

FOIA MARKER

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Collection/Record Group: Clinton Presidential Records

Subgroup/Office of Origin: Scheduling Office

Series/Staff Member: Stephanie Streett

Subseries:

OA/ID Number: 19442

FolderID:

Folder Title:
NEW MARKETS/DIGITAL DIVIDE

Stack:

S

Row:

38

Section:

7

Shelf:

3

Position:

2

Booneville/Owsley Industrial Authority

P.O. Box 997, Court Street

Booneville, Kentucky 41314

April 27, 2000

Ms. Stephanie S. Streett
Assistant to the President
Director of Presidential Scheduling
1600 Pennsylvania Ave.
Washington, DC

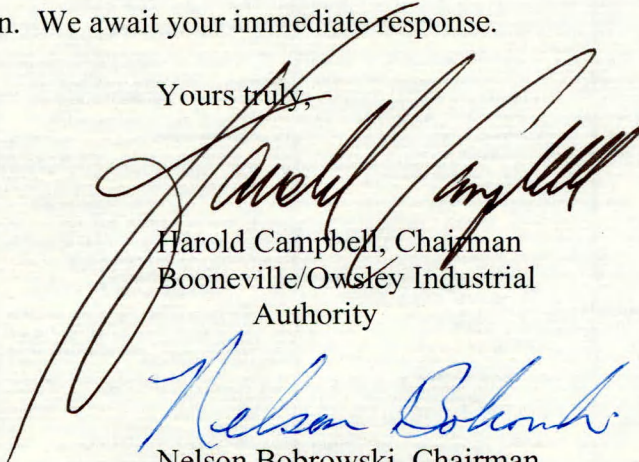
Dear Ms. Streett:

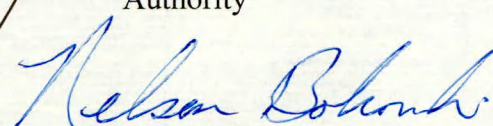
After receiving your letter dated April 24, 2000, we are again requesting to have an appointment scheduled with President Clinton to offer some intuitive ideas that we have had success and failures with in our distressed Appalachian region.

Again, please consider our request for an appointment. We feel it is vitally important for the future of our immediate area of Appalachia.

Thank you for your consideration. We await your immediate response.

Yours truly,

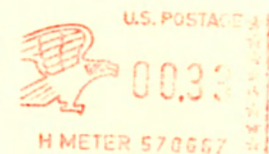

Harold Campbell, Chairman
Booneville/Owsley Industrial
Authority


Nelson Bobrowski, Chairman
Booneville/Owsley Chamber of
Commerce

Copy to Cliff Kellogg
-fyi 6/21

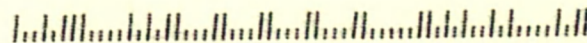
HG/NB:am

Booneville/Owsley Industrial Authority
P.O. Box 997, Court Street
Booneville, Kentucky 41314



**MS STEPHANIE S STREETT
ASST TO THE PRESIDENT
DIR OF PRESIDENTIAL SCHED
1600 PENNSYLVANIA AVE
WASHINGTON DC**

20300-0003



THE WHITE HOUSE
WASHINGTON

Marty Hoffman

We have no time
in Houston. We will have
to regret this. Pls
Coordinate response w. the
Came S.

Thanks

- S Butler

cc: Cynthia J.

cc: Came S.

SHEILA JACKSON LEE
18TH DISTRICT, TEXAS

COMMITTEES:

COMMITTEE ON THE JUDICIARY
SUBCOMMITTEE ON IMMIGRATION AND CLAIMS
RANKING DEMOCRATIC MEMBER
SUBCOMMITTEE ON CRIME

COMMITTEE ON SCIENCE
SUBCOMMITTEE ON SPACE AND AERONAUTICS

TX Trip

Congress of the United States
House of Representatives
Washington, DC 20515

WASHINGTON OFFICE
410 CANNON HOUSE OFFICE BUILDING
WASHINGTON, DC 20515
202-225-3816

DISTRICT OFFICE
1919 SMITH STREET, SUITE 1180
THE GEORGE "MICKEY" LELAND FEDERAL BUILDING
HOUSTON, TX 77002
713-655-0050

4-11-00

April 10, 2000

The Honorable William Jefferson Clinton
President of the United States
The White House
1600 Pennsylvania Avenue
Washington, DC 20503

Dear Mr. President:

Enclosed for your consideration, you will find a letter from the Harris County Congressional Delegation, a letter from the Lee P. Brown, Mayor of the City of Houston, and background material from the Houston Technology Center. As you are aware Houston is a large diverse urban center with 600,000 African Americans and 600,000 Latinos. These are the people who have not benefited from the information age and we must ensure that they are included in Houston's prosperity.

All supporting the invitation to you Mr. President to come to Houston with respect to your efforts to overcome the Digital Divide.

Sincerely,



Shelia Jackson Lee
Member of Congress

Enclosures

cc: Gene B. Sperling, Assistant to the President for Economic Policy
Maria Echaveste, Assistant to the President and Deputy Chief of Staff

Send to Legislative
Affairs?

Yes ☒

No ☐

cc: Scheduling

Yes ☒

No ☐

SHEILA JACKSON LEE
18TH DISTRICT, TEXAS

COMMITTEES:

COMMITTEE ON THE JUDICIARY
SUBCOMMITTEE ON IMMIGRATION AND CLAIMS
RANKING DEMOCRATIC MEMBER
SUBCOMMITTEE ON CRIME

COMMITTEE ON SCIENCE
SUBCOMMITTEE ON SPACE AND AERONAUTICS

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House of Representatives
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HOUSTON, TX 77002
713-655-0050

April 10, 2000

The Honorable William Jefferson Clinton
President of the United States
The White House
1600 Pennsylvania Avenue
Washington, DC 20503

Dear Mr. President:

We are writing on behalf of the citizens of the City of Houston who will benefit enormously from a visit from you on the Digital Divide. Houston is home to over 1,000 technology companies and NASA. In fact, there are many technology companies that developed due to the presence of the Johnson Space Center. Despite the heavy concentration of technology companies in Houston, not all our citizens are reaping the benefits of the digital economy.

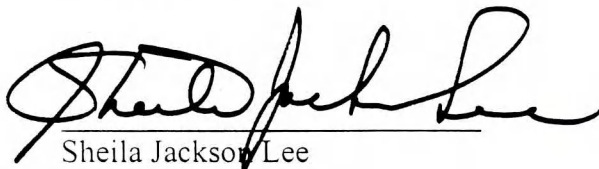
To ensure that all in society participate in the 21st century economy it is imperative that information technology is accessible and that education training is provided to empower individuals. Access to computers and use of the Internet is necessary for one's full participation in America's economic, political and social life. Today, use of information technology is rapidly becoming a requisite skill for employment and the technology industry generally pays 80 percent more than the average private sector job. A visit by you to Houston will help create economic growth and high-tech, high-wage jobs for our communities.

The City of Houston is currently experiencing a "digital divide" — a gap between those individuals and communities that have access and training in information technology and those who do not. We urge you to visit the City of Houston during your city tours on the Digital Divide. Closing the Digital Divide requires partnership among industry leaders, non-profit organizations and the government. Your visit will add vigor to Houston's efforts in eliminating the Digital Divide through our ongoing public-private efforts.

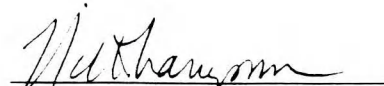
Please find enclosed our proposal for the hi-tech /IT Digital Divide visit to Houston.

We thank you for your consideration and for the Clinton-Gore Administration's leadership on making Digital Divide issues a top priority on your agenda.

Sincerely,

A large, stylized handwritten signature in black ink, appearing to read 'Sheila Jackson Lee', written over a horizontal line.

Sheila Jackson Lee
Member of Congress

A handwritten signature in black ink, appearing to read 'Nick Lampson', written over a horizontal line.

Nick Lampson
Member of Congress

A handwritten signature in black ink, appearing to read 'Gene Green', written over a horizontal line.

Gene Green
Member of Congress

A handwritten signature in black ink, appearing to read 'Ken Bentsen', written over a horizontal line.

Ken Bentsen
Member of Congress



OFFICE OF THE MAYOR
CITY OF HOUSTON
TEXAS

LEE P. BROWN
MAYOR

April 10, 2000

The Honorable William J. Clinton
President of the United States
The White House
1600 Pennsylvania Avenue N.W.
Washington, D.C. 20530

Dear President Clinton:

I would like to take this opportunity to personally invite you to the nation's High Tech City, Houston, Texas. Making Houston one of your designated stops for your upcoming New Market Tour for Digital Expansion will be an exciting opportunity to see first hand what Houston is doing.

Houston is home to more than 1,000 information technology companies and headquarters for Compaq Computer Corporation and BMC Software, which support a large percentage of our workforce. Among the list of companies is the Houston Technology Center, a non-profit cooperation, whose goals are to narrow the digital divide by assisting budding technology entrepreneurs, providing technical support to small businesses and increasing job skill levels in defined zones of the City's designated Enhanced Enterprise Community (EEC).

In partnership with the Association for the Advancement of Mexican Americans (AAMA), founded in 1997 to promote the advancement of at-risk and disadvantage youths in our community, a program for IT certification training began in January 2000. Currently, courses are being conducted at George I. Sanchez High School, a charter school accredited by the Texas Education agency and dedicated by Vice President Gore in May 1999. This program provides an alternative educational environment for students who have had limited success with traditional learning. Compaq Computer Corporation and Microsoft Corporation have donated all of the software and hardware equipment. Gilbert Moreno, President and CEO of AAMA states "Our students can now develop highly valued skills and become eligible for employment in high-demand technology fields through this program."

These are some of the many projects we are currently engaging ourselves. As we enter this millennium year and the 21st Century, we will continue to position Houston as the nation's leading city in the information technology.

I look forward to your acceptance to tour the first class international technology city of the nation.

Sincerely,


Lee P. Brown
Mayor

I. The Houston Technology Center

- The Houston Technology Center (HTC) is a non-profit corporation formed in January 1999 to educate entrepreneurs and assist emerging companies in Houston's key technology sectors: energy, information technology, life sciences and NASA-originated technologies. HTC's goal is to enhance Houston's position as a leading city for starting and growing emerging technology companies. HTC is supported by the City of Houston, more than 150 professional firms, corporations and organizations, as well as Houston's leading academic institutions, the Texas Medical Center and the Johnson Space Center.
- One of the Houston Technology Center's goals is to *narrow the digital divide* by assisting budding technology entrepreneurs, providing technical support to small businesses, and increasing job skill levels in defined zones of the City's designated Enhanced Enterprise Community (EEC).
- In 1997, the U.S. Department of Commerce's Economic Development Administration awarded the City of Houston a \$1.1 million Public Works Grant to remodel and provide a facility for the development of HTC. The grant will be matched with an additional \$750K by the Midtown Redevelopment Authority, MRA (a Houston TIRZ).
- The City of Houston derives most of its job base from small businesses, but minority entrepreneurs and minority businessmen find that they face a great challenge in launching successful business ventures. HTC is located in the midst of a multi-cultural area in order to help create new jobs and advance sustainable development with the City of Houston's Hispanic, African-America, Asian, and other ethnically diverse communities.
- The MRA is in a central location that strategically places the HTC near key resources such as the Texas Medical Center, the University of Houston, Texas Southern University, the industrial hub of the City, Houston's East End and the Port of Houston. The MRA is an agency of the City and has the power to issue bonds, implement land use, and perform other activities related to the redevelopment plan of the EEC.

II. The Houston Technology Center's and AAMA's IT Certification Program

- The Association for the Advancement of Mexican Americans (AAMA), founded in 1970, is committed to advancing the lives of at-risk and disadvantaged youths and families through an array of innovative programs of excellence that provide alternative education, social services and community development to Texas communities.
- HTC has partnered with AAMA to pilot a certification program for information technology (IT) training.
- AAMA currently has 16 programs which provide educational, health/human service and community redevelopment to Texas families and their youth.
- HTC and AAMA are conducting courses at George I. Sanchez High School, a charter school accredited by the Texas Education Agency and dedicated by Vice President Gore in [May 1999]. The program provides an alternative educational environment for students who have had limited success with traditional learning as provided by the public school systems.
- "Our students can now develop highly valued skills and become eligible for employment in high-demand technology fields through this program," said Gilbert Moreno, president and CEO of AAMA. "Initially, 20 to 45 high school seniors at George I Sanchez will be selected to participate in this innovative IT certification program."

- The initial program commenced in January and offers two IT training programs based on personnel needs of the program's underwriters. As the program expands, the number of programs offered will significantly increase to reflect the needs of the entire market including significant employment opportunities with the more than 1,000 Houston-based information technology companies and other general businesses in need of IT-trained personnel.
- "AAMA and HTC recognize the needs of the business community for an increased number of skilled IT professionals and the potential of Houston's high school students to meet this need," said Paul Frison, president and CEO of HTC. At HTC, our goal is to expand the certification program to provide training for 500 local high school and college students annually."
- Initial training programs planned for year 2000 are scheduled to include: network router management, Web page publishing/design and Microsoft office applications and HTC are committed to preparing the workforce with the precise skills that businesses seek," said AAMA's CIO, Joseph Trahan of DNSCorp.

Background on the IT Certification Program Funding

- Mr. Moreno has received 10 government grants for 20th Century Learning Centers.
- AAMA received a \$100K grant from the National Education Association (NEA), and 10 initial Charter School Grants from the NEA (at V.P. Gore's discretion).
- A grant from the Houston Galveston Area Council and assistance from local corporations will help to further underwrite the cost to develop and administer the program.
- Microsoft Corp and Compaq Computer Corp. have donated all of the software and equipment used in the Sanchez School.
- Enron Corp. and the Lay Foundation (Kenneth Lay, Chairman of Enron Corp.) have made significant donations as well.
- American Communication Services and DNSCorp have provided pro-bono Telephony consulting services and cabling.

III. International eCommerce, Inc. -

an HTC Client Company narrowing the digital divide through serving the American and Latin American communities

- IeC was established in 1998 with the objective of serving the U.S. Hispanic American markets with enhanced interactive television (iTV), including eCommerce on demand and IP telephony.
- IeC seeks to deliver affordable interactive technology with special content for the Hispanic community in the U.S. and Latin America.
- During the last 15 months, IeC has integrated a suite of enhanced iTV services and products in English, Spanish and Portuguese under the brand name of "Net for All."
- "As the first mover in the interactive television market in the Hispanic community, we see a great business opportunity while making a positive contribution that impacts the market," said Roland Rodriguez, chairman and CEO of International eCommerce, Inc.
- "Teaming with the Houston Technology Center will create a win-win situation for both parties. We will have access to HTC's resources while we will be able to further extend access to a growing economic community in the Houston area and beyond."

