



City Manager's Weekly Update

June 6, 2012

UPCOMING MEETINGS

- 6/11** City Council Work Session - Cancelled
- 6/13** Facilities Committee Meeting, 4:00 p.m., Sister Cities Gallery
- 6/18** City Council Closed Session, Time TBD, City Manager's Large Conference Room
- 6/18** City Council Meeting, 7:00 p.m., Council Chambers
- 6/19** Community Development Committee Meeting, 4:30 p.m., Sister Cities Gallery
- 6/25** City Council Work Session, 7:00 p.m., Location TBD
- 6/26** Rules and Communications Committee Meeting, 4:30 p.m., Sister Cities Gallery
- 7/2** City Council Meeting, 7:00 p.m., Council Chambers
- 7/4** **Independence Day Holiday.** City Hall and libraries closed.
- 7/6** Finance Committee Meeting, 8:15 a.m., Sister Cities Gallery
- 7/9** City Council Work Session, 7:00 p.m., Location TBD
- 7/11** Facilities Committee Meeting, 4:00 p.m., Sister Cities Gallery
- 7/16** City Council Meeting, 7:00 p.m., Council Chambers

To: City Council
From: Chris Zapata, City Manager

NOTE: The Weekly Update will now be distributed on Wednesday afternoons.

Mark Your Calendar

Food Scrap Recycling Program - Compost Giveaway Event (reminder)

Friday, June 8 (7:30 a.m. – 3:30 p.m.) and Saturday, June 9 (9:00 a.m. – 3:00 p.m.), Public Works Service Center, 14200 Chapman Road

- The City of San Leandro will host a compost giveaway event on **June 8 and June 9**. Residents may redeem their coupons received with their garbage bill for two bags of free compost. The compost is available on a first-come-first-serve basis while supplies last.
- The compost giveaway program rewards residents that participate in the food scrap recycling program offered through Alameda County Industries (ACI) and Waste Management of Alameda County. Since 2003, the City has distributed over 60,000 bags of compost, processed from our residents' yard trimmings and food scraps. Using compost in gardens and landscapes is beneficial in many ways including reducing the need for water, fertilizers, and pesticides.

San Leandro By Design (reminder)

Tuesday, June 12, 4:00 to 6:00 p.m., Main Library, 300 Estudillo Avenue

- The San Leandro Chamber of Commerce is holding a San Leandro by Design event on **June 12**.
- Event speakers include Greg Tung who will be sharing his ideas and presenting his thoughts on the "New Workplace." The Cal State East Bay 2012 MBA graduating class will also be presenting findings of their "Focus on San Leandro" project. A networking opportunity will follow the event.
- The City is an event sponsor. Please notify Yolanda Carrasco if you would like to attend.

Council Information

Recycling and Waste Reduction Ordinances (staff report attached)

- The Recycling Program has developed an Outreach Plan to educate affected parties and the general public about three upcoming ordinances:
 - Countywide Mandatory Recycling Ordinance – effective 07/01/12;
 - Polystyrene Foam Food Service Ware Ordinance – effective 11/01/12;
 - Countywide Single Use Bag Reduction Ordinance – effective 01/01/13.
- The plan will be used to coordinate outreach efforts with StopWaste.Org who is the lead agency on the outreach for the Countywide Mandatory Recycling and Single Use Bag Reduction Ordinances.
- In conjunction with the countywide efforts, the Recycling Program will be conducting outreach for the Polystyrene Foam Food Service Ware Ordinance.

- StopWaste.Org is currently developing and distributing outreach for the two countywide ordinances including the development of program specific websites. The Bag Reduction website is available at: www.reusablebagsac.org.

Correspondence From Other Agencies

RedCrossBlood.Org (flyer attached)

- Wednesday, **June 13**, 12 noon – 6:00 p.m., San Leandro Main Library, Karp Room
- For more information and to schedule an appointment, please click [here](#).

