

**CITY OF MODESTO  
CANDIDATE REGISTRATION VERIFICATION**

Registrar of Voters Fax Number: (209) 525-5802

COUNCILMEMBER DISTRICT 5

My name is: CHARLES V. ALLEN  
(Please Print)

I reside at: 3405 NORWICH LANE  
(Physical Address)

MODESTO, CA 95350  
(City)

CV Allen  
(Candidate Signature)

RECEIVED  
MODESTO CITY CLERK  
10 SEP - 7 PM 12:19

**FOR REGISTRAR OF VOTERS OFFICE ONLY**

City of Modesto (City Clerk) Fax Number: (209) 571-5152

District #: Modesto City Council Dist 5

Verified By: K Styles

In District: # 5 Date of last registration 6-24-05

Out of District: # \_\_\_\_\_ Date of last registration \_\_\_\_\_

RECEIVED  
SEP - 7 2010  
COUNTY CLERK  
STANISLAUS COUNTY

**RECEIVED**  
SEP 07 2010  
CITY CLERK'S OFFICE

**APPLICATION**  
**FOR MODESTO CITY COUNCIL**  
**CHARLES V. ALLEN M.D.**

- **BASIC INFORMATION**
- **COMMUNITY INVOLVEMENT, POSITIONS HELD**
- **QUESTIONS, ANSWERS AND REFERENCES**
- **RESUME**

*Because of space limitations I have elected to provide the basic information, list my community activities and answer the questions separately.*

## APPLICATION FOR CITY COUNCIL

Submittal Requirements (\*Completed applications must contain the following items):

- Completed, signed Application
- Completed Supplemental Questionnaire (attached)
- Resume (optional)
- City of Modesto Candidate Registration Verification

(\*All documents are public and will be posted on the City of Modesto internet)

### **BASIC INFORMATION**

NAME - Allen, Charles V

RESIDENT IN DISTRICT 5? - Yes, 46 years

REGISTERED VOTER? - yes, 46 years

ADDRESS - 3405 Norwich Lane, Modesto, CA 95350

EMAIL - [cvallen@pol.net](mailto:cvallen@pol.net)

OCCUPATION - physician administrator (semi retired)

EDUCATION - B.S., 1955, University of Minnesota,  
Doctor of Medicine, 1958, University of Minnesota

FIELD OF SPECIALTY - Internal Medicine, Board Certified 1965  
Medical Oncology, Board Certified, 1975

### **Areas of interest, Organizations, elected offices held, Community Work - SEE ATTACHED INFORMATION**

I, the undersigned, am sincerely interested in serving as (Interim) district 5 Councilmember for the City of Modesto, and, if appointed, will be available for evening and other meetings as required for the Council.

SIGNED - CHARLES V ALLEN      DATE - 7 September 2010

RETURN TO CITY COUNCIL OFFICE, P.O. Box 642, Modesto, CA 95353  
[slopez@modestogov.com](mailto:slopez@modestogov.com)

Date received 9/7/10      By *Stephanie Lopez*

Interview date \_\_\_\_\_

## ***COMMUNITY INVOLVEMENT, POSITIONS HELD, AREAS OF INTEREST, ETC***

I have lived in Modesto since 1964, in the same house since 1968. During this time I have been involved in multiple areas of community activity - fully in some and with lesser roles in others. While many, but not all, related to my profession of medicine they all have local application and involved the same skills and problems faced by any large institution, including the City of Modesto. Among them are:

**GOAL (Growth, Orderly, Affordable, Livable)** - I was the first **president of GOAL**, an organization founded to support the passage of Measure A, a slow growth measure that was voted in by the citizens of Modesto and remains in force today. The heavy lifting was done by others including Peggy Mensinger (later to become mayor of Modesto), Sue Siefken and Kennie Friedman (both later council members) but I remember well the strong local support we received and my debate on local TV (from Stockton) with Modesto Mayor Lee Davies.

**MODESTO HOSPICE** - Modesto Hospice was founded primarily through efforts of Mary Jean Coeur-Barron and Kathy Oberg but early **professional input as well as caregiver education** was primarily from Dr Coeur-Barron and me, the two physicians most involved in community cancer care.

**LEADERSHIP MODESTO** - Leadership Modesto is an organization designed to identify and educate young Modesto citizens for future city leadership. I was for a 4 or 5 year period a **featured speaker for their "medical day"**. Discussing the complicated questions relating to our present day medical care was an interesting experience.