- leC is developing strategic partnerships in a vast array of industries, including financial, media, health and education to deliver enhanced Internet technology to bridge the "digital divide" between electronic "haves" and "have nots."
- "What leC is doing will make the Internet a truly enabling and empowering technology for the Hispanic community. At HTC, we are proud to be part of such an endeavor, and look forward to working with leC, as one of our new client companies," said Paul Frison, HTC president and CEO. "The exciting domestic and international market opportunities leC is offering will further enhance Houston's position as a leading economic gateway to Latin America."

IV. High Tech Houston: The Gateway to Mexico

- Houston is the Energy Capital of the world, home to the world's largest Medical Center, the world-famous NASA-Johnson Space Center, and the world's leading P.C. manufacturer, Compaq Computer Corp. Additionally, BMC Software Corp. and more than 1,000 additional information technology companies are located in the Greater Houston Area.
- The Port of Houston is the largest port in the U.S. in total foreign tonnage (107.8 million short tons) and the 2nd largest in total tonnage (165.5 short tons).
- Mexico is the Port of Houston's top trading partner in tonnage for both imports and exports with a combined tonnage of 26 million in 1998.
- Mexico is the Port of Houston's 2nd largest trading partner in dollar value for both imports and exports with combined dollar value of over \$3 billion in 1998.
- Exports to NAFTA countries accounted for 26.7% of Houston's exports (land, sea, and air) in 1999, making it Houston's top market for exports.

V. Appropriate Houston Site Visit Location

- The most appropriate and convenient location for the President to visit during his stop in Houston would be the AAMA IT Certification Program at the Sanchez school.
- A convenient drive from Ellington Air Force Base, the Sanchez school is located 4 miles south of downtown Houston on I-45.

THE WHITE HOUSE

WASHINGTON

December 30, 1999

The Honorable Thomas J. Vilsack
Office of the Governor
State Capitol
Des Moines, Iowa 50319

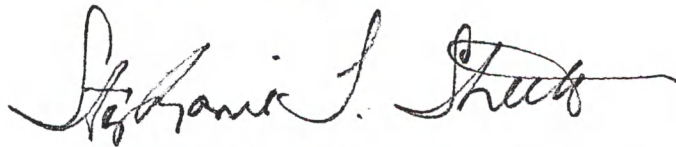
Dear Governor Vilsack:

On behalf of President Clinton, thank you for your interest in the President's visiting the state of Iowa.

At this time, I am unable to confirm the President's availability to accept your request. Please know your invitation will continue to receive careful consideration and that you will be contacted as more information becomes available.

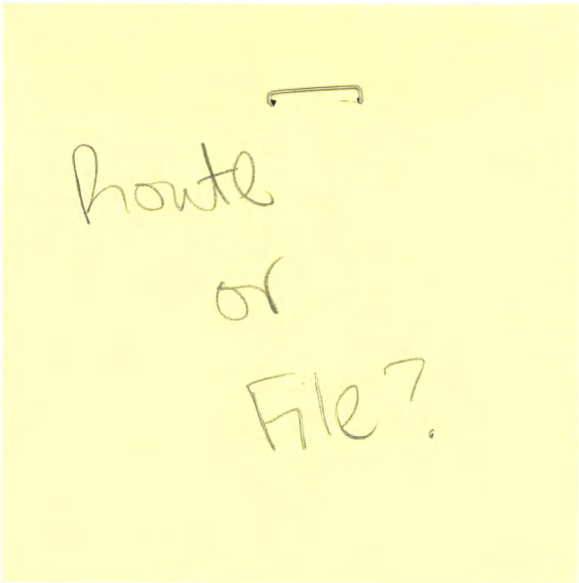
Once again, thank you for your invitation.

Sincerely,



Stephanie S. Streett
Assistant to the President
Director of Presidential Scheduling

SSS/cas



Route
or
File?

*Scheduling
open
cc: [illegible]*



402348

THOMAS J. VILSACK
GOVERNOR

October 13, 1999

OFFICE OF THE GOVERNOR

STATE CAPITOL
DES MOINES, IOWA 50319
515 281-5211
FAX 515-281-6611

SALLY J. PEDERSON
LT. GOVERNOR

(6)

The Honorable William J. Clinton
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Mr. President:

I again want to applaud your efforts to focus the nation's attention on those areas of this Country that remain economically distressed despite this Country's longest sustained period of economic growth.

Your work this summer and fall has certainly challenged the states to be more proactive and innovative, especially as it relates to inner city redevelopment.

As you look for examples to show the Country what is possible, you might want to consider recent activities Iowa has undertaken to meet the challenges you have raised.

Iowa has approached your challenge in a systemic way, putting tools in place that improve inner city redevelopment through 4 key areas of infrastructure support. The infrastructure and examples of their implementation are:

Physical Infrastructure: Aggressive Brownfield activities through Iowa's new "Physical Infrastructure Assistance Program" (PIAP) and major new investments (to match local investments) in community cultural, recreational, educational and tourism facilities that redevelop distressed areas through Iowa's new "Community Attractions and Tourism" (CAT) program.

Financial Infrastructure: New enterprise zone legislation that supports both business and housing redevelopment in distressed areas. As of today, we already have 27 housing projects in 17 communities underway with this new program.

OCT 18 1999

The Honorable William J. Clinton
Page Two
October 13, 1999

Human Infrastructure: In my legislative package this year I will be proposing the new "Employment Opportunities Act" which will be a public/private partnership between Iowa and its employers to ease the process and share the risk for employers who hire chronically under or unemployed Iowans, particularly effecting these in distressed urban and rural areas.

Technological Infrastructure: We have pioneered a new program known at the "Advanced Research and Commercialization" (ARC) program. This will include significant state support for advanced activities for high technology, and will be extremely positive for urban redevelopment areas where "technification" may have by passed the community in favor of more currently lucrative markets.

Again, I applaud your efforts and I hope you can see from the foregoing that Iowa has accepted your challenge and is attacking the issue aggressively and systemically.

I would hope you might find time to come to Iowa in the not too distant future to see our progress in action so we can discuss how Iowa can further your agenda on redevelopment.

Also, I would like to reiterate my invitation for you to come to Iowa to review our significant progress on adding value to America's agricultural products, assuring that this Country is exporting high value, high margin consumer products, rather than low cost commodities. I continue to believe this is not only an economic imperative to Iowa, but for America as a whole, and I think you would find several new innovations working in Iowa that could be replicated on a national level through your leadership.

I hope I have the chance to personally show you Iowa's innovative efforts in both the redevelopment and value-added agriculture areas. Please contact me at any time and we will immediately begin the necessary preparations.

Sincere regards,



Tom Vilsack
Governor of Iowa

United States Senate

HART SENATE OFFICE BUILDING
SUITE 112
WASHINGTON, DC 20510-0505
(202) 224-3553
senator@boxer.senate.gov
http://boxer.senate.gov



410606

February 9, 2000

The President
The White House
Washington, DC 20500

FEB 22 PM 5:47

Dear Mr. President:

I write to pass along a request from East Bay Neighborhood Links (EBNL) that you visit one of the organization's technology centers in Richmond or Oakland, California. I am informed that you and a delegation of business and community leaders plan to tour the country this spring as part of your efforts to address the "digital divide." EBNL is confident that the progress it is making in addressing this problem is worthy of the national attention this tour will surely receive.

EBNL is collaborative endeavor, lead by the YMCA. Its mission is to expand access in disadvantaged communities to computer technology, the Internet and employment opportunities in the high-tech sector. Last October Vice President Gore announced that the collaborative received a \$900,000 grant from the U.S. Department of Education to establish one of just 40 Community Technology Centers across America. As a result of this grant, EBNL intends to provide 3,000 residents with access to computers and related technologies, enroll 150 students in a technology focused after-school program and place a minimum of 80 individuals in jobs in the high-tech industry.

EBNL is committed to empowering people with the tools of the information age. As such, should your schedule allow, I encourage you to seriously consider EBNL's offer to host your delegation this spring. If you or your staff have any questions about this request or wish to learn more about the EBNL, please contact Leonard McNeil of the Crescent Park Multi-Cultural Family Resource Center at (510) 215-1785.

I appreciate your kind attention to this request.

Sincerely,

Barbara Boxer
United States Senator

946715

BB/jo

1700 MONTGOMERY STREET
SUITE 240
SAN FRANCISCO, CA 94111
(415) 403-0100

312 NORTH SPRING STREET
SUITE 1748
LOS ANGELES, CA 90012
(213) 894-5000

650 CAPITOL MALL
SUITE 6544
SACRAMENTO, CA 95814
(916) 448-2787

1130 "O" STREET
SUITE 2450
FRESNO, CA 93721
(599) 497-5109

600 "B" STREET
SUITE 2240
SAN DIEGO, CA 92101
(619) 239-3884

201 NORTH "E" STREET
SUITE 210
SAN BERNARDINO, CA 92401
(909) 888-8525

#410601

THE WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

ID# 410606
PAGE 1

DATE RECEIVED: 02/17/2000

NAME OF CORRESPONDENT: THE HONORABLE BARBARA BOXER

SUBJECT: WRITES ON BEHALF OF EAST BAY NEIGHBORHOOD LINKS REQUESTING THE PRESIDENT TO
VISIT ONE OF THEIR TECHNOLOGY CENTERS IN RICHMOND OR OAKLAND, CALIFORNIA

		ACTION	DISPOSITION			
ROUTE TO: OFFICE/AGENCY	(STAFF NAME)	ACTION CODE	DATE YY/MM/DD	TYPE RESP	C D	COMPLETED YY/MM/DD
LEGISLATIVE AFFAIRS	CHARLES "CHUCK" BRAIN	ORG	2000/02/17			

ACTION COMMENTS

Scheduling Stephanie Streett

ACTION COMMENTS:

ACTION COMMENTS:

ACTION COMMENTS:

COMMENTS BATCH #410601

cc: Marty Hoffmann, Joel Wiginton

ADDITIONAL CORRESPONDENTS: 0

MEDIA: LETTER

INDIVIDUAL CODES:

REPORT CODES:

USER CODES:

ACTION CODES:

A - APPROPRIATE ACTION
C - COMMENT/RECOMMENDATION
D - DRAFT RESPONSE
F - FURNISH FACT SHEET
I - INFO COPY/NO ACT NECESSARY
R - DIRECT REPLY W/ COPY
S - FOR SIGNATURE

DISPOSITION CODES:

A - ANSWERED
B - NON-SEPC-REFERRAL
C - COMPLETED
S - SUSPENDED

OUTGOING CORRESPONDENCE:

TYPE RESP = INITIALS OF SIGNER
CODE = A
COMPLETED = DATE OF OUTGOING

REFER QUESTIONS AND ROUTING UPDATES TO RECORDS MANAGEMENT (ROOM 72, OEOB) EXT-62590
KEEP THIS WORKSHEET ATTACHED TO THE ORIGINAL INCOMING LETTER AT ALL TIMES AND SEND COMPLETED RECORD TO
RECORDS MANAGEMENT.

THE WHITE HOUSE

WASHINGTON

March 29, 2000

Mr. Dan Geiger
Chief Executive Officer
OpNet
Suite 750
965 Mission Street
San Francisco, California 94103-2921

Dear Mr. Geiger:

On behalf of President Clinton, thank you for your invitation for the President to visit the OpNet Program in San Francisco, California. The President has asked me to convey his appreciation for your thoughtful invitation.

The White House is currently unable to confirm the President's availability at this time. Please know that you will be contacted should the President's schedule permit the White House to accept your request.

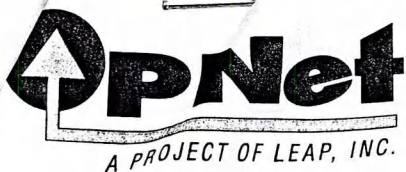
Once again, thank you for contacting the White House.

Sincerely,

A handwritten signature in black ink, appearing to read "Stephanie S. Streett", followed by a long horizontal line extending to the right.

Stephanie S. Streett
Assistant to the President
Director of Presidential Scheduling

SSS/sv2



February 14, 2000

President William Jefferson Clinton
The White House
Washington, DC 20502

Dear Mr. President:

I am writing to invite you to visit the OpNet program in San Francisco during your *New Markets* tour in April, or another convenient time. We would be honored to show you our program in action or participate in an event in conjunction with an industry partner.

Several members of your staff are aware of the OpNet program, including Tom Kalil of the National Economic Council. OpNet is regarded by many as the nation's most effective program working to bridge the digital divide. Co-founded by E. David Ellington, Founder and CEO of NetNoir, Inc., and myself, OpNet has developed an extremely innovative and effective strategy to train and place low-income young adults into well-paying careers in the new economy.

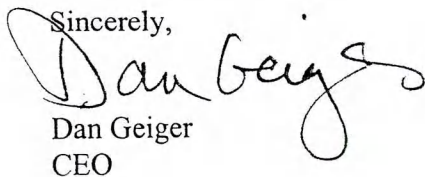
We have helped more than 100 low-income young adults build careers in the internet industry. OpNet graduates have increased their income from an average of \$6.00 per hour to almost \$15.00 per hour. Many are receiving stock options, and some are earning as much as \$80,000 per year. One young woman had been living in a homeless shelter with her three children when she came to OpNet, and is now earning \$45,000 per year as a web master and moved into her own apartment on February 1st. I have enclosed an information packet and video for your review.

We would be happy to work with your staff to arrange a high-impact visit. You could visit either our site or NetNoir, Inc., one of more than 60 company partners who hire our graduates. You should know we count among our supporters many bay area internet companies, as well as Morris Reed, Mayor Willie Brown, San Francisco Supervisor Leslie Katz, Wade Randlett, Co-Founder and VP of Red Gorilla, and others associated with your administration.

Please feel free to have your staff contact me if a visit to OpNet coincides with your plans and priorities.

Thank you for bringing national attention to the digital divide and for developing innovative solutions to this critical problem. I hope I will have the honor of meeting you in person on your next visit to San Francisco.

Sincerely,


Dan Geiger
CEO

Cc: Morris Reed
E. David Ellington
Thomas Kalil
Wade Randlett

BRIDGING THE DIGITAL DIVIDE

OpNet
965 Mission Street, Suite 750
San Francisco, CA 94103
415.882.1555 phone
415.882.1554 fax
www.opnetwork.org

BCSC
2/17/00
April trip to S



Honorable Leslie Katz (center) with OpNet graduate Edgar Diaz and Manager of Program Development and Support Valeria Perez-Ferreiro (left), at OpNet's graduation event "Bridging the Digital Divide."

To qualify for the OpNet program, participants should:

- Be low- to moderate-income residents of San Francisco.
- Have a high school diploma or GED.
- Be 18 - 25 years old.
- Possess basic computer skills.
- Have two references.
- Learn quickly and be good team players.

For **companies** interested in employing interns: **OpNet** shares the cost of intern stipends in return for the company's commitment to provide orientation, training, and on-the-job experience. Please call or see our web site for more information.

