

USC Price

Sol Price School of Public Policy
Executive Education Forum



JOIN THE NETWORK

USC Price EXED Forum for Local Leaders

Join renowned industry experts and USC Price Faculty to bridge the gap between theoretical learning and real-life experience, the key topics covered during the program will include the following:

- Ethical Decision Making
- Opioid Crisis
- Collaborative Negotiation
- Demography
- AB 1234 and MCLE Training
- Causes, Consequences and Solutions for the Addiction Crisis



Program:
Friday, October 25th-Saturday, October 26th
8:15AM-5:15PM

Networking Reception:
Friday, October 25th
5:30PM

Program Fee: \$495.00

Register Now @ <https://sites.usc.edu/exedforum/application/>

The EXED Forum for Local Leaders Program is designed to give elected and appointed officials a firm substantive grounding on important policy issues facing decision-makers. Typically taught in a series of modules over two days, the program's goal is to help officials make smarter decisions by using information presented in a rich local context.

USC Price EXED Forum offers you an amazing opportunity to connect and collaborate with other elected and appointed officials. You will have access to an incredible array of opportunities: lunchtime forums with visiting industry experts, networking events, and discussions with leading faculty researchers in their respected fields.

You will return to your cities and organizations prepared to lead with greater vision, drive meaningful change to move your communities forward and empower your colleagues to devise policies that make societies and communities worldwide better places for all.

Course Participants will:

- Apply cutting edge research to the practice
- Explore current policy and administration topics
- Improve leadership skills through ethics
- Enhance good decision making
- Earn a Certificate of Completion from USC

Sol Price School of Public Policy
University of Southern California

This is to certify that

has completed

Executive Education in Public Policy

October 25 and 26, 2019



Schedule of Presentations

Friday, October 25th-Saturday, October 26th, 2019

USC Campus

Friday, October 25th, 2019

8:15AM-9:00AM

Registration and Breakfast

9:00AM-9:10AM

Welcome

Frank Zerunyan, J.D.

Professor of the Practice of Governance

Director of Executive Education, The Bedrosian Center on Governance

9:10AM-12:15PM

Sound Ethical Decision Making Across Disciplines

Ali E. Abbas, Ph.D.

Professor of Industrial and Systems Engineering and Public Policy

Director, Neely Center for Ethical Leadership and

Decision Making (DECIDE)

Course Description and Learning Objectives:

Through a plenary seminar, small group discussions, table-top exercises, and role plays, participating Local Leaders will develop new knowledge, skills, and abilities in the realm of emergency management for municipal and county governments.

Learning Objectives:

At the conclusion of this session, participants will be able to:

- Articulate emergency management principles for local government leaders.
- Anticipate legal and regulatory considerations governing local emergency planning and response.
- Search for resources to support local emergency preparedness programs.
- Understand how local governments can meet state and federal homeland security mandates within FEMA's National Incident Management System (NIMS) and California's Standardized Emergency Management System (SEMS).

12:15PM-12:45PM

Lunch

12:45PM-2:00PM

Lunch Forum:

AB 1234 and MCLE Training

Rachel H. Richman

Partner

BURKE, WILLIAMS & SORENSEN, LLP

Ethics training- Are you in Compliance? Under AB 1234 all local elected government officials are required to receive 2 hours of Ethics Training. This training will cover the required topics including the intersection of law and ethics as a local official. Two hours of MCLE credits will also be available.

2:00PM-5:15PM

“Newgotiation”: The Art of Collaborative Negotiation

Frank Zerunyan, J.D.

Professor of the Practice of Governance

Director of Executive Education

Course Description and Learning Objectives:

This course addresses complex group decision challenges across the public sector, nonprofit organizations, and private industry to better achieve broad-based policy consensus that can lay the foundation for more effective negotiations for policymaking and implementation. Throughout the negotiation process there are moments of reflection alternating with moments of action, allowing each participant to craft a path to a meaningful win/win. The purpose of the course is to understand the theory and master the tools and techniques that facilitate a multi-stakeholder dialogue process, which we call Newgotiation. This is based on our book “Newgotiation for Public Leaders,” which uses a recognized public administration framework of collaboration and collaborative governance to achieve better results. Our methodology is all about identifying potential problems, crafting solutions and structuring value creation and value distribution based on organizational or individual priorities. To develop your skills as a modern Newgotiator. To solve public disputes with a consensus building approach, mapping the different interests and finding a mutually acceptable solution. Increase effectiveness in opening channels of dialogue and strengthen interpersonal communication skills. Master the techniques and art of negotiation and consensus building, including how to structure and manage the negotiation process and how to engage in mutual gains negotiations with governments, departments or others.

