

ROTARY CLUB OF HAYWARD

# High Gear



March 11, 2008  
Volume 85, Issue #33  
Editor: Norma Rees  
Photographer: Becky Avelar

President Ed Mullins awarded blue badges to two members who have completed all requirements:

## Steve Murtaugh and Kathleen Kearney.



President Ed Mullins with  
Steve Murtaugh

*Congratulations  
to  
Steve  
&  
Kathleen!*



Kathleen Kearney with  
President Ed Mullins

### Saturday Lunch

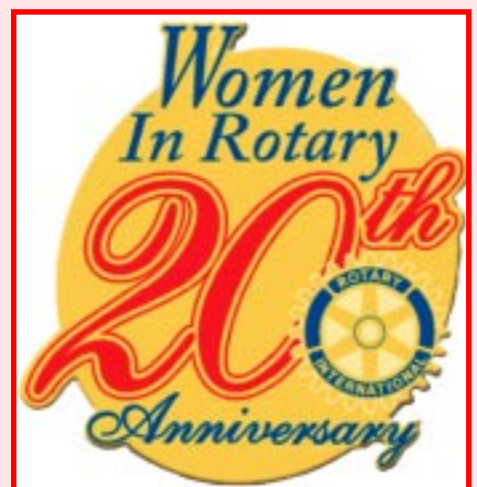
April 12, 2008

12pm - 2pm

Join DG Dick Lohmiller and district 5170 in  
celebrating the

*Women in Rotary  
20th Anniversary*

Our chance to honor our own!



District Conference - Register at [www.rotary5170.org](http://www.rotary5170.org)



**President Ed Mullins** called the meeting to order. The Pledge of Allegiance to the Flag was led by **Dave Elkins**, and **Norma Rees** led us in the patriotic song. **Carrie Alejandre** gave us the Thought for the Day, Mark Twain's reminder that when he was 14 he found his father ignorant, and when he was 21 was amazed at how much his father had learned in seven years!

**Steve Bristow** introduced one visiting Rotarian, our very own **Bob Tucknott** from Dublin. Guest of Rotarians: **Tina Martinez** introduced Cate Steane, Executive Director of FESCO; **Kathleen Kearney** introduced Alison Wenz, Development Director of the Hayward Area Historical Society; and **Rita Shue** introduced Lou Andrade director for HARD. **Chuck Horner** was pressed into service to lead us in Hello!

**ANNOUNCEMENTS:** **President Ed** gave us the welcome news that the winner of our speech contest won the area speech contest too, and so will go on to the regional contest and then could go on to the district contest!!!

This Thursday the Board will meet at HARD headquarters on E Street, at 5:30. Red badgers should attend, so let the club secretary know so there will be enough food! This Wednesday the Program Committee will meet for a no-host lunch at the B Street Restaurant, so attend or e-mail Bill Quirk with your suggestions for stimulating programs.

**Steve Kautz** reminded us of the District Conference, with the special dinner on Saturday April 12 with entertainment by former members of Cirque de Soleil. The cost is \$75, and tickets are going fast so sign up with **Steve Kautz**. **Susan Bradley-Frye** also told us that the same Saturday, April 12, at the District Conference there will be an important lunch to celebrate the Women in Rotary's 20<sup>th</sup> Anniversary – since then there are no more "Rotary Anns!" (A personal note from your editor: when I worked in Milwaukee in the 1980's I was a speaker twice for the Milwaukee Rotary Club and got a free lunch, but could not become a member.)

**George Pacheco** reminded us that the Rowell Ranch Rodeo will be May 17-18, and **Becky Avelar** will soon be getting out the work roster so we will all know our assignments. Ads for the rodeo are due April 1, to **Alex Budde**; Booth ads to **Andy Krake** and **George Pacheco** – get those ads in – the Rodeo is our club's biggest money-maker so we can support our great service projects!

**Kathleen Kearny** told us that our next Salvation Army dinner will be on March 23, Easter Sunday, so it will be a special one! She will bring the sign-up sheet again next week.

**President Ed** told us that the Niles Rotary Club is holding its 70<sup>th</sup> anniversary lunch on April 9 at the Sunol Valley Golf Club at 6000 Mission Road – Contact Irene Elhlendorf at 510 714-5291. Three former Rotary International Presidents and the current one will be there to help celebrate. Cost is \$30.

**Chuck Horner** distributed the schedule for the programs of the East Bay Small Business Development Centers in Pleasanton, Oakland, Fremont, Hayward, San Ramon, and Dublin, and also reminded us about great classes at the Hayward Adult School (don't worry, he'll be fined next week).

