File No. 120584

Committee Item No. 3
Board Item No. 11

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Rules **Date** 6/7/12

Board of Supervisors Meeting **Date** 6/19/12

Cmte	Board	
☐	☒	Motion
☐	☐	Resolution
☐	☐	Ordinance
☐	☐	Legislative Digest
☐	☐	Budget Analyst Report
☐	☐	Legislative Analyst Report
☐	☐	Youth Commission Report
☐	☐	Introduction Form (for hearings)
☐	☐	Department/Agency Cover Letter and/or Report
☐	☐	MOU
☐	☐	Grant Information Form
☐	☐	Grant Budget
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☐	☐	Award Letter
☒	☒	Application
☒	☒	Public Correspondence

OTHER **(Use back side if additional space is needed)**

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Completed by: Linda Wong **Date** 6/4/12
Completed by: LW **Date** 6/13/12

An asterisked item represents the cover sheet to a document that exceeds 25 pages. The complete document is in the file.

[Appointments, Sweatfree Procurement Advisory Group]

Motion appointing Heather Franzese and Daniel Marroquin, terms ending December 17, 2013, to the Sweatfree Procurement Advisory Group.

MOVED, That the Board of Supervisors of the City and County of San Francisco does hereby appoint the hereinafter designated persons to serve as members of the Sweatfree Procurement Advisory Group, pursuant to the provisions of Board of Supervisors Ordinance No. 223-05, for the terms specified:

Heather Franzese, seat 2, succeeding Alicia Culver, term expired, must have significant experience acquiring goods or services for a public entity, for the unexpired portion of a two-year term ending December 17, 2013.

Daniel Marroquin, seat 3, succeeding Eleanor Morton, term expired, must have significant experience as an advocate for human rights or the poor, for the unexpired portion of a two-year term ending December 17, 2013.

Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-7714

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Application for Boards, Commissions and Committees

Application for Appointment to: Sweatfree Procurement Advisory Group
Name of Board, Commission, Committee, or Task Force

Seat # or Category (If applicable): Public goods/services, Seat 2 District:

Name: Heather Franzese

Home Address: — Shotwell St., San Francisco, CA Zip: 94110

Home Phone: 415- — Occupation: Supply chain social responsibility

Work Phone: 510-844-1644 Employer: Good World Solutions

Business Address: 1500 Broadway, Suite 400, Oakland, CA Zip: 94612

Business E-Mail: heather@goodworldsolutions.org Home E-Mail: _____ @gmail.com

Check All That Apply:

A citizen of the United States. ☑ At least 18 years old on or before Election Day. ☑

Not in prison or on parole for a felony conviction ☑

A resident of San Francisco ☑ Yes: ☐ No: (Place of Residence):

Please state your qualifications (attach supplemental sheet if necessary)

- 10+ years supply chain sourcing & social responsibility for manufactured products - apparel, linens, equipment
- Visited dozens of factories in the US, China, India, Pakistan, Peru, etc. promoting improved working conditions

Education:

- Harvard Kennedy School, MPP Political & Economic Development, Powell Public Service Fellow
- Northwestern University, BA Psychology & International Studies, Year abroad in Italy

Business and/or professional experience:

- Fair Trade: Supply chain development for consumer goods and work wear. Matching suppliers to buyers.
- Active outdoor apparel: Applying labor codes of conduct to university-licensed collegiate apparel and equipment.

Civic Activities:

Member, San Francisco Bicycle Coalition; Volunteer, Coral Reef Alliance (SF nonprofit)
Technical Working Group, Council for Responsible Sport (eco certification for events like SF Nike Women's Marathon)

Ethnicity: (optional) Caucasian Sex: (optional) ☐ M ☑ F

Have you attended any meetings of the Board/Commission to which you wish appointment? ☑ Yes ☐ No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made.
(Applications must be received 10 days before the scheduled hearing.)
(Please Note: Once Completed, this form, including all attachments, become public record)

Date: 4/25/12 **Applicant's Signature: (required)** _____
Please Note: Your application will be retained for one year.

