



Alameda Council of
Community Mental
Health Agencies



**Contractors' Alliance
of Contra Costa**

*A consortium of non-profit,
community-based agencies*

Second Annual East Bay Policy Day

Friday, March 14, 2008

8:00 am – 8:45 am	Registration and Networking	
8:45 am – 9:00 am	Welcome	
9:00 am – 9:45 am	Two Steps Back: Should California Cut Its Way to a Balanced Budget? Scott Graves, Sr. Policy Analyst, California Budget Project	
9:45 am – 10:45 am	County Budget Woes Susan Muranishi, Alameda County Administrator John Cullen, Contra Costa County Administrator	
10:45 am – 11:00 am	Networking Break	
11:00 am – 12:00 pm	Advocacy 101 & 201: An interactive how-to workshop with a focus on budget advocacy with Allison Pratt, Director of Public Policy for the Alameda County Community Food Bank and Mariana Moore, Executive director, Contractors' Alliance of Contra Costa [Nile Hall]	Board Members Rule: Strategic Advocacy and Your Board with a focus on election year do's and don'ts with Ann Lehman, Author and Principal in Zimmerman Lehman, and Nayantara Mehta, Counsel, Alliance for Justice [Robinson B]
12:00 pm – 1:45 pm	Luncheon Plenary, "Elevating the Voice, Value, and Vote of the Nonprofit Sector" with Robert Egger. Robert Egger, President of the DC Central Kitchen and the leader of the Primary Project in New Hampshire, will discuss his newest initiative, the V3 Campaign, which will make the voice of the nonprofit sector heard, its value realized and its votes counted in EVERY election in America by Inauguration Day on January 20th, 2017. Robert will highlight the socioeconomic power of the nonprofit sector and challenge audience members to fully participate in 21st century philanthropy.	
1:45 pm – 2:00 pm	Break	
2:00 pm – 3:30 pm	Funders Panel: Yeah, But, Who's Going to Pay for This? Moderator, Bob Uyeki, Executive Director, Y&H Soda Foundation Ceci Echeverria, Program Officer, The California Endowment Randall Miller, Program Officer for Equality and Justice, Evelyn and Walter Haas Jr. Fund Tim Silva, Senior Vice President, Regional Community Development Director, Wells Fargo Jean Nudelman, Director of Community Benefit Programs for Kaiser Permanente, Northern California Region Amanda Cassel, Policy & Program Associate, The Women's Foundation of California	

March 14, 2008
8:00 am – 3:30 pm
Preservation Park,
Nile Hall, 668 13th St.
Oakland, CA

East Bay Policy Day is funded in part by a generous grant from the Y&H Soda Foundation and Scott Valley Bank.



ACKNOWLEDGEMENTS

East Bay Policy Day would never happen without the ideas, energy, connections and support of The CBO Center's Policy Committee: Ann Lehman, chair, Seth Kaplan, Allison Pratt, Mariana Moore, and Charles Ugalde. Thank you for your commitment to East Bay nonprofits. Thank you also to our co-host organizations for promoting this event and for lending your considerable reputations to the center. To our benefactors – the Y&H Soda Foundation and Scott Valley Bank – thank you for stepping up to the plate and supporting the idea of Policy Day. And to our presenters, all of whom volunteered their time to be here today, we appreciate the work you're doing and your willingness to share your knowledge with us. Finally, to Peter Ashbaugh, Leyna Bernstein and Gideon Erkenwick, our dedicated staff, much of what you do to support our events is invisible to the public, but whatever goes smoothly and as planned is the direct result of your laser attention to details and your anticipation of our guests' needs. The CBO Center shines because of your daily application of spit and polish. Thank you, thank you, thank you.

PANELISTS AND PRESENTERS

Amanda Cassel, *The Women's Foundation of California*

Amanda Cassel is the Policy and Program Associate at the Women's Foundation of California. Amanda leads the Foundation's policy programs, including the Women's Policy Institute, Institute Graduate Network and the Foundation's legislative advocacy. She also participated as a fellow in the 2006-2007 class of the Women's Policy Institute with a focus on economic justice. Amanda holds a BA in History and Latin American Studies from Stanford University. Her previous experience includes volunteer work, community organizing and research with social and economic justice organizations in the Bay Area and Latin America.