Paw-A-Thon and Pet Resource Fair (flyer attached)

- Saturday, **June 30**, 9:00 a.m. – 1:00 p.m., San Leandro Marina Park
- For more information, go to FourPawsSociety.org or call (510) 910-2754.

Keep Music Rockin' Foundation (informational letter attached)

- 5th Annual Lenny Williams Golf Classic – Saturday, **July 7**, Tony Lema Golf Course, San Leandro Marina

CITY OF SAN LEANDRO

STAFF REPORT

Date: June 1, 2012
To: Chris Zapata, City Manager
From: Michael Bakaldin, Public Works Director
By: Jennifer Auletta, Administrative Analyst
Subject: Outreach for Upcoming Ordinances

SUMMARY AND RECOMMENDATION

The Recycling Program has developed an Outreach Plan to educate affected parties and the public about three upcoming source reduction and recycling ordinances in San Leandro. This report is for information only, and no action is required.

DISCUSSION

The Recycling Program has developed an Outreach Plan to educate affected parties and the general public about three upcoming ordinances:

1. The Countywide Mandatory Recycling Ordinance – effective July 1, 2012;
2. The Polystyrene Foam Food Service Ware Ordinance – effective November 1, 2012; and
3. The Countywide Single Use Bag Reduction Ordinance – effective January 1, 2013.

The attached Outreach Plan includes a description of the ordinances, a timeline of activities and a list of distribution outlets. Recycling Staff will maximize the use of low and no-cost outlets to notify affected parties and the general public including:

- City website;
- Email to Recycling Program subscribers, the San Leandro Chamber and Home Owners' Associations;
- Slides on the cable channel;
- City-issued Press Releases;
- Advertisements in the *San Leandro Times*;
- Flyers at City Facilities and Events; and
- Waste bill inserts.

Recycling staff has conducted preliminary outreach to food establishments for the Polystyrene Foam Food Service Ware Ordinance that includes a direct mail piece to businesses last year and an insert into the Business License billing in January. Staff has also created a web page on the City site: <http://www.sanleandro.org/depts/pw/es/takeout.asp>

The Alameda County Waste Management Authority (aka StopWaste.Org) is the primary agency responsible for developing and distributing outreach related to the two countywide ordinances, the Mandatory Recycling Ordinance and the Single Use Bag Reduction Ordinance. StopWaste.Org is developing outreach pieces for the affected parties and for the general public including:

- Direct mail pieces to the affected businesses;
- Independent website URLs for businesses to learn more detailed information about the ordinances;
- Fact sheets;
- Garbage bill inserts;
- Press releases; and
- Tool kits.

StopWaste.Org has developed the website www.reusablebagsac.org for the Bag Ordinance and sent a letter to affected retailers last week (see attached). The website and direct mail pieces for the Mandatory Recycling Ordinance are scheduled for release in June. StopWaste.Org will continue to develop and conduct outreach for the remainder of the calendar year. Recycling staff will further promote the countywide ordinances using the outreach developed by StopWaste.Org via low and no-cost outlets as previously described. Additional information about the countywide ordinances is available online at: www.stopwaste.org/news.

New Recycling Programs Outreach Plan - 2012

Ordinances

1. Countywide Mandatory Recycling Ordinance

Effective: July 1, 2012 (Phase 1)

Businesses that generate 4 or more cubic yards of waste per week and multifamily complexes (5 or more units) will be required to subscribe to recycling collection services for basic recyclables (paper, cardboard, glass containers, aluminum/steel cans, and HDPE plastic bottles and PET plastic food and beverage containers). The law expands on state law, AB 341, because it clarifies which materials should be recycled and it stipulates that businesses and multifamily complexes must obtain adequate recycling service.

2. Polystyrene Food Service Ware ordinance

Effective: November 1, 2012

The Ordinance prohibits the use of Polystyrene Foam Food Service Ware by all food vendors, City departments, City contractors, and at City-sponsored events. Vendors will be required to use recyclable or compostable food service ware consistent with the materials recycled and composted by our local waste haulers, including rigid plastic containers, aluminum containers, and paper containers. Vendors are discouraged from using plastic products labeled “compostable” or biodegradable.