5:30PM-7:00PM

Networking Reception

Saturday, October 26th, 2019

8:15AM-9:00AM

Breakfast

9:00AM-12:15PM

Causes, Consequences, and Solutions for the Addiction Crisis

Adam Leventhal, Ph.D.

Director, USC Institute for Addiction Science

and Health, Emotion, & Addiction Laboratory

Professor of Preventive Medicine and Psychology

USC Norris Comprehensive Cancer Center

Keck School of Medicine

Cancer, cardiovascular disease, sexually transmitted infections, mental illness, crime, unplanned pregnancy, and poverty. These and many other societal problems are each associated with addictions. The current national addiction crisis may be increasing, with the proliferation of new types of tobacco products (e.g., electronic cigarettes), commercialization of the cannabis industry, and an emergent opioid epidemic. Beyond substance use, addiction to digital media is interfering with the mindfulness and social connectedness of our society. This session focuses on the causes, health and social consequences, and plausible policy solutions for the addiction crisis in California and beyond. The latest evidence on four interrelated addiction problems will be reviewed, with a particular focus on relevance to youth: (1) e-cigarettes, (2) cannabis, (3) opioids, and (4) excessive digital media use. The impact of national and local regulations and public health campaigns on these problems will be addressed, with an eye toward future policy changes that may be most effective in reducing the prevalence and adverse consequences of addiction in the population.

12:15PM-12:45PM

Lunch

12:45PM-2:00PM

Lunch Forum:

Opioid Crisis



2:00PM-5:15PM

Is Demography Political Destiny? Population Change and California's Future Electorate

Mindy Romero, Ph.D.

Director, California Civic Engagement Project

Through lecture and class discussion, this session will explore the question of how demographic change has and will impact California's political landscape. Learning from California's experiences can help expand understanding of what to expect, politically, from future demographic changes in the U.S. overall, and how California itself will impact U.S. electoral results. This session will also explore how recent election reforms, including automatic voter registration and the Voter's Choice Act, will likely impact voter turnout in the upcoming 2020 elections and beyond.

This session will explore the following questions:

1. Who will be California's future eligible voters?
2. How will changes in California's regional population affect the local political strength of underrepresented groups, particularly for Latinos?
3. Which election reforms will most impact California's political landscape?

At the conclusion of this session, participants will have a better understanding of the changing demographic make-up of the U.S. and California, and both the opportunities and challenges these changes will bring to electoral and political mobilization, especially for state's Latino population.

Presenter Profiles



Ali E. Abbas, Ph.D.

Dr. Ali E. Abbas is Professor of Industrial and Systems Engineering and Public Policy, a joint appointment between the USC Viterbi School of Engineering and the USC Price School of Public Policy. He serves as the Director of the USC Neely Center for Ethical Leadership and Decision Making (DECIDE), and previously directed the USC Center for Risk and Economic Analysis of Terrorism Events (CREATE).

Before joining USC, Dr. Abbas was the Art Davis Faculty Scholar in the Department of Industrial and Enterprise Systems Engineering, College of Engineering, University of Illinois at Urbana-Champaign. Prior to his time at the University of Illinois, Dr. Abbas was a lecturer in the Department of Management Science and Engineering, Stanford University, where he also earned his Ph.D. in Management Science and Engineering, Ph.D. minor in Electrical Engineering, M.S. in Engineering Economic Systems and Operations Research, and M.S. in Electrical Engineering.

The recipient of multiple awards from the National Science Foundation for his work, Dr. Abbas' research focuses on decision analysis, risk analysis, multiattribute utility theory, and data-based decision making. He is widely published in books, journals, and conference publications, and has shared his expertise through television appearances, TEDx and other invited talks.

Dr. Abbas regularly teaches courses on decision analysis, and has taught numerous executive education courses at a variety of institutions, such as Stanford University, BP, Southern California Edison and numerous other institutions.

In addition to his academic career, Dr. Abbas is founder, president, and CEO of Ahoona Corp, a decision making social network that has several thousand users around the world. He has been on the Advisory Boards of Hedgestreet Inc., a binary futures exchange, and is a board member of the Decision Education Foundation, a volunteer nonprofit organization that empowers youth to make better decisions about their lives. Dr. Abbas also has extensive consulting and management experience.



Adam Leventhal, Ph.D.

