



**The National Association of Latino Elected and Appointed Officials
Educational Fund**

NALEO National Institute for Newly Elected Officials

**November 20 – 23, 2008
Kellogg Conference Hotel
Gallaudet University
Washington, D.C.**

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Institute Agenda

THURSDAY, NOVEMBER 20, 2008

TOUR OF WASHINGTON, D.C.

(Optional for registered early arrivals; prior reservation required.)

8:00 a.m. – 3:00 p.m.

INSTITUTE REGISTRATION

Kellogg Conference Hotel, Gallaudet University, Lobby

3:00 p.m. – 6:00 p.m.

BUSES DEPART TO NATIONAL MUSEUM OF WOMEN IN THE ARTS

6:30 p.m.

A CELEBRATION OF LEADERSHIP RECEPTION

(Business attire)

Sponsored by Pfizer

National Museum of Women in the Arts, 1250 New York Ave., NW

7:00 p.m. – 9:00 p.m.

BUSES RETURN TO KELLOGG CONFERENCE HOTEL

9:00 p.m.

NALEO LOUNGE

Room 4 ABC, 2nd Floor

9:30 p.m.

FRIDAY, NOVEMBER 21, 2008

INSTITUTE REGISTRATION

Lobby

7:30 a.m.

BREAKFAST AND GENERAL SESSION

Ballroom A&B, 1st Floor

8:00 a.m. – 9:30 a.m.

INTRODUCTION AND PROGRAM OVERVIEW

8:00 a.m. – 8:30 a.m.

- Ms. Erica Bernal, Senior Director of Programs and Communications, NALEO Educational Fund
- Hon. Adolfo Carrión, Jr., Bronx Borough President, New York; NALEO President
- Hon. Cynthia Matus Morriss, Board Member, Patagonia Elementary School District, Arizona; Chair, National Hispanic Caucus of School Board Members, A Council of the National School Boards Association; NALEO Educational Fund Board Member

THE MOST IMPORTANT STEPS AFTER YOUR ELECTION VICTORY

8:30 a.m. – 9:30 a.m.

National Institute “Mentors” representing each level of public office will introduce themselves and cover key steps to consider after your election. These steps include creating your support/sounding board network (kitchen cabinet); setting realistic goals for your first term; communicating with constituents; developing your message for your first term; and working with the media. Mentors will share some of their own mistakes as they entered their first terms of office.

Session Chair: Ms. Erica Bernal, Senior Director of Programs and Communications, NALEO Educational Fund

- Hon. Robert Menendez, U.S. Senator, New Jersey (Invited)
 - Hon. Valde Garcia, Michigan State Senator
 - Hon. Maribel De La Torre, Councilmember, City of San Fernando, California
 - Hon. Henry L. Fernandez, Ed.D., Board Vice President, Metropolitan School District of Lawrence Township, Indiana; NALEO Educational Fund Board Member

BREAK

9:30 a.m. – 9:45 a.m.

BREAKOUT SESSIONS: HOW DO I GET STARTED?

9:45 a.m. – 11:45 a.m.

STATE LEGISLATIVE SESSION

Executive Board Room, 2nd Floor

With an emphasis on constituent relations and understanding the state legislative process, panelists will discuss setting up a constituency services program; finding a legislative assistant; working with “the leadership;” selecting committee assignments; and planning for re-election.

Session Chair: Hon. Valde Garcia, Michigan State Senator

- Ms. Elsa Ramirez, Field Director, Global Warming Project, League of Conservation Voters; Former Chief of Staff, Office of Texas State Representative Trey Martinez Fischer
- Ms. Adrianna Bernal, Executive Director, Mexican American Legislative Caucus of the Texas House of Representatives
- Mr. Miles Mathews, Vice President, State Government Affairs, ING

MUNICIPAL/COUNTY SESSION

Room 6 ABC, 2nd Floor

With an emphasis on constituent relations and understanding the municipal/county legislative process, panelists will discuss identifying the key players at “city hall;” surviving without staff; building a community base of support; and setting up a constituency services program.

Session Chair: Hon. Maribel De La Torre, Councilmember, City of San Fernando, California

- Ms. Jane Bais-DiSessa, City Manager, City of Berkley, Michigan; Board President, International Hispanic Network
- Mr. Randall D. Martinez, Executive Vice President & COO, Cordoba Corporation
- Hon. Pauline Medrano, Councilmember, City of Dallas, Texas

SCHOOL BOARD-NATIONAL EDUCATION LEADERSHIP INITIATIVE (NELI) SESSION

Room 5 A&B, 2nd Floor

Sponsored by HSBC – North America

With an emphasis on constituent relations and understanding the school board legislative process, panelists will discuss identifying the most important people at the district office/board of education; surviving without staff; and building a community base of support.

