

OFFICE OF THE MAYOR
SAN FRANCISCO



LONDON N. BREED
MAYOR

Notice of Appointment

February 22, 2019

San Francisco Board of Supervisors
City Hall, Room 244
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Honorable Board of Supervisors:

Pursuant to Charter Section 3.100(18), of the City and County of San Francisco, I make the following appointment:

Scott Heldfond to the Retirement Board for a four year term ending February 20, 2023, to the seat formerly held by Wendy Paskin-Jordan.

I am confident that Mr. Heldfond will serve our community well. Attached are his qualifications to serve, which demonstrate how his appointment represents the communities of interest, neighborhoods and diverse populations of the City and County of San Francisco.

Should you have any question about this appointment, please contact my Director of Appointments, Mawuli Tugbenyoh, at 415.554.6298

A handwritten signature in blue ink that reads "London Breed".

London N. Breed
Mayor

2019 FEB 22 PM 4:43
AK
BOARD OF SUPERVISORS
SAN FRANCISCO

HON. SCOTT R. HELDFOND

██████████ Sacramento Street
San Francisco, CA. 94108

CURRENT ACTIVITIES:

- Director, **Aon Risk Services**. ARS is the broking division of **Aon, PLC**. Aon stands as the largest Global broking and consulting firm with practice groups that address all manners of risk across all industry sectors.

PRIOR ACTIVITIES:

- Director, **NasdaqOmx Insurance/Carpenter Moore**. A national insurance brokerage and consulting firm owned by Nasdaq Stock Market. Sold to Aon PLC in 2009
- Managing Partner, **eSEED Capital LLC**. General Partner in eSEED Capital Venture Fund I, LP.
- President and Chief Executive Officer, **Frank Crystal & Co.of California, Inc.** (Start-up geographical expansion of a New York based insurance operation).
- President and Chief Executive Officer of Rollins Real Estate/ Investment (, a division of **AON Corporation**).
- President and Chief Operating Officer of **Frank B. Hall & Co.** This company merged with Aon Corporation in 1992.
- Founding Partner, President and Chief Executive Officer of **DSI Insurance Services**. DSI was sold to Frank B. Hall in May 1992.
- Partner and Chief Operating Officer of **Dinner Levison Co.** Dinner Levison was sold to Transamerica Corporation (Fred S. James Insurance Brokerage division) in 1983.

Other Current/Past Business Activities:

- Commissioner and President, **City & County of San Francisco, Health Services Commission**. This position is a Mayoral appointment (15years). For the past 4 years Mr. Heldfond has acted as a Mayoral appointed commissioner on the **Civil Service Commission of the City and County of San Francisco**

Mr. Heldfond is the **Honorary Consul General to the United States for the Republic of Rwanda, Africa.**

- Co-Founding Board Member of **San Francisco-Bangalore India Sister City Committee**.
- Director, **Mendocino Brewing Company**. A company that brews and distributes Kingfisher Beer and multiple lines of craft beers in California, New York, Canada, Japan and, the UK. Another Principal brand is Red Tail Ale. Mr. Heldfond serves on the Audit and Compensation Committees of the Board.
- Ex-Director, **HomeGain, Inc.** Private venture backed company that is a leading online/offline real estate transaction based model. Sold to Classified Ventures
- Director, **Webcast Solutions.com**. San Francisco based Webcast Solutions was one of the first movers internationally in the webcasting space. Mark Cuban's Broadcast.com was the biggest firm however, they were only domestic and WSI was global. Mr. Heldfond, from his Director position worked with founders and management to rationalize the business model and the subsequent capitalization planning. The company was

Commonwealth Club of California
University Club
City Club of San Francisco
Villa Taverna

Higher Education:

University of California, Berkeley
University of San Francisco Law School

Interests:

Travel, golf, skiing, tennis, vineyards development and wine production, global political and economic studies.

Residence:

San Francisco

Children:

Nicholas Dinner Heldfond
Benjamin Swig Heldfond
Lucas Fine Heldfond

Elizabeth Shine Heldfond
William Douglas Morris Heldfond
Diana Cristine Heldfond



STATEMENT OF ECONOMIC INTERESTS
COVER PAGE

E-Filed
03/05/2018
15:03:59
Filing ID:
169362327

Please type or print in ink.

NAME OF FILER (LAST) (FIRST) (MIDDLE)
Heldfond, Scott R.

