

Douglas Luftman
2615 Easton Drive
Burlingame, CA 94010
408-205-3500 / doug@luftman.com

VIA Email (kdiktakis@burlingameschools.org)

Burlingame School District Board - Attention: Kirsten Diktakis
1825 Trousdale Drive
Burlingame, CA 94010

Re: Burlingame School Board Candidate Letter of Intent

My name is Doug Luftman and it is my pleasure and honor to submit this letter of intent regarding my strong interest to be considered as a candidate to serve the remaining portion of Trustee Greg Land's Burlingame School District Board term.

My reason for applying for this position is simple. I am a strong believer in volunteerism without an agenda whereby I can give back to the community to help make the largest impact possible on the lives of our District's children. Being present in our public schools, our local community and in our global society is enormously important to me. Especially because I have two children in the District, a 4th grader at Franklin Elementary School and a 7th grader at Burlingame Intermediate School, I truly strive to get involved in supporting public schools and help make things better than I first find them. In particular, I look forward to the opportunity to help support the District's administration in providing a best in class public education to our children. Further, I am a big believer in trying to help facilitate industry support of our public education by helping expose children to the exciting entrepreneurial spirit of the Bay Area that encourages an excitement in the sciences, technology, engineering, the arts and humanities and mathematics. We truly live in a special place in the world where our District, with the continued support of our community, can continue to provide a unique opportunity to expose our children to experiences and opportunities that children nowhere else in the world can experience. We are surrounded by passionate executives from major law firms, local technology companies including Google, YouTube, Genentech, Apple and Intel, media companies, such as Disney (Pixar, Lucas Films) and CBS, educational companies like Khan Academy and Edmodo, financial institutions like Wells Fargo, private equity firms and hedge funds, clothing companies like Levi Strauss, local artisans, entertainers and restaurateurs, each who contribute to our rich local, social history and are passionate to share their experiences with our children. We have opportunities to further dip into this expertise and energy to have them further engage with our District, both in time and resources, and expose our children to our rich local culture and help prepare them for high school, college and the real world.

From a professional standpoint, I currently am General Counsel at a Silicon Valley startup company where I work on a variety of legal and business issues ranging from contractual, employment, statutory/regulatory, litigation and corporate matters. I have been an active member of the legal bar for nearly 20 years. In the past, I have worked both at a leading Silicon Valley law firm and worked as an in-house attorney at various cutting edge technology and media public companies, including NetApp, Palm, Intel and CBS, to help these companies navigate a variety of challenging issues. I also am a frequent speaker and lecturer at law schools and professional institutions throughout the country. I have been a manager of legal and non-legal professionals and have worked closely with fellow senior executives in various departments within these companies.

I also am a strong believer in volunteerism at the school district, community and municipal, state, federal and global level. From an academic standpoint, I am a product of the public school system. I grew up in Southern California where I attended public elementary school. Later in life, I attended public junior

high and high school in northern New Jersey. At the same time, my mother was a teacher in the Southern California and later a teacher and principal in the New York City, public school systems. Her passion for public education, her unwavering support of the public school institution and her active involvement with the local school districts is something that has remained with me throughout my life. When I attended UCLA, where I earned my bachelors of science degree in electrical engineering, I pursued leadership roles in various educational organizations. Further, when I attended law school in Washington DC, where I graduated with honors, I continued the tradition of giving back by not only joining the school's prestigious law review, but also becoming deeply involved in educational groups. More recently, as a parent, I continued this tradition of volunteerism by becoming one of the founding Board Members and Treasurer of the Franklin Dads Club, whose goal is to enrich our children's school experience through active participation by their fathers in the school community including supporting the PTA, BCE and most importantly the local elementary school administration. I also have been involved in District volunteerism. When I previously resided in San Jose, CA, I was a Board Member on the Moreland Educational Foundation and a Member of the Parcel Tax Oversight Committee for the Moreland School District itself. More recently, I was an active participant in helping get the necessary support for the approval of our District's Measure L Parcel Tax initiative.

From a city and community volunteerism standpoint, I joined the City of Burlingame's Wireless Telecommunications Subcommittee & Working Group where I was responsible for drafting the City's new Wireless Telecommunications Ordinance by cooperatively and closely working with the telecommunication industry, the Burlingame City Council and the City's General Counsel. My local community involvement also has included coaching, for over 6 years, various boys and girls AYSO soccer teams, serving as a Board Member of Burlingame's AYSO local chapter and serving as an assistant coach for Burlingame Youth Baseball Association. I also have been an active volunteer in the Bay Area through my leadership activities in various professional technical and legal organizations including an executive representative at the Silicon Valley Leadership Group, a national committee chairman for several of the largest legal bar associations in the world and helping present testimony before Congress and various federal government roundtables, including the Federal Trade Commission & U.S. Department of Justice. I also have been involved at the global level in legal reforms throughout the world including the UK and China.

With this as my backdrop, the reason for wanting to apply for the appointment to the Board is that I believe I can serve in a capacity that can help the District continue to excel in its academic pursuits. I am passionate about giving back to our community, maintaining a "big picture" perspective on issues and trying to help make a difference. I am proud to say that I have no agenda or ulterior motives for wanting to serve on the Board. I believe that my legal background in conjunction with my business acumen and my desire to help facilitate further progress in the District's educational priorities makes me a unique candidate to make a difference on the District's Board. I believe my long standing passion for supporting public education and my legal background provides me with a unique lens through which I can effectively problem solve, help facilitate solutions, serve in an advisory and policy role, maintain a "big picture" perspective on issues and truly make a difference with the District. I also am energized to see our District leading, not only in their academic agenda, but also in such facility improvements as its recent solar initiative and its continued efforts to incorporate complimentary technology into the classroom to help the District's children continue to excel. By having attended Board meetings on and off for the last 14 months and speaking to District administration and Board members during that time about the District's priorities, I am confident that I know what a commitment to the Board entails and that I truly can make the most difference as a member of the District's Board.

Thank you for your time and consideration for this exciting opportunity.

Regards,

Doug Luftman