3. Countywide Single Use Bag Reduction Ordinance

Effective: January 1, 2013

As of the effective date, retailers that sell packaged food items (including grocery stores, convenience stores, liquor stores, and pharmacies) may not distribute single-use carryout bags at the checkout counter. They may sell recycled-content paper bags and reusable bags (as defined by the ordinance) for a minimum ten cent fee. The ordinance will help the City meet state stormwater management requirements for 40% trash reduction by 2014.

Distribution Outlets

1. Web Updates

- Solid Waste & Recycling Pages (www.recyclesanleandro.org)
- News on City homepage (www.sanleandro.org/news)
- City Press Releases (<http://www.sanleandro.org/services/citypress.asp>)
- ACI Website(www.alamedacountyindustries.com)
- Chamber of Commerce Website

2. Direct Mail

- Letters to HOAs
- Letters to Affected Businesses
- Business License Insert
- Garbage Bill Insert

3. Email Distribution

- Weekly Update

- Enotify – Recycling Subscribers
- Enotify – Press Release subscribers
- Emails via Chamber of Commerce
- 4. News Organizations
 - Press Releases
 - Advertisements in San Leandro Times
 - Info in Rec Guide – Distributed by SL Times
- 5. Cable Slides
- 6. Flyers - Distribution at City Facilities and Events
 - Stocked at City Hall, Main Library, Manor Library, SCC, and MCC
 - Farmer's Market – 2nd Wednesday of the Month
 - Compost Giveaway (June)
 - Senior Resource Fair (September)
 - America Recycles Day (November)
 - Placed on Food Scrap Bags – Available at City Hall, Main Library, ACI, and Public Works

Timeline

2012	
January	✓ Polystyrene ban insert in business license renewal to food establishments
February	<ul style="list-style-type: none"> ✓ Add information about single use bag ordinance and mandatory recycling ordinance to website ✓ Have ACI put information about ordinances on their website
March	✓ Meet with StopWaste.Org, Oro Loma and Waste Management to coordinate outreach for Mandatory Recycling
April	✓ Meet with StopWaste.Org and ACI to coordinate outreach for Mandatory Recycling
May	<ul style="list-style-type: none"> ✓ Farmers Market – 2nd Wednesday – distribute outreach ✓ Reusable bag information in Recreation Guide (Summer Edition) ✓ StopWaste.Org to provide City News Article on mandatory recycling ✓ StopWaste.Org – 1st letter to retailers regarding bag ordinance ✓ StopWaste.Org – develop fact sheet, website and phone line for bag ordinance
June	<ul style="list-style-type: none"> • Compost giveaway – distribute outreach (via food scrap pails/liners) • Farmers Market – 2nd Wednesday – distribute outreach • Press Release – mandatory recycling • Place City News – mandatory recycling • Email via Chamber to members – mandatory recycling • Email to Recycling subscribers – all ordinances • Small ad in SL Times – mandatory recycling • StopWaste.Org - website and hotline available for mandatory recycling • Stopwaste.Org – direct mail for mandatory recycling • Promote reusable bags through bay area campaign (www.igotmybag.org)
July	<ul style="list-style-type: none"> • Mandatory Recycling Ordinance Enacted (and State Law – AB341) • Update website (www.recyclesanleandro.org) – all ordinances • Farmers Market – 2nd Wednesday – distribute outreach • StopWaste.Org – 2nd Letter to Retailers regarding Bag Ordinance • Small ad in SL Times – Polystyrene • Send 1st letter to polystyrene foam food service ware product vendors about ordinance