For More Information

OpNet, A Project of LEAP, Inc.
965 Mission Street, Suite 750
San Francisco, CA 94103
Phone: (415) 882-1555
Fax: (415) 882-1554
www.opnetwork.org

Design donated by **Ransley Design**



A Project of LEAP, Inc.
Advisory Board Members

Board Chair:

E. David Ellington, *President and CEO, NetNoir, Inc.; President, Telecommunications Commission of San Francisco*

Members:

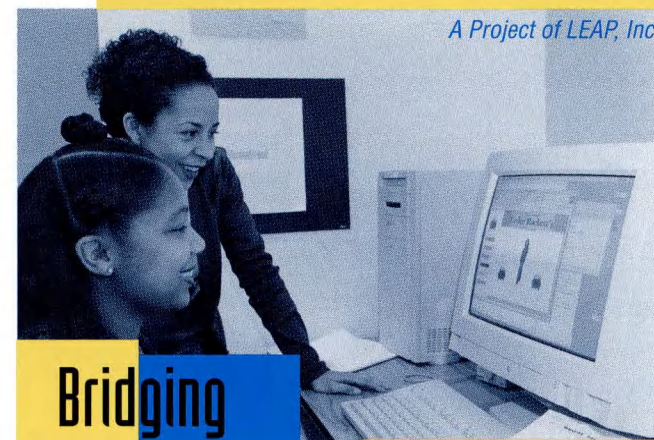
Diana Bermúdez, *Independent Consultant*
Mara Brazer, *President, San Francisco Partnership*
David Bunnell, *CEO/Publisher, Upside Media, Inc.*
Lyndon Comstock, *Chairman, LEAP, Inc.; Director, Community Bank of the Bay*
Peter Dewees, *Dean, College of Extended Learning, SFSU Downtown Campus*
Anne Etheridge, *Community Outreach Manager, Bay Area Video Coalition*
David Glickman, *Co-Director, CHALK*
Ann Gressani, *Telecommunications Consultant*
Liz Jackson-Simpson, *Director, Jobs for Youth*
Steve Kirsh, *Partner, Digital Talent Agency*
Hannah Klein, *Web Development Consultant*
April Minnich, *Director of Marketing, Sky Rocket Interactive*
Zoon Nguyen, *External Affairs Director, Pacific Bell*
Rachel Schindler, *Director of Business Development, SmartAge*
Mel Simmons, *Executive Director, Culture on the Corner*
Shannon Tobin, *CEO/President, Children's Interactive Expo, Appercu*
Susan Walters, *Vice President, Issue Dynamics, Inc.*
J. Neil Weintraut, *Partner, 21st Century Internet Venture Partners*
Wells Whitney, *Chief Scientist, Raychem Corporation*

Honorary Member: Leslie Katz, *San Francisco Board of Supervisors*

OpNet Supporters

OpNet is very grateful for the financial and in-kind support of the following companies, foundations and agencies:

Community Bank of the Bay
Crimson Language Services
Glenn Bucksbaum/Martin Bucksbaum Foundation
Haigh-Scatena Foundation
Heron Foundation
Macromedia
Manpower Technical
NationsBanc Montgomery Securities
Pacific Bell
San Francisco Mayor's Office of Community Development
The Bay Area Economic Forum/Bay Area Multimedia Partnership
The Bothin Foundation
The Charles and Helen Schwab Family Foundation
The Domitila Barrios de Chungara Fund of the Vanguard Public Foundation
The EDJe Fund of the Women's Foundation
The GAP
The Hewlett Foundation
The Roberts Foundation
Vanguard Public Foundation
And many individuals and anonymous donors



Creative, motivated young people live in every San Francisco community, including our economically disadvantaged neighborhoods.

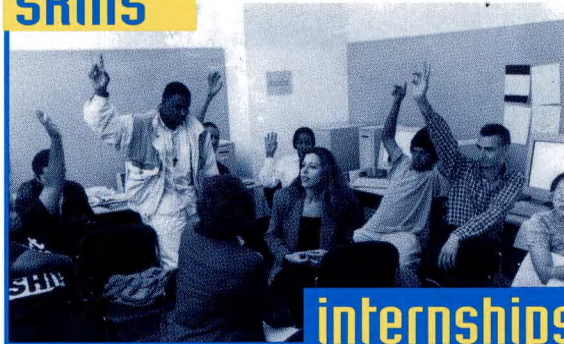
New media companies need skilled, creative, and committed employees to help their businesses grow.

OpNet provides the bridge to link San Francisco's talented youth to career development opportunities in the new media industry.

"OpNet is putting words into action and demonstrating that the people of San Francisco place importance on creating jobs that will build a better future for young people in the new media industry."

San Francisco Mayor **Willie Brown**

skills



internships

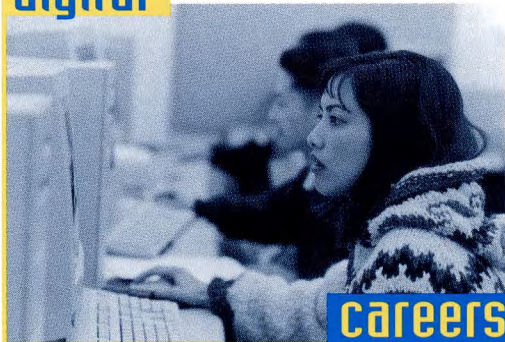
The OpNet "Bridge"—Screening, Training, Internships, and Support

OpNet is an innovative program that promotes career development for low- to moderate-income young people by preparing them for well-paying positions in the city's new media industry.

The program combines practical job training with paid internships in a local new media company and ongoing support from the **OpNet** program.

This approach provides low-income youth with valuable new opportunities in one of the most rapidly growing, best paying industries in San Francisco. And it provides the city's new media companies with skilled, motivated employees drawn from our diverse communities.

digital



careers

Business and the Community Working Together

OpNet is a project of Local Economic Assistance Program, Inc. (LEAP), the non-profit affiliate of Community Bank of the Bay. **OpNet** is a partnership of community-based organizations, businesses, government, and job-training organizations.

OpNet is actively supported by organizations such as The San Francisco Partnership, MDG.org, Bay Area Multimedia Partnership, San Francisco City College, Jobs for Youth, and the Mayor's Office of Community Development.

"OpNet not only helps young San Franciscans begin careers in a well-paying industry of the future. New media companies benefit as well from having access to outstanding entry-level employees."

Mara Brazer
President
San Francisco Partnership

EntryNet

OpNet's highly competitive recruitment program screens interns for motivation, creativity, basic computer skills, and literacy. A rigorous five-week training program provides a solid grounding in multimedia basics, project management, job readiness and career development.

Multimedia Software Training orients trainees to the web and digital media, and teaches software programs such as HTML, Photoshop, Illustrator, and others. Students build their own individual web sites, and work in teams to build a web site for a client. Trainees learn not only software programs, but project management, team building, and customer relations.

Job-Readiness Training acculturates trainees to the fast-paced new media industry, and helps them develop successful work habits. Areas of concentration include: communication skills, problem-solving techniques, career development tools, self-employment strategies, and other soft skills.

InternNet

After successfully completing the EntryNet job preparation program, **OpNet** participants take the next step: a paid, half-time, four-month internship with a local new media company. This on-the-job training is a key element in providing a "bridge to long-term employment." It gives interns the chance to gain real-world experience, make contacts in the industry, and demonstrate their skills and motivation.

"Both of our OpNet interns are valuable assets to my company. Their distinctive, original style is executed with the highest technical quality, and has added tremendous value to our products."

OpNet provided the bridge by which our company and these young artists found each other. Thanks OpNet!!

Alice Ray
President, Ripple Effects



SupportNet

Throughout the **OpNet** program, participants receive ongoing counseling, support, and evaluation to help them make the most of this opportunity. Services include job referrals, mentorships, and post-placement counseling.

"I couldn't have come this far without OpNet. I worked hard to learn what I needed to learn, and now it's really paying off. I'm proud of what I've accomplished, and my mother is very proud that I've become so successful."

Kelvin Briggs,
Design Assistant
Quokka.com

San Francisco
opportunities



OpNet
965 Mission Street, Suite 750
San Francisco, CA 94103
415.882.1555 **phone**
415.882.1554 **fax**
www.opnetwork.org



Mission & Background

The mission of OpNet is to bridge the digital divide by:

1. Creating economic development opportunities for low-income young adults;
2. Increasing the employment of women and people of color in the digital economy; and
3. Helping to meet the growing demand for skilled new media workers.

OpNet was founded in 1997 by Dan Geiger, a highly experienced business and non-profit executive who holds an MBA from the Haas Business School, and E. David Ellington, Founder and CEO of NetNoir, Inc. OpNet is a compelling national model that forges a strong business-community partnership to benefit both the new media industry and low-income youth. OpNet was founded and is fiscally sponsored by Local Economic Assistance Program, Inc. (LEAP), the non-profit affiliate of Community Bank of the Bay.

Program Description

OpNet provides youth with a bridge to new media opportunities through the following programs:

- **EntryNet** delivers five weeks of new media software training, job readiness preparation, and an orientation to the new media industry;
- **InternNet** gives young people critical, on-the-job experience with paid internships in new media companies; and
- **SupportNet** promotes intern success and long-term career development with job placement assistance, life support subsidies, continuous training, mentorships, counseling, and peer group support.

OpNet serves the needs of new media employers by providing:

- Trained, creative, and motivated entry-level employees;
- A link to San Francisco's vibrant, diverse communities.

This precedent setting program targets 18-25 year-olds from economically disadvantaged neighborhoods in the San Francisco bay area, and works closely with the region's burgeoning new media businesses.

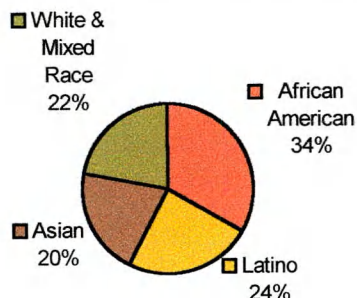
Results

OpNet has trained 115 low-income young adults between August 1997 and December 1999. Outcome highlights are:

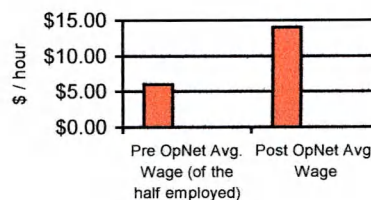
- The program has attracted a great deal of interest - an average of 25 young people apply for each 10 available program slots and more than 60 companies have hired OpNet interns.
- Of the youth admitted to EntryNet:
 - ✓ Seventy-eight percent were placed in internships.
 - ✓ Forty-eight percent acquired employment in the new media industry.
 - ✓ Approximately 15% are enrolled in college or advanced training.
 - ✓ Average post-internship earnings are \$14.50 per hour. Prior to program entry, about half of applicants were unemployed, and half were earning \$6 per hour or less. According to HUD guidelines, 59% of interns had household income classified as "very low-income", and 41% as "extremely low-income".

Thirty-four percent of participants are African-American, 24% are Latino, 20% are Asian, 15% are Caucasian, and 7% are multi-racial. Thirty-eight percent are female, and the average age is 21.

Ethnicity of Participants



Average Pre and Post OpNet Wages





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www.opnetwork.org

BRIDGING
THE DIGITAL DIVIDE

Goals

During 1999, the OpNet program refined its curriculum and model, built a strong team, and expanded the number of people trained from 40 per year to 60 per year. In addition, we implemented **Women'sNet**, a program to attract and retain a higher percentage of women in the program.

OpNet's goals for 2000 include the following:

1. Provide training, internships, & support to 75 new program participants.
2. Open the OpNet **Training Center** in February 2000. The Center will train program participants, provide tech training to community based organizations, and sell classes commercially to generate revenue.
3. Develop model(s) to **replicate** OpNet regionally and nationally. Initial efforts in the Oakland area could begin in mid to late 2000.
4. Develop a strategy to enable more "**working poor**" to participate in OpNet. New offerings include stipends during the training period and flexible curriculum schedules.
5. Develop a **Scholarship Fund** to support program graduates seeking higher education or advanced technical / design training.
6. Develop a **joint venture** with a for-profit web development company to provide business development experience for OpNet graduates and leverage the OpNet brand.

Budget & Funding

OpNet's 2000 operating budget is approximately \$750,000. 1999 funders include:

- **Private Foundations:** Bothin Foundation, Charles and Helen Schwab Family Foundation, EDJe Fund of The Women's Foundation, Haigh-Scatena Foundation, Roberts Foundation, Sara H. and William R. Kimball Foundation, Vanguard Foundation, William & Flora Hewlett Foundation
- **Corporate Funders:** Advent International, Brobeck, Phleger & Harrison, Community Bank of the Bay, Craigslist, Crimson Language Services, Hall Kinion, Headland Digital Media, Macromedia, NationsBanc Montgomery Securities, PeopleSoft, Zefer Corporation
- **Government:** San Francisco Mayor's Office of Community Development, Bay Area Economic Forum
- **Individuals:** 19 individuals donated a total of \$100,000

OpNet's funding strategy is threefold: 1) renew current funders; 2) diversify and expand our funding base, especially among national foundations, high technology firms, and individual donors; and 3) develop earned-income revenue from OpNet's Training Center and other potential strategies such as placement and franchise fees.



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415.882.1554 **fax**
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BRIDGING
THE DIGITAL DIVIDE

Management Team

Dan Geiger is OpNet's Co-Founder and CEO. He has extensive experience in the nonprofit, foundation, and business sectors. His previous positions include: President of Geiger Associates, a fund raising and strategic planning consulting firm, Director of Development for the Vanguard Foundation, Program Officer for the Evelyn and Walter Haas Jr. Fund, and Marketing Manager and Account Executive for Wang Laboratories, Inc. Mr. Geiger received a Masters of Business Administration from the Haas School of Business at UC-Berkeley.

E. David Ellington is OpNet's Co-Founder and Chairman of the OpNet Advisory Board. Mr. Ellington is the President and CEO of NetNoir, Inc., an on-line services company serving the African-American marketplace, and President of the City and County of San Francisco Telecommunications Commission.

Kelly Brown, Director of Marketing and Industry Relations, joins OpNet from the Vanguard Public Foundation where she was the Grant Programs Director. She was the Administrative Director of TransAfrica and studied in Nairobi, Kenya, where she helped develop a revolving loan fund for women. Ms. Brown received a Masters of Business Administration from the Haas School of Business at UC-Berkeley.

Joe Hawkins, Director of Training and Support, has considerable experience in counseling, job training and development, program design, and management. Mr. Hawkins was a Job Prep Trainer with the Jobs Consortium of Oakland, the Regional Director of Innovative Housing in San Rafael, and Co-founder and Program Developer at AMASSI, an AIDS social service program. Mr. Hawkins also is the CEO of Rimshot Productions, an entertainment, marketing and promotion company.

Valeria Perez Ferreiro, Manager, Program Development and Support, brings a wealth of experience in youth mentoring, employment placement, policy research, and counseling. Her experience includes: Program Director for Enterprise for High School Students, Researcher for MPR Associates, Inc., and Consultant for Price Waterhouse. Ms. Ferreiro holds a Masters degree in Public Policy from the Kennedy School of Government of Harvard University.

