



The Maddy Institute

The San Joaquin Valley – Inspiring Public Leadership



Inspiring Public Leadership

2022-23 IMPACT REPORT



“ONE OF THE THINGS WE WANT TO DO IS INFLUENCE YOUNG PEOPLE TO GET INVOLVED IN POLITICS. THE INSTITUTE SHOULD TEACH STUDENTS ABOUT THE COMPLEXITY OF A DEMOCRACY AT WORK AND THE PASSIONATE ISSUES THAT MOTIVATE CONSTITUENTS AND THEIR ELECTED REPRESENTATIVES.”

SENATOR KEN MADDY





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LETTER FROM: **EXECUTIVE DIRECTOR MARK KEPPLER**

Throughout our history, The Kenneth L. Maddy Institute has strived to serve the San Joaquin Valley as a trusted, nonpartisan public policy and public affairs institute in honor of Senator Ken Maddy's devotion to our Valley.

Since 2019, Fresno State has been joined in that effort by California State University, Bakersfield, Stanislaus State, and University of California, Merced to create a partnership of our Valley's four public universities to better serve the region. This Valley-wide partnership has allowed us to expand opportunities to Valley students to develop their public leadership skills, as well as to more comprehensively address issues impacting our Valley via an extensive public affairs programming.

During the 2022-2023 year we:

- Increased legislative intern scholarships for deserving Valley students in local, state, and federal offices in the Valley, Sacramento, and Washington, DC.
- Produced more *Maddy Report* TV and radio shows than ever before (while maintaining our first place rating in its time slots).
- Transformed our second annual *Associate Student Leadership Conference* with student government leaders from our four partner Universities by emphasizing the importance of shared advocacy on issues impacting our Valley.
- Resumed hosting in-person events, including a debate between the candidates for California's 27th Assembly District, a first-of-its-kind *Future of Agriculture Summit* with an audience of over 700 attendees to discuss the future of agriculture in a changing climate, and our *Ninth Annual Sacramento Event* highlighting the efforts of the bi-partisan California Problem Solvers Caucus.

As we emerged from the pandemic, we have also focused our efforts on strengthening our four University collaborative. To that end, The Maddy Institute Board of Directors, the Presidents of our three CSU campuses, the Chancellor at UC Merced, and our staff have developed a new strategic plan to become an even stronger and more impactful organization.

In sum, as you read this report you will see that there are a lot of people—remarkable educational, government, business, and community leaders, a dedicated staff, and generous donors—who have come together in common cause to serve this great region. Their efforts help us continue to encourage and inspire public leadership in the respectful, fact-driven, problem-solving, and consensus-building approach that was the hallmark of Sen. Maddy's 28 years in the California Legislature.



Mark Keppler
Executive Director





LETTER FROM: **BOARD CHAIR MELISSA FRANK**

As the premier nonpartisan public policy institute in the San Joaquin Valley, The Maddy Institute has continuously upheld its commitment to fostering the political environment of this region. Through policy analysis, civic engagement, and leadership training, the Institute has effectively engaged, prepared, and inspired an entire generation of leaders, many of whom continue to serve our Valley years after their internships have ended.

As a Maddy alumna, I can personally testify to the profound impact the Institute’s various programs have on Valley students. While working in Sacramento as a Maddy Legislative Intern Scholar, I saw firsthand the inner workings of state government and was able to more clearly envision my professional future in government relations. Not only was it a career-shaping opportunity that gave me the perspective that continues to inform my work, it also resulted in personal and professional relationships that have only deepened over the last two decades.

As we look to the future, the Central Valley appears to be at a critical inflection point. What Valley will we leave to future generations? Arriving at the right solutions will require a well-informed electorate and leaders who not only base their decisions on facts, but work to develop consensus—much like Sen. Maddy did during his 28 years in the California Legislature. Our legislative scholar internships and our various public affairs programs foster that approach to public policy.

On behalf of our colleagues on the Board, we thank you for your continued support as we encourage thoughtful policy discussions and effective public leadership throughout California’s great Central Valley.



Melissa Frank
Chair of the Board



INTRODUCTION

The Kenneth L. Maddy Institute was established in 1999 to honor the legacy of one of California's most effective legislative leaders and carry on the Maddy principles of approachability, respect, and trustworthiness with the current and future leaders of our region.

