

Civic Pride®

Special Invitation To The

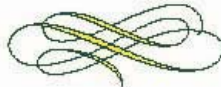
*2009 Youth
Ambassador
Scholarship & Civic
Awards Gala*

Thursday November 05, 2009

"Partnering to make our communities better places to live, work and grow"

Silent Auction & Complimentary Wine Tasting

5:30 pm to 6:30 pm



Dinner & Programme

6:30 pm to 8:30 pm

Location

**WATERFRONT PLAZA HOTEL ♦ 10 WATER STREET
JACK LONDON SQUARE ♦ OAKLAND CALIFORNIA 94607**

Civic Pride's Twentieth-Year Anniversary Celebration!

Greetings and welcome to the Youth Ambassador Scholarship & Civic Awards Dinner. Since 1989 CIVIC PRIDE has been helping young people understand the role of civic involvement in our communities and the enhanced quality of life it produces as well as developing responsible citizenship and leadership skills. In 1991 November was established as CIVIC PRIDE MONTH in Oakland and subsequently in Alameda County in 2005. This year, CIVIC PRIDE celebrates 20 years of volunteer service to the Oakland East-Bay community!

As Executive Director, volunteer, and former Oakland school board member, I have discovered that cultivating intelligent, responsible and caring young people is everyone's business. CIVIC PRIDE continues to rely on public and private partnerships to provide critical opportunities that help our youth develop the skills, attitudes, and behaviors they need to be successful in school, the workplace and within our communities. Your partnership continues to support the Youth Ambassador Scholarship Program, Youth Leadership Forum, College, Career, and Community Empowerment Faire, Art & Essay Contest, and Youth Leadership Awards Luncheon.



Honorable Carol Lee Tolbert

Civic Pride is a volunteer nonprofit youth-oriented civic organization dedicated to celebrating civic values, individual responsibility, and cultural diversity. Our mission is "Partnering to make communities better places to live, work and grow." This mission is achieved by promoting civic education, creating forums to inspire good citizenship in youth and adults alike, mentoring, and acknowledging socially responsible businesses, organizations, and individuals who contribute to the well-being of our communities. Civic Pride events and activities foster a collective commitment for promoting civic awareness and character education in order to lay the foundation for creating safe, economically vibrant, and caring communities. Since 1989, Civic Pride volunteers, together with businesses, elected officials, community organizations, and individuals have celebrated this collective commitment through a variety of activities and events.

Agency accomplishments include establishing the:

- *Resolution proclaiming November Civic Pride Month in the city of Oakland*
- *'Knowledge Is Power' Youth Leadership Forum*
- *College, Career and Community (3-C's) Empowerment Faire*
- *Youth Ambassador Scholarship Program for high school students*
- *Youth Leadership Awards for middle and high school students*
- *Art & Essay Contest depicting positive community images for elementary students*
- *Oakland Unified School District Civic Resolution*
- *Alameda County Office of Education Civic Education Resolution*
- *Civic Awards for civic-minded businesses, organizations and individuals*
- *'Connecting the Dots: Creating High Performance K-12 Schools' Conference*
- *School STAR Awards for meeting API/AYP growth targets*
- *CivicMatters, an initiative that raises awareness of conditions or issues adversely affecting adolescents and teens*

CIVIC PRIDE is proud to have garnered broad-based support from businesses, public agencies, community organizations, schools and individuals. Our work has received recognition from The White House, United States Congress, California Senate, Alameda County Office of Education, Oakland Unified School District, the City of Oakland, Mayors, and the California House of Representatives.

Please visit our website at www.civicpride.net to make a donation to support this very important work. Remember, "creating young people who are intelligent, caring and responsible is everyone's business".

Honorary Co-Chairs



Congratulations to Civic Pride On Its Twentieth Year Anniversary!

Honorable Barbara Lee
Ninth Congressional District, US Congress

Dear Friends:

On behalf of the constituents of the Ninth Congressional District, I would like to welcome you to the Twentieth-Year Anniversary Celebration of Civic Pride. This year's events include the Youth Ambassador Scholarship & Civic Awards Gala and the "Knowledge Is Power" Youth Leadership Forum and College-Career Empowerment Faire.

As educators, principals, administrators, policy makers, community leaders and parents we are charged with the awesome responsibility of making sure no child is left behind. It is imperative that each of us understand the importance of giving our children the behavioral skills as well as the academic push necessary to be successful, productive citizens in our society.

Thank you for understanding the need to work together to accomplish our common goals, my staff and I extend best wishes for a successful event and celebration. You may call on me anytime.



As we are "serving one of the most diverse communities in the country" we support Civic Pride in making our community a better place to live, work and grow.

Joe Haraburta, President & CEO
Oakland Metropolitan Chamber of Commerce

Civic Pride

2009 Civic Award Honorees

Michael Morgan, Music Director

Oakland Eastbay Symphony

Honorable Nora Davis, Councilwoman

City of Emeryville

Honorable Noel Gallo, Board President

Oakland Unified School District

Honorable Larry Reid, Councilman

City of Oakland

Honorable Henry Chang, Retired

City of Oakland

Honorable Brenda Knight, Retired

Peralta College District Trustee

Chevron Corporation

AT & T

David Kiteley, Pastor Emeritus

Shiloh Church of Oakland

Dr. Barbara Cannon

Educator and Community Activist

Aileen Moffit, Founder

Prescott Circus Theatre

United Way of the Eastbay



Special Tribute — Awarded Posthumously

Mother Mary Ann Wright, Founder

Mother Wright Foundation

Dr. C. Diane Howell, Founder

Black Business Listings

Civic Pride



Thank you for your ongoing support of Civic Pride! It is with your assistance that we will continue to make our communities better places to live, work and grow. My door continues to be open.

