

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. Previously, he served as PPIC's director of research. Before joining PPIC, he was a professor of urban and regional planning at the University of California, Irvine, where he held the Johnson Chair in Civic Governance. 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.

David Goldberg is vice president of the California Teachers Association (CTA). An educator for more than 20 years, he has spent most of his career as a bilingual teacher at Murchison Elementary in the Los Angeles Unified School District. He sees advocacy for a strong public education system as part of a larger struggle for social justice and knows that CTA has an important role in that movement. He has worked on the budget committee of the CTA State Council of Education, as liaison to the council's Teacher Evaluation and Academic Freedom Committee, and is a leader in CTA's Strategic Planning Workgroup. As secretary-treasurer he ensured that CTA remained fiscally sound following years of cuts to California schools, and worked with the CTA budget committee and State Council to ensure that CTA's fiscal priorities aligned with the goals of its members and the strategic plan. In addition to serving two terms on the CTA board, he also served as treasurer of the United Teachers of Los Angeles (UTLA). He earned a BA in community studies from the University of California, Santa Cruz.

Rachel Michelin is president of the California Retailers Association (CRA), a significant voice representing California's retail industry. She oversees a diverse board and membership representing retail throughout the state and nation, from small brick and mortar to franchises to national retailers and online merchants. She has led associations for over 20 years, focusing on issues including strategic growth and engagement, increasing revenue, developing partnerships, statewide influence, and public awareness. She has built a strong bipartisan leadership network with key influencers in the public and private sectors. She was reappointed by Governor Brown to the State Board of Optometry, where she has served since 2014. Prior to CRA, she led California Women Lead as chief executive officer and executive director from 2002. She also served as program and policy director for the California Elected Women's Association for Education and Research, and communications director and district director for members of the state assembly. She received her BA in journalism and political science from California State University, Fullerton.