



INSTITUTE AGENDA

NALEO 11th Biennial National Institute for Newly Elected Officials

November 17-20, 2016 | Gaylord National Resort & Convention Center | National Harbor, MD

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NALEO Educational Fund
National Policy Institute for Newly Elected Officials
November 17-20, 2016
National Harbor, MD

Thursday, November 17, 2016

Media Training Registration
Eastern Shore Foyer, Lower Atrium
7:30 - 9:00 a.m.

Institute Registration
Cherry Blossom Lobby, Level 2
9:30 a.m. - 5:00 p.m.

Continental Breakfast
Eastern Shore 2, Lower Atrium
7:30 - 8:30 a.m.

Mastering the Media, Part I
Creating your Message, Interview and Camera Techniques
Eastern Shore 1 & 3, Lower Atrium
8:30 a.m. - Noon

- Mr. Edward F. Coghlan, Public and Media Relations Strategy Consultant, JVA Group
- Ms. Janeth Hernández, Latino Public Relations Consultant, JVA Group

Networking Lunch
Eastern Shore 2, Lower Atrium
Noon - 1:00 p.m.

Mastering the Media, Part II
Creating your Message, Interview and Camera Techniques
Eastern Shore 1 & 3, Lower Atrium
Eastern Shore 2, Lower Atrium - Beverage Break
1:15 - 4:00 p.m.

Latinos and Foreign Affairs: Tea with the British Embassy
Eastern Shore 2, Lower Atrium
4:00 - 5:00 p.m.



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National Harbor, MD

Thursday, November 17, 2016 (continued)

NALEO 40th Anniversary Celebration Leadership Reception

6:30 – 8:30 p.m.

Toyota Motor North America, Inc.
325 7th Street NW, Suite 1000
Washington, D.C. 20004

Recognition of Ruby Anniversary Circle Members: The Bauman Foundation, The California Wellness Foundation, Evelyn & Walter Haas, Jr. Fund, Ford Foundation, Force Multiplier Solutions, Inc., Marguerite Casey Foundation, Pfizer, Rosenberg Foundation, Toyota, Univision Communications Inc., Waste Management, and W.K. Kellogg Foundation

Hosts: *Bill & Melinda Gates Foundation and State Farm®*

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Friday, November 18, 2016

Institute Registration
Cherry Blossom Lobby, Level 2
7:00 - 8:00 a.m.

Breakfast
Cherry Blossom Foyer
7:30 - 8:30 am.

Welcome Remarks
Cherry Blossom Ballroom, Level 2
8:30 - 8:45 a.m.

- Mr. Arturo Vargas, Executive Director, NALEO Educational Fund
- Hon. Pauline Medrano, Treasurer, Dallas County; NALEO President

NALEO 101 and Leadership Roundtable
Cherry Blossom Ballroom, Level 2
8:45 - 9:30 a.m.

Moderator: Hon. Pauline Medrano, Treasurer, Dallas County; NALEO President

- Hon. Justin Rodriguez, Texas State Representative; Former NALEO Vice President
- Hon. Gustavo Rivera, New York State Senator
- Hon. Elizabeth Archuleta, Supervisor, Coconino County, Arizona;
NALEO Board Member
- Hon. John C. Vargas, Trustee, El Camino College, California;
NALEO Board Secretary

General Session: Parliamentary Procedures
Cherry Blossom Ballroom, Level 2
9:30 a.m. - Noon

This session equipped participants with confidence and knowledge on parliamentary procedures that ensure policymakers rightfully participate in the governance and policymaking process while enhancing their leadership skills and effectiveness.

- Mr. James Jones, PRP, CPP-T, Vice President,
National Association of Parliamentarians
- Ms. Alfreda V. Davis, Former Chief of Staff, Executive Office of the Mayor,
District of Columbia

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Friday, November 18, 2016 (continued)

**Luncheon Presentation: The State of Children and Working Families
in the United States of America**

Cherry Blossom Ballroom, Level 2

Noon - 1:45 p.m.

As the United States continues to become more diverse, Latinos are a driving force behind this demographic shift. This means that the role of the Latino community in shaping our country's future economic and civic strength and prosperity is more significant than ever; therefore ensuring the success of children and working families is critical. This session provided an overview of the state of Latino families and children in the U.S. with regard to several important economic and social indicators. The discussion also explored the policy challenges and opportunities that exist to support the success of families and children in communities across the country.