Jody Mahoney, Training Center Director, is former Business Development Manager for Local Economic Assistance Program, Inc. (LEAP). Prior to LEAP, Ms. Mahoney was a National Accounts Manager with Digital Equipment Corporation, responsible for services sales to Fortune 500 customers. She currently owns Fore'Word, a technical and business communication firm. Ms. Mahoney holds an MFA from Warren Wilson College.

Lyndon Comstock is the Chairman of LEAP, Inc. and a Founder and Board Member of Community Bank of the Bay. Mr. Comstock is also the Founder and past Chairman of Community Capital Bank in Brooklyn, NY, a community development bank serving the New York City area.

BARBARA BOXER
CALIFORNIA



United States Senate
WASHINGTON, D. C.

March 13, 1998

Mr. Dan Geiger
Program Director
OpNet: The Multimedia Opportunities Program
3737 Cesar Chavez
San Francisco, California 94110

Dear Mr. Geiger:

Please accept my congratulations on your recent recognition as a "Promising Practice" by The President's Initiative on Race. I am delighted that your efforts, and those of OpNet, are receiving such widespread recognition.

I applaud OpNet for its role in assisting economically disadvantaged young people of color in gaining employment in the multimedia industry.

Best wishes for your continued success!

Sincerely,

A handwritten signature in dark ink, appearing to read "Barbara Boxer", written in a cursive style.

Barbara Boxer
United States Senator

BB/jrh



221 Main Street

Suite 480

San Francisco

CA 94105

415/908-3000

415/908-2010 FAX

www.thriveonline.com

AOL keyword: thrive

March 9, 1998

To whom it may concern:

I'll begin with an admission: I'm a passionate believer in the OpNet program. But I wasn't always.

Eight months ago, when Dan Geiger and Joe Hawkins first told me about the program, it sounded too good to be true. The interns available through OpNet, they said, were carefully screened, smart, motivated, and well trained. At the time, we were in the process of launching several ambitious projects and were desperate for extra production and design help; I gave OpNet a try.

What a delightful surprise it's been. Timmy Huang arrived one morning and immediately put my doubts to rest. He began turning out high-quality work at an amazingly fast pace. When needed, he arrived early and stayed late. He gobbled up every challenge tossed his way. He also showed over and over again a surprising maturity. Part way through his internship, he had an emergency appendectomy. Just before he was wheeled into surgery, he called and left a message so I'd know why he wouldn't be in the next morning.

Naturally, we hired Timmy. We also started paying more attention to OpNet, and what we've learned convinces me that Timmy is emblematic of its extraordinary work. It *does* carefully screen its potential interns; it *does* prepare them to succeed, giving them the basic training they need to get and keep a job. What's more, OpNet itself shows the good sense to listen and seek advice from employers and to adapt as needed to a changing workplace.

If I'm unabashedly passionate about OpNet's fine work, it's because it gives us a chance to pursue a worthy goal (greater economic, racial, and ethnic diversity in the the workplace) while also tending to more selfish needs (bringing in people with the skills, talent, and work ethic we need to succeed in the fiercely competitive world of multimedia). It's a great combination--and it's the reason we've just accepted our second OpNet intern, Edgar Diaz.

Yours truly,

A handwritten signature in dark ink, appearing to read 'James D. Scott', is written over the typed name.

James D. Scott

director of creative services

Thrive

the
**SAN FRANCISCO
PARTNERSHIP**

Growing Business and Jobs

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The San Francisco Partnership

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San Francisco Chamber of Commerce

Douglas W. Shorenstein
The Shorenstein Company

Gordon R. Smith
Pacific Gas and Electric Company

Karen Wegmann
Wells Fargo Bank

April 28, 1999

Mr. Dan Geiger
Executive Director
OpNet
965 Mission Street, Suite 750
San Francisco, CA 94103

Dear Dan,

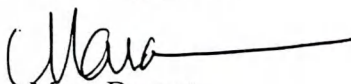
It has been a pleasure working with you in the implementation of OpNet, a valuable and much needed program to train and place disadvantaged youth in digital media jobs. The San Francisco Partnership is proud to be involved in such a worthwhile project and delighted to see OpNet students' accomplishments first hand.

San Francisco has become the undisputed multimedia hub in the country and as part of our economic development plan, the Partnership is working to help create a business environment in which the industry can continue to thrive. In order to sustain their rapid growth, multimedia companies in San Francisco must have a constant source of qualified workforce. OpNet will help fulfill this need.

Also, we are extremely appreciative of your contribution as the Co-Chair of the Workforce/Education Workgroup of the Partnership's Multimedia Task Force. The industry exchange series implemented by the workgroup has helped training providers and local multimedia companies gain a better understanding of each other's respective needs and challenges.

The San Francisco Partnership looks forward to continuing its support of OpNet and we urge our business and civic partners to work with us in ensuring the continued success of such an important program.

Sincerely yours,


Mara Brazer
President

ripple effects

Dan Geiger
OpNet Program
San Francisco, CA

March 9, 1998

Dear Dan,

I'm happy to write this letter in support of the OpNet program and grant application. Through you, we have been able to offer employment to two young artists, who have quickly moved from interns to professional computer artists.

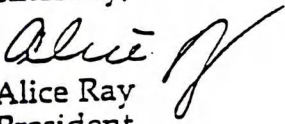
As a small, multi media company, we are not in a position to support a basic job training program for entry level workers. Thus your program is an ideal bridge between us and trained, entry level workers.

There are four major benefits to us of the program:

- In an industry with acute pressures to find qualified workers, your program introduces new value in the form of workers who have been unemployed or underemployed.
- It offers cost savings to us at a period in our company when that savings can have the most benefit.
- In an overwhelmingly white and male industry, it allows us to recruit a work force closer to the composition of our community.
- We get employees with raw talent and enthusiasm, whom we can develop to match our company needs and culture.

We greatly appreciate the work that OpNet does, and look forward to a long and productive relationship with your organization.

Sincerely,


Alice Ray
President

• David Ellington knows
FORUS

• Event has been
postponed

• Told him (Geigy) would
keep on file for future
visit to CA

6/21 CAS



www.opnetwork.org

March 20, 2000

Stephanie Street
Office of President William Jefferson Clinton
The White House
Washington, DC 20502

Dear Ms. Street:

We are writing to invite President Clinton to the 2nd OpNet Graduation Gala in San Francisco which will be held on either June 20, 21, or 22. This event will honor 60 graduates of the OpNet program from the past year, and will be attended by many top internet business and community leaders from the bay area. Other invited special guests include Steve Jobs, John Doerr, Kim Polese, and Mayor Willie Brown.

As you know, Vice President Gore recently visited OpNet for a highly successful event and speech on your administration's policies on bridging the digital divide (see enclosed press clipping).

OpNet was co-founded by E. David Ellington, Founder and CEO of NetNoir, Inc. and Dan Geiger, OpNet CEO. We count among our supporters many bay area internet companies, as well as Morris Reid, Mayor Willie Brown, San Francisco Supervisor Leslie Katz, Wade Randlett, Co-Founder and VP of Red Gorilla, and many others associated with your administration. Several members of the President's staff are aware of the OpNet program, including Tom Kalil of the National Economic Council.

OpNet is regarded as the nation's premier program working to bridge the digital divide. OpNet has helped more than 130 low-income young adults build careers in the internet industry. OpNet graduates have increased their annual income by 165% from an average of \$11,500 to \$30,500. Many are receiving stock options, and some are earning as much as \$80,000 per year. One young woman had been living in a homeless shelter with her three children when she came to OpNet, and is now earning \$50,000 per year as a web master and moved into her own apartment. I have enclosed an information packet and video for your review.

We would be happy to work with your staff to arrange the visit. We have reserved space at the Yerba Buena Center for the Arts, a popular downtown San Francisco event venue, and would appreciate knowing at your earliest convenience whether this event could conceivably fit in the President's schedule.

Thank you for your cooperation; please feel free to call Dan Geiger at 415-882-1555, x 302 if you have any questions.

Sincerely,

Dan Geiger
Cofounder, President and CEO

Cc: Morris Reid
Thomas Kalil
Wade Randlett

CC: CA DESK
Carrie S.

E. David Ellington
Cofounder and Chairman

P.S. We are scheduled to
be featured on Good
Mornings America Thursday
march 23.

OpNet

965 Mission Street, Suite 705

San Francisco, CA 94103

415.882.1555 phone

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BRIDGING THE DIGITAL DIVIDE

Nana E.
Loretta U
Karen T
Gig. G.
Stephanie C
Jen P
Doris S.
~~Joel J.~~
Joel J.

What do you think? - SS



www.opnetwork.org

March 20, 2000

Stephanie Street
Office of President William Jefferson Clinton
The White House
Washington, DC 20502

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Dan Geiger
Dan Geiger
Cofounder, President and CEO

E. David Ellington

E. David Ellington
Cofounder and Chairman

Cc: Morris Reid
Thomas Kalil
Wade Randlett

P.S. We are scheduled to be featured on Good Morning America Thursday March 23.

BRIDGING THE DIGITAL DIVIDE

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415.882.1554 fax
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Nana E.
Loretta U
Karen T
Gig. G.
Stephanie C
Jen P
Doris
~~Joel J.~~
Joel J.

What do you think? - SS

I don't think so - all things internet
Should visit GNA's website on March 23



PHOTOCOPY
PRESERVATION

Dan Geiger

Cofounder, President
& CEO



www.opnetwork.org

BRIDGING THE DIGITAL DIVIDE

OpNet

965 Mission Street, Suite 705

San Francisco, CA 94103

415.882.1555 ext. 302 **phone**

415.882.1554 **fax**

dan@opnetwork.org **email**



"I want to thank OpNet for pioneering the approach that is absolutely critical to closing the digital divide. I came to OpNet because we want to do it here first, and use the blueprint to do it nationally. I congratulate those that have pioneered this journey for us. We want millions of Americans to follow in your footsteps."

- Vice President Al Gore
Speaking at OpNet
February 26, 2000

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San Francisco, CA 94103
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415.882.1554 **fax**
www.opnetwork.org



Mission & Background

OpNet's **mission** is to create significant economic opportunities in the new media industry for low-income young adults. By increasing the employment of women and people of color in the digital economy, OpNet simultaneously meets the explosive demand for skilled, new media workers while ushering these same workers across the digital divide.

OpNet was founded in 1997 by Dan Geiger, a highly experienced business and non-profit executive who holds an MBA from the Haas Business School, and E. David Ellington, Founder and CEO of NetNoir, Inc. OpNet is a compelling national model that forges a strong business-community partnership to benefit both the new media industry and low-income youth. OpNet was founded and is sponsored by Local Economic Assistance Program, Inc. (LEAP), a non-profit venture catalyst.

Program Description

Individuals *earn the opportunity* to participate in OpNet through hard work, commitment, and a willingness to learn. At the same time, OpNet's *whatever it takes* philosophy invests in potential while reducing obstacles to success. Program components are:

- **EntryNet** delivers five weeks of web design, job readiness, and project management training, and an orientation to the new media industry;
- **InternNet** provides critical, on-the-job experience with paid internships in new media companies; and
- **SupportNet** promotes intern success and long-term career development with training stipends, counseling, financial life-support subsidies, job placement assistance, continuous training, tutoring, mentorships, scholarships and peer group support.

OpNet benefits new media employers by providing:

- Trained, creative, and motivated entry-level employees;
- A link to San Francisco's vibrant, diverse communities.

This precedent setting program targets 18-25 year-olds from economically disadvantaged neighborhoods in the San Francisco bay area (must have GED or high school diploma), and works closely with the region's burgeoning new media businesses.

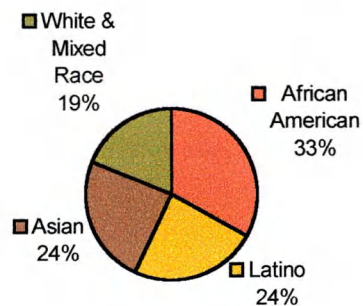
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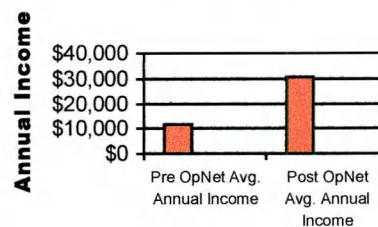
- Eighty percent have been placed or are currently completing internships.
- Fifty percent have acquired full time employment in the industry after completing their internship.
- Ten percent have pursued advanced education.
- Average annual post-internship income has increased **165%** from \$11,500 to \$30,500. Prior to program entry, 59% of interns had household income classified as *very low-income*, and 41% as *extremely low-income* (as defined by HUD).

Thirty-three percent of participants are African-American, 24% are Latino, 24% are Asian, 19% are Caucasian or mixed race. Forty-one percent are female, and the average age is 21.

Ethnicity of Participants



Average Pre and Post OpNet Income





OpNet
965 Mission Street, Suite 750
San Francisco, CA 94103
415.882.1555 **phone**
415.882.1554 **fax**
www.opnetwork.org

Goals

During 1999, the OpNet program refined its curriculum and model, built a strong team, and expanded the number of people trained from 40 per year to 60 per year. In addition, we implemented **Women'sNet**, a program to attract and retain a higher percentage of women in the program.

OpNet's goals for 2000 include the following:

1. Provide training, internships, & support to 75 – 90 new participants.
2. Develop OpNet's **Training and Consulting Services** to serve community-based organizations, company partners, and consumers.
3. Develop a **replication strategy** to expand OpNet regionally and nationally. Initial efforts in the Oakland area could begin in mid 2000.
4. Enhance our strategy to enable more "**working poor**" to participate in OpNet. New offerings include stipends during the training period and flexible curriculum schedules.
5. Launch a **Scholarship Fund** in Spring 2000 to support program graduates seeking higher education or advanced training.
6. Develop a **joint venture** with a for-profit web development company to provide business development experience for OpNet graduates and leverage the OpNet brand.

Budget & Funding

OpNet's 2000 operating budget is approximately \$800,000. 1999 funders include:

- **Private Foundations:** Bothin Foundation, Charles and Helen Schwab Family Foundation, EDJe Fund of The Women's Foundation, Goldman Foundation, Haigh-Scatena Foundation, Evelyn & Walter Haas, Jr. Fund, Roberts Foundation, Sara H. and William R. Kimball Foundation, Vanguard Foundation, William & Flora Hewlett Foundation
- **Corporate Funders:** Advent International, Bank of America Foundation, Brobeck, Phleger & Harrison, Community Bank of the Bay, Craigslist, Crimson Language Services, Hall Kinion, Headland Digital Media, Macromedia, NationsBanc Montgomery Securities, PeopleSoft, Union Bank of California Foundation, Wells Fargo Foundation, Zefer Corporation
- **Government:** San Francisco Mayor's Office of Community Development, Bay Area Economic Forum
- **Individuals:** 19 individuals donated a total of \$100,000

OpNet's funding strategy is threefold: 1) renew current funders; 2) diversify and expand our funding base, especially among national foundations, high technology firms, and individual donors; and 3) develop earned-income revenue from OpNet's Training and Consulting Services, and other strategies such as placement and franchise fees.