John Cullen, *Contra Costa County*

John Cullen is the County Administrative Officer for Contra Costa County, California. Overseeing a county General Fund budget of \$1.3 billion and staff of 8,425, the CAO serves at the will of the Board of Supervisors, and is responsible for the overall administration of our county government. Working with 30 departments, agencies and special districts, including six elected Department Heads, the County Administrator insures that our million plus Contra Costans receive taxpayer supported programs from A to Z (Airports to Zoning). Prior to his appointment as CAO in March 2006, Mr. Cullen was the Director of the Employment and Human Services Department in Contra Costa County.

Cecilia Echeverria, *The California Endowment*

Cecilia Echeverria is a program officer with The California Endowment. In addition to her four years with The Endowment, she has had experience working at the Federal and County levels as well as experience working in another California-based foundation. She has her masters in public health and in public policy from UC Berkeley.

Robert Egger, *DC Central Kitchen & Primary Project in New Hampshire*

Robert Egger is the Founder and President of the DC Central Kitchen, where unemployed men and women learn marketable culinary skills while foods donated by restaurants, hotels and caterers are converted into balanced meals. Since opening in 1989, the Kitchen has distributed 18 million meals and helped over 625 men and women gain full-time employment. He is also the Co-Convener of the first ever Nonprofit Congress and the founder of the V3 Campaign, which is working to get the voice, value and votes of the nonprofit sector recognized in every election in America.

Scott Graves, *California Budget Project*

Scott Graves has analyzed health, human services, child care, and housing issues for the CBP since 2002. Prior to joining the CBP, Mr. Graves worked as a researcher in Austin, Texas, for the Tomás Rivera Policy Institute, Consumers Union, and the Public Policy Clinic at the University of Texas, Austin. He also was a California executive fellow and worked as a reporter for newspapers in Arizona and California. Mr. Graves

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received a Ph.D. in political science from the University of Texas, Austin and a bachelor's degree in government and journalism from California State University, Sacramento.

Ann W. Lehman, *Zimmerman Lehman*

Ann W. Lehman, Planning and Policy Specialist, is a Partner at Zimmerman Lehman, and has worked in the public interest arena for more than 30 years. She ran a storefront public interest law center in Portland geared to senior citizens, was the Executive Director of a progressive legal organization in New York City and of the California Law Center on Long Term Care. She is the co-author of *Boards That Love Fundraising: A How-To Guide For Your Board*, *Board Members Rule: How to Be a Strategic Advocate for your Nonprofit* and *ZimNotes*, an e-newsletter for nonprofits. Ann also works as a gender specialist for the San Francisco Department on the Status of Women, where she is working on government gender budgeting and socially responsible gender principles for the private sector. Ann received her B.A. from Rutgers University and J.D. from Northwestern School of Law in Portland, OR.

Nayantara Mehta, *Alliance for Justice*

Nayantara Mehta is an Attorney Trainer at Alliance for Justice's Oakland, CA office. She conducts trainings and provides technical assistance on the advocacy rules for nonprofits and foundations. Nayantara holds a JD from the University of California, Berkeley School of Law (Boalt Hall), an MA from the University of Chicago, and a BA from the College of William and Mary.

Randall Miller, *Evelyn and Walter Haas Jr. Fund*

Randall Miller currently serves as a Program Officer in the Equality and Justice Program of the Evelyn and Walter Haas Jr. Fund. The grantmaking in this area focuses on civil rights and equal opportunity issues for LGBT people, immigrants, and people of color at the local, state, and national levels. Prior to his tenure at the Haas, Jr. Fund, Randall held the positions of Associate Director of Philanthropic Services at the Tides Foundation, the Vice President of Grantmaking and Technical Assistance at the Vanguard Public Foundation, and the founding Director of Community Health Investment Fund (CHIF) at the Alameda Alliance for Health. Randall recently earned a Ph.D. in social ethics, with a particular focus on the intersection between moral values, religious faith, and public policy.

