

File No. 100303
~~100304~~

Committee Item No. 485
Board Item No. 17

COMMITTEE/BOARD OF SUPERVISORS
AGENDA PACKET CONTENTS LIST

Committee: Rules

Date April 1, 2010

Board of Supervisors Meeting

Date 4-6-10

Cmte Board

- | | | |
|-------------------------------------|-------------------------------------|--|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Motion |
| <input type="checkbox"/> | <input type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form (for hearings) |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | MOU |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Subcontract Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input type="checkbox"/> | <input type="checkbox"/> | Application |
| <input type="checkbox"/> | <input type="checkbox"/> | Public Correspondence |

OTHER

(Use back side if additional space is needed)

- | | |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
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Completed by: Linda Wong
Completed by: L.W.

Date March 26, 2010 -
Date 4-2-10

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

1 [Reappointment, Small Business Commission – Luke O'Brien]

2
3 **Motion approving the Mayor's reappointment of Luke O'Brien to the Small Business**
4 **Commission, for the term ending January 6, 2014.**

5
6 WHEREAS, Pursuant to Charter Section 3.100, the Mayor has submitted a
7 communication notifying the Board of Supervisors of the reappointment of Luke O'Brien to the
8 Small Business Commission, received by the Clerk of the Board on March 12, 2010; and

9 WHEREAS, Under Charter Section 3.100, the Board of Supervisors has the authority
10 to reject the reappointment by a two-thirds vote (eight votes) within thirty days following
11 transmittal of the Mayor's Notice of Reappointment, and the failure of the Board to reject the
12 reappointment by two-thirds vote within the thirty day time period shall result in the
13 reappointee continuing to serve as reappointed; and

14 WHEREAS, The Board of Supervisors, by Motion 01-34, established a process to
15 review the Mayor's reappointment to the Small Business Commission; now, therefore, be it

16 **MOVED, That the Board of Supervisors hereby approves the Mayor's reappointment of**
17 **Luke O'Brien to the Small Business Commission, for the term ending January 6, 2014.**

Office of the Mayor
City & County of San Francisco



orig: Rules Clerk
C. COB, Leg Dep

Gavin Newsom

March 12, 2010

Angela Calvillo
Clerk of the Board, Board of Supervisors
San Francisco City Hall
1 Carlton B. Goodlett Place
San Francisco, California 94102

Files 100303
100304

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2010 MAR 12 PM 2:44
BY _____

Dear Ms. Calvillo:

Pursuant to the Charter Section 3.100 (17), I have reappointed Luke O'Brien as a member of the Small Business Commission effective, March 4, 2010. Luke O'Brien has been reappointed to fill his same seat, and the term of Luke O'Brien will expire on January 6, 2014.

Please see the attached resume which will illustrate that Luke O'Brien's qualifications allow him to represent the communities of interest, neighborhoods and diverse populations of the City and County.

Should you have any questions, please contact my Director of Appointments, Matthew Goudeau at 415-554-6674.

Sincerely,

A handwritten signature in black ink, appearing to read "Gavin Newsom", written over a horizontal line.

Gavin Newsom
Mayor



Notice of Appointment

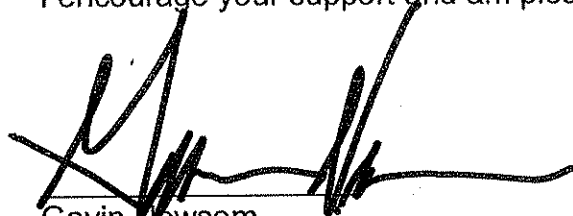
March 12, 2010

Honorable Board of Supervisors:

I hereby appoint Luke O'Brien to serve as member of the Small Business Commission for a 4-year term commencing March 4, 2010, in accordance with the 1996 Charter, Section 3.100, (17).

I am confident that Luke O'Brien will serve our community well. Attached are his qualifications to serve, which demonstrate how the appointment represents the communities of interest, neighborhoods and diverse populations of the City and County of San Francisco.

I encourage your support and am pleased to advise you of this appointment.