--Supervisor Keith Carson

**Thank You Civic Pride
For All You Do!**

**Congratulations for Twenty Years of
Service to Our Community!**

Oakland Office

1221 Oak Street, Suite 536
Oakland, CA 94612
510.272.6694

www.acgov.org

Civic Pride

Nate Miley was elected to the Alameda County Board of Supervisors in November of 2000 and was sworn in on January 8, 2001. He serves as chair of the Board of Supervisor's Transportation and Planning Committee as well as the Public Protection Committee. He serves on the Alameda County Transportation Improvement Authority, Local Area Formation Commission, Alameda County Congestion Management Agency, Bay Area Air Quality Management District and the Association of Bay Area Governments.



Nate has been involved in community and public service his entire adult life. After finishing Law School at the University of Maryland in 1976, he moved to Oakland to work as a Jesuit Volunteer. Nate began his community involvement by taking a position with the Oakland Community Organizations and has worked with many community organizations as well as trained community organizers through the National Center for Urban Ethnic Affairs.

In 1986, Nate helped to create the United Seniors of Oakland and Alameda County to empower older adults to improve their quality of life. As Executive Director of the United Seniors, he was responsible for managing the affairs of the organization, training and developing leadership to enable seniors to address specific issues that promote healthy living and successful aging (such as transportation, safety, physical activity, substance abuse, housing and resource development). He and the seniors have built a viable organization over the last 23 years by consistent and tenacious efforts.

As an ongoing supporter of the work Civic Pride does, I salute you on twenty years of service to our community.

CONGRADULATIONS CIVIC PRIDE!



AT&T is proud to be a sponsor of Civic Pride's Twentieth-Year Anniversary!

**Celebratory Events
In Supporting Oakland's Youth Include the:**

Youth Ambassador Scholarship and Civic Awards Gala
Youth Leadership Forum & Awards
College-Career Empowerment Faire

AT&T strongly believes in supporting and giving back to the communities in which we live and work.

The greatest resource ever developed is still being developed.

Knowledge is the most powerful tool in life. At Chevron, we're using our human energy to expand and improve educational opportunities around the world. Because everyone deserves the chance to reach their fullest potential.

To learn more about our support, visit chevron.com.





**WELLS
FARGO**

The Next Stage®



Wells Fargo is proud to support The Youth Scholarship & Civic Awards Dinner.

It takes many people and many hours to pull off a great event.
We're proud to be part of the team that delivers for you.



OAKLAND UNIFIED
SCHOOL DISTRICT

expect **Success**

every student. every classroom. every day.

Our Mission

"It is our mission to ensure that all students graduate as caring, competent, and critical thinkers, as well as fully-informed, engaged, and contributing citizens, prepared to succeed in college and career."

Our Vision

The Oakland Unified School District exists to essential purpose: preparing our students for professional challenges that await them in impossible unless we articulate a clear vision of what constitutes a quality education and establish solid expectations for how we are to provide it.



serve one basic, yet the academic, social and life. Accomplishing this is

The Oakland Board of Education, in concert with OUSD staff and the broader Oakland community, has developed a vision of the attributes and competencies that Oakland Public School students should ideally exhibit. Making the ideal a consistent reality is the charge of every single employee in the Oakland Unified School District.

Our Values



The bedrock values underpinning this effort are Achievement, Equity, and Accountability. These values are at once essential and inseparable. Continuous improvement in academic achievement is the primary metric by which we will evaluate our progress in educating Oakland's children.

This progress will not come in full measure, however, without an unflagging commitment to equity – defined here as the belief that every kind of child can succeed and is entitled to the tools, means and instruction that allow them to do so. This relentless emphasis on equity as a lever to lift achievement is only possible when there is consistent accountability at all levels of the organization, and in all positions.

The Oakland Unified School District is proud to partner with Civic Pride in preparing our youth for a bright future.



joie de vivre gives

WATERFRONT HOTEL Oakland, San Francisco East Bay - Home of Miss Pearl's Jam House

The seamless combination of the Waterfront Hotel's nautical style and the traditional setting of Jack London Square come together on Oakland's waterfront to create a soothing yet stimulating location for your next trip.

Featuring upgraded guestrooms, lobby, meeting spaces, exterior painting, and our new restaurant, Miss Pearl's Jam House. The Waterfront Hotel celebrates the adventurous spirit of the Oakland waterfront, with all of the guestrooms, public spaces, and meeting rooms embodying the maritime atmosphere and soul of the waterfront through the nautical inspired décor.



Waterfront Hotel's partners with [Rebuilding Together Oakland](#) to rehabilitate the homes of elderly and disabled homeowners so they may live safely, in comfort and independence.

**Thank you CIVIC PRIDE
for your volunteer service to our community.**

10 Washington Street, Oakland, CA 94607
P: 510.379.5293 ♦ F:510.832.5695 ♦ Reservations: 877.290.1145



OUR VISION AND PURPOSE

The Emery Unified School District is committed to provide to each student a rigorous education in a welcoming, safe school environment that supports student learning and where there is tolerance, respect and engagement with people from different cultures, backgrounds, and beliefs.

“Providing our students with the necessary opportunities to successfully prepare for college, careers and community life.”

United Way of the Bay Area





*Pacific Gas and
Electric Company*

WE DELIVER ENERGY.™

65 million
cups of coffee.

That's how much
coffee Californians
drink every day
to get going.
And it's just one
of the reasons
we continuously
maintain over
100,000 miles of
powerlines and
70,000 miles of
natural gas pipeline.
Which means you
might say the one
cup of coffee
that keeps us
going, is yours.



