

Richard B. Bernhardt, J.D.  
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July 17<sup>th</sup>, 2009

Re: Application for Community Member to the Foothill-De Anza Board of Trustees

Dear Trustee Search Committee:

It is a distinct honor to apply to be a Member of the Board of Trustees for the Foothill-De Anza Community College District. I am a strong advocate of education and the education process. It is the ultimate give back to our community and the foundation of much achievement in this country.

Fundamentally, I believe in an education process that is lifelong and enduring. To that end, I have participated both as a student and a teacher, and ultimately an advocate of public education and excellence in the process for my entire career.

Serving primary schools, I became the chairman and president of the board of directors of the Sunnyvale School District Education Foundation. In that capacity, our team built programs for teachers, reviewed volunteerism and created a program for assistance in the schools; created an ongoing and dynamic district wide program for technology in the classroom, a mentor program which was the first of its kind in the nation and copied in many districts. I served for nine-years on the Board.

In higher education, I served for three-years as the director of the University of California Lobby. We were a formal advocacy group representing undergraduate and graduate students from the U.C. System (approximately 145,000 at the time). We worked with the U.C. Regents, local chancellors on a myriad of education and social matters promoting education and its role through the U.C. System and government.

I then served in this community as the Chairman and President of the Sunnyvale Chamber of Commerce heading up then one of the largest and most active chambers in the United States. Education was/is a fundamental part of the business community and clearly, that community draws many of its employees and leaders from the Foothill-De Anza District. I also served as Chairman of the City of Sunnyvale Planning Commission and was an early member of Joint Venture Silicon Valley that incorporated specifically, initiatives on higher education and economic development of the region.

I have also been a teacher. I taught speech (English) and oral communications at Cupertino High School for two-years. I was later an instructor for college graduates seeking career advancement; and was an instructor at the former Career Action Center.

Education is an investment that pays back the community ten-fold. It is one of the only investments that stands the test of time and recession and when well managed, grows with the community.

**Why did you apply for the position? How does the FHDA trustee position fit your personal and professional goals?**

Leadership as a FHDA trustee is a method of advancing the life-long passion I have for education. Having served in the South Bay area community in many capacities both professional and non-profit for nearly 30 years; I believe I can offer both expertise and a devotion to the process which is unique and suited well for the District.

**How do you define and evaluate ethics in the decisions and behavior of a trustee?**

Without reservation, a trustee must follow its mission goals and objectives. A trustee must be objective, non-partisan, and fundamentally a good listener and someone who knows how to act on what he/she hears. Decisions must be thought-out, specific, and given to fairness and fulfillment of the roles and responsibilities and trust accorded the office.

**How would you balance competing needs in a collective bargaining environment?**

This is an area in which I have direct experience. The University of California system utilized collective bargaining. As the director of the U.C. Lobby, I had a committee under my control that was dedicated to working with the collective bargaining process. We had to balance competing interests, sometimes from many different perspectives, in order to come to common ground. The process affords the need for coming together as much as it highlights the areas where things are different.

To best balance competing needs, one needs to be able to build trust, develop common areas of interest, and build upon what can work. Only when parties talk, listen, then stands to formulate solutions can the process truly work. Collective bargaining is a tool, a methodology, but it does not change the underlying need to fulfill the goals and objectives of the Board.

I have served in leadership capacities in business, in education, and I serve on the Board of a humanitarian organization serving education. This role, in my community, is not only well suited to what I stand-behind, but it is also a fundamentally good fit for what I can provide to the Board.

Please find attached a copy of my CV in application for the Board of Trustees. I am eager to become a part of this Board and serve further my community.

With sincere regards,

**Richard Bernhardt**  
Applicant for Trustee

# Richard B. Bernhardt

[REDACTED]  
[REDACTED]  
[REDACTED]  
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[REDACTED]

**Objective:** Serve in a tactical and strategic business development/operations senior management role.

## Highlights:

**Business Operations:** Extensive end-to-end operations and tactical managed experience. Operated \$100M+ established firms and start-ups.

**Business Development:** Exceptional close rate in strategic business development. Closed over 100 transactions with C-level management in one-year.

**Achieving Entitlement and Planning Requirements:** Outstanding record of achieving positive outcomes in entitlement and land-use planning requirements including permits, variances, and uses.

**Exceptional Communications Cross-Industry:** Able to "walk the walk and talk the talk" with technology business management and public and quasi public entities.