Gavin Newsom
Mayor

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2010 MAR 12 PM 2:45
BY

LUKE A. O'BRIEN

— Dolores St., San Francisco Ca. 94110 -3322 • Home: (415) — • Cell: (415) —
e-mail: — @mobrei.com

PROFILE

Experienced business executive with proven track record of starting, managing and developing companies in various sectors of the economy including electronic engineering, telecommunications and real estate. Founding member of Murphy & O'Brien Real Estate Investments head quartered in San Francisco. Prior to that worked as General Manager of local development company Pattani Construction. Strengths include strategic, analytical, entrepreneurial and decision making skills in both domestic and international business environments. Founding member and elected inaugural President of the San Francisco Coalition For Responsible Growth.

PROFESSIONAL ACCOMPLISHMENTS

MURPHY O'BRIEN REAL ESTATE INVESTMENTS – San Francisco, California 2004 – Present
Real Estate Brokerage and Investment Company.

Secretary and Vice-President

- Founding member of company and appointed Vice-President & Secretary. Oversee all aspects of company business including management, sales force and real estate portfolio valued at over 20M dollars.
- Responsible for day to day operations including marketing, budgeting, forecasting and sales support.
- Liaison to other business interests in both the private and public sector and local business community.

PATTANI CONSTRUCTION – San Francisco, California 2003 – 2004
Real Estate Development Company.

General Manager

- Project manager on multimillion dollar developments.
- Responsible for coordinating employee assignments
- Manage material requirement evaluations and estimates and employee supervision
- Interface with city inspectors and verify project completion and sign-off

SHAREGATE – Reno, Nevada 2001 – 2003
Start-up with a Digital Subscriber Line (DSL) modem product.

Director of Technical Services

Responsible for a million dollar budget, a team of six engineers, development, testing and building a support organization for this start-up company with a new DSL modem product capable of supporting eight phone voice lines and high speed data.

- Constructed a lab network and developed and executed test plans to ensure DSL, TCP/IP stack and voice communication integrity while operating in various modes and with multiple data streams.
- Coordinated flow of information, resources and strategy between CEO, engineering, marketing, beta testers and business development team.
- Built a support organization that featured engineers, incident reporting, tracking, process flow charts and problem resolution procedures for customer service using Support Logix and Microsoft Excel.
- Managed team that achieved stringent reliability and quality standards essential in deploying product in voice networks.

LUKE A. O'BRIEN (RESUME CONTINUED)**LUCENT TECHNOLOGIES** – Alameda, California

1998 – 2001

Global technology leader in Telecommunications.

(Acquired Ascend Communications in 1999 – leading provider of voice, video and data networks)

Manager, Corporate Sales Engineering

1999 – 2001

Responsible for 10 SEs located throughout US to deliver technical support to sales organization in Asia, Europe, Pacific Rim, North and South America.

- Improved sales effectiveness with development and delivery of training programs and classes to sales and sales engineering personnel on new products, feature updates and software upgrades.
- Identified a lack of understanding of LAN technology within sales force, post merger. Designed and delivered a series of classes, with hands-on training, covering all aspects of this area including TCP/IP, Radius Authentication, VPNs, Routing protocols RIP and OSPF, Optical OC3, Ethernet switches, and network management that improved the performance of sales engineering group. Overall program was managed using Microsoft Project and course presentations in Microsoft PowerPoint.
- Managed corporate sales engineering team and demo facilities. Coordinated personnel resources, delegated tasks and responsibilities. Conducted quarterly reviews, coached individual members of group with their career development and target objectives.
- Designed a web site for department using Microsoft FrontPage

ASCEND COMMUNICATIONS

1998 – 1999

Senior Network Support Engineer

Responsible for delivery of technical expertise to TAC and customers through training, telephone support and development of effective VOIP product design and diagnostic test.

- Delivered effective troubleshooting and software debugging through Technical Assistance Center that saved and preserved frustrated customer accounts.
- Built simulated networks combining both voice and data used to test new software releases.
- Designed and executed construction of various multinode networks supporting voice of ip technology.
- Authored book and gave a series of lectures on theory and operation of T1 networks.

