



California Ethics Project

CALIFORNIA ETHICS SUMMIT

WHEN: Thursday, July 30, 2009
7:30 AM – 5:00 PM

WHERE: Santa Clara City Council Chambers
1500 Warburton Avenue
Santa Clara, CA 95050
(408) 615-2220

COST/POINTS: \$60 – Make checks payable to NCCCA
Four (4) CMC, CMC Recertification and MMC Points

PROGRAM: Seven presenters will share examples, teach skills and foster a peer group focused on the implementation of ethics, good government and community/voter outreach efforts. The program will help the City Clerk to develop implementation strategies and content for programs specific to the character and budgetary constraints of their unique community.

- **7:30 – 8:00: Registration:** With light breakfast of fruit, coffee and juice.
- **8:00 – 10:45: Why and What:** Explore the reasons for and examples of ethics, campaign finance reform and community outreach programs.
- **11:00 – 12:00: An Insider’s View on Political Campaigns:** Understanding political campaigns and strategies to help the public be more informed.
- **12:00 – 12:30: Lunch:** Service for working lunch of sandwiches, etc.
- **12:30 – 3:00: Messaging and Mediums:** How to formulate the messaging and compose appropriate collateral material surrounding a community/voter outreach campaign.
- **3:15 – 4:30: Managing the Logistics and What Could Go Wrong:** The logistics necessary to implement programs as well as the pitfalls to avoid them.
- **4:30 – 5:00: Outcomes and Action Items:** Outcomes, action items and assessment of the program.

PREREQUISITES: Please review the content found at **CaliforniaEthicsProject.com**. The California Ethics Summit is focused towards Clerks interested in actively implementing ethics, reform and community/voter outreach programs. The session will not cover the basis for Clerk’s role in this process or the regular implementation of elections. Please review the website and course curriculum to ensure the Summit will be of value to you and your city or community.

For more information, please contact Rod Diridon, Jr. at 408-615-2220 or rdiridon@santaclaraca.gov.

DEADLINE: Friday, July 17, 2009. *Reservations not canceled by that date will not be refunded.*

_____ I will attend the California Ethics Summit. Enclosed is my check for \$60 made out to NCCCA.

Name/Title: _____

City: _____

Email: _____

Mail to:
Rod Diridon, Jr., City Clerk
City of Santa Clara
1500 Warburton Avenue
Santa Clara, CA 95050
PH: 408-615-2220

CALIFORNIA ETHICS SUMMIT ADDITIONAL INFORMATION

- **SCHEDULE:** On Thursday, July 30, 2009, registration will open at 7:30 AM and the session will start promptly at 8:00 AM. The session will go at a rapid focused pace from 8:00 AM until 5:00 PM, with two 15 minute breaks and 30 minutes to serve lunch. Lunch will be simple sandwiches, chips, etc.

- **AIRLINE TICKETS:** If you are flying, the most convenient airport is San Jose International Airport. It is a +/- \$25 cab ride from there to City Hall in Santa Clara.

- **BASIC DETAILS:** The basic details for easy reference:

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7:30 AM – 5:00 PM

WHERE: Santa Clara City Council Chambers
1500 Warburton Avenue
Santa Clara, CA 95050

COST/POINTS: \$60 registration – Make checks payable to NCCCA
CMC - 4 Continuing Education Points (Experience Section)
CMC Recertification - 4 Education Points
MMC - 4 Advanced Education Points

FOR MORE INFORMATION: Rod Diridon, Jr., Chair, California Ethics Project
(408) 615-2220 or rdiridon@santaclaraca.gov

- **HOTEL RESERVATIONS:** Find below two of the closest hotels to Santa Clara City Hall if you're planning on arriving the night before or staying the night of. These are not anything fancy, but are decent, well priced and within a half-block of City Hall.

* Holiday Inn Express, 1700 El Camino Real, Santa Clara, CA 95050, 408-554-9200: They currently have rooms available for \$129 per night. Let them know you're with the California Ethics Summit being hosted at the City of Santa Clara, refer to Edith if there are any questions.

* Ramada Limited, 1655 El Camino Real, Santa Clara, CA 95050, 408-244-8313: They currently have rooms available for \$59 per night. Ask for Pretti or Paolo and let them know you're with the California Ethics Summit being hosted at the City of Santa Clara.

- **MAPS:**

For a map to City Hall, please use google, yahoo, or another map engine, or refer to the map at:
<http://santaclaraca.gov/pdf/collateral/DrivingDirections-CityHall.pdf>

Once at City Hall, to find the Council Chambers please refer to the directional signs, or to the map found at:
<http://santaclaraca.gov/pdf/collateral/Map-CityHall.pdf>

CALIFORNIA ETHICS SUMMIT GOAL AND CURRICULUM

- **GOAL:** The goal of the California Ethics Summit is to provide a venue for sharing resources, examples and teaching the skills necessary to implement ethics, good government and community outreach projects. To develop implementation strategies, expectations and examples of programs, best practices, education curriculums, identify shared resources and foster a peer group for the implementation of these efforts.

- **CURRICULUM:**

8:00 – 10:45: Why and What

Explore the moral and practical reasons for ethics and community outreach programs. Examples of and strategies surrounding the creation and implementation of the “foundation elements” in codes of ethics and campaign finance reform as well as the “enforcement elements” in ethics commissions as well as large and small budget community outreach efforts. Group exercise discussing programs and brainstorming free and paid mediums in individual communities:

8:10 – 8:50: Codes of Ethics and Campaign Finance Reform, *Dr. Tom Shanks*

8:50 – 9:10: Ethics Commissions, *Dan Purnell, Executive Director of the Oakland Ethics Commission*

9:10 – 9:25: Small Budget Program, *Susan Kitchens, CMC, Los Altos Voter Outreach Program*

9:25 – 9:40: Large Budget Program, *Rod Diridon, Jr., CMC, Santa Clara Vote Ethics Program*

9:40 – 10:45: Group Exercise – A discussion of the different types of programs and brainstorming regarding the free and paid mediums available in each community and how to use those most effectively.

10:45 – 11:00: Break

11:00 – 12:00: An Insider’s View on Political Campaigns

Rich Robinson, President, Robinson Communication

Understanding political candidates, how they operate at their best and at their worst. Effective strategies to allow the public to research candidates’ ideologies, fundraising, history and other information.

12:00 – 12:30: Lunch

Break and service for working lunch.

12:30 – 3:00: Messaging and Mediums

Leo Briones, President, Centaur North Strategic Communications

How to formulate the messaging surrounding an outreach campaign and compose appropriate collateral material. Group exercise brainstorming names of programs, main messages for use and composing a piece of collateral material.

3:00 – 3:15: Break

3:15 – 4:30: Managing the Logistics and What Could Go Wrong

Carol McCarthy, Deputy City Manager, Co-Lead Santa Clara Vote Ethics Program

A review of the partners, moving pieces and logistics necessary to implement these programs. Also identifying the pitfalls to avoid and how to manage around them.

4:30 – 5:00: Outcomes and Action Items

Group exercise regarding the outcomes, action items and assessment of the program.

CALIFORNIA ETHICS SUMMIT BIOGRAPHIES OF PRESENTERS

Leo Briones: Centaur North Communication Strategies President Leo Briones is an experienced political and public affairs strategist. He has successfully guided candidates to the US Congress, California State Senate and State Assembly. A former broadcast journalist and middle school teacher, he is highly regarded for his ability to bring innovative and creative solutions to solve serious communication challenges.

Rod Diridon, Jr., CMC: Rod Diridon, Jr. is the City Clerk and Auditor for the City of Santa Clara. A former City Councilmember, he was a founding member of the City's campaign finance reform and ethics committees, Chairing the effort to create the City's first Campaign Finance Reform Act. Mr. Diridon is the Co-Lead for the City's award-winning Vote Ethics Program and the Chair of the California Ethics Project.

Susan Kitchens, CMC: Susan Kitchens has worked in the City Clerk profession for more than 23 years. Serving as a City Clerk in small and large cities both in and outside of California, she brings a unique perspective to the profession. Currently she serves as the council-appointed City Clerk for the City of Los Altos. She is also in charge of the City's newsletter and the lead for the award-winning City of Los Altos Voter Outreach Program.

Carol McCarthy: Deputy City Manager Carol McCarthy has worked for the City of Santa Clara since 1987. Prior to her tenure with the City, she was the Director of Development for the Crippled Children's Society in Santa Clara County. A department head, Ms. McCarthy is responsible for the City's many media and community relations efforts including the website, cable channel and City newspaper. She is also the Co-Lead for the City's award-winning Vote Ethics Program.

Dan Purnell: Daniel Purnell was hired as the Executive Director to the Oakland Public Ethics Commission in April, 2000. He is a former civil litigation attorney with a background in employment, contract, land use and environmental law. Prior to joining the California Bar, Mr. Purnell served as manager of media relations for Pacific Telesis Group and Bechtel Group, Inc. Mr. Purnell is one of the recognized experts in the field of ethics commissions in the State of California.

Rich Robinson: Rich Robinson is a professional political consultant, attorney and President of Robinson Communications Inc. He has worked in a myriad of roles on more than 50 political campaigns, ranging from Presidential races to local city council and school board efforts. Mr. Robinson has also served in an administrative capacity for the US Senate and for the California Department of Insurance.

Dr. Tom Shanks: Dr. Tom Shanks is one of the pioneers and leaders in the study and implementation of ethics programs in the State of California. The former Director of the Markulla Center for Applied Ethics at Santa Clara University, Dr. Shanks is currently the President of The Ethics Company working with communities across the state regarding the topic of ethics.