Mariana Moore, *Contractors' Alliance of Contra Costa*

Mariana Moore is the Director of the Contractors' Alliance of Contra Costa, a coalition of nonprofit organizations that serve community needs in partnership with local government. She also provides fundraising, planning and communications services to community-based organizations throughout the Bay Area. She is experienced in all aspects of organizational development, having served as executive director, development director, board member and consultant for numerous nonprofit organizations.

Susan Shirasawa Muranishi, *Alameda County*

Susan Shirasawa Muranishi was appointed as the County Administrator of Alameda County by the Board of Supervisors in December 1995 and is responsible for managing a large urban county, similar to a Fortune 500 company with 9,000 county employees, with a budget of almost \$2.3 billion and population of 1.5 million. Susan is the first woman to be appointed as County Administrator in Alameda County and was the first Asian-American woman County Administrator in the State. Susan provides professional, innovative and proactive leadership through responsible fiscal and administrative policy development and program oversight. Susan is a strong supporter and active member of several diverse community, school and nonprofit organizations.

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Jean Nudelman, *Kaiser Permanente, Northern CA Region*

As Director of Northern California Community Benefit Programs in Kaiser Permanente Northern California Region, Jean Nudelman is responsible for leading Kaiser Permanente's efforts to enhance the health of the communities throughout Northern California. Kaiser Permanente's commitment includes expanding access to care and support for the safety net, improving community health, and supporting the development and dissemination of knowledge, including training future health care professionals, health literacy and research. Among the highlights of her current role is responsibility for the development and implementation of strategic grant initiatives on Safety Net Partnerships, Healthy Eating Active Living and outreach to expand health coverage. Jean is responsible for the region's contributions programs, which provided over \$18 million in regional grants to community partners in 2007.

Allison Pratt, *Alameda County Community Food Bank*

Allison Pratt has been working as the Director of Policy and Services at the Alameda County Community Food Bank since June, 2005. In this position she implements the Food Bank's public policy agenda, which includes working closely with elected officials and their staff to improve programs that address the root causes of hunger and poverty. Additionally, she works with local and state-wide coalitions, including the California Hunger Action Coalition, to further the anti-hunger message, and empower community members to become advocates. Prior to joining the Alameda County Community Food Bank, Allison worked as a lobbyist for the California Tax Reform Association, which advocates for a more progressive state-wide system of taxation. Allison also coordinated a state-wide initiative campaign while working for the Tax Reform Association. Allison's past professional experiences also include media and government relations for non-profit organizations and foundations in Washington, DC. Allison received her Bachelors degree in Economics from the University of California at Davis in June 2000. She received her Master of Public Policy degree from American University in Washington, DC in May 2004.

Tim Silva, *Wells Fargo*

Tim Silva is a Wells Fargo Bank Senior Vice President Regional Community Development Director for the Greater Bay Region serving Alameda, Contra Costa and Santa Clara Counties. He is responsible for establishing and maintaining relationships with key community organizations as well as initiates Wells Fargo's support of local communities by bringing financial capital, human capital and needed expertise to non-profit organizations. A 34 year veteran of the company, Tim assumed his current role in June of 2004. Tim is active in the community and serves on various non-profit boards and business organizations.

Bob Uyeki, *Y&H Soda Foundation*

Bob Uyeki is the Executive Director of the Y & H Soda Foundation. He joined the Foundation as the Senior Program Officer in December 2004, and is currently responsible for oversight of the Foundation's grant making and community leadership work, as well as its finance and administrative functions. With 20 years experience working in the nonprofit and philanthropic sectors in the Bay Area, Bob has previously served as a Program Officer at the East Bay Community Foundation, a Program Coordinator at The San Francisco Foundation, and the Director of the San Francisco Asian American International Film Festival. He has served on the boards of the East Bay Community Foundation, the Foundation Consortium for California's Children and Youth, the Family Independence Initiative, and the Angel Island Immigration Station Foundation. Bob holds a B.A. in English from Amherst College and a Masters in Public Administration with an emphasis in strategic planning and management of public and nonprofit organizations from Harvard University's John F. Kennedy School of Government.

****Resources and Handouts:** The CBO Center is committed to being environmentally friendly and we have consciously chosen to limit the number of printed materials for Policy Day. Visit www.cbocenter.org and select "Policy Day Resources" in the dropdown menu under the "Resources" tab for handouts, articles, and other resources from Policy Day. **