



# AGENDA

## MONDAY INSPIRATION

*"Young people should be at the forefront of global change and innovation. Empowered, they can be key agents for development and peace. Let us ensure that all young people have every opportunity to participate fully in the lives of their societies."*

*Secretary-General of the United Nations Kofi Annan*

**Monday, May 8, 2023**

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- Attire:** CTSO Uniform or Professional Dress for Students, Advisers, and Chaperones
- 7:15 AM Breakfast at the Embassy Suites
- 8:15 AM Rally and Walk to State Capitol  
8 Block Walk to the Capitol
- 9:00 AM **Senate and Assembly Floor Tours**
- 9:30 AM **The Legislature is a Big Enterprise**  
*Location: Committee Room 126, State Capitol*  
Presenter: Debra Gravert, State of California Assembly Chief Administrative Officer
- 9:45 AM **Legislative Offices - What Do Members and Staff Do?**  
*Committee Room 126, State Capitol*  
Presenter: Hannah Skaggs, Chief of Staff to California Assembly Member Diane Dixon and Aaron Skaggs Chief of Staff for California State Senator Anthony Portantino
- 10:00 AM **Caucus Offices – What Do They Do?**  
*Location: Committee Room 126, State Capitol*  
The 4 Caucuses (Democrat and Republican, Assembly and Senate)  
Presenter: Robert Hanna, Manager of the Office of Member Support & Outreach for the California State Assembly



# AGENDA

**Monday, May 8, 2023 continued**

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**10:15 AM**      **Legislation – Where Does It Come From? What is the Process?**

*Location: Committee Room 126, State Capitol*

There were over 10,000 bills initiated in the last 5 sessions. Where did they come from? From bill introduction to gathering support to committee analyses, to working the bill through both houses...what is the process and when does it all happen? Why are there so many? What kinds of bills are there? How many actually make it? What is “The Third House” and what role do lobbyists play?

**Panel | Q&A**

Steve Wertheim, Policy Consultant for the Assembly Housing Committee

Brandon Ebeck, Government Relations Representative at Pacific Gas & Electric Company

David Creager, Lobbyist for Capitol Strategies Group

Kirk Kimmelshue, Lobbyist at Fernández Cervantes Government Affairs

Lily McKay, Associate at California Strategies

**11:45 AM**      Recap, Insights and Q&A

**12:00 PM**      **Lunch at Capitol Park**

**1:00-2:15**      **Legislative Office Drop-In Visits and Floor Session Viewing**

**2:30-3:10**      **The Budget Process – How Does Sacramento Spend?**

*Location: Legislative Office Building, Room 100 @ 1021 N Street*

Presenter: Cynthia Bryant, former State of California Director of Finance, Principal at Bryant Strategies, Former Government Affairs Senior Vice President for California Charter Schools Association

**3:15 - 3:50**      **Press and Media – How is the news is made, sold and told?**

*Location: Legislative Office Building, Room 100 @ 1021 N Street*

Presenter: Nghia Nguyen, Chief of Staff to Assembly Member Vince Fong

Presenter: Erin Ivie, Communications Director for Assembly Member Buffy Wicks

Presenter: Eytan Wallace, Multimedia Journalist and Reporter for FOX40

**3:50 PM**      Break



# AGENDA

Monday, May 8, 2023 continued

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- 4:00 PM**      **Governor's Appointments – Who are the appointed, unelected players with influence?**  
*Location: Legislative Office Building, Room 100 @ 1021 N Street*  
Presenter: Michael Saragosa, Mayor of Placerville, former Deputy Secretary to Governor Schwarzenegger, Partner at Quintana-Saragosa Public Affairs
- 4:45 PM**      **CTSO State Photo @ Capitol Steps**  
Group and CTSO Photos by Jose Romero, Former California DECA State Vice President and San Francisco 49ers Official Photographer
- 5:00 PM**      Journey Back to the Embassy Suites
- BREAK & CHANGE ATTIRE to CTSO Business Casual (no shorts or jeans)
- 6:30 PM**      **Ambassadorship Part 2: Influence of Citizens**  
*Location: Central Pacific Ballroom*  
Presenters: Nanette Endean, Senior Vice President of Political Affairs at Randle Communications and Michael Lienhard, Senior Account Representative at Randle Communications
- The Campaign Leadership Experience!**
- **Components of a Campaign:** start to finish from the idea, polling, oppo, IEs, voter demographics, strategy, funding, comms, ground, to election night
  - **Initiatives:** how a measure gets on the ballot, highlight of examples, and how those vary from local ballot measures
  - **Candidates:** primaries and generals, recruitment, endorsements, voting record/scorecards, what happens when multiple candidates from the same party run, managing the candidate vs. managing the campaign
  - **Activity:** Crisis Communications during a campaign
  - **Innovations in Elections:** digital, targeting, advertising, texting
  - **Activity:** Create an ad strategy for a candidate
- 9:30 PM**      Evening Social and CTSO Team Time
- 11:00 PM**      Curfew