

SPECIAL EDITION



**BREATHE**  
**CALIFORNIA**  
*of the Bay Area*

*“The Clean Air and Healthy Lungs People”*

# Breathe Healthy



## Electric Bus: Clean Air Solution

### Also Inside This Issue:

2014 Annual Report

Margo Sidener Retires

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## From the Interim Executive Director and Chair

**Breathe Healthy**  
is a publication of  
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**Lynn Smith**  
Interim Executive Director

As a public relations student at San Jose State University, I was required to fulfill two internships before obtaining my degree – one for a non-profit organization and one for-profit. After my graduation, my career path took me in a different direction, leading me to a management career in hi-tech.

I would like to thank my parents who taught me to always give back to those in our communities, and giving back to the community was something I had done personally for many years. Then nine years ago, my beliefs came full circle when I started working for Breathe California, where I have the privilege of:

- Providing CPAP equipment to those who are unable to breathe at night and do not have durable medical insurance.
- Being able to provide asthmatic children from all walks of life the experience of the fun of summer camp and providing them asthma education at our yearly Camp Super-Stuff.
- Communicating with other community-based organizations, corporations, and all our neighbors in Alameda, Santa Clara, and San Benito counties to raise awareness of clean air and to fight lung disease.
- Working with innovators and leaders on transportation alternatives.
- Continuing our work with local restaurants in the hope of eliminating smoking in outside patio areas.

There is so much more I would like to share with you. Feel free to reach out to me at [lynn@lungsrus.org](mailto:lynn@lungsrus.org). I look forward to hearing from you.



As I look back on my first year as chair of the board of directors, I realize it's been a year of transition for our organization. Our tireless leader, Margo Sidener, retired as President & CEO on March 1. She remains on our board as a member emeritus, providing background and expertise, and she will continue to provide grant-writing services – as a volunteer! We will miss her involvement in the day-to-day operations, but our board and staff will carry on and build on our past successes.

It is an exciting time. Our electric school bus project is garnering national attention. We have been very successful in obtaining grants to promote smoke-free outdoor dining establishments, advocating for stricter policies on flavored tobacco products and e-cigarettes, serving seniors who suffer from emphysema and COPD, and improving corporate wellness programs. Our CPAP program continues to serve hundreds of sleep apnea patients each year.

Yes, it is an exciting time to be a part of this organization, and I am thrilled to be the board chair. I extend my heartfelt thanks to our donors, volunteers, staff, corporate and foundation sponsors, and community partners. Rest assured we will continue to promote lung health and fight lung disease in all its forms.



**Minh Duong,**  
Chair, Board of Directors



## New Board Members



**Tamela Heath Hawley**



**Scott McLarty**



**Amresh Prasad**

### **Tamela Heath Hawley, Ph.D.**

Tamela is the Vice Chancellor for Institutional Effectiveness and Student Success at the San Jose/Evergreen Community College District. She supports youth sports by serving as a superior judge for the United States Gymnastics Association. Tamela holds a Bachelor's Degree in Psychology and a Ph.D. in Higher Education and Social Change from UCLA.

### **Scott McLarty**

Scott is the Director of Admissions at Bellarmine College Preparatory in San Jose. He has been teaching in Jesuit schools across the country for the past 14 years and is currently a doctoral candidate in the School of Education at the University of San Francisco. He lives in Santa Clara with his wife and daughter.

### **Amresh Prasad, Ph.D.**

Amresh is the Director of Software Engineering at EMC. He has a Ph.D. in Environmental Engineering from Stanford University. He contributes to the Clean Water Fund and has interests in technology for the advancement of air quality initiatives.

