

June 1, 2009

2700A Merced Street, San Leandro, CA 94577
www.arcalameda.org

In This Issue

[Senate Testimony](#)

[New Address Coming](#)

[Our Voice Will Be Heard](#)

[Gold Medal to Arc BB Players](#)

[Marketing Arc on the Internet](#)

[\\$ for First Step](#)

[Obituary](#)

[Save the Date!](#)

[Client Art](#)

Quick Links

Arc of Alameda County
www.arcalameda.org

Arc of California
www.arccalifornia.org

Arc of the U.S.
www.thearc.org

Compelling Testimony

Approximately 25 consumers from Arc programs located all over California, testified at a legislative hearing in Sacramento on May 7th. The purpose of the session was for members of the Senate budget sub-committee to hear Department of Developmental Services proposals for cutting \$100M out of its budget.

Capitol Action Day - May 27

The Arc of Alameda County took two bus-loads of clients, parents, relatives and staff to Sacramento on May 27th to participate in a day designed to celebrate our successes, exchange information and



protest projected service cuts. Prior to boarding, Arc Board member Jim McGoff explained to KCBS Radio reporter, Bob Melrose, the impact the proposed cuts will have on people with developmental disabilities. McGoff and his sister, Donna, also visited Peggy Collins in Senator Ellen Corbett's office during the trip to the State Capitol.

It was the 6th annual Capitol Action Day - two thousand people met on the Lawn of the State Capitol. It's the first time the Arc of Alameda Co. has had such extensive participation. More pictures on our Facebook page (see story below)...

Gold Medal

Jorge Rodrigues and Cookie Pina (pictured on right with Arc VDC Manager, Renee Tuttle) won a gold medal from the California Special Olympics for their play on the Hayward Basketball team. Jorge is a veteran on the team with 3 years - this was Coolie's rookie season...



Visit Us on Facebook

The latest strategy in marketing circles is called "social marketing" and The Arc of Alameda County is in the forefront. We are using the networking websites Twitter, LinkedIn, and Facebook to acquaint "friends" and "friends of friends" with the Arc and its programs. Our most robust presence is on Facebook - see our page at:

<http://tinyurl.com/arcalameda>

to get information about our programs and activities.



Social marketing is a high tech version of word-of-mouth advertising - friends sharing their interests, likes and dislikes via a computer instead of talking face to face over the back fence.

Check us out and be sure to become a "fan" of the Arc...

The Arc of Alameda County was represented by Dick Fitzmaurice who said the most impressive part of the day was hearing from consumers. He said one participant noted that funding has been stagnant for a decade and quoted the consumer as adding emphatically, "enough is enough!"

And Fitzmaurice added that there wasn't one person in the packed hearing room who's heart wasn't touched with another consumer from San Luis Obispo who told Senators, "Don't cut my services, I wouldn't know how to live my life."

The budget cutting proposals are still working their way through the Legislature. The Arc of Alameda County stands to lose approximately \$500,000 if the proposals are adopted.

New Home



The Arc of Alameda County will have a new San Leandro "home" in the near future.

Parents and relatives toured the facility on Doolittle Drive a few months ago and gave their stamp of approval.

More recently, a group of clients from the San Leandro Vocational Development Center (see picture above) took a look around and began developing a floor plan for the equipment and storage areas necessary for their packaging business. As Executive Director Ron Luter explained, "We brought-in clients to give us some advice. They know what works and doesn't work in the old place better than anyone - they've already given us some great ideas for making the new

\$50K to First Step



The Arc's First Step Children's Center, now located at the Walpert Center in Hayward, recently received a \$50K grant to upgrade its play yard. Funds come from the Alameda County Childcare Facilities Fund and will be used to lay down soft, new ground cover and install new play equipment. The current play yard is pictured here. Wait until late June when the project is finished - we'll have new photos here in The Arc.ives and on our Facebook page...

In Memory Of...

The mother of one of our long-time SCOPE clients passed away recently. **Dorothy Gale** of Oakland was a constant source of inspiration for her daughter and an important supporter of The Arc. Our sympathies to daughter Margaret and the family...

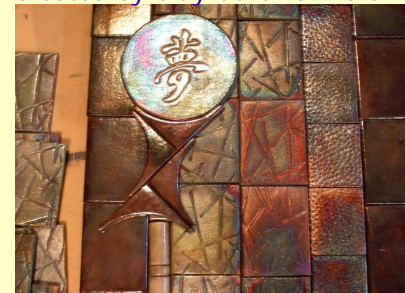
Awards Ceremony in June

June 26th -- Save the date!! It's a Friday night when we honor clients, staff and other Arc stakeholders. It will be held at our Walpert Center in Hayward starting at 6:00 p.m.

Just prior, we will conduct the Annual Meeting of Members to elect Board Members. Registration at 6 - Dinner at 6:30 - then "on with the Awards Ceremony!" Everyone's invited to stay for dancing to the live sounds of "In Full Swing" a big-band playing songs from the 30s and 40s and even some contemporary hits...

Artful Project

Thanks to a donation from the owners of an art store located half-way across the country, Arc clients have put together a beautiful wall hanging. Called the "Tree of Dreams," created by Clay Cellar owners Joyce Furney and Ray Freeby in Kansas, this raku ceramic piece was assembled by clients, who signed their names on the back in order to provide a history of the work.



We will display "Tree of Dreams" in our various facilities, perhaps at a gallery, and eventually put it up for silent auction at one of our fundraising events. The driver of the project is Quality Assurance Director, Shannon Jurich, who would love to see client art displayed in public venues. (We're working on it!) Learn more on Shannon's blog at www.arcalameda.org (click on the button labeled "blogs")...

facility more efficient."

Eventually, the building will house the Vocational Development Center along with the SCOPE Program, the new Right Track Program and our Administrative Offices. It's a big place but combining programs into one location will save the organization a great deal of money.

A final note: if you have contacts in the community relations (or similar) department within the companies for whom you work, please put in a good word for The Arc and see if a financial contribution might be possible. (I'll be happy to work with you.) As we go into the next fiscal year, The Arc will need all the help it can get.

Hope you enjoyed the newsletter.
Sincerely,

Richard Fitzmaurice
The Arc of Alameda County
rfitzmaurice@arcalameda.org