



JANUARY 2011

Helping Good People Become Great Leaders

Save The Date:

Friday, May 20th:
Graduation Day! 7pm @
City Hall

Refer A Friend to LMV

Do you know of a good candidate for the Class of 2012? Send your referral's contact information over to Alicia at alicia@chambermv.org!

Annual Campaign Time!

It's LMV Annual Campaign time again! You should begin receiving a letter from LMV Advisory Council Chair Scott Whisler (Class of 2003) in the mail this week. We've also enclosed a copy of it in this newsletter. Please take a few minutes to read and contribute to our amazing program!

If you do not receive a letter in the mail, it may be due the fact that we have an old/incorrect address for you. If you believe this is the case, please email Alicia Crank, LMV Program Director, at alicia@chambermv.org with your updated information.

Meet the Class of 2011

What does NASA, El Camino YMCA, Mountain View Police and Fire have in common? They each have representatives in the current LMV Class. Take a few minutes to read their profiles later on in this newsletter.

LMV Fleece Vests!

Want to look stylish like Jenn Poret (Class of 2006) as well as show your LMV pride? Stop by our office to pick up an LMV fleece vests, which are only \$25. We have a limited number on hand, so pick yours up today!



Leadership Mountain View Annual Campaign Letter

Dear Friends of Leadership Mountain View,

Things are great at LMV! We have a bright, enthusiastic class. We're presenting a constantly updated, challenging, relevant curriculum.

The only thing is, money is pretty short.

We all know that donations to non-profits (such as ours) have been down recently. Leadership Mountain View has weathered the storm, but now our cash reserves are nearly gone.

Our friends and alumni always rise to the challenge. We raised more money through last year's Art and Wine Festival than we have in years. We've found new donations, including a large gift from Whole Foods this past Fall.

However, a big part of our budget has always come from our alumni. You are most familiar with the great and important things we do in and around the community.

Please take a minute to remember the connections you made through LMV. Remember the session that moved you the most. Remember the moment that was the most fun. (My own favorite memory involved fire hoses!) Remember the lessons of personal and community responsibility.

Then remember that LMV is about the future. There will always be new challenges out there for our involved, excited, connected leaders to meet. We need you to help keep us strong, so they can be ready.

Every single member of the Leadership Council has already contributed. But we need \$25,000 in the next couple of months. Some of it needs to come from you.

It's easy to contribute. Go to www.chambermv.org/leadership, and you'll see a blue "Annual Campaign" button in the left column. You'll be done in a couple minutes. Or you can do it the old fashioned way, by writing a check.

Please consider LMV as well if your company offers corporate matching of donations!

Either way you'll help Leadership Mountain View rebuild the financial platform it needs to go on presenting important, meaningful programs to tomorrow's leaders.

Thank you for your generous support!

Scott Whisler (Class of 2003)

Leadership Council Chair

LMV Honors Michael O'Farrell at Celebration of Leaders Event at Four Seasons Hotel



Michael O'Farrell has been an integral part of Leadership Mountain View since joining the LMV Advisory Council in 2006 during his time as Chair of the Chamber of Commerce Mountain View's Board of Directors. In 2008, Mike was elected Chair of the Advisory Council, where he led the group for 2 years through a major transitional phase. He currently serves as Treasurer.

A Santa Clara Valley native, Mike, Senior Manager of Real Estate and Site Services at Hewlett Packard, attended local schools, and graduated from Cal Poly, San Luis Obispo. Mike and his team support HP's Palm sites in the US in all aspects of Corporate Real Estate and Facilities.

Prior to joining Palm in 2005, Mike worked at AOL in Mountain View where he began his Board service with the Mountain View Chamber of Commerce. He served as Chairman in 2006 and 2007.

Mike strongly believes in community involvement serving on the Palm Foundation Advisory Committee for a number of years, representing Palm with the Silicon Valley Leadership Group and as the Director of the San Lorenzo Valley Foundation for Education where his two children attend school.



Chamber of Commerce Board Chairman Rocky Tilney, LMV Program Director Alicia Crank, Michael O'Farrell and Chamber of Commerce President/CEO Oscar Garcia (Class of 2006).

