

2010 California Symposium on Poverty

Opportunities In Action



OCTOBER 27 & 28, 2010
Hilton Sacramento Arden West
2200 Harvard Street, Sacramento, CA



October 2010

Welcome to the 2010 California Symposium on Poverty. This is the second year of the County Welfare Directors Association's series on poverty, as we examine the impact of poverty among those who live within its constraints, the effects upon our communities and California, and the steps that must be taken to reduce and—ultimately—eliminate poverty.

In the 1960s and 1970s, "poverty" was part of the national discussion. Government, advocates and academia joined in seeking an understanding of the factors that trapped families in poverty, and sought solutions through social programs and societal awareness. The nation declared "war on poverty," and knitted together a safety net of supports intended to provide financial assistance to families.

In the 1980s, and particularly in the 1990s, however, the nation's conversation about poverty shifted to an examination of "welfare," and changing welfare as we knew it. Indeed, welfare changed; social services in California evolved to help families move toward self-sufficiency and into employment, while maintaining a safety net for children. Despite significant efforts in moving families into the workforce, unfortunately, poverty abides. Recently released Census data illustrates the depth of economic despair: The number of people in poverty in 2009 (43.6 million) is the largest number in the 51 years for which poverty estimates have been published.

Not only have we had to acknowledge that a family receiving the full spectrum of safety net services remains in poverty, but we also have had to acknowledge something more troubling: A family in which one parent is working full-time at the nation's minimum wage is also a family in poverty.

At this year's Symposium, award-winning keynote speaker Barbara Ehrenreich, author of "Nickel and Dimed," which changed the way America perceives its working poor, will discuss these working families and the challenges they endure. We will learn of safety net programs in Mexico and Canada, and the valuable lessons gained from their experiences. We will hear from national experts in poverty reduction, and focus on two states—Illinois and Minnesota—where efforts are underway to reduce poverty by at least one-half in a decade. We will hear from Dr. Donna Beegle, whose own experiences guided her to develop new local approaches to eliminating poverty, family by family.

We will discuss the unique challenges faced by Californians without homes, as well as seniors, recent immigrants and those who are ready to work; panels of experts will discuss proven approaches that make the difference.

We also will renew our commitment to discussing not just welfare, but poverty, and consider: In what direction must California move, if it is to reduce poverty and expand its middle class? We have learned welfare and social services are only the beginning to answering that question. As Californians, though, we need to find those answers, and we hope that your participation in this Symposium on Poverty takes us one step closer to eliminating poverty in all of our communities.

Leland W. Collins
Symposium Planning Committee Chair
Director, San Luis Obispo County
Social Services Department

Linda Haugen
CWDA President
Assistant County Administrator
San Bernardino County

2010 CALIFORNIA SYMPOSIUM ON POVERTY:
OPPORTUNITY IN ACTION

SCHEDULE AT A GLANCE

October 27 & 28, 2010 ■ Hilton Sacramento Arden West, 2200 Harvard Street, Sacramento, California

WEDNESDAY | OCTOBER 27, 2010

9:00 AM — 10:00 AM	Registration	
10:00 AM — 12:00 PM	Welcome Remarks & Opening General Session "Nickel and Dimed: On (Not) Getting by in America"	Ballroom
12:00 PM — 1:00 PM	Hosted Lunch	Atrium/Solarium
1:00 PM — 2:30 PM	General Session Global Perspective: The International Context of the USA's Anti-Poverty Efforts	Ballroom
2:30 PM — 2:45 PM	Break	Atrium/Solarium
2:45 PM — 4:45 PM	General Session Understanding Data & the Supplemental Poverty Measure Opportunities for California National Perspective: The National Context of California's Anti-Poverty Efforts	Ballroom
5:00 PM — 7:00 PM	Evening Reception/Networking	Folsom

THURSDAY | OCTOBER 28, 2010

7:30 AM — 8:30 AM	Hosted Continental Breakfast	Atrium/Solarium
8:30 AM — 9:00 AM	General Session The California Outlook	Ballroom
9:00 AM — 10:30 AM	General Session Human Perspective: Poverty 101	Ballroom
10:30 AM — 10:45 AM	Break	Atrium/Solarium
10:45 AM — 12:15 PM	Mini-Plenary Sessions: Local Perspective: Implementing Anti-Poverty Efforts in the Neighborhood 1. Opportunity Conferences 2. Bridges Out of Poverty 3. Circles	Berryessa Shasta A&B Tahoe
12:15 PM — 1:15 PM	Hosted Lunch	Atrium/Solarium
1:15 PM — 2:45 PM	Mini-Plenary Sessions: Local Perspective: Specialized Populations 1. Homeless America: Changing Faces and New Approaches 2. Gray America: Linking Seniors and Services 3. New America: Immigrants in Need 4. America in Waiting: Beyond Program Administration - Subsidized Employment as a Case Study	Shasta A & B Tahoe Eagle Berryessa
2:45 PM — 3:00 PM	Break	Atrium/Solarium
3:00 PM — 3:20 PM	General Session California Legislative Perspective	Ballroom
3:20 PM — 4:00 PM	General Session Now What? California's Plan to End Poverty	Ballroom

2010 CALIFORNIA SYMPOSIUM ON POVERTY:
OPPORTUNITY IN ACTION

PROGRAM AGENDA

WEDNESDAY | OCTOBER 27, 2010

9:00 AM — 10:00 AM Registration

10:00 AM — 12:00 PM Welcome Remarks & Opening General Session.....Ballroom

■ Welcome: *Linda Haugan, President, County Welfare Directors Association of California*

■ "Nickel and Dimed: On (Not) Getting by in America"

Featured Speaker: *Barbara Ehrenreich, Author of "Nickel and Dimed"*

Author, journalist and advocate, Barbara Ehrenreich has changed the way America looks at poverty. Her landmark book, "Nickel and Dimed: On (Not) Getting by in America," published in May 2001, describes her personal journey of exploration as she joined the ranks of the millions of Americans working for poverty-level wages. Is it true that working any full-time job will open the door to self-sufficiency and prosperity? And how can anyone survive, let alone prosper, on \$6 to \$7 an hour?