Session Chair: Hon. Henry L. Fernandez, Ed.D., Board Vice President, Metropolitan School District of Lawrence Township, Indiana; NALEO Educational Fund Board Member

- Hon. Harry J. Delgado, Board Member, South Brunswick School District, New Jersey; President, New Jersey School Boards Association; Northeast Regional Director, National Hispanic Caucus of School Board Members, A Council of the National School Boards Association, Board of Directors
- Hon. Panfilo Contreras, Executive Director, Arizona School Boards Association
- Ms. Maribel Medina, General Counsel, San Francisco Unified School District, California
- Dr. Arturo Delgado, Superintendent, San Bernardino City Unified School District, California

BREAK

11:45 a.m. – 12:00 p.m.

LEADERSHIP LUNCHEON

Ballroom A & B, 1st Floor

12:00 p.m. – 1:00 p.m.

PRESENTATION: MAKING IT ON THE SIX O’CLOCK NEWS

- Mr. John Lippman, Senior Vice President of News and Operations, Univision Communications Inc.

GENERAL SESSION: MASTERING THE MEDIA BEFORE THEY MASTER YOU

AUDITORIUM, 1ST FLOOR

1:15 p.m. – 2:30 p.m.

- Ms. Erica Bernal, Senior Director of Programs and Communications, NALEO Educational Fund
- Mr. Mark Glaze, Principal, The Raben Group, LLC

BREAKOUT SESSIONS

2:30 p.m. – 4:00 p.m.

MUNICIPAL/COUNTY SESSION: MANAGING RESOURCES

Room 6 ABC, 2nd Floor

Officials will hear from fiscal veterans on exploring critical financial issues facing city and county government; maximizing the budget during difficult economic times; using different instruments to finance city projects - taxes, bond measures, assessment districts; finding the balance between taxes and services; and outside influences.

Session Chair: Hon. Maribel De La Torre, Councilmember, City of San Fernando, California

- Ms. Christiana McFarland, Senior Research Associate, National League of Cities
- Mr. Eddie Duque, Senior Management Analyst, Finance and Management Services Department, City of Santa Ana, California
- Hon. Harry Montoya, Commissioner, Santa Fe County, New Mexico
- Hon. Joseph Maestas, Mayor, City of Española, New Mexico

STATE LEGISLATIVE AND SCHOOL BOARD-NELI SESSION: ONE-ON-ONE INTERVIEW TECHNIQUES

Sponsored by Entravision Communications Corporation

Room 4 ABC, 2nd Floor

Session Co-Chairs: Hon. Valde Garcia, Michigan State Senator
Hon. Henry L. Fernandez, Ed.D., Board Vice President, Metropolitan School District of Lawrence Township, Indiana; NALEO Educational Fund Board Member

- Ms. Erica Bernal, Senior Director of Programs and Communications, NALEO Educational Fund
- Mr. Mark Glaze, Principal, The Raben Group, LLC

BREAK

4:00 p.m. – 4:15 p.m.

BREAKOUT SESSIONS

4:15 p.m. – 5:45 p.m.

STATE LEGISLATIVE SESSION: UNDERSTANDING THE LEGISLATIVE PROCESS

Executive Board Room, 2nd Floor

Panelists will describe how to work with a large legislative body; move your bills through the system; work with the minority/majority leadership; and identify the people who will help you make decisions.

Session Chair: Hon. Valde Garcia, Michigan State Senator

- Hon. Delia Garcia, Kansas State Representative
- Mr. Saeed Ali, Chief of Staff, Office of Los Angeles City Councilmember Richard Alarcon; Former Chief of Staff, Office of California State Senator Richard Alarcon
- Mr. Gaspar Laca, State Government Affairs Director, GlaxoSmithKline
- Hon. Raymond G. Sanchez, Former Speaker, New Mexico House of Representatives; Former NALEO President

SCHOOL BOARD-NELI SESSION: MICRO-MANAGER V. EDUCATION POLICYMAKER

Room 5 A&B, 2nd Floor

Sponsored by HSBC – North America

Board members will learn how to develop effective and efficient relationships for policymaking within the school district environment.

