

001595



OFFICE OF MAYOR JERRY SANDERS
CITY OF SAN DIEGO

MEMORANDUM

DATE : July 13, 2007

TO : Honorable Members of the San Diego City Council

FROM : Mayor Jerry Sanders *JSL*

SUBJECT : Appointment and Reappointments to the La Jolla Shores Planned District Advisory Board

It is my pleasure to appoint Dan Goese and reappoint Paul Benton, Marvin Cohen, Susan Goulian, John McColl, and Suzanne Weissman to the La Jolla Shores Planned District Advisory Board, subject to your confirmation.

Dan Goese is the Founder and President of Marketing Counsel, Inc. located in La Jolla and has been in the marketing industry for more than 20 years. As a product development and market research consultant for high-tech companies, Mr. Goese has created break-through marketing strategies and supported the development and launch of innovative products including consumer, commercial and industrial hardware, software, and web technologies for clients including Hewlett-Packard Company, MusicMatch, Echo Mobile Music, and Vivid Image Technology.

As a La Jolla Shores resident, Mr. Goese aims to improve the quality of life of both residents and visitors by keeping abreast of the planning and development of the community. His interests include ensuring local development conforms to community standards and codes. Mr. Goese has served on the Board of Directors for the La Jolla Shores Association and La Jolla Youth, Inc. As a member of the La Jolla Shores Planned District Advisory Board, Mr. Goese can actively continue his interest in serving the community. Dan Goese will replace Gail Forbes, who has resigned, for a term ending April 1, 2008.

I ask that you confirm these appointments and join me in acknowledging them for their willingness to give of their time and serve in this capacity.

JS:lg

cc: City Attorney Michael Aguirre
City Clerk Elizabeth Maland

001597

Dan Goese

Résumé as of December 2006

2435 Paseo Dorado • La Jolla, CA 92037 • dgoese@marketingcounsel.com • (858) 454-1116

PROFILE

- Experienced manager focusing on marketing, market research & development
- Profitable results with large companies & startups in hardware, software, supplies & web technology
- Product definition and development for business-to-business (B2B) & consumer products
- Self-motivated professional running independent contracting business for almost a decade

PROFESSIONAL EXPERIENCE

1998 - Present: Marketing Counsel, Inc. — La Jolla, California

Founder/President – Provide product marketing, marketing assessment, and interim executive management services for growth companies located around the world.

See www.marketingcounsel.com.



OUTLOOK RESEARCH

Client & project highlights:

- Outlook Research & Hewlett-Packard (August 2002-Present) – Conduct various research & consulting projects to support new product development and marketing communications.
- Echo Mobile Music (October 2001 to July 2002) – VP of Sales & Marketing. Won "Best of CES" award in January 2002. Developing products for OEM sales in US & Europe. Company is currently seeking additional funding to complete and deliver initial products.
- dub2digital.com (Sept. 2001 to June 2002) – Launched "trial" business based on local, custom DVD production. Ramp-up moderated by other client work. Made decision to close business in June 2002.
- Hewlett-Packard Company, San Diego Site (May 2001-July 2001) – Directed music hardware product concept development in cooperation with Asian suppliers and HP team.
- MusicMatch, Inc. (September 1999-January 2001) – Developed new product development & introduction processes. Directed the development of several new products, coordinating the sales, marketing & engineering teams. Developed business plan, competitive analysis, and helped develop responses to RFPs from Dell, Gateway, and HP. Held Sr. VP of Product Marketing & General Manager positions. (MusicMatch was sold to Yahoo! for \$160M in 2004.)
- Vivid Image Technology (August 1999) – Produced a response to an RFP from a major OEM.
- Apollo Consumer Products (July 1998-July 1999) – Launched first new subsidiary of HP with five other personnel through extended assignment. Established distribution in Americas & Europe.
- Hewlett-Packard Company, Vancouver Site (March-June 1998) – Researched various commercial printer concepts. Provided report & made recommendations for business plan.

1997 - 1998: Vivid Image Technology — Carlsbad, California

Vice President, Sales & Marketing - Managed a team of sales, marketing, and administrative personnel for a privately held company specializing in imaging technology for printing and copying applications.



- Grew sales from \$1.2M in 1996 to \$3.1M in 1997.
- Leveraged existing platform to develop and introduce new products for OEM customers and new vertical market applications.
- Hired new sales and marketing employees and developed distribution channel to grow sales.
- Purchased and integrated the operations of a Midwest-based software company.

