
PARTICIPANTS

Mark Baldassare is president and CEO of the Public Policy Institute of California, where he holds the Arjay and Frances Fearing Miller Chair in Public Policy. He is a leading expert on public opinion and survey methodology, and has directed the PPIC Statewide Survey since 1998. He is an authority on elections, voter behavior, and political and fiscal reform, authoring ten books and numerous reports on these topics. He often provides testimony before legislative committees and state commissions, and regularly hosts PPIC's Speaker Series, a public forum featuring in-depth interviews with state and national leaders. He has conducted surveys for the *Los Angeles Times*, the *San Francisco Chronicle*, and the California Business Roundtable. He holds a PhD in sociology from the University of California, Berkeley.

Donna Lucas is founder and CEO of Lucas Public Affairs, a California-based strategic consulting, public affairs, and communications firm. Over the course of her career, she has provided strategic counsel to large corporate clients, labor unions, nonprofits, and political candidates. She also has worked on several statewide initiative campaigns on a variety of policy issues, including gaming, housing, education, local government, campaign finance, and energy. Prior to forming Lucas Public Affairs in 2006, she served as a deputy chief of staff for strategic planning and initiatives for Governor Schwarzenegger and chief of staff to First Lady Maria Shriver. Previously, she was the global and public affairs practice leader for Porter Novelli and CEO of the Nelson Communications Group, a California public affairs agency acquired by Porter Novelli in 2000. Currently, she serves on the boards of the California Chamber of Commerce, the College Futures Foundation, Maria Shriver's A Woman's Nation Foundation, and the Scripps Institute of Oceanography. She is a graduate of the University of Southern California's School of Journalism.

Gavin Newsom is a candidate for governor and the current lieutenant governor of California. Previously, he was a member of the San Francisco Board of Supervisors and mayor of San Francisco. In his career, he has focused on some of the state's most challenging issues, including equality, the environment, homelessness, and health care. Policies he has initiated and implemented have been duplicated in cities across the nation. Shortly after being elected lieutenant governor in 2010, he gathered ideas from key stakeholders around the state to develop a strategy for economic growth and job creation. This comprehensive economic blueprint, a top priority of his administration, ensures that California remains one of the top ten economies in the world. As lieutenant governor, he also serves as a University of California regent and as a trustee for the California State University system. In 2012, he was the sole UC regent to vote against a tuition hike. Prior to entering politics, he recruited investors and founded PlumpJack, a wine shop, which he grew into a thriving enterprise of 15 businesses, including wineries, restaurants, and hotels. He attended Santa Clara University, graduating in 1989 with a BA in political science.