



# **NALEO National Institute for Newly Elected Officials**

**November 18 – 21, 2010  
Kellogg Conference Hotel  
Gallaudet University  
Washington, D.C.**

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**National Conference of State Legislatures  
National Hispanic Caucus of School Board Members, A Council of  
the National School Boards Association**

# *Institute Agenda*

## **THURSDAY, NOVEMBER 18, 2010**

### **TOUR OF WASHINGTON, D.C.**

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

7:30 a.m. – 12:30 p.m.

### **INSTITUTE REGISTRATION**

**Kellogg Conference Hotel, Gallaudet University, Lobby**

12:00 p.m. – 6:00 p.m.

### **BUSES DEPART TO DIRKSEN SENATE OFFICE BUILDING FROM KELLOGG CONFERENCE HOTEL**

1:45 p.m.

### **CONGRESSIONAL TOWN HALL MEETING**

**LATINOS AND ELECTION 2010: ANALYSIS AND IMPACT ON  
ECONOMIC DEVELOPMENT, EDUCATION AND IMMIGRATION**

*(Business attire)*

*Co-hosted by the NALEO Educational Fund and New America Alliance (NAA)*

**Dirksen Senate Office Building, Located on the Corner of 1<sup>st</sup> and C Streets, NE, Room SD-G50**

2:30 p.m. – 4:00 p.m.

### **BUSES DEPART TO JW MARRIOTT HOTEL FROM KELLOGG CONFERENCE HOTEL**

5:15 p.m.

### **RECEPTION IN HONOR OF PARTICIPANTS OF THE NALEO NATIONAL INSTITUTE FOR NEWLY ELECTED LATINO OFFICIALS**

*(Business attire)*

*Co-hosted by the NALEO Educational Fund and NAA*

**JW Marriott Washington, DC, 1331 Pennsylvania Avenue, NW, Grand Ballroom Foyer**

6:00 p.m. – 7:00 p.m.

### **DINNER - LATINO LEADERSHIP: CELEBRATING THE MILESTONES AND RECOGNIZING THE GAP**

*Co-hosted by the NALEO Educational Fund and NAA*

**JW Marriott Washington, DC, Grand Ballroom Salons 3 & 4**

7:00 p.m. – 9:30 p.m. Dinner

### **BUSES RETURN TO KELLOGG CONFERENCE HOTEL**

9:30 p.m.

### **NALEO LOUNGE**

**Room 4 ABC, 2<sup>nd</sup> Floor**

10:00 p.m.

**FRIDAY, NOVEMBER 19, 2010**

**INSTITUTE REGISTRATION**

**Lobby**

7:30 a.m.

**BREAKFAST AND GENERAL SESSION**

**Ballroom A&B, 1<sup>st</sup> Floor**

8:00 a.m. – 9:30 a.m.

**INTRODUCTION AND PROGRAM OVERVIEW**

8:00 a.m. – 8:30 a.m.

- Mr. Arturo Vargas, Executive Director, NALEO Educational Fund
- Hon. Sylvia R. Garcia, Commissioner, Harris County, Texas; NALEO President
- Hon. Juan C. Zapata, Chairman, NALEO Educational Fund; Former Florida State Representative

**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.

- Hon. Pete Gallego, Texas State Representative
- Hon. Ruben Abrica, Councilmember, East Palo Alto, California
- Hon. Kevin Carbo, School Board Member, Mesquite Independent School District, Texas; Chair, National School Boards Association’s National Hispanic Caucus of School Board Members; NALEO Board Member
- Hon. Cynthia Matus Morriss, School Board Member, Patagonia Elementary School District, Arizona; Immediate Past Chair, NSBA’s National Hispanic Caucus of School Board Members; Board Member, NALEO Educational Fund

**BREAK**

9:30 a.m. – 9:45 a.m.

**NALEO EDUCATIONAL FUND BOARD MEETING**

**Ballroom C, 1<sup>st</sup> Floor**

9:00 a.m. – 12:00 p.m.

## **BREAKOUT SESSIONS: HOW DO I GET STARTED?**

9:45 a.m. – 11:45 a.m.