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1300 CLAY STREET, SUITE 600 - OAKLAND CITY CENTER

Teri Reno: (510) 464-8000

Dr. C. Diane Howell



Cecelia Diane Howell began her life's journey on July 20, 1950. Dr. Howell was active with the Bay Area Association of Black Psychologists. Through her work with them, Dr. Howell played an active role in the famous "Larry P." case, which worked to eliminate the use of the IQ test as a means of tracking African American students in public schools. As the organization's president, Dr. Howell responded to the need to increase the visibility of African

Dr. Howell recognized the need to better promote African American businesses in the Oakland-San Francisco Bay Area. Doing her part to fill this void, she launched the *Black Business Listings (BBL)* newspaper from her personal computer on her dining room table. With no capital reserves, Dr. Howell published the first edition of the *Black Business Listings* in newsprint in 1989. When the organizers took Oakland off of its national schedule, Dr. Howell took over as producer of the Oakland Black Expo in 1996.

Over the course of her illustrious career, Dr. Howell has been recognized with awards from numerous organizations. These include the Outstanding Achievement in Minority Business Utilization Award from AT&T; the Inspired Artist Award from the Annual Bay Area Black Comedy Competition; an award from the Associated Real Property Brokers; the Social Entrepreneur Award from the San Francisco Bay Area Chapter of the National Association of Women Business Owners; the Omega Psi Phi Citizen of the Year Award; the Business Roundtable Spotlight Award; the National Association of Black Accountants Outstanding Achievement in Business and Community Endeavors Award; the African American Sports Hall of Fame Excellence in Business Award; the Kaiser Permanente KQED Local Hero Award; the Oakland Metropolitan Chamber of Commerce Media Advocate of the Year Award; a Resolution of Achievement from the Oakland City Council; and numerous others.

On Christmas Eve 2008, Dr. C. Diane Howell was called home. Psychologist, producer, publisher, editor, social entrepreneur, scholar, teacher, mentor, role model, surrogate mother, Dr. C. Diane Howell will be missed by those who knew and loved her. She took chances. She aimed high. She thought big. She lived. She loved. She dared to be great. She cared about people. She encouraged others to do the same. Dr. C. Diane Howell set out to make the world a better place, and, in the process, she made history.

Civic Pride Salutes Cecelia Diane Howell!

Mother Mary Ann Wright



Mother Mary Ann Wright, who came from humble beginnings gave much of herself to serve the needy. Known as Mother Wright to most and sometimes compared to Mother Teresa, she was dedicated to serving the needy -- and hungry -- in Oakland. A humanitarian, Mother Wright, was an advocate for the poor and the homeless. Her giving spirit transcended the city of Oakland. She traveled across the globe, going as far Russia to feed the hungry and nurture the poor. Mother Wright was a caring and compassionate soul who spent a lifetime giving to others. Through the Mother Mary Ann Wright Foundation, she embraced the hungry and homeless, in what she always said was her spiritual responsibility and her life's mission. The Mother Wright Foundation is still feeding and clothing the poor from its location at 3120 San Pablo Avenue in Oakland.

Mother Wright grew up poor in Louisiana. In 1950 she took her four daughters on a train to Oakland to find a better life. Initially, the work to which she wound up devoting the final 30 years of her life was funded by a social security check. At the age of 63, Mother Wright—as the mother of 12 would become known—dreamed that God had called her to feed the poor. Family and friends helped her answer that calling, and with time came the donations of food. Her giving spirit and dedication turned her into a local legend in Oakland. Among her many activities, Mother Wright was known for giving away turkeys for Thanksgiving and distributing food baskets and Christmas trees during the holidays. She also collected food and clothing from various businesses and other donors to help hundreds of people every year.

Mother Wright had 11 children of her own, another she adopted, and numerous others who call her mother. She is also a grandmother to 33, and a great-grandmother to 37. In 2005, Wright was inducted into the Caring Institute's Hall of Fame at a ceremony in Washington, D.C.

Civic Pride Salutes Mother Mary Ann Wright!

Michael Morgan



Michael Morgan, recently, celebrated his twentieth year as Music Director of Oakland East Bay Symphony, Michael Morgan was born in Washington, DC, where he attended public schools and began conducting at the age of 12. While a student at Oberlin College Conservatory of Music, he spent a summer at the Berkshire Music Center at Tanglewood, studying with Gunther Schuller and Seiji Ozawa. It was during this summer that he first worked with Leonard Bernstein.

His operatic debut was in 1982 at the Vienna State Opera conducting Mozart's *The Abduction from the Seraglio*. In 1986, Sir Georg Solti chose him to become the Assistant Conductor of the Chicago Symphony Orchestra, a position he held for five years under both Solti and Daniel Barenboim. In 1986 he was invited by Leonard Bernstein to make his debut with the New York Philharmonic. As a guest conductor he has appeared with most of America's major orchestras as well as the New York City Opera, St. Louis Opera Theater and Washington National Opera.

In addition to his duties with Oakland East Bay Symphony, Maestro Morgan serves as Artistic Director of Oakland Youth Orchestra, Music Director of Sacramento Philharmonic, Artistic Director of Festival Opera in Walnut Creek, Artistic Advisor to the Peoria Symphony in Illinois and teaches the graduate conducting course at the San Francisco Conservatory of Music. As Stage Director he has led productions of the Bernstein Mass at the Oakland East Bay Symphony and stagings of Mozart's *Don Giovanni* and Benjamin Britten's *A Midsummer Night's Dream* and Gounod's *Faust* at Festival Opera. As a chamber musician (piano) he has appeared on the Chamber Music Alive series in Sacramento as well as the occasional appearance in the Bay Area.

Civic Pride Salutes Michael Morgan!

