



June 2011

The Airport Area Business Association is a regional association of business and industry

Airport Area Business Association and Port of Oakland Present
STATE OF THE AIRPORT 2011
YOUR AIRPORT, OUR WORLD

A Lunch with
The Oakland Board of Port Commissioners,
Port Executive Director Omar R. Benjamin and
Director of Aviation Deborah Ale Flint



Hilton Oakland Airport

June 16, 2011



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"Business events a more effective, influential voice when it speaks and acts in unison."

ABA's newsletter published monthly by the Airport Area Business Association and distributed at no charge to its members. Contributions, comments and ideas are welcome. Send your information to Editor: AABA News, P.O. Box 14723, Oakland, CA 94614. Fax to (510) 281-4112 or e-mail info@aba.org

For membership information, please call (510) 345-7773.

AABA's newsletter is now interactive! Smart phone users, scan the barcode below with your

Quick Response Reader to find us at:

Scan the barcodes throughout this newsletter to download other important information direct to your smart phone.



Mayor & Council President Reid Convene District 7 Town Hall

Mayor Quan and Council President Larry Reid held a District 7 Town Hall Meeting in late May at East Oakland School of the Arts at Castlemont High School, attended by approximately 300 residents and area stakeholders.

After welcome remarks by the Mayor, several small discussion groups were convened. The break-out sessions allowed citizens to share concerns and identify priorities as they relate to District 7 in the following categories:

- Blight and Beautification
- Economic Development
- Education
- Health and Environment
- Public Safety
- Senior Services
- Social Justice
- Spanish Speaking Community
- Transportation
- Youth

Amongst the top priorities identified:

- Elimination of illegal dumping
- Overall beautification of District
- Focused attention on retaining our sports teams and development of the Coliseum complex into a retail and entertainment center
- Median strip maintenance
- Address abandoned and foreclosed homes
- Fill empty storefronts
- Access to shopping in the neighborhoods, specifically grocery stores selling healthy foods
- Elimination of liquor stores
- Absenteeism and truancy



- Small business and new business development opportunities
- Improved public relations to promote the area and the city
- More care clinics for seniors
- No closure of area fire stations
- Festivals that promote District 7



- Support for civilianization of OPD
- Elimination of gang-related activity and drug violence
- No closure of senior centers that play a role in health and nutrition
- More effective outreach to seniors
- Peer-to-peer counseling for teens to deter criminal activity
- Develop stronger connection between OPD and young people; more home-grown officers
- More focus on public safety and additional officers near schools
- Development of campaign to clean up blight
- Increased adult presence at schools
- Address potholes, street conditions
- Address bus service reliability, cost
- Reduction of diesel trucks in the neighborhoods

- continued page 9

East Oakland Sports Complex Opening

Join Council President Larry Reid as he cuts the ribbon on this long-awaited amenity for Bay Area residents and youth.

Thursday, June 30
4:00 pm 9161 Edes



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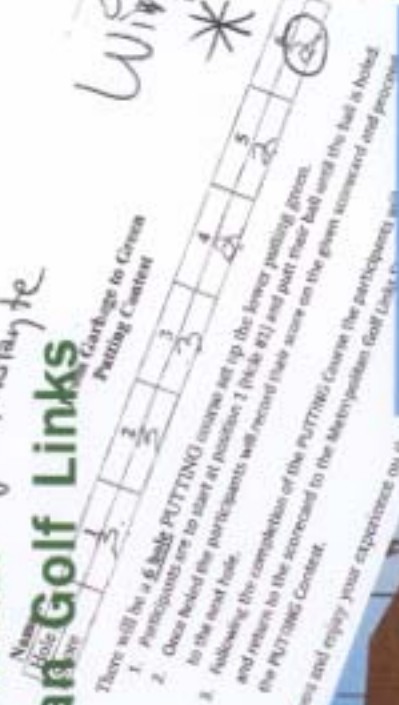
AABA Cinco de Mayo Mixer hosted by Metropolitan Golf Links

Perfectly warm weather on Cinco de Mayo made the "From Garbage to Green" putting contest hosted by Metropolitan Golf Links that much more fun. Jay Musante made the shot that put him over the top to win first prize: a golf outing at Metro Links.

A big thank you to our host for the great food and prizes that evening. Raffle contributors included:

- First Choice
- Metropolitan Golf Links
- Mira Vista Golf & Country Club
- T.G. Johnson & Associates
- Union Bank of CA

Jay Musante



One would never know from the smooth play that Metropolitan Golf Links was once a landfill, going "From Garbage to Green"

Jay Musante takes a shot to put him in the lead.



**Even if you're lucky
enough to live here.**



visit oakland.org

Looking for something great to do this weekend? We've got 100 Surprising Things to See and Do and a comprehensive Calendar of Events featuring concerts, street festivals and special events throughout the city. You'll find information on openings at the latest galleries and museums. Inspiring ideas for afternoon outings to exotic eateries and breathtaking hikes. Culinary guides that show you the best places to try. Interactive maps that let you stroll the streets of popular neighborhoods. Check it out today. You're sure to find something new - even if you're a local.

