



Girls Inc of the Island City

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2nd Annual *Celebration of Excellence* Luncheon 2001

Saturday, May 19, 2001
Scott's Restaurant, Jack London Square, Oakland

Keynote Speaker: Chief Susan E. Manheimer (*see bio below*)

Award Recipients: Renel Brooks-Moon (*see bio below*)
Carol H. Williams (*see bio below*)
Vera Frescura (Youth Award Recipient)

Honorary Chairs:

- Joyce Roche, CEO, Girls Incorporated National
- Betty Gladden, Garratt Mansion

Event Committee: JoAnne Kagiwada (Chair), John Abrate, Romy Amos, Samarial Brown, Jennifer Murov, and Charlotte Tlachac

*Keynote
Speaker:***Chief Susan E. Manheimer**

Chief Manheimer was chosen as San Mateo's new Police Chief after an extensive candidate search culminating in her acceptance of the position in May, 2000. Chief Manheimer is the fourth female Police Chief in the state of California, and the first in the history of San Mateo County. She comes to San Mateo after serving 16 years with the San Francisco Police Department, (S.F.P.D.)

Since being sworn in as the City of San Mateo's "Top Cop," Manheimer has initiated several new programs including the nationally acclaimed "Every 15 Minutes" anti-drunk driving program at San Mateo High School, and has helped develop the count-wide "First response to violence" protocol. Under her direction the San Mateo Police Department opened their first downtown Community Policing Office at the newly refurbished Transit Center, as well as several Police Activities League Community Drop-in centers.

Chief Manheimer is a graduate of St. Mary's College in Moraga with a Bachelor of Arts in Business Management. She has just recently completed the highly regarded Police Officers Standards and is a member of the California Police Chiefs Association, the National Association of Women Law Enforcement Executives, and the Rotary Club. She serves on several Boards, including the American Red Cross Bay Area Leadership Board, the Focus on Youth and Family Advisory Board, and the University of San Francisco's Law Enforcement Leadership Board.

*Award
Recipient:***Renel Brooks-Moon**

Whether it's entertaining morning commuters on 98.1 KISS FM, giving the lowdown on what's happening around the Bay Area inside "The Cube" weeknights on Channel 5's "Evening Magazine," or thrilling sports fans as the voice of the San Francisco Giants at Pacific Bell Park, Renel Brooks-Moon brings excitement and enthusiasm to everything she does.

A Bay Area Native, Brooks-Moon is a graduate of Woodside High School and Mills College. She has never forgotten where she came from and regularly gives her time to help out community organizations. Reverend Cecil Williams says about Brooks-Moon, "She is blessed with a deep sense of genuine concern and love for people. She makes us all feel good whenever she's around."

As a board member of "The Friends of Faith" nonprofit organization, Brooks-Moon works to raise awareness of breast cancer issues, programs, and prevention to our community. Coming from a family dedicated to education, (both of her parents and younger sister are educators), Brooks-Moon is often found helping the youth of the Bay Area. From taking phone calls on her morning show from young listeners, to her numerous television appearances and avid support for the "United Negro College Fund" to participating in the McClymonds High School Career Mentor Program, Brooks-Moon is a solid role model for kids everywhere.

*Award
Recipient:***Carol H. Williams**

Carol Williams is CEO and Executive Director of her own advertising agency. Her primary responsibility at the agency is to provide leadership and creative input as well as manage the business.

Prior to running her own agency, Williams was Senior Vice-President and Creative Director at Foote, Cone & Belding in San Francisco. She was also the first female creative director and first female vice president of the Leo Burnett Company in Chicago.

Williams has more than 29 years of key experience and has developed some of the most memorable brand building campaigns in recent history, including:

- The Secret Antiperspirant campaign "Strong Enough for a Man," which generated a dramatic turnaround for a declining brand
- The highly successful "Paper Knife" campaign for Pillsbury frosting.
- The "Say Hello to Poppin' fresh Dough" campaign for Pillsbury

Williams continues to create highly effective breakthrough advertising for her clients:

- The national "Stop the Fuss" campaign for Luster Products rejuvenated sales in a flat category and restored the company's flagship brand to a leadership position.
- For the U.C. Davis Health System, she created "Advanced Enough to Heal the Body. Human Enough to Comfort the Soul," which brought it to a number one position in the market.
- The highly successful "Daddy's eyes, Momma's lungs" and "Sammy Davis Jr./Legends" campaign for the California Department of Health Services anti-smoking effort significantly reduced smoking rates among African Americans.