



# Supervisor Keith Carson

## Alameda County District 5

### August 22, 2012 News and Updates



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The Fifth District includes the cities of Albany, Berkeley, Emeryville and Piedmont; the West Oakland, North Oakland and Rockridge communities and portions of the Grand Lake, Manzanita, Dimond District and Fruitvale neighborhoods.

# Berkeley Small Business Symposium

More than 300 small business owners crowded into a ballroom at the Hotel Shattuck Plaza in Berkeley on a recent Tuesday morning to learn from government officials and industry experts how to launch, grow and sustain a small business in the East Bay.

“Nearly 70 percent of jobs in the East Bay are created by businesses of fewer than 100 employees,” noted Alameda County Supervisor Keith Carson, Chair of the East Bay Economic Development Alliance (EDA). “Your businesses are the engine of the East Bay economy,” he told attendees.

East Bay EDA staff organized the free **East Bay Small Business Symposium *Learn, Grow & Move Your Business to the Next Level*** to provide business growth tools, business-to-business networking and strategic resources. Attendees were welcomed by Supervisor Carson and then listened to remarks by Elizabeth Echols,

*Small Business Symposium...continued on p. 3*



*Jim Horan addresses attendees at the Small Business Symposium in Berkeley on July 31, 2012.*

*Photo credit: Warren Foster, Anointed Media.*

## Bravo for Biotech Partners!

The culmination of the summer activities for the Biotech Partners program, known as “Bravo,” took place on August 16<sup>th</sup> at Berkeley High School. The event highlights the achievements of the youth in the Biotech Partners Program who completed their summer internships with private companies and entities in the public sector. These paid summer internships are known for “being hands on”; students worked in a wide array of locations, including The Berkeley Dog and Cat Hospital, Children’s Hospital Oakland Research Institute, U.C. Berkeley and Bayer Health Care.

This year, Enkhzaya Battugs worked in the Alameda County Sheriff’s Crime Lab and Jasmine Alvarez worked at Highland Hospital. Both young women attend Oakland Technical High School, will be seniors in the fall, and earned recognition for their achievements. Ms. Battugs received the “Best Poster” award, which showcased her activities analyzing DNA samples at the Crime Lab. Ms. Alvarez won the “David Panvelle Memorial Award” as the student who showed the most effort over the summer.

Biotech Partners is a non-profit organization that has been in existence for

*Biotech Partners...continued on p. 2*



## Alameda County Needs Bilingual Election Workers!

The Registrar of Voters is seeking citizens who are fluent in Chinese, Spanish, Tagalog or Vietnamese. You must be a US citizen, 18 years old and registered to vote. For more information and to apply, please visit:

<http://www.acgov.org/rov/workers.htm>

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[http://www.acgov.org/form\\_app/board/district5/involved.jsp](http://www.acgov.org/form_app/board/district5/involved.jsp)

**For more information visit:**

[www.KeithCarson.org](http://www.KeithCarson.org)

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close to 20 years. The program prepares young people for careers in the biosciences. Students at Berkeley High School and Oakland Technical High School take prescribed classes as juniors and seniors and participate in the summer internship program. After graduating from high school, students can enter a community college and receive a certificate, which qualifies them for an entry level position in a lab, or go on to a four-year institution. Since 2005, 100% of the program's graduates have gone on to post-secondary education.

The Bay Area is a hub for science and technology and Biotech Partners is preparing the next generation of scientists who will make discoveries that will improve the quality of life around the globe.

For more information about Biotech Partners, please visit: <http://www.biotechpartners.org/>



Enkhzaya Battuz (above) interned at the Alameda County Sheriff's Crime Lab and received the "Best Poster" award.



Jasmine Alvarez (left) interned at Alameda County Medical Center and received the "David Panvelle Memorial Award".

Photos: Rodney Brooks.

# Solano Avenue Stroll

Sunday, September 9, 2012  
10am - 6pm

Solano Avenue in Berkeley and Albany

Visit our District 5 and Alameda County services booths!



Developing leaders through business, community, & collaboration

**LEADERSHIP EAST BAY IS NOW ACCEPTING APPLICATIONS FOR THE LEADERSHIP CLASS OF 2012-2013**

- Expand your network
- Meet the business, public policy and community leaders in the East Bay
- Develop your leadership skills
- Get a first-hand look at the public policy issues impacting your business and community.

**Leadership East Bay is a partnership program of the Berkeley and Emeryville Chambers of Commerce. The deadline for application is Friday, August 31, 2012**

**For more information, please visit:**

[www.leadershipeastbay.com](http://www.leadershipeastbay.com)

*Small Business Symposium...continued from p. 1*

Regional Administrator, Region IX, U.S. Small Business Administration and Jim Horan, President and CEO of The One Page Business Plan Company. Assemblymember Nancy Skinner (D-Berkeley) addressed the group later in the morning.

After opening remarks, participants attended breakout sessions for Startup Businesses, Young Businesses, Growth Businesses and Mature Businesses. Bankers, CPAs, attorneys and government officials offered professional advice and took questions. Discussion in the Young Business room centered around accessing capital and navigating the SBA (Small Business Administration) loan process.

Attendees in the Growth Business group discussed capital needs as well, but also delved into more advanced topics. Terry Church of Brown, Church & Gee LLP encouraged participants in the service industry to protect their intellectual property. Client lists, business processes, website content and marketing literature can all be considered intellectual property and protected through non-disclosure agreements and copyright registration, he explained. 26 resource providers were also on hand to assist participants.

“The event gave me some great nuggets of advice to help me support my business,” said Vernita Naylor, Founder/CEO of Jabez Enterprise Group, a company that provides government contracting and business development consulting and workshops. “Even businesses that have been around for many years may not have had the opportunity to focus on marketing or new sources of capital,” she noted. “The information in the break-out sessions helped business owners with challenges they are facing now.”