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Would you like to be involved in
AABA's Youth Outreach Program?

Company Name: _____

Contact Person: _____ Phone No.: _____

Of the below listed options, which one(s) would best suit your participation?

- Short Internship:** On the job work/training position for the student at your place of business.
- Mentoring:** Spending a day or a number of hours showing a student how your business works.
- Shadowing:** Allow a student to follow you around as you do your work.
- In-School Brown Bag talks to students:** Describing your business and/or career, line of work.
- Classroom Presentation:** Under teacher guidance, present aspects of your business or life experience.

Other: Do you have a suggestion for a student program? _____

Briefly describe your business: _____

Best time to call you to discuss your participation: _____

NOTE: Student transportation, liability insurance and releases are handled by the program.

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AABA Youth Outreach Program

in cooperation with
Lighthouse Community Charter High School

AABA is pleased to announce the launch of its first Youth Outreach Program in cooperation with Lighthouse Community Charter High School.

Beginning this fall, AABA will serve as facilitator for:

Short Internships: On the job work/training position for the student at your place of business.

Mentoring: Spending a day or a number of hours showing a student how your business works.

Shadowing: Allows a student to follow you around as you do your work.

In-School Brown Bag Talks to students: Describing your business and/or career, line of work.

Classroom Presentation: Under guidance of a teacher, present aspects of your business or life experience.

These sessions will teach students new skills and concepts about the business world they might not have otherwise considered.



Please take a moment to review the one-page survey included in this newsletter to see where you might be able to make a difference. Surveys can be submitted via fax at (510) 261-4112 or email at info@aaba.org. Please consider what skills and talents you bring to the table to share with a youth. Join with other members who have already signed up to participate in this pilot program with Lighthouse Community Charter High School. For more information about the school, visit www.lighthousecharter.org.

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Oakland Airport Connector Project Update

featuring Oakland Airport Connector Project Manager

Tom Dunscombe

held May 25, 2011

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BART

City of Oakland Community & Economic Development Agency

Flatiron Parsons Joint Venture

catered by Aroma Restaurant

hosted by Executive Inn & Suites

The City of Oakland's Community & Economic Development Agency invite you to a

A Retirement Celebration for Alfred "Jay" Musante

Celebrating 32 Years

June 23rd, 5:30 to 7:30 p.m.

Lake Chalet Bar & Grill
Executive Dining Room
1520 Lakeside Drive, Oakland

\$35 in advance

RSVPs only to Tanya Boyce at (510) 238-7322

Light refreshments with a view of beautiful Lake Merritt

Help us honor AABA board member Jay Musante for his years of service in the Coliseum area

District 7 Town Hall

- *continued*

- Transportation safety for bicyclists, pedestrians and public transit
- Improved lighting, including solar lighting
- Additional crosswalks to improve safety for pedestrians
- Job creation for both youth and adults
- Additional youth mentorship programs

Mayor Quan has engaged over 2,500 Oakland residents in Town Halls since February and will use the feedback received at the events to help establish priorities for the city and individual districts. Visit <http://www2.oaklandnet.com/oakca/groups/mayor/documents/minutes/oak029355.pdf> for a complete summary of District 7's Town Hall.



AABA Hospitality Group

The Mission

To gather Airport Area hoteliers, restaurant managers, concessioners and managers of area amenities who have an investment in the Hospitality industry.

To share good ideas! To share concerns. To exchange information. To build a strategy to stay connected and linked with the latest industry and area information. To promote business in the Airport Area. To cross-promote amongst Group members. Bring your good ideas and work together in a mutually supportive environment.

The Launch

June 24, 2011

9:00 am

Hosted by Holiday Inn & Suites
77 Hegenberger Road, Oakland

RSVP your attendance to info@aaba.org



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Port Secures \$18 Million Fed Funding for Harbor Deepening

The Port of Oakland's -50 Foot Harbor Deepening Project is set to receive \$18 million in operations and maintenance from the U.S. Army Corps of Engineers' fiscal year 2011 work plan, funding that is vital to the Port's competitiveness.

Oakland Board of Port Commissioners President James Head expressed the Port's reaction to this good news. "We greatly appreciate that Congresswoman Barbara Lee and the entire Bay Area congressional delegation stepped up and helped the Port achieve this critical funding to keep the Oakland harbor navigable and safe for the efficient flow of commerce."

The initial deepening to -50 from -42 feet represented a \$433 million investment, with \$243 million contributed by the federal government and \$190 million contributed by the Port, and took ten years from planning to completion in 2009. Once deepened, channels begin to silt in as currents shift unsettled material onto the harbor floor. Annual maintenance dredging is necessary to keep the channels deep to accommodate the ever larger ships that dock at the Port.