- Ms. Laura Speer, Associate Director, Policy Reform and Advocacy,
The Annie E. Casey Foundation
- Mr. Bruce Lesley, President, First Focus
- Ms. Jessica Bartholow, Policy Advocate, Western Center on Law & Poverty

Break

1:45 – 2:00 p.m.

General Session: Integrity in Public Office

Cherry Blossom Ballroom, Level 2

2:00 – 2:30 p.m.

As the number of Latino elected and appointed officials across the country continues to grow, we cannot forget that as a result policymakers “all eyes are on us” as leaders. Policymakers have the difficult job of balancing the needs and interests of diverse constituencies while adhering to their fiduciary and governance oversight responsibilities. It is critical that state and local government officials understand and adhere to the highest ethical standards, practices and leadership. This session highlighted best practices for strong ethical decision making and provided participants with an overview of key ethical issues that elected officials contend with frequently.

**Introductory Remarks: Hon. Elizabeth Archuleta, Supervisor, Coconino County, Arizona;
NALEO Board Member**

- Mr. Armando O. Bonilla, Associate Deputy Attorney General,
United States Department of Justice



NALEO Educational Fund
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Friday, November 18, 2016 (continued)

Jurisdictional Breakout Sessions: Integrity in Public Office
2:30 – 3:30 p.m.

STATE LEGISLATIVE SESSION

Magnolia 1, Level 2

Session Co-Chairs and Mentors:

Hon. Bonnie Garcia, Former California State Assemblymember

Hon. Gustavo Rivera, New York State Senator

Hon. John Sapien, New Mexico State Senator; Former NALEO Board Member

- Mr. Mark Quiner, Director, Center for Ethics in Government,
National Conference of State Legislatures (NCSL)

MUNICIPAL/COUNTY SESSION

Annapolis 3 & 4, Level 2

Session Co-Chairs and Mentors:

Hon. Elizabeth Archuleta, Supervisor, Coconino County, Arizona;

NALEO Board Member

Hon. Steven Hernandez, Mayor, City of Coachella, California

Hon. Michele Martinez, Councilmember, City of Santa Ana, California;

Immediate Past NALEO President

- Ms. Melissa Crosthwaite, Assistant City Attorney, City of Hawthorne, California

EDUCATION POLICYMAKERS

Annapolis 1 & 2, Level 2

Session Co-Chairs and Mentors:

Hon. Phyllis K. Sanchez, President, Pueblo City Schools, Colorado

Hon. John C. Vargas, Trustee, El Camino College, California;

NALEO Board Secretary

- Ms. Sukhi K. Ahluwalia, Partner, Atkinson, Andelson, Loya, Ruud & Romo
- Mr. Gabriel Sandoval, Partner, Atkinson, Andelson, Loya, Ruud & Romo

Break

3:30 – 3:45 p.m.



NALEO Educational Fund
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Friday, November 18, 2016 (continued)

Jurisdictional Breakout Sessions: How Do I Get Started?

3:45 – 5:15 p.m.

Together with panelists, Institute “Mentors” representing different levels of public office covered key areas to be considered after individuals win an election. These steps include creating a support/sounding board network (kitchen cabinet); setting realistic goals for the first term; navigating the institution; constituency services; staffing (if any); leadership opportunities; working with colleagues; developing key message for a first term; working with the media; and planning for re-election. In this session, mentors shared some of their own mistakes and successes as they entered their first terms in office.

STATE LEGISLATIVE SESSION

Magnolia 1, Level 2

Session Chairs and Mentors:

Hon. Bonnie Garcia, Former California State Assemblymember

Hon. Gustavo Rivera, New York State Senator

Hon. John Sapien, New Mexico State Senator; Former NALEO Board Member

- Mr. Tim Storey, Director, Leaders Services,
National Conference of State Legislatures (NCSL)

MUNICIPAL/COUNTY SESSION

Annapolis 3 & 4, Level 2

Session Co-Chairs and Mentors:

Hon. Michele Martinez, Councilmember, City of Santa Ana, California;

Immediate Past NALEO President

Hon. Elizabeth Archuleta, Supervisor, Coconino County, Arizona;