12:00 PM — 1:00 PM Hosted Lunch.....Atrium/Solarium

1:00 PM — 2:30 PM General Session.....Ballroom

■ Global Perspective: The International Context of the USA's Anti-Poverty Efforts

*David Grusky, Professor of Sociology at Stanford University,
Director of the Center for the Study of Poverty and Inequity*

Bob Andersen, Professor of Sociology and Political Science, University of Toronto

*N. Salvador Escobedo Zoletto, Coordinador Nacional, Mexico's Oportunidades Program
(Translator: Enrique Arreola, Deputy Director, San Benito County Health & Human Services Agency)*

Learn what is happening not only in Washington, D.C., but internationally. This panel discusses new approaches to self-sufficiency, including discussion of income subsidies and incentives. Listen to the Coordinador Nacional of Mexico's Oportunidades program describe that program's design and successes; learn of the successes and status of Canada's Self-Sufficiency Project and related efforts, and consider the implications for the country that lies between them.

2:30 PM — 2:45 PM Break.....Atrium/Solarium

2:45 PM — 4:45 PM General Session.....Ballroom

■ Understanding Data & the Supplemental Poverty Measure

David Johnson, Chief of the Housing and Household Economic Statistics Division, U.S. Census Bureau

What does the latest data on poverty tell us about Californian families? A key aspect to developing a more comprehensive approach to effectively addressing poverty in California is understanding the data available. In addition, the U.S. Census Bureau is working on the Supplemental Poverty Measure, which will use the best new data and methodologies to obtain an improved understanding of the economic well-being of American families. In light of that effort, and the recent release of the American Community Survey results, David Johnson will provide an overview of the supplemental measure, and implications for families and policymakers.

■ Opportunities for California

Frank Mecca, Executive Director, County Welfare Directors Association of California

2:45 PM — 4:45 PM General Session (continued).....Ballroom

■ National Perspective: The National Context of California’s Anti-Poverty Efforts

Melissa Boteach, Campaign Manager, Half in Ten

Jodie Levin-Epstein, Deputy Director, Center for Law and Social Policy

Deborah Schlick, Executive Director, Affirmative Options Coalition, Minnesota

Doug Schenkelberg, Associate Director, Policy & Advocacy Heartland Alliance for Human Needs & Human Rights, Illinois

California, despite having more individuals living in poverty than any other state, currently has no plan to address the issue, but there is growing interest in developing such a plan and there is much to be learned from other states with anti-poverty plans. Representatives from Minnesota and Illinois will describe the similarities and contrasts in their approaches, and nationally-known advocates will describe the overall effort to reduce poverty—at least by one-half—within 10 years.

5:00 PM — 7:00 PM Evening Reception/Networking.....Folsom

THURSDAY | OCTOBER 28, 2010

7:30 AM — 8:30 AM Hosted Continental Breakfast.....Atrium/Solarium

8:30 AM — 9:00 AM General Session.....Ballroom

■ The California Outlook

John Wagner, Director, California Department of Social Services

9:00 AM — 10:30 AM General Session.....Ballroom

■ Human Perspective: Poverty 101

Donna Beegle, Ed.D., President, Communication Across Barriers

Donna Beegle, author of “See Poverty, Be the Difference,” describes generational poverty from the inside, looking out. After growing up in generational migrant labor poverty, leaving school for marriage at 15, having two children and continuing to cope with poverty, she found herself, at 25, with no husband, little education, and no job skills. What followed in 10 short years were: self-confidence, a G.E.D., an A.A. in Journalism, a B.A. (with honors) in Communications, a master’s degree in Communication with a minor in Gender Studies (with honors), and completion of a doctorate degree. Many experts study the lives of poverty from above—Dr. Beegle has lived it, studied it and, most importantly, she has helped to eliminate it.

10:30 AM — 10:45 AM Break.....Atrium/Solarium

10:45 AM — 12:15 PM Mini-Plenary Sessions:

■ Local Perspective: Implementing Anti-Poverty Efforts in the Neighborhood

The following mini-plenary sessions describe new approaches to working with families in poverty. They share similarities, but each has a unique approach. Pick one and learn more about how it might be implemented in your community.

1. Opportunity Conferences.....Berryessa

Donna Beegle, Ed.D, President, Communication Across Barriers

Cathy Enns, Freelance Copywriter & Marketing Consultant

Evelyn Ruscki, San Luis Obispo County, Department of Social Services

Shannon White Bond, San Luis Obispo County, Office of Education

Developed by Donna Beegle, the Opportunity Conference provides participants with the tools to overcome the shame, blame and isolation of life in poverty. The curriculum provides hope, skills and connections to navigators who assist families in completing their own journey out of poverty. Donna Beegle and representatives from San Luis Obispo County will describe the planning process and the Conferences’ successes.

2. Bridges Out of Poverty.....Shasta A&B

Kathy Estes, Coordinator for Safe & Drug Free Schools & Communities and Tobacco Use Prevention Education, San Bernardino County Superintendent of Schools

Based on the research of Ruby K. Payne, “Bridges Out of Poverty” represents an innovative approach to working with families that begins with understanding their circumstances and world view. Kathy Estes has traveled throughout California, working with communities not only in her home San Bernardino County but beyond, including Kern, Orange and Inyo counties, with the goal of helping professionals help others.

3. Circles.....Tahoe

Nicole Pollack, Deputy Director, Merced County Human Services Agency

‘Circles’ is an approach founded on “Bridges out of Poverty,” and is based upon further work developed by Scott Miller of Move the Mountain Leadership Center. Circles partners volunteers and community leaders with families in need. Early results demonstrate that for every \$1 spent on the program, \$2 in welfare and Food Stamp subsidies were returned, and \$4 went into the community as new earned income. This session will discuss the program’s implementation and successes.

12:15 PM — 1:15 PM

Hosted Lunch.....Atrium/Solarium

1:15 PM — 2:45 PM

Mini-Plenary Sessions:

■ **Local Perspective: Specialized Populations**

1. Homeless America: Changing Faces and New Approaches.....Shasta A & B

FACILITATOR: *Jeannine Balfour, Senior Program Officer, Conrad N. Hilton Foundation*
Jim Baumohl, Professor of Social Work and Social Research, Bryn Mawr College
Amy Lemley, Policy Director, John Burton Foundation
Sharon McDonald, Senior Policy Analyst, National Coalition to End Homelessness

Those without permanent housing face particular challenges in accessing services. This panel describes the current state of homeless services, and the innovative approaches that have proven successful in reaching out and helping homeless individuals, families and youth.