**Deal Closing:** Exceptional record in business development, forming strategic alliances, and finding deal opportunities and bringing them to close with positive outcome.

## Experience:

### **Bernhardt Communications and Strategies Company**

March 2006 - Present

*Managing Director and  
President/COO*

Sunnyvale, CA

Founded professional management consulting and business development firm. Clients include Fortune 500 high tech firms, "A" "B" and "C" round companies; service providers, and IT service providers.

Extensive client list. Provide tactical, strategic and business development and detail oriented management services. Achieved extensive sales, business growth, strategic reorganization, and business planning objectives for clients. Conducted and provided strategic analysis and due-diligence to hundreds of companies and potential funding entities (angels, VC's, strategic investors, and portfolio investment companies).

Bernhardt Communications Co. is a strategic and tactical company responsible for working closely with management teams to assure their focus, goals and objectives are targeted, achievable and monitored to achieve results. We provide trusted due diligence, tactical analysis and implementation, operations and communications assistance, strategic partnering, finance direction and alliances, and guide planning to meet outcome by time.

**Mergers and Acquisitions Forum LLC**

January 2008 – November 2008      *Vice President, Business Development*

San Ramon, CA

[Client project for Bernhardt Communications Co.] Directed business development and sales. Developed and implemented tactics as well as sales and marketing/communications messaging, provided business strategy and analysis, and closed deals with C-level representatives of \$1M to \$75M IT and IT related service and channel client companies. Company served as online exchange to facilitate the buying, selling and merging of IT, IT service providers, and Internet B:B companies. Building on trust and relationship building, achieved over 100 closed transactions for firms M&A services and offerings.

Primarily responsible for acquiring, closing and advising clients, creating levels of trust; developing leads, creating marketing tactics, attending and presenting at national industry trade-shows and the primary point person for sales. Direct report to president and responsible for coordination with and management of senior business team. Successfully lead venture from concept to working structure with demonstrable and measurable goals achieved. (<http://www.ma-forum.com>)

**Bangla Hope Orphanage and Humanitarian Organization**

December 2005 - Present      *Chairman, Executive Board of Directors*

Dhaka, Bangladesh

Serve as chairman of the executive board of directors for Bangla Hope organization, a 501(c) 3 U.S. organization that operates a Non-Governmental Organization (NGO) and Trust in Bangladesh.

Bangla Hope provides extensive humanitarian aid, orphanage operations (currently 86 full time residents), nation wide village feeder school systems (serving over 1,000 children), a socially directed dental clinic, and micro-reemployment program for disadvantaged and destitute women, and disaster response aid provisions throughout the country of Bangladesh. In addition, a medical clinic is currently under development. All funds are derived and raised in the United States. (<http://www.banglahope.org>)

Provide senior leadership and manage, drive/direct and coordinate in-country organization including staff and senior staff hiring and organizational development, legal and contracts and facilities creation, fund raising and marketing efforts and oversight and chairing of the executive board in the United States. Responsible for strategic operations in-country and in the USA. Responsible for direction of major projects and initiatives including working with vastly diverse teams. I direct paid staff, working volunteers, and contract staff.

**United Growth, LLC**

July 2005 - March 2006      *Chief Operating Officer (COO)*

San Francisco, CA

Served as the senior managing executive (COO) for \$100M+ commercial development corporation. Responsible for day-to-day operations, strategic policy and procedure development and implementation with staff and contractors; business development, staff management, budget and reporting on P&L for partners/board. Worked with outside providers to coordinate and manage multiple projects in multiple states. Responsible for recruitment and hiring of staff.

Served as tactical leader and coordinated all day-to-day and critical activities for all departments providing center-point for the senior management team and partners. Track and manage progress on projects and staff readiness and tactical activity. (<http://www.unitedgrowth.com>)

Served as representative in municipal and county entitlement proceedings and managed inter-departmental flow and strategy. Provide business analysis and flow for day-to-day management and operations permitting the senior partners to work outside with potential clients and deal development and concentrate less on day-to-day affairs.

**Silicon Valley Investment Group, LLC (SVIG)**

April 2000 - 2005

*Chief Operating Officer (COO)*

San Francisco, CA

Served as COO and later as president of firm serving clients with business development, strategic management, sales and marketing, and funding services. Clients included: "A" "B" and "C" round venture and angel funded entrepreneurial firms; as well as angels, VC's, strategic and institutional investors, law firms and business portfolio holding entities.