Session Chair: Hon. Henry L. Fernandez, Ed.D., Board Vice President, Metropolitan School District of Lawrence Township, Indiana; NALEO Educational Fund Board Member

- Mr. Reginald M. Felton, Director of Federal Relations, National School Boards Association
- Mr. David Alvarez, Superintendent, Calexico School District, California
- Hon. Carmen Piñeyro, Board Member, Freeport Public Schools, New York; Secretary, National Hispanic Caucus of School Board Members, A Council of the National School Boards Association, Board of Directors

MUNICIPAL/COUNTY SESSION: ONE-ON-ONE INTERVIEW TECHNIQUES

Sponsored by Entravision Communications Corporation

Room 4 ABC, 2nd Floor

Session Chair: Hon. Maribel De La Torre, Councilmember, City of San Fernando, California

- Ms. Erica Bernal, Senior Director of Programs and Communications, NALEO Educational Fund
- Mr. Mark Glaze, Principal, The Raben Group, LLC

BUSES DEPART FOR THE MEXICAN CULTURAL INSTITUTE

6:15 p.m.

EVENING RECEPTION

(Business attire)

Hosted by The Embassy of Mexico

Mexican Cultural Institute, 2829 16th Street, NW

6:30 p.m. – 8:30 p.m.

BUSES RETURN TO KELLOGG CONFERENCE HOTEL

8:30 p.m.

CHAMPAGNE TOAST, NALEO LOUNGE

Room 4 ABC, 2nd Floor

9:00 p.m.

SATURDAY, NOVEMBER 22, 2008

INSTITUTE REGISTRATION

Lobby

8:00 a.m.

BREAKFAST AND GENERAL SESSION

Ballroom A&B, 1st Floor

8:30 a.m. – 9:45 a.m.

KEYNOTE SPEAKER: THE ROLE OF PUBLIC OFFICIALS

- Hon. Rafael M. Anchía, Texas State Representative; Chair, NALEO Educational Fund

PRESENTATION: ETHICS IN DAY-TO-DAY GOVERNANCE

- Ms. Brenda K. Morris, Principal Deputy, Public Integrity Section, Criminal Division, U.S. Department of Justice; Adjunct Professor of Law, Georgetown Law

NALEO EDUCATIONAL FUND BOARD MEETING

Ballroom C&D, 1st Floor

10:00 a.m. – 1:00 p.m.

BREAK

9:45 a.m. – 10:00 a.m.

BREAKOUT SESSIONS

10:00 a.m. – 12:00 p.m.

STATE LEGISLATIVE SESSION: THE BUDGET PROCESS & FUNDING FORMULAS

Executive Board Room, 2nd Floor

Panelists will provide information on responding to the politics of a state budget; protecting your important budget items; and dealing with unfunded federal mandates.

Session Chair: Hon. Valde Garcia, Michigan State Senator; Member, Appropriations Committee

- Mr. Michael Bird, Senior Federal Affairs Counsel, National Conference of State Legislatures

MUNICIPAL/COUNTY SESSION: MAKING THE BUREAUCRACY WORK FOR YOU

Room 6 ABC, 2nd Floor

Veteran municipal officials will provide insight into working with your city manager and city/county departments.

Session Chair: Hon. Maribel De La Torre, Councilmember, City of San Fernando, California

- Mr. Oscar Rodriguez, Executive Director, The Maryland National Capital Park and Planning Commission
- Mr. Edmund F. Sotelo, City Manager, City of Oxnard, California
- Hon. Fernando Shipley, Mayor, City of Globe, Arizona

SCHOOL BOARD-NELI SESSION: UNDERSTANDING SCHOOL FINANCE

Room 5 A&B, 2nd Floor

Sponsored by HSBC – North America

Panelists will review the issues surrounding public education finance; how to do more with less; and the allocation of No Child Left Behind Act monies in your district.

Session Chair: Hon. Henry L. Fernandez, Ed.D., Board Vice President, Metropolitan School District of Lawrence Township, Indiana; NALEO Educational Fund Board Member

- Mr. Ross Wiener, Principal Partner and Director of Policy, The Education Trust
- Dr. Ed Muir, Assistant Director, Department of Research, American Federation of Teachers
- Ms. Deborah Rigsby, Director, Federal Legislation, National School Boards Association

LEADERSHIP LUNCHEON

Ballroom A&B, 1st Floor

12:00 p.m. – 1:00 p.m.