1. Office, Agency, or Court

Agency Name (Do not use acronyms)
City and County of San Francisco
Division, Board, Department, District, if applicable Your Position
Civil Service Commission Commissioner

► If filing for multiple positions, list below or on an attachment. (Do not use acronyms)

Agency: _____ Position: _____

2. Jurisdiction of Office (Check at least one box)

- State Judge or Court Commissioner (Statewide Jurisdiction)
- Multi-County _____ County of San Francisco
- City of _____ Other _____

3. Type of Statement (Check at least one box)

- Annual: The period covered is January 1, 2017, through December 31, 2017 -or- The period covered is ____/____/____, through December 31, 2017
- Assuming Office: Date assumed ____/____/____
- Leaving Office: Date Left ____/____/____ (Check one)
 - The period covered is January 1, 2017, through the date of leaving office.
 - The period covered is ____/____/____, through the date of leaving office.
- Candidate: Date of Election _____ and office sought, if different than Part 1: _____

4. Schedule Summary (must complete) ► Total number of pages including this cover page: 5

- Schedules attached
- Schedule A-1 - Investments - schedule attached Schedule C - Income, Loans, & Business Positions - schedule attached
 - Schedule A-2 - Investments - schedule attached Schedule D - Income - Gifts - schedule attached
 - Schedule B - Real Property - schedule attached Schedule E - Income - Gifts - Travel Payments - schedule attached
- or-
- None - No reportable interests on any schedule

5. Verification

MAILING ADDRESS STREET CITY STATE ZIP CODE
(Business or Agency Address Recommended - Public Document)
San Francisco CA 94102
DAYTIME TELEPHONE NUMBER E-MAIL ADDRESS
()

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information contained herein and in any attached schedules is true and complete. I acknowledge this is a public document.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date Signed 03/05/2018 Signature Scott R. Heldfond
(month, day, year) (File the originally signed statement with your filing official.)

SCHEDULE A-1 Investments

Stocks, Bonds, and Other Interests (Ownership Interest is Less Than 10%)

Do not attach brokerage or financial statements.

CALIFORNIA FORM 700

FAIR POLITICAL PRACTICES COMMISSION

Name _____

Heldfond, Scott R.

▶ NAME OF BUSINESS ENTITY
Gurtin Investment Mgrs

GENERAL DESCRIPTION OF THIS BUSINESS
Various Bond Holdings

FAIR MARKET VALUE
 \$2,000 - \$10,000 \$10,001 - \$100,000
 \$100,001 - \$1,000,000 Over \$1,000,000

NATURE OF INVESTMENT
 Stock Other Bonds (Corp & Muni)
(Describe)
 Partnership Income Received of \$0 - \$499
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:

 ACQUIRED DISPOSED

▶ NAME OF BUSINESS ENTITY
Grand-Jean Investment Mgrs.

GENERAL DESCRIPTION OF THIS BUSINESS
Equities + Trust accounts

FAIR MARKET VALUE
 \$2,000 - \$10,000 \$10,001 - \$100,000
 \$100,001 - \$1,000,000 Over \$1,000,000

NATURE OF INVESTMENT
 Stock Other Stocks, partnerships, money
(Describe)
 Partnership Income Received of \$0 - \$499
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:

 ACQUIRED DISPOSED

▶ NAME OF BUSINESS ENTITY
Aon Plc.

GENERAL DESCRIPTION OF THIS BUSINESS
Insurance Brokerage

FAIR MARKET VALUE
 \$2,000 - \$10,000 \$10,001 - \$100,000
 \$100,001 - \$1,000,000 Over \$1,000,000

NATURE OF INVESTMENT
 Stock Other _____
(Describe)
 Partnership Income Received of \$0 - \$499
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:

 ACQUIRED DISPOSED

▶ NAME OF BUSINESS ENTITY
Schwab

GENERAL DESCRIPTION OF THIS BUSINESS
Investment Mgr.

FAIR MARKET VALUE
 \$2,000 - \$10,000 \$10,001 - \$100,000
 \$100,001 - \$1,000,000 Over \$1,000,000

NATURE OF INVESTMENT
 Stock Other Keogh Trust
(Describe)
 Partnership Income Received of \$0 - \$499
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:

 ACQUIRED DISPOSED

▶ NAME OF BUSINESS ENTITY
First Republic Bank

GENERAL DESCRIPTION OF THIS BUSINESS
Bank & Trust Co.

