

Leadership Livermore Alumni Network
Meeting August 3, 2010
Livermore Chamber of Commerce Conference Room

Present: Steve Sweeney, Tamera LeBeau, Kathleen Waelde, Alan Cerro, Shari Schierloh, Jim Simmons, Don Meeker, Sara Dobson, Catherine Cheda, Thomas Petty, Michael Hall, Gary Myer.

Meeting opened at 4:30 p.m.

New Members:

- Michael Hall and Sara Dobson, both class of 2009-2010, introduced themselves to the other members

Mission:

- Steve recapped the mission of LLAN—to encourage volunteerism to foster education and literacy in Livermore (full Mission Statement online at <http://llan.livermorechamber.org/>)

Volunteer projects:

- Helping the Taylor Family Foundation prepare for and staff their annual fundraiser, A Day in the Park: Jamie from TFFF had given us the following needs:
 - August 21st, 12:30-3: 5-6 people; 4 signed up (2 LLAN members, a spouse, and a friend)
 - August 28th, 3-7 pm: 12 people; 11 signed up (9 LLAN members and 1 spouse firm, 1 LLAN member tentative)
 - August 29th, 9:30-1: 5 people needed for Live Auction Food Help/Prep; no sign-ups yet
- Book Drive/Wine Tasting/Mixer:
 - Tom Petty already has \$150 collected (contributions to his seminars) and set aside for this project
 - Shari will call Cooleykatz Toys (they stock books as well) to see if LLAN can arrange for them to have books from the wishlist on hand—perhaps even have a gift registry on which they can cross off books already purchased to prevent duplication; perhaps the folks from Cooleykatz could come to the Chamber mixer in November to help promote the event
 - The Chamber will promote the Drive and Cooleykatz on their website
 - Catherine will contact Jim Ryan at Concannon Winery to see if they will host the mixer/wine tasting/book drive and see about club pricing for the evening
 - Gary will collect titles from Livermore's school librarians and compile a list to post on the Chamber website again
 - Donations—we can encourage those who do not wish to purchase a book to donate on the night of the wine tasting or mail donations in to the Chamber (donating online involves too many service charges)

- LLAN decided on Tuesday, December 7th, for the Wine Tasting/Mixer/Book Drive
- Perhaps we could invite the school librarians to the November Chamber mixer to help distribute flyers and get the word out in other ways?

Future projects:

- Steve suggested Junior Achievement
 - Background
 - Junior Achievement is an international organization, operating in the United States and in 122 other countries
 - Their mission (taken from the Northern California JA website): “JA partners with the business community, educators and volunteers to help children dream big and reach their potential. JA’s hands-on, experiential programs teach the key concepts of work readiness, entrepreneurship and financial literacy to students around the world.”
 - City employees have been volunteering with JA for a number of years, but they have only had enough volunteers to work in one school, working one day, focusing on 2nd and 3rd grades, for 4-5 hours
 - JA provides the materials for each unit (e.g., Kindergarten-1st grade: “What is money?”; 3rd grade—what do taxes do, and the workings of city government)
 - Steve will contact JA to arrange for them to present at the next LLAN meeting and will also contact Kelly Bowers, Livermore’s Superintendent of Schools, to get her blessing for this project
 - All of the group heartily endorsed this idea, commenting on how well it meshes with the LLAN mission
- Other suggestions:
 - A “Junior Achievement” type of teaching about government to adults—perhaps prospective U.S. citizens?
 - Gary invited LLAN members to volunteer for Monday, September 27th, 5-8 p.m., to help with Summer Reading Game Awards Night at the City Council (hundreds of children will process through the City Council Chambers to shake hands with the Mayor and the City Council, all the while on live TV, for completing the Library’s Summer Reading Game challenge of reading the equivalent of over 100 books over the summer). Needs will include: line control, registration, name tag distribution, setup and takedown. Please call Gary at 373-5500x5582 or email him.

Suggestions for press and other recognition:

- Wear simple LLAN name tags at LLAN events and when we are serving as volunteers
- Press release to cover upcoming events
 - Jim will look into pictures members have taken to create an archive of LLAN’s history and to use for press releases. Jim will also draft up a press release to be sent to Tom. This draft will include such items as

- Coverage of LLAN participation in this year's TTFF events
- A summary of other LLAN events to date
- A brief profile of LLAN
- Contact info for LLAN
- Tom will take the finished press release and get it onto Google
- Shari will see if the Chamber can assist in these efforts to get the word out—good time would be late October—early November.

Next Meeting:

- **Tuesday, October 5, 4:30 p.m., Livermore Chamber of Commerce Conference Room**

Meeting adjourned 5:40 p.m.

Respectfully submitted,
Gary E. Myer 8/5/2010