



# AGENDA

## SUNDAY INSPIRATION

*"We cannot always build the future for our youth, but we can build our youth for the future."  
U.S. President Franklin D. Roosevelt*

**Sunday, May 7, 2023**

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**Attire:** CTSO Business Casual (no shorts or jeans)  
CTSO Polo or Conference Shirt Preferred

2:00 PM Arrival and Registration at Embassy Suites Sacramento Central Pacific Ballroom  
100 Capitol Mall, Sacramento, CA 95814

Complete the Capitol Leadership Experience 5 Voices Assessment  
[www.5voices.vip](http://www.5voices.vip)

**3:00 PM WELCOME!**

*Location: Central Pacific Ballroom*

**Meet the Influencers Mixer: Discover Your Voice!**

Presenter: Ryan Underwood, Former White House Helping America's Youth Initiative Event Leader, Lead Organizer White House Summit on Malaria, White House Summit on International Development, Preserve America Summit for U.S. Department of the Interior, CEO TEAMTRI, GiANT Worldwide Senior Partner

**3:45 PM Leadership is Influence**

*Location: Central Pacific Ballroom*

Presenter: Jim Richardson, Former Chief of Staff California State Assembly, Chief Deputy Insurance Commissioner & Chief of Staff for the California Department of Insurance, White House Advance Lead Representative

- A Big Picture Look at The Great State of California!
- Golden State and National Influence
- Perspectives on Running the Greatest State in the Nation

**5:30 BREAK**



# AGENDA

Sunday, May 7, 2023 continued

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- 6:00 PM**      **Ambassadorship Part I: Practice Makes Perfect!**
- Networking and Polishing Your Influence with Professionalism
  - Etiquette and Planning Your Presence/Presents!
  - The premier organization for student leaders preparing for careers in \_\_\_\_\_ (CTSO GNAPR Statement and Making a Great Introductions)
- 7:30 PM**      **There and Back Again: CTSO Legends Share Their Public Service Experience**  
**Virtual Panel**  
**Hosted by Bryan West**, Former FBLA National Vice President and Emmy Award Winning NBC Journalist and News Anchor  
Featuring:
- **Piper Merritt**, Former FFA National Vice President and Government Affairs Associate, Combest, Sell & Associates Public Policy Firm in Washington, DC
  - **Moksh Jawa**, Former California DECA State President and Schwarzman Scholar to China Honoree, Wharton School of Business Class President
  - **Antonio Hernandez**, Former HOSA National President, UC Davis Medical Student, and Elected School Board Trustee
  - **Trent Misak**, Former FCCLA National Vice President and Marketing & Communications Director at the City of Enid Regional Development Alliance, Governors Economic Development Marketing Team
  - **Taylor Sarman**, Former FBLA National President, Partner at Mahonia Public Affairs, and former Intern – White House Fellows, State Representative Chief of Staff
  - **Dustin Chiang**, Former California DECA State President and Past Appointments Team Member for Biden-Harris Transition Team, National Political Coordinator Biden for President, Special Assistant Pete for America, Deputy Political Director Gil Cisneros for Congress
- 8:15 PM**      **Capitol Leadership Quiz Show**
- 8:45 PM**      **Capitol Day Preview & Logistics**  
Digital Strategy Power Tips
- 9:00 PM      Evening Social and CTSO Team Time
- 11:00 PM      Curfew (determined by your CTSO Advisor/Chaperone)



# 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



# AGENDA

## TUESDAY INSPIRATION

*"The world does not run on the number of certificates one has, but on the skills our hands have. Let the youth dream big and aim for the sky. The work of a government should be to open doors."*  
Prime Minister of India Narendra Modi

Tuesday, May 9, 2023

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**Attire:** CTSO Business Casual (no shorts or jeans) CTSO Polo or Conference Shirt Preferred

7:30 AM Breakfast at the Embassy Suites

**8:30 AM** **The Future Challenges for Government and Government Leaders Part I**  
*Location: River City Ballroom*  
Presenter: Jim Richardson, Capitol Leadership Event Team  
Exponential technological and knowledge growth are driving change. Challenges are coming at an increasingly rapid clip. These changes are and will increasingly pressure government systems and structure. Your world is about to be rocked by a generation that doesn't even exist yet. What will be demanded of government and leaders?

**9:00 AM** **The View from Leadership**  
*Location: River City Ballroom*  
Presenter: The Honorable Chad Mayes, Former Assembly Republican Leader  
*"Politics, Partisanship, Partnership, and Integrity"*

**10:00 AM** **The Future Challenges for Government and Government Leaders Part II**  
*Location: River City Ballroom*

**10:45 AM** **Celebration & Recognition**  
*Location: River City Ballroom*

- Team Take Aways
- Connecting Your CTSO Network
- Celebration

**11:31 AM** **Return Home to Influence California's Golden Future!**