



A Tradition of Stewardship
A Commitment to Service

County Executive Office
1195 Third Street, Room 310 Napa, CA 94559-3082
(707) 253-4421 FAX (707) 253-4176
APPLICATION FOR APPOINTMENT TO
BOARD, COMMISSION, COMMITTEE OR TASK FORCE

RECEIVED

NOV 21 2016

NAPA COUNTY
EXECUTIVE OFFICE

eAFA

PLEASE TYPE OR PRINT (Complete pages 1 through 3)

NOTE: Applications are public records that are subject to disclosure under the California Public Records Act. Information provided by the applicant is **not** regarded as confidential **except** for the addresses and phone numbers of references and the applicant's personal information including home and work addresses, phone numbers and email address.

PLEASE NOTE THAT APPOINTEES MAY BE REQUIRED BY STATE LAW AND COUNTY CONFLICT OF INTEREST CODE TO FILE FINANCIAL DISCLOSURE STATEMENTS.

For information about Form 700 Conflict of Interest Code click on this link [Committee List of Form 700 Filers](#)

*Application for Appointment to: (Name of Board, Commission, Committee or Task Force)

Napa County Mental Health Board

*Category of membership for which you are applying:
(This information can be found on the news release announcing the opening.
You may apply for more than one category if more than one position is open.)

Interested and Concerned Citizen

*Supervisorial District in which you reside:

3

*Full Name:

Laurence M. Kamer

*Date:

Nov 20 2016

*Current Occupation: (within the last twelve (12) months)

Management Consultant

*Current License: (Professional or Occupational, date of issue and/or expiration including status)

*Education/Experience: (A resume may be attached containing this and any other information that would be helpful to the Board in evaluating your application.)

Resume attached. More info at www.kamergroup.com. B.A and M.A degrees in public policy, Northwestern Univ. Adjunct faculty Univ. of SF, Carnegie-Mellon Univ., USC. More than 35 yrs in policy, govt and business, starting as legislative staffer and including employment in nonprofit, corporate, and political campaign organizations. Public affairs/mgmt consultant since 1989, in firms that I started or with large agencies. Specialties are healthcare policy, risk communication, and crisis management. Extensive background with hospitals and healthcare providers, health nonprofits, local governments. Consultant to two largest non-government mental health providers in CA, many years experience in mental health.

*Community Participation: (Nature of activity and community location)

Long background with healthcare, religious, and social service agencies in professional capacity and as volunteer. Serve on Board of nonprofit Dreamcatchers Empowerment Network (www.dreamcatch.us), originally founded in Napa, providing employment and training opps for people with physical and mental health issues. Served as president of JVS, Bay Area nonprofit providing job placement and training for people w economic, physical, and healthcare challenges. Board Member, American Red Cross Bay Area.

*Other County Board/Commission/Committee on which you serve/have served:

None.

*Application for Appointment to: (Name of Board, Commission, Committee or Task Force)

Patricia Blum

Names, addresses and phone number of three (3) individuals familiar with your background:

*Name:

Patricia Blum

*Name:

Richard Ghilotti

*Address:

[Redacted]

*Address:

[Redacted]

*City:

Napa

*State:

CA

*Zip Code:

94558

*City:

Santa Rosa

*State:

CA

*Zip Code:

94507

*Telephone:

[Redacted]

*Telephone:

[Redacted]

*Name:

George Lytal

*Address:

[Redacted]

*City:

Sacramento

*State:

CA

*Zip Code:

95814

*Telephone:

[Redacted]

Name and occupation of spouse within the last 12 months, if married (For Conflict of Interest purposes):

Devereaux Smith

*Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute:

I will bring experience, perspective, energy and commitment to the task of providing compassionate and appropriate mental health services to consumers and their families in Napa County. My communications background, especially with mental health organizations, will be helpful in educating our community about stigma and discrimination. This is an issue of personal and professional interest: not only have I seen firsthand the challenges faced by mental health providers and consumers, but I have several family members who have suffered from undiagnosed or untreated mental health issues. I recognize the challenges presented to local government in even the best years, but our imminent political reality demands that cities and counties work harder than ever to bring forward innovative, accountable, and cost-effective policies. I am excited to be part of that process.