VIDEOSERVER – San Francisco, California

1996 – 1998

Technology company with a video/audio multipoint conferencing bridge product.

Sales Engineer

Managed corporate relations for a difficult customer account, based in West Coast, with direct technical support and problem resolution.

- Achieved first strong customer satisfaction for previously unsupported West Coast customers with rapid resolution of all outstanding problems, primarily through redesign of poorly implemented networks.
- Improved sales and product positioning through on-site training of third party reseller engineers.
- Demonstrated excellent interpersonal and customer service skills that fostered goodwill.
- Developed and coordinated sales-building trade shows for Asian market.

TELEOS COMMUNICATIONS – Mountain View, California

1994 – 1996

Start-up company with an integrated services digital network (ISDN) switch.

Customer Support Engineer

Completed field installations and training on voice, video and data networks designed, manufactured, sold and supported by this start-up.

- Saved a large account by spending 24 continuous hours on-site resolving all mis-configurations, faulty hardware installations and mismatched software releases.
- Demonstrated technical support expertise during sales presentations.
- Traveled throughout United States to test, configure and repair client systems.

LUKE A. O'BRIEN (RESUME CONTINUED)

TIMEPLEX COMMUNICATIONS – San Mateo, California; Clearwater, Florida; Dublin, Ireland
Technology company with various telecommunication products including TDM and Statistical multiplexers
Field Service Engineer & Telephone Support Engineer 1990 – 1994

- Directed technical support to field engineers and customers both remotely over phone and on site.
- Installed, configured and tested customer networks, including after-hours construction of a 100-node data processing network in a large financial institution with a team of eight field engineers.
- Developed and implemented test plans to ensure product compliance with all marketing requirements.
- Trained novice / experienced engineers in methodical troubleshooting of failed network systems.

Supervisor, System Test Group 1984 – 1988

Achieved fast track promotion from entry level position as a test technician to leadership of a group dedicated to testing and troubleshooting of system components, circuit boards and programmable read-only memory chips.

- Supervised 20 technicians and completed all administrative duties on schedule.
- Managed design and construction of a heat testing unit that improved product manufacture.

EDUCATION

CALIFORNIA DEPARTMENT OF REAL ESTATE - California USA 2005
Real Estate Sales License

INSTITUTE OF TECHNOLOGY - Donegal, Ireland 1979 – 1982
Associate Science Degree in Electronic Engineering

SCHOOL OF MARINE RADIO AND RADAR - Limerick, Ireland 1983
Certificate in Digital Electronics

STATEMENT OF ECONOMIC INTERESTS

Date Received
(Official Use Only)

COVER PAGE

2010 MAR 31 PM 1:16

A Public Document

SAN FRANCISCO
ETHICS COMMISSION

Please type or print in ink.

NAME (LAST)	(FIRST)	(MIDDLE)	DAYTIME TELEPHONE NUMBER	
O'Brien	Luke	A	BY _____ (415) _____	
MAILING ADDRESS (Business Address Acceptable)	STREET	CITY	STATE	ZIP CODE
4153 24th Street		San Francisco	Ca	94114
			OPTIONAL: E-MAIL ADDRESS	

1. Office, Agency, or Court

Name of Office, Agency, or Court:
Small Business Commission

Division, Board, District, if applicable:

Your Position:
Commissioner

► If filing for multiple positions, list additional agency(ies)/ position(s): (Attach a separate sheet if necessary.)

Agency: _____

Position: _____

2. Jurisdiction of Office (Check at least one box)

State

County of _____

City of _____

Multi-County _____

Other City & County Of San Francisco

3. Type of Statement (Check at least one box)

Assuming Office/Initial Date: ____/____/____

Annual: The period covered is January 1, 2009, through December 31, 2009.

-or-

The period covered is 9/5/09 through December 31, 2009.

Leaving Office Date Left: ____/____/____ (Check one)

The period covered is January 1, 2009, through the date of leaving office.

-or-

The period covered is ____/____/____ through the date of leaving office.