### **STATE LEGISLATIVE SESSION**

#### **Executive Board Room, 2<sup>nd</sup> 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 and Mentor: Hon. Pete Gallego, Texas State Representative

- Mr. Gilbert Loreda, Chief of Staff, Office of Texas State Senator Leticia Van de Putte
- Mr. Saeed Ali, Chief of Staff, Office of Los Angeles City Councilmember Richard Alarcon; Former Principal Consultant, California Latino Legislative Caucus
- Ms. Deborah Reyes, Vice President, Government Affairs, Advance America

### **MUNICIPAL/COUNTY SESSION**

#### **Room 6 ABC, 2<sup>nd</sup> 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 and Mentor: Hon. Ruben Abrica, Councilmember, East Palo Alto, 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. Eduardo Garcia, Mayor of Coachella, City of Coachella, California

### **SCHOOL BOARD-NALEO EDUCATION LEADERSHIP INITIATIVE (NELI) SESSION**

#### **Room 5 A&B, 2<sup>nd</sup> Floor**

With an emphasis on constituent relations and understanding the school board legislative process, this session will help school board members identify the most important people at the district office/board of education; surviving without staff; and maintaining and building support for your agenda in your community.

Session Co-Chairs and Mentors: Hon. Kevin Carbo, School Board Member, Mesquite Independent School District, Texas; Chair, NSBA’s National Hispanic Caucus of School Board Members; NALEO Board Member; and Hon. Cynthia Matus Morriss, School Board Member, Patagonia Elementary School District, Arizona; Immediate Past Chair, NSBA’s National Hispanic Caucus of School Board Members; Board Member, NALEO Educational Fund

- Hon. Panfilo Contreras, Executive Director, Arizona School Boards Association
- Dr. Edward Lee Vargas, Superintendent, Kent School District, Washington

## **BREAK**

11:45 a.m. – 12:00 p.m.

## **LEADERSHIP LUNCHEON**

**Ballroom A&B, 1<sup>st</sup> Floor**

12:00 p.m. – 1:00 p.m.

### **KEYNOTE SPEAKER: THE ROLE OF PUBLIC OFFICIALS**

- Hon. Adolfo Carrión, Jr., Regional Administrator for New York and New Jersey, U.S. Department of Housing and Urban Development; Former NALEO President

### **PRESENTATION: ETHICS – PART I**

- Mr. Richard C. Pilger, Director, Election Crimes Branch & Senior Trial Attorney, Public Integrity Section, Criminal Division, U.S. Department of Justice

## **GENERAL SESSION: BRANDING, MESSAGE, AND MASTERING THE MEDIA**

*Sponsored by The Felix Elizalde La Raza Education Fund*

**Auditorium, 1<sup>st</sup> Floor**

1:15 p.m. – 2:30 p.m.

- Ms. Christina Sanchez Camino, Senior Partner, Milagro Communications Group

## **BREAKOUT SESSIONS**

2:30 p.m. – 4:00 p.m.

### **MUNICIPAL/COUNTY SESSION: MANAGING RESOURCES**

**Room 6 ABC, 2<sup>nd</sup> 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 and Mentor: Hon. Ruben Abrica, Councilmember, East Palo Alto, California

- Mr. Jesus Nava, Finance Director/Treasurer, City of Burlingame, California
- Hon. Harry Montoya, Commissioner, Santa Fe County, New Mexico
- Hon. Pauline Medrano, Deputy Mayor Pro Tem, City of Dallas, Texas

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

*Sponsored by Entravision Communications Corporation*

**Room 4 ABC, 2<sup>nd</sup> Floor**

- Ms. Christina Sanchez Camino, Senior Partner, Milagro Communications Group
- Mr. Marcelo Gaete, Vice-President, Public and Governmental Affairs, Entravision Communications Corporation
- 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, 2<sup>nd</sup> 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 and Mentor: Hon. Pete Gallego, Texas State Representative

- Hon. Delia Garcia, Kansas State Representative
- Mr. Gaspar Laca, State Government Affairs Director, GlaxoSmithKline
- Hon. Peter M. Rivera, New York State Assemblymember

### **SCHOOL BOARD-NELI SESSION: DEFINING YOUR LEADERSHIP ROLE ON THE SCHOOL BOARD**

#### **Room 5 A&B, 2<sup>nd</sup> Floor**

Boardmembers will have the opportunity to develop an individualized framework for effective leadership and student learning, and will discuss how to connect individual policy strategies to board and district priorities.