Class of 2011

Saadia Aurakzai, YMCA: Childcare Program Director
Service Project: Volunteering for seniors / CSA

Todd Bergstrom, Edward Jones: Financial Advisor
Service Project: Faith-based outreach for CSA

Greg Cooper, Mountain View Fire Department: Firefighter / Paramedic
Service Project: Senior meals for the Holidays / MV Senior Center

Michael Fisher, Mountain View Police Department: Detective
Service Project: Pending

Sha Foland, YMCA: Director of Health & Well-Being
Service Project: Why Try Project / CHAC

Carolyn Hopkins Vasquez, Tied House Microbrewery: Director of Marketing and Events
Service Project: Mountain View Week of Service

Joe Issacs, Pacific Gas & Electric: Customer and Community Relationship Manager
Service Project: Mountain View Week of Service

David Joud, Dynamic Strategic Alignment: President
Service Project: Solving the food shortage CSA encounters in Summer

Rosanne Macek, Mountain View Library: Director, Library Services
Service Project: Recording for the Blind and Dyslexic

Chris McArthur, Mountain View Police Department: Reserve Police Officer
Service Project: Highway Cleanup

Jacqueline Nelson, NASA Ames Research Park: Business Development Specialist
Service Project: Pending

Greg Oselinsky, Mountain View Police Department: Sergeant, Operational Services
Service Project: Cops and Gobblers

Megan Perdue, Community Services Agency: Senior Services Program Director
Service Project: Tween Talk /CHAC

Michelle Rogers, Home Instead Senior Care: Owner & CEO
Service Project: Faith-based outreach for CSA

Carla Snow Broadway, NASA Ames Research Park: Center Records/Directives Manager
Service Project: Solving the food shortage CSA encounters in Summer



Saadia Aurakzai was born in Mountain View at El Camino Hospital but grew up in Los Altos and have lived and worked here her entire life.

Saadia joined the El Camino YMCA in the Spring of 2001. She started as Huff Kids' Place childcare teacher and then served 7 years as the Site Director at Huff Elementary School. For the last 3 years, she has been the Childcare Program Director which means she oversees 8 childcare programs in Los Altos and Mountain View. Saadia

grew up in the YMCA resident camps, day camps, and after school childcare programs and is truly proud to be part of this organization and amazing community for almost 10 years! Saadia has dual Bachelor degrees in Psychology and Behavioral Science from San Jose State University. In her free time, she loves traveling to Yosemite National Park, Lake Tahoe, and of course the happiest place on earth, Disneyland!

Saadia have been actively involved in my community for over 10 years with community service activities with YMCA events, Sierra Club, One Brick volunteering, ESL programs and with a couple Autistic youth programs in Mountain View and Los Altos. Saadia adores being connected with all the children, parents, and other community members she comes across here in Mountain View. She can't get enough of learning daily from people and/or academically. Saadia is very eager to grow professionally and personally through Leadership Mountain View.



Todd Bergstrom was born at El Camino Hospital in Mountain View and spent his childhood living in Cupertino and Los Altos.

After graduating high school, Todd left California for Colby College in Waterville, Maine, where he earned a B.A. in English. Upon graduating from Colby and living abroad in Europe and Australia, Todd moved to New York City where he attended and graduated from Seton Hall University School of Law. After working with seniors facing homelessness because of fraud and abuse at the pro-bono Center for Social Justice in downtown Newark, New Jersey,

Todd moved back to California to help his mother care for his ailing father. At that time, he went to work with a crisis communications firm in San Francisco, where he helped individuals and corporations facing negative publicity improve their public image.

For the past two years, Todd has managed the Mountain View branch of Edward Jones Investments, helping hundreds of local families and businesses meet their financial goals by assisting them with risk management strategies that include considerations of life insurance, long term care insurance, budgeting, taxes, retirement, education funding and estate planning.

His passion for helping those in need led him to become an advocate and fundraiser for the Community Services Agency, a safety-net providing independence and self-sufficiency to the working poor and elderly residents of Mountain View, Los Altos and Los Altos Hills. He also serves as a Scoutmaster for Boy Scout Troop 479 in Cupertino.

When not at work or out in the community, Todd enjoys reading, fencing and sailing.



Greg Cooper (right of photo) was born in Southern California, grew up in Sacramento and now lives in the East Bay. Greg has been married for 10 years and has 2 boys, 8 and 6 years old. Greg's "9 to 5" job is a firefighter for the City of Mountain View, although the work hours are anything but "9 to 5". He has worked for the City of Mountain View for the past 12 years as a firefighter/paramedic and prior to that a paramedic for AMR in Santa Clara County.