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Management Team

Dan Geiger is OpNet's Co-Founder and CEO. He has extensive experience in the nonprofit, foundation, and business sectors. His previous positions include: President of Geiger Associates, a fund raising and strategic planning consulting firm, Director of Development for the Vanguard Foundation, Program Officer for the Evelyn and Walter Haas Jr. Fund, and Marketing Manager and Account Executive for Wang Laboratories, Inc. Mr. Geiger received a Masters of Business Administration from the Haas School of Business at UC-Berkeley.

E. David Ellington is OpNet's Co-Founder and Chairman of the OpNet Advisory Board. Mr. Ellington is the President and CEO of NetNoir, Inc., an on-line services company serving the African-American marketplace, and President of the City and County of San Francisco Telecommunications Commission.

Kelly Brown, Director of Marketing and Industry Relations, joins OpNet from the Vanguard Public Foundation where she was the Grant Programs Director. She was the Administrative Director of TransAfrica and studied in Nairobi, Kenya, where she helped develop a revolving loan fund for women. Ms. Brown received a Masters of Business Administration from the Haas School of Business at UC-Berkeley.

Joe Hawkins, Director of Training and Support, has considerable experience in counseling, job training and development, program design, and management. Mr. Hawkins was a Job Prep Trainer with the Jobs Consortium of Oakland, the Regional Director of Innovative Housing in San Rafael, and Co-founder and Program Developer at AMASSI, an AIDS social service program. Mr. Hawkins also is the CEO of Rimshot Productions, an entertainment, marketing and promotion company.

Valeria Perez Ferreiro, Manager, Program Development and Support, brings a wealth of experience in youth mentoring, employment placement, policy research, and counseling. Her experience includes: Program Director for Enterprise for High School Students, Researcher for MPR Associates, Inc., and Consultant for Price Waterhouse. Ms. Ferreiro holds a Masters degree in Public Policy from the Kennedy School of Government of Harvard University.

Jody Mahoney, Director of Training and Consulting Services, is former Business Development Manager for Local Economic Assistance Program, Inc. (LEAP). Prior to LEAP, Ms. Mahoney was a National Accounts Manager with Digital Equipment Corporation, responsible for services sales to Fortune 500 customers. She currently owns Fore'Word, a technical and business communication firm. Ms. Mahoney holds an MFA from Warren Wilson College.

Lyndon Comstock is the Chairman of LEAP, Inc. and a Founder and Board Member of Community Bank of the Bay. Mr. Comstock is also the Founder and past Chairman of Community Capital Bank in Brooklyn, NY, a community development bank serving the New York City area.

Sample OpNet Success Stories

*For more information, please contact Dan Geiger or Alicia Schmidt
at 415-882-1555 or check out www.opnetwork.org*

Tracy Johnson
African-American
age 24

I found OpNet in August of 1999 just after I'd had my third child. I was twenty-four years old, a single mother of three, unemployed and homeless. My kids and I were living at the Compass Family Center, a shelter for homeless families, and I was trying to figure out what to do with my life. I knew I needed to make a change not only for myself, but for my children and their future. OpNet was it.

I won't lie. It wasn't easy to make it through the five weeks of training while balancing my three kids, but OpNet provided the encouragement and support I needed. With help from the instructors and volunteer tutors from the industry, I learned web design software, web site design and construction, project management and the business skills I would need to succeed in a high tech company.

After the training, OpNet placed me in a four month internship as an assistant web designer at the Miller Freeman Company. After my internship, Miller Freeman offered me a full-time position as a Web Developer at a starting salary of \$45,000 plus benefits. It was amazing.

When I needed help with my childcare during the training, OpNet was there. When I needed advice on how to negotiate a salary for my first job, OpNet was there. When I went through a company re-organization and I had to start a new job search, OpNet was there.

Today, I am getting job offers from several major high tech companies. More importantly, I have a career and the confidence and experience to create a secure future for me and my family.

Adam Turner
African-American
age 22

About this time last year, I was shining shoes in the financial district. I had been doing it since I was twelve years old when I met this guy Famous Wayne who taught me the business. I was never really that into school and I liked being out on the street and making money. Right around the time I got my GED, Joe from OpNet started coming by to get his shoes shined. So, we started talking and he asked me if I knew anything about computers. Seriously, it was just like that.

I had been playing around on a computer my mom bought us and I was way into the Internet, but I didn't think much about it. I got into the OpNet training class and it all clicked. I was intimidated at first, but then computers started really making sense to me. I got it. I even became the Teaching Assistant for another OpNet training class. They also placed me into an internship at Plumpjack.com where I got a lot of experience and where I really started to believe in my skills. Just this past week, I accepted my first position at a major sports related internet site. I accepted the first job of my new career.

Sometimes I wonder what I'd be doing if Joe never walked up to get his shoes shined that day. I'd probably still be out there shining shoes for all those tech workers. Instead, I'm one of them.

Success Stories

Enrique Pena*age 20**Latino*

I was referred to OpNet by my guidance counselor at my high school in the Fillmore. I grew up playing video games and surfing Internet, but I didn't really know what I was going to do after I graduated high school. OpNet taught me HTML, Photoshop, and web design and they got me an internship at CHALK. At CHALK, I helped design it's "Youth Village" web site. I even designed and maintain the OpNet web site. Now, I work part-time as a webmaster for the youth organization ZEUM, and freelance the rest of the time. I learned a great deal at OpNet and really got the hang of things. It was sweet.

Kelvin Briggs*African-American**age 19*

I was just completing my GED when I found out about OpNet. I wasn't able to get an internship placement right after the training, but I stuck with it and reconnected with OpNet a few months later. OpNet told me about this cool organization named CHALK, which is like this tech savvy youth talk line. I worked there without pay to get some experience and work on my design and HTML skills. After that experience, I was able to get an internship at Quokka Sports, Inc. Two months after my internship, Quokka offered me a full-time job as a Design Assistant making good money. I couldn't have done it without OpNet and CHALK. I might have given up, but they stuck with me and I worked hard to learn what I needed to learn. I'm proud of what I've accomplished and I feel good that my mother can be proud of me too.

Sipaea Webb*African-American**age 20*

I was an eighteen-year old single mother when I found out about OpNet. I went through the training and got an internship with a company called Ripple Effects, where I specialized in marketing and web design support. They liked my work so they hired me in a permanent, part-time job and now I juggle that with part-time classes at San Francisco State University and taking care of my kid. OpNet opened up a whole new world for me. I learned so much in the program, and now have some solid work experience under my belt. I look forward to making a nice career for myself in multimedia.

Jeanette Au*Chinese**age 25*

When I first found out about OpNet, I was studying art. I had a child to support and I wasn't really sure what I was going to do next. Someone told me about OpNet, so I applied. I went through the training and they placed me in an internship with Planet Out. After my internship, Planet Out offered me a full-time, salaried position and I've been there ever since. I'm thankful to OpNet cause they gave me direction, a way to use my creativity and support myself and my son.



www.opnetwork.org

March 20, 2000

Stephanie Street
Office of President William Jefferson Clinton
The White House
Washington, DC 20502

Dear Ms. Street:

We are writing to invite President Clinton to the 2nd OpNet Graduation Gala in San Francisco which will be held on either June 20, 21, or 22. This event will honor 60 graduates of the OpNet program from the past year, and will be attended by many top internet business and community leaders from the bay area. Other invited special guests include Steve Jobs, John Doerr, Kim Polese, and Mayor Willie Brown.

As you know, Vice President Gore recently visited OpNet for a highly successful event and speech on your administration's policies on bridging the digital divide (see enclosed press clipping).

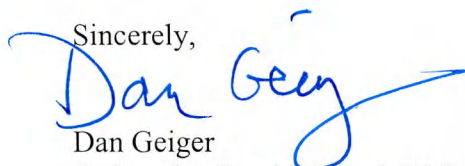
OpNet was co-founded by E. David Ellington, Founder and CEO of NetNoir, Inc. and Dan Geiger, OpNet CEO. We count among our supporters many bay area internet companies, as well as Morris Reid, Mayor Willie Brown, San Francisco Supervisor Leslie Katz, Wade Randlett, Co-Founder and VP of Red Gorilla, and many others associated with your administration. Several members of the President's staff are aware of the OpNet program, including Tom Kalil of the National Economic Council.

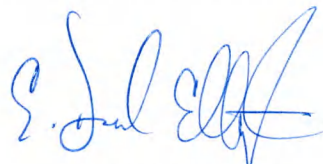
OpNet is regarded as the nation's premier program working to bridge the digital divide. OpNet has helped more than 130 low-income young adults build careers in the internet industry. OpNet graduates have increased their annual income by 165% from an average of \$11,500 to \$30,500. Many are receiving stock options, and some are earning as much as \$80,000 per year. One young woman had been living in a homeless shelter with her three children when she came to OpNet, and is now earning \$50,000 per year as a web master and moved into her own apartment. I have enclosed an information packet and video for your review.

We would be happy to work with your staff to arrange the visit. We have reserved space at the Yerba Buena Center for the Arts, a popular downtown San Francisco event venue, and would appreciate knowing at your earliest convenience whether this event could conceivably fit in the President's schedule.

Thank you for your cooperation; please feel free to call Dan Geiger at 415-882-1555, x 302 if you have any questions.

Sincerely,


Dan Geiger
Cofounder, President and CEO



E. David Ellington
Cofounder and Chairman

Cc: Morris Reid
Thomas Kalil
Wade Randlett

P.S. We are scheduled to
be featured on Good
morning America Thursday
March 23.

cc: Carrie S.

★ CA Trip
June 22

BRIDGING THE DIGITAL DIVIDE

OpNet
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San Francisco Chronicle

★ ★ ★ ★ Sunday, February 27, 2000

Gore enlists mayors in high-tech plan

Bay leaders ready to lead the way in closing digital divide

By Zachary Coile
OF THE EXAMINER STAFF

Vice President Al Gore and the mayors of the Bay Area's three largest cities pledged Saturday to make the region a national model

by ending the digital divide between those who have Internet access and computer skills and those who don't.

The pledge, made at a Gore campaign event in San Francisco, came with few details on how or when the divide would be bridged. But the vice president vowed to come up with a concrete plan at a meeting of a dozen Bay Area mayors in the fall.

In a speech to a nonprofit group

that trains young, low-income workers for tech jobs, Gore said the Bay Area — with its booming Internet-oriented economy — should be the first place in the country to provide universal Internet access and widely available computer training for kids and adults.

"We all think that this is the perfect place to demonstrate to the rest of the country how we can entirely eliminate the digital divide," Gore said.

The vice president was joined by San Francisco Mayor Willie Brown, Oakland Mayor Jerry Brown and San Jose Mayor Ron Gonzales, who all have endorsed him in his presidential bid.

Jerry Brown, the independent former California governor who surprised some by endorsing Gore Friday night, said he backed the concept of closing the technologi-

[See GORE, D-3]

A section of the San Francisco Sunday Examiner and Chronicle

◆ GORE from D-1

Bay Area to span digital divide

cal digital gap.

Noting that France installed "Minitels" — simple computers that communicate via telephone lines — in every French home a decade ago, he said it could be done in America as well.

Gonzales, mayor of a city at the center of the tech boom, said the pledge was more a goal than anything else. He acknowledged it would take massive investment: Fewer than half of San Jose residents have Internet access in their homes, Gonzales said, "even in a place like Silicon Valley."

Willie Brown left the event early for another appointment without commenting on the pledge. In brief remarks, he praised Gore and President Clinton for addressing the gap between the technological haves and have-nots.

Gore's speech follows a proposal, announced by the Clinton administration in January, to provide up to \$100 million in subsidies to help as many 9 million households connect to the Internet. The program was dubbed "ClickStart" — a play off Head Start, the federal program to help disadvantaged young children.

A recent report by the National Telecommunications and Information Administration found that most low-income and minority families lack easy access to the Internet. Three-quarters of the households earning \$75,000 or more have computers at home, but fewer than one-quarter of families earning \$25,000 or less do.

BAY AREA TO SEAL DIGITAL DIVIDE



Vice President Al Gore, third from left, expresses his plans Saturday to bridge the digital divide. Backing the idea are, from left, San Francisco Mayor Willie Brown, Oakland Mayor Jerry Brown and San Jose Mayor

Ron Gonzales. The three have joined Gore in his pledge to make the Bay Area a national model by bridging the gap between those who have Internet access and computer skills and those who don't. (D-1)

In his speech, Gore gave no timetable for when he expects the gap in access to be closed in the Bay Area. But he set three general goals that he believes can be accomplished first in the Bay Area, and later in other parts of the country:

- Connect every home to the Internet using federal subsidies that pay for low-cost computers and Web access to those who agree to volunteer a few hours in their communities.

- Build "smaller, ubiquitous computer centers" in communities for those families who still can't afford computers.

- Make every child computer

literate by the eighth grade.

- Provide job training, funded by the government and private industry, to train any adult who wants to learn computer skills.

Gore had the perfect backdrop for his pledge: the offices of OpNet, a San Francisco-based program that trains low- to middle-income people ages 18 to 25 in Web design and other computer skills. The 2-year-old program, which gives participants five weeks of intense training followed by a four-month internship, has already placed more than 100 people in jobs at top Bay Area tech firms.

The vice president used the example of Tracy Johnson, 24, of Vallejo. Before starting the program she was a homeless mother of three in the Tenderloin. After getting the training, she landed a job as a Web developer for LookSmart.com, a \$50,000-a-year job, plus stock options.

"She is moving into her new home tomorrow," Gore said. "That is really exciting."

Another participant, Adam Turner, had been shining shoes near One Market Street. Now the 22-year-old is earning \$40,000-plus a year with stock options as a production engineer at Quokka.com, an online sports site.

Turner, a Hayward native, said Gore's pledge to end the digital divide will require more training programs like OpNet and the desire of low-wage earners to seek better jobs. "If people are willing to work and to learn, I think it could be changed," he said.

Wade Randlett, a founder of the ClickStart program and former official at the tech lobbying group, Technet, said the key is convincing low-income earners to sign up for computer training.

"In this job market, you just can't be unemployed with these types of skills," Randlett said.

In his speech, Gore brought up the debate over expanding the H1-B visa program to let more skilled workers immigrate to the United States. Instead of increasing the number of visas, Gore said the United States should train more of its own workers to take jobs as engineers and Web designers.

"Getting the right skills to the right people is the key," Gore said.

The vice president left the Bay Area Saturday afternoon.

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INSIDE TECH

February 17, 2000

The Red Eye: Profiting in quality, not quantity By **Tony Perkins**

Redherring.com, February 17, 2000

This week, the Red Eye met with the CEO of an exciting nonprofit company, OpNet. With the intent of bridging the digital divide, CEO Dan Geiger and Netnoir CEO E. David Ellington founded OpNet in 1997 to help low-income young adults break into the high-tech world. Since then, the company has created a superior training program that provides people between the ages of 18 and 25 with the necessary design, programming, and multimedia skills to work in the new economy. OpNet has since trained 115 students, provided them with paid internships, and placed over 50 percent in jobs after completion of the internship. Please read on to learn more about the amazing things OpNet is doing and how you can help. I look forward to your feedback.

