



SAN JOAQUIN  
POLITICAL ACADEMY

**2011 Curriculum**

**Friday**  
**February 4**  
**9:00am - 2pm**

**Orientation**  
**Wonder Valley**  
**Featured Speaker: Former Secretary of State Bill Jones**

**Tuesday**  
**February 8**  
**5:30 – 9:20**

**Class 1**  
**Crafting Your Message**  
**Gary Janzen, Owner, Janzen Brand**

- Brand
- Platform
- Why You Are Running

**9:20 – 9:30**      **Evaluations**

**Thursday**  
**February 10**  
**5:30 – 9:20**  
**9:20 – 9:30**

**Class 2**  
**Crafting Your Message**  
**Gary Janzen, Owner, Janzen Brand**  
**Final Discussion and Evaluations**

**Tuesday**  
**February 15**  
**5:30 – 6:15**

**Class 3**  
**City & County Challenges, Public Safety & County Demographics**  
**The State of the City**  
**Mayor Ashley Swearengin**  
**City Manager Mark Scott**

**6:15 – 7:30**

**Public Safety**  
**Deputy Chief of Police Keith Foster**  
**Sheriff Margaret Mims**

**7:30 – 7:45**      **Break**  
**7:45 – 8:45**      **EDC County Challenges**  
**Steve Geil, President/CEO**  
**EDC serving Fresno County**

**8:45 – 9:20**      **Class Discussion**  
**What are the opportunities and solutions for our City and County?**

**9:20 – 9:30**      **Evaluations**

**Thursday  
February 17  
5:30 – 6:30**      **Class 4  
Education, Downtown Revitalization & Leadership  
Education**  
                         **Larry Powell, Superintendent  
Fresno County Office of Education**

**6:30 – 7:45**      **Downtown Revitalization**  
                         **Craig Scharton, Director  
Downtown & Community Revitalization Department**

**7:45 – 8:00**      **Break**

**7:45 – 9:20**      **Leadership**  
                         **Tom Jones, Owner  
WORx**

**9:20 – 9:30**      **Evaluations**

**Tuesday  
February 22  
5:30 – 6:30**      **Class 5  
Regional Economy, Issues, Opportunities & Solutions  
Unions**  
                         **Chuck Riojas, Business Agent and Registrar  
International Brotherhood of Electrical Workers**

**6:30 – 8:00**      **Immigration Issues**  
                         **Brian Poulsen, Retired, Resident Agent  
Fresno Agent, Department of Homeland Security  
Immigration & Custom Enforcement  
Manuel Cunha, President  
Nisei Farmers League**

**8:00 – 8:15**      **Break**

**8:15 – 9:20**      **Transportation**  
                         **Tony Boren, Executive Director  
Council of Fresno County Governments**

**9:20 – 9:30**      **Final Discussion and Evaluations**

**Thursday  
February 24  
5:30 – 6:15**      **Class 6  
Air, Water & Land Use  
Facilitated by Ryan Jacobsen  
Air Quality**  
                         **Rick McVaigh,  
San Joaquin Valley Air Pollution Control District**

**6:15 – 8:00**      **Water Quality, Storage and the Politics of It All**  
                         **Randy McFarland  
J Randall McFarland Communications  
Mario Santoyo  
Director and Technical Advisor  
California Latino Water Coalition**

**8:00 – 8:15**      **Break**

**8:15 – 9:00**            **Land Use**  
                              **Larry Fortune, Owner**  
                              **Fortune Associates**  
                              **Jeff Roberts, Vice President**  
                              **Granville Homes**

**9:00 – 9:20**            **Class Discussion**  
**9:20 – 9:30**            **Evaluations**

**Tuesday**  
**March 1**  
**5:30 – 7:00**

**Class 7**  
**Fundamentals of Communication**  
**Michelle Von Tersch, Director of Communications**  
**Community Regional Medical Center**  
**Cindy Suryan**  
**Former Television Anchor and Media Consultant**  
**Introduction to the media and using the media to your advantage**  
**Anatomy of a good interview**

- **Interview preparation techniques**
- **Building powerful answers**
- **Control techniques**

**7:00 – 7:15**            **The Power and Folly of Social Media**  
**7:15 – 7:30**            **Break**  
**7:30 – 9:00**            **Student Exercise – “In the Hot Seat” – Mock media interviews; critique**  
**9:00 – 9:20**            **Prep/Instruction for assignments**  
**9:20 – 9:30**            **Final Discussion and Evaluations**

**Thursday**  
**March 3**  
**5:30 – 7:15**

**Class 8**  
**Effective Communication**  
**Michelle Von Tersch, Director of Communications**  
**Community Regional Medical Center**  
**Cindy Suryan**  
**Media Consultant and Former Television Anchor**  
**Media mock interviews from assigned case studies**

**7:15 – 7:30**            **Break**  
**7:30 – 9:00**            **Presentation of 2-minute debate closing statements**  
**9:00 – 9:20**            **Wrap-up**  
**9:20 – 9:30**            **Evaluations**

**Tuesday**  
**March 8**  
**5:30 – 6:10**

**Class 9**  
**Media Night – Understanding the Media and How to Use**  
**Patty Hixson, Senior Vice President/General Manager**  
**Peak Broadcasting Fresno**  
**Skip Essick, Program and Operations Director**  
**Peak Broadcasting Fresno**