NALEO Board Member

Hon. Steven Hernandez, Mayor, City of Coachella, California

- Mr. Chris Zapata, City Manager, City of San Leandro, California
- Mr. Guillermo “Bill” Vidal, Former President and Chief Operating Officer,
Hispanic Chamber of Commerce of Metro Denver;
Former Mayor, City and County of Denver, Colorado

EDUCATION POLICYMAKERS

Annapolis 1 & 2, Level 2

Session Co-Chairs and Mentors:

Hon. Phyllis K. Sanchez, President, Pueblo City Schools, Colorado

Hon. John C. Vargas, Trustee, El Camino College, California;

NALEO Board Secretary

- Dr. Jessica Huizenga, Superintendent, Southbridge Public Schools, Massachusetts
- Mr. Thomas Parker, Superintendent, Ecorse Public Schools, Michigan



NALEO Educational Fund
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Friday, November 18, 2016 (continued)

Champagne Toast: In Collaboration with the Embassy of Mexico in the United States
Cherry Blossom Foyer

6:00 – 7:00 p.m.

Special Remarks:

- Hon. Carlos M. Sada Solana, Ambassador of Mexico to the United States

Saturday, November 19, 2016

Institute Registration
Cherry Blossom Lobby, Level 2

7:30 – 8:00 a.m.

Breakfast
Cherry Blossom Foyer

7:30 – 8:30 a.m.

Jurisdictional Breakout Sessions: Understanding the Legislative Process

8:45 – 11:30 a.m.

Panelists and Mentors described how participants can work within their jurisdictional institutions; how to advance policy goals through the system; how to work with the minority/majority; how to identify key inside and outside players who will help them make decisions; and how to build community support.

STATE LEGISLATIVE SESSION: UNDERSTANDING THE LEGISLATIVE PROCESS
Magnolia 1, Level 2

Session Co-Chairs and Mentors:

Hon. Bonnie Garcia, Former California State Assemblymember

Hon. Gustavo Rivera, New York State Senator

Hon. John Sapien, New Mexico State Senator; Former NALEO Board Member

- Mr. Gaspar Laca, Director, Government Relations, GlaxoSmithKline



NALEO Educational Fund
National Policy Institute for Newly Elected Officials
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Saturday, November 19, 2016 (continued)

MUNICIPAL/COUNTY SESSION: POLICYMAKING AND BUREAUCRACY
Annapolis 3 & 4, Level 2

Session Co-Chairs and Mentors:

Hon. Steven Hernandez, Mayor, City of Coachella, California
Hon. Elizabeth Archuleta, Supervisor, Coconino County, Arizona;
NALEO Board Member
Hon. Michele Martinez, Councilmember, City of Santa Ana, California;
Immediate Past NALEO President

- Ms. Jane Bais-DiSessa, Deputy Mayor, City of Pontiac, Michigan
- Ms. Melissa M. Crosthwaite, Assistant City Attorney, City of Hawthorne, California
- Mr. Randall D. Martinez, Executive Vice President and Chief Operating Officer, Cordoba Corporation

EDUCATION POLICYMAKERS: EVERY STUDENT SUCCEEDS ACT (ESSA) AND THE POLICYMAKING PROCESS

Annapolis 1 & 2, Level 2

Session Co-Chairs and Mentors:

Hon. Phyllis K. Sanchez, President, Pueblo City Schools, Colorado
Hon. John C. Vargas, Trustee, El Camino College, California;
NALEO Board Secretary

- Ms. Daria Hall,
Interim Vice President for Government Affairs and Communications,
The Education Trust
- Ms. Sukhi K. Ahluwalia, Partner, Atkinson, Andelson, Loya, Ruud & Romo

Luncheon and Formal Dining Etiquette Presentation

Cherry Blossom Ballroom, Level 2

11:30 a.m. – 1:00 p.m.

Dining etiquette is an important tool in our professional lives, especially for those beginning their lives in the public eye. This Luncheon presentation provided participants with the hands on experience and confidence to successfully navigate situations that require formal dining.

Introductory Remarks: Hon. Pauline Medrano, Dallas County Treasurer, Texas;
NALEO President

- Ms. Jules Martinez Hirst, Etiquette Expert, Etiquette Consulting Inc.



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Saturday, November 19, 2016 (continued)

Break

1:00 – 1:15 p.m.

Jurisdictional Breakout Sessions: The Budget Process

1:15 – 3:30 p.m.