Session Co-Chairs and Mentors: Hon. Kevin Carbo, School Board Member, Mesquite Independent School District, Texas; Chair, NSBA's National Hispanic Caucus of School Board Members; NALEO Board Member; and Hon. Cynthia Matus Morriss, School Board Member, Patagonia Elementary School District, Arizona; Immediate Past Chair, NSBA's National Hispanic Caucus of School Board Members; Board Member, NALEO Educational Fund

- Dr. Michael Casserly, Executive Director, Council of Great City Schools, Washington, D.C.
- Dr. Andrés Alonso, Chief Executive Officer, Baltimore City Public Schools, Maryland

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

*Sponsored by Entravision Communications Corporation*

#### **Room 4 ABC, 2<sup>nd</sup> Floor**

Session Chair and Mentor: Hon. Ruben Abrica, Councilmember, East Palo Alto, California

- Ms. Christina Sanchez Camino, Senior Partner, Milagro Communications Group
- Mr. Marcelo Gaete, Vice-President, Public and Governmental Affairs, Entravision Communications Corporation
- Mr. Mark Glaze, Principal, The Raben Group, LLC

## **BUSES DEPART FOR THE MEXICAN CULTURAL INSTITUTE**

6:00 p.m.

## **EVENING RECEPTION**

*(Business attire)*

*Hosted by The Embassy of Mexico*

**Mexican Cultural Institute, 2829 16<sup>th</sup> 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, 2<sup>nd</sup> Floor, 9:00 p.m.**

**SATURDAY, NOVEMBER 20, 2010**

**INSTITUTE REGISTRATION**

**Lobby**

8:00 a.m.

**BREAKFAST AND GENERAL SESSION**

**Ballroom A&B, 1<sup>st</sup> Floor**

8:30 a.m. – 9:45 a.m.

**SPECIAL REMARKS**

- Hon. Francisco “Quico” Canseco, Member-Elect, U.S. House of Representatives, Texas (TX-23)
- Hon. Raul Labrador, Member -Elect, U.S. House of Representatives, Idaho (ID-1)

**PRESENTATION: USING SOCIAL MEDIA**

Social media can be useful in quickly disseminating information in a highly accessible format, while also giving stakeholders a timely and relevant voice in government.

- Mr. Corey Owens, Public Policy, Facebook
- Mr. Joaquin Guerra, Presente.org

**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, 2<sup>nd</sup> 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 and Mentor: Hon. Pete Gallego, Texas State Representative

- Mr. Ronald K. Snell, Director, State Services Division, National Conference of State Legislatures
- Ms. Lori Grange, Deputy Director, Pew Center on the States
- Ms. Betsey Daley, Staff Director, Senate Finance Committee, Commonwealth of Virginia

**MUNICIPAL/COUNTY SESSION: MAKING THE BUREAUCRACY WORK FOR YOU**

**Room 6 ABC, 2<sup>nd</sup> Floor**

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

Session Chair and Mentor: Hon. Ruben Abrica, Councilmember, East Palo Alto, California

- Mr. Gerardo Mouet, Executive Director of Santa Ana Parks, Recreation and Community Service Agency, City of Santa Ana, California
- Ms. Ruth Osuna, Deputy City Manager, City of Phoenix, Arizona
- Hon. Fernando Shipley, Mayor, City of Globe, Arizona; NALEO Board Member

**SCHOOL BOARD-NELI SESSION: UNDERSTANDING HOW SCHOOLS ARE FUNDED**

**Room 5 A&B, 2<sup>nd</sup> Floor**

Session panelists will discuss basic facts about education funding to facilitate a common understanding of the uses of education funding at the local, state and federal level. This session will further your ability to analyze your district's budget critically and identify sources of funding and expenditures.