FAIR MARKET VALUE
 \$2,000 - \$10,000 \$10,001 - \$100,000
 \$100,001 - \$1,000,000 Over \$1,000,000

NATURE OF INVESTMENT
 Stock Other CD/Vrs
(Describe)
 Partnership Income Received of \$0 - \$499
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:

 ACQUIRED DISPOSED

▶ NAME OF BUSINESS ENTITY
Mendocino Brewing

GENERAL DESCRIPTION OF THIS BUSINESS
Brewery Business (Nasdaq)

FAIR MARKET VALUE
 \$2,000 - \$10,000 \$10,001 - \$100,000
 \$100,001 - \$1,000,000 Over \$1,000,000

NATURE OF INVESTMENT
 Stock Other _____
(Describe)
 Partnership Income Received of \$0 - \$499
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:

 ACQUIRED DISPOSED

Comments: _____

SCHEDULE A-1 Investments

Stocks, Bonds, and Other Interests

(Ownership Interest is Less Than 10%)

Do not attach brokerage or financial statements.

CALIFORNIA FORM 700
<small>FAIR POLITICAL PRACTICES COMMISSION</small>
Name <u>Heldfond, Scott R.</u>

▶ NAME OF BUSINESS ENTITY
Embroker

GENERAL DESCRIPTION OF THIS BUSINESS
Insurance Technology company

FAIR MARKET VALUE
 \$2,000 - \$10,000 \$10,001 - \$100,000
 \$100,001 - \$1,000,000 Over \$1,000,000

NATURE OF INVESTMENT
 Stock Other _____ (Describe)
 Partnership Income Received of \$0 - \$499
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:
 _____ / _____ / _____ _____ / _____ / _____
 ACQUIRED DISPOSED

▶ NAME OF BUSINESS ENTITY

GENERAL DESCRIPTION OF THIS BUSINESS

FAIR MARKET VALUE
 \$2,000 - \$10,000 \$10,001 - \$100,000
 \$100,001 - \$1,000,000 Over \$1,000,000

NATURE OF INVESTMENT
 Stock Other _____ (Describe)
 Partnership Income Received of \$0 - \$499
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:
 _____ / _____ / _____ _____ / _____ / _____
 ACQUIRED DISPOSED

▶ NAME OF BUSINESS ENTITY

GENERAL DESCRIPTION OF THIS BUSINESS

FAIR MARKET VALUE
 \$2,000 - \$10,000 \$10,001 - \$100,000
 \$100,001 - \$1,000,000 Over \$1,000,000

NATURE OF INVESTMENT
 Stock Other _____ (Describe)
 Partnership Income Received of \$0 - \$499
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:
 _____ / _____ / _____ _____ / _____ / _____
 ACQUIRED DISPOSED

▶ NAME OF BUSINESS ENTITY

GENERAL DESCRIPTION OF THIS BUSINESS

FAIR MARKET VALUE
 \$2,000 - \$10,000 \$10,001 - \$100,000
 \$100,001 - \$1,000,000 Over \$1,000,000

NATURE OF INVESTMENT
 Stock Other _____ (Describe)
 Partnership Income Received of \$0 - \$499
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:
 _____ / _____ / _____ _____ / _____ / _____
 ACQUIRED DISPOSED

▶ NAME OF BUSINESS ENTITY

GENERAL DESCRIPTION OF THIS BUSINESS

FAIR MARKET VALUE
 \$2,000 - \$10,000 \$10,001 - \$100,000
 \$100,001 - \$1,000,000 Over \$1,000,000

NATURE OF INVESTMENT
 Stock Other _____ (Describe)
 Partnership Income Received of \$0 - \$499
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:
 _____ / _____ / _____ _____ / _____ / _____
 ACQUIRED DISPOSED

▶ NAME OF BUSINESS ENTITY

GENERAL DESCRIPTION OF THIS BUSINESS

FAIR MARKET VALUE
 \$2,000 - \$10,000 \$10,001 - \$100,000
 \$100,001 - \$1,000,000 Over \$1,000,000

NATURE OF INVESTMENT
 Stock Other _____ (Describe)
 Partnership Income Received of \$0 - \$499
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:
 _____ / _____ / _____ _____ / _____ / _____
 ACQUIRED DISPOSED

Comments: _____

SCHEDULE B
Interests in Real Property
 (Including Rental Income)

▶ ASSESSOR'S PARCEL NUMBER OR STREET ADDRESS
2946 Pierce St.
 CITY
San Francisco

FAIR MARKET VALUE IF APPLICABLE, LIST DATE:
 \$2,000 - \$10,000
 \$10,001 - \$100,000
 \$100,001 - \$1,000,000
 Over \$1,000,000