Adam Leventhal, Ph.D., Professor at the University of Southern California Keck School of Medicine, is a clinical psychologist and public health scientist. He is Founding Director of the USC Institute for Addiction Science (USC-IAS; ias.usc.edu), a university-wide initiative that supports transdisciplinary science and education for a network of 50+ faculty members across 8 schools and 16 departments at USC. Having been awarded more than \$40M in grant funding from the National Institutes of Health and other agencies, Dr. Leventhal's current areas of research are: (1) adolescent and young adult use of tobacco, cannabis,

and opioids; (2) the co-occurrence of addiction and mental illness; (3) the development of new medications to treat nicotine addiction; (4) science to inform public policies for regulating tobacco and other consumer products; and (5) cancer and cardiovascular disease prevention.. Dr. Leventhal has authored over 200 peer-reviewed scientific articles, including publications in JAMA, New England Journal of Medicine, and other journals. His work has been covered by the Associated Press, NBC Nightly

News, New York Times, and other media outlets. Dr. Leventhal is active in policy arenas, having served on expert panels on the health effects of e-cigarettes and tobacco products for the National Academy of Sciences, Engineering, and Medicine and the US Surgeon General. He is an elected fellow of the American Academy of Health Behavior and American Psychological Association and recipient of seven awards for career contributions to science and mentoring. His personal interests include running, playing guitar, watching football, and spending time with friends and family.



Rachel H. Richman, Partner

Rachel has proudly provided contract city attorney and general counsel services to public agencies throughout California for nearly 20 years.

Rachel is the City Attorney for the City of Delano and General Counsel to the Successor Agency of the Delano Redevelopment Agency. She is City Attorney for the City Rosemead and Commission Counsel to the Successor Agency of the Rosemead Community Development Commission. Rachel is also Assistant City Attorney for the City of Alhambra, Assistant General Counsel to the Successor Agency to the Alhambra Redevelopment Agency; and Assistant City Attorney for the City of Santa Clarita. She is the former City Attorney to the City of Arvin

(2008-2013), and former Legal Counsel to the Santa Clarita Manufactured Home Rent Control Panel (2006-2017).

Rachel has extensive experience providing legal and practical advice to city councils, agency boards, city managers, department heads, and staff on a broad range of issues including planning and zoning, CEQA, conflicts of interest, open meeting laws, public contracting, prevailing wages, public records, first amendment issues, code enforcement, elections, ADA and mobile home regulations. She drafts opinions, ordinances, resolutions, and negotiates and drafts agreements. She attends as legal counsel, city council meetings, planning commission meetings, and mobile home rent control panel meetings. Rachel is experienced working on behalf of cities with developers on commercial, residential, and mixed use projects. She has negotiated and drafted development agreements, exclusive negotiating agreements, owner participation and disposition and development agreements, and affordable housing agreements. She has worked on general plan updates, specific plans and amendments, first time home buyer agreements, façade improvement agreements, and reviewing and advising on CEQA documents. Rachel handles various aspects of labor and employment matters. These matters include responding to DFEH complaints, discipline and grievance matters, drafting personnel policies and working with the city's team for labor negotiations.

Rachel regularly handles issues related to public works construction projects, including development of notices inviting bids, to reviewing bids and recommendation of award, she has dealt with challenges to the low bidder as well as advising on dealing with construction delays, stop notices, liquidated damages issues and prevailing wage issues.

Rachel also has experience in eminent domain on behalf of cities, agencies, and for the Alameda Corridor-East Construction Authority involving pre-condemnation activities, initiation of condemnation actions, and drafting and negotiating settlement agreements. She is also cognizant of the public concerns that exist with the use of eminent domain.

Rachel provides training on ethics, municipal governance ADA inclusion requirements and transparency laws to firm clients as well as providing presentations at various municipal conferences. Rachel was Chair of the League's FPPC Committee from 2016-2018.



Mindy Romero, Ph.D.

Mindy is a Research Assistant Professor and the founder and director of the California Civic Engagement Project (CCEP) at the University of Southern California's Sol Price School of Public Policy in Sacramento. Romero is a political sociologist and holds a Ph.D. in Sociology from the University of California, Davis. Her research focuses on political behavior and race/ethnicity, and seeks to explain patterns of voting and political underrepresentation, particularly among youth and communities of color in California and the U.S.