In 2019, The Maddy Institute created a partnership with the San Joaquin Valley's four public universities (California State University Bakersfield, Fresno, and Stanislaus, as well as the University of California, Merced) to advance public understanding of public policy issues impacting the Valley and support student development in leadership roles.

Our Mission

To help prepare current and future Valley leaders, inspire citizen participation, elevate government performance, provide non-partisan analysis and assist in providing solutions for public policy issues important to the region, state, and nation.

Our Objectives

- To provide a non-partisan venue for the thoughtful discussions on important public policy issues facing the San Joaquin Valley, California and the Nation.
- To increase participation in the democratic process.
- To help prepare the next generation of civic-minded business, non-profit, and government leaders.
- To improve the engagement, efficiency and effectiveness of government.

The Institute's work is focused in three key areas: Government Leadership, Policy Analysis, and Citizen Participation.



OUR PROGRAMS & ACTIVITIES:

VALLEY ASSOCIATED STUDENTS LEADERSHIP CONFERENCE

Featuring:

Fresno State ASI

Stanislaus State
ASI

CSUB ASI

ASUCM

On October 1, 2022, the Institute hosted the second annual Associate Student Leadership Conference via Zoom with student government leaders from the Valley's four public Universities. Through breakout sessions, current student government leaders had the opportunity to engage in insightful discussion on matters impacting the Universities' student body and connect with their Valley colleagues to discuss efforts to address those matters.

Keynote speakers Cori Lucero, Executive Director, Government Relations and Deputy Chief of Staff at UC Merced and Aaron Wan, Public Affairs Specialist at CSUB led the discussion of the importance of shared advocacy on issues impacting the respective Universities and prepared them to pinpoint these issues to go about advocating change on their campuses.