**MEMORIAL HOSPITAL ONCOLOGY WARD** - Working with the nursing staff and others at Memorial I was instrumental in the development of the area's first ward specifically designed to meet the needs of cancer patients. It was then and remains today an excellent community asset.

**ADJUNCT PROFESSOR CSUS (California State University Stanislaus)** - Along with Bev Finley I designed and taught a 1 semester course on medical economics to student working toward a Masters Degree in Public Administration.

**GRAND JURY MEMBER 2006-7** - An interesting year, very informative of the problems and challenges local governments - county and city - face. Despite having uncovered several minor discrepancies I came away with the feeling the local area was really quite well governed.

**MEDICAL DIRECTOR GOULD MEDICAL GROUP - 1988 -92** - A time of great change in medicine and medical economics and a learning experience in many areas - negotiating contracts, setting various policies, confronting a traditionally volatile physician membership and dealing with hospital/physician tensions. In the end I was happy to return to patient care, but with increased appreciation of administrative challenges.

**MODESTO SISTER CITY PROGRAM (UKRAINE)** - I was among several Modestans who participated in exchanges between Modesto and Khmelnytsky, Ukraine, and on two occasions hosted our Ukrainian guests in our home. Later, with other delegates I traveled to their city to

watch Mayor Mensinger sign the formal agreement. We remain in contact with two visitors who have immigrated to the US.

**VARIOUS MEDICAL ADMINISTRATIVE POSITIONS** – These include past **President of the Memorial Hospital Medical Staff**, a decidedly political hot seat - 3 terms as **Gould Medical Board of Directors** member, learning how successful institutions operate - **Advisory Member TakeCare Board of Directors**, an interesting look from the inside of a well run medical insurance institution - **HMO Chairman** at Gould responsible for the installation, continuing evaluation and financial viability of the county's first managed care plan -- a definite success despite opposition from local physicians.

**COMMUNITY COLUMNIST** -- For 10 years I have been a community columnist for the Modesto BEE with publication of over 100 columns on various topics -- some national and medical but most concerning local issues, including the functions, behavior and actions (wise and otherwise) of both county and city governments. Sample topics include: the apparent contradiction between our agricultural economic base and the desire for industrial development, the folly of the 10<sup>th</sup> Street fountain, a tongue in cheek evaluation of Modesto's growth plans, the trials and tribulations of a now departed Modesto Mayor, the deceptive advertising of a county employee trying lure business to the county, and posing a question - exactly what does "smart growth" really mean? -- and a host of others.

**ASSISTANT MEDICAL DIRECTOR GOULD MEDICAL GROUP** - Since partial retirement in 2000 I have been **Director of Physician Recruiting** at the Gould Medical Group. With a staff of 3 we process several hundred resumes, interview over 100 candidates and hire about 30 new physicians each year (and indirectly 4 times that number of associated staff jobs), the majority for the Modesto area. Among the duties are the formation of a recruiting budget, development of the needed policies, negotiations with recruiting firms and individual candidates, formation of the recruiting website and deployment of a new computerized candidate data base. We are on track to reduce the recruiting budget by \$200 - \$300k by 2012.

**BOARD OF DIRECTORS MEMORIAL HOSPITAL MODESTO** - Once in the 70s and again recently 2006 - 2009, I have served on the Board of Directors of Memorial Hospital. With Memorial's budget and employee numbers about the same as the City of Modesto, it is no surprise many problems are common to both institutions -- legal issues, quality assurance, cost containment, compliance with governmental regulations, employee turnover/morale/retention, capital budget formation and many others.

**SUMMARY- 46 years ago my wife and I interviewed in several northern California locations, choosing Modesto, a decision we have never regretted. I believe the above listing of my community involvement fully supports my application for appointment to the Modesto City council.**

## QUESTIONS AND ANSWERS

### Please explain your two most important reasons for wanting to serve on the City Council

With this application I bring no agenda other than the desire to work with other council members and the Mayor to face the problems of local government in these difficult times. I believe my experience, qualifications and 46 year life in Modesto noted elsewhere in this application suggest I have the ability, time available and inclination to do just that.

### In your opinion, what is the most important asset/perspective you would bring to the City council?

I believe I bring four, each related to the others.

First is **the ability and inclination to ask the right questions**. Council members are required to pass judgment on multiple matters, many technical and beyond their specific knowledge. This depends on a competent staff but also the ability to ask the right questions – Why do we need to do this? What are other options? What are the long term financial implications? Whether caring for a sick patient, evaluating candidates for hire or dissecting complicated budget figures. I have found it important to keep a certain level of skepticism and ask the right questions even when doing so risks the appearance of ignorance and the irritation of others. But they must be asked.