1987 - 1997: Hewlett-Packard Company — San Diego, California

Marketing Manager – HP DesignJet Sales Center. Managed sales and marketing center responsible for HP's DesignJet™ large format printers in the U.S. and Canada with approximately \$200M annual revenue. Interacted with customers, dealers, and sales on a regular basis. (August 1995 to May 1997)



- Developed strategies for marketing, sales, new distribution channels, channel programs, end-user promotions, advertising, public relations, competitive analysis, etc.
- Established partnerships with key print service providers (Kinko's, AlphaGraphics, others) to establish a "channel for prints" to boost large format print popularity amongst commercial and consumer markets.
- Hired and launched a team of large format specialists: sales reps within HP's overall sales force dedicated to the large format printer business.

001598

Dan Goese

Résumé as of December 2006

- Introduced the DesignJet CP series, HP's first large format printer for the professional graphics market. Accelerated migration of business from slower-growth CAD applications to faster-growth, digital graphics printing.
- Doubled market share in new graphics market, and grew overall DesignJet unit sales by 30%.
- Developed new channel strategy and associated contracts for specialty distributors to cover vertical segments in non-CAD markets.
- Cut expenses that were not critical to garnering new business and defending established business. Eliminated obsolete functions through "redeployment" process. Helped redeployed employees find new employment within and outside of HP.
- Hired new managers and other personnel to resuscitate the sales center for improved outbound marketing and sales.

Product Marketing Manager – HP San Diego Division. Developed product line strategy and products for the HP OfficeJet™ and HP Fax products. Managed product introductions, market research, OEM supplier relationships, technical marketing, and public relations. (2¾ years)

- Led product development portion of original "startup" team to develop the first "all-in-one" printer-fax-copier-scanner and HP's first plain-paper fax machine - now over \$1B worldwide.
- Developed products that boosted HP's U.S. market share in plain paper fax from nonexistence to #2 (behind Canon), beating out Ricoh, Panasonic, Sharp and others. Contributed to revenue growth rates of over 200%.
- Accelerated migration from BTA (NOPA/NOMDA) channel to retail channel through changes in products, packaging, and cross-channel pricing.
- Developed HP's first "channel derivative" products for membership warehouse clubs.
- Expanded product line to China, Korea, India, Australia, Germany, UK, and France.
- Managed business planning process. Developed HP San Diego Division Marketing's "Product Life Cycle" and other key processes, including those needed to meet ISO 9000 requirements.

Programs & Training Manager – HP Technical Graphics Division. Simultaneously managed two teams:

- (1) Department responsible for programs and promotions, worldwide sales training programs, and
- (2) Small team of engineers and account managers supporting HP printer driver development by third-party software companies. (1½ years)

- Established a demo program that assured resellers were actively using printer for sales purposes.
- Developed promotions that pulled end users to see demo units at dealers.
- Improved market adoption of new HP DesignJet product line through end-user promotions and reseller sales growth incentive programs.

Product Manager – Technical Graphics Division. Future product development responsibility for large format printers. The DesignJet brought inkjet technology and JetDirect network connectivity to HP's plotter line, and ultimately forced obsolescence of pen plotter technology. DesignJet is now a line of products generating almost \$1B in revenue for HP. (2½ years)

- Developed first HP DesignJet large format printer with R&D team.
- Launched color investigation that resulted in HP's first color large format printer.
- Led DesignJet introduction planning with worldwide marketing team.
- Managed marketing aspects of laser and inkjet printing R&D investigations.

Prior to Product Manager, worked as an account manager for retailers and OEMs, and as an "Availability Manager" responsible for lowering inventory while maintaining customer satisfaction with product availability.

1982 - 1987: Underwriters Laboratories — Northbrook, Illinois

Engineering Team Leader – Managed engineering staff in safety testing and client account management. Previously worked as a Project Engineer, attending grad school part time.



EDUCATION

Master of Business Administration – Marketing, Management Information Systems, and International Business, J.L. Kellogg Graduate School of Management, Northwestern University, 1987.

Bachelor of Science – Electrical Engineering, University of Illinois at Urbana-Champaign, 1982.

More information, including personal/family interests and references, are available upon request.

001599 REQUEST FOR COUNCIL ACTION
CITY OF SAN DIEGO

1. CERTIFICATE NUMBER (FOR AUDITOR'S USE)

TO: CITY ATTORNEY

2. FROM (ORIGINATING DEPARTMENT): MAYOR JERRY SANDERS

3. DATE: 07/16/07

4. SUBJECT: APPOINTMENT AND REAPPOINTMENTS TO THE LA JOLLA SHORES PLANNED DISTRICT ADVISORY BOARD

5. PRIMARY CONTACT (NAME, PHONE, & MAIL STA.)
Lisa Gordon MS11A, 67740

6. SECONDARY CONTACT (NAME, PHONE, & MAIL STA.)
Jeff Gattas MS 11A, 66980

7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED

8. COMPLETE FOR ACCOUNTING PURPOSES

FUND						9. ADDITIONAL INFORMATION / ESTIMATED COST:	
DEPT.							
ORGANIZATION							
OBJECT ACCOUNT							
JOB ORDER							
C.I.P. NUMBER							
AMOUNT							