2. Gray America: Linking Seniors and Services.....Tahoe

FACILITATOR: *Charlene Reid, Director, Tehama County Department of Social Services*
Anni Chung, President & CEO, Self-Help for the Elderly Agency
Gary Passmore, Director, Congress of California Seniors
Carol Sewell, Associate Governmental Program Analyst, California Commission on Aging

By standard measurements of poverty, much of California’s senior population seems to enjoy financial security. But standard measurements do not tell the real story. This panel describes the circumstances and challenges faced by the fastest growing demographic group in America.

3. New America: Immigrants in Need.....Eagle

FACILITATOR: *Christine Applegate, Director, Stanislaus County Community Services Agency*
Vanessa Cajina, Statewide Policy Analyst, California Immigrant Policy Center
Solange Goncalves Altman, Attorney at Law, Modesto
Tania L. Pacheco, Research Analyst, Central Valley Health Policy Institute, California State University, Fresno
Leoncio Vasquez-Santos, Interim Executive Director, Binational Center for the Development of the Oaxacan Indigenous Communities

Sometimes fearful of seeking help, new immigrant residents often find themselves isolated and without necessary services. This panel describes the proven approaches to conduct outreach and to establish connections between the newest members of our community and the opportunities available to them.

**4. America in Waiting: Beyond Program Administration—
Subsidized Employment as a Case Study.....Berryessa**

*Phil Ansell, Director, Bureau of Program and Policy,
Los Angeles County Department of Public Social Services*
Todd Bland, Director, Social Services, California Legislative Analyst’s Office
Cecilia Espinola, Director, Santa Cruz County Human Services Department
Trent Rhorer, Executive Director, San Francisco County Human Services Agency

County human services agencies come face to face with poverty every day, administering the major state and federal programs for low-income children, families and individuals. But county agencies strive to do more through innovative programs and collaborations. Federal stimulus-funded subsidized employment exemplifies the opportunities and constraints that confront counties as they move beyond the administration of mandated programs, and therefore provides an ideal opportunity to explore how counties and communities can do more to fight poverty.

2:45 PM — 3:00 PM Break.....Atrium/Solarium

3:00 PM — 3:20 PM General Session.....Ballroom

■ **California Legislative Perspective**

Senator Mark Leno, California 3rd Senate District

Senator Mark Leno, a champion for human services in the California State Legislature, will reflect on our state’s efforts to address poverty, the effect of the economy on the lives of low-income families, and the impact the state budget struggles are likely to have on vital human services.

3:20 PM — 4:00 PM General Session (continued).....Ballroom

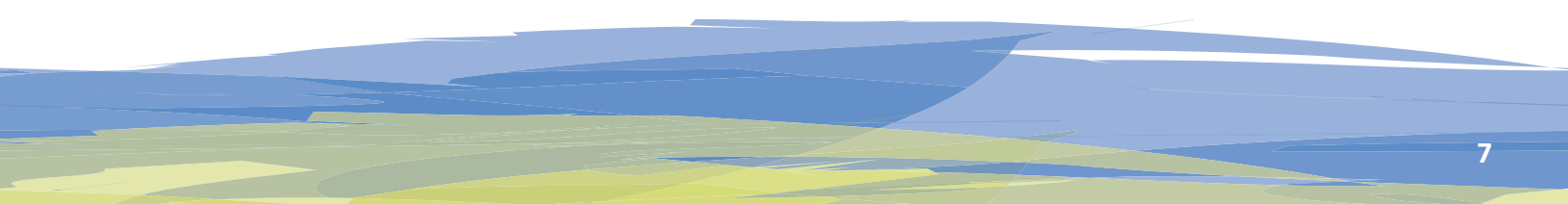
■ **Now What? California’s Plan to End Poverty**

Linda Haugan, President, County Welfare Directors Association of California, Assistant County Administrator, San Bernardino County

Lee Collins, Director, San Luis Obispo County Social Services Department

Frank Mecca, Executive Director, County Welfare Directors Association of California

Symposium participants will engage in a lively facilitated discussion about next steps: What did you find most helpful at this Symposium? What will you take away, and plan to implement? What needs to be done next at the various levels—international, national, state and local—and what will be our role in securing change?



KEYNOTE SPEAKER

BARBARA EHRENREICH



Journalist, historian, and social critic **Barbara Ehrenreich** is the author of 15 books. In 2001, Ehrenreich's "Nickel and Dimed: On (Not) Getting by in America" became a New York Times bestseller, and has since sold over one million copies. "Nickel and Dimed", a trenchant examination of working-class poverty that chronicles Ehrenreich's own attempt to live on minimum wage, is now required reading at more than 600 colleges and universities, from University of the Ozarks to Yale University to Western Wyoming Community College. In 2005, Ehrenreich's "Bait and Switch", also a New York Times bestseller, exposed the ever more prevalent phenomenon of white-collar unemployment. In 2008, Metropolitan Books published "This Land Is Their Land", a collection of her published columns. Ehrenreich's most recent book, "Bright-sided: How the Relentless Promotion of Positive Thinking has Undermined America," was published by Metropolitan Books in October 2009.

A frequent contributor to Harper's and The Nation, Ehrenreich has been a columnist at the New York Times and Time magazine. In 2004, she received the Puffin Nation Prize for Creative Citizenship, given annually to an American who challenges the status quo "through distinctive, courageous, imaginative, socially responsible work of significance." Ehrenreich lives near Washington, D.C.

KEYNOTE PRESENTER

DONNA M. BEEGLE



Keynote presenter **Donna M. Beegle**, Ed.D. is a highly experienced national public speaker, discussion leader, trainer, and the author of “See Poverty, Be The Difference,” a resource book for professionals who work with people in poverty. Beegle has worked and written articles providing insights and strategies for communicating more effectively across race, class, gender and generational barriers for 17 years. Beegle’s inspiring story and work have been featured in newspapers around the nation, on local TV and on National programs such as PBS. Her work on poverty is being featured in an upcoming PBS documentary titled: “Invisible Nation.” Beegle has worked with educators, justice professionals, health care providers, social service agencies, and other organizations all over the nation who want to make a difference for those living in the crisis of poverty.

After growing up in generational migrant labor poverty, leaving school for marriage at 15, having two children and continuing to cope with poverty, she found herself, at 25, with no husband, little education, and no job skills. What followed in 10 short years were: self-confidence, a G.E.D., an A.A. in Journalism, a B.A. (with honors) in Communications, a master’s degree in Communication with a minor in Gender Studies (with honors), and completion of a doctorate degree.