*Application for Appointment to: (Name of Board, Commission, Committee or Task Force)

Napa County Mental Health Board

APPLICANTS APPOINTED BY THE BOARD OF SUPERVISORS WILL BE REQUIRED TO TAKE AN OATH OF OFFICE.

All applications will be kept on file for one year from the date of application.

PERSONAL INFORMATION

The following information is provided in confidence, but may be used by the Board of Supervisors when making the appointment, or be used by the Committee/Commission/Board/Task Force following appointment for purposes of communicating with the appointee.

*Full Name:

Laurence M. Kamer

*email Address:

[Redacted]

*Home Address:

[Redacted]

*Work Address:

[Redacted]

*City:

Yountville

*State:

CA

*Zip Code:

94599

*City:

Oakland

*State:

CA

*Zip Code:

94611

*Telephone:

[Redacted]

*Telephone:

[Redacted]

Laurence M. Kamer

Yountville, CA 94599

Executive Profile

Communications and public affairs professional with deep experience in media relations, reputation and crisis management, social media strategy, advertising, social responsibility, and employee communications. Nationally recognized media strategist and spokesperson. Compelling writer and speaker. Proven ability to build, lead, and motivate staff and colleagues. Strong command of the dynamics, rhythm, and politics of highly complex organizations. Composed, levelheaded, confident.

Core Accomplishments

- Demonstrated leadership and performance in diverse organizational settings: universities; government; international communications firms; own agencies; corporate public affairs departments.
- Attained the highest level of trust and confidence from a wide range of corporate, political, religious, and non-profit leaders, serving as advisor, strategist, and spokesperson.
- Maintain a robust network of contacts in journalism, politics and policy, corporate and consultant leadership, and non-profit organizations. Frequent media source on public affairs and crisis issues.
- Deep experience in higher education and institutional communications, including engagements with Harvard, Stanford, Northwestern, the Catholic Archdiocese of San Francisco, Boston Children's Hospital, San Francisco State University, University of San Francisco, City College of San Francisco, and the California Chancellor of Community Colleges.
- Mentor, teacher, great boss.

Professional Experience

Owner/CEO

Karher Consulting Group, LLC
Oakland, California

12/10 – Current

Management consulting firm in communications, public affairs, and crisis management.

Key clients include Monitor Group, New Profit Inc., San Francisco 49ers, Chancellor of California Community Colleges, Port of Oakland, Invisible Children, and University of San Francisco.

Notable work includes Invisible Children's *Kony 2012* campaign; emergency management for Port of Oakland during two "Occupy" shutdowns; and Monitor Group's internal investigation of past work in Libya.

Adjunct Faculty

University of San Francisco McCarthy School for Public Service

5/13 – Current

Instructor, Master of Public Affairs program. Courses taught include *Critical Thinking and Crisis Management* and *Communications Strategies in Policy and Politics*.

Adjunct Faculty

University of Southern California Annenberg School of Communications

1/11 – Current

Instructor, Graduate Strategic Public Relations Program. Developed and teach popular *Critical Thinking and Crisis Management*, attracting high-level industry practitioners.

Managing Director, Head of Public Affairs

1/09 — 1/11

The Glover Park Group
Washington, DC

- Reorganized underperforming staff of 40, recruited high-level White House talent, directed budget of \$12 million at leading Washington advocacy and communications firm.
- Key clients: Toyota, GE, PhRMA, Visa, JP Morgan Chase and First Solar.
- Notable work: leading DC crisis team for Toyota during 2009-2010 recalls; consulting to Sea World in killer whale accident; defense procurement, financial reform, and Affordable Care Act advocacy.

Senior Partner/ West Region Director

1/07 — 1/09

Fleishman Hillard International Communications
San Francisco, California

- Directed five offices in California and Oregon, total staff of 150, budget of \$20 million; global management team.
- Reorganized and recruited high-level managers in aftermath of overbilling scandal.
- Key clients: Visa, San Francisco 49ers, Pulte Homes, and American Psychiatric Association.
- Notable work: botulism-contaminated food recall for Castleberry's Food Company

President, North America

01/2006 — 01/2007

Manning Selvage & Lee Public Relations
San Francisco, California

- Led 11 offices in U.S. and Canada, total staff of 400, budget of \$40 million.
- Developed Issues/Crisis Practice. Served on global management team, reporting to Global CEO.
- Notable work: labor relations and executive communications support for GM, Harvard University, and Safeway; international product recalls for Reebok.