Honorable Henry Chang



The Honorable Henry Chang Jr. served on the Oakland City Council from 1994 to 2008, where he has led the fight to remove illegal guns from Oakland's neighborhoods, pushed Oakland to become an international trading partner, helped establish homework centers and the Oaklander's Assistance Center, expanded support services for seniors, and played an instrumental role in implementing the city's Community Policing Program.

In addition to serving on the City Council, Henry has also represented all the people of Oakland as Vice Mayor. Henry chaired the City Council's Life Enrichment Committee, and served as a member on the Rules Committee, Public Works Committee, the Community and Economic Development Committee, and co-chair the Education Partnership Committee.

Prior to his service to Oakland as City Council Member, Henry accepted his first community position to the Oakland Planning Commission in 1974, embarking on what has become 34 uninterrupted years of public service. Henry went on to serve on the Oakland Community Development Commission, the Oakland Port Commission, the San Francisco Bay Conservation and Development Commission, as one of three state appointees to the Oakland State Building Authority, Member of the Alameda County Lead Poisoning Prevention JPA, Chair of the Leona and All City Geological Hazard District and as a member of the Alameda Transportation Improvement Authority.

Henry is married to Connie and has four children and 5.5 grand children.

Civic Pride Salutes Honorable Henry Chang!

Councilmember Larry Reid



Councilmember Larry Reid was born and raised in Cincinnati, Ohio, attended the University of Cincinnati, and has dedicated his community service efforts for the past 22 years in the City of Oakland. He served as Chief of Staff for former Oakland City Councilmember Aleta Cannon and former Mayor and Assemblyman Elihu Harris. Beginning his fourth 4 year term on the City Council, he has worked tirelessly to continue to create positive change in District 7 and throughout the entire City of Oakland. Through his efforts and diligence, he has managed to champion a transformation of a district that now includes retail development centers, market rate housing projects, premier auto dealership developments, as well as the most anticipated Transit Village Development site, that many have stated, will truly be the catalyst for transit villages throughout California.

Councilmember Reid has also devoted his efforts in assisting and establishing local small business owners. Councilmember Reid serves as the Chairperson for the Public Safety Committee for the City of Oakland, is the former Chairman (and currently a member) of the Alameda County Congestion Management Agency, a Member of the Joint Powers Authority, which oversees the operations for the Oakland-Alameda County Coliseum, a Member of the City/Port Liaison Committee, a member of the Community and Economic Development Committee for the City of Oakland, and the Rules and Legislation Committee.

Councilmember Reid also dedicates his time and service to helping numerous members of his district who are less fortunate. Every year Councilmember Reid, through "Larry's Kids", has donated hundreds of new coats and gift cards to school kids throughout his district. Additionally, he has also donated hundreds of turkeys and dinners for the holidays. The schools in District 7 have also benefited from the generosity of Councilmember Reid as he has donated thousands of dollars through various organizations to schools in his district.

Civic Pride Salutes Honorable Larry Reid!

Honorable Nora Davis



Honorable Nora Davis Her emeritus status on the Emery Education Foundation reflects her involvement and support for our teachers, students and their families. Nora Davis serves on the City Council for the City of Emeryville. The senior member of the Council, she was Last re-elected in November 2007. A resident of Emeryville for over 30 years with a Masters degree in Public Administration from CSUEB. Her work for the city is defined by her committee participation and leadership. Davis serves on: Public Safety (Police and Fire), Public Works, Finance/Personnel, Community Preservation, Housing, Marina, Partners for Community Life, Public Art, Technology, City/School Transportation, and Senior Commission.

Councilwoman Davis can be seen throughout the speaking and listening to her constituents. She is comfortable at a school, senior center or a council meeting. She has worked tirelessly with her fellow council members to create a city that is vibrant, family friendly and environmentally responsible. She is longest sitting member on the Council.

Civic Pride Salutes Honorable Nora Davis!

Honorable Noel Gallo



The Honorable Noel Gallo has served on the Oakland Board of Education representing District 5 since 1992.

A graduate of University of California at Berkeley and a long-time resident of the Fruitvale area in east Oakland, Gallo has held Bay Area jobs that highlight his philosophy of civic and community involvement. He has been active with Parks and Recreation, Oakland Arts Council, La Clinica de la Raza, Peralta Community Colleges, and the Spanish Speaking Unity Council, the latter of which he served as executive director for several years. Gallo is vocal and passionate about issues relating to bilingual education as many of his constituents are newcomers to this country. Gallo, a public school employee in a neighboring district, is married and has four children.

Gallo was formerly President of the Board of Education from January 4, 1999 through January 11, 2000 and from May 11, 2004 through January 3, 2005. He is currently a member of the Facilities Committee, the Teaching and Learning Committee and the Rules and Ethics Committee.

Mr. Gallo was elected Vice President of the Board, by his colleagues, for the 2009 term on January 5, 2009. Mr. Gallo became Acting President of the Board, upon the resignation of President Spearman, on May 6, 2009. Mr. Gallo was elected, by his colleagues, President of the Board on May 7, 2009.

President Gallo is serving a fifth term that ends January 7, 2013.

Civic Pride Salutes Honorable Noel Gallo!

Dr. Barbara E.M. Cannon



Barbara Cannon's civic and community involvement is extensive. She is the National Director for the Consortium of Doctors. She has served on a variety of boards and commissions that include: Alameda County Juvenile Justice/Delinquency Prevention Commission as Chair, the Vice President of African American Museum Library Coalition, Today's Women, New Oakland Committee, Media Dialogue Circle, Fruitvale Elementary School, Member, Action Task Force for Improving Achievement And School Performance, Hope Institute, Oakland, National Council Of Negro Women, Member, National Advisory Panel On Community Learning Centers, East And West Coast, U.S.A., University Of Creation Spirituality, Oakland, California, Martin Luther King Celebration,.