Candidate Election Year: _____

4. Schedule Summary

► Total number of pages including this cover page: 5

► Check applicable schedules or "No reportable interests."

I have disclosed interests on one or more of the attached schedules:

Schedule A-1 Yes - schedule attached
Investments (Less than 10% Ownership)

Schedule A-2 Yes - schedule attached
Investments (10% or Greater Ownership)

Schedule B Yes - schedule attached
Real Property

Schedule C Yes - schedule attached
Income, Loans, & Business Positions (Income Other than Gifts and Travel Payments)

Schedule D Yes - schedule attached
Income - Gifts

Schedule E Yes - schedule attached
Income - Gifts - Travel Payments

-or-

No reportable interests on any schedule

5. Verification

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information contained herein and in any attached schedules is true and complete.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date Signed 4/1/2010
(month, day, year)

Signature Luke O'Brien
(File the originally signed statement with your filing official.)

SCHEDULE A-2
Investments, Income, and Assets
of Business Entities/Trusts
(Ownership Interest is 10% or Greater)

CALIFORNIA FORM 700
FAIR POLITICAL PRACTICES COMMISSION

Name _____

1. BUSINESS ENTITY OR TRUST

Murphy O'Brien Real Estate Investments

Name
4153 24th Street San Francisco Ca. 94114

Address (Business Address Acceptable)

Check one
 Trust, go to 2 Business Entity, complete the box, then go to 2

GENERAL DESCRIPTION OF BUSINESS ACTIVITY

FAIR MARKET VALUE IF APPLICABLE, LIST DATE:
 \$2,000 - \$10,000 / / 09 / / 09
 \$10,001 - \$100,000 ACQUIRED DISPOSED
 \$100,001 - \$1,000,000
 Over \$1,000,000

NATURE OF INVESTMENT
 Sole Proprietorship Partnership Corporation

YOUR BUSINESS POSITION Vice President & Secretary

1. BUSINESS ENTITY OR TRUST

O'Brien's Replacement Property Company

Name
4153 24th Street San Francisco Ca. 941114

Address (Business Address Acceptable)

Check one
 Trust, go to 2 Business Entity, complete the box, then go to 2

GENERAL DESCRIPTION OF BUSINESS ACTIVITY

REAL ESTATE

FAIR MARKET VALUE IF APPLICABLE, LIST DATE:
 \$2,000 - \$10,000 / / 09 / / 09
 \$10,001 - \$100,000 ACQUIRED DISPOSED
 \$100,001 - \$1,000,000
 Over \$1,000,000

NATURE OF INVESTMENT
 Sole Proprietorship Partnership LLC Other

YOUR BUSINESS POSITION Manager

2. IDENTIFY THE GROSS INCOME RECEIVED (INCLUDE YOUR PRO RATA SHARE OF THE GROSS INCOME TO THE ENTITY/TRUST)

\$0 - \$499 \$10,001 - \$100,000
 \$500 - \$1,000 OVER \$100,000
 \$1,001 - \$10,000

2. IDENTIFY THE GROSS INCOME RECEIVED (INCLUDE YOUR PRO RATA SHARE OF THE GROSS INCOME TO THE ENTITY/TRUST)

\$0 - \$499 \$10,001 - \$100,000
 \$500 - \$1,000 OVER \$100,000
 \$1,001 - \$10,000

3. LIST THE NAME OF EACH REPORTABLE SINGLE SOURCE OF INCOME OF \$10,000 OR MORE

3. LIST THE NAME OF EACH REPORTABLE SINGLE SOURCE OF INCOME OF \$10,000 OR MORE

4. INVESTMENTS AND INTERESTS IN REAL PROPERTY HELD BY THE BUSINESS ENTITY OR TRUST

Check one box:
 INVESTMENT REAL PROPERTY

Name of Business Entity or
Street Address or Assessor's Parcel Number of Real Property

4. INVESTMENTS AND INTERESTS IN REAL PROPERTY HELD BY THE BUSINESS ENTITY OR TRUST

Check one box:
 INVESTMENT REAL PROPERTY

4524 3rd Street, San Francisco Ca. 94124
Name of Business Entity or
Street Address or Assessor's Parcel Number of Real Property