Beegle completed her Doctorate in Educational Leadership at Portland State University in 2000, where she taught speech communication courses for eight years. She is currently president of Communication Across Barriers, a consulting firm devoted to improving communication and relationships. Beegle is also founder of the new nonprofit, PovertyBridge which is dedicated to changing lives for people in poverty.

2010 CALIFORNIA SYMPOSIUM ON POVERTY: OPPORTUNITY IN ACTION

SPEAKER BIOGRAPHIES

Robert Andersen is Professor of Sociology and Political Science at the University of Toronto. His general areas of interest are political sociology, social stratification and social statistics. Most of his recent research explores the relationship between economic inequality and political attitudes and behaviors in cross-national perspective. He is also currently exploring how economic conditions, public opinion and redistribution policies are related in Canada. Some recent published research includes “*Modern Methods for Robust Regression*,” and articles in the “*American Sociological Review*,” “*American Journal of Political Science*,” and “*Public Opinion Quarterly*.”

Phil Ansell has been the Director of the Bureau of Program and Policy for the Los Angeles County Department of Public Social Services since November 2003. He is responsible for the CalWORKs, Medi-Cal, Food Stamps, General Relief, CAPI, GROW, and GAIN programs, and state and federal budget/legislative advocacy. Ansell is an active member of the American Public Human Services Association and the County Welfare Directors Association of California.

Previously, he was the Division Chief of the Strategic Planning and Governmental Relations Division, where he led the development and initial implementation of the Long-Term Family Self-Sufficiency Plan, and the Director of the Office of Welfare Reform Strategy, where he coordinated the department’s initial response to federal welfare reform in 1997-98. In addition, he has been responsible for leading or being the department’s lead in major State and local interagency initiatives and task forces, including the Homeless Prevention Initiative and the Interagency Operations Group, where he served as a chairperson for several years. In his first job with Los Angeles County, he was Intergovernmental Relations Director for the Los Angeles County Department of Community and Senior Services. Prior to joining Los Angeles County in 1995, Ansell was an organizer and senior field representative for the Social Services Union for 11 years.

Christine Applegate is Director of the Stanislaus County Community Services Agency where she’s been for the last two years. After 15 years in university administration, Applegate changed fields, and has worked in social services for the last 20 years. Prior to that, she served as the Director of Tehama County Social Services Department for six years, Chief Deputy Director of Glenn County Human Resource Agency for four years, and 10 years in Child Welfare and Welfare Administration in Butte County. She served as President of the County Welfare Directors Association of California in 2008 and has chaired the CWDA Human Resources, Fiscal, IT and Children’s Committees. Applegate is a member of the MSW Community Advisory Board for California State University, Stanislaus, and incoming member of the CalSWEC Board. She has an M.S.Ed. in Educational Administration and has been a resident of California for more than 30 years.

Jeannine Balfour is Senior Program Officer at the Conrad N. Hilton Foundation. Previously, she served as Program Officer in Minneapolis, Minnesota with the McKnight Foundation in the Children and Families program for five years where she reviewed grants in a diverse portfolio including Homeless and Runaway Youth, Fatherhood, Family Economic Success, Out of School Time and Multiservice. Prior to that, she worked as Associate Community Liaison at the Northwest Area Foundation in St. Paul, Minnesota, where she helped develop and implement urban and regional community partnerships to reduce poverty. Balfour also served as HIV Prevention Coordinator for the Louisiana Office of Public Health HIV/AIDS Program in New Orleans; program manager for Population Services International of Dar es Salaam, Tanzania; and English language instructor in Banjul, The Gambia. She received her master’s in International Public Health from Tulane University.

Jim Baumohl is Professor of Social Work and Social Research at Bryn Mawr College in Pennsylvania, and holds a Ph.D. in social welfare from the University of California, Berkeley. He has also taught at McGill University. Before becoming an academic, Baumohl was a shelter director, a street outreach worker, and a welfare rights and tenant organizer. He is one of the founders, and was the first director, of what is today Building Opportunities for Self-Sufficiency, located in Berkeley.

Between 1974 and 1996, Baumohl wrote or edited four volumes on homelessness, including *Homelessness in America* (1996), a benefit for the National Coalition for the Homeless that was nominated for the Robert F. Kennedy publishers’ award, and for a decade was the standard text on the issue. In 2003, he co-edited a volume of papers devoted to a two-year, five-state study of the elimination of addiction as a qualifying impairment in the Social Security disability program. An historian as well as a social welfare scholar, he is currently working on *Managing Misery: The Institutional Response to Drink and Drugs in California (and Incidentally on the West Coast), 1849-1941*.

Todd Bland is the Director of the Legislative Analyst’s Office Social Services, Labor, and Information Technology Section. The LAO provides non-partisan fiscal and policy advice to the California Legislature. He supervises a staff of four analysts and oversees the LAO’s analyses of California’s social services and labor programs. Prior to becoming director in 2000, Bland was the principal analyst for cash assistance programs and co-authored the LAO’s 1997 plan for implementation of the 1996 federal welfare reform legislation. From 2001 through 2005, he served on the National Conference of State Legislatures Task Force on Welfare Reform Reauthorization and was staff chair of the NCSL Standing Committee on Human Services and Welfare in 2005-06. Bland received his master’s in Public Policy, with a concentration in housing and community, from Harvard University in 1989, and holds a bachelor’s in History from Yale.

Melissa Boteach is the Half in Ten Manager at the Center for American Progress Action Fund. In this capacity she coordinates “[Half in Ten: The Campaign to Cut Poverty in Half in Ten Years](#),” a project designed to build the political and public will to reduce poverty by promoting decent work, providing opportunity for all, building wealth, and increasing economic security. Prior to joining the Center for American Progress, Boteach worked as a Senior Policy Associate and the Poverty Campaign Coordinator at the Jewish Council for Public Affairs, where she represented the organization to Congress, the administration, and in coalition on issues related to poverty, the federal budget, hunger, housing, and health care. As Poverty Campaign coordinator, Boteach designed, spearheaded, and implemented the Jewish Council for Public Affairs’ national anti-poverty campaign, which has been launched in more than 50 U.S. cities, and co-chaired the national effort, “*Fighting Poverty with Faith*,” a project endorsed by more than 20 national faith-based organizations and nearly 100 communities across the country to elevate the issue of poverty in the 2008 elections.

A Harry S. Truman and George J. Mitchell Scholar, Boteach earned a master’s degree from University College Dublin, and graduated summa cum laude from the University of Maryland with degrees in government and Spanish.

Vanessa Cajina is the Statewide Policy Analyst for the California Immigrant Policy Center, a statewide organization that promotes the rights and integration of California’s low-income immigrant population. In particular, CIPC focuses on access to public benefits and maintaining core services in the state budget to promote the safety, security and health of immigrants. Prior to working with CIPC, Cajina educated and mobilized Latino community leaders on state health policy issues with the Latino Coalition for a Healthy California. As her introduction to immigrant access to services, Cajina was a Certified Application Assistor and managed a county-wide health insurance enrollment program where she helped over 700 families enroll their children in health insurance. Cajina graduated from University of California, Davis with a degree in Community and Regional Development. She sits on the board of directors of the Yolo Family Resource Center and is a graduate of the HOPE Leadership Institute.

Anni Chung has been President and CEO of Self-Help for the Elderly since 1981. She oversees and manages the community-based organization that provides a comprehensive range of health, educational, social and recreational services to over 25,000 seniors a year. The agency employs more than 500 staff with an annual budget of approximately \$18 million, serving seniors in San Francisco, San Mateo, Santa Clara and Alameda counties. Self-Help for the Elderly started in San Francisco Chinatown in 1966.

Chung is currently on the Board of Directors of St. Mary’s Medical Center, 1990 Institute and No Health Without Mental Health Foundation. She is on the San Francisco Alzheimer’s Task Force, a group charged by San Francisco Mayor Gavin Newsom to develop a long range plan for San Francisco’s aging population. She is a member of the UC Community Partnership Council and also serves on the American Diabetes Association’s AAPI National Advisory Committee. Since 1998, she has been a member of ATT’s Community Partnership Agreement Committee and Verizon’s Community Citizen’s Collaborative which make technology grants to community groups. She was the chairperson of San Francisco’s Digital Inclusion Task Force from 2006-2008. In 2007, she completed the Leadership America Program. She is a graduate of the School of Social Work at San Francisco State University.

Lee Collins is Director of the San Luis Obispo County Department of Social Services, where he has been employed since August 2000. Prior to this appointment, he served as the Director of the San Benito County Health and Human Services Department from September 1983 through December 1998, and was the County Administrative Officer for San Benito County from January 1999 through July 2000. A native Californian, he is the senior Social Services Director in the State of California. He graduated from the University of California, Santa Cruz, in 1975 with a bachelor’s degree in Sociology, and began his career in Social Services with Santa Cruz County in April 1976. Collins has served on various Boards and Commissions including the State’s County Medical Services Program Governing Board (Chair), the County Welfare Directors Association of California (President), Workforce Investment Board and First 5. In 2009 and 2010, Collins led the planning committee for the California Symposium on Poverty.

Cathy Enns is a Freelance Copywriter and Marketing Consultant, with a 20-year background with both private sector and nonprofit organizations. She spent most of her career in marketing at Silicon Valley companies, including Sun Microsystems and Hewlett-Packard. After relocating to San Luis Obispo County 10 years ago, she became involved in assisting low-income Central Coast residents access services in her work life and as a volunteer. After attending Donna Beegle’s “Poverty 101” training in San Luis Obispo County earlier this year, and hearing echoes of some of her own childhood experiences, Enns decided to work on bringing an Opportunity Conference to San Luis Obispo County.

Dr. Neftali Salvador Escobedo Zoletto is a medical surgeon and graduated from the Mexican School of Medicine, Universidad La Salle. On December 1, 2006, he was appointed by President Felipe Calderon as National Coordinator of the *Oportunidades* program. He has served as Principal Officer in Mexico’s Federal Ministry of Social Development (Sedesol), where he was appointed in 2006 by President Vicente Fox, and previously held the same position in the National System for Integral Family Development. Between 2002 and 2003 he was a federal deputy, elected by the majority principle on the District X (LVIII Legislature). From 1996 to 1999, Escobedo Zoletto was a mayor of Atlixco, in the state of Puebla, where he had previously been President and Vice President of the Employers Confederation of Mexico, and vice president of the National Chamber of Commerce. He has served in various health institutions, participating in academic activities and medical societies, particularly in the area of Orthopedics and Traumatology.

Cecilia Espinola is the Director of the Santa Cruz County Human Services Department, the county’s umbrella for Social Services, Welfare, Veteran’s Services, and Job Training Agency. Prior to becoming the Director in 1997, she served as the Assistant Department Director and has held a variety of department positions throughout her tenure, including serving as the first Director of Adult and Long Term Care Services.

Espinola is an active member of the California Welfare Directors Association of California and has served in a variety of leadership positions in the association, including President. She currently acts as Co-Chair of the Adult Services Committee. Espinola also serves on the California Social Work Education Center Board, is a member of the Bay Area Social Services Consortium, and a founding commissioner of the First5 Santa Cruz County. She served as a member of the National Association of Social Workers Blue Ribbon Panel on Economic Security and on the Advisory Council for the Center of Advanced Study of Aging Services. Cecilia earned her master’s degree in Social Welfare from University of California, Berkeley in 1983, with a specialization in the areas of administration, planning, and community organization and gerontology.

Kathy Estes is the Coordinator of Coordinated School Health Programs for San Bernardino County Superintendent of Schools. Estes has been in the field of education for 23 years, serving the San Bernardino area for the past 15 years. She has two master's degrees in School Counseling and Educational Administration. She has worked as a school guidance counselor and an interventionist for at-risk youth as they struggle with addictions, violence or gang related behaviors. She is involved in Positive Youth Development programs throughout the state and is a trainer for [The Forty Developmental Assets, A Framework for Understanding Poverty](#), Student Assistance Programs, Bullying Prevention and Intervention and Peer Leadership. Estes is concentrating on developing coordinated school health programs in San Bernardino so that students will be ready to learn as they enter the educational arena.

Solange Goncalves Altman is a private attorney in Modesto. For almost 15 years, she has primarily practiced immigration law. She received her law degree from King Hall at the University of California, Davis, School of Law, and received her license to practice in 1982. Before starting her law practice, she was a staff attorney with California Rural Legal Assistance for almost nine years where she worked on health, education, housing, labor and welfare issues. She is a member of the California and Stanislaus County Bar Associations, as well as the American Immigration Lawyers Association. She is fluent in Portuguese and Spanish.