Dr. Cannon's interest in her community led her to create and produce community-based television programs such as: "Oakland Is" KMTV Television Show that highlighted Oakland's positive contributions, "Just A Look" First Aired On Soul Beat (Oakland's African-American TV Station) and next aired on KTOP. Much of Barbara's media work centered on the accomplishments of African-Americans who overcame tremendous challenges to better themselves and their communities. Barbara love for education continued to bubble to the surface in her television programs that included "Family/Parent Education Television" on KDOL, "Education In Our Community" and Intergenerational/Multigenerational Lifelong Teaching, Mentoring, And Learning.

Dr. Barbara Cannon is a true innovator, educator and community activist. Throughout her extensive career and community action work, she has been a catalyst for change and an inspiration to all those she has touched.

Civic Pride Salutes Dr. Barbara E. M. Cannon!

Honorable Brenda Knight



The Honorable Brenda Knight is a motivational speaker and a national leader in education. Brenda is known and appreciated for her unselfish volunteer work with the Oakland Athletic League, her service as Trustee for the Peralta College District, and her many hours of volunteering with Oakland nonprofit organizations. In 2002, Ms. Knight made history by becoming the First African American woman elected as Chairman of the Board for the Association of Community Colleges Trustees. The Association has a membership of more than 6,500 trustees, 1,200 colleges, and serves 11 million community college students throughout the United States.

Ms. Knight currently serves on the Board of Trustees for the Napa Valley College District. Brenda has been featured in many news articles and publications including Black Issues in Higher Education, Black Enterprise and Napa Valley's Market Place magazine. Ms. Knight has had two special invitations to the White House and numerous recognitions, proclamations, awards and resolutions of honor for her community service from city, county, state and federal governments, including designation as Oakland's 1995 Woman of the Year. She is a 2008 recipient of the CBS 5 Jefferson Award for Public Service.

Ms. Knight is the President and CEO of Brenda Knight Consulting Services. She is also the founder of Ladies In Red, an empowerment group for women that provides "motivation, education and inspiration" to women of color for personal achievement and growth.

Brenda has been married to husband Harvey for 36 years and has three sons, four granddaughters and two grandsons.

Civic Pride Salutes Honorable Brenda Knight!

Rotary Club of Oakland



The Rotary Club of Oakland is a diverse service club of over 340 professionals, businesspersons, and other community leaders dedicated to fighting hunger, disease, promoting health, education and other humanitarian causes in Oakland and around the world. The Club was established in 1909, and is the third oldest Rotary club in the world. Oakland Rotary is part of Rotary International, one of 32,000 clubs worldwide, with over 1.2 million members.

Friendship and community service are central to our club mission, hence our motto "Service Above Self". Weekly lunch meetings feature lively interaction between club members, as well as distinguished and unique speakers. All members are encouraged to serve on at least one committee, and most members donate generously, and provide hours of volunteer labor to the club and community service projects. While our Accomplishments are numerous, some of the highlights are as follows:

- Over 30 committees serving the club, Oakland, and the larger world
- Over \$200,000 donated each year to fund local and international service projects
- Distribution of three new books every third grader in Oakland public schools
- Over \$1,500,000 in scholarships awarded to Oakland students since our inception
- This past year provided \$15,460 in grants to provide food to families in Oakland
- HOPE (Help Oakland Pupils Excel) a mentoring program where 7th graders are selected, assigned mentors and sign contracts setting expectations for attendance, grades, and citizenship. In return, each successful student receives \$10,000 for post- high school education or vocational training.
- "Enterprise Institute" for 80 juniors from Oakland high schools. The high school juniors work with a group of their peers, a high school senior, who served as a peer counselor, and a Rotarian to develop a start up business plan. The students spent three days in the beautiful Santa Cruz mountains, learning business skills, team work and social responsibility. Now in its 29th year.
- The House Building Project where low-income housing is built, one house at a time using students from Laney Building Trades Program. This project is a collaboration between Laney Community College, Oakland Rotary, and the City of Oakland.
- Weekly lunch meetings that engage members and guests with unique programs and speakers
- Numerous social and community service activities that provide excellent business exchange as well as networking opportunities.
- A place to meet like-minded business and community leaders working together to create a better world.

Civic Pride Salutes the Rotary Club of Oakland!

United Way of the Bay Area



United Way began in 1887 with a Denver priest, two ministers and a rabbi who recognized the need for cooperative action to address their city's welfare problems. The Rev. Myron W. Reed, Msgr. William J. O'Ryan, Dean H. Martyn Hart and Rabbi William S. Friedman put their heads together to plan the first united campaign for ten health and welfare agencies. They created an organization to serve as an agent to collect funds for local charities, as well as to coordinate relief services, counsel and refer clients to cooperating agencies, and make emergency assistance grants in cases which could not be referred. That year, Denver raised \$21,700 and created a movement that would spread throughout the country to become the United Way. Over 118 years later, United Way is still focused on mobilizing the caring power of communities and making a difference in people's lives.

In 2005, United Way of America updated its Standards of Excellence. First adopted in 1973 and last updated in 1988, the Standards -- which provide a comprehensive description of benchmark standards and best practices -- reflect the organization's strategic shift from its traditional role as a fundraiser to a new mission focused on identifying and addressing the long-term needs of communities.