Description of Business Activity or
City or Other Precise Location of Real Property

FAIR MARKET VALUE IF APPLICABLE, LIST DATE:
 \$2,000 - \$10,000 / / 09 / / 09
 \$10,001 - \$100,000 ACQUIRED DISPOSED
 \$100,001 - \$1,000,000
 Over \$1,000,000

NATURE OF INTEREST
 Property Ownership/Deed of Trust Stock Partnership

Leasehold _____ Yrs. remaining Other _____

Check box if additional schedules reporting investments or real property are attached

Description of Business Activity or
City or Other Precise Location of Real Property

FAIR MARKET VALUE IF APPLICABLE, LIST DATE:
 \$2,000 - \$10,000 / / 09 / / 09
 \$10,001 - \$100,000 ACQUIRED DISPOSED
 \$100,001 - \$1,000,000
 Over \$1,000,000

NATURE OF INTEREST
 Property Ownership/Deed of Trust Stock Partnership

Leasehold _____ Yrs. remaining Other _____

Check box if additional schedules reporting investments or real property are attached

Comments: _____

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO
GAVIN NEWSOM, MAYOR

File # 100303
File # 100304
Received
in Committee
4/1/10
J.M.

April 1, 2010

To: Members of the Board of Supervisors
Rules Committee

From: Regina Dick-Endrizzi
Executive Director

A handwritten signature in cursive script, reading "Regina Dick-Endrizzi".

Subject: Re-appointment of Luke O'Brien to the Small Business Commission

First appointed six months ago, Luke O'Brien has already shown himself to be an active member of the Small Business Commission. Luke has proved himself to be well informed on all matters which are before the Commission and his engagement with other commissioners, staff and members of the public has been noteworthy.

As the commission continues to review permitting fees charged by City Departments, Luke has taken a keen interest in helping minimize their impacts on small businesses. His insight on permitting issues has been a valuable resource to the commission and his involvement in the process will continue to prove beneficial to small businesses throughout the city.

Luke will also be a resource to the Commission as the City implements soft story seismic safety programs. Many of these buildings have first floor commercial spaces and the Commission is concerned that small businesses may be impacted during the retrofit process. Over the next 12-18 months, the Commission will work to help minimize impact while recognizing the need for these safety improvements. Luke's understanding of many of the logistics surrounding the upgrades, along with potential impacts to small businesses will be prove valuable.

I kindly ask you to support Luke's appointment to the Small Business Commission and we look forward to the contributions he will make over the next four years.

c.c. Angela Calvillo, Clerk of the Board of Supervisors
Matthew Goudeau, Mayors Office



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481

San Francisco
BOARD OF SUPERVISORS

Date Printed: March 23, 2010

Date Established: December 5, 2003

Active

SMALL BUSINESS COMMISSION

Contact and Address:

Regina Dick-Endrizzi, Contact Person
Small Business Commission
City Hall, Room 448
San Francisco, CA 94102

Phone: (415) 554-6481
Fax: (415) 558-7844
Email: regina.dick-endrizzi@sfgov.org

Authority:

Proposition D, November 4, 2003. (Charter Section 4.134) Certified by Secretary of State on 12/5/03.

Board Qualifications:

The Small Business Commission consists of seven members, who shall serve at the pleasure of the appointing authority. The Board of Supervisors shall appoint three members and the Mayor shall appoint four members.

Two of the Mayor's appointments and one of the Board of Supervisors appointments shall serve for an initial two-year term. Thereafter, all commissioners shall serve for four-year terms.

At least five of the seven individuals appointed to the Commission shall be owners, operators, or officers of San Francisco small businesses. One of the individuals appointed to the Commission may be either a current or former owner, operator, or officer of a San Francisco small business. One member of the Commission may be an officer or representative of a neighborhood economic development organization or an expert in small business finance.

Mayoral appointments handled as Charter Section 3.100.17 per City Attorney's Option letter dated 3/31/04.

Reports: None
Sunset Date: None