David Grutsky is Professor of Sociology at Stanford University, Director of the Center for the Study of Poverty and Inequality, co-editor of *"Pathways Magazine"*, and co-editor of the "Stanford University Press Social Inequality Series." He is a Fellow of the American Association for the Advancement of Science, recipient of the 2004 Max Weber Award, founder of the Cornell University Center for the Study of Inequality, and a former Presidential Young Investigator. His research takes on such questions as whether and why gender, racial, and class-based inequalities are growing stronger and how such differences are best measured. His recent and forthcoming books are *"Social Stratification"* (2008), *"Poverty and Inequality"* (2006), *"Mobility and Inequality"* (2006), *"Occupational Ghettos"* (2004), *"The Declining Significance of Gender?"* (2006), *"Inequality: Classic Readings in Race, Class, and Gender"* (2006), *"The Inequality Reader: Contemporary and Foundational Readings in Race, Class, and Gender"* (2007), and *"The Inequality Puzzle"* (forthcoming).

Linda Haugan is Assistant County Administrator for San Bernardino County Human Services, and is the current President of the County Welfare Directors Association of California. As Assistant County Administrator, her responsibilities include, Transitional Assistance, Children and Family Services, Department of Aging, Child Support, Preschool Services, Public Health, Behavioral Health and Veteran's Affairs. Haugan started her career in Social Services in 1981 as an Eligibility Worker for San Bernardino County Department of Social Services. She held various positions within the agency, including supervisor, district manager, program specialist, assistant to the director and deputy director. She became the interim Director for the Department of Aging and Adult Services in 2001. She then was promoted to the Director for the Transitional Assistance Department in October 2001. She received a bachelor's degree in Community Development from Penn State University and a master's in Business Administration from Cal Poly Pomona.

David Johnson is the Chief of the Housing and Household Economic Statistics Division at the U.S. Census Bureau. The division compiles and analyzes data on the socioeconomic characteristics of households, families and individuals, including the homeownership rates, income, poverty and health insurance statistics, and the current effort to reengineer the Survey of Income and Program Participation. Before joining the Census Bureau, he served as the Assistant Commissioner for Consumer Prices and Price Indexes at the Bureau of Labor Statistics. He began his federal career at Bureau of Labor Statistics, where he started in 1990 as a research economist in the Division of Price and Index Number Research, and eventually became Chief of the Division.

While at Bureau of Labor Statistics, Johnson was involved in the Alternative Poverty Measurement program at the Census Bureau, co-authoring the first Experimental Poverty Measures report and assisted in many other Census Bureau reports. He has written several journal articles on such topics as the measure of consumption inequality and mobility, the effects of tax rebates, equivalence scale estimation, poverty measurement, specification testing, and the well-being of children. He has published articles in the *"American Economic Review," "Review of Economics and Statistics," "Review of Income and Wealth,"* and *"Monthly Labor Review."* He received his bachelor's degree in mathematics and economics from the University of Puget Sound, earned a doctorate in economics from the University of Minnesota and has been an adjunct faculty member for Georgetown University's Public Policy Institute.

Amy Lemley is the policy director of the John Burton Foundation, founded by former California State Senator John Burton. The Foundation is dedicated to improving the quality of life for California's homeless children and developing policy solutions to prevent homelessness. In her role as policy director, Lemley develops and implements the legislative, regulatory and administrative strategies to achieve the goals of the Foundation. Prior to joining the John Burton Foundation, Lemley was the executive director and co-founder of The First Place Fund for Youth, a nationally recognized program providing affordable housing and supportive services to former foster youth. She is on the California Blue Ribbon Commission on Children in Foster Care.

Senator Mark Leno was elected to the State Senate in 2008, representing California's 3rd Senate District encompassing all of Marin County, and parts of Sonoma and San Francisco counties. Senator Leno chairs the Senate Public Safety Committee and the Budget and Fiscal Review Subcommittee on Health and Human Services. He is also a member of five other standing committees, including Budget, Appropriations, Health, Judiciary and Labor and Industrial Relations.

From 2002-2008, Senator Leno served in the California State Assembly, representing the 13th District, which encompasses the eastern portion of San Francisco. Prior to his election to the Assembly, he served for four and a half years on the San Francisco Board of Supervisors. During his tenure in the Legislature, Senator Leno has fought for better schools and access to higher education, foster youth, a cleaner and sustainable environment, single-payer universal health care, improved transportation, renewable energy, safer streets and equal rights for all Californians.

A native of Wisconsin, Senator Leno attended the University of Colorado at Boulder, then went on to become valedictorian of his graduating class at the American College of Jerusalem, where he earned his bachelor's degree. Leno also spent two years in Rabbinical Studies at The Hebrew Union College in New York. He is the owner of Budget Signs, Inc., a small business he founded in 1978 and operated with his life partner, Douglas Jackson. Together, the two entrepreneurs steadily grew their sign business until Jackson passed away from complications relating to HIV/AIDS in 1990.

Jodie Levin-Epstein is Deputy Director of the Center for Law and Social Policy. Levin-Epstein has played a key role in the re-emergence of poverty and opportunity in recent public discourse. Her focus on low-income working conditions concentrates on issues such as paid leave and workplace flexibility. She has been involved in efforts to create paid sick days legislation, working to mobilize progressive businesses to support new labor standards

Prior to joining the center, Levin-Epstein was the deputy director of Advocates for Youth. She also has served as an aide to Senator Dick Clark, and as a political appointee at the Department of Agriculture in the Carter administration. She was selected to be a member of several prestigious working groups, including a White House Task Force on Hunger and the National Academy of Sciences World Hunger Study Team. In 2009, she received an honorary doctorate of laws from Grinnell College in Iowa.

Sharon McDonald is a Senior Policy Analyst at the National Alliance to End Homelessness where her primary focus is on policy and program strategies to end family homelessness. McDonald was a direct practitioner in a Richmond, Virginia community-based service center for people who are homeless. She has experience providing and supervising service delivery in a service-enriched housing, subsidized housing development for low-income families and in housing for people living with HIV/AIDS. She served as a Social Work Congressional Fellow in Senator Paul D. Wellstone's office where she focused on welfare and housing issues. McDonald is a Licensed Clinical Social Worker and has her master's in Social Work and Ph.D. in Social Work and Social Policy from Virginia Commonwealth University.

Frank Mecca is Executive Director of the County Welfare Directors Association of California. He has served as the Executive Director for the past 18 years, during which he has helped establish the association as a leading advocacy and policy organization in the field of public human services. Prior to joining the association in November 1991, Mecca served as a Fiscal and Policy Analyst for the Legislative Analyst's Office, where he had oversight responsibility for most child welfare programs, including Child Welfare Services, Foster Care and Adoptions.

