CITY OF OAKLAND
BOARDS AND COMMISSIONS APPLICATION

Name: MICHAEL ORNSTIL Home Phone: ( )

Address:

Type of Employment: MEDIATOR / ARBITRATOR / PRIVATE JUDGE

Employer: JUDICIAL ARBITRATION and MEDIATION SERVICES (JAMS)

Work Phone: (415) 774-2619

Work Address: 2 Embarcadero Center, 15th Floor, San Fran, CA 94111

E-Mail Address:

Board or Commission you wish to serve on: Public Ethics Commission

Why do you wish to serve as a member of the Board/Commission? I am civic-minded and would like to contribute to the governance of the City of Oakland. From what I know of the Public Ethics Commission's responsibilities, it appears to me that it performs an important job.

What experience do you have in this topic area? No specific experience of which I am aware.

Experience serving on Boards and/or Commissions: JAMS Board of Directors (2005-present); Bay Oaks Soccer Club Board of Directors (2003-present); St. Paul's Episcopal School Parent Council (2002-2006)

Approximate hours available per month to spend on Board/Commission activities: 5

Organizational Memberships: California Bar Association

Volunteer Activities: Bay Oaks Soccer Club - Board member; Bay Oaks Soccer Club - soccer coach

Please list two references with telephone numbers: Honorable William L. Bettinelli (Retired); Honorable William J. Cahill (Retired) - Both can be reached at (415) 982-5267.

Applicant's Signature: [signature] Date: 10/29/09

Note: Personal information submitted (including home address and telephone number) is kept confidential

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CITY OF OAKLAND
PUBLIC ETHICS COMMISISON

APPLICATION FOR COMMISSIONER

TO:
City of Oakland
Public Ethics Commission
One Frank Ogawa Plaza, Fourth Floor
Oakland, CA 94612

Name: Patricia Rocha Fernandez
Mailing Address: 1
Daytime Phone: 5 **Evening Phone:** 4 1
Email: p
Are you an Oakland resident: Yes **Years of Residency in Oakland:** 3 months

1. Why do you want to serve on the Public Ethics Commission?
As a new resident of Oakland I would like to become involved in the community I live and work in. The Public Ethics Commission would allow me to build relationships with other community members that are familiar with community needs.

2. What skills and qualification will you bring to the Commission?
As an active community member I would bring experience and knowledge of real community needs. I'm familiar with city and government affairs and understand the crucial role our leaders play in representing our communities. As a team player I bring outstanding communication and mediation skills that others would welcome and appreciate.

3. What do you believe should be the role and primary focus of the Commission?
The primary focus of the Commission is to oversee and assure city codes are in compliance, while making recommendations of ethics law and amendments to city council on a monthly basis. The need to outreach and programs development for Commission's activities is also an element of these roles.

Patricia Rocha Fernandez

[illegible]
4[illegible]

EDUCATION:

SAN JOSE STATE UNIVERSITY, School of Journalism and Mass Communication, San Jose Ca
Bachelor of Art, Public Relations and Communications 2006

WORK EXPERIENCE:

BAY AREA PLAN (PARENT LEADERSHIP ACTION NETWORK), Oakland Ca **June 15, 2008—Present**
Leadership & Advocacy Coordinator

- Build the leadership of members and the engagement of program participants
- Organize and facilitate meetings of PLAN's 15-member regional Leadership Council, made up of parent leaders and parent-based organizations
- Coordinate short-term and long-term campaigns based on priorities identified by Leadership Council and membership
- Coordinate PLAN's outreach activities to diverse parents and parent organizations in the Bay Area through email, phone, mail, and direct contact
- Organize semi-annual Parent Action Forums and strategize and coordinate follow-up actions
- Organize annual membership event and facilitate recruitment and election of Leadership Council members
- Expand PLAN's presence throughout the Bay Area by representing PLAN at events, outreach presentations and one-on-ones with potential members, leaders and allies
- Act as the primary liaison to members and program participants
- Help document outcomes of program activities and contribute to program reporting
- Recruit and supervise volunteers
- Supervise administrative assistant in the coordination of PLAN program logistics, publication of weekly Parent Action e-list, and support program logistics as needed.