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	
1	ORIG. DEPT /LG	<i>L. Gordon</i>	7/16/07	8	DEPUTY CHIEF/KM	<i>KM</i>	7/16/07	
2	AUDITOR			9	COO			
3				10	CITY ATTORNEY	<i>Catherine Bradley</i>	7/17/07	
4	CFO			11	ORIG. DEPT/ COUNCIL LIAISON/JG	<i>E. Gordon</i>	7/17/07	
5				DOCKET COORD: _____ COUNCIL LIAISON _____				
6				✓	COUNCIL PRESIDENT	<input type="checkbox"/> SPOB	<input checked="" type="checkbox"/> CONSENT	<input type="checkbox"/> ADOPTION
7					<i>[Signature]</i>	<input type="checkbox"/> REFER TO: _____	COUNCIL DATE: 7/31/07	

11. PREPARATION OF: RESOLUTIONS ORDINANCE(S) AGREEMENT(S) DEED(S)

Appointing Dan Goese, replacing Gail Forbes, who has resigned, for a term ending April 1, 2008; Reappointing Paul Benton, Susan Goulian, John McColl for terms expiring March 1, 2009, and Marvin Cohen and Suzanne Weissman for terms expiring April 1, 2008. Please see Mayor Sanders' July 13, 2007 nominating memorandum which is attached.

11A. STAFF RECOMMENDATIONS: Ratify nominations as submitted and draft resolution.

12. SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION.)

COUNCIL DISTRICT(S): Council District 1

COMMUNITY AREA(S): Paul Benton-University City; Marvin Cohen-La Jolla; Dan Goese- La Jolla; Susan Goulian-La Jolla; John McColl-La Jolla; Suzanne Weissman-La Jolla

ENVIRONMENTAL IMPACT: N/A

HOUSING IMPACT: N/A

OTHER ISSUES: N/A

RECEIVED
CITY COUNCIL
07 JUL 08

001600

DOCKET SUPPORTING INFORMATION
CITY OF SAN DIEGO

DATE:

7/16/07

SUBJECT:

APPOINTMENT & REAPPOINTMENTS TO THE LA JOLLA SHORES PLANNED DISTRICT ADVISORY BOARD

BACKGROUND:

Please see attached nominating memorandum from Mayor Jerry Sanders dated July 13, 2007.

BY LINE: (MAYOR / DEPT. HEAD / AUTHOR INITIALS)

JS/LG

SIGNATURES:



ORIGINATING DEPT. HEAD

MAYOR
(FOR MAYORAL DEPARTMENTS ONLY)

001601

RESOLUTION NUMBER R-_____

DATE OF FINAL PASSAGE _____

WHEREAS, on May 30, 1974, the City Council adopted an ordinance, which is on file with the Office of the City Clerk as Document No. O-11332 and codified at San Diego Municipal Code section 103.0302.2, as amended, creating the La Jolla Shores Planned District Advisory Board; and

WHEREAS, the Ordinance requires seven members to be appointed by the Mayor and confirmed by the City Council; and

WHEREAS, the Ordinance requires that, at the time of appointment and during incumbency, five of the seven-member board shall be resident property owners of the La Jolla Shores Planned District; the sixth member shall be a resident of the district but need not own property; and the seventh member shall own property in the district but need not be a resident;
NOW, THEREFORE

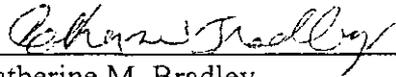
BE IT RESOLVED, by the Council of the City of San Diego, that the following appointments and reappointments by the Mayor to serve as members of the La Jolla Shores Planned District Advisory Board, for terms ending as indicated, be and the same are hereby confirmed:

<u>NAME</u>	<u>TERM EXPIRES</u>
Dan Goese (La Jolla, District 1) (Replacing Gail Forbes, who has resigned)	April 1, 2008
Paul Benton (University City, District 1) (Reappointment)	March 1, 2009

001602

Susan H. Goulian (La Jolla, District 1) (Reappointment)	March 1, 2009
John McColl (La Jolla, District 1) (Reappointment)	March 1, 2009
Marvin Cohen (La Jolla, District 1) (Reappointment)	April 1, 2008
Suzanne Weissman (La Jolla, District 1) (Reappointment)	April 1, 2008

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By 
 Catherine M. Bradley
 Chief Deputy City Attorney

CMB:als
 07/17/07
 Or.Dept:Mayor

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of _____.

ELIZABETH S. MALAND
 City Clerk

By _____
 Deputy City Clerk

Approved: _____
 (date)

 JERRY SANDERS, Mayor

Vetoed: _____
 (date)

 JERRY SANDERS, Mayor