



League of Women Voters Eden Area

VOTER

Vol. 56 No. 12 *Political Responsibility Through Informed and Active Participation* Dec 2013

LWVEA HOLIDAY PARTY

Friday, Dec. 6, 2013
5:30 p.m.

5787 Highwood Rd. Castro Valley



Good food
Good camaraderie

Opportunity to bid on great live auction prizes: sports events tickets, luncheon with elected officials, a fire engine ride, books, baskets, and holiday tree ornaments from Congress.

Plus

The mystery Gift Exchange
This event has proved to be a fun-raiser for all. Everyone brings a wrapped gift for the exchange and the friendly battle of wits ensues.

If you haven't rsvp'd yet, call today:
Suzanne at 538-9678
suzbarba@comcast.net

SAVE THE DATE

January 25, 2014 (Sat.)

Time and Venue to be announced soon

ANNUAL PLANNING MEETING

To Set

Education and/or
Advocacy Priorities

For the

National and Local League

As a valued member of this grassroots organization, you have the opportunity and the responsibility to indicate the important issues on which you believe the National and our Local League should focus their time, talent and money.

Will it be Campaign Finance Reform, Eliminating Voter Suppression, Agricultural Policy, Healthcare, Gun Control or something else?

Save the date and watch for more information in the January VOTER.



PRESIDENT'S REPORT

All issues addressed by the League of Women Voters, local, statewide and nationwide, require education and direct advocacy followed

by sustained community engagement.

An issue that does not receive much sustained attention from the general public is our most basic need as living beings: water.

The League's position on California's Water Resources states that "we support measures that promote the management and development of water resources in ways that are beneficial to the environment with emphasis on conservation and high standards of water quality that are appropriate for the intended use."

With regard to water quality, earlier this year the State Oil and Gas Supervisor of the California Department of Conservation's Division of Oil, Gas and Geothermal Resources (DOGGR) received a letter from the League of Women Voters California President Jennifer Waggoner. A copy of this letter is provided both on our website and in a link provided within our newsletter.

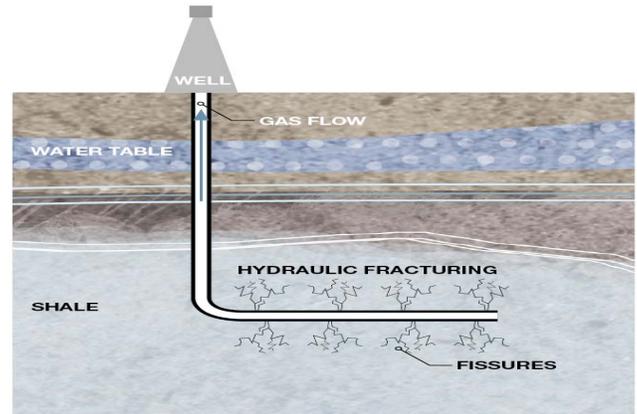
Here are a few highlights from the letter addressed to DOGGR regarding the League's immediate concerns over hydraulic fracturing processes:

- 1) Underestimated funding for vigorous oversight to meet regulations protecting the public and the environment from fracking poses limitations for effective community involvement.
- 2) There is incomplete disclosure of the environmental effects of fracking on water contamination and seismic risks to allow for timely access from public health and

medical personnel in case of emergencies

- 3) Professional standards for operators must be established as they are responsible for self reporting to regulators

While LWVEA has advanced programs such as "Gasland", a hot topic forum is scheduled earlier next year to continue the conversation on the environmental impacts of fracking.



On the topic of water resources, in collaboration with the Sierra Club, we are organizing a forum on the Bay Delta Conservation Plan.

In 2013, California Gov. Jerry Brown proposed constructing two \$25 billion tunnels to divert the Sacramento River water underneath the Delta. The water will be diverted to the Central Valley and Southern California.

Representatives from the California Department of Water Resources and California Natural Resources Agency will speak in support of BDCP and on the opposing side, Restore the Delta and the Environmental Water Caucus will present its environmental impacts. Our moderator will be the Chair of the League of Women Voters California Water Committee.

If water is an issue that is important to you, join as a member of our Planning Committee and/or attendee for both programs next year.

Jennifer Ong, LWVEA President

OPPORTUNITY KNOCKS

The League of Women Voters impacts all of us whether we realize it or not. As a non-partisan work group, the League researches ballot propositions and presents both sides in their pros and cons debates, newsletter articles and Smart Voter Website.