ACQUIRED _____ DISPOSED _____

NATURE OF INTEREST
 Ownership/Deed of Trust Easement
 Leasehold _____ Yrs. remaining _____ Other _____

IF RENTAL PROPERTY, GROSS INCOME RECEIVED
 \$0 - \$499 \$500 - \$1,000 \$1,001 - \$10,000
 \$10,001 - \$100,000 OVER \$100,000

SOURCES OF RENTAL INCOME: If you own a 10% or greater interest, list the name of each tenant that is a single source of income of \$10,000 or more.
 None

▶ ASSESSOR'S PARCEL NUMBER OR STREET ADDRESS
114 Eucalyptus Knoll Rd
 CITY
Mill Valley

FAIR MARKET VALUE IF APPLICABLE, LIST DATE:
 \$2,000 - \$10,000
 \$10,001 - \$100,000
 \$100,001 - \$1,000,000
 Over \$1,000,000

ACQUIRED _____ DISPOSED _____

NATURE OF INTEREST
 Ownership/Deed of Trust Easement
 Leasehold _____ Yrs. remaining _____ Other _____

IF RENTAL PROPERTY, GROSS INCOME RECEIVED
 \$0 - \$499 \$500 - \$1,000 \$1,001 - \$10,000
 \$10,001 - \$100,000 OVER \$100,000

SOURCES OF RENTAL INCOME: If you own a 10% or greater interest, list the name of each tenant that is a single source of income of \$10,000 or more.
 None

* You are not required to report loans from commercial lending institutions made in the lender's regular course of business on terms available to members of the public without regard to your official status. Personal loans and loans received not in a lender's regular course of business must be disclosed as follows:

NAME OF LENDER*
First Republic Bank
 ADDRESS (Business Address Acceptable)
San Francisco, CA 94104

BUSINESS ACTIVITY, IF ANY, OF LENDER
Bank

INTEREST RATE TERM (Months/Years)
3.1% None 15 Years

HIGHEST BALANCE DURING REPORTING PERIOD
 \$500 - \$1,000 \$1,001 - \$10,000
 \$10,001 - \$100,000 OVER \$100,000

Guarantor, if applicable

NAME OF LENDER*
Bank of America
 ADDRESS (Business Address Acceptable)
San Anselmo, Ca 94960

BUSINESS ACTIVITY, IF ANY, OF LENDER
Bank

INTEREST RATE TERM (Months/Years)
8% None 10 Years

HIGHEST BALANCE DURING REPORTING PERIOD
 \$500 - \$1,000 \$1,001 - \$10,000
 \$10,001 - \$100,000 OVER \$100,000

Guarantor, if applicable

Comments: _____

SCHEDULE C
Income, Loans, & Business Positions
(Other than Gifts and Travel Payments)

CALIFORNIA FORM 700
FAIR POLITICAL PRACTICES COMMISSION
Name
Heldfond, Scott R.

1. INCOME RECEIVED
NAME OF SOURCE OF INCOME
Aon Risk Services
ADDRESS (Business Address Acceptable)
San Francisco, Ca 94105
BUSINESS ACTIVITY, IF ANY, OF SOURCE
Insurance Brokerage
YOUR BUSINESS POSITION
Director
GROSS INCOME RECEIVED
CONSIDERATION FOR WHICH INCOME WAS RECEIVED

1. INCOME RECEIVED
NAME OF SOURCE OF INCOME
Mendocino Brewing Com
ADDRESS (Business Address Acceptable)
Ukian, Ca 95482
BUSINESS ACTIVITY, IF ANY, OF SOURCE
Public traded Brewing Compy
YOUR BUSINESS POSITION
Director
GROSS INCOME RECEIVED
CONSIDERATION FOR WHICH INCOME WAS RECEIVED

2. LOANS RECEIVED OR OUTSTANDING DURING THE REPORTING PERIOD

* You are not required to report loans from commercial lending institutions, or any indebtedness created as part of a retail installment or credit card transaction, made in the lender's regular course of business on terms available to members of the public without regard to your official status.

NAME OF LENDER*
ADDRESS (Business Address Acceptable)
BUSINESS ACTIVITY, IF ANY, OF LENDER
HIGHEST BALANCE DURING REPORTING PERIOD

INTEREST RATE
TERM (Months/Years)
SECURITY FOR LOAN

Comments: