



Hon. Clifford M. LaChappa, Tribal Chairman, Barona Band of Mission Indians



One of the most well respected Tribal leaders in the nation, Clifford M. LaChappa was first elected to Tribal leadership in 1988 as a Barona Band of Mission Indians Tribal Councilmember. Two years later he was elected to serve as Tribal Chairman and held that position through 2004. His vision and leadership during those first 16 years as Chairman helped catapult Barona into the leading gaming Tribe in California.

After being out of office for six years, LaChappa was once again elected to Tribal government in 2010 as Barona's Vice Chairman; two years later he was again elected Tribal Chairman, the office he proudly serves in today.

During his first years in office, Chairman LaChappa was focused on moving Barona towards economic self-sufficiency. On the political front, Barona and Chairman LaChappa were instrumental in a decades-long struggle for Native American self-sufficiency in California. These efforts culminated with the signing of the 1999 Tribal-State Gaming Compact with Governor Grey Davis and the passage of Proposition 1A in March of 2000, amending the California Constitution to authorize gaming on Indian reservations.

In tandem with the Tribe's efforts on the political front, during his first tenure, Chairman LaChappa led the Barona Tribe's efforts to build a world-class resort on the Barona Reservation. In 2001, Barona opened the acclaimed Barona Creek Golf Club, which was the first golf course built on Tribal lands in California. Just months after opening, this superb, championship course was recognized as one of the top courses in California and has consistently been ranked among golf's legendary courses, including Pebble Beach, Spyglass Hill, and Pasatiempo. Not long after, the dream that was years in the making was realized as the world renowned Barona Resort and Casino, with more than 3,000 employees, was unveiled to San Diego and to the acclaim of the gaming industry nationwide. Chairman LaChappa's encouragement of innovation and creativity pushed Barona to become the most sophisticated gaming floor in the industry through a variety of technological advancements.

With Barona's success, the Tribe had the financial means to improve the lives of its own people and also share with the greater San Diego community. The Tribe and Chairman LaChappa worked to enhance life on the reservation with programs and services, including housing a fire department, a charter school, college scholarship programs, the Barona Cultural Center and Museum, a water reclamation plant, numerous infrastructure improvements, and much more, especially for elders. Off of the reservation, a spirit of giving was fostered with major contributions to dozens of local charities benefiting all San Diegans.

Chairman LaChappa and his family also founded the Matthew LaChappa Athletic Scholarship Fund with their son, a former professional baseball pitcher who was stricken with a debilitating heart attack during a game, to help young athletes reach their dreams of attending college.

Born on the Barona Reservation, Chairman LaChappa studied at San Diego State University and California State University, Long Beach. He worked at San Diego Gas and Electric Company for nearly 25 years. A lifelong resident of the Barona Reservation, Chairman LaChappa is the father of eight children, including four foster children.

Michael Beck, San Diego Director of the Endangered Habitats League/County Planning Commissioner

Appointed to the San Diego County Planning Commission in 1988, Michael led the adoption of the San Diego Multiple Species Conservation Program. Among numerous honors, he has been State Planning Commissioner of the Year; winner of the San Diego Mediation Center's Peacemaker Award; and recipient of the prestigious, nation-wide Alexander Calder Prize, given for establishing business-conservation partnerships. From 1996-2001, he was an Instructor at University of California Extension. A member of numerous advisory committees, he is playing a key role in the SANDAG *TransNet* Environmental Mitigation Program. He is a graduate of the University of California at Riverside.

Monique López, Policy Advocate, Environmental Health Coalition

Monique López loves working alongside community members to be empowered to advocate and create the healthy city they envision. She is currently the Transportation Justice Policy Advocate at the Environmental Health Coalition (EHC). Prior to joining the EHC, she worked on air quality policy issues in environmental justice communities with the American Lung Association in Imperial County and the Coalition for Clean Air in Los Angeles. During her time in Imperial County, she co-authored an environmental health and justice ballot initiative and helped successfully manage the political campaign in which the ballot initiative passed by a supermajority of Imperial County voters. While in Oregon, Monique worked for the Community Service Center at the University of Oregon, where she assisted various cities throughout Oregon in improving their equity and diversity public participation plans and developed policy and planning recommendations for cities to assist Latino small businesses. Monique has a master's degree in Community and Regional Planning from the University of Oregon and a master's degree in Political Science from California State University, Long Beach. She earned her B.A. in History and Political Science with a minor in Religion from Vanguard University.



Barry Schultz, Senior Counsel at Stutz Artiano Shinoff and Holtz

Barry J. Schultz brings 25 years of combined legal, planning and community development experience to his law practice. His practice focuses on real estate/land use, redevelopment, affordable housing, and sustainable development. He has over 15 years of experience in representing clients in obtaining land use entitlements, negotiating agreements with redevelopment agencies,

affordable housing, and obtaining public financing involving various local, state, and federal funds. Additionally, he has provided strategic counseling to clients on regulatory matters involving inclusionary housing, density bonuses, and other housing-related ordinances and regulations.

Prior to joining Stutz Artiano Shinoff and Holtz, Mr. Schultz was the Chief Executive Officer of the San Diego Capital Collaborative, a community investment corporation, and advisor to the San Diego Smart Growth Fund, a \$90 million real estate equity fund targeting workforce housing and mixed-use development in San Diego urban communities. He was responsible for the development and implementation of the fund's socially-responsible investment strategy.

Mr. Schultz also has significant public sector experience. He served on the City of San Diego's Planning Commission from 2001 to 2009. He also served as Chief of Staff and Senior Policy Advisor to former City of San Diego Councilman William Jones, advising the councilman on housing, land use, and redevelopment issues.

Mr. Schultz is active in numerous professional and community organizations. He is the urban community advisor to the San Diego/Tijuana District Council for the Urban Land Institute and a member of the executive committee. He also serves on the boards of Wakeland Housing and Development Corporation, Citizens Coordinate for Century 3, and the San Diego Community Land Trust.

Jim Stone, Executive Director of Circulate San Diego



Jim's career in environmental education, awareness, and sustainability has spanned more than 30 years. He brings an ecological perspective to the issue of transportation, tying together the impact of walkable, transit-oriented communities on the environment, human health, social justice, and the economy. Jim engendered a culture of innovation in the predecessor organization, WalkSanDiego, which he now brings to Circulate San Diego. Under his guidance the organization pioneered new approaches to engage stakeholders and gather input, such as the development of a smart phone app to crowd-source data about the walking environment and provide walkability ratings for every city in San Diego County. Other innovations pursued by the organization include a pilot program for walking prescriptions and

a mini streetscape where children can learn pedestrian skills in the safety of a schoolyard environment.

Before joining the team, he served as Vice President of Programs at the San Diego Natural History Museum, where he was responsible for developing education programs and exhibitions that focused on the plants, animals, and habitats of Southern California and the Baja peninsula. Jim earned a B.S. in Biology from Southern Connecticut State University and an M.A. in Nonprofit Leadership and Management from the University of San Diego. He lives in La Mesa, where he serves on the Environmental Sustainability Commission.

Hamid Bahadori, Manager of Transportation Policy and Programs for the Automobile Club of Southern California



Hamid Bahadori is the Manager of Transportation Policy and Programs for the Automobile Club of Southern California. He is a member of several traffic/transportation advisory boards and commissions throughout the state and is currently serving as the Chairman of the California Traffic Control Devices Committee, which is responsible for developing and approving standards for design, operation, and maintenance of traffic control devices in California. He also has previously served as a member and the chair of the SANDAG *TransNet* Independent Taxpayer Oversight Committee. Hamid also is an adjunct professor of transportation engineering at the University of Southern California. He has 30 years of experience in planning, funding, design, construction, and operation of major transportation projects for public and private sectors. He is a registered civil and traffic engineer in California and has bachelor and master degrees in

Civil Engineering as well as a master's degree in Public Administration.

Michael D. Bardin, APR Senior Director Public and Government Affairs, Scripps Health

Michael D. Bardin is the Chief Public Policy Officer for Scripps Health, and, as such, oversees Scripps' role in the development of health care policy on federal, state, and local levels. In his 30 years with Scripps, Bardin previously headed the Scripps public relations and marketing communications.

Bardin has a background of more than 40 years in the public relations and public affairs business. This includes a dozen years with Phillips-Ramsey, then San Diego's largest advertising and public relations agency, several years as a public affairs officer in the Navy, and a couple of years with television station KPIX in San Francisco.

Bardin is a member of the San Diego Chamber's Public Policy and Health Care Committees and has chaired the Chamber's Task Force on Health Reform. Currently, Bardin is active with several state and national committees and task forces on health-care issues in coordination with the California Hospital Association, the Alliance of Catholic Health Care, and the Private Essential Access Community Hospitals. He is part of the Government Relations Officers Network for the American Hospital Association. He is Past Chair of the California Hospitals Political Action Committee. He sits on the Executive Committee of the San Diego County Taxpayers Association and is a past board chairman. Bardin continues to be on the Public Policy Committee of the San Diego Community Health Improvement Partners. He has been a member of the Executive and Steering Committees for 2-1-1 San Diego. Accredited by the Public Relations Society of America (PRSA), Bardin is a past member of the Society's national Board of Directors. He is past chairman and board member of PRSA's Health Academy.

In 2007, the American Hospital Association named Bardin the Grassroots Advocacy Champion Award for California. In 2002, Bardin was awarded the PRSA Health Academy's Frank Weaver Lifetime Achievement Award. In 2004 Bardin was awarded the Otto Bos Lifetime Achievement Award by the

San Diego Chapter of the PRSA. Also in 2002, San Diego Health Care Communicators named Bardin Communicator of the Year. The San Diego Press Club named Bardin Public Relations Professional of the Year in 1993, as did the Public Relations Club of San Diego in 1979. He has received more than 25 awards and commendations for public relations and public affairs programs.

Born in Berkeley, California, Bardin is a graduate of Stanford University with a B.A. in Communication and Journalism. He did postgraduate studies in radio-TV-film at San Francisco State University.

Armando Freire, General Manager, Total Transportation Services, Inc. Trucking, Otay Mesa, CA



Armando's primary responsibilities include overseeing the operations, sales, and cross-border Mexico business of Total Transportation Services, Inc. (TTSI's) San Diego Division. Armando's career spans over 33 years in logistics and transportation management.

He started his career in the international freight forwarding business. After a few years, he expanded into domestic freight, becoming the largest agent for one of the most renowned logistics providers in the country at the time.

His expertise grew from international and domestic freight forwarding to air freight cartage, truckloads, intermodal drayage, warehousing and distribution, and cross border operations.

Armando has held office at various local and statewide professional organizations, including the Board of Directors for the Otay Mesa Chamber of Commerce and various positions in highway policy and political action committees. Armando was the President and Chairman of the Board at the California Trucking Association, where he continues to serve as a member of the Board of Directors.

Since joining the TTSI team in 2011, Armando has helped grow the business and establish a footprint in the Mexico market.

Armando's drive is continual, and his commitment to the industry commendable.

Jerry Sanders, San Diego Regional Chamber, President and Chief Executive Officer



Jerry Sanders began his lifelong career in public service when he joined the San Diego Police Department at the age of 22, fulfilling his dream of becoming a police officer. He ascended the police department ranks, serving as the SWAT Team commander before becoming one of the youngest police chiefs in the city's history.

In 1999, Sanders retired from the police force and became Chief Executive Officer of the United Way of San Diego, where he reduced the organization's costs and increased fundraising by 20 percent. Three years later, he chaired the board of the local chapter of the American Red Cross.

He increased financial transparency at the chapter and helped restore the nonprofit's credibility.

In 2005, with his reputation as a successful turn-around executive, civic leaders urged Sanders to run for mayor. After winning in a special election, Mayor Sanders immediately launched a top-to-bottom review and streamlining of city operations, which eliminated more than 1,800 positions from the city budget.

Under Mayor Sanders, city financial staff completed six years' worth of back-logged audits, allowing the city to return to the public bond markets in January 2009 -- helping to fund the mayor's commitment to repair San Diego's long-neglected water, sewer, and transportation infrastructure.

Sanders also won City Council approval for compensation cuts for employees that saved the city more than \$34 million annually, sparing the public from drastic service cuts. He negotiated permanent changes to the pension system that delivered savings to generations of San Diego taxpayers, and reformed the retiree healthcare system, which will save approximately \$700 million over the next 25 years. Sanders also introduced Managed Competition to city government, which allows private companies to compete against city employees for the right to provide a variety of municipal services.

In addition to his broad reform agenda, Sanders has placed a high priority on economic growth and job creation during his time in office. Specifically, the mayor has been a champion of the region's promising clean technology industry – including solar energy, biofuels, and other environmentally-friendly products.

Sanders' focus and leadership on water reliability led to widespread adoption of water-efficiency measures throughout the city. Since then, San Diegans have responded by cutting their water use by 21 percent since 2007. Leading by example, he reduced his own home water consumption by 54 percent during that same period.

Sanders completed his second and final term as Mayor in December 2012.

Sanders currently serves as the President and Chief Executive Officer of the San Diego Regional Chamber of Commerce.

Jeff Bowman, Fire Chief, Orange County Fire Authority



Jeff Bowman is the Fire Chief for the Orange County Fire Authority. He manages a department of 71 stations, 1,277 personnel, covering 23 cities and unincorporated areas of Orange County.

He also serves on the Scripps Health Board of Trustees, appointed to the Board in 2004. He has served on hospital system boards for the past 18 years and has significant insight into quality, culture, and leadership. Mr. Bowman retired as Chief of the San Diego Fire-Rescue Department in 2006. Prior to his San Diego appointment, he was Fire Chief of the Anaheim Fire Department for 16 of the 29 years served with that agency.

Mr. Bowman served as President of the California Fire Chiefs Association and the Orange County Fire Chiefs Association, and was appointed to the State Board of Fire

Services by Governor Pete Wilson in 1997. He has served on committees of the National Fire Protection Association and the International Association of Fire Chiefs. In 2004, Governor Arnold Schwarzenegger appointed him to the Governor's Blue Ribbon Commission to address statewide fire and emergency issues. He also has served as a technical advisor and consultant to several fire service-related companies.

Mr. Bowman was tasked with managing San Diego Fire-Rescue resources during the October 2003 Fire Storms, which devastated San Diego County, and was subsequently appointed to co-chair the San Diego Regional Fire Prevention Emergency Preparedness Task Force by the Mayor of San Diego and the County Board of Supervisors. He received community recognition for his management of the 2003 Fire Storms and was named "Fire Chief of the Year for 2004" by the Metropolitan Fire Chiefs Association.

He and his wife Denise have six children and four grandchildren so far, and enjoy farming a small family vineyard in Escondido, California.

John Nienstedt, Sr., Competitive Edge Research & Communication

President and CEO:

- Questionnaire design and script writing
- Project development
- Data analysis
- Sampling
- Report presentation
- Focus group moderation
- Dial-testing using Perception Analyzer

John Nienstedt began his career in local political campaigns, then served as an aide to a San Diego County Supervisor before managing a mammoth political phone center. He and a partner founded Competitive Edge Research & Communication, Inc. in 1987. John acquired sole ownership in 1991 and computerized the operation with predictive dialers in 1992. He expanded calling capacity in 1995, and again in 1998, when he purchased Competitive Edge's current headquarters.

John earned his master's degree in Political Science, with an emphasis in social science research, writing a thesis entitled, "A Practical Strategy for Predicting Voter Turnout in Pre-Election Polling." In 2003, he launched the KPBS/Competitive Edge Research San Diego County Opinion Assessment, which took the monthly pulse of local residents. In 2013, Competitive Edge Research & Communication partnered with the San Diego Regional Chamber of Commerce to conduct the monthly San Diego County Business Forecast.

John is a featured speaker at campaign seminars and is frequently called on by the media and other organizations to shed light on political and polling issues. He has written articles for the Union

Tribune San Diego and Campaigns & Elections magazine and is a sponsor of the Voice of San Diego. John serves as Secretary on the Board of Directors for the San Diego/Imperial County Chapter of the Alzheimer's Association.

John is a member of the San Diego Regional Chamber of Commerce, the American Association of Political Consultants, the Marketing Research Association, and the American Association for Public Opinion Research (AAPOR). He has presented two papers on survey methods at national AAPOR conferences.

John has been named San Diego County Pollster of the Year three times for guiding candidates to victory, including current San Diego Mayor Kevin Faulconer. He received the SBA's Entrepreneurial Success Award for 2000.

John is Mexican on his mother's side, a native San Diegan, and an avid baseball fan. He and his wife Libbie have a son.

Randell H. Iwasaki, Executive Director, Contra Costa Transportation Authority

Randell "Randy" Iwasaki is the Executive Director of the Contra Costa Transportation Authority (CCTA). Iwasaki was appointed by the CCTA Board on April 16, 2010. CCTA administers a one-half percent sales tax program. The 1988 "Measure C" Program consists of \$1.1 billion in projects and programs; the 2004 "Measure J" Program totals \$2 billion and will run from 2009 through 2034. The Authority also is the Congestion Management Agency, which makes recommendations on how state and federal transportation funds will be used in Contra Costa, and serves as manager for the Transportation Funds for Clean Air Program. Prior to his appointment as Executive Director, Iwasaki was appointed by Governor Schwarzenegger in August 2009 as Director of the California Department of Transportation. He was in charge of the operation of the California State Transportation System, including more than 50,000 lane miles of state highway, intercity passenger rail, state support for local mass-transportation systems, 12,400 bridges, and more than 250 general aviation airports. He oversaw an annual budget of almost \$14 billion and a staff of more than 22,000 maintenance, planning, right of way, environmental, administrative, and engineering personnel. A licensed civil engineer, Iwasaki had been with Caltrans for more than 26 years serving in a number of high-profile engineering and management positions.

From November 2004 to August 2009, Iwasaki was appointed as the Department's Chief Deputy Director. Iwasaki also serves on a number of national transportation panels. The panels include chairing the Technology Coordinating Committee Chair for the renewal portion of the Strategic Highway Research Program and the American Association of State Highway and Transportation Officials (AASHTO) Special Committee on Transportation Security and Emergency Management. He is the past Chairman of the Intelligent Transportation Society of America.

In 2009, he was named to Government Technology's list of 25 "Doers, Dreamers, and Drivers," and in 2008 was the recipient of the Thomas H. McDonald Memorial Award, which is considered the highest award presented by AASHTO for "rendering continuous outstanding service over an extended period of time or having made some exceptional contribution to the art and science of highway engineering."

Iwasaki earned his bachelor's degree in Engineering from California Polytechnic State University, San Luis Obispo, and a master's in Engineering from California State University, Fresno.

Related Link: <http://www.ccta.net>

Dr. Rob Bertini, Professor, California Polytechnic State University (former Deputy Administrator for the U.S. Department of Transportation Research Innovative Technology Administration)

Robert L. Bertini, Ph.D., P.E., is an Associate Professor of Civil and Environmental Engineering at California Polytechnic State University, San Luis Obispo. Dr. Bertini's primary research interests are in sustainable transportation solutions, traffic flow theory informed by empirical and experimental measurements, Intelligent Transportation Systems, multi modal transportation "big data" for improving performance measurement, planning and operations, and proactive traffic management and operations. Dr. Bertini is the chair of the Transportation Research Board (TRB) Committee on Traffic Flow Theory and Characteristics and the chair of the TRB Operations Section. Dr. Bertini received the National Science Foundation CAREER Award in 2002, where he developed an online multimodal transportation data repository that is a platform for performance measurement, modeling, and prediction. He was the founding director of the Portland State University Intelligent Transportation Systems Laboratory and of the Oregon Transportation Research and Education Consortium, which is a statewide, federally funded university transportation center. He also served in the Obama Administration as Deputy Administrator of the Research and Innovative Technology Administration at the U.S. Department of Transportation where he also led the Intelligent Transportation System, Joint Program Office, and chaired the Department's Innovation Council. He received his B.S. in Civil Engineering from California Polytechnic State University San Luis Obispo, an M.S. in Civil Engineering from San Jose State University, and a Ph.D. in Civil Engineering from the University of California at Berkeley. Dr. Bertini is a licensed professional engineer in the states of California and Oregon.

Paul Godsmark, Chief Technology Officer and Co-Founder of the Canadian Automated Vehicles Centre of Excellence

Paul Godsmark is the Chief Technology Officer and Co-Founder of the Canadian Automated Vehicles Centre of Excellence. He is a Professional Engineer in Alberta and a Chartered Civil Engineer in the U.K. He has 26 years of experience as a road designer, project manager, road safety and ITS specialist in 9 countries on 4 different continents.

Since 2011 Paul has become a self-taught specialist and thought leader in emerging technologies in transportation, particularly in automated vehicles and their socio-economic impacts. He has written numerous papers, articles, and blogs on automated vehicles and has been interviewed for both Canadian radio and various syndicated articles. He founded the ITS Canada Autonomous Vehicle Task Force in 2012. When he retires he muses that he is going to buy a pimped-out, fully self-driving, RV and tour North America along with a large community of like-minded itinerant snowbirds.

Toshiro "Toshi" Muramatsu, Director, Vehicle Information Technology Division, Silicon Valley, Nissan Motor Corporation



Toshiro "Toshi" Muramatsu started to work for Nissan Motor Co., Ltd. in 1991 as a research engineer for the Nissan Research Center. Since then, Toshi has researched collision avoidance radar sensors, in-vehicle multimedia system, advanced concept on Electric Vehicle, advanced service on Japanese digital radio, and Telematics platform and its services. During this period, Toshi had been dispatched to the U.S. twice: Southern California for one year since September 2000, and Michigan for three years since July 2006.

Since November 2011, Toshi held the position of Chief Service Architect for the Vehicle Information Technology Division and was responsible for vehicle information technology service architecture planning and implementation for the global market. As of August 1, 2013, Toshi became the Director of Vehicle Information Technology Division in Silicon Valley at

Sunnyvale, California, responsible for advanced planning and development of vehicle connected services and challenging big data utilization.

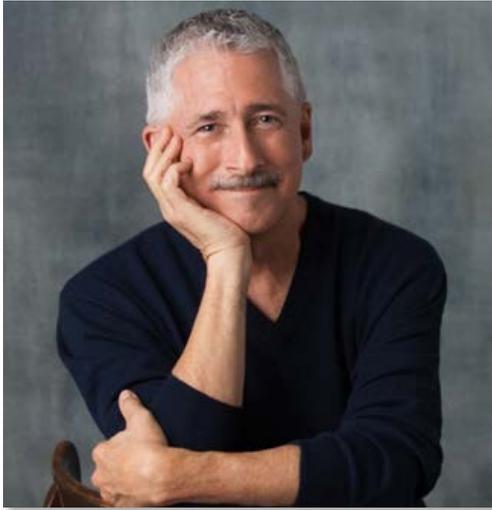
Bernard C. Soriano, Ph.D., Deputy Director and Chief Information Officer, California Department of Motor Vehicles

Bernard C. Soriano is a Deputy Director for the California Department of Motor Vehicles and is in charge of the department's Autonomous Vehicles Program. He has over 30 years of engineering and management experience in the private and public sector. He previously held engineering and management positions at Hughes Space and Communications, Inc. in Los Angeles, where he designed satellite attitude control systems and was involved in their launch missions. He also was the Assistant Technical Director at the USGA Research and Test Center in New Jersey. In the public sector, Bernard was the Chief Information Officer for the Office of the Secretary of State and was the information technology task force leader on Governor Schwarzenegger's California Performance Review.

Bernard also was a member of the part-time faculty at California State University, Sacramento, where he taught courses in the College of Engineering and the College of Business Administration.