A DIAMOND IN THE ROUGH

In a not-so-impressive building on a not-so-impressive block of Mission Street in San Francisco, 15 students of differing races and ages are engaged in some pretty impressive things. These students not only have been chosen from a group of 50 to participate in an intensive five-week Web design and job readiness workshop that has the potential to change their lives, but they also have overcome many things just to get to the classroom. Whether it's a 22-year-old single mother of three or a 19-year-old boy who carries the financial burden for his mother, his brother, and his sister, these students have the motivation and drive to succeed in a program that doesn't take excuses.

Mr. Geiger and Mr. Ellington started the company with the mission of creating skilled new-media employees out of individuals who continuously have been left out of the talent pool. Mr. Geiger and company have recruited low-income young adults by using a variety of resources, including community organizations, local radio advertising, and student referrals, and some they have taken directly from the streets. The latter was the case with Adam Turner, a 23-year-old that was working as a shoe shiner on the streets of San Francisco. After completing his OpNet training program, Mr. Turner is interning part-time for local restaurant Plumpjack, building their intranet, as well as teaching part-time for

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building their intranet, as well as teaching part-time for OpNet. He just received a call for a second interview from San Francisco-based Quokka Sports (Nasdaq: OKKA), and he is hoping for a programming job with the firm.

for a ripe job market.

Company Profiles**OpNet**

"If it wasn't for OpNet, I'd still be shining shoes," says Mr. Turner. "Computers are the future, if you don't know how to use them, you are not going anywhere."

But OpNet is ensuring that their students do go somewhere. Beyond teaching HTML, CGI, Photoshop, and other multimedia programs and languages, OpNet also spends a significant amount of time on teamwork and conflict resolution as well as interviewing, resume-writing, and other so-called "soft skills."

"Ask anyone, and they will tell you that knowing HTML is about 25 percent of the equation," says Mr. Geiger. "It's your attitude and ability to cope in a team environment which is most important. What you find are a lot of life crises that disrupt people's lives -- from childcare, potential eviction, or not having a place to live. We provide direct financial subsidies for people to help them with these emergency situations."

OpNet's philosophy is to invest in these people, show them they can "do it," and help them succeed. The program has been tremendously successful, with company requests for internships far outweighing the supply of students. Additionally, OpNet has established a college scholarship fund and is looking to expand the program to other parts of the San Francisco Bay Area and throughout the country.

And much to Mr. Geiger's surprise, the desire to be a part of this innovative program has become contagious. OpNet is considering setting up a consulting division, as they have received many requests from the technology industry to set up similar programs within companies that will help bridge the digital divide.

However, they are far from achieving all the goals they have set out to accomplish. OpNet still needs financial support if they are to build up their scholarship program and expand their operations. As well, volunteers are needed within the industry to help tutor, mentor or provide guest presentations.

The digital divide is only going to cause bigger social and economic issues within our economy. The quality of public education is not improving the situation, either. Although most of the students at OpNet have their high-school diploma, most are still deficient in reading, writing, and math. "One of the biggest problems we see is the low level of education skills people come here with. It's very discouraging," says Mr. Geiger.

Until we can overhaul the entire education system at least OpNet is here to train the motivated in how to succeed in this new, exciting economy. If you are interested in more information from OpNet please see their website at www.opnetwork.org.

Discuss today's column in the [Red Eye](#) column discussion in our Think Tank forum. Or visit the [forums home page](#).

Please send your comments to [Nicole Sperling](#), a regular contributor to the Red Eye.

■

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Our Partners

SOME INTERNS DIDN'T GO TO STANFORD

OpNet prepares low-income youth for Internet careers. But don't call it charity – these kids are serious.

BY JACOB WARD

Talk to anyone who works in the Internet Economy and you'll get an earful about how tired and overworked they are. The pleasantries that begin a conversation with any venture capitalist, executive or programmer almost always include boastful statements about crammed schedules of endless meetings and late nights. They have meals with the "right" executives. They loudly squawk out deals on their cell phones in the middle of meetings. They're all very busy.

And then there's Manuel Riley. An intern at Babycenter.com in San Francisco, Riley, 23, works a 10-hour day, then drives across the Bay Bridge to the Oakland airport where he works the 6:30 p.m. to 10:00 p.m. shift at UPS. Weekends, he attends college classes.

Riley is part of a San Francisco program called OpNet (www.opnetwork.org), which helps 18- to 25-year-olds from low-income neighborhoods get Internet and other multimedia jobs. After a five-week training session, OpNet arranges subsidized four-month paid internships in Bay Area multimedia companies and follows up with long-term career development through ongoing training and mentoring. Founded in 1997 by Dan Geiger, an employee at the Vanguard Foundation, and NetNoir president and CEO David Ellington, OpNet has trained 75 students and placed 74 percent of them in internships, according to the company. Twenty-five companies, including PlanetOut, Thrive Online and Quokka Sports, have hired OpNet interns to fill full-

time positions.

Set up to help move lower-income people into the Internet industry, OpNet is funded by the Local Economic Assistance Program, the nonprofit affiliate of Community Bank of the Bay, and by grants from outside organizations like the Women's Foundation, which recently donated \$200,000. Staff is drawn mostly

The organization bills itself as a "bridge across the digital divide," but it can only do so much to get students into the Internet Economy.

from public foundations and other fund-raising organizations. But OpNet is no social-service agency – it's designed to provide incentives to multimedia companies. "We're business-minded," says Geiger. "We know that this isn't going to work unless it works for the businesses."

OpNet subsidizes its interns' wages – an intern gets \$5 an hour from OpNet and \$5 from the employer. For VC-backed Internet startups, which regularly dole out millions for consultants, marketing and Web development, \$5 an hour for a motivated entry-level employee is almost free labor.

And that labor comes at the perfect time. The Department of Commerce's Office of



Riley: UPS worker by night, Internet exec-in-training by day.

Technology Policy reported this year that 95,000 new systems analysts, computer programmers and software engineers will be needed each year in the United States. At OpNet's first graduation ceremony in May, speaker Marleen McDaniel, CEO and chairperson of Women.com, said that her company, like most Internet companies, is encountering a drought when it comes to finding qualified applicants. Women.com was 83 people behind in its staffing schedule in May.

OpNet addresses the practical side of the workplace, too. Students learn about the politics of things like programmer vs. design department disagreements. And OpNet also stays in touch with employers to mediate between employers and students; after all, supervisors may not be used to working with a diverse set of employees, and students may be unfamiliar with workplace expectations.

For the students, the change of setting can be jarring. "This classroom is a culture shock for some young people, and then after five weeks, the office can be even more of a shock," says Joe Hawkins, director of training and support for OpNet.

The organization bills itself as a "bridge across the digital divide," but it can only do so much to get students into the Internet Economy. The industry's record of retaining and promoting minority talent may be best illustrated by the

CONTINUED ON PAGE 108

CONTINUED FROM PAGE 106 racial makeup of Silicon Valley CEOs. A survey by the *San Jose Mercury News* last year noted that among the top 150 Silicon Valley companies, there are no Hispanic CEOs. Eight percent of the companies surveyed are led by Asian-Americans, but there were no African-American CEOs until Symantec's John W. Thompson was named to the post this year.

For more about working in the Internet Economy, plus the weekly New Gig newsletter, visit www.thestandard.com/newgig

Timmy Hoang, one of the first OpNet interns, now works at Thrive Online. He had to shout to make himself noticed. "The people were nice," he recalls. "But you have to walk in and take that job. You can't just have it for showing up."

Riley, the Babycenter intern, also encountered that dynamic. Babycenter couldn't bring Riley into the programmers' group, as he'd wished, so he ended up as a gopher for the design department. "I wanted to do Java and HTML, and I didn't

get to do that," he says on his last day, looking at the building.

"I wish I could give you a Cinderella story," says Jonathan Tuttle, design director at Babycenter and Riley's supervisor. "Manuel was super. He was excited and curious and up for anything. I really wish we could have hired him."

Riley recounts his time at Babycenter without regret or disappointment, simply recalling that being in the startup environment was an invaluable experience. "It's like a language," he says. "The more you speak it, the more fluent you get."

"I would spend a day listening to the people in marketing selling things over the phone for \$10,000, and I realized something: It's important to be consistent. You set your price, and you never accept less. That's how this business works," he concludes.

OpNet inspires career ambition in its students. After a presentation for the Women's Foundation, a few discuss their plans. "I want to be a technical coder," volunteers Anson Laventure, a muscular 19-year-old

with bleached-blond hair. "I still need help on my Java skills," he admits. When asked if it's worth going five weeks without pay to attend classes, he shrugs. "This is something I have to do. It's important."

Shannon Cunningham, 24, aims to be a freelance designer. "I have a daughter," she explains. "I'd like to do e-commerce-related design, and, ideally, I'd like to work from home." She pauses. "I have to buy that URL," she says quietly, pointing to a splash page she designed that reads "Lion Design."

Despite OpNet's sterling intentions, it's hard to imagine that Internet companies, distracted as they are by stock value, strategy and product deadlines, would make time to provide opportunities for disadvantaged youth. But those companies who have worked with OpNet seem to see the appeal. After the presentation, Geiger phones with good news.

"Babycenter just called for Manuel's number," he says. "They need some freelance work done." ■

FAST COMPANY

Cofounder, CEO, chairman, and president
NetNoir Inc.
San Francisco, California

E. DAVID ELLINGTON

IF YOU WANT TO EMPOWER PEOPLE, INVEST IN them. When you give people a loan, or you donate money to them, they're indebted to you. But when you invest in people, you demonstrate that you believe in them. I founded NetNoir, a multimedia company and Web site that caters to the African-American community. On the side, I co-founded OpNet, a multimedia internship program for disadvantaged youth. At OpNet, we train students for five weeks in HTML, Java scripting, and other skills, and then provide them with paid, four-month internships in local multimedia companies. We've been incredibly successful in placing our interns: So far, we've had 90 students come through the program, and about 55% of them got long-term jobs through us. Those interns went from making \$19,000 a year working at Burger King to making \$35,000 or more in multimedia gulch. And none of them have a college degree.

Here's the point: This revolution is not going to leave anyone out. The medium is still in its infancy. We need for people to understand that there is a place for the less-skilled worker in the digital economy.

E. DAVID ELLINGTON (DAVID@NETNOIR.COM) IS COFOUNDER, CEO, CHAIRMAN, AND PRESIDENT OF NETNOIR INC., A MULTIMEDIA-SERVICES COMPANY FOCUSING ON THE AFRICAN-AMERICAN MARKET-PLACE. HE IS ALSO PRESIDENT OF THE TELECOMMUNICATIONS COMMISSION FOR THE CITY AND COUNTY OF SAN FRANCISCO, AND COFOUNDER AND CHAIRMAN OF THE ADVISORY BOARD FOR OPNET (WWW.OPNETWORK.ORG). OPNET'S MISSION IS TO BRIDGE THE "DIGITAL DIVIDE" BY PROMOTING ECONOMIC OPPORTUNITIES FOR LOW-INCOME YOUNG ADULTS, INCREASING THE INVOLVEMENT OF WOMEN AND PEOPLE OF COLOR IN THE DIGITAL ECONOMY, AND HELPING TO MEET THE GROWING DEMAND FOR SKILLED MULTIMEDIA WORKERS.



"THIS REVOLUTION IS NOT GOING TO LEAVE ANYONE OUT."

Photograph by ANGELA WYANT



Honorable Leslie Katz (center) with OpNet graduate Edgar Diaz and Manager of Program Development and Support Valeria Perez-Ferreiro (left), at OpNet's graduation event "Bridging the Digital Divide."

To qualify for the OpNet program, participants should:

- Be low- to moderate-income residents of San Francisco.
- Have a high school diploma or GED.
- Be 18 - 25 years old.
- Possess basic computer skills.
- Have two references.
- Learn quickly and be good team players.

For **companies** interested in employing interns: **OpNet** shares the cost of intern stipends in return for the company's commitment to provide orientation, training, and on-the-job experience. Please call or see our web site for more information.

For More Information

OpNet, A Project of LEAP, Inc.
965 Mission Street, Suite 750
San Francisco, CA 94103
Phone: (415) 882-1555
Fax: (415) 882-1554
www.opnetwork.org

Design donated by **Ransley Design**



A Project of LEAP, Inc.

Advisory Board Members

Board Chair:

E. David Ellington, *President and CEO, NetNoir, Inc.;*
President, Telecommunications Commission of San Francisco

Members:

Diana Bermúdez, *Independent Consultant*
Mara Brazer, *President, San Francisco Partnership*
David Bunnell, *CEO/Publisher, Upside Media, Inc.*
Lyndon Comstock, *Chairman, LEAP, Inc.; Director, Community Bank of the Bay*
Peter Dewees, *Dean, College of Extended Learning, SFSU Downtown Campus*
Anne Etheridge, *Community Outreach Manager, Bay Area Video Coalition*
David Glickman, *Co-Director, CHALK*
Ann Gressani, *Telecommunications Consultant*
Liz Jackson-Simpson, *Director, Jobs for Youth*
Steve Kirsh, *Partner, Digital Talent Agency*
Hannah Klein, *Web Development Consultant*
April Minnich, *Director of Marketing, Sky Rocket Interactive*
Zoon Nguyen, *External Affairs Director, Pacific Bell*
Rachel Schindler, *Director of Business Development, SmartAge*
Mel Simmons, *Executive Director, Culture on the Corner*
Shannon Tobin, *CEO/President, Children's Interactive Expo, Appercu*
Susan Walters, *Vice President, Issue Dynamics, Inc.*
J. Neil Weintraut, *Partner, 21st Century Internet Venture Partners*
Wells Whitney, *Chief Scientist, Raychem Corporation*

Honorary Member: Leslie Katz, *San Francisco Board of Supervisors*

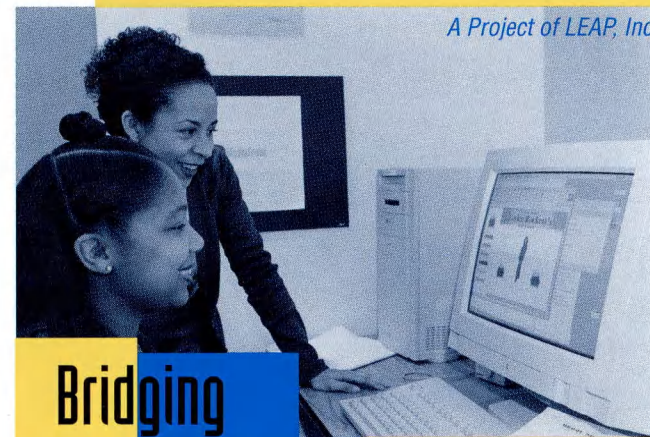
OpNet Supporters

OpNet is very grateful for the financial and in-kind support of the following companies, foundations and agencies:

Community Bank of the Bay
Crimson Language Services
Glenn Bucksbaum/Martin Bucksbaum Foundation
Haigh-Scatena Foundation
Heron Foundation
Macromedia
Manpower Technical
NationsBanc Montgomery Securities
Pacific Bell
San Francisco Mayor's Office of Community Development
The Bay Area Economic Forum/Bay Area Multimedia Partnership
The Bothin Foundation
The Charles and Helen Schwab Family Foundation
The Domitila Barrios de Chungara Fund of the Vanguard Public Foundation
The EDJe Fund of the Women's Foundation
The GAP
The Hewlett Foundation
The Roberts Foundation
Vanguard Public Foundation
And many individuals and anonymous donors



A Project of LEAP, Inc.