United Way believes that every one deserves opportunities to have a good life: a quality education that leads to a stable job, enough income to support a family through retirement, and good health. That's why United Way's work is focused on the building blocks for a good life:

1. Helping Children and Youth Achieve Their Potential
2. Promoting Financial Stability and Independence
3. Improving People's Health

Advancing the common good is less about helping one person at a time and more about changing systems to help all of us. We are all connected and interdependent. We all win when a child succeeds in school, when families are financially stable, when people are healthy.

United Way's goal is to create long-lasting changes by addressing the underlying causes of these problems. Living united means being a part of the change. It takes everyone in the community working together to create a brighter future.

Give. Advocate. Volunteer. Live United.

Civic Pride Salutes United Way of the Bay Area

AT&T



AT&T supports community-based programs and organizations that address educational, cultural, and social issues affecting the quality of life in the communities in which we work and live.

Our commitment to community is aligned with the same spirit that drives our dedication to helping customers determine which of our products and services best meet their needs. We try to support our communities in ways that help them enhance their unique characteristics, stimulate innovation, and provide local solutions to meet critical needs.

Our employees are a key element in our community relations. Our heritage of community service is encouraged throughout our company as it enhances our employees' morale and strengthens their skills, as well as serves vital needs in our communities. Our philanthropic endeavors include:

- Encouraging employees to volunteer in local nonprofit organizations
- Assisting victims of domestic abuse.
- Helping in times of disaster.
- Offering financial support to several national organizations and many local non-profits in our communities

AT&T is excited to support such a well-deserving organization and cause. We look forward to doing our part to keep America beautiful.

AT&T employees volunteer as teachers in a classroom environment where students learn about personal economics, how the free enterprise system works, and the importance of staying in school.

AT&T remains committed to improving the quality of life for Bay-Area residents, assisting schools prepare youth for the jobs of tomorrow, and providing employment opportunities to local residents.

Civic Pride Salutes A.T.&T!

CHEVRON



Chevron believes that investing in California communities is as important as investing in California energy. We're committed to supporting the building blocks of California's economy and competitiveness — education, career and technical training, and support for small businesses.

In 2007, we spent about \$750 million on small businesses; approximately half was spent with minority and women-owned businesses in California. Our Supplier Diversity Program helps numerous organizations, such as the Southern California Minority Business Development Council. Our support of organizations like the Women's Initiative for Self Employment provides low-income women with tools they can use to achieve financial self-reliance.

Our East Bay Education Partnership supports four Bay Area school districts with grants, resources and 500 Chevron volunteers. In the San Joaquin Valley, Chevron funds and operates the Student Training for Achievement, Reward, and Success program in partnership with ACT-1 Personnel Services to provide a paid youth-mentorship and work experience to at-risk students that develops awareness of career paths, promotes higher education, and instills motivation by placing them in jobs in our operations. Through sponsorship of the Chevron World Challenge, Chevron supports the Tiger Woods Learning Center in Anaheim, which has helped more than 15,000 disadvantaged students get a fair shot at success.

In 2008, Chevron contributed \$1 million toward a United Way expansion of the 2-1-1 community information service in the Bay Area. To help charities do their best, for 20 years Chevron has sponsored Nonprofit Day, a major training event in the Bay Area. The annual Chevron Management Institute helps build nonprofit leadership.

Chevron matches millions of dollars in employee contributions each year. Beyond company contributions, our employees volunteer their personal time to serve their communities through our Chevron Humankind program. In 2008, during the company's volunteer week, 2,500 employees rallied to work on 250 projects at 85 community agencies. Volunteerism remains a core value for Chevron people today, as it always has.

Civic Pride Salutes Chevron!



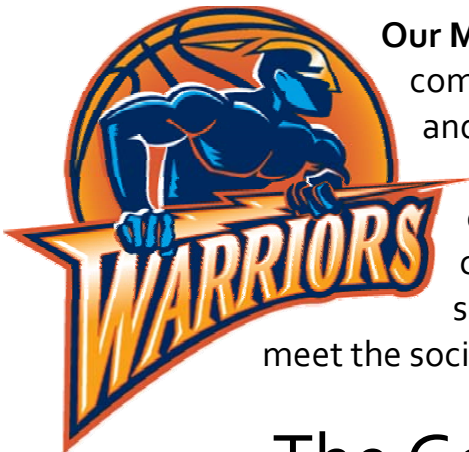
Community FUND

oakland.athletics



The Oakland A's Community Fund supports charitable organizations in improving the quality of life for people throughout the Bay Area. Specifically, the fund endeavors to improve educational programs, aid the underprivileged, assist in crime and drug prevention, promote health awareness, and champion children and senior welfare. The Community Fund believes in the need to invest in the community's future.

<http://oakland.athletics.mlb.com/>



Our Mission - The Golden State Warriors Foundation is committed to positively impacting the communities of Oakland and the greater San Francisco Bay Area by providing financial assistance and opportunities to other non-profit civic and community organizations that benefit and enrich the lives of children, youth and those in need. By providing financial support and unique resources, the Foundation endeavors to meet the social, educational and cultural needs of the community.

The Golden State Warriors is a proud partner with CIVIC PRIDE in celebrating
CIVIC PRIDE MONTH!



CONGRATULATIONS TO CIVIC PRIDE ON YOUR
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Sickle Cell Community Health Network of Northern California



Sickle Cell Community Health Network of Northern California (SCCHN) is a non-profit organization that strives to help individuals and families become actively involved in the health and wellness of their loved ones affected by the disease.

Through community outreach and education, we encourage partnerships between providers of health, social and education services, and individuals and families, to effectively address the needs associated with the disease.

2141 Broadway Oakland, CA 94612
(510) 686-7988 voice
(510) 717-6504 cell
Website: www.tasil.org/sicklecell

Email Address: sicklecell@tasil.org

Congratulations to Civic Pride!