Cori Lucero



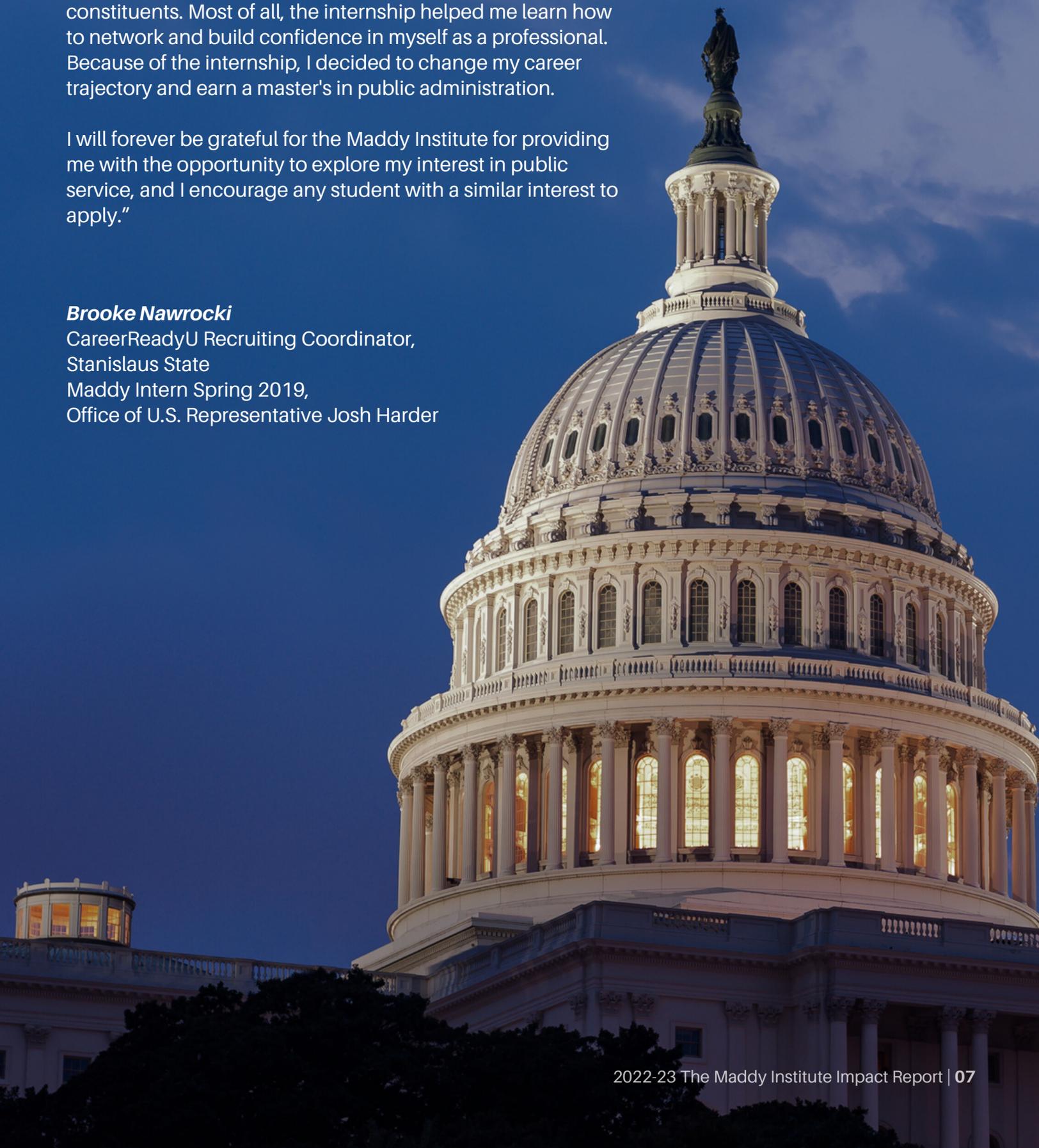
Aaron Wan

“The Maddy Internship helped take me out of my comfort zone and explore my interest in public service. During my time in Congressman Harder's office, I had the opportunity to attend community events, learn about the public policy process, and assist the casework manager in helping constituents. Most of all, the internship helped me learn how to network and build confidence in myself as a professional. Because of the internship, I decided to change my career trajectory and earn a master's in public administration.

I will forever be grateful for the Maddy Institute for providing me with the opportunity to explore my interest in public service, and I encourage any student with a similar interest to apply.”

Brooke Nawrocki

CareerReadyU Recruiting Coordinator,
Stanislaus State
Maddy Intern Spring 2019,
Office of U.S. Representative Josh Harder



OUR PROGRAMS & ACTIVITIES:

LEGISLATIVE INTERN SCHOLAR PROGRAM

109

Applications

30

Intern Scholars

\$92,850

Scholarships



The *Maddy Legislative Intern Scholar Program* provides students with the opportunity to develop public leadership skills while gaining practical knowledge of the daily government operations and the political process. Maddy Legislative Interns learn and support regional legislative offices in the San Joaquin Valley each semester as well as Sacramento, and Washington, D.C. over the summer.

Our Programs:

- *Jim Costa Washington, D.C. Legislative Intern Scholar Program*
- *Bob Beverly Sacramento Legislative Intern Scholar Program*
- *Valley Legislative Intern Scholar Program*

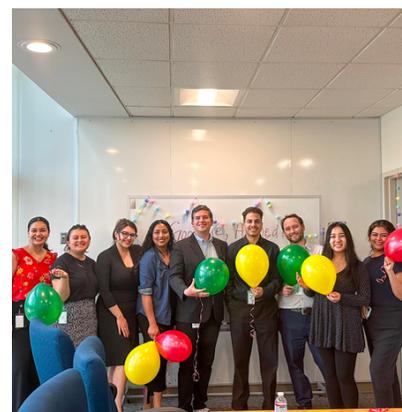


Participating offices during 2022-2023:

- U.S. Senator Alex Padilla
- U.S. Representative Jim Costa
- U.S. Representative Josh Harder
- U.S. Representative David Valadao
- Governor Gavin Newsom
- Assemblymember Juan Alanis
- Assemblymember Joaquin Arambula
- Assemblymember Devon Mathis
- Assemblymember Esmeralda Soria
- State Senator Melissa Hurtado
- Fresno City Council
- City of Merced
- Kern County Board of Supervisors
- Stanislaus County Board of Supervisors



The Maddy Institute has provided over **450** legislative intern scholarships to students from throughout the San Joaquin Valley. Maddy Institute alumni are now not only in elected office at the State and local level, but they also work in a variety of political offices, businesses and non-profit organizations in the Valley.