## A Salute to Our Interns of 2014-2015



Sara Cefalu



Naomi Chan



Laurie Hayes



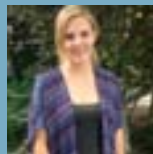
Eric He



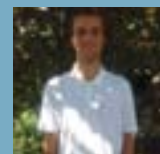
Lisa Klein



Jamie Lo



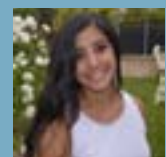
Jessica Munday



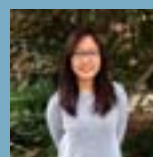
Ryan Peterson



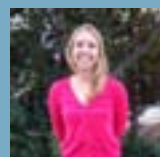
Sarah Piombo



Ariana Salah



Jiehee Suh



Carrie Welty

### Not Pictured

Lindsay Allmon	Anna Grahn
Betsy Barrera-Poma	Suzie Hall
Madison Butler	Hailee Kuhl
Jessie Cardoso	Yixia Li
Maria Chandra	Christine Nguyen
Priscilla Chiao	Tinh Nguyen
Kayla Clemson	Christian Palacios
Grace Dadios	Sejoon Park
Ileana Diaz	Bri Romero
Parneet Dhindsa	Parvind Samra
Courtney Miu	Sonia Sifuentes
Tiffany Fields	Nacastia Teesdale-Gutierrez
Rachel Finkbeiner	Tatiana Victor
Amanda Flores	Julie Vu
Morgan Gramling	

# The 2014 Annual Report

Thanks to the support of volunteers and donors, Breathe California of the Bay Area served over 100,000 individuals and an additional 650,000 through media campaigns. The following are highlights of these services.

## Air Quality

In collaboration with Bob Garzee, founder and manager of the ETDC Green Team, Breathe California developed and launched a first-of-its-kind electric school bus that will serve a school district of 11,000 students as part of the Zero Emissions Squared project.

The agency also convinced four multi-unit housing complexes, consisting of 300 units and 650 residents, to go smoke-free and provided education to 13 more managers and owners. Another program, Let's Get Moving to School, completed Walking Wednesdays for 2,096



Fully electric school bus, recharging via solar panels

students, with 18 youth ambassadors who reached an additional 30 students, and introduced its first bike rodeo for 46 students.

Additionally, the organization co-sponsored a symposium with Silicon Valley Leadership Group on advanced clean technology vehicles, conducted workshops on electric vehicles, and provided advanced clean technology vehicle training to first responders from the City of Milpitas.

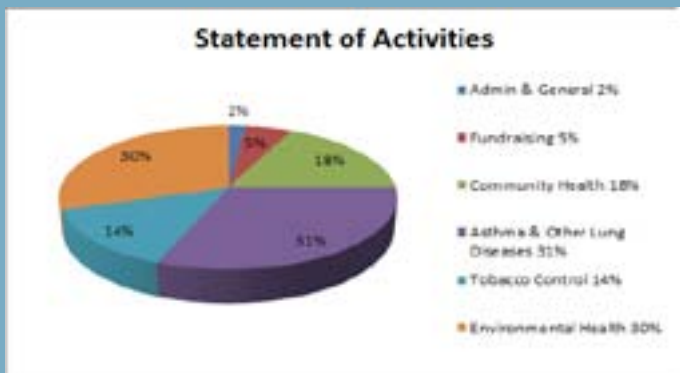
In all, Breathe California provided information on alternative fuel vehicles to 383 Silicon Valley Clean Cities Coalition stakeholders, performed 122 Indoor Air Quality home assessments, and assisted 151 Secondhand Smoke Helpline callers.



Volunteers at our annual 'Bike 4 Breathe' bike ride

## Breathe California Annual Report

### Expenses by Program Area



All figures are according to audited financial records for the fiscal year starting July 1, 2013 and ending June 30, 2014.

### REVENUE

Contributions and Revenue	334,451
Government Grants	225,294
Donated Supplies, Services & Equipment	263,772
Program Fees & Earned Income	30,915
Special Events	24,183
Other	87,290
<b>Total Revenue</b>	<b>965,905</b>

### EXPENSES

Programs & Services	960,168
Fundraising	46,421
Administrative & General	22,938
<b>Total Expenses</b>	<b>1,029,527</b>

You can view a copy of our entire financial report by visiting our website, [www.lungsrus.org](http://www.lungsrus.org), or by calling us at (408) 998-5865.