August	<ul style="list-style-type: none"> • Farmers Market – 2nd Wednesday– distribute outreach • Reusable bag/Polystyrene information in Recreation Guide (Fall Edition) • ACI bill insert (Commercial Customers) – Mandatory Recycling Ordinance (Include Polysytrene?)
September	<ul style="list-style-type: none"> • Farmers Market – 2nd Wednesday– distribute outreach • Distribute reusable bags at Coastal Cleanup Day • Annual Senior Resource Fair at SCC – Distribute outreach • Send 2nd letter to polystyrene foam food service ware product vendors about ordinance • StopWaste.Org – Store and consumer outreach for Bag Ordinance (through December) • StopWaste.Org –Public Relations and Events for Bag Ordinance (through December)
October	<ul style="list-style-type: none"> • Mailing to HOA's – Polystyrene and bag ordinances • Bill Insert to residents –all ordinances • Press Release - Polystyrene • News on City website - Polystyrene • Small ad in SL Times – Polystyrene • Email via Chamber to members - Polystyrene • Farmers Market – 2nd Wednesday– distribute outreach • Email to Recycling subscribers – all ordinances • StopWaste.Org – 2nd Letter to Retailers regarding Bag Ordinance
November	<ul style="list-style-type: none"> • Polystyrene Foam Food Service Ware Banned in San Leandro • America Recycles Day – distribute outreach • Reusable bag/Polystyrene information in Recreation Guide (Winter Edition)
December	<ul style="list-style-type: none"> • Press Release – Bag ordinance • News on City website – Bag ordinance • Small ad in SL Times – Bag ordinance • Email via Chamber to members –Bag ordinance • Prepare flyer for business license insert – all businesses/all ordinances
2013	
January	<ul style="list-style-type: none"> • Single-use bags banned in Alameda County • Enforcement for Mandatory Recycling Ordinance Begins • StopWaste to conduct ongoing outreach to retailers and consumers for Bag Ordinance



ALAMEDA COUNTY WASTE MANAGEMENT AUTHORITY

1537 Webster Street • Oakland, California 94612 • (510) 891-6575

OWNER OR MANAGER

«STORE_NAME»

«ADDRESS»

«CITY», «ST» «ZIP»

May 15, 2012

ACTION REQUIRED: Ordinance 2012-2 (Reusable Bags)

On January 25, 2012, the Alameda County Waste Management Authority (Authority) adopted an ordinance to reduce the use of single-use carryout bags and promote the use of reusable bags. Single-use carryout bags are bags provided at check-out for transporting food or merchandise out of the store. Affected stores are those in Alameda County selling packaged foods.

Reporting Requirements Starting July 1, 2012:

- ▶ Affected stores must keep complete and accurate records of the number of paper bags and reusable bags purchased and sold each month by store location.
- ▶ Provide this information twice a year to the Authority for the period from July 1, 2012 through December 31, 2013. The first report is due **February 1, 2013**. Please see the enclosed reporting form for more details. It will also be available for download at www.ReusableBagsAC.org.

Requirements Starting January 1, 2013:

- ▶ Your store may no longer provide customers with single-use plastic carryout bags.
- ▶ Reusable carryout bags and bags made of recycled paper may be distributed if they are sold for at least 10 cents each and meet the specifications identified in the ordinance. The full text of the ordinance is available at: www.ReusableBagsAC.org.
- ▶ Paper and reusable bag sales must be separately itemized on sales receipts.

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Please see the enclosed fact sheet for more information about the ordinance and the requirements for affected stores. We will contact affected stores after July 1 to offer assistance and resources for your employees and customers. In the meantime, consider using up your supply of single-use bags before the full ordinance goes into effect in January.

Please visit **www.ReusableBagsAC.org** to sign up for email updates, read the full ordinance and view additional materials as they become available on the website.

If you have questions, please e-mail **Bags@StopWaste.Org** or call 510-891-6575.

Sincerely,

A handwritten signature in blue ink that reads "Debra Kaufman". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Debra Kaufman
Senior Program Manager

Enclosures: Ordinance Fact Sheet
Sample Reporting Form

Reusable Bag Ordinance

Information for Retailers

The Alameda County Waste Management Authority (Authority) has adopted an ordinance to reduce the use of single-use carryout bags and promote the use of reusable bags.