Owner/CEO

01/2001 — 01/2006

Kamer Consulting Group, LLC
San Francisco, California

- Management consulting firm specializing in reputation and crisis management.
- Began as startup, grew to 12 employees, budget of \$3 million.
- Robust lecture and training practice for post-9/11 crisis planning.
- Key clients: General Motors, Clorox, Amway, and Levi Strauss.
- Notable work: spokesperson responsibilities during dissolution of Brobeck Phleger and Harrison law firm; media investigation of Amway sales practices; development of post-9/11 risk and crisis plans for Clorox.

CEO

01/1989 — 01/2001

Kamer Singer and Associates/GCI Group
San Francisco, California

- Consistently cited as one of US' best mid-sized public affairs firms.
- Started as solo consulting firm, grew through partner and talent acquisition to \$5 million and staff of 35.
- Led sale process to Grey Global and subsequent staff integration.
- Notable work includes: lead outside consultant to Nike during "sweatshop"/global trade crisis; oil spill response work for Chevron and Oxy; directed rollout of Kaiser Permanente partnership agreement with AFL-CIO.

Campaign Manager

01/1987 — 01/1989

Lt. Gov. Leo McCarthy for U.S. Senate
Los Angeles, California

- Directed daily campaign operations and schedule with staff of 50 and budget of \$7 million.

Senior Manager, Public Affairs

01/1985 — 01/1987

MCI Communications Corporation
San Francisco, California

- Directed public affairs strategy in California, Nevada, and Hawaii during company expansion post-AT&T divestiture.
- Principal in-house lobbyist. Supervised outside lobbyists and political contributions.

Owner/CEO 01/1984 — 01/1985
 Kamer & Associates
 Chicago, Illinois

- Direct mail marketing firm specializing in non-profit fundraising.
- Clients included Rep. Paul Simon, Gov. Mario Cuomo, Mayor Ed Koch, Ben-Gurion University, American Jewish Congress, and Illinois Citizens Utility Board.

Deputy Campaign Manager 01/1983 — 01/1984
 Paul Simon for U.S. Senate
 Chicago, Illinois

- Directed daily campaign operations during 4-way Democratic primary.
- Recruited staff of 20 and managed budget of \$5 million.

Manager 01/1982 — 01/1983
 Illinois Credit Union League
 Schaumburg, Illinois

- State and federal lobbyist representing more than 1000 credit unions
- Built PAC and political support network throughout state

Program Director 01/1980 — 01/1982
 Lake Michigan Federation
 Chicago, Illinois

- Managed diverse coalition of corporate, labor, and conservation organizations across Great Lakes region.
- Media spokesperson and lobbyist.

Acting President 01/1979 — 01/1980
 Park Vending, Inc
 Bordentown, New Jersey

- Returned home to take over family business following father's sudden death.
- Oversaw staff of 20, managed daily operations.
- Worked with attorneys and consultants and sold to new owner.

Budget Analyst 06/1979 — 10/1979
 Illinois State Legislature
 Springfield, Illinois

- Specialized in coal and energy issues.
- Left job due to death in family.

Education

B.A: Northwestern University - Political Science/Urban Affairs 1979
 Evanston, IL
 First cohort, dual B.A./M.A program in Public Policy.

M.A: Northwestern University - Public Policy 1979
 Evanston, Illinois
 Fellow and researcher, Northwestern Center for Urban Affairs. Teaching Assistant, *Chicago Politics*.

Community Service

National Shrine of St. Francis of Assisi, San Francisco; Board of Directors,
 American Red Cross Bay Area, San Francisco, Board of Directors,
 Dreamcatchers Network, Sacramento; Board of Directors
 Jewish Vocational and Career Counseling Service, San Francisco; Past President
 Jewish Federation of San Francisco, Board of Directors
 Bay Area Council, San Francisco, Board of Directors
 Extensive pro bono service to schools, religious, and community organizations