## Sleeping Easier



A typical CPAP machine

In an effort to help those affected by sleep apnea, Breathe California has been offering CPAP (continuous positive airway pressure) machines free of charge to those in need. Here are comments from clients who received CPAPs from Breathe California:

“It was night and day difference with my old [CPAP machine]. My old one was almost 20 years old, and the one they gave me was a lot newer because it does a lot of things that my old one didn’t do,” **Rodney Garcia, Antioch.**

“Before I had it, I was always tired. My head was not clear. I wasn’t getting a lot of hours of sleep either. When I got the machine, I felt a lot better. I had a clearer head. I am extremely grateful to Breathe California,” **Olivia Berry, San Jose.**

“I am extremely grateful to Breathe California. They were very courteous. I didn’t have to wait long. The people at Breathe California were awesome,” **Sandra Esquivel, Los Baños.**

In fiscal year 2014-2015 we supplied 260 CPAPs and AutoPAPs to those in need. If you have respiratory equipment you no longer need, please consider donating it to Breathe California. Call (408) 998-5865 for more information.

## Clean Air Solution

We believe that the electric school bus is a viable solution to replace the dirty, energy-consuming buses that school districts currently use, and Breathe California and the ETDC Green Team have put a plan into action.

Breathe California has been the coordinating agency for the Silicon Valley Clean Cities Coalition since 2008. In 2009, we staged a demonstration of an electric school bus at the San Jose City Hall, where we made our point that electric buses could be feasible in the future. A dream took shape in the form of a project we called Zero Emissions Squared.

We found help with designing the bus project from Bob Garzee, founder and manager of ETDC, who pulled together multiple partners, including ADO-MANI (the company that designed the repowering kit). Gilroy Unified School District collaborated by providing one of their 40-foot, diesel-powered school buses to be repowered to electric. The project was funded by a “disruptive innovation” grant from The Health Trust.



Batteries replace the engine in an electric school bus

The project has brought spectacular media coverage. It was featured on NBC 11 and the Motor Week TV show and, in print, in the *Solar Daily*, *School Transportation News*, *Charging Forward*, *School Buses* and the *Gilroy Dispatch*. These media outlets reached local, national and international markets and generated many phone calls. Thanks to a grant from NBC Universal Foundation, we have been promoting the electric school bus at many events and workshops and, in December 2014, we drove the bus in the Los Gatos Children’s Christmas Parade with 20,000 spectators.

## Board of Directors

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Minh Duong

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Sogol Karkouti

Ahmer Khan

Sulochina Lulla  
M.D.

Scott McLarty

Raymundo Mendoza

Garrett Nakamura

Amresh Prasad  
Ph.D.

## Board Members Emeriti

Margo Sidener  
MS, CHES

Terry Trumbull

## Tobacco-Free Communities

This past year, Breathe California worked with The Boys and Girls Club to provide the Counseling Leadership Against Smoking Pressure (CLASP) peer-led smoking prevention program for 822 middle and high school students, 69 percent of whom showed a gain in knowledge and 28 percent of whom reduced their susceptibility to using tobacco.



Local school children prepare to ride in an electric school bus

We continue to encourage cities to adopt smoke-free outdoor dining ordinances.

Through the community transformation grant, we provided tobacco education to 20 police officers and held CLASP sessions for 17 middle school students in after-school programs in Morgan Hill. Additionally, we trained and worked with both Morgan Hill and Gilroy youth commissioners (about 20 students) on tobacco prevention, and they in turn spearheaded the adoption of Tobacco Retail Licensing in Morgan Hill and worked in Gilroy on the issue.

## Community Health

In all, Breathe California provided services at 164 community and corporate health, career and transportation fairs, assisting 51,805 individuals. Furthermore, the agency aided approximately 3,000 individuals with information and referral by telephone and e-mail. With its community outreach, Breathe California provided information on its website for approximately 25,000,



Breathe California hosts an “Energizer Station” each year for Bike to Work Day

informational newsletters to over 7,000, and presentations and trainings for 3,060 people.

## Lung Health

Breathe California has long been a proponent of exercise to prevent lung disease. In 2013-2014, we reached 3,124 seniors with Seniors Breathe Easy workshops, walks and other activities, and organized Walking Wednesdays for 2,096 students through the Let’s Get Moving to School program.



Kids with asthma enjoying Camp Superstuff

individuals with free breathing equipment.

