



California Chapter  
of the  
American Planning  
Association  
Northern Section

RECEIVED

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DUNCAN & JONES

# N O R T H E R N N E W S

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## ANNUAL AWARDS AND OFFICERS EVENT TO BE PRESENTED JUNE 20

The Northern Section, Cal Chapter, APA will present its annual awards and introduce newly-elected officers at the Fort Mason Officers' Club in San Francisco on Wednesday evening, June 20.

Cocktail hour will be from 6 - 7 p.m., followed by a buffet dinner of crab, chicken, quiche, and vegetarian entrees. The awards and officers presentations will be made during and after the meal.

The Officers' Club is located at Bay and Franklin Streets, and free parking is available.

Reservations for this event are being accepted through June 19 by Richard Anderson, 415/331-7372. The price is \$17.50 per person, and checks (payable to APA) should be sent by June 19 to Richard Anderson, 416 Sherwood Drive #303, Sausalito, 94965.

## URBAN PLANNING STUDY TOUR OF SOVIET UNION

Robert Sturdivant, AICP, acting planning officer for the County of Santa Clara, will lead a group of California planners to the Soviet Union in early October, 1984. The purpose is twofold: to learn about urban planning, and to be ambassadors of goodwill and grass roots diplomats for peace.

Plans call for visits with planners in Moscow (the center of government, with examples of satellite cities); Alma-Ata (a beautiful and unique city with a blend of modern and ethnic architecture); Tashkent (a city almost completely rebuilt after a devastating earthquake); and Leningrad (the center of culture for the Soviet Union). Meetings and field trips are planned in order to qualify for IRS deduction for educational and professional improvement. There will also be meetings with peace and friendship committees and time for individual exploration.

The cost will be under \$2000, which includes everything. If you are interested, please contact Bob as soon as possible to obtain further information. He will ask for a listing of your accomplishments, training, education, and interests to match with Soviet counterparts. Call (408) 266-6715 (home), or (408) 299-2521 (office). You may write Bob at 5136 Carm Ave. San Jose, CA 95124.

## STRATEGIC PLANNING PROCESS INITIATED BY SECTION BOARD

Members of the Northern Section Board met March 31 at Sonoma State University to assess the current status of Northern Section and to generate a list of goals and action plans.

Section Director Steve Orlick, Daniel Iacofano, and Marlene Stevenson, attended the 3½-hour meeting/workshop and produced a graphic record of the event. The group then unwound during a brief insider's tour of local wineries.

Following the usual review of old business, the group began with an assessment of current activities — "Baseline '84." Among the primary current functions of Northern Section are: monthly professional development workshops; member contact through the newsletter, social activities and other events; hosting an annual planning conference; state and section board meetings; and liaisons with the state and national APA organizations, including lobbying. Members of the Section also speak at conferences, participate in career counseling programs, assist with exam preparation, and share activities with other professional organizations.

### A Need For Greater Member Involvement

From Baseline '84, the group turned to the task of establishing goals for 1984-85, and began short- and medium-range action strategies. The most obvious conclusion was that the very considerable resources of the Section should be used more fully and in a variety of ways; so, the primary goal is to increase membership involvement and participation. The group agreed it was necessary to assess the needs of Northern Section members in order to provide the kind of support and services most useful to planners. Secondly, the Board members in attendance felt that the