Session Co-Chairs and Mentors: Hon. Kevin Carbo, School Board Member, Mesquite Independent School District, Texas; Chair, NSBA's National Hispanic Caucus of School Board Members; NALEO Board Member; and Hon. Cynthia Matus Morriss, School Board Member, Patagonia Elementary School District, Arizona; Immediate Past Chair, NSBA's National Hispanic Caucus of School Board Members; Board Member, NALEO Educational Fund

- Dr. Michael Petko, National Education Association (NEA) Research, Washington, D.C.
- Dr. R. Anthony Rolle, Associate Professor, University of South Florida

**LEADERSHIP LUNCHEON**

**Ballroom A&B, 1<sup>st</sup> Floor**

12:00 p.m. – 1:00 p.m.

**PRESENTATION: NALEO EDUCATIONAL FUND 2011 PROGRAMMING**

- Mr. Arturo Vargas, Executive Director NALEO Educational Fund

**KEYNOTE SPEAKERS – PUBLIC SERVICE: 10 YEARS LATER**

- Hon. Pedro Colón, Milwaukee County Circuit Court Judge; Former Wisconsin State Representative; NALEO Board Member
- Hon. Teresa Parra Craig, Board Member, San Bernardino City Unified School District, California

**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**

**Executive Board Room, 2<sup>nd</sup> Floor**

Session Chair and Mentor: Hon. Pete Gallego, Texas State Representative

- Hon. Armando Martinez, Texas State Representative
- Mr. Scott Jenkins, Chief of Staff, Office of Texas State Representative Armando Martinez

**MUNICIPAL/COUNTY SESSION**

**Room 6 ABC, 2<sup>nd</sup> Floor**

Session Chair and Mentor: Hon. Ruben Abrica, Councilmember, East Palo Alto, California

- Hon. Suzi Picaso, Councilmember, City of Lindsay, California
- Mr. Kindon Meik, Assistant City Manager, City of Lindsay, California

**SCHOOL BOARD-NELI SESSION**

**Room 5 A&B, 2<sup>nd</sup> Floor**

Session Co-Chairs and Mentors: Hon. Kevin Carbo, School Board Member, Mesquite Independent School District, Texas; Chair, National School Boards Association's National Hispanic Caucus of School Board Members; NALEO Board Member; and Hon. Cynthia Matus Morriss, School Board Member, Patagonia Elementary School District, Arizona; Immediate Past Chair, NSBA's National Hispanic Caucus of School Board Members; Board Member, NALEO Educational Fund

- Mr. Braulio Colón, Interim Director, ENLACE Florida
- Mr. Victor Fernandez, Principal, Leto High School, Hillsborough County, Florida

**BUSES DEPART FOR OFF-SITE RESTAURANT**

5:30 p.m.

**OFF-SITE HOSTED DINNER**

*Sponsored by PG&E Corporation*

*(Optional for participants only; 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, 2<sup>nd</sup> Floor**

9:15 p.m.

**SUNDAY, NOVEMBER 21, 2010**

**BREAKFAST PROGRAM**

**Ballroom A&B, 1<sup>st</sup> Floor**

9:00 a.m. – 10:30 a.m.

**PRESENTATION: CASE STUDIES ON ETHICS**

Session Chair: Hon. Sylvia R. Garcia, Commissioner, Harris County, Texas; NALEO President

- Hon. Robert A. Rohrbaugh, State Prosecutor, State of Maryland
- Mr. Raul F. Salinas, Partner, Adorno Yoss Alvarado & Smith
- Ms. Kathleen Clark, Professor of Law & Israel Treiman Faculty Fellow, Washington University in St. Louis

**GRADUATION AND 2010 GROUP PHOTOGRAPH**

**Ballroom A&B, 1<sup>st</sup> Floor**

10:30 a.m. – 11:30 a.m.

**HOTEL CHECKOUT** *(Box lunches provided)*

12:00 p.m.