Mecca holds a master's degree in Public Affairs with a concentration in Social Welfare Policy from the Lyndon B. Johnson School of Public Affairs at the University of Texas, Austin. He earned his undergraduate degree in Government and Economics from Franklin and Marshall College in Lancaster, Pennsylvania.

Tania Pacheco is a Research Analyst at the Central Valley Health Policy Institute. Pacheco is pursuing her doctoral studies in Medical Sociology at University of California, San Francisco. She received a degree in sociology at California State University, Fresno, and also has professional practice certifications in cross-cultural competency and non-profit management and leadership. She has worked on numerous community-based participatory research projects and program evaluations, locally, statewide, and internationally. Prior to working with the institute, she worked on violence prevention policy, partaking in the evaluation of the Alameda County Violence Prevention Blueprint – a countywide public health approach to violence prevention. Her research areas are health services use, nutrition, and public health interventions for Mexican immigrants living in the Central Valley. Currently, she is writing an article about the use of Promotoras (Community Health Workers) in areas with limited health care access, how policy barriers and poor treatment result in access inequities, and how a Promotora intervention can significantly increase access to care for Latino immigrants. Pacheco was born in Mexico City and raised in the Central Valley. She hopes that her work will contribute to the wellness and sustainability of her community.

Gary Passmore is Director of the Congress of California Seniors, a statewide senior advocacy group organized in 1977 to work on behalf of seniors and their families. Before coming to CCS, Passmore headed a public affairs consulting firm for 10 years after serving as Chief of Staff to the Governor of Missouri. He was a state budget official in three states and is a graduate of George Washington University, and holds a master's degree from the University of North Carolina at Chapel Hill.

Nicole Pollack is Deputy Director for the Merced County Human Services Agency. In this capacity, she oversees both the Family Services and Employment Services Branches. These branches of the Department serve more than 70,000 customers on a monthly basis and provide eligibility determination for CalWORKs, Food Stamps, and Medi-Cal. Services such as case management, job services, and employment services are also provided to job seekers in the CalWORKs program. Pollack earned a master's degree in Public Administration from California State University, Stanislaus in 2000. She is working on a master's degree in Counseling Psychology. Pollack has participated in a number of studies and grants that seek to end poverty. She assisted with implementation of the Circles® Campaign in Merced County, which seeks to abolish poverty through systemic change and individualized mentoring.

Charlene Reid serves as Director of Social Services in Tehama County. She graduated with a master's in Social Work from California State University, Fresno. For over 28 years, she has committed herself to serving children and families as a social worker. She has held numerous roles as supervisor, manager, trainer and agency director. Critical to her success in public social services is her ability to provide direction in collaborative, team driven, and partnership processes. She is respected as a leader in change management and innovation both locally and statewide. Reid has dedicated her career to improving systems, services, and programs for the most vulnerable and disenfranchised populations.

Trent Rhorer has served as the Executive Director of the San Francisco Human Services Agency since October 2000, when he was appointed by Mayor Willie Brown. The Human Services Agency, newly constituted in 2004, is an umbrella agency that comprises the Department of Human Services and Department of Aging and Adult Services. The agency, through its \$600 million budget and 1,900 employees, administers the city's public social service programs for low-income families, children, single adults, the elderly and disabled adults. These programs include Welfare-to-Work, Food Stamps, Medi-Cal, Child Protective Services, In-Home Supportive Services, Adult Protective Services, Office on the Aging, Public Administrator/Public Guardian/Public Conservator and Housing and Homeless Services. More than 125,000 San Francisco residents are served annually by the agency. Prior to this appointment, Rhorer served as the executive director's Chief of Staff and was the Chief Policy Analyst for the department, where he has worked since 1996.

For four years, Rhorer served as Mayor Gavin Newsom's point person on homelessness as well as chair of the Mayor's Interagency Homeless Cabinet. He was also the 2006 President of the County Welfare Directors Association of California, chair of the San Francisco First Source Hiring Administration; and member of the Workforce Investment Board of San Francisco. He has a bachelor's degree in Political Science from University of California, Los Angeles, and a master's in Public Policy from the Kennedy School of Government at Harvard.

Evelyn Ruscki is a Program Manager in Staff Development with San Luis Obispo County. Prior to that, she worked as an Employment Resource Specialist with San Luis Obispo County Department of Social Services. Ruscki has also been a Social Worker for youth in group home placements, Social Worker for the Regional Center Systems, and Regional Director for Easter Seals in San Luis Obispo County. She is also an active volunteer as the Visibility Director for San Luis Obispo County's 4-H Management Board, and Secretary for Pioneer Players, a local nonprofit performance arts program.

Doug Schenkelberg is the Associate Director of Policy and Advocacy for Heartland Alliance for Human Needs & Human Rights, a service-based human rights organization based in Chicago that serves more than 300,000 vulnerable in program participants each year in the areas of health care, housing, economic security, and legal protections. Schenkelberg coordinates the *From Poverty to Opportunity Campaign: Realizing Human Rights in Illinois*, which successfully advocated for the establishment of the Illinois Commission on the Elimination of Poverty.

Prior to joining Heartland Alliance, Schenkelberg worked on a variety of housing policy and development issues at Lawyers' Committee for Better Housing and the Chicago Mutual Housing Network. He serves on the Advisory Committee of the Sargent Shriver National Center on Poverty Law's Federal Poverty Report Card and the Advisory Committee of the Women's Economic Security Collaborative. He received his bachelor's degree from Grinnell College and his master's in Urban Planning and Policy from the University of Illinois-Chicago.

Deborah Schlick is Director of the Affirmative Options Coalition, a coalition of Minnesota non-profits that advocate for effective welfare to work policies and for policies to end poverty. She's served in that role since 2005. She worked for 10 years as a planner in the human services department of one of the urban counties in Minnesota, assigned to welfare reform and child care policy. Before that she worked for the city of Saint Paul, Minnesota, on child care and early childhood services. The Affirmative Options Coalition worked closely with faith-based partners on Minnesota's Legislative Commission to End Poverty by 2020.

Carol Sewell has worked as a Policy Analyst at the California Commission on Aging since 2006, staffing the Commission's legislative efforts and assisting with program planning. Prior to going to work for the Commission on Aging, Sewell worked for the State Legislature and the Governor's Office of Planning and Research. She earned her bachelor's degree in English from California State University, Chico, and is currently pursuing a master's degree in Gerontology through the University of Southern California.