The vast majority of community service and volunteer time is spent working through his local church, currently with high school age children, on understanding biblical principles and their applications to day to day life. He has even been known to speak at a Sunday service every now and again although that time may be best suited for the curing of insomnia rather than the typical objective of a Sunday morning service. Greg is currently in the process of wrapping up his BS degree in Religion from Liberty University, which consumes a fair amount of his time. The rest of "life" is predominantly centered around family and most leisure time activities are inclusive of all members of the family whether it be a local athletic event, grabbing a movie or just hanging out at home BBQ'ing with friends.

Greg's expectations of LMV are twofold: The first being to understand the operating procedures and resources within Mountain View and how those are applicable to those that live and work in the City of Mountain View. The second is from a relational perspective, to get to know the people that make Mountain View such a dynamic and attractive City and how together we can continue to enhance what Mountain View has to offer.



Mike Fisher was born in Rochester New York and moved to California when he was an infant. Mike lived with his mother and two sisters in Sunnyvale, CA. Mike attended Homestead High School and joined the US Army Reserves afterwards. After completing his active duty training, Mike returned to the Bay Area to finish some college courses at Foothill College. Mike transferred to the University of Southern California where he earned his BA in Political Science.

While in his senior year, Mike applied and was accepted to the Los Angeles Police Academy. Mike has been a police officer for 13 years and has worked for several different agencies including the LAPD, Las Vegas Metropolitan Police Department, and now Mountain View PD. Mike is currently a detective in the Crime Suppression Unit where he investigates property crimes including Grand Theft, Residential/Commercial burglaries, and Organized Retail Crime cases.

Mike has participated in volunteer programs including Mountain View PAL Mentoring Program and coaching his daughter's under six soccer team.

Mike currently lives in the City of Mountain View with his daughter and girlfriend.



Sha Foland was born in Omaha, Nebraska and grew up in a small town in Iowa. Sha began her YMCA career as an intern in 2001 at the Downtown YMCA in Omaha, Nebraska as she earned her degree in Exercise Science at Creighton University. Soon after graduating, she moved to California for an opportunity with the Page Mill YMCA in Palo Alto, where she was the Healthy Lifestyles Director.

Sha has held a variety of positions with the YMCA in fitness and membership departments and is currently the Director of Health & Well-Being at the El Camino YMCA. She is passionate about the mission and the ability to make an impact each and every day and strives to be a leader in the YMCA movement every day.

Sha has been involved in a variety of community service activities over the years (most recently Urban Ministry Palo Alto, Community Breast Health Project, Stanford 50-Plus, etc) and has also had the opportunity to volunteer in Taiwan to teach YMCA trainings. When not at the YMCA, Sha enjoys training for endurance events, spending time with friends, traveling, and exploring the beautiful Bay Area. Sha enjoys being connected to others, personally and professionally, and is looking forward to the opportunities that Leadership Mountain View provides to learn and to engage with professionals in the area. She loves to be involved in the community and to have fun while doing it.



Carolyn Hopkins Vasquez was born and raised in foggy San Francisco. Carolyn was educated at City College of San Francisco, transferred to UC Santa Cruz, then right back to San Francisco, where she earned an MA at SF State. Carolyn and her twin sister, Alison (LMV Class of 2007) were raised by their single mom, Carol, who taught the value of independence and education. Carolyn's mom earned her PhD at Cal while taking care of two crazy twin girls!

By day, Carolyn is Director of Marketing at Tied House Microbrewery. She volunteers at Community Services Agency a few times a year. She also used to help with SF Giants special events team. Carolyn is also unofficial Tied House mentor, helping employees meet personal and professional goals. She was Chairperson of YIPEE, the Chamber's young professional group. For two years she also worked the Mountain View Art & Wine Festival, Co-Chairing with David Joud.

Outside work, she routes on her team: the San Francisco Giants. You can find her showing friends hidden parts of SF, cruising the California coast, and hanging out with her doggie, Jack. LMV is about making strong connections with the leaders in our community. Carolyn hopes to accomplish this, while learning new leadership skills. Carolyn also hopes to have fun, and laugh with her classmates over the next few months.



Joe Isaacs, an Arizona native, joined PG&E as a Customer and Community Relationship Manager in 2008.

Since that time he has worked with several hundreds of small and medium sized businesses to help them reduce their energy usage and carbon footprint. To date, he has saved a combined total of over 7 million kilowatt hours and saved his customers over 1.5 million dollars.