**6:10 – 6:50**            **Using Media in Campaigns**  
                              **Bud Elliott, News, K-Jewel 99.3 FM**  
                              **Former Anchor/Reporter KSEE TV**  
                              **Feleena Sutton, Morning Show, K-Jewel 99.3FM**

**6:50 – 7:05**            **Break**

**7:05 – 9:20**            **Fresno Bee**  
                              **Betsy Lumbye,**  
                              **Senior Vice President /Executive Director**  
                              **Fresno Bee**  
                              **Lisa Boyles, Associate Editor**  
                              **John Ellis, Political Reporter**  
                              **Fresno Bee**

- **Opinion Page vs. News**
- **Background Search**
- **Editorial Board**

**9:20 – 9:30**            **Final Discussion and Evaluations**

**Thursday**  
**March 10**  
**5:30 – 6:15**

**Class 10**  
**The Campaign**  
**Filing Your Papers, Requirements for Office, Deadlines,**  
**Petitions vs. Paying**  
**Victor Salazar**  
**County Clerk/Registrar of Voters, Fresno County**

**6:15 – 7:00**            **Accounting and Compliance**  
                              **Richard Egan, Owner**  
                              **DirectFile**

**7:00 – 7:15**            **Break**

**7:15 – 9:20**            **The Campaign – Where Do You Start?**

- **Making the Decision to Run**
- **Campaign Consultant vs. Campaign Manager vs. Ground Staff**
- **Timeline – The Life of the Campaign**
- **Budget**
- **People Power**

**Joan Conway, Owner**  
**Joan Conway & Associates**

**9:20 – 9:30**            **Campaign Management, Fundraising & Public Relations**  
**Final Discussion and Evaluations**

**Tuesday**  
**March 15**  
**5:30 – 7:00**

**Class 11**  
**The Campaign – Part 2**  
**Campaign Strategy: Hiring a Consultant, Defining Negative**  
**Campaigning and Campaign Material**  
**Tim Orman**

**7:00 – 7:15**            **Break**

**7:15 – 9:20**            **View of the Political Scene –**  
                              **Phoebe Wall Howard, Howard Consulting**  
                              **Media Specialist, Former Newspaper Reporter**

**Michael Der Manouel, Jr., Owner**

**Der Manouel Insurance Group**

**Leader in Local, State & National Republican politics**

**9:20 – 9:30**

**Final Discussion and Evaluations**

**Thursday**

**March 17**

**5:30 – 6:45**

**Class 12**

**The Campaign – Part 3**

**The Necessity of Negative Campaigning?**

**Tal Cloud, Owner, Paper Pulp & Film**

**Republican Political Operative**

**Former Congressional Candidate**

**6:45 – 7:45**

**The Media's Mission...Why the Media Does the Things it Does**

**Bill McEwen**

**7:45 – 8:00**

**Break**

**8:00 – 9:20**

**The Difference Between Winning and Losing Campaigns**

**Julie Griffiths, Republican Political Consultant**

**9:20 – 9:30**

**Final Discussion and Evaluations**

**Tuesday**

**March 22**

**5:30 – 6:15**

**6:15 – 7:00**

**Class 13**

**The Campaign – Part 3**

**Owning Your Campaign, What it is Like to Run**

**TBD**

**What It is Like to Run – The Good The Bad and The Ugly**

**Lee Brand, District 6**

**Fresno City Councilmember**

**Andreas Borgeas, District 2**

**Fresno City Councilmember**

**7:00 – 7:15**

**Break**

**7:15 – 9:20**

**Point/Counterpoint Presentations**

**9:20 – 9:30**

**Final Discussion and Evaluations**

**Thursday**

**March 24**

**5:30 – 6:30**

**Class 14**

**The Campaign – Part 4**

**Making the Decision to Run and Your Campaign Plan**

**Making the Decision to Run**

**Stan Oken, Past Chair**

**Fresno County Board of Supervisors**

**San Joaquin Political Academy**

**6:30 – 7:30**

**Joan Conway - Your Campaign Plan**

**7:30 – 7:45**

**Break**

**7:45 – 9:20**

**Joan Conway - Your Campaign Plan**

**9:20 – 9:30**

**Evaluations**

<b>Tuesday</b>	<b>Class 15</b>
<b>March 29</b>	<b>The Role/Challenges for the Spouse or Significant Other Campaign Plans and Final Thoughts</b>
<b>5:30 – 6:00</b>	<b>The Role of the Spouse or Significant Other Anna Borgeas, CFO Greater Fresno Area Chamber of Commerce</b>
<b>6:00 – 8:00</b>	<b>Class Debate Facilitated by Joan Conway and Gary Janzen</b>
<b>8:00 – 8:15</b>	<b>Break</b>
<b>8:15 – 8:45</b>	<b>Feedback from Class</b>
<b>8:45 – 9:20</b>	<b>Announcement of Class Speaker</b>
<b>9:20 – 9:30</b>	<b>Final Evaluations</b>
<b>March 31</b>	<b>Graduation</b>
<b>6pm</b>	<b>The Downtown Club</b>