As of January 1, 2013, affected stores in Alameda County can no longer provide single-use plastic carryout bags, nor can they distribute paper bags or reusable bags for free at checkout. Consumers have the option to bring their own bags or pay for bags made from recycled paper or reusable bags.



Reporting Requirements Effective July 1, 2012:

- All affected stores shall keep complete and accurate monthly records of:
 - The number of paper carryout bags purchased and sold to customers.
 - The number of reusable bags purchased and sold to customers.
- This information is to be reported to the Authority twice a year. For the period from July 1, 2012 through December 31, 2013, the report is due **February 1, 2013**.
- Beginning January 1, 2014, this information should be kept at the store for review upon request.
- Report forms will be available to download at www.ReusableBagsAC.org.

All Other Requirements Effective January 1, 2013:

- All grocery stores, mini-marts, convenience stores, liquor stores, other stores and pharmacies selling packaged food are affected.
- Affected stores may no longer provide customers with single-use plastic carryout bags at check-out.
- Allows for the sale of recycled paper and reusable bags for 10 cents or more per bag. These bags must meet the specifications in the ordinance (see specifications on subsequent page).
- All revenue from the sale of recycled paper and reusable bags is retained by the store.
- Paper and reusable bag sales must be separately itemized on sales receipts.
- Allows for protective bags without handles for items such as meat, fresh produce, prepared food, and prescription medication.
- Customers purchasing food with WIC and CalFresh "food stamps" can be provided a recycled content paper bag or reusable bag (retailer's choice) at no cost at checkout.
- Affected stores must keep records of any days on which free reusable bags are distributed. Bag giveaways must be an infrequent and limited time promotion, not exceeding a total of 90 days in any consecutive 12-month period.
- Businesses not affected include retail stores not selling packaged food, and public eating establishments including restaurants, coffee shops and bakeries. A public eating establishment is a business that receives 90 percent or more of its revenue from the sale of food prepared on the premises.

Full text of the ordinance is available at www.ReusableBagsAC.org

Tips for Retailers to Stay on Track

- **Monitor your bag use:** Calculating your store's current usage of single-use plastic bags will help you determine when to stop ordering bags.
- **Phase out single-use plastic bags:** Use your current supply of single-use plastic bags before January 1, 2013.
- **Create a reporting system by July 1, 2012:** Develop a system to track and report the purchase and sales of recycled paper and reusable bags for the next year and a half (July 1, 2012 through December 31, 2013). Maintain on-site sales records for recycled paper and reusable bags thereafter.
- **Find a source for recycled paper bags:** Talk to your distributor soon about ordering recycled paper bags that meet the ordinance requirements. This may include custom printing that could take several months.
- **Consider offering reusable bags:** Decide whether you will offer a reusable bag option and if so, talk to distributors about getting bags that meet ordinance requirements for reusable bags.
- **Get ready to sell bags on January 1, 2013:** Plan for all the changes necessary to start selling recycled content paper and reusable bags, including preparing register receipts, assigning bar codes to bags, choosing which bags to sell, and programming cash registers to show bag sales on receipts.
- **Prepare your employees:** Train your employees about the ordinance, including the sale of recycled paper and reusable bags and the allowable uses of protective bags.
- **Sign up for the Retailer Mailing List:** Sign up for e-mail updates at www.ReusableBagsAC.org or by sending an email with your name, title, store, and contact information to bags@stopwaste.org.

Environmental Impact

Plastic bags are one of the most common litter items found in our waterways. Plastic pollution is a growing threat to oceans and marine life. Plastic bags often take hundreds of years to break down or decompose, causing a cumulative litter problem. Paper bags are not without their own problems — the paper bag manufacturing process is very resource-intensive.