Officials heard from experts and Mentors on the critical financial issues facing their level of government, including revenue trends and budgetary challenges; an emphasis was placed on their role in the process; the politics of budgeting; maximizing the budget during difficult economic times; the use of different instruments to finance projects; finding the balance between taxes and services; and outside understanding and navigating outside influences.

STATE LEGISLATIVE SESSION: THE LEGISLATIVE BUDGET PROCESS

Magnolia 1, Level 2

Session Co-Chairs and Mentors:

Hon. Bonnie Garcia, Former California State Assemblymember

Hon. Gustavo Rivera, New York State Senator

Hon. John Sapien, New Mexico State Senator; Former NALEO Board Member

- Mr. Arturo Pérez, Program Director, Fiscal Affairs,
National Conference of State Legislatures (NCSL)

MUNICIPAL/COUNTY SESSION: OVERSIGHT AND READING THE BUDGET

Annapolis 3 & 4, Level 2

Session Co-Chairs and Mentors:

Hon. Pauline Medrano, Treasurer, Dallas County, Texas; NALEO President

Hon. Elizabeth Archuleta, Supervisor, Coconino County, Arizona;
NALEO Board Member

Hon. Steven Hernandez, Mayor, City of Coachella, California

Hon. Michele Martinez, Councilmember, City of Santa Ana, California;
Immediate Past NALEO President

- Ms. Jane Bais-DiSessa, Deputy Mayor, City of Pontiac, Michigan
- Mr. Steve Peru, Former County Manager, Coconino County, Arizona



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Saturday, November 19, 2016 (continued)

**EDUCATION POLICYMAKERS: UNDERSTANDING EDUCATION FINANCING AND
THE BUDGET-MAKING PROCESS**

Annapolis 1 & 2, Level 2

Session Co-Chairs and Mentors:

Hon. Phyllis K. Sanchez, President, Pueblo City Schools, Colorado

Hon. John C. Vargas, Trustee, El Camino College, California;

NALEO Board Secretary

- Dr. Richard Stedry, Business Operations Consultant, Education Planning, Inc.
- Dr. Edward Muir, Deputy Director, Research and Strategic Initiatives,
American Federation of Teachers (AFT)

Professional Headshot Photographs

Magnolia 2, Level 2

3:30 – 5:00 p.m.

Group Dinner

Old Hickory Steakhouse, Lobby Level

6:00 – 9:00 p.m.

Hosted by Pacific Gas and Electric Company



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Sunday, November 20, 2016

Breakfast

Cherry Blossom Lobby, Level 2

7:30 - 8:30 a.m.

General Session: Delivering on Campaign Promises: Strategies for Policy Success

Cherry Blossom Ballroom, Level 2

8:30 - 10:15 a.m.

In order to facilitate the adoption of policies, there must be awareness and buy-in from a variety of stakeholders. Policymakers have an opportunity to be strong advocates for their constituents. As newly elected officials it is important to master how to strategically and successfully promote and achieve policy goals starting in the first term. In this session, policymakers had the opportunity to enhance their communication skillsets to promote policies that benefit their constituents and communities.

Introductory Remarks: Hon. John Sapien, New Mexico State Senator;
Former NALEO Board Member

- Ms. Alma V. Márquez, President and Chief Executive Officer, Del Sol Group

Breakout Sessions: Amplifying Your Message Through Social Media Tools

10:15 - 11:00 a.m.

As elected officials are increasingly using social media outlets to engage constituents and quickly get information out to residents, it is critical that these tools are utilized correctly. This session provided an overview of how elected officials can use social media outlets to reach new audiences, better connect with existing audiences, and create real value through content that citizens care about.

Breakout 1:

Annapolis 1 & 2, Level 2

- Mr. Jesus Garcia-Valdez, Head of Hispanic Media, Google
- Mr. Steven Garza, Policy Analyst for Policy Partnerships, Google
- Ms. Aimee Moon, Public Policy and Government Relations Analyst, Google
- Mr. Ron Busby, Political Ads, Google

Breakout 2:

Annapolis 3 & 4, Level 2

- Ms. Ana Martinez, Associate Manager, State Political Outreach, Facebook

Graduation, 2016 Group Photograph, and Closing Remarks

Cherry Blossom Ballroom, Level 2

11:00 a.m. - Noon