Provided due diligence, management re-engineering, business plan & collaboration, critical business and market development services. Clients achieved funding, advanced market placement milestones and met extensive and rigorous goals and objectives. Extensive international client list. (<http://www.siliconvig.com>)

**Martin Wolf Securities LLC**

April 1997 - April 2000

*Director, Business  
Development/Associate Managing  
Director*

San Ramon, CA

Primary responsibility for sales and business development of largest IT related M&A brokerage and investment banking firm in its space. Closed over 100 clients valued in the \$100s of millions. Created format and scheduling for M&A Forum events; online brokerage exchange; and lead generation for business brokerage firm. (<http://www.martinwolf.com>)

**Merisel FAB, Inc. & ComputerLand**

April 1993 - April 1997

*Director, Marketing and  
Communications*

Pleasanton, CA

Served as director of communications and marketing managing all internal and external communications for master distributor, aggregator, franchiser and channel provider in the IT B:B space.

Responsible for all direct communications with client VARS, systems integrators, franchisees and IT service providers as well as all internal communications between departments, divisions and internal companies. Communications role served as strong interface for sales and marketing functions.

Published and served as editor-in-chief of four publications, a major monthly published catalog, and outsourced publications (such as for Hewlett Packard).

**Sunnyvale Planning Commission**

June 1986 – June 1992

*Chairman and Planning Commissioner*

Sunnyvale, CA

Served as chairman and planning commissioner for the City of Sunnyvale, CA. Appointed by the City Council and serving with the planning department of the City of Sunnyvale, CA. Held and conducted public hearings for all planning and municipal entitlement requirements and requests. Assisted in drafting city planning codes and ordinances including the General Plan. Ruled on matters including: zoning, building permits, variances, telecommunications requests, and all planning matters.

**Sunnyvale Chamber of Commerce**

June 1986 - June 1996

*Chairman and President*

Sunnyvale, CA

Served as chairman of the board of directors and in roles including president, vice-president, business/member development, director of government affairs; and chairman of the executive board of directors. Extensive work with businesses and non-profit organizations. The Chamber, itself a 501c3 non-profit organization worked with both a professional staff and extensive volunteers. Responsible to develop, grow and maintain ties with an extensive network of external constituents, donors, prospective members and alliance organizations. (<http://www.svcoc.org/>).

**Atari Corporation & Atari "US" Corp. & The Federated Group, Inc.**

May 1986 - August 1992

*Director, Legal and Governmental  
Affairs*

Sunnyvale, CA

Served as corporate spokesperson and representative. Created corporate platform and program for governmental and external affairs and served as chief advocate. Managed extensive intellectual property portfolio. Negotiated contracts, agreements, licenses, and development programs for Atari.

Also served in international strategic marketing for Atari.

Reported directly to the CEO and chairman for critical strategic and tactical operations. Represented Atari Corporation, Atari "US" Corp. and The Federated Group, Inc. as spokesperson, representative and executive liaison and external affairs representative. (<http://en.wikipedia.org/wiki/Atari>)

**Other Career Based Experience:**

**Efirm LLC** – *Senior Strategist*, social and business networking and agent commerce start-up company; focus on business process interoperability and commerce. (<http://www.efirm.com> and <http://www.rnia.org>)

**The Keiretsu Forum** - *Member, Forum Resource Provider, and member of the business screening team*; one of largest angel & investor collective fund groups (see: <http://www.keiretsuforum.com>). This group serves as funnel for new, start-up and more mature businesses to pitch for funds and gain guidance (San Ramon, CA)

**FutureDex and Match-A-Million Finance Conference** – *Member, SWARM start-up business review team*. This is an angel and venture capital organization that works with start-up firms.

**Tribe of Angels** – Nationwide angel investor group; member and portal reviewer. (<http://www.tribeofangels.com>).

**Openshow, LLC** - *VP, marketing and business development* for formative stage of Internet based streaming video and media-company. Saratoga, CA.

**Bay Area Women and Bay Area Local Access TV** - Television director and technical producer with over 165 TV programs produced; *Bay Area Women*, TV Show (five-seasons) (<http://www.bayareawomen.com>)

**Silicon Valley Innovative Group LLC** - *Strategic advisor* for international intermediary sales organization (included energy, environmental, and retail sectors).