Fines given to members for birthdays, anniversaries, club anniversaries, and one special fine to **Larry Ratto** for his Hawaii trip and for winning the San Francisco wine competition for his Cabernet Sauvignon – Congratulations, our very own Rotary vintner!

**PROGRAM:** **Lisa Rosenblum** introduced our speaker, Greg Jones, Hayward's new City Manager. After a stint as Assistant City Manager in Concord, Greg Jones became Assistant City Manager in Chico and then stepped up to be City Manager. He became Hayward's City Manager in October of 2007. Greg served as an officer in the U.S. Air Force after graduating from Central Washington University with a BS in Business Administration, and later received a Master's degree in Public Administration from Cal State East Bay's Concord campus. **Lisa Rosenblum** told us that Greg, her boss, is a hard worker who expects a lot from his staff.

Greg Jones began by telling us that the past five months have represented a whirlwind of learning, getting to know new people and new challenges. He distributed a sheet of Hayward City Council priorities.

Hayward has a population of 148,000, an area of 61.5 square miles, and 48,000 residences. The city has an operating budget of \$200 million a year and a general budget of \$20 million, with 900 employees providing services. The city's main revenues come from sales and property taxes. The city owns an airport, a sewer system, a library, and a water utility, more than many other cities.



Hayward anticipates a budget deficit this year, resulting from a decline in sales and property taxes (same is true statewide). So – the problem is how to do what the city needs in service delivery.

After a lot of listening and discussion, the Hayward City Council adopted its top two priorities: crime and public safety, and cleanliness. Supporting priorities are organizational health, land use and sustainability, and fiscal sustainability.

Greg told us that the City Manager's job (something like herding cats, said a kibitzer) is to implement Council policy and priorities. He has three initiatives to accomplish that:



Speaker Greg Jones

1) Organizational change: He found that Hayward is an old style city in terms of delivery of services, and he will soon bring to Council a plan for reorganization to better serve the city. A lot of work will have to be done internally, to move forward in a new and different way that emphasized customer service. That is far from simple, because people have been used to doing things their way for a long time. But now city management is to be service oriented, solving problems, and partnering with customers to better understand and solve problems.

2) The second initiative is Neighborhood Services. The concept is that services should be delivered where they are needed, at the neighborhood level. He plans to focus services on neighborhood partnership programs. As for public safety, there are no easy answers, but Greg wants to at least maintain current service levels although he knows more is needed. He looks forward to developing neighborhood leadership academies.

3) The third initiative is Fiscal Stability. He notes the need for long-range financial planning, and proposes to develop a ten-year financial plan that emphasizes investment in the city's infrastructure.

Next year Greg plans to introduce performance-based budgeting, meaning: what does it cost to deliver service? What are we spending on, and what has been accomplished? Staff will be expected to link budget to outcomes, and use benchmarks to compare to what is being done in other cities.

Finally, Greg showed us his list of personal leadership principles that he will use to hold his managers accountable.

There was time for a few questions. Q: What is being done to hold on to core business like auto dealerships? A: He plans to build up development efforts, use development dollars more effectively, invest in advertisement campaigns, physical improvements and appearance improvements especially in the major corridors like Mission Boulevard.

Q: What about the planned traffic loop? Can the decision still be turned around? A: It is always open to public debate.

Q: What about the business license that amounts to an employee "head tax"? A: He is not fully familiar with that issue, but agrees that the city needs to be more business-friendly.

**President Ed** thanked Greg Jones for his presentation.

**Next week's meeting will have a St Patrick's Day theme, when we will all be Irish or wish we were, begorrah. There will be a special program with Irish dancing and more, so come and be surprised!!!**

**McBride School of Irish Dance**

# Hayward Rotary Club Calendar

- Mar 17**      **The McBride School of Irish Dancing**
- Mar 24**      **James Caballero, Director of the film “The Visited” will show his film. Anna May had a starring role in the film.**
- Mar 31**      **Vocational Talks**
- April 7**      **Charitable Contributions, Club donations will be presented to local organizations.**
- May 17-18**    **Rowell Ranch Rodeo**

## Need to find or confirm a Location?

Visit the District 5170 Website @ <http://www.rotary5170.org>



### CHARTERED

June 1, 1922 • California  
Club No. 482

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

Email: [hayrotaryclub@sbcglobal.net](mailto:hayrotaryclub@sbcglobal.net)

### CLUB OFFICERS

President ..... Ed Mullins  
President-Elect ..... John Caldwell  
Vice-President ..... Rob Cook, III  
Secretary ..... Rebecca Avelar  
Asst. Secretary ..... Dick Bowman  
Treasurer ..... Patrick Early  
Asst. Treasurer ..... Jim Hanson  
Sgt. at Arms ..... Phyllis Moroney

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## First Class Mail

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