Bernard holds a Ph.D. in Engineering from U.C. Irvine, an M.S. in Mechanical Engineering from the University of Southern California, and a B.S. in Mechanical and Aeronautical Engineering from U.C. Davis. He also holds an M.B.A. from California State University, Sacramento. He was a Lieutenant in the U.S. Navy Reserve and has numerous publications and patents. His honors and achievements include selection as a finalist in the NASA Astronaut Program.

Nicolas Reveles, San Diego Opera's Geisel Director of Education and Outreach



Composer, pianist, and arts educator Nicolas Reveles holds a doctorate in piano from the Manhattan School of Music in New York and an M.A. in choral conducting from the University of Redlands. Reveles spent five seasons as the pianist and music director for Mikhail Baryshnikov and the White Oak Dance Project, touring the U.S., Canada, Europe, South America, and the Middle East. His theatre credits as pianist or composer include The Old Globe Theatre (pianist, *And A Nightengale Sang*, *Wonderful Tennessee*), Arizona Repertory Theatre (composer, *The Marriage of Figaro*), North Coast Rep (sound design, *M. Butterfly*, *Frankie and Johnny*, and the *Clair de Lune*) and numerous composition projects for the Globe's MFA program (composer, *Twelfth Night*, *Midsummer Night's Dream*, *Love's Labours Lost*). Reveles

is currently the Geisel Director of Education and Outreach for San Diego Opera and is the host of "OperaTalk with Nick Reveles" on UCSD-TV as well as a weekly video podcast at sdopera.com. He has composed three operas, *The Sleeping Beauty* and *Rumpelstiltskin* for the San Diego Opera Ensemble, and *Sextet* for Diversionary Theatre. Dr. Reveles is widely known throughout Southern California as a lecturer in opera, introducing countless numbers of people to this lively art form. Besides theatre, music, and opera, his passions include cycling and native California plants.

Mike Madrid, GrassrootsLab



For over twenty years, Mike Madrid has been changing the outcomes of political campaigns throughout the country. His active involvement in local, state, and federal races has allowed him to develop a keen insight into the characteristics of winning campaigns.

Madrid also is a nationally recognized expert on Latino voting trends. He graduated from the Edmund G. Walsh School of Foreign Service at Georgetown University in 1997, where he wrote his senior thesis on Latino politics and the perspective that politicization of emerging Latino voter groups in Southwestern states was unique in

American history.

The completion of his thesis at Georgetown University in Washington, D.C. on Latino voters became the basis for his pioneering work on Latino outreach strategies in California, Texas, Florida, and nationwide. He applied this knowledge while serving as the press secretary for the California Assembly Republican leader and as the political director for the California Republican Party. In these roles, Madrid acted as a key player in advancing Latino outreach and communications strategies; and in 2001 was named one of America's "Most Influential Hispanics" by Hispanic Business Magazine.

In addition to his knowledge of Latino electoral politics, Madrid also has developed an expertise in California local governments. He served as the public affairs director to the League of California Cities and as a strategic adviser to the California Redevelopment Association. In these capacities, he was instrumental in the passage of several campaigns of historic achievements for California local governments.

In 2011, Madrid helped develop the Leadership California Institute, an organization dedicated to educating and training future legislators before they enter into office. He founded the California Ballot Measure Training Academy in 2005 to better educate city officials on the legalities and best practices of public information programs and how they are different from ballot measure advocacy. Over 100 California cities have participated in the training program.

Today Madrid is acting Principal of GrassrootsLab, a full service public affairs firm with offices in Long Beach and Sacramento that works with local governments as well as private, public, and nonprofit agencies throughout the state on a host of issues of public interest. He is the editor and publisher of California City News, a news site dedicated to “the best politics, policy, and practices of local government in California.” In 2013, Madrid was appointed to the National Board of Directors for the American Association of Political Consultants. Additionally, he has been named one of Capitol Weekly’s “Top 100” in 2011, 2012, and 2013.

Madrid also continues to play a pivotal role in leading discussions about how America’s changing demographics—namely the growth of the Latino population—will continue to transform the country and California’s political landscape. He also is a regular commentator on Latino political issues in statewide and national media publications.