FOR OFFICE USE ONLY:
Appointed to Seat #:_____ Term Expires:_____ Date Seat was Vacated: _____

12/04/09

Application for Sweatfree Procurement Advisory Group

Heather Lea Franzese

Qualifications

- 10+ years supply chain sourcing and social responsibility for diverse manufactured products including apparel, bed & bath linens, sporting equipment, agricultural products, and handmade artisan goods
- Led delegations of labor rights advocates and academics to visit apparel factories in India and China that produce work wear and collegiate licensed apparel
- Visited dozens of factories in the US, China, India, Pakistan, Peru, etc. promoting continuous improvement in working conditions through suppliers, vendors and brands
- Connected socially responsible suppliers to new Sweatfree Purchasing Consortium database

Education

- Harvard Kennedy School, MPP Political & Economic Development, Powell Public Service Fellow
- Northwestern University, BA Psychology & International Studies, Year abroad in Italy

Business/Professional Experience

- Fair Trade: Supply chain development for consumer goods and work wear. Matching suppliers to buyers and facilitating product launches for Fair Trade Certified apparel.
- Active outdoor apparel: Applying labor codes of conduct to university-licensed collegiate apparel and hard goods (such as bikes, bed & bath linens, tents, and watches)

Civic Activities

- Member, San Francisco Bicycle Coalition
- Volunteer, Coral Reef Alliance (SF nonprofit that advocates for healthy oceans and coral reefs)
- Technical Working Group, Council for Responsible Sport (nonprofit eco certification for sporting events like the SF Nike Women's Marathon)

HEATHER LEA FRANZESE

—) Shotwell St, San Francisco, CA 94110
heather@goodworldsolutions.org / phone: 510-844-1644

Employment

Present
Oakland, CA

GOOD WORLD SOLUTIONS (Formerly World of Good Development Organization)
Director

- Leading proof of concept and international expansion for Labor Link mobile phone platform to reach 100,000 workers in global supply chains in 3 years
- Launched Labor Link mobile survey tool in India across sectors – apparel, agriculture, and artisan – with plans to broaden to electronics

2009– Present
Oakland, CA

FAIR TRADE USA
Director, New Businesses (Apparel & Linens, Mobile Technology)

- Launched first Fair Trade Certified™ apparel program in the USA with a dozen US companies
- Built organizational capacity to certify manufactured products and piloted certification process with factories in India, Liberia, Costa Rica and Peru
- Led standards development process for Fair Trade Certified apparel, including public consultation on contentious labor issues

2007– 2009
Portland, OR

COLUMBIA SPORTSWEAR COMPANY
Corporate Responsibility Specialist, Licensees & External Relations

- Applied *Standards of Manufacturing Practices* labor code of conduct to licensed products sourced through 18 companies in over 90 factories in 11 countries, including China, Pakistan, Sri Lanka and the Dominican Republic
- Manage stakeholder relationships with Fair Labor Association and licensed universities
- Increased audit information sharing across brands from 10% to 28% of licensee factories

2002 – 2005
Oakland, CA

FAIR TRADE USA
Development Manager / Interim Development Director (Jan-July 2004)

- Launched Global Producer Services (GPS) division to link smallholder farmers to export opportunities in the US Fair Trade market
- Managed pilot projects to improve coffee quality from 5 countries in Central America with seed funding from USAID/Chemonics and Schwab Foundation for Social Entrepreneurship
- Secured $4 million in combined grants, loans, and program-related investment from Ford, Skoll, and Rockefeller Foundations, AVINA, and others

1999 – 2001
Sikasso, Mali

US PEACE CORPS
Agriculture Extension Agent

Consulting

2006-2007

- **OXFAM AMERICA, Private Sector Team,** Developed quantitative mapping tool to evaluate potential corporate partners
- **HASBRO, Vendor Compliance,** Developed Corrective Action Plan guidelines for licensed toy and game factories
- **EDELMAN PUBLIC RELATIONS, CSR Practice,** Advised clients in agribusiness, pharma & tourism on CSR reporting, stakeholder engagement

Education

Cambridge, MA

HARVARD KENNEDY SCHOOL
MPP Political and Economic Development, Powell Public Service Fellow

Evanston, IL
Bologna, Italy

NORTHWESTERN UNIVERSITY / UNIVERSITY OF BOLOGNA
BA Psychology and International Studies

Languages Spanish, Mandarin, French, Italian, Bambara - varying proficiency
Travel Travel in over 45 countries, 3 years living abroad

Heather Franzese

From: Heather Franzese
Sent: Wednesday, April 25, 2012 12:29 PM
To: 'linda.wong@sfgov.org'
Cc: 'Carmen.Herrera@sfgov.org'; 'Conrad Mackerron'; 'david.campos@sfgov.org'
Subject: Application for Sweatfree Procurement Advisory Group
Attachments: H.Franzese application to Sweatfree Advisory Group.pdf; SF Sweatfree Advisory Board - H.Franzese Qualifications.docx; H. Franzese Resume Apr 2012.pdf

Linda,

Please find attached my application to the SF Board of Supervisors for the open 'public goods and services' seat on the Sweatfree Procurement Advisory Group. I was invited to apply by a current member of the group and attended a recent meeting.