Bridging the Digital Divide

Creative, motivated young people live in every San Francisco community, including our economically disadvantaged neighborhoods.

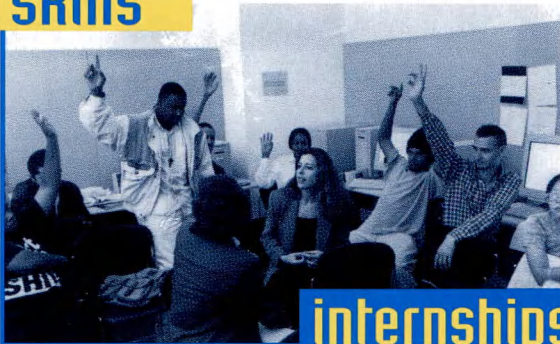
New media companies need skilled, creative, and committed employees to help their businesses grow.

OpNet provides the bridge to link San Francisco's talented youth to career development opportunities in the new media industry.

"OpNet is putting words into action and demonstrating that the people of San Francisco place importance on creating jobs that will build a better future for young people in the new media industry."

San Francisco Mayor **Willie Brown**

skills



internships

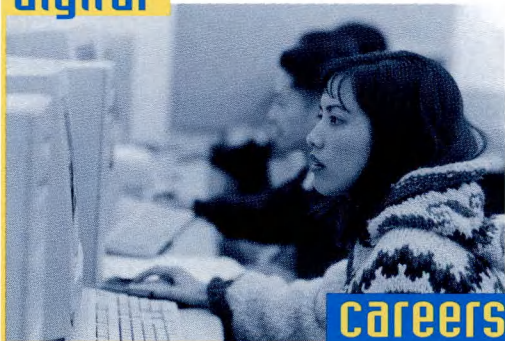
The OpNet "Bridge"—Screening, Training, Internships, and Support

OpNet is an innovative program that promotes career development for low- to moderate-income young people by preparing them for well-paying positions in the city's new media industry.

The program combines practical job training with paid internships in a local new media company and ongoing support from the **OpNet** program.

This approach provides low-income youth with valuable new opportunities in one of the most rapidly growing, best paying industries in San Francisco. And it provides the city's new media companies with skilled, motivated employees drawn from our diverse communities.

digital



careers

Business and the Community Working Together

OpNet is a project of Local Economic Assistance Program, Inc. (LEAP), the non-profit affiliate of Community Bank of the Bay. **OpNet** is a partnership of community-based organizations, businesses, government, and job-training organizations.

OpNet is actively supported by organizations such as The San Francisco Partnership, MDG.org, Bay Area Multimedia Partnership, San Francisco City College, Jobs for Youth, and the Mayor's Office of Community Development.

"OpNet not only helps young San Franciscans begin careers in a well-paying industry of the future. New media companies benefit as well from having access to outstanding entry-level employees."

Mara Brazer
President
San Francisco Partnership

EntryNet

OpNet's highly competitive recruitment program screens interns for motivation, creativity, basic computer skills, and literacy. A rigorous five-week training program provides a solid grounding in multimedia basics, project management, job readiness and career development.

Multimedia Software Training orients trainees to the web and digital media, and teaches software programs such as HTML, Photoshop, Illustrator, and others. Students build their own individual web sites, and work in teams to build a web site for a client. Trainees learn not only software programs, but project management, team building, and customer relations.

Job-Readiness Training acculturates trainees to the fast-paced new media industry, and helps them develop successful work habits. Areas of concentration include: communication skills, problem-solving techniques, career development tools, self-employment strategies, and other soft skills.

InternNet

After successfully completing the EntryNet job preparation program, **OpNet** participants take the next step: a paid, half-time, four-month internship with a local new media company. This on-the-job training is a key element in providing a "bridge to long-term employment." It gives interns the chance to gain real-world experience, make contacts in the industry, and demonstrate their skills and motivation.

"Both of our OpNet interns are valuable assets to my company. Their distinctive, original style is executed with the highest technical quality, and has added tremendous value to our products."

OpNet provided the bridge by which our company and these young artists found each other. Thanks OpNet!!"

Alice Ray
President, Ripple Effects



SupportNet

Throughout the **OpNet** program, participants receive ongoing counseling, support, and evaluation to help them make the most of this opportunity. Services include job referrals, mentorships, and post-placement counseling.

"I couldn't have come this far without OpNet. I worked hard to learn what I needed to learn, and now it's really paying off. I'm proud of what I've accomplished, and my mother is very proud that I've become so successful."

Kelvin Briggs,
Design Assistant
Quokka.com

Salinas
Rodrigo
opportunities

March 7, 2000

Mr. Edward A. Brill
Proskauer Rose LLP
1585 Broadway
New York, New York 10036-8299

Dear Ed:

Thanks for your letter and the information about the Federation Employment and Guidance Service's efforts to bridge the digital divide in the South Bronx. I was pleased to read about your work to help welfare recipients acquire computer skills and use the Internet to find jobs. Thanks, too, for your invitation to visit the South Bronx facility. My scheduling office now has a copy of your letter for planning purposes.

As our nation and economy become increasingly reliant on technology, we must broaden access to computers and the Internet, provide people with the skilled teachers and the training they need to master the information economy, and empower all Americans to use new technologies effectively. That is why my fiscal 2001 budget provides \$2 billion in tax incentives to encourage private sector donation of computers, sponsorship of community technology centers, and training programs. It also includes \$150 million to help train new teachers to use technology effectively, \$100 million to create 1,000 community technology centers in low-income urban and rural areas, and \$50 million for a public/private partnership to expand home access to computers and the Internet for low-income families.

As we work to prepare our nation for the challenges of the 21st century, I look forward to your continued involvement.

Sincerely,

BC/CKS/DA/DC/DWB/emu-bws (Corres. #7114759)
(2.brill.ea)

EMIL GERTSON

cc: w/inc Carrie Street
cc: w/inc Exec Sec, DOE
cc: Tom Kahil

Xeroxed copy of personally signed original to NH through Sean Maloney
CLEAR THRU SEAN MALONEY
PRESIDENT TO SIGN

EDWARD A. BRILL
1585 BROADWAY
NEW YORK, N.Y. 10036

Direct Dial: (212) 969-3015

January 31, 2000

President William Clinton
The White House
Washington, D.C.

Dear Mr. President:

As a member of the Board of Trustees of F●E●G●S (Federation Employment and Guidance Service, Inc.) the nation's largest human services provider, I am writing to make you aware of an exceptional set of programs operating in the South Bronx to close the digital divide.

Every day, hundreds of Black and Hispanic welfare recipients who are single parents of dependent children are sitting down to use the Internet to help them job-hunt so that they can become self-supporting. These individuals have rudimentary literacy levels, in the elementary school range. Before F●E●G●S assists them, the overwhelming majority of these people have never tried to operate a computer. Virtually none of them have knowledge of what the World Wide Web is, or how it could be of help to them when they first begin work with us.

F●E●G●S' groundbreaking work with this population is in partnership with the IBM Corporation, which has supplied hardware, software and technical assistance for a pioneering program, The Adult Literacy Initiative. In addition, NYC's Human Resources Administration has awarded two major contracts to F●E●G●S to provide employment services to these individuals. We have motivated employers to believe in these people, by proving how capable they are

President William Clinton
January 31, 2000
Page 2

following our work with them. Using these innovative platforms as a base, we are committed to expanding our digital divide efforts, as evidenced in the enclosed From Welfare to the Web proposal (submitted to U.S. Dept. of Education, Learning Anywhere Anytime Program). We continue to seek support for it and are confident that it will be realized soon.

We urge you to pay a visit to our South Bronx facility on your New Markets tour this Spring to see what, together, we can do to bridge the divide for this underserved and needy population.

Very truly yours,

A handwritten signature in black ink, appearing to read "Ed Brill", with a stylized flourish at the end.

Edward A. Brill

EAB:bw
Enclosures

cc: Mr. Al Miller
Executive Vice President
F●E●G●S

EDWARD A. BRILL

1585 BROADWAY
NEW YORK, N.Y. 10036

Direct Dial: (212) 969-3015

January 31, 2000

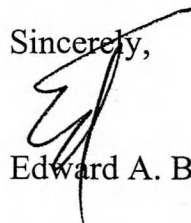
Timothy Fry, Esq.
Frylaw
405 Park Avenue
New York, New York 10022

Dear Tim:

I enclose a letter to President Clinton regarding an exciting proposal by F●E●G●S entitled "From Welfare to the Web", and inviting the President to visit the current F●E●G●S program in the South Bronx providing Adult Literacy and employment services to welfare recipients with the use of cutting edge computer technology. I would appreciate your help in forwarding the letter and enclosed copy of the proposal to the White House.

Best regards,

Sincerely,



Edward A. Brill

EAB/bw
Enclosures

frylaw
405 Park Avenue
New York, NY 10022

'00 FEB 8 AM 9:28

February 1, 2000

Sean P. Maloney
Assistant to the President & Staff Secretary
The White House
1600 Pennsylvania Avenue, NW
West Wing, Ground Floor
Washington DC 20502

Dear Sean:

Greetings & Happy New Year, Decade & Millennium. If you could shepherd the attached to the right place/person, I'd be appreciative.

Ed Brill is a partner at Proskauer Rose LLP, a classmate of Hillary's at Yale Law, a long-time supporter of the President, and a good guy.

Apparently he's on the Board of a large not-for-profit social welfare agency, which, on a successful, pilot basis, is providing computer literacy training to welfare recipients in the Bronx. Apparently the agency has local, City grants, and has previously applied for a Federal one (unsuccessfully), but Ed explains to me that the since South Bronx project is successful, and related to oft-expressed concerns of the President, it might be something the President would want to see, and highlight, when he comes this way.

Please let me know to where this goes, and of the reaction it receives. Also, feel free to call Ed directly at Proskauer.

Finally, please note my new numbers and e-mail address.

Cordially,

Morton H. Fry
MHF:cs

Enclosures

cc: Ed Brill {w/o encl. by mail}

E-mail: frylaw@mindspring.com
Phone: 212-207-3353
Fax #: 212-207-3361

intellectual property

2/8
Doh.
BC sig to Ed Brill.
Tx
D



416504



OFFICE OF THE MAYOR
CITY OF HOUSTON
TEXAS

LEE P. BROWN
MAYOR

April 10, 2000

The Honorable William J. Clinton
President of the United States
The White House
1600 Pennsylvania Avenue N.W.
Washington, D.C. 20530

5/12 - Copy to
Gigi Georges

Dear President Clinton:

I would like to take this opportunity to personally invite you to the nation's High Tech City, Houston, Texas. Making Houston one of your designated stops for your upcoming New Market Tour for Digital Expansion will be an exciting opportunity to see first hand what Houston is doing.

Houston is home to more than 1,000 information technology companies and headquarters for Compaq Computer Corporation and BMC Software, which support a large percentage of our workforce. Among the list of companies is the Houston Technology Center, a non-profit cooperation, whose goals are to narrow the digital divide by assisting budding technology entrepreneurs, providing technical support to small businesses and increasing job skill levels in defined zones of the City's designated Enhanced Enterprise Community (EEC).

In partnership with the Association for the Advancement of Mexican Americans (AAMA), founded in 1997 to promote the advancement of at-risk and disadvantage youths in our community, a program for IT certification training began in January 2000. Currently, courses are being conducted at George I. Sanchez High School, a charter school accredited by the Texas Education agency and dedicated by Vice President Gore in May 1999. This program provides an alternative educational environment for students who have had limited success with traditional learning. Compaq Computer Corporation and Microsoft Corporation have donated all of the software and hardware equipment. Gilbert Moreno, President and CEO of AAMA states "Our students can now develop highly valued skills and become eligible for employment in high-demand technology fields through this program."

These are some of the many projects we are currently engaging ourselves. As we enter this millennium year and the 21st Century, we will continue to position Houston as the nation's leading city in the information technology.

I look forward to your acceptance to tour the first class international technology city of the nation.

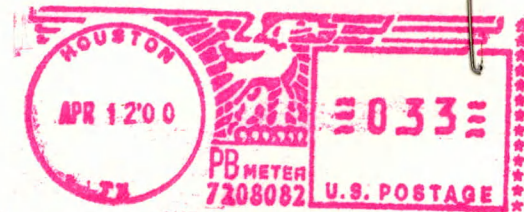
Sincerely,

Lee P. Brown
Mayor

APR 20 2000

B-411503

OFFICE OF THE MAYOR
CITY OF HOUSTON
TEXAS
77251



APR 20 2000

The Honorable William J. Clinton
President of the United States
The White House
1600 Pennsylvania Avenue N.W.
Washington, D.C. [REDACTED]

APR

2000

17

APR

2000

APR

2000

17

**THE WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

ID# 416504
PAGE 1

DATE RECEIVED: 04/24/2000

NAME OF CORRESPONDENT: THE HONORABLE LEE P. BROWN

SUBJECT: INVITES THE PRESIDENT TO MAKE HOUSTON ONE OF HIS DESIGNATED STOPS FOR HIS
UPCOMING NEW MARKET TOUR FOR DIGITAL EXPANSION

		ACTION		DISPOSITION		
ROUTE TO: OFFICE/AGENCY	(STAFF NAME)	ACTION CODE	DATE YY/MM/DD	TYPE RESP	C D	COMPLETED YY/MM/DD
SCHEDULING AND ADVANCE	CARRIE STREET	ORG	2000/04/24			
ACTION COMMENTS OPEN						
ACTION COMMENTS:						
ACTION COMMENTS:						
ACTION COMMENTS:						

COMMENTS

ADDITIONAL CORRESPONDENTS: 0

MEDIA: LETTER

INDIVIDUAL CODES:

REPORT CODES:

USER CODES:

ACTION CODES:

A - APPROPRIATE ACTION
C - COMMENT/RECOMMENDATION
D - DRAFT RESPONSE
F - FURNISH FACT SHEET
I - INFO COPY/NO ACT NECESSARY
R - DIRECT REPLY W/ COPY
S - FOR SIGNATURE

DISPOSITION CODES:

A - ANSWERED
B - NON-SEPC-REFERRAL
C - COMPLETED
S - SUSPENDED

OUTGOING CORRESPONDENCE:

TYPE RESP = INITIALS OF SIGNER
CODE = A
COMPLETED = DATE OF OUTGOING

REFER QUESTIONS AND ROUTING UPDATES TO RECORDS MANAGEMENT (ROOM 72, OEOP) EXT-62590

KEEP THIS WORKSHEET ATTACHED TO THE ORIGINAL INCOMING LETTER AT ALL TIMES AND SEND COMPLETED RECORD TO RECORDS MANAGEMENT.