The League hosts Candidate Forums where those running for office have a chance to present their platform and exchange views with other candidates. The work that we do is important - actually, it's critical to our democratic way of life.

And, it is important that we involve as many of our members in our work as possible, so that no one is over burdened and also so that more members have the opportunity to learn and grow and share in the fellowship of a well run organization.

Right now, we have the opportunity to bring two new members onto the Board: Membership Chairperson and Voter Service Chairperson. Here's your chance to become more involved in our local League - the League of Women Voters Eden Area. Don't let this opportunity pass you by.

The Membership Chair keeps track of new incoming members and adds them to the LWVUS database. The Chair sends new members important League documents and follows up on renewals

The Voter Service Chair is responsible for voter registration, scheduling candidate forums and pro and con presentations. A committee of several members to help the Chair usually handles the various functions of the Voter Service Program.

Please contact Jennifer Ong, President, drjenniferong@gmail.com about your interest. It would be a shame to miss this opportunity.

Gail Lundholm, Director

BOARD BRIEFS Nov. 20, 2013 Meeting

- **Collaborations** - Reviewed the various forums and "hot topic" events LWVEA will be working on with other groups. Calendar has been developed and will be updated regularly.
- **Hunger & Homelessness in Hayward** – Delmo Della-Dora reported on the successful event and will write a report for the Dec. VOTER.
- **Human Trafficking** – Jennifer said that she and two other LWVEA members met with the LWV Alameda representatives and Sister Elaine from the Sisters of Holy Family to plan the forum which will be on February 27 at 7 p.m. The venue has not been chosen yet.
- **Homeowner Group Elections** - Nancy announced that LWVEA was selected again to conduct the Palomares Hills Homeowner Community elections this year. Volunteer ballot counters will be needed.
- **Fundraising Workshop with Kim Klein** – Rene' reported that it was a very successful event and will write a report on the event which was co-sponsored by the Oakland and Berkeley-Albany-Emeryville Leagues.
- **Funding a New Hayward Library** – Evelyn reported that her committee was planning to put on this excellent workshop again to ensure that more community members have a chance to attend.
- **Membership** - Nancy reported that we have 20 new members but 30 present members have not renewed yet. A list for calling these members was distributed to Board members for action.

Board meetings are open to the public and are held on the third Wednesday of the month at 5:45 p.m. at the Multi-service Center on Amador and Winton in Hayward. Call ahead for an agenda.

ENDING HUNGER & HOMELESSNESS

The Task Force on Ending Homelessness and Hunger in Hayward held its first community-wide conference on November 16. The major purposes were to report its activities this year and to invite all interested community members to sign up for actions that will help people who are hungry and/or homeless. This grassroots group was formed as a result of Hayward's first Hunger and Homelessness Awareness Day this past January. The organizing members of that event were Betty De Forest, Ralph Morales, Sara Lamnin, Doris Rodriguez, and Francisco Zermeno.



Francisco Zermeno opened the session by describing the event's purposes and the agenda. Sara Lamnin, Conference Planning Coordinator, described the work of the Task Force to date. Sally Thomas then spoke to the group about lessons learned for coping with homelessness and hunger, drawn from the book *Tattoos on the Heart* by Father Gregory Boyle. (Sally was representing Friends of the Hayward Public Library.)

After these presentations, a panel, sponsored by the League of Women Voters Eden Area, provided first hand accounts about "Promising Practices and Problems Encountered in Dealing with Homelessness and Hunger". The panelists were Suzan Bateson, Executive Director Alameda County Community Food Bank;

Elaine de Coligny, Executive Director, EveryOne Home; and Armand Harris, and Marnelle Timson, currently homeless people, who talked about their experiences in making the transition back to becoming self-supporting and housed.

The final major segment of the conference gave the 100 people present an opportunity to choose one of four focus groups. Each group examined a list of possible action ideas, added others ideas, and then determined which action ideas should be given the highest priority.

The topics were Housing, Food, Advocacy/Fundraising, and Vocational and Safety/Health Issues. It was obvious that participants in each group were present out of deep concern for, and interest in, putting an end to homelessness and hunger in Hayward. Many spoke passionately about the issues and the urgent need for confronting them realistically.

A week later (November 22) the members of the Task Force on Ending Homelessness and Hunger in Hayward met and reviewed the priorities set by the groups during the conference. Eight work groups were established to begin work on the action ideas and volunteers signed up to serve on the work groups.