Leoncio Vasquez-Santos is a Mixteco native from Oaxaca, Mexico, and started to work with the Binational Center for the Development of the Oaxacan Indigenous Communities in 1998 as Coordinator of the Oaxacan Indigenous Interpreters Project. This particular project provided an opportunity for indigenous bilingual individual to obtain a formal training on interpreters roll, professional ethics, interpreting techniques, legal and medical terminologies. Vasquez continues working with the Centro Binacional as Community Worker under the Indigenous Health Project which focuses to educate the indigenous communities about illness prevention, support to navigate the health and social system. In addition, he supports in providing cross-cultural training to health and social service providers about the cultural and language history of the indigenous communities.

Vasquez has spent part of his life in Fresno where he started to work in the fields while going to school to improve his Spanish and at the same time learning English. He is an active member of the Frente Indígena de Organizaciones Binacionales a binational organization that supports and promotes rights for Mexican indigenous communities in the United States and Mexico.

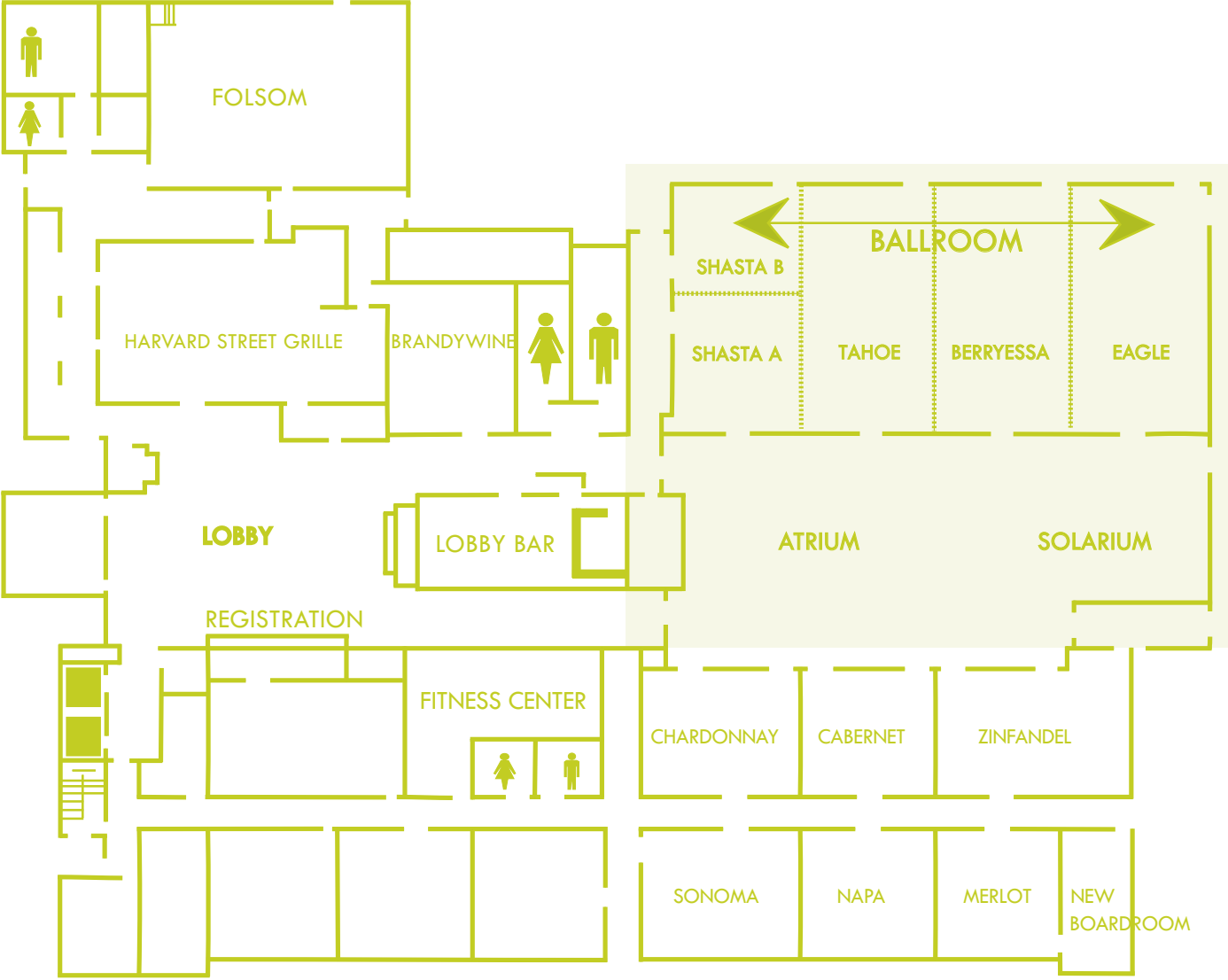
John A. Wagner was appointed Director of the California Department of Social Services by Governor Arnold Schwarzenegger in April 2007. With nearly two decades of experience in human services, he has served as senior policymaker and advisor to six gubernatorial administrations in Wisconsin and Massachusetts.

Previous to his appointment, Wagner served as assistant secretary for children, youth and families for the Massachusetts Executive Office of Health and Human Services, where he coordinated policies and programs for the Office of Children, Youth and Families with other state agencies. He also served as commissioner for the Massachusetts Department of Transitional Assistance, where he led one the state's largest agencies and oversaw the administration of cash assistance, shelter and food programs serving poor and low-income residents.

Wagner earned a master's degree in Public Administration from the John F. Kennedy School of Government at Harvard University, a master's degree in Public Policy from Georgetown University and a bachelor's degree from Marquette University.

Shannon White Bond has been employed for over 18 years by the San Luis Obispo County Office of Education. She holds a master's degree in Clinical Psychology with an emphasis in Marriage, Family Child Counseling. She has coordinated prevention and intervention programs and a variety of early childhood education projects in San Luis Obispo County. White Bond provides leadership to a variety of community organizations including the San Luis Obispo Children's Museum, Asset Development Network, School Readiness Network, Anti-Defamation League, Early Learning for All, the P-16 Council and others who share her passion for high quality programs for youth of all ages. As one of the founding members of the Asset Development Network of San Luis Obispo County, she believes in the power of the 40 developmental assets that give young people the strengths they need to make positive choices in life, even in the face of stress and pressure. She is passionate about finding new ways to build assets for children and youth in her community and is honored to champion programs that make a difference in the lives of our children and their families on a day-to-day basis.

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