Joe has served in the military with a service in Iraq and Panama. He is currently perusing a degree in Sustainable Business from the University of Phoenix.

In his free time, he enjoys bicycling, watching the San Francisco Giants play, and running with his 2 dogs, Annie and Foxie.



David Joud is the President of Dynamic Strategic Alignment – a company he founded in 2004.

David is a Certified Business Coach. He works primarily with Executives and local entrepreneurs. His clients' commonality is that they thrive on the entrepreneurial spirit. They are people who want to take control of their lives and their business, reach their potential, and gain a clear focus for the future.

David is a member of several community and business organizations. He is very active in the Chamber of Commerce in Mountain View, co-chairing several committees, member of the board of director, and offering seminars for local businesses. David is serving as chairman of the board of directors for KMVT15, a local non-profit public access TV station based in Mountain View.

In 2008, David Joud, President of Dynamic Strategic Alignment, was recognized by the Chamber of Commerce Mountain View as the Ambassador of the year, and awarded by the City of Mountain View as the Outstanding Business Person of the year in the 14th Annual Celebration of the Leader awards.

Still in 2008, the Santa Clara County Board of Supervisor also commended him, the State of California Assembly presented David with a Certificate of Recognition, and the Senate of the United States commended David on his efforts and achievements.

Today David is developing Dynamic Strategic Alignment, a coaching firm, in Northern California. He is eager to put his talent and enthusiasm to work in our community.



Rosanne Macek was born in Alexandria, Virginia, moved to California when she was in fifth grade, and currently lives in Campbell. She received her BA and MLS from San Jose State University. She is also working on her final research project for her MPA and hopes to graduate in May 2011.

She and her husband Dale have been married 29 years and have a 20-year-old son, Tyler. Tyler works part time at Apple and is completing his general education at West Valley College. He hopes to transfer to SJSU to major in French, and is also looking into other schools for American Sign Language.

Rosanne is the new Library Services Director for the City of Mountain View. Previously she worked for 8 years for the Santa Clara County Library. Prior to her work in local government, she spent over 20 years in various high tech companies such as Apple, Nortel, and Hewlett-Packard. She has also held numerous leadership positions in the Special Libraries Association, the California Library Association, and Toastmasters. For fun, she likes to hang out at the gym with the no-necks, hike, and she and her husband like to ride on their Yamaha Royal Star.

As a member of Leadership Mountain View, Rosanne hopes to learn more about the city, and collaborate with others to make a positive contribution in the community.



Chris McArthur was born at El Camino Hospital in Mountain View, and was raised in Los Altos. Chris attended school in Los Altos and graduated from Los Altos High School in 2005. Chris then attended the police academy and then attended Mission College in Santa Clara to receive an A.A. degree in Liberal Arts and an A.S. degree in Sociology. Chris is pursuing a B.S. degree in Intensive Human Services via the Notre Dame de Namur University in Belmont. Chris currently lives in San Jose, and has an 'identical' twin brother who lives in

Los Altos.

Chris' day-job includes going to class and working part time as a Reserve Police Officer for the Mountain View Police Department. On weekends, Chris works as a Security Dispatcher for the Berryessa Flea Market in San Jose. Chris also volunteers his time weekly with the Milpitas PD and Mountain View PD Canine Unit's at training. In Chris' free-time, Chris enjoys riding his Sport Bike, attending sporting events, and working out. Chris' favorite sport is Ultimate Fighting in the UFC.

In LMV, Chris expects to learn about different corporations in the City of Mountain View, as well as to develop leadership skills and communication skills pertinent to business.



Jacqueline Nelson was born in Rota, Spain. She moved to the Bay Area at age 11. She graduated in Alameda, CA and attended Chabot College in Hayward, CA. For the last year, she has been a Business Development Specialist for NASA. She serves on the Combined Federal Campaign Core Team at NASA as a communication officer.

She is discovering her leadership skills through her new role at NASA, life experiences, social exercises and sharing personal experiences with team members in LMV. Her interests include good movies, coffee time and spending time with family. She has one daughter, age 22 who also works at NASA.



Greg Oselinsky was born at Camp Pendleton in San Diego and was raised predominantly in San Jose. Greg is married and has two sons, ages 3 and 5, who keep him very busy. When Greg is not at work, he enjoys spending most of his free time with his family. He is beginning to settle into his new career a taxi driver for his children and their already busy social calendar.