Carrie - for file

EDWARD A. BRILL
1585 BROADWAY
NEW YORK, N.Y. 10036

Direct Dial: (212) 969-3015

March 16, 2000

Ms. Stephanie S. Streett
Assistant to the President and
Director of Presidential Scheduling
The White House
Washington, D.C. 20500

Dear Ms. Streett:

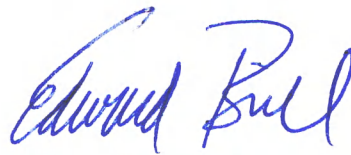
I am writing to follow-up on the possibility of President Clinton visiting an existing set of programs operated by Federation Employment and Guidance Service (F●E●G●S) in the South Bronx during his New Markets tour this Spring. Enclosed is a copy of the President's March 7, 2000 letter to me, indicating that he had forwarded to your office my letter of January 31, 2000 (also enclosed) describing the F●E●G●S programs and extending an invitation for his visit.

I believe that a Presidential visit to these extraordinary programs would be an excellent way to focus attention on ways in which the new information technology can be made available to all Americans, including the most economically disadvantaged, through partnerships among private industry, the not-for-profit sector, and government.

Ms. Stephanie S. Streett
March 16, 2000
Page 2

Please let me know if I can provide any further
information about these programs.

Very truly yours,



Edward A. Brill

EAB:bw
Enclosures

cc: Mr. Al Miller
Executive Vice President
F●E●G●S

THE WHITE HOUSE

WASHINGTON

March 7, 2000

Mr. Edward A. Brill
Proskauer Rose LLP
1585 Broadway
New York, New York 10036-8299

Dear Ed:

Thanks for your letter and the information about the Federation Employment and Guidance Service's efforts to bridge the digital divide in the South Bronx. I was pleased to read about your work to help welfare recipients acquire computer skills and use the Internet to find jobs. Thanks, too, for your invitation to visit the South Bronx facility. My scheduling office now has a copy of your letter for planning purposes.

As our nation and economy become increasingly reliant on technology, we must broaden access to computers and the Internet, provide people with the skilled teachers and the training they need to master the information economy, and empower all Americans to use new technologies effectively. That is why my fiscal 2001 budget provides \$2 billion in tax incentives to encourage private sector donation of computers, sponsorship of community technology centers, and training programs. It also includes \$150 million to help train new teachers to use technology effectively, \$100 million to create 1,000 community technology centers in low-income urban and rural areas, and \$50 million for a public/private partnership to expand home access to computers and the Internet for low-income families.

As we work to prepare our nation for the challenges of the 21st century, I look forward to your continued involvement.

Sincerely,

A handwritten signature in black ink, appearing to read "Bill Clinton", with a stylized, flowing script.

EDWARD A. BRILL

1585 BROADWAY

NEW YORK, N.Y. 10036

Direct Dial: (212) 969-3015

January 31, 2000

President William Clinton
The White House
Washington, D.C.

Dear Mr. President:

As a member of the Board of Trustees of F●E●G●S (Federation Employment and Guidance Service, Inc.) the nation's largest human services provider, I am writing to make you aware of an exceptional set of programs operating in the South Bronx to close the digital divide.

Every day, hundreds of Black and Hispanic welfare recipients who are single parents of dependent children are sitting down to use the Internet to help them job-hunt so that they can become self-supporting. These individuals have rudimentary literacy levels, in the elementary school range. Before F●E●G●S assists them, the overwhelming majority of these people have never tried to operate a computer. Virtually none of them have knowledge of what the World Wide Web is, or how it could be of help to them when they first begin work with us.

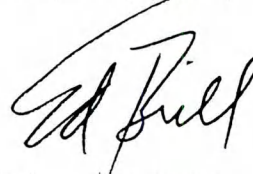
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President William Clinton
January 31, 2000
Page 2

following our work with them. Using these innovative platforms as a base, we are committed to expanding our digital divide efforts, as evidenced in the enclosed From Welfare to the Web proposal (submitted to U.S. Dept. of Education, Learning Anywhere Anytime Program). We continue to seek support for it and are confident that it will be realized soon.

We urge you to pay a visit to our South Bronx facility on your New Markets tour this Spring to see what, together, we can do to bridge the divide for this underserved and needy population.

Very truly yours,

A handwritten signature in black ink, appearing to read "Ed Brill", with a stylized flourish at the end.

Edward A. Brill

EAB:bw
Enclosures

cc: Mr. Al Miller
Executive Vice President
F●E●G●S

McCann, Kim

From: Magaliff, Gail
Sent: Thursday, January 27, 2000 10:28 AM
To: FECS Staff on Email
Subject: FECS E-NEWS

F.E.G.S. Electronic News Service

IBM, F.E.G.S. BRING TECHNOLOGY, EXPERTISE TO THE BATTLE FOR ADULT LITERACY

It is a coming together of the best in the corporate and not-for-profit sectors; a melding of the finest in high-tech with the highest standards of service to people in need.

F.E.G.S., the nation's largest health related and human services agency, has been selected by IBM, the world's leading technology company, to be one of seven organizations nationwide to participate in its new Adult Literacy Initiative. In collaboration with IBM and the six other organizations selected nationwide, F.E.G.S. will contribute its expertise in providing adult training in order to develop a software program that will use IBM's pioneering voice recognition technology and computers to help adults learn how to read. This innovative collaboration is expected to have far-reaching implications for programs serving disadvantaged individuals with low literacy levels in communities across the country.

The F.E.G.S. clientele to be served under the IBM Initiative are participants in the BEGIN (Begin Employment Gain Independence Now) program in the Bronx, which is operated by F.E.G.S. under the auspices of the New York City Human Resources Administration (HRA). Nearly all of these individuals are minority single parents, the vast majority of whom are women with dependent children. Roughly half of these individuals speak Spanish as a first language. Many have had either little or no prior work experience. Those who have held jobs have often proven unable to retain employment and advance professionally. The program participants are seeking to make a successful and permanent transition from dependency on welfare to the world of work.

Putting to use its already-extensive experience in the use of groundbreaking learning technology in service to its clients, F.E.G.S. will adapt multi-media software packages provided by IBM, which offer extensive audio and graphics capabilities to the unique learning needs of the BEGIN program participants. F.E.G.S. expects that the new IBM technology will help to raise the literacy levels of many of its students to accelerate their preparedness to attain their G.E.D. (high school equivalency) diplomas. However literacy is not the only goal. F.E.G.S. will also utilize the IBM technology to assist its clients in finding jobs, while instilling basic life management skills to help ensure that clients retain their jobs after they are hired.

The IBM technology will aid BEGIN Center clients in creating winning personal histories and improving their self-confidence as they prepare to go forward into the job market. BEGIN clients will be able to record their personal histories and career aspirations into a computer microphone, which will then display the written text with correct spelling and grammar. The software will also enable the clients to rehearse this material, coaching them interactively to correct pronunciation.

F.E.G.S. will collaborate with IBM in creating for BEGIN Center clients interactive audio-visual scenarios of real-life issues often faced by workers, such as how to resolve conflict on the job, and how to

handle childcare issues faced by working single parents of dependent children. The clients will also use the sophisticated IBM software to learn about such aspects of personal finance as understanding a pay stub, opening a bank account, reconciling bank statements, paying bills and basic budgeting skills.

Stanley S. Litow, President of the IBM International Foundation and Vice President of Corporate Community Relations, said: "Our best technology solutions are the result of collaborating with our partners and our customers. We look forward to making our cutting-edge technology available to FECS and the other grantees, to help address key issues in adult literacy."

-end-

Carrie - to file

EDWARD A. BRILL
1585 BROADWAY
NEW YORK, N.Y. 10036

Direct Dial: (212) 969-3015

March 16, 2000

Ms. Stephanie S. Streett
Assistant to the President and
Director of Presidential Scheduling
The White House
Washington, D.C. 20500

Dear Ms. Streett:

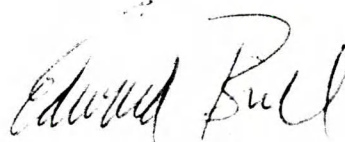
I am writing to follow-up on the possibility of President Clinton visiting an existing set of programs operated by Federation Employment and Guidance Service (F●E●G●S) in the South Bronx during his New Markets tour this Spring. Enclosed is a copy of the President's March 7, 2000 letter to me, indicating that he had forwarded to your office my letter of January 31, 2000 (also enclosed) describing the F●E●G●S programs and extending an invitation for his visit.

I believe that a Presidential visit to these extraordinary programs would be an excellent way to focus attention on ways in which the new information technology can be made available to all Americans, including the most economically disadvantaged, through partnerships among private industry, the not-for-profit sector, and government.

Ms. Stephanie S. Streett
March 16, 2000
Page 2

Please let me know if I can provide any further
information about these programs.

Very truly yours,

A handwritten signature in cursive script, appearing to read "Edward Brill".

Edward A. Brill

EAB:bw
Enclosures

cc: Mr. Al Miller
Executive Vice President
F●E●G●S

THE WHITE HOUSE

WASHINGTON

March 7, 2000

Mr. Edward A. Brill
Proskauer Rose LLP
1585 Broadway
New York, New York 10036-8299

Dear Ed:

Thanks for your letter and the information about the Federation Employment and Guidance Service's efforts to bridge the digital divide in the South Bronx. I was pleased to read about your work to help welfare recipients acquire computer skills and use the Internet to find jobs. Thanks, too, for your invitation to visit the South Bronx facility. My scheduling office now has a copy of your letter for planning purposes.

As our nation and economy become increasingly reliant on technology, we must broaden access to computers and the Internet, provide people with the skilled teachers and the training they need to master the information economy, and empower all Americans to use new technologies effectively. That is why my fiscal 2001 budget provides \$2 billion in tax incentives to encourage private sector donation of computers, sponsorship of community technology centers, and training programs. It also includes \$150 million to help train new teachers to use technology effectively, \$100 million to create 1,000 community technology centers in low-income urban and rural areas, and \$50 million for a public/private partnership to expand home access to computers and the Internet for low-income families.

As we work to prepare our nation for the challenges of the 21st century, I look forward to your continued involvement.

Sincerely,

A handwritten signature in black ink, appearing to read "Bill Clinton", with a long, sweeping horizontal stroke at the end.

EDWARD A. BRILL

1585 BROADWAY

NEW YORK, N.Y. 10036

Direct Dial: (212) 969-3015

January 31, 2000

President William Clinton
The White House
Washington, D.C.

Dear Mr. President:

As a member of the Board of Trustees of F●E●G●S (Federation Employment and Guidance Service, Inc.) the nation's largest human services provider, I am writing to make you aware of an exceptional set of programs operating in the South Bronx to close the digital divide.

Every day, hundreds of Black and Hispanic welfare recipients who are single parents of dependent children are sitting down to use the Internet to help them job-hunt so that they can become self-supporting. These individuals have rudimentary literacy levels, in the elementary school range. Before F●E●G●S assists them, the overwhelming majority of these people have never tried to operate a computer. Virtually none of them have knowledge of what the World Wide Web is, or how it could be of help to them when they first begin work with us.

F●E●G●S' groundbreaking work with this population is in partnership with the IBM Corporation, which has supplied hardware, software and technical assistance for a pioneering program, The Adult Literacy Initiative. In addition, NYC's Human Resources Administration has awarded two major contracts to F●E●G●S to provide employment services to these individuals. We have motivated employers to believe in these people, by proving how capable they are

President William Clinton
January 31, 2000
Page 2

following our work with them. Using these innovative platforms as a base, we are committed to expanding our digital divide efforts, as evidenced in the enclosed From Welfare to the Web proposal (submitted to U.S. Dept. of Education, Learning Anywhere Anytime Program). We continue to seek support for it and are confident that it will be realized soon.

We urge you to pay a visit to our South Bronx facility on your New Markets tour this Spring to see what, together, we can do to bridge the divide for this underserved and needy population.

Very truly yours,

A handwritten signature in black ink, appearing to read "Ed Brill", with a stylized flourish at the end.

Edward A. Brill

EAB:bw
Enclosures

cc: Mr. Al Miller
Executive Vice President
F●E●G●S

McCann, Kim

From: Magaliff, Gail
Sent: Thursday, January 27, 2000 10:28 AM
To: FEGS Staff on Email
Subject: FEGS E-NEWS

F.E.G.S. Electronic News Service**IBM, F.E.G.S. BRING TECHNOLOGY, EXPERTISE TO THE BATTLE FOR ADULT LITERACY**

It is a coming together of the best in the corporate and not-for-profit sectors; a melding of the finest in high-tech with the highest standards of service to people in need.

F.E.G.S., the nation's largest health related and human services agency, has been selected by IBM, the world's leading technology company, to be one of seven organizations nationwide to participate in its new Adult Literacy Initiative. In collaboration with IBM and the six other organizations selected nationwide, F.E.G.S. will contribute its expertise in providing adult training in order to develop a software program that will use IBM's pioneering voice recognition technology and computers to help adults learn how to read. This innovative collaboration is expected to have far-reaching implications for programs serving disadvantaged individuals with low literacy levels in communities across the country.

The F.E.G.S. clientele to be served under the IBM Initiative are participants in the BEGIN (Begin Employment Gain Independence Now) program in the Bronx, which is operated by F.E.G.S. under the auspices of the New York City Human Resources Administration (HRA). Nearly all of these individuals are minority single parents, the vast majority of whom are women with dependent children. Roughly half of these individuals speak Spanish as a first language. Many have had either little or no prior work experience. Those who have held jobs have often proven unable to retain employment and advance professionally. The program participants are seeking to make a successful and permanent transition from dependency on welfare to the world of work.

Putting to use its already-extensive experience in the use of groundbreaking learning technology in service to its clients, F.E.G.S. will adapt multi-media software packages provided by IBM, which offer extensive audio and graphics capabilities to the unique learning needs of the BEGIN program participants. F.E.G.S. expects that the new IBM technology will help to raise the literacy levels of many of its students to accelerate their preparedness to attain their G.E.D. (high school equivalency) diplomas. However literacy is not the only goal. F.E.G.S. will also utilize the IBM technology to assist its clients in finding jobs, while instilling basic life management skills to help ensure that clients retain their jobs after they are hired.

The IBM technology will aid BEGIN Center clients in creating winning personal histories and improving their self-confidence as they prepare to go forward into the job market. BEGIN clients will be able to record their personal histories and career aspirations into a computer microphone, which will then display the written text with correct spelling and grammar. The software will also enable the clients to rehearse this material, coaching them interactively to correct pronunciation.

F.E.G.S. will collaborate with IBM in creating for BEGIN Center clients interactive audio-visual scenarios of real-life issues often faced by workers, such as how to resolve conflict on the job, and how to

handle childcare issues faced by working single parents of dependent children. The clients will also use the sophisticated IBM software to learn about such aspects of personal finance as understanding a pay stub, opening a bank account, reconciling bank statements, paying bills and basic budgeting skills.

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