The Task Force will meet again on December 6 to take additional steps for implementing action. **Anyone in the Hayward area who is interested in attending the December 6 meeting and/or in joining a work group is welcome.**

The meeting will take place from 9-11 AM at Westminster Hills Outreach Center, 27287 Patrick Avenue - across the street from Weekes Branch Library - Hayward. **Please contact Sara Lamnin if you plan to attend. Her email address is: saralamnin@sbcglobal.net**

*Delmo Della-Dora,
VP for LWVEA Programs*

INFORMATION FROM THE LWV BAY AREA

A New Vision for Bay Area Open Space

Open space is more than just a beautiful landscape or a place to hike. Within the more than a million acres protected permanently from development in the Bay Area, a new vision of the value of open space is emerging.

An Ecosystem Survey being conducted by the Santa Clara, Sonoma and Santa Cruz open space districts is developing data on the cost-benefit value of investing in nature.

Other open lands are being used as a baseline to study climate change. Habitat conservation plans are being developed to enhance the provision of water supply by preserving and enhancing watersheds and improving flood protection.

Do you know about the new law that allows a property tax break for urban agricultural plots?

Plan to come to Bay Area League Day, Saturday, February 1, 2014. It will be at the Metro Center, 101 8th St., Oakland, near the Lake Merritt BART Station.

Watch for additional information in the VOTER or contact Linda Craig regional@lwwbayarea.org

Bay Area Monitor, October/November 2013

We urge you to go to the LWV Bay Area Monitor website for excellent and well researched articles on the following topics:

A Fair Trade?

Carl Moyer Program Enters Fifteenth Cycle of Funding Cleaner Air

Scientists Set Seashells by the Seashore

Burrowing in the Bay Area: The Scoop on Transportation Tunnels There Goes the Neighborhood: Will Regional Plan Push People Out?

Go to www.bayareamonitor.org.

DARK MONEY IN POLITICS



The LWVEA is planning to hold a forum on Dark Money in Politics in March or April 2014 in co-sponsorship with CSU-East Bay and the Associated Students Inc. Due to the efforts of our LWVEA President Jennifer Ong, Ann Ravel, newly appointed chair of the Federal Election Commission, agreed to be our speaker.

Previous to her appointment, Ravel was chairwoman of the California Fair Political Practices Commission that just levied a \$1 million fine, the largest in its history, against two political action committees for campaign-reporting violations. The FPPC also ordered two separate groups to pay the state's general fund the amount of money donated to them during the 2012 election cycle by the groups that were fined. The Small Business Action committee was ordered to pay \$11 million while the California Future Fund for Free Markets was ordered to pay \$4 million.

Ravel was a keynote speaker at the May 2013 LWV state convention

FUNDRAISING IS EASIER THAN YOU THINK

Recently, a workshop for nonprofit groups on how to raise funds was co-sponsored by the Eden Area, Oakland and Berkeley Leagues. Those who attended agreed it was an extremely informative workshop about successful fundraising techniques presented by noted author and trainer, Kim Klein. The following is a summary

“What does the organization want back for the time and money they are spending?”

First of all, be clear about what is needed. Is it money, new donors, happy donors, legacy donors, advocates, volunteers or visibility? If it is money, along with a plethora of good ideas and techniques, a couple of statistics stood out as being crucial to our understanding of how to successfully fundraise.

In **2012 alone**, there were over \$3 billion in donations reported; and of that, **73% (nearly \$3 out of every \$4)** (nearly \$229 million) was donated by **individuals!** Individuals are, by far, the ones who donate the most money, followed by 14% (\$45 million) being given by foundations, 7% by bequests and 6% by corporations, so to be truly successful, it is crucial to solicit funds from people not corporations!

It is important to know that **7 out of every 10 people donate money**, they give to 5-10 organizations each year and 60% of all money given away comes from families with incomes of \$90,000 or less! **And the #1 reason why people make a donation is that someone asked them. And the #1 reason people keep giving is that someone thanked them!**

The real purpose for fundraising is to **build relationships!**



Personal face-to-face asking will always be the most successful strategy, so before beginning fundraising, set realistic goals.

The 4 Tips for Successful Asking are:

- Remember that **success is asking...fundraising is a volume business**
- **Be OK with NO...**the “no” has nothing to do with you, people say “no” because they have other things on their minds, they have already given to others or they don’t have the money.
- **Believe in your cause...what you believe in must be bigger than what you are afraid of!**
- **Ask some people...not everyone!**

When asking, move from a “begging frame of mind” to an “exchange frame of mind.” Let them know the reasons why they and others will benefit from their donation.