SOUTH BAY LABOR COUNCIL, San Jose Ca **April 2008-June 6,2008**
COPE (Committee of Political Education) Organizer (Independent contractor)

- Work on a variety of campaigns, including local, regional, state, and government advocacy, corporate campaigns, neighborhood based organizing, labor/community collaborations, interfaith organizations, etc.
- Assist in coordination of public events, rallies, press conference and other direct action as it related to particular campaign.
- Organize and facilitate one-on-one and large meetings.
- Recruit and train volunteers
- Establish relationships with organizers and activist from allied organizations and communities.
- Participate in campaign-specific strategic planning
- Work as a team with other organizers, researchers and senior staff.

FIRST RATE CAPITAL MORTGAGE, San Jose Ca ***Jan. 1999—Dec. 2007***
REALTOR, Notary Public *(Began fulltime June 07)*

- Research, marketing, sales presentation.
- Follow up with inbound and outbound marketing efforts.
- Consult with previous and new prospects.
- New accounts development..
- Negotiate purchase contracts.
- Notarize grant deeds, acknowledgments, etc.

UNITED FOOD AND COMMERCIAL WORKERS LOCAL 5, San Jose Ca **Feb.1999—March 2007**
Union Organizer, Member Service Representative

- Organize labor rallies, picketing, strikes, etc.
- Develop strategic plan to unionize store employees.
- Inform employees of Californian labor law.
- Assist with grievance, arbitration and board of adjustments.
- Translate Spanish speaking
- Facilitate new member/monthly meetings

EXPERIENCE

PlanetOut Inc. (NASDAQ: LGBT), San Francisco, California
Vice-President, Associate General Counsel, February 2006 to present
Advise business leaders on a variety of legal and business issues, including commercial, employment, intellectual property, SEC and technology-related matters. Direct responsibility for commercial matters including commercial contract review and negotiation; resolving commercial disputes; and reviewing marketing, promotions and advertising. Work on SEC matters including disclosure requirements, executive compensation and corporate governance. Advise human resources department on various employment law matters. Designed and created sexual harassment prevention training course (California AB 1825).

Sole Practitioner, Oakland, California
Attorney, September 2001 to February 2006
Advised companies on a variety of legal and business issues, including commercial, intellectual property and technology-related matters. Representative transactions include drafting and negotiating outsourcing, ASP, OEM/VAR, Internet marketing, co-branding and advertising agreements. Draft and negotiate non-disclosure agreements, terms of use, click-wrap and shrink-wrap agreements, major strategic alliances and joint venture development agreements for companies in information technology and Internet-related e-commerce businesses. Understand and structure deals with respect to privacy laws and regulations (both domestic and international), software revenue recognition rules and international aspects of commercial deals, including the FCPA; export regulations; taxation and payment terms; governing law and venue.

Cooley Godward LLP, San Francisco, California
Associate, May 2000 to August 2001 (included in firm-wide reduction in force)
Advised both Fortune 500 and startup companies on a variety of legal and business issues, including licensing of software, merchandise, trademarks and other intellectual property, Internet, privacy and other complex commercial contracting matters. Representative transactions include software license agreements, trademark and copyright licensing (including database and content licensing), strategic alliances, joint development agreements, purchase contracts, terms and conditions, privacy policies, research and development agreements, advertising agreements and independent contractor agreements.

Lewis, Rice & Fingersh, L.C., St. Louis, Missouri
Associate, August 1998 to May 2000
Worked with corporate clients on a variety of legal issues, including general corporate work, trademark and copyright, business entity formation, acquisition, due diligence and document review matters.

EDUCATION

University of Notre Dame Law School, Notre Dame, Indiana
Juris Doctor, May 1998
GPA 3.596 / 4.0 *Cum Laude*

- Dean's Awards in Legal Research and Ethics I
- Moot Court: Best Speaker (out of 4); Honors Brief
- Award for Excellence in Client Counseling

Knox College, Galesburg, Illinois
Bachelor of Arts in Political Science, *Cum Laude*, June 1992

- Awarded Knox-Lombard scholarship for academic excellence

University of Illinois, Springfield, Illinois
Masters in Business Administration, June 1995
GPA 3.70 / 4.0 *Honors*

- Awarded graduate assistantship first year of graduate studies
- Awarded graduate public service internship second year of graduate studies

Konstanz University, Constance, Germany
Summer 1990

- Received a full scholarship for intensive summer study program from the International Studies Association