***We join you in celebrating the Twentieth Annual
Youth Scholarship & Civic Awards Dinner***

***Katy Foulkes
Frank Mellon
William B. Patterson
John Coleman
Lesa R. McIntosh
Andy Katz
Doug Linney***

THE EAST BAY MUNICIPAL UTILITY DISTRICT



The Face Of Civic Pride's Youth Ambassadors



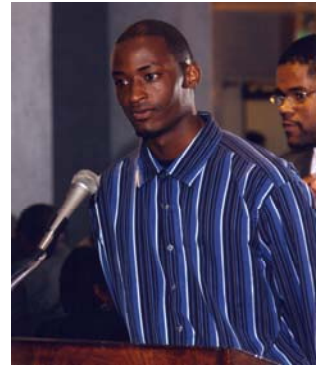
Ronald Williams – UC Berkeley



Connie Mak – UC Berkeley



*Howard Lo
UC Berkeley*



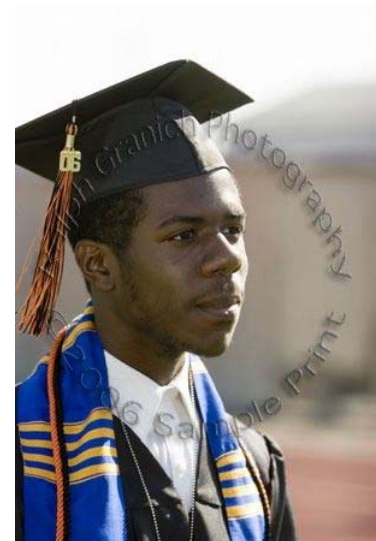
*Kenneth Stanford
Cal State East Bay*



Samantha Taylor - Stanford



*Kevelynn Hare
UC Berkeley*



*Charles Simms
UC Berkeley*



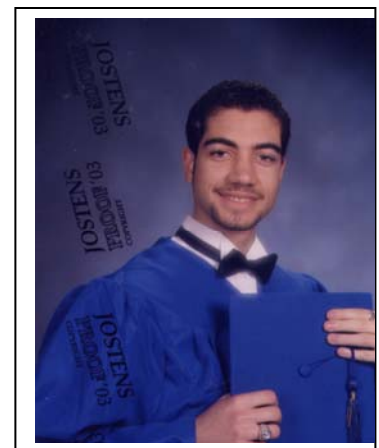
*William Rutherford
San Francisco State*



QiaoLing Fang – UC Berkeley



*Sean Van Straatum
Cal State Pomona*



David Wasserman- UCLA

Youth Ambassadors Selecting The Next Generation



Ms. Oakland ♦ Sophia Andrade



Miss Oakland 2009, Sophia Andrade, is a 22-year-old graduate of the University of California Berkeley who has dedicated a year of service to the city of Oakland and surrounding communities. She earned a bachelor's degree in Sociology and has a certificate in Speech Communication. Sophia is a tap dancer who is passionate about health and fitness as well as education. She has tutored elementary students in various subject areas ranging from math to English as well as provided lecture notes to her disabled college classmates. Sophia is particularly interested in organic food and getting our youth to exercise daily and make healthier food choices. She encourages eating a fresh, wholesome diet believing it to be vital to our success and prosperity as a community and as a nation, because healthy individuals are better able to function, learn and grow. Additionally, those who exercise regularly enjoy

more stress free lives. She challenges individuals to make little changes to their diets and lifestyles and see how much better they look and feel - inside and out.

When not serving her community and encouraging people to live healthier and happier lives, Sophia enjoys dancing, playing tennis, working out and loves watching baseball and college football. She also loves spending time with her chug puppy Millie and traveling across the U.S. and around the world with her family. Sophia is always up for meeting new people and learning about different cultures and ideas. She currently works in the legal department at a software company in Silicon Valley gaining valuable experience for her future career as an Attorney. Sophia believes that you can do anything if you just put your mind to it and practice, practice, practice!

Miss Teen Oakland ♦ Courtney Stryko



Miss Oakland's Outstanding Teen 2009, Courtney Stryko, is proud to represent the city of Oakland and the surrounding area. Her passion for community service and desire to help her fellow man while maintaining a tough school schedule makes this young woman a real role model.

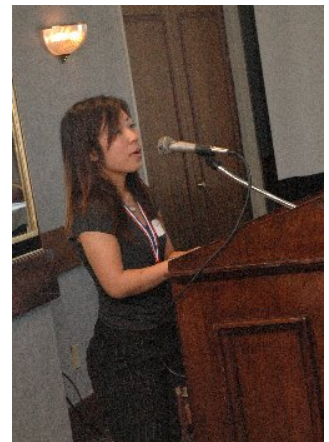
As a local titleholder in the Miss America's Outstanding Teen program, Courtney has had the opportunity to put her talents to use raising funds for many worthy causes including breast cancer awareness and music for Oakland schools. She enjoys working for a good cause and is always willing to pitch in where needed. Courtney's personal community service platform is "Dreams for Kids". Dreams for

Kids is an organization dedicated to giving opportunities to differently-abled people to join in activities that wouldn't normally be available to them. Their motto "Changing lives one kid at a time" means a lot to Courtney. She knows it refers to the kids she helps, but she also knows her life has changed too. Courtney strongly believes that anyone can participate in life. This inspired her to become an assistant martial arts coach at the California School for the Blind.