Preparation is key and so is Practice, Practice, and Practice!

Full report will be on the League website – LWVEA.org.

Report Submitted By: René Besold



LWVUS AGRICULTURAL STUDY UPDATE

Last month the LWVEA VOTER had an article about the proposed LWVUS Agricultural Study Update and we are now waiting to receive the consensus questions. This month, LWV Piedmont had a speaker from Food & Water Watch who spoke about “Understand Food and Farm Policy.” We hope to have a meeting on the topic, too, before our consensus meeting.

The update study will focus on: current technology issues in agriculture including genetically modified organisms (GMO's), herbicides, pesticides, agricultural water pollution, aquifer depletion, antibiotics in livestock and accurate food labeling.

The study will also include current agriculture finance issues regarding consolidation in agriculture industries, crop subsidies, and the federal agricultural regulatory process.



The following is the LWVUS agricultural policy history.

In 1986, the League undertook a two-year study and member agreement process on the role of the federal government in US agricultural policy, examining elements of federal farm policy; it's contemporary settings and policy alternatives. The resulting 1988 position on agricultural policy supports policies for sustainable agriculture and action to reduce the use of toxic chemicals on the farm. The league also supports targeting research programs and technological

assistance to mid-sized farms and to sustainable agriculture. While many of the programs the League supports – farm credit at reasonable terms and conditions and programs to enable farmers to use sustainable agriculture – may benefit family or midsize farms, the League supports these programs for all farms, regardless of size.

The position supports “decoupling” (moving away from direct payments based on production) as consistent with the strong League consensus in favor of greater reliance on the free market to determine prices. Reliance on free market for price determination also can support a gradual reduction in loan rates. The League does not envision total reliance on the free market to determine agriculture prices.

The league supports federally provided farm credit but believes the federal government should be the lender of last resort. The League position does not address supply controls, capping payments to farmers, protecting farm income or any particular commodity program. It supports the conservation reserve program and opposes the removal of lands prematurely from the conservation reserve.

In 1989, the League opposed legislation that would have preempted stricter stat laws on the regulation of pesticides. In 1990, it urged the House to pass a farm bill that would protect land and water resources, reduce the use of toxic chemicals and target research and technical assistance to developing environmentally sound agriculture practices. The League called for measures to strengthen conservation provisions, continue the conservation reserve, and permit retention of base payments and deficient payments when farmers file and implement an approved plan for farming with environmentally beneficial practices.

The League also called for national standards of organic production and opposed the export of pesticides that are illegal in the United States. In 1988-1991, the League worked with Public Voice for Food and Health Policy and state and local Leagues on a citizen education project on agricultural issues, including pesticide residues in food and water, sustainable agriculture, and research and technology.

By Gretchen Knell, LWVUS

League of Women Voters of Eden Area

P. O. Box 2234 – Castro Valley, CA 94546 • 510/538-9678
 Representing cities of Hayward and San Leandro
 and unincorporated areas of Ashland, Castro Valley,
 Cherryland, Fairview, and San Lorenzo

Just cut out and mail this coupon with your check to:
 League of Women Voters of Eden Area
 Treasurer, P.O. Box 2234, Castro Valley, CA 94546

Name _____

Address _____

Phone _____

Email _____



Dues: Regular \$50,
 2nd member same Household \$25,
 Student \$20

*The League of Women Voters, a
 nonpartisan political organization,
 encourages the informed and active
 participation of the public in
 government and influences public
 policy through education and advocacy.*

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CALENDAR

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|------------------|--|--------|
| Dec 6 @5:30 | LWVEA Holiday Party & Auction | Page 1 |
| Jan 15 @5:45pm | LWVEA Board Meeting Multi-Service Center, Hayward | Page 3 |
| Jan 16, 6-8pm | Water Wars & Twin Tunnel Project Co-sponsored w/Sierra Club, Venue TBA | Page 2 |
| Jan 25, 9-noon | Annual Program Planning Venue TBA | Page 1 |
| Feb 1, 10-2:30pm | BA League Day – A New Vision for Bay Area Open Space, Oak | Page 5 |
| Feb 27, 7-9pm | Human Trafficking Program, co-sponsored w/LWV Alameda – Alameda Library | Page 3 |
| Feb 28 | Study Meeting - LWVUS Update Agricultural Position | Page 7 |



For up to date info check out LWVEA.org