**TECHSYNERGY** – *Chief research and marketing analyst* for technology marketing company. (<http://www.techsynergy.com>). Worked on projects with IBM Labs in Essones, France and other IBM Labs. Alamo, CA.

**IM&SA** - *Senior consultant*, international marketing communications and professional consultancy firm (<http://www.imandsa.com>). Created the channel marketing and sales program for Tivoli (now an IBM company).

**Play4prizes.com** – Served as *vice president (VP) of marketing and sales* – early Internet game and online advertising company. Set early work standard for "click-through" advertising revenue on the Internet.

**Joint Venture Silicon Valley** - *Early formulator and member* (economic development).

(<http://www.jointventure.org/>)

**DARPA** – *National committee member* for policy report to United States President on consumer electronics, its components and its influence on the domestic and international economy. Worked to develop strong consumer electronics policy and provided report to the President. (<http://www.darpa.mil/>)

**American Electronics Association (AEA)** – Served four years as active *committee member*, government affairs and policy member and contributor (Santa Clara, CA and Washington, D.C.) (<http://www.aeanet.org>)

**Cupertino Union High School (FUHSD) Instructor** – Served two years as a *high school teacher/instructor* in speech and debate and oral communications in the English department; also coach of the speech and debate team.

**City Attorney, Code Enforcement Division – San Diego, CA** - *Legal clerk & intern* working for the City Attorney of San Diego, CA and the municipal code enforcement legal division.

**Santa Clara County Conflicts Administration Program (1st and 7th CA Appellate District), San Jose, CA;** *Legal intern and clerk*, felony criminal appeals and conflicts. Developed briefs, conducted investigations, provided research and legal assistance to cases unable to be handled by the public defender's office due to conflicts of interest. Work founding members and at the initiation of this program in 1985; and then with now sitting Judge Hon. Phillip Pennypacker (<http://www.sdap.org>)

**United Resources International, LLC** – *Director of Government Affairs*. Served as a primary in a start-up company directed at providing environmental services. Start-up company - URI.

**American Trial Lawyers Association & The Congressional Campaign Trust (ATLA/PAC)**, Washington, D.C.; managed Federal Election Reports and PAC issues. (<http://www.theatla.com>)

**University of California, Student Lobby Director, Davis and Sacramento, CA** – *Director & lobbyist*, served for three-years as system-wide advocate and national representative to affiliate organizations; directed full staff and volunteers; active governmental and legislative lobbyist with Capitol Hill experience. Served three-years as director and governmental liaison for 145,000 constituents.

#### **Other Non-Profit and Not-for-Profit Organization and Work/Experience:**

**Hillel and Sacramento Jewish Federation (Davis Chapter):** Served for three-years as president of Hillel on the U.C. Davis campus and coordinated with organizations throughout the Davis and Sacramento area. Directed program formation, volunteers, and key messaging. (<http://www.hillelhouse.org/>)

**City of Sunnyvale Planning Commission** – Chairman and commissioner for City of Sunnyvale, CA Planning Commission. Served just less than six-years as a senior planning and adjudication representative hearing cases (held all public hearings), reviewing municipal planning policy and providing direction and served as liaison to the Mayor and City Council. Member of the American Planning Association. (<http://www.sunnyvale.ca.gov/>)

**Career Action Center of Silicon Valley** - *Instructor* of negotiations for career oriented outreach organization for three-years. Taught classes to adults in transition. Provided media and taped instructional materials. Gave courses in communications, negotiations, and career path. Provided transition services to military personnel transitioning into civilian life. Also provided instruction services for Experience Unlimited.

**Dag Hammarskjold International & Humanitarian House** – President and historian for three-years at

U.C. Davis. ([http://daviswiki.org/Tercero D Building](http://daviswiki.org/Tercero_D_Building))

## **Education:**

### **California Western School of Law (AALS/ABA)**

May 1986	<i>Juris Doctorate</i> Law	San Diego, CA
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### **University of California, Davis**

June 1983	<i>Bachelor of Arts</i> Communications (Rhetoric) and Political Science	Davis, CA
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### **University of California, Santa Cruz Ext.**

2003	<i>Other</i> Sales, Marketing and Advertising	San Jose, CA
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Extensive two-year course study in sales & business development, marketing and advertising. Detailed course study in business. Courses with CLIO award winning advertising executive.

**Online Profile and References:** See <http://www.linkedin.com/in/richardbernhardt>

Additional references, work samples and information available upon request.