Second is the **ability to make hard decisions**, unpopular as they maybe. While public opinion is important, one should be guided by the facts regardless of the consequences and act accordingly. On other boards and in other circumstances I have followed the facts where they lead, sometimes to the consternation of my colleagues, but always for good reasons. This does not always win friends.

Third is the **ability to distinguish the important from the unimportant**. Much time and energy can be wasted in unimportant endeavors, robbing resources needed to address the important. Some of this is an age related process – with experience I find fewer things of great importance, but those that remain are more so.

Underlying these perspectives is a fourth, **the importance of compromise and working together as a team**, without which little can be accomplished.

I do not suggest perfection in any of these qualities, only that I recognize their importance in discharging the responsibilities of a council member.

### What role does the City council play in making Modesto a desirable community in which to live and/or work?

In defining the role of the City Council it is important to understand the limitations of local governments to control their own destinies. The major recession and many of the problems it brings are beyond the Council's ability to solve. Educational problems are largely a matter for others. But the city Council can:

- Continue a policy of transparency that assures corruption free government.
- Continue to encourage participation of citizens at all levels government
- Adopt reasonable attempts to attract appropriate businesses to the area.
- Encourage a rational approach to future growth
- Fund and support to the best of its ability, the efficient delivery of services expected of a city government

### **What are the five most critical issues facing the City during the next five years?**

No list of present or future city problems can be made without stating the obvious - the most critical question before the council today is - *How can the City Council best assure financial viability and stability while continuing to supply the core services required of any local government?* Given declining revenue and continuing public expectations, the answers will tax even the best of City Councils. Not only is this the most critical issue, it is the next 5 or 10 because all future and present programs depend on the financial condition of the City. The key issue is choosing priorities wisely and making the hard decisions.

In normal times, two other issues would make the list.

The first is the **issue of growth** - how much? how fast? in what form? More important is the question - what population can the central valley support given a fixed land mass, fixed water resources, and increasing air pollution? The second is the **conflict between two futures** - continuing as a primarily agriculture community vs. the need to attract high quality industry. In both of these issues Modesto is only one of many other valley communities - but an important one.

The current recession has moved these issues to the back burner for the time being.

### **Character References**

**Carol Whiteside**  
230 Sycamore, Modesto, CA  
[carol@calstrat.com](mailto:carol@calstrat.com)  
209-602-5501

**Ray Simon**  
3309 Worthington, Modesto, CA  
209-521-7758  
[Rsimon3914@aol.com](mailto:Rsimon3914@aol.com)

**Lou Friedman**  
**Curtis Legal Group**  
1300 K, Modesto, CA  
[lfriedman@curtislegalgroup.com](mailto:lfriedman@curtislegalgroup.com)  
209-521-1800

**Dave Benn**  
**CEO Sutter Health Central Valley Hospitals**  
209-526-4500  
[bennd@sutterhealth.org](mailto:bennd@sutterhealth.org)

# **CHARLES V. ALLEN M.D.**

**3405 Norwich Lane  
Modesto, California 95350  
209-572-4407  
cvallen@pol.net**

## **EDUCATION**

BORN 1933, ROCHESTER, MINNESOTA

B.S. 1955, M.D. 1958 UNIVERSITY OF MINNESOTA

INTERNSHIP UNIVERSITY OF CALIFORNIA, SF 1958-59

RESIDENCY INTERNAL MEDICINE, MAYO CLINIC 1959-62

## **EMPLOYMENT AND POSITIONS HELD**

CAPTAIN, USAF, MADRID, SPAIN 1962-64

GOULD MEDICAL GROUP INTERNIST, ONCOLOGIST 1964-88, 92-2000

BOARD CERTIFIED, INTERNAL MEDICINE 1965

BOARD CERTIFIED, ONCOLOGY 1975

MEDICAL DIRECTOR, GOULD MEDICAL GROUP 1988-92

PRESIDENT, MEMORIAL HOSPITAL MEDICAL STAFF 1977-78

BOARD OF DIRECTORS, MEMORIAL HOSPITAL 1977-80, 2006-2009

BOARD OF DIRECTORS MEMORIAL HOSPITAL FOUNDATION 1983-85

BOARD OF DIRECTORS TAKECARE HMO, 1983-88

GRAND JURY MEMBER 2006 - 07

BOARD OF DIRECTORS GOULD MEDICAL GROUP, 1982-85, 1993-2000

ASSISTANT MEDICAL DIRECTOR FOR PHYSICIAN RECRUITMENT 2000 -