*(continued on next page)*



## SECTION ELECTIONS

VOTE TODAY



# STRATEGIC PLANNING

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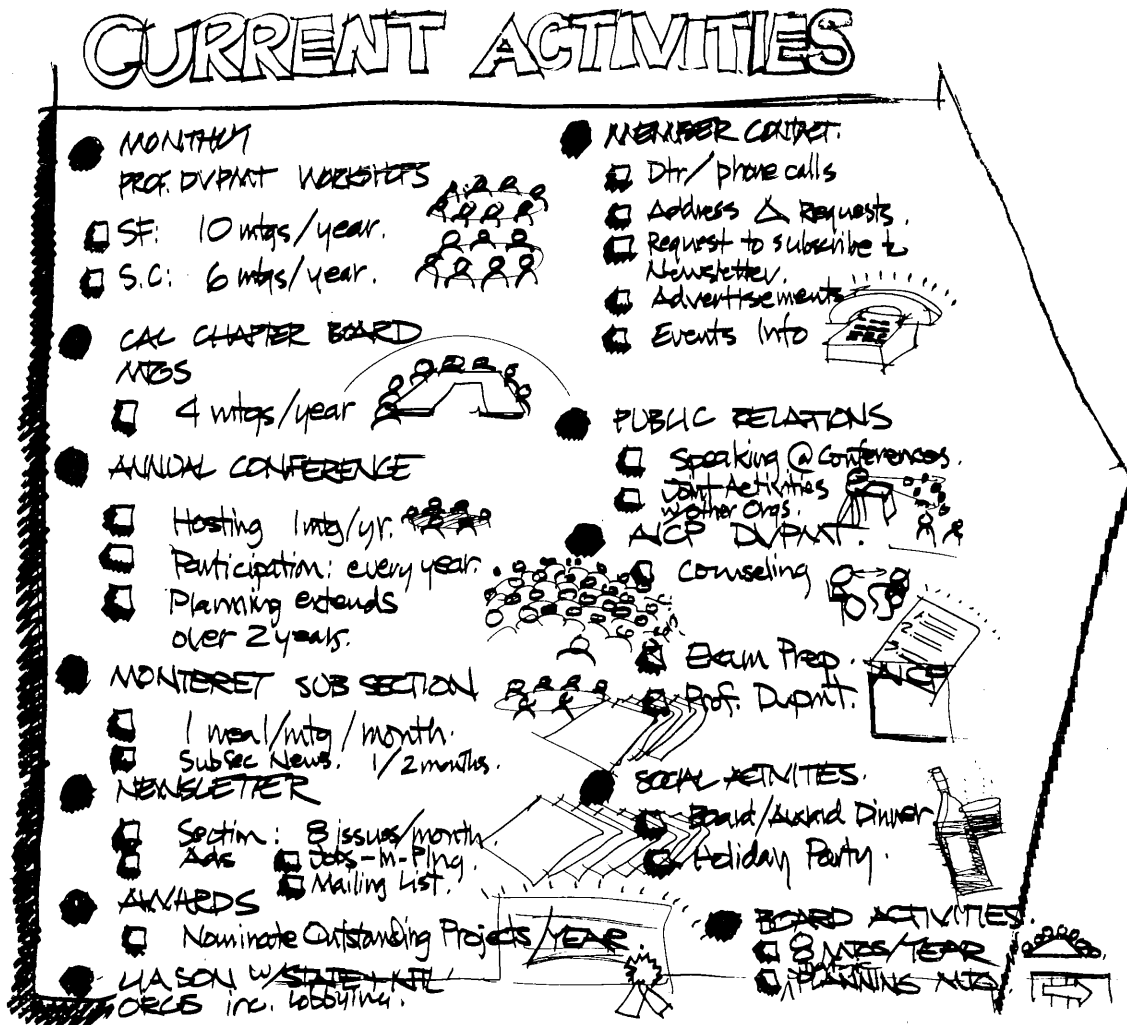
Section should help individuals do their jobs better by improving efforts at professional development and giving members' accomplishments more visibility. Expanding on this, public awareness of planners and of planning processes could be increased. Advocating quality environmental planning and design in the public interest would publicize planning ideology.

Other goals include providing support to planning educators in the Section; increasing services to non-professionals engaged in planning activities; increasing effectiveness of the Board; providing more services to planning students; and providing a social and professional network for placing people with like interests in contact with each other.

Short-term actions include carrying through the assessment of members' needs to better utilize Section resources; establishing a speakers bureau to provide high schools, community colleges, and universities with programs on planning; and further development of a reporting/evaluation system to inform members of what happened at meetings, presentations, and events. This article is intended as a step in that direction.

The Board members concurred that the meeting was a productive one, but acknowledged the incompleteness of their task. Refining the goals and structuring a long-range action plan remain to be addressed. Response to this article and further member involvement will clearly help shape Northern Section's future.

Extract from graphic transcripts of section board strategic planning workshop.









# Northern News UPDATE...

The Metropolitan Transportation Commission, formerly located at the Claremont Hotel in Berkeley, has moved to 101 8th Street, Oakland. The new phone number is 415/464-7700.

# Northern News MAKERS !!

...**Darrell Bolognesi**, presently associate planner with the City of Mill Valley, is taking the position of Senior Locations Planner with Bank of America in San Francisco...**Marlene Stevenson**, formerly of the Gilroy Planning Department, has now joined the City of San Jose's Planning Department in the General Plan section...**Richard Anderson**, previously with Lynn Sedway and Associates of San Rafael, is now in private development in the Bay Area...and congrats! to **Janet and Michael Smith-Hiemer** on the arrival of their baby girl...

\* \* \*

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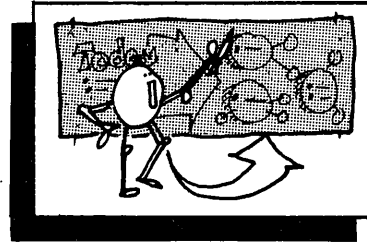


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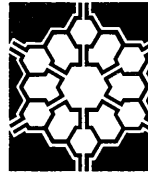
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