ADMISSIONS: Licensed to practice law in California (#208913), Illinois (#6270410) and Missouri (#50179); solicitor (qualified to practice in England and Wales)

MEMBERSHIPS: Business law, International law, Antitrust and Unfair Competition, and Labor and Employment sections of the California bar; British American Business Council; German American Business Association

INTERESTS: martial arts (second degree black belt in Kuk Sool Won, a Korean martial arts); NSCA Certified Strength and Conditioning Coach; USA weightlifting club coach; volunteer lawyer for the arts

Conditionally offered employment as an FBI Special Agent (2005)

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CITY OF OAKLAND
PUBLIC ETHICS COMMISSION

APPLICATION FOR COMMISSIONER

INTEGRITY HONESTY OPENNESS

Please fill out the form below and submit it with a copy of your resume to: City Of Oakland, Public Ethics Commission, One Frank Ogawa Plaza, Fourth Floor, Oakland, CA 94612. Applications and resumes may also be faxed to: (510) 238-3315. **Your completed application and resume must be received no later than 5:00 p.m. on Friday, October 31, 2008, to be considered.**

Please type or print legibly. Try to limit your answer to the space provided, but you may attach additional sheets as necessary.

Please note: This application and supporting materials is not confidential and may be subject to public inspection upon request.

Name: Alex P. Paul
Mailing Address:
Daytime Phone: **Evening Phone: (same as daytime)**
Email:

Are you an Oakland resident? Yes **Years of Residency in Oakland: seven (approx.)**

1. Why do you want to serve on the Public Ethics Commission? **I moved to Oakland seven years ago and have looked for ways to participate in the civic process. Based on my background and expertise, the Ethics Commission has always been my primary interest. I would bring to the Commission knowledge about campaign and ethics laws, ethical standards for public officials, and ways to strengthen public confidence in our government and political system.**

2. What skills and qualifications will you bring to the Commission? **Analytical skills, fairness, legal background and willingness to serve**

3. What do you believe should be the role and primary focus of the Commission? **Education, general compliance issues, impartiality, and enforcement of the laws**

4. Please list any governmental experience, activities with civic and business organizations, neighborhood groups, or any other experience that would contribute to your effectiveness as a Commissioner. **I've created Ethics courses for Workplace Answers, a company headquartered in San Francisco. These Ethics courses have been utilized by thousands of workers nationwide. Also, at Notre Dame Law School, I was awarded by the Dean of the Law School for the highest grade given in Ethics in my class. As an attorney and one that works for a public company, I'm also involved in investigating Code of Conduct violations and understand the importance of compliance training and education.**

5. Please list the names, addresses and telephone numbers of two references.

Name:	**Lynn D. Lieber, Esq.** **Founder and CEO of Workplace Answers Inc.**
Address:	**One Montgomery Tower, Ste. 2350** **San Francisco, CA 94104**
Daytime Phone:	**(415) 814-6000** Evening Phone: **(same as daytime)**
Name:	**Tami Lahl, Director of Business Affairs**
Address:	**TopDown Consulting, Inc.** **236 West Portal Avenue, #390, San Francisco, CA 94127**
Daytime Phone:	**(650) 740-0138** Evening Phone: **(same as daytime phone)**

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OAKLAND PUBLIC ETHICS COMMISSION BALLOT

For the selection of Commissioner
for the seat vacated by Doug Love
which new term begins on January 22, 2009, and ends on
January 21, 2012

VOTE FOR ONE

_____ **PATRICIA ROCHA FERNANDEZ**

_____ **MICHAEL ORNSTIL**

_____ **ALEX PAUL**

_____/_____
Commissioner Name Initials

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OAKLAND PUBLIC ETHICS COMMISSION

CERTIFICATION OF ELECTION OF COMMISSIONER

At a duly noticed meeting held on January 5, 2009, the Oakland Public Ethics Commission did select, pursuant to City Charter Section 202(b)(3) [**Non-Mayoral Appointments**], the following person to fill the seat vacated by Doug Love, which term shall begin on **January 22, 2009, and end on January 21, 2012**:

[NAME OF SELECTED CANDIDATE]

I hereby certify that the foregoing is true and correct.

Dated: _____

_____
Daniel D. Purnell, Executive Director
Oakland Public Ethics Commission