My 10+ years of supply chain sourcing and social responsibility for manufactured products including apparel, linens and equipment seem a strong fit with the Advisory Group mandate, as described under the city's Sweatfree Contracting Ordinance.

Please let me know if you require additional information. I am also sending a hard copy of these materials by mail today.

Best,
Heather

Heather Franzese
Director
Good World Solutions
www.goodworldsolutions.org

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Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-7714

Application for Boards, Commissions and Committees

Application for Appointment to: Sweatfree Procurement Advisory Group
Name of Board, Commission, Committee, or Task Force

Seat # or Category (If applicable): Human rights seat , Seat 3 District: 11

Name: Daniel Marroquin

Home Address: — Ramsell street Zip: 94132

Home Phone: 415-' — Occupation: Student

Work Phone: Employer:

Business Address: Zip:

Business E-Mail: Home E-Mail: —,@mail.sfsu.edu

Check All That Apply:

A citizen of the United States. ☑ At least 18 years old on or before Election Day. ☑

Not in prison or on parole for a felony conviction ☑

A resident of San Francisco ☑ Yes: ☐ No: (Place of Residence):

Please state your qualifications (attach supplemental sheet if necessary)

As a native San Franciscan and as a son of an immigrant from El Salvador, I have a strong interest in human rights and living wages for workers in developing countries as well as here at home. I am also fluent in Spanish

Education:

AA degree in Liberal Studies from the College of San Mateo.
Currently working on a BA degree in Urban Planning from San Francisco State University

Business and/or professional experience:

President of the Students For Economic Justice at San Francisco State University.
Internship at the San Francisco Living Wage Coalition

Civic Activities:

Member of Spur(San Francisco Planning + Urban Research Association)
Participant in the Cesar Chavez day parade/activities and worked on the Fix the Richmond campaign

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Ethnicity: (optional) Latino Sex: (optional) ☑ M ☐ F

Have you attended any meetings of the Board/Commission to which you wish appointment? ☐ Yes ☑ No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made.
(Applications must be received 10 days before the scheduled hearing.)
(Please Note: Once Completed, this form, including all attachments, become public record)

Date: 4-3-12 **Applicant's Signature: (required)** [signature]
Please Note: Your application will be retained for one year.

FOR OFFICE USE ONLY:
Appointed to Seat #:_____ Term Expires:_____ Date Seat was Vacated: _____

12/04/09

San Francisco Living Wage Coalition
- 16th Street #301
San Francisco, CA 94103
ph. 415 • fax 863-1927 • email: sflivingwage@riseup.net
www.livingwage-sf.org

April 13, 2012

To Whom It May Concern:

I would like to recommend Daniel Marroquin as a candidate for a seat on the Sweat-Free Ordinance Advisory Committee. Daniel has been interning at the San Francisco Living Wage Coalition for the last few months.

Daniel has been proactive and has done an excellent job in his position and is an asset to our organization during his tenure at our office. Daniel has excellent written and verbal communication skills, is extremely well organized, can work independently and is able to ensure that all projects are completed in a timely manner. Daniel is also fluent in Spanish and can communicate with a variety of people.

Daniel Marroquin has always been willing to offer his assistance and has had an excellent rapport with the many constituents served by our office. Daniel would be an asset to the Sweat Free Ordinance Advisory Committee and I therefore recommend him to your office.

Sincerely,

Karl Kramer

Karl Kramer
Campaign Co-director

File # 120584
Referred in Committee 4/7/12

SAN FRANCISCO STATE UNIVERSITY

COLLEGE OF HEALTH AND HUMAN SERVICES
STUDENT RESOURCE CENTER

1600 Holloway Avenue, HSS 239
San Francisco, CA 94132

phone: 415/405-3533
fax: 415/405-3415
web: http://chhsweb.sfsu.edu/

April 13, 2012

To Whom It May Concern,

Hello. I am enthusiastically recommending Mr. Daniel Marroquin for a seat on the San Francisco Sweat Free Ordinance Advisory Committee. I know Daniel as a student at San Francisco State University who I recommended for an internship with the SF Living Wage Coalition. In a short time he has become an asset to their internship program displaying strong leadership skills and excellent communication skills with his fellow organizers. This experience launched Daniel to initiate a new SFSU student organization "Students for Economic Justice". Their membership consists of students who are earning less than the SF minimum wage in their campus jobs.