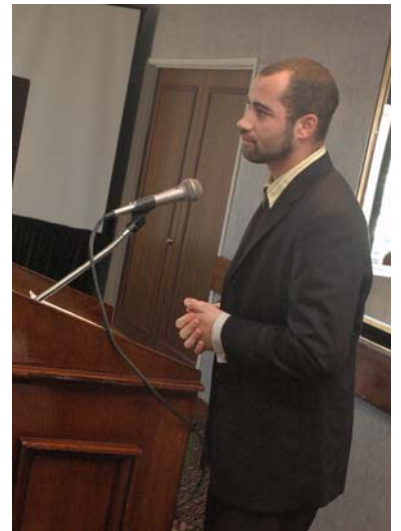
Courtney knows that a solid educational foundation is essential to her future goals. As a high school sophomore she takes rigorous college prep courses load and expects to attend a four year university upon graduation.

Courtney is available for appearances and volunteer work in the community, and can be contacted through her website www.MissOakland.org

Civic Pride's *Twenty-Year Pictorial Journey*



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Happy Holidays!!!



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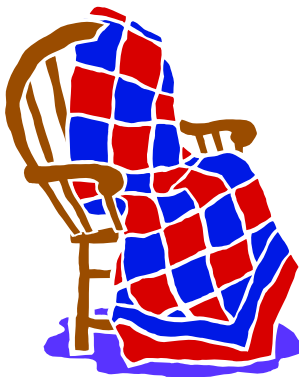


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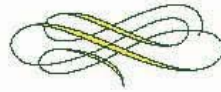
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Civic Pride

Twentieth Anniversary Celebration!



Thanking our partners for making this milestone possible.

<i>ABC Photography</i>	<i>Kaiser Permanente</i>
<i>AC Transit</i>	<i>K'NEX</i>
<i>AT&T</i>	<i>Kraft</i>
<i>ANG Newspapers</i>	<i>KTVU/Chanel 2</i>
<i>Bay Area Business Roundtable</i>	<i>McDonald's</i>
<i>Bay Area Rapid Transit</i>	<i>Milton Hershey</i>
<i>Bay Business Centers</i>	<i>Oakland Athletics</i>
<i>Black Fire Fighters Association</i>	<i>Oakland Assn of Ins. Agents</i>
<i>California Bank & Trust</i>	<i>Oakland Community Fund</i>
<i>Carolyn Gettridge</i>	<i>Oakland Metropolitan Chamber</i>
<i>Chevron</i>	<i>Oakland Police Department</i>
<i>Clear Channel</i>	<i>Oakland Police Officers Assn</i>
<i>Clorox</i>	<i>Oakland Raiders</i>
<i>Community Bank of the Bay</i>	<i>Oakland Truck Center</i>
<i>CDC of Oakland</i>	<i>Oakland Unified School District</i>
<i>Citibank</i>	<i>ONF Bay</i>
<i>City of Oakland</i>	<i>Pacific Gas & Electric</i>
<i>Delores Lemon Thomas</i>	<i>Peralta College District</i>
<i>EBMUD</i>	<i>Port of Oakland</i>
<i>FedEX</i>	<i>Private Industry Council</i>
<i>Gerson/Overstreet</i>	<i>Quaker</i>
<i>Golden State Warriors</i>	<i>Richie Commercial</i>
<i>Honeywell</i>	<i>Scholastic Education</i>
<i>Hon. Barbara Lee</i>	<i>Shell Oil</i>
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<i>Hon. Elihu Harris</i>	<i>Summit Medical Center</i>
<i>Hon. Ignacio de Lafluenta</i>	<i>The San Francisco Foundation</i>
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<i>Hon. Larry Reid</i>	<i>Union Bank</i>
<i>Hon. Keith Carson</i>	<i>United Way of the Bay Area</i>
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<i>Hon. Nate Miley</i>	<i>Washington Mutual</i>
<i>Hon. Sandre Swanson</i>	<i>Waste Management</i>
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<i>John & Katherine Gueldner</i>	<i>Wells Fargo</i>
<i>Just 5Clicks</i>	<i>Wes & Wanda Franklin</i>

We wish to also thank our dedicated volunteers and businesses who donate their valuable time, goods and services.

CIVIC PRIDE®

"Creating civic-minded communities and providing youth opportunities to develop responsible citizenship skills."

Free Annual "Knowledge Is Power" YOUTH LEADERSHIP FORUM & COLLEGE, CAREER, COMMUNITY EMPOWERMENT FAIRE



DATE

Saturday, November 07, 2009

Waterfront Plaza Hotel ♦ Jack London Square ♦ 10 Washington Street ♦ Oakland, CA, 94607

WHO SHOULD ATTEND?

Students in Grades 6 to 12, Parents, Educators and Youth Serving Organizations!

Schedule of Events

8:00 A.M.

Registration and Continental Breakfast

8:30 AM – 11:30 A.M.

Youth Leadership Forum

- ✓ *Interactive Panels*
- ✓ *Special Guest Speakers*
- ✓ *Youth-Led Activities*
- ✓ *Student and Parent Workshops*

11:30 AM – 12:00 PM
11:30 AM – 01:00 PM*

LUNCH BREAK (for AM and PM participants)
Youth Leadership & Scholarship Awards Luncheon

12:00 PM – 3:00 PM

College, Career, Community Empowerment Faire

- ✓ *Colleges and Universities*
- ✓ *Internships and Career Opportunities*
- ✓ *Academies and Youth Enterprises*
- ✓ *Community Resources Showcase*

Students will:

- **Explore** a roadmap for staying on-track for college and positive post secondary options!
- **Get** feedback on resumes, courses and grades!
- **Talk** to representatives from large corporations, small businesses, entrepreneurs, public agencies, and nonprofit organizations!
- **Have** access to information on colleges and scholarships!
- **Hone** their leadership skills!
- **Learn** ways to make a difference in their community!
- **Find** out what they need to do to be successful in college and in the workplace!
- **Receive** community service hours!