Greg is a Police Sergeant at the Mountain View Police Department and has worked there for 20 years. Greg has enjoyed a variety of positions at the Police Department including Patrol Officer, Sexual Assault/Major

Crimes Detective, Police Agent, Police Sergeant, Child Crimes/Youth Services Supervisor, Property and Financial Crimes Supervisor, Field Evidence Supervisor, and SWAT. Greg has been on the SWAT team for 15 years where he served as an entry team member, a sniper, and currently he is the SWAT team leader.

Greg recognizes that there are a multitude of resources available within the City of Mountain View and hopes Leadership Mountain View will introduce him to the people in the public and private sectors that make the City of Mountain View what it is.



Megan Perdue was born and raised in the Bay Area and has lived most of her life with her parents and older sister in Newark, California. During the summer, Megan got married and moved with her husband to Sunnyvale. As a child, Megan’s family taught her the importance of love and service to others. Through this teaching, her close relationship with her grandmother, and caring for her grandfather in his last days, Megan developed a passion for helping the elderly population. As a result, Megan went to San Jose State University and earned a BA in Social Work with minors in Gerontology and Comparative Religious Studies. Megan has committed her life to working with the senior population.

Her experiences includes helping in the naturalization of immigrant elders, educating Tri-City Community Ambassadors on aging issues, and investigating elder abuse and quality of care issues in Nursing Homes. Currently, Megan is the Senior Services Program Director at Community Services Agency in Mountain View; providing case management services to seniors. When Megan is not pursuing this passion she loves to hike and explore the outdoors with her husband and friends.

Through LMV Megan hopes to learn how to make lasting community/social change.



Michelle Rogers was born in Oakland, CA and spent the next five years before moving to Alameda. She spent her childhood in Alameda before moving south to Fremont. Michelle attended junior high and high school, graduating from Mission San Jose.

Michelle did some college work but already living on her own went to work full time only to return to an education program in her early 30s where she spent four years as a student.

Michelle's family resided in the Bay Area and Orange County. She spent many summers with her Grandparents in San Leandro but also traveled to Southern California where her maternal Grandmother lived only minutes from Disney.

Michelle spent 26 years selling hardware and when an opportunity presented itself Michelle and her husband decided to seriously research buying a franchise, Home Instead Senior Care. Michelle became the new owner on April 1, 2007 where she is CEO and enjoys running the company. Michelle is passionate about education and giving back to the community. She continues to look for opportunities to expand how the business is operated and to improve the quality of care given to our seniors in our community.

Michelle is involved in NPDA and participates on the legislative committee. She also is a member of CAHSAH and is ending her term on the policy committee at the end of December having donated her time for the last 2.5 years. She is active in BNI and also participates on the leadership board. She volunteers her time for SOAR, and her company donates care giving hours to CSA each month. She is an active member of the Mountain View and Los Altos Chambers. She also participates in the Financial Forum, Financial Planning Association and SVBA.

When Michelle is not working or out in the community she spends times with her husband Phil, dogs Oliver and Rosie, she loves cooking, wines and puttering around in the yard.

Michelle is excited about participating in the LMV program this year and looks to gain more knowledge about her local community and how else she may play a part in the months and years ahead.



Carla Snow-Broadway was born September 5, 1962 in Monterey, California, where she lived for 5 years before the family moved to the Bay Area, San Jose, CA where she grew up. She is the first-born sibling of four children in the family spear headed by her mother. She was a part of the first 4-yr graduating class at Independence High School. She has her own family of husband and two biological children and 1 stepson. Her family has been expanded with two grandsons and 1-un born on the way.

The Federal Government has employed Carla over 20 years. She started off in the secretarial pool where she spent 6 years with a wonderful group of people. The managing staff there recognized her potential and offered her a position where it allowed her to transition into a new position. She has upheld that position for the last 12 years. The position has allowed her to network throughout the Agency and she is now pursuing Management opportunity.

Carla spends a lot of time in her community in the setting where youth are always a factor. She is a part of a board that brings athletic opportunities for children to participate in football, cheerleading, etc. The organization is a part of the Police Activities League (PAL). She also participates in the high school football programs' booster club. You can say that her participation in the youth athletic activities are her hobby, it takes up all of her spare time from family. She spends as much time as she can keep up with her grandson's activities too.

Through the LMV course she is expecting to observe and learn new leadership skill she should have to further her career. She also hopes to open new networking opportunities with people around the bay area for any other opportunities available in the near future.



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