WELCOME FROM NATIONAL INSTITUTIONAL PARTNERS

PRESENTATION: 2008 NALEO ELECTION RE-CAP, PLANNING FOR 2009

- Ms. Erica Bernal, Senior Director of Programs and Communications, NALEO Educational Fund

KEYNOTE SPEAKER

- Hon. Ben Ray Luján, Member of Congress-Elect, New Mexico

BREAK

1:00 p.m. – 1:15 p.m.

BREAKOUT SESSIONS: CASE STUDIES ON THE POLICYMAKING PROCESS

1:15 p.m. – 4:00 p.m.

Through a case study, elected officials will walk participants through an example of their track's policymaking process, from identifying needs to final budget allocation and implementation. The case studies will also highlight mistakes made in the process.

STATE LEGISLATIVE SESSION: LESSONS LEARNED FROM THE 80TH TEXAS

LEGISLATURE

Executive Board Room, 2nd Floor

Session Chair: Hon. Valde Garcia, Michigan State Senator

- Hon. Rafael M. Anchía, Texas State Representative; Chair, NALEO Educational Fund
- Mr. Damien Brockmann, Legislative Director, Office of Texas State Representative Rafael M. Anchía

**MUNICIPAL/COUNTY SESSION: ECONOMIC DEVELOPMENT IN THE BRONX AND
YANKEE STADIUM
Room 6 ABC, 2nd Floor**

Session Chair: Hon. Maribel De La Torre, Councilmember, City of San Fernando, California

- Hon. Adolfo Carrión, Jr., Bronx Borough President, New York; NALEO President
- Mr. Wilhelm Ronda, Director of Policy and Planning, Office of the Bronx Borough President, New York

**SCHOOL BOARD-NELI SESSION: THE P-20 PIPELINE AND LATINO STUDENT
ACHIEVEMENT**

Sponsored by AT&T and HSBC – North America

Room 5 A&B, 2nd Floor

Session Chair: Hon. Henry L. Fernandez, Ed.D., Board Vice President, Metropolitan School District of Lawrence Township, Indiana; NALEO Educational Fund Board Member

- Mr. Eduardo Cancino, Superintendent, Hidalgo Independent School District, Texas
- Hon. Martin Cepeda, Board President, Hidalgo Independent School District, Texas

BUSES DEPART FOR OFF-SITE RESTAURANT

5:30 p.m.

OFF-SITE HOSTED DINNER

(Optional; prior reservation required.)

6:00 p.m. – 9:00 p.m.

BUSES RETURN TO KELLOGG CONFERENCE HOTEL

9:00 p.m.

NALEO LOUNGE

Room 4 ABC, 2nd Floor

9:15 p.m.

SUNDAY, NOVEMBER 23, 2008

GRADUATION BREAKFAST AND PROGRAM

Ballroom A&B, 1st Floor

9:00 a.m. – 10:30 a.m.

**PRESENTATION: NALEO EDUCATIONAL FUND'S CONSTITUENCY SERVICES
PROGRAMS**

The NALEO Educational Fund's Constituency Services Department promotes the governance and policymaking success of Latino elected and appointed officials throughout the year. Our vision is to see Latino elected and appointed officials shape and better American society. Department programs feature a wide array of leadership education, technical assistance and networking opportunities presented through the examination of public policy topics germane to the well-being of all communities, including education, health and sustainable community development. Presenter will highlight how CS programs increase elected leaders knowledge of emerging substantive policy issues and the skills associated with effective public service.

Session Chair: Ms. Valerie Cuevas, Director of Constituency Services, NALEO Educational Fund

GENERAL SESSION: PARTNERSHIPS FOR CREATING LEGISLATIVE CHAMPIONS AND ADDRESSING ISSUES IN OUR COMMUNITIES

9:45 a.m. – 11:00 a.m.

Panelists will discuss partnership opportunities for Latino newly elected officials on specific public policy topics of import to them and their constituents.

Session Chair: Ms. Valerie Cuevas, Director of Constituency Services, NALEO Educational Fund

- Ms. Sandra Avila, Consultant, The Annie E. Casey Foundation
- Mr. Dennis J. Campa, Director, Department of Community Initiatives, City of San Antonio, Texas
- Ms. Sandra Licón, Policy Officer, U.S. Program Advocacy, Bill & Melinda Gates Foundation
- Dr. Dwayne Proctor, Senior Program Officer, The Robert Wood Johnson Foundation

GRADUATION AND 2008 GROUP PHOTOGRAPH

11:00 a.m. – 11:30 p.m.

HOTEL CHECKOUT

(Box lunches provided)

12:00 p.m.