I am confident that Daniel will bring new energy and new ideas to the table of your Advisory Committee. Daniel has already demonstrated maturity, high level organizing and follow-up skills, and an appreciation for workers' rights and the role of labor in the betterment of workers and their family's lives.

I think he would be a welcome addition to your committee as well as an opportunity for you to help develop new leadership in this important field. Thank you for your consideration of his application. Please feel free to follow up with me at any time regarding Daniel. Thank you for your time.

In solidarity,

Nicky Trasvina

Nicky Trasvina

Social Science Student Resource Center
HSS 379
415 405 0900

San Francisco
BOARD OF SUPERVISORS

Date Printed: May 30, 2012 Date Established: December 15, 2005

Active

SWEATFREE PROCUREMENT ADVISORY GROUP

Contact and Address:

Carmen Herrera
Office of Labor Standards Enforcement
City Hall, Rm 430
San Francisco, CA 94102

Phone: (415) 554-6492
Fax: (415) 554-6291
Email: carmen.herrera@sfgov.org

Authority:

Ordinance No. 223-05.

Board Qualifications:

The Sweatfree Procurement Advisory Group shall consist of eleven members. The Mayor and the Board of Supervisors shall each appoint five members. The Controller shall appoint one member. Each member shall be appointed to a term of two years. At least one of the Board of Supervisors' appointees and one of the Mayor's appointees must have significant experience representing employees in labor matters. At least one of the Board of Supervisors' appointees and one of the Mayor's appointees must have significant experience acquiring goods or services for a public entity. At least one of the Board of Supervisors' appointees and one of the Mayor's appointees must have significant experience as an advocate for human rights or the poor. The Controller's appointee shall have significant experience in finance, financial auditing, or accounting. All members of the Sweatfree Procurement Advisory Group shall be appointed within sixty days of the effective date of this Chapter. Each member shall serve at the pleasure of the appointing authority. The Sweatfree Procurement Advisory Group shall meet not less than once each fiscal year.

The Sweatfree Procurement Advisory Group shall evaluate the industries engaged in the manufacture and sale of goods to determine whether contracts for any goods, in addition to apparel and garments, should be targeted for enforcement, and to evaluate the implementation, administration, and enforcement of this Chapter. To determine whether a particular good shall be targeted for enforcement, the factors that the Sweatfree Procurement Advisory Group shall consider shall include, but not be limited to: (a) the amount the City and County has spent, and anticipates spending for such good; (b) evidence of Sweatshop Labor or other conditions

prohibited by this Chapter in the manufacturing, assemblage or distribution of such good; and (c) any financial impact that targeting the good for enforcement will have on the City and County.

The Sweatfree Procurement Advisory Group shall determine how the City and County may maximize its purchase of goods produced in San Francisco. Within four months of its formation, the Sweatfree Procurement Advisory Group shall examine how the City and County may provide preferences and/or incentives to garment industry manufacturers in San Francisco that are in compliance with this Chapter, and explore the expansion of preferences and/or incentives to other industries. Within the four-month period, the Sweatfree Procurement Advisory Group shall propose legislation to immediately implement the preferences and/or incentives.

Sunset Date: None specified

Report: At the end of the first full fiscal year of the City and County following the effective date of this Chapter, and annually thereafter, the Sweatfree Procurement Advisory Group shall submit a written report to the Director and the Office of Labor Standards Enforcement that contains any recommendations on the administration, implementation, and enforcement of this Chapter, or the application of this Chapter to other goods. The report shall include the supporting information upon which each recommendation is based and a report on the financial impact that adoption of the recommendation will have on the City and County. The Director may submit any recommendation to extend the applicability of this Chapter to other goods to the Board of Supervisors. Upon the adoption of an ordinance approving such recommendation, Contracts for the purchase of such goods shall be subject to this Chapter. The Director in the Director's discretion may adopt other recommendations of the Sweatfree Procurement Advisory Group subject to the Municipal Code and the Charter.