Breathe California trained 65 school nurses, health clerks, and medical assistants to help children and adults manage their asthma, as well as 36 asthmatic children and 60 parents on asthma management. To help fight tuberculosis, Breathe California co-chaired the Tuberculosis Prevention Partnership, organizing the World TB Day event and TB training for 47 ESL students and other high-risk individuals and teachers-in-training.

Additionally, Breathe California coordinated three Better Breathers Clubs with over 350 members and supported Stanford University medical research on lung cancer.



Asthma campers go swimming at Camp Superstuff

Committed to preserving health, the agency also screened 844 individuals with pulmonary function tests, and provided 260

# Margo Sidener Retires

The first thing I noticed in Margo Sidener's office on my first day on the job nine years ago was the screen saver on her computer. "I know that dog," I said. She looked at me in surprise, or maybe she thought I was pulling her leg. "Your husband rides with that dog in a basket on his bicycle in Willow Glen (a neighborhood in San Jose) at garage sales," I continued. In fact, I had seen Margo, her husband, and their beloved Keeshond, Trevor, on another cycling journey. This memory, I do not recall mentioning.

## Career Highlights

- 33 years of nonprofit service, 28 as executive director at Breathe California
- Introduced first smog check programs
- Worked for first statewide ban on smoking in bars in California
- Authored first children's curricula for dealing with asthma
- Named one of Top 100 Women of Influence in Silicon Valley in 2009 by Silicon Valley Business Journal

I am sure that on that first day, Margo was pleased to know that her new hire was more familiar with her as a community neighbor than as the leader of the local clean air and healthy lungs people of the Bay Area.

Over the past nine years working for Margo, I have not only experienced an individual whose commitment to fighting lung disease goes beyond words, but also a person who cares for everyone she meets personally and professionally. I have seen Margo in numerous lights: her devotion to her husband, children, and her beloved animals, her passion for cooking, entertaining, gardening, and needlework, her loyalty to staff, colleagues, friends, and those from all walks of life. Margo has been an inspiration to us all, not just as our President, CEO, and friend, but also one who continuously gives back in what she believes in.



Margo Sidener addresses attendees at a press conference unveiling the electric school bus

So now, after 33 years of self-sacrificing, Margo is entering a new phase in her life in Wichita, Kansas. Maybe she will find – like Dorothy in *The Wizard of Oz* – a new road in fighting lung disease, the third leading cause of death and the number one cause of cancer in women in the United States.

We will miss you, Margo. Thanks for all that you have done and will continue to do.

Lynn Smith  
Interim Executive Director

## In Her Own Words

*“When I moved here in 1979, I couldn't see the houses when we were going around looking at Christmas lights; you could only see the lights after you got within a block of the house.*

*You could smoke anywhere...It was very difficult to have people understand that it wasn't their right to smoke around other people. We've been able to make wonderful strides in reducing air pollution, getting rid of all that extra smoke in our air, and certainly in helping control asthma.*

*We certainly need to keep at it, especially because our population is going to continue to grow, and we are going to have an increase in vehicle miles traveled. Everything outdoors is becoming an issue and will become more and more serious if we do not turn our attention to it.”*

- Margo Sidener (courtesy KLIV Radio “A Closer Look”)



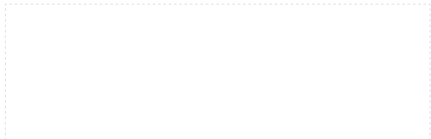
San Jose Mayor Sam Liccardo and Margo share a laugh at her retirement party



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*Your support made it possible for us to continue fighting lung disease in all its forms. We would like to offer special recognition to our top supporters from the past fiscal year.*

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 Intero Foundation  
 Martha E. Sanfilippo Foundation  
 Lockheed Martin Employees  
 Foundation  
 The Moca Foundation  
 Roberts Charitable Fund  
 UA Local 393 Plumbers,  
 Steamfitters, Refrigerator Fitters  
 School Environmental Health  
 and Asthma Collaborative

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 US Environmental Protection  
 Agency  
 City of San Jose  
 California Department of Public  
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 Mr. & Mrs. Joseph Thomas  
 Thomas M. Dailey, MD  
 David & Sarah Epstein  
 Margo Sidener  
 Roslyn Bienenstock

Renee Kops-Jones  
 Nancy Lem  
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