 30 percent of 400 surveyed companies had no women executives or board members. Only 13 of them had a female chief executive officer. Silicon Valley and Santa Clara County, the heart of innovation and technology, had the worst female representation. Only 9.1 percent of firms had a female executive. Catalyst, a nonprofit that researches and advocates for women in business, estimates that it will take until 2081 for women to reach parity with men in the boardroom.

It is critical we address women's education directly. One study shows that just one year after college graduation, women working full-time are only earning 80 percent of their male colleagues in the same field. Ten years after graduation,



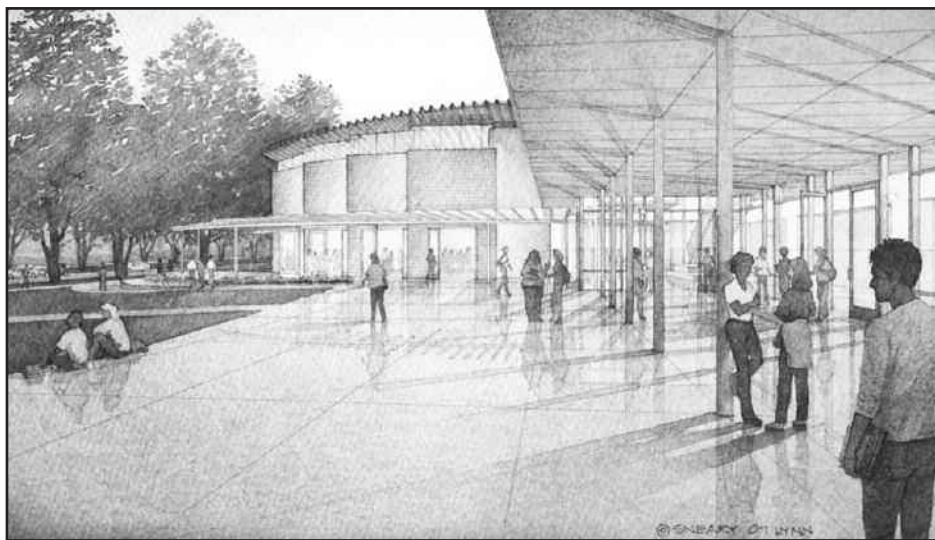
Nancy Thornborrow

women earn only 69 percent compared to their male colleagues, creating a life-long pay gap. As the dean of the only graduate school of business in the West Coast for women, I believe women's education is the key to erasing gender inequality.

Today's enrollment at law and medical schools has nearly reached gender parity, but women are still the minority in business schools nationwide.

Since 2001 when Mills College began its MBA program, our graduates have benefitted from a strong economics base that prepares them for the highest levels of management and positions not traditionally held by women.

Student-to-faculty ratio of three to one provides encouragement and intense, interactive learning with a business school faculty that is 55 percent female. Our curriculum highlights women's workforce issues and our courses are vital for success in business, such as Women and Business and Negotiations. In addition, a strong



View of the grand entry porch, with the Gathering Hall in the background.

focus on ethical and socially responsible business practices is at the heart of our program.

Our MBA students reflect the demographics of California. Nearly 70 percent

are women of color and 10 percent are international students. Qualified students can complete the program in two semesters without the traditional five-year work requirement. All students are automatically considered for scholarships.

Nancy Thornborrow is dean of the Lorry I. Lokey Graduate School of Business at Mills College.

Academics and athletics go hand in hand at Cal

WHILE MUCH has been made of the recent success of the California Golden Bear football program – six straight winning seasons, five consecutive bowl appearances, record attendance numbers – many fans do not realize the effort the players and staff put into succeeding academically.

Upon his arrival in 2002, head coach Jeff Tedford implemented the Academic Game Plan (AGP), a unique program designed to ensure his football players achieve in the classroom as well as on the playing field. "I would say that we're second to none as far as our football program's commitment to academic endeavors," Tedford said. "With our AGP, the time and energy that our coaching staff and our academic support staff provide to these student-athletes is as good as you will find anywhere."

Each player is provided an actual "Academic Game Planner," which they are required to keep up to date throughout every semester. The point of AGP is to approach academics just like a game – with a plan. All coaches in the program work with the players through regular meetings to ensure they are on track with their coursework. Class schedules, exams and study sessions take precedence over football preparation throughout the year.

The results of the team's dedication to academic success are plain to see. Of the 18 players signed in Tedford's first recruit-



Matt Malele was a three-year starter at defensive tackle for the Golden Bears. A product of Carson, Calif., he earned his bachelor's degree in sociology in May of 2008.



Hard-nosed linebacker Mike Mohamed recorded 46 tackles while earning Pac-10 All-Academic honors as a freshman in 2007.

ing class in 2002, 15 have earned their degrees. Cal players have been named to the Pac-10 All-Academic team 61 times in the last six years.

In the Academic Progress Rate, a measurement used by the NCAA to track academic success, Cal earned a perfect score of 1000 for 2006. This past year, the team's score of 967 – aggregate that includes the past four years combined – was second best in the Pac-10. Cal's 2007 team featured 12 players who have now earned their degrees.

In addition to academics, Cal football

helps its athletes prepare for a future outside of sports through the efforts of Mike Anderson. The program's director of player career development, Anderson oversees life skills coaching as well as the summer and career job placement programs for the players.

"We're committed to the total development of the student-athlete," Tedford said. "Obviously, the No. 1 thing is for our kids to be educated and to acquire their degree; then we focus on their athletic success and ambitions."

2008 California Football Schedule

Aug. 30 – 5 p.m. MICHIGAN STATE*	Oct. 4 – time TBA ARIZONA STATE	Nov. 8 – 5 p.m. at USC
Sept. 6 – 3:30 p.m. at Washington State	Oct. 18 – 7 p.m. at Arizona	Nov. 15 – time TBA at Oregon State
Sept. 13 – 9 a.m. at Maryland	Oct. 25 – time TBA UCLA	Nov. 22 – time TBA STANFORD
Sept. 27 – time TBA COLORADO STATE	Nov. 1 – time TBA OREGON	Dec. 6 – time TBA WASHINGTON

*HOME games in CAPS

For ticket info, call 1-800-GO-BEARS or visit www.CalBears.com