We estimate that nearly 764 million single-use plastic bags are distributed in Alameda County annually, in addition to more than 100 million paper bags. Roughly 10,000 tons of plastic bags find their way to Alameda County's landfills every year. Additionally, plastic bags cause processing equipment problems at recycling facilities.

One reusable bag can replace more than 600 single-use plastic bags over its lifetime. Providing reusable bags helps reduce litter and waste, protects creeks and the bay, and conserves natural resources.



Specifications for Recycled Paper and Reusable Bags

Recycled Paper Bags

The paper bags your store offers for sale at checkout must meet the following requirements:

- Paper bags must contain no old growth fibers
- Bags must be a minimum of 40 percent post-consumer recycled content paper
- Bags must be 100 percent recyclable and compostable, including the handles
- Bags must have all the following information printed in a highly visible manner on the outside of the bag:
 - The word “recyclable”
 - Name and country of the manufacturer
 - The percentage of post-consumer recycled content paper

Reusable Bags

The reusable bags offered for sale at checkout must have handles and be designed and manufactured to:

- Have a minimum lifetime of 125 uses, capable of carrying a minimum of 22 pounds, 125 times over a distance of at least 175 feet
- Hold a minimum volume of 15 liters
- Be machine washable or made from a material that can be cleaned or disinfected
- Have printed on the bag or on a permanent tag: the name of the manufacturer, country of manufacture, a true statement that the bag does not contain lead, cadmium or other heavy metal in toxic amounts, and the percent of post-consumer recycled material used in the bag, if any
- Be at least 2.25 mils thick, if made of plastic



Sales of Recycled Paper Bags and Reusable Bags

- All sales of recycled paper bags and reusable bags must be itemized on the customer receipt.
- The minimum retail price for each recycled paper bag or reusable bag provided shall be 10 cents, starting January 1, 2013.
- All proceeds from the sale of recycled paper bags and reusable bags are retained by the retailer without any restrictions on their use.
- Customers purchasing food with WIC and CalFresh “food stamps” can be provided a recycled content paper bag or reusable bag (retailer’s choice) at no cost at checkout.

Use of Protective Bags

Protective bags made of paper or plastic that do not have handles are allowed if they are used to:

- Transport to checkout: produce from the produce department, bulk food from the bulk food department, meat from the meat department, or medication from the pharmacy.
- Separate food or merchandise that could damage or contaminate other food or merchandise when placed together in a single bag.



Enforcement and Compliance

The Authority expects stores to voluntarily comply and will provide assistance to help stores make the transition as easy as possible. Repeated non-compliance with the terms of the ordinance could result in legal consequences including civil action and/or administrative citation. Violation of any provision shall constitute grounds for a notice of violation and fine by an Authority Representative. Warnings and enforcement actions will be taken as needed after January 1, 2013. Full enforcement details can be found in Section 8 of the ordinance at www.ReusableBagsAC.org.

Resources

For more information, including the full text of the ordinance, visit www.ReusableBagsAC.org

Sign Up for the Retailer Mailing List

Stay informed with important retailer updates, resources, and information about this ordinance by signing up for the email list at www.ReusableBagsAC.org or emailing bags@stopwaste.org.

Questions? Contact Us:

510-891-6575

bags@stopwaste.org



American Red Cross

Ticket to Summer Fun

Present to donate at any Red Cross blood drive from **May 24 - June 30** and enter for a chance to win a:

\$500 Airline or Hotel Gift Certificate

with weekly drawings for **Weekend Resort Packages**

Summer donors are also eligible to enter to win a **\$2,500 Dream Vacation** Grand Prize Drawing.

For more information and a list of official rules visit redcrossblood.org/summerfun

City of San Leandro Blood Drive

Located in the Karp Room
300 Estudillo Ave. – San Leandro

Wednesday, June 13, 2012
12:00 p.m. – 6:00 p.m.

To schedule your appointment, please log on to redcrossblood.org and enter the Sponsor Code: **CSL**

Donors are needed every day. Don't wait to help save a life.