Member Profile

AABA member BayRisk Insurance Brokers, Inc. has been a California corporation since 1994 and operates as an Independent Insurance Agency and Brokerage serving both personal and business clients in California, Nevada, Arizona, Oregon and Washington. With 13 full-time qualified sales and service representatives, BayRisk maintains relationships with a range of leading insurance companies, including Travelers, CHUBB, Liberty Mutual, SAFECO, Fireman's Fund, Unigard, OneBeacon, The Hartford and Zurich. The company serves over 3,000 clients and produces annual premiums in excess of \$16 million, seeking profitability through productivity and growth while never compromising on its primary commitment to serve. The agency currently concentrates the majority of its new sales efforts in the commercial insurance marketplace.

At the helm of BayRisk is owner Kevin Milroy, who began his insurance career in 1979 as an underwriter with AIG. In 1990 he formed a general partnership that would later result in the incorporation of BayRisk in 1994. Mr. Milroy's particular expertise focuses on marine property and liability, both commercial and recreational, fiduciary liability, employment-related practices liability, directors and officers liability and media/technology liability.



BayRisk is dedicated to providing 24/7 services for its clients offering emergency phone contact, internet account access, prompt return emails and call center services. The company will work with you to analyze your current risk exposures and design a program tailored to meet your insurance needs. Contact BayRisk Insurance today at (510) 521-0600.



ChargePoint New Technology at OAK

Oakland International Airport became the first Northern California airport to install new generation charging stations for electric vehicles. Eight ChargePoint stations were up and running as electric-powered Chevrolet, Nissan and smart USA vehicles were plugged in to get a charge in an event held at the Airport.

ChargePoint America is sponsored by Coulomb Technologies to provide electric vehicle charging infrastructure to nine selected regions in the US. Made possible

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ment of

Energy, the

program's

objective is to

accelerate the

development

and production of electric vehicles to substantially

reduce petroleum consumption, greenhouse gases

and to create jobs.



"Oakland International Airport and Bay Area EV drivers are aligned in our mutual goal of environmental leadership," said Deborah Ale Flint, Director of Aviation for the Port of Oakland. "We are now ready for the next generation of alternative-powered vehicles, and we appreciate that stimulus funding, combined with new technology, has transformed a vision to reality. Through Coulomb Technologies, we offer eight ChargePoint Network charging stations that can simultaneously serve up to 15 electric vehicles, giving our EV-driving customers the ability to charge while they are traveling or greeting a passenger inside our terminals."

Visit <http://chargepointamerica.com/faq-drivers.php> to find answers to frequently asked questions such as: How long does it take to charge a vehicle using ChargePoint? (A surprisingly short amount of time.)

Do ChargePoint charging stations work on any electric vehicle? (Short answer: Yes!)

How do I reserve a home charging station?

Visit ChargePoint's website to get the answer to that question and to find out more information about the new technology at OAK.



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Invite a Colleague to Join AABA!

Our Mission

The Airport Area Business Association exists to promote and sustain commerce and industry in the Airport/ Coliseum area. We represent our membership by addressing and participating in the resolution of critical issues and enhancing the quality of life in our business community.

Our Slogan

"Business exerts a more effective, influential voice when it speaks and acts in unison."

Advocacy

Make your voice heard. Bring to the attention of members special projects that you believe need the attention and support of your community. Invite a business neighbor to attend a meeting with you. Perhaps they have the same issues you do.

Application for Membership

Company Name _____
Address _____
City/Zip _____
Phone & Fax No. _____
Web site address _____ e-mail _____
Representative Name & Title _____
Type of Business _____ No. of Employees _____
Signature _____ Date _____

Annual Dues: Company with 3 employees or less \$200
4 - 10 employees \$250
11 - 20 employees \$350
21 or more \$400

Please mail this completed application to AABA, P.O. Box 14123, Oakland, CA 94614



AIRPORT AREA BUSINESS ASSOCIATION

P.O. Box 14123

Oakland, CA 94614-2123

Airport Area Business Association and Port of Oakland Present
STATE OF THE AIRPORT 2011
YOUR AIRPORT, OUR WORLD

A Lunch with

The Oakland Board of Port Commissioners,
Port Executive Director Omar R. Benjamin and
Director of Aviation Deborah Ale Flint

June 16, 2011

Hilton Oakland Airport, One Hegenberger Road, Oakland

11:30 a.m. networking ~ Noon - 1:30 p.m. lunch

Individual Tickets \$45

Non-members must prepay in advance by Visa or MasterCard

Table Sponsorship, including 8 seats \$500

Corporate Sponsorship, including 8 seats \$750

Reservations are Recommended ~ Reservation Deadline Monday, June 13

Fax your reservations now to (510) 261-4112

E-mail reservations also accepted at info@aaba.org

Please make reservations for the following individuals:

Specify if vegetarian meal required.

Name(s) & Company

Credit cards are not accepted AT the luncheon. To use a credit card, please fill out the form below.

Visa or MasterCard No: _____ Exp: _____

Cardholder Name: _____

Authorizing Signature: _____

**Your reservation is a financial commitment. If you make a reservation,
but do not attend, send a replacement, or cancel by June 13, you will be billed.**