Romero has been invited to speak about civic engagement and political rights in numerous venues, testifying before the National Commission on Voting Rights and the California Legislature, among others. Her research has been cited in major news outlets, including *The New York Times*, *Washington Post*, *Los Angeles Times*, *Sacramento Bee*, *Politico* and the *Huffington Post*. She has also been a frequent guest on National Public Radio, Capital Public Radio, and several other NPR-affiliated stations in California. She is a regular op-ed contributor to the *Sacramento Bee*.

Romero works with a wide array of policymakers, elected officials, voter education groups and community advocates to strengthen political participation and representation. She is currently a member of the Public Policy Institute Statewide Survey Advisory Committee, President of the Board of California Common Cause, and former Vice-Chair of the Social Services Commission for the City of Davis.



Frank Vram Zerunyan, JD

Frank Vram Zerunyan, JD is a Professor of the Practice of Governance at the Sol Price School of Public Policy and Director of Executive Education at USC Price Bedrosian Center on Governance and The Neely Center for Ethical Leadership and Decision Making, an Interdisciplinary Center USC Marshall USC Viterbi and USC Price (DECIDE), as well as Director of ROTC Programs. His key areas of expertise include Local Governments, Public Private Partnerships, Civic and Ethical Leadership, Land Use, Regulation, Negotiation and Executive Education. He teaches graduate courses on

Intersectoral Leadership (Collaborative Governance), Business and Public Policy, International Issues in Public Policy, Negotiation, Place Institutions and Governance as well as International Laboratory. Frank also lectures locally and globally to build capacity and foster leadership among public executives worldwide. In his capacity as an honorary instructor colonel in the Armenian Army and Air Force, he lectures, coaches and advises on academic affairs at the Vazgen Sargsyan Military University in Armenia. For his influential work over the past five years in Armenia, he was awarded LL.D. Doctor of Laws – Honoris Causa by the Public Administration Academy of the Republic of Armenia.

Frank is a three term Mayor and still serving Council member in the City of Rolling Hills Estates, California. In his role as a public official, after serving as Chair of the Planning Commission in Rolling Hills Estates, Frank was elected to the City Council in 2003 and re-elected in 2007, 2011 and 2015. He previously served and continues to serve on various regional public boards, including law enforcement, sanitation, technology and transit. He has chaired and continues to chair select city government

committees in Rolling Hills Estates. Frank's public service on various local government policy committees extends statewide with the California League of Cities, California Contract Cities Association and Southern California Association of Governments. In 2008, Frank was elected and assumed a leadership role as the 52nd President of California Contracts Cities Association, the second largest municipal organization in the state of California with approximately 70-member cities and 7 million residents. As a gubernatorial appointee under Governor Schwarzenegger, Frank was a state regulator serving on the Medical Board of California in the Department of Consumer Affairs. He was elected by the Board to serve as its Vice President. After five years of service on the Medical Board, Frank's term expired in June of 2011. His responsibilities on the Medical Board included the promulgation of regulation, professional discipline and the sixty million plus budget of the Medical Board.

In January of 2013, Frank was appointed to an ad hoc experts committee on capacity building in public administration at the United Nations Division for Public Administration and Development Management in the Department of Economic and Social Affairs. In that capacity, he lectures and conducts capacity building seminars at UN headquarters in New York as well as at UN Forums around the world. As part of his global academic service focused on governance, Frank was appointed to the Editorial Council of the Public Administration Scientific Journal for the Republic Armenia.

Frank has more than 30 years of comprehensive and multi-sectorial experience as a lawyer, judge pro tem, author, consultant, director, board member, professor and public servant. Frank has been honored as one of Southern California Magazine's Super Lawyers since 2004, The Legal Network's Top Lawyers in California, Marquis' Who's Who in America and American Law and Government institutions like the California Assembly, the California Senate, the County of Los Angeles and various city governments for his leadership in the public sector. In the not for profit sector, Frank chaired the Daniel Freeman Hospitals Foundation in 2001-02 and oversaw the successful distribution of \$8 million in gifts. He has acted as a policy advisor and counsel to the Armenian National Committee of America in Washington DC. Frank also served as chairman of the Board of Governors of the worldwide Armenian Bar Association. As a lawyer, he is licensed to practice law in California, District of Columbia (inactive), Courts of International Trade, Federal Courts in the 9th Circuit, and the Supreme Court of the United States of America.

Frank earned his Doctor of Jurisprudence (Doctor of Laws) degree from Western State University College of Law and his Bachelor of Arts degree from California State University Long Beach. He also completed his advanced legal studies in Corporate Taxation at the University of Southern California Law Center (USC Gould). He is a graduate of California League of Cities' Civic Leadership Institute, an educational forum for the state's rising leaders.