If you have questions regarding your eligibility to donate blood, please call 1-866-236-3276.

Identification is required to donate.



redcrossblood.org | 1-800-RED CROSS



ATTENTION ALL PET LOVERS

**Saturday, June 30th
9:00 am - 1:00 pm
San Leandro Marina Park**

**PAW·A·TH™
& Pet Resource Fair**

**Join Grand Marshal
San Leandro Mayor
Stephen Cassidy
and his dog "Button"
for a PAW-TACULAR time that
your whole family will enjoy!**

Event Schedule

- 9:00 am - 9:30 am Registration
- 9:00 am - 1:00 pm Resource Fair
- 9:30 am Opening Ceremony
- 9:45 am Walk Begins
- 10:15 am Training Demo
- 10:45 am Police K9 Unit Demo
- 12:00 noon Pet CPR Demo

Fun & Educational Exhibits

**Pet Adoptions, Free Vaccination Vouchers,
San Leandro Police K9 Demonstrations,
Raffle Prizes, Petting Zoo and Much, Much More...**

- Aladdin's Sash & Glass - Danny Timmons
- Bark Busters Home Dog Training
- East Bay Pet Sitters Association
- Englander Sports Pub & Restaurant
- Fun Dawgs
- Good Samaritan Veterinary Hospital
- Grocery Outlet
- The Hurd Jorgensen Group - Merrill Lynch
- Just The Right Touches - Patricia Merritt-Smith
- Martins Financial & Insurance Services Inc.
- Mary Kay Cosmetics - Marsha Amaral

- Monarch Bay Golf Club
- Pawsitive Karma Holistic Pet Boutique & Spaw
- Pet Image Grooming
- The Red Ball
- Rube and Dan's Automotive Repair
- Russell Foote Photography
- SHB Enterprises
- Skunk Wash
- VCA Bay Area Vet Specialists & Emergency Hospital
- Zocalo Coffeehouse

For more information visit www.FourPawsSociety.org. Call 510-910-2754.
Proceeds to benefit San Leandro Dog Park
Spay/Neuter & Emergency Pet Preparedness Programs





Keep Music Rockin' Foundation
 P.O. Box 1009, San Leandro, CA 94677
 Phone: 510 569-9405
 keep@keepmusicrockin.org
 www.keepmusicrockin.org

Executive Officers

T.W. "Rick" Richards, Chief Executive Officer
 Lizzy Pagan, Executive Vice President
 Patrick Lopez, Executive Secretary
 Chris Williams-McCann, Chief Financial Officer
 Janet Deal, Director of Operations

Trustees

Andrew Shaw David Lewis
 Andrew Stern Larry Williams

Advisory Board Members

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 Rafael Peraza, Attorney
 Robin Miller, Silver Screen Entertainment
 Sun Martin, Stevens & Associates
 Tony Green, Pastoral Choir & Choral Arts Teacher
 Sherman Clay-Schwartz of Santa Clara
 Tom Guzman, FINE
 Tom Schultz, Soapbox Comedy Club
 Vin Sanku, Moxey Entertainment

Musical Groups

Chh Ancestral - Cobles
 Wolf and The Gang - La Habra
 Pacific Music Orchestra - FESAC
 Seven Escavado and the Five - Showtune
 The D.E. Ching Seven - The California Palace
 Too Smooth - TorHo Soup