The event in Berkeley was the second in a series. The first symposium took place in Antioch, the third is scheduled for Danville on September 18, and the last will take place in southern Alameda County on November 8. The events are part of the **East Bay Small Business Initiative**, launched in partnership with Wells Fargo, Inner City Advisors, Alameda County Small Business Development Center, Contra Costa Small Business Development Center and Workforce Development Board of Contra Costa County. For more information, please visit [www.ebsmallbusiness.com](http://www.ebsmallbusiness.com)

## Questions About Retirement and Social Security?

The regional office of the Social Security Administration (SSA) has staff members who are available to offer information to the public about SSA benefits and the following topics:

- **Retirement for the Worker and the family**
- **Disability for Adults and Children**
- **Medicare**
- **Medicare Extra Help** - A benefit that helps save up to \$3,900 for those of low income and resources
- **Social Security Administration Website**

These following presentations can be given to your organization:

- **How to plan and file online for retirement**
- **What you can do online at [SocialSecurity.gov](http://SocialSecurity.gov)**
- **Senior Citizen Update** – Solvency, Medicare Extra Help, Identity Theft, Go-Direct Benefit Paper Check Phase Out, SSA website
- **Social Security Disability & SSI for Adults** (Can include how to file online for disability)
- **Social Security Disability for the Wounded Warrior**
- **Social Security Disability for Children with Disabilities**
- **Medicare & Medicare Extra Help How to File Online, Enrollment Periods and Premiums**— doesn't include coverage
- **Pre-Retirement Presentation** – more directed for employees – includes family benefits, survivors, work, taxes, Medicare
- **Social Security Hiring Veterans**

Staff is also available to staff informational tables at resource fairs. For more information, please contact:

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Social Security Administration, East San Jose Office  
2500 Fontaine Rd.  
San Jose, CA 95121  
Office: 1 (866) 592-0804 ext. 17438  
[mariaelena.lemus@ssa.gov](mailto:mariaelena.lemus@ssa.gov)



*A Message from the organizers of the Bay Area Black Expo:*

**FREE EYE EXAMS AT 2012 BAY AREA BLACK EXPO®**

***Prevent Blindness Northern California and Glaucoma Research Foundation Partner to Provide FREE Vision Screenings***

[Prevent Blindness Northern California](#) (PBNC), an organization that provides services to prevent vision impairment, and [Glaucoma Research Foundation](#), a national organization dedicated to finding a cure for glaucoma, will provide free vision and glaucoma screenings on the first of the two-day **Bay Area Black Expo--from 11:00 a.m. until 3:00 p.m. Saturday, September 8, 2012--at the Oakland Convention Center, 550 10th Street, downtown Oakland, CA.**

"For people with undiagnosed glaucoma and eye disease, Glaucoma Research Foundation and Prevent Blindness Northern California are able to provide a tremendous service to many more people than we could on our own--through public forum--especially the Bay Area Black Expo," said Bill Stewart, Glaucoma Research Foundation board member.

"Eye screening is the first step to protecting eye health or starting on the path to eye health improvement. For children, diagnosis of eye issues at a young age improves their opportunities for success as they enter school." Stewart continued, "For adults, early detection, especially of glaucoma, may save sight! We are strongly committed to these objectives."

The spectacular 2012 Expo will showcase and celebrate San Francisco Bay Area's diverse community with offerings that will include entrepreneur workshops; healthy cooking demonstrations with Cuisine Noir Magazine and celebrity chefs; fitness classes; Greek fraternity/sorority step shows; celebrity "Inside the Artist Studio" interviews; a powerful spirit-led Sunday gospel celebration hosted by KDYA's (The Light 1190 AM) Brotha Phil; and special celebrity guest performers and speakers, in addition to the many exhibits by art & craft, retail, social, corporate, and health care vendors and exhibitors. Admittance costs are: \$10.00 general admission; \$5.00 children, students with ID, and seniors. Tickets may be purchased at the door and online at [bayareablackexpo.com/event/tickets](http://bayareablackexpo.com/event/tickets).

Additional generous and insightful Bay Area Black Expo 2012 partners that support the two-day event include: Budweiser, Pepsi, KBLX, PG&E, BART, Coliseum Lexus of Oakland, Prevent Blindness Northern California, Glaucoma Research Foundation, Sac Cultural Hub, Black Entertainment Monthly, First Friday's of the Bay Area, and *Oakland Magazine*. The highly anticipated event will serve as a platform where businesses, academic institutions, non-profit organizations, religious, health, and social service agencies can introduce and further educate minority communities about programs for self-improvement, as well as social and economic growth, despite discouraging statistics and information about the current status of the economy.

**EVENT CONTACT:**

Rose Lyles, Bay Area Black Expo, LLC.

(925) 325.3166

[Rose@BayAreaBlackExpo.com](mailto:Rose@BayAreaBlackExpo.com)

**Family Health and Safety Fair**

Saturday, September 22, 2012  
10 Am—3 PM  
6401 San Pablo Ave., Oakland

- Health Screenings**
- Nutrition Information**
- Oral Health Education**
- Bone Density Information**
- CHP**
- Senior Info Van**
- Fire Truck**

*Presented by*  
**CHILDREN'S HOSPITAL & RESEARCH CENTER OAKLAND**  
**KOHL'S INJURY PREVENTION PROGRAM**  
Developed by the St. Columba Health Cabinet

Click here for a flyer:  
[http://www.acgov.org/board/district5/pdf/StColumba\\_HealthFair\\_2012.pdf](http://www.acgov.org/board/district5/pdf/StColumba_HealthFair_2012.pdf)