Celebrity & Music Industry

Alvin Taylor, Jazz Saxophonist and Educator
 Anicy Alonzo, Vocalist
 Benny Behrard, Bassist for Carlos Santana
 Bill Usher, Trumpeter for Carlos Santana
 O'Wynn Higgins, Tony, Toni, Tami
 Dale Chung, Vocalist
 Daximar Briggs, Flutist & Composer
 Dawn Nemes, Calicut East Bay Seminary
 Derek Shell, Country Music Artist
 Dr. Buddy James, Assoc. Professor of Music at CSU
 Dr. Wesley Bevilacqua, CSFMC Horn
 Eric EQ Young, Drum for Stan Sisco Player
 Freddie Reed, Keyboardist for Carlos Santana
 SO - Escavado Flutist (former) and vocal
 Guido Lopez, Woodwind Instructor
 James McIlroy, Keyboardist
 Jay King, Vocalist & Music Producer
 Jerry Jan Russ, Drummer
 John Mober, Drummer
 Juan Escavado, Percussionist/Saxophone/Lead
 Neil Perazzo, Musical Director for Carlos Santana
 Larry Sabate, Music Industry
 Larry Dano, Singer - Soul, Blues & Funk
 Leskin Aho, Jazz Saxophonist
 Lloyd Grayson, Drummer and Student
 Javier Diaz, R&B Singer
 Mavis Taylor, Organist/Mingus Jazz Vocalist
 Mike Brown, Vocalist/Alto Sax & Blues Vocalist
 Monk Carter, Flutist
 Nicolas Evans, Recording Artist/Singer
 Pete Escavado, Latin Orchestra Leader
 Pete M. Escavado, Flutist/Saxophone/Composer
 Pedro Diaz, Flutist & Composer
 Peter Escavado, Latin Jazz Percussionist
 Rolando Sanchez, Percussionist & Music Producer
 Silvia, Dancer & Jazz Vocalist
 Shaka E., Comedy & Gospel Performer, Director of Percussion
 Skip Martin, Grammy Winning Vocalist/Trumpeter
 Stephen Smith, Award Winning Trumpeter
 Thomas Lewis, Drummer
 Tony LeMay, Vocalist for Carlos Santana
 Tony Sanchez, Multi-talented Musician & Award
 Winning Vocalist, Keyboardist for Steve Winwood



Dear Friends,

On July 7th, 2012, Just around the corner, the Keep Music Rockin' Foundation will host its 5th Annual Lenny Williams Golf Classic raising critical funds to restore music programs that have been lost over the years within the San Leandro Unified School District due to decreased funding.

Again, we are turning to our community for assistance in sponsorships and donations to help make this event even more successful.

Sponsorships

See the list of sponsorship opportunities for you to choose from in our Golf Brochure at www.keepmusicrockin.org, ranging from our top-level corporate sponsorships to the popular \$250 Hole/Tee sponsor or, the \$100 Golf Cart Sponsor. Our sponsorships offer valuable recognition for your company through our signage and other publicity material. Your company will also be acknowledged on our website, in our tournament day program, and at the awards banquet afterwards.

If you are interested in becoming a sponsor for our 5th Annual Lenny Williams Golf Classic, please complete and mail or fax, the sponsorship form, from our website, with your check payable to *The Keep Music Rockin Foundation* for the appropriate sponsorship amount.

Raffle Prizes / Tee Prize Items

We are also looking for businesses to donate merchandise or services for our raffle. Donated items will be raffled off at the awards dinner following the golf tournament, with all raffle ticket proceeds going directly to *The Keep Music Rockin' Foundation*.

In addition, we welcome any items for our golfer tee package, including balls, tees, markers, divot tools, snack foods, toiletries, etc. If you would like to make such a donation, please contact us at (510) 569-9405.

Auction Items

Finally, we are seeking valuable auction items—such as sports memorabilia, fine wine, weekend getaways, and other unique items—for our live auction.

The Keep Music Rockin' Foundation 5th Annual Lenny Williams Golf Classic will be held on **Saturday, July 07, 2012 at the Monarch Bay Golf Club -Tony Lema Course in San Leandro, Ca.**

It will be a shotgun start scramble format at 12:30 p.m. with an awards banquet to follow. Please join us.

We would greatly appreciate your help as we work to support this very worthwhile cause. If you have any questions, please feel free to contact me, Rick Richards at (510) 569-9405.

Thank you for your love and support,

T.W. "Rick" Richards, CEO

"Working to enrich lives through music."

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