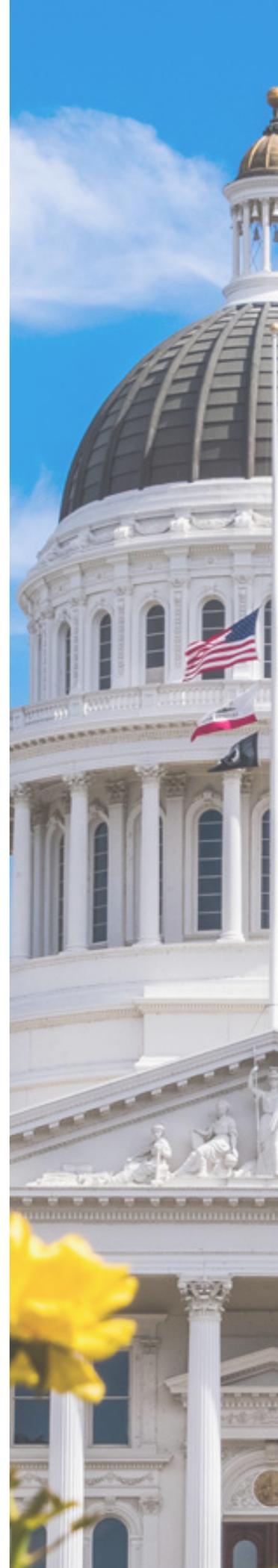
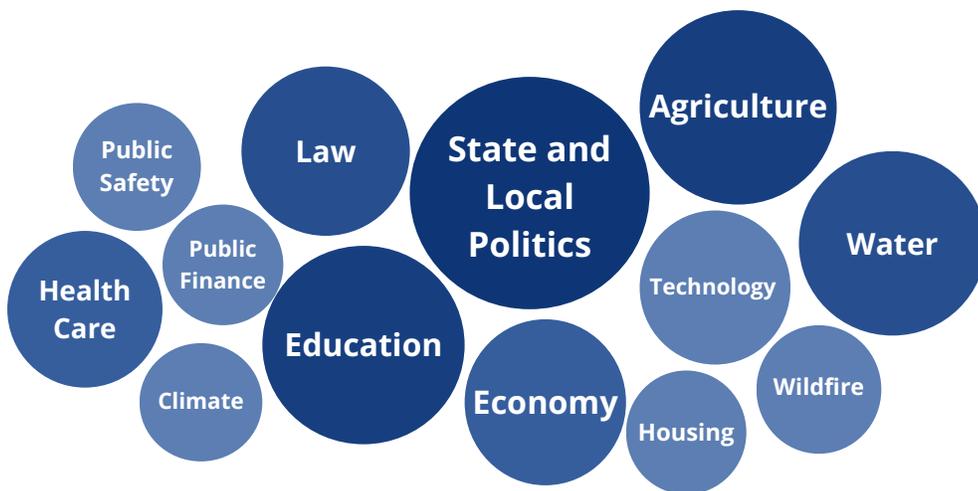
OUR PROGRAMS & ACTIVITIES:

THE MADDY REPORT (TV) AND MADDY REPORT - VALLEY VIEWS (RADIO/PODCAST)

The Maddy Report is a weekly half-hour public affairs television program that airs every Sunday at 10 am PT on ABC30, featuring interviews with notable public policy leaders and experts on important issues affecting California and the San Joaquin Valley. *The Maddy Report* stands out by providing fact-based information from non-partisan experts on topics ranging from agriculture and water policy. Some of the guests featured in our 2022-23 Season 12 shows include John Howard (editor, Capitol Weekly), Dan Walters (columnist, CalMatters), Pedro Nava, and Ellen Hanak, among others. On average, *The Maddy Report* has a weekly viewership of 28,309 and consistently ranks as the top rated program in its time slot. The programs are also available on YouTube and Community Media Access Collaborative (CMAC).

The Maddy Report - Valley Views Edition is a weekly hour-long public affairs radio program and podcast that airs every Sunday on Newstalk 580/105.9 KMJ, featuring local stories impacting the San Joaquin Valley. While local issues may be overlooked, *Valley Views* takes a step back and shines a light on how state and federal policies impact the Valley. The program has an average of 6,500 listeners per week and consistently ranks as the top-rated program in its time slot.

To see a full list of shows or watch our latest TV and radio show, visit our website at <https://maddyinstitute.com/policy-analysis/>.



OUR PROGRAMS & ACTIVITIES:

MADDY ASSOCIATE EVENTS

By bringing together a diverse array of distinguished state and national speakers to discuss topics of importance to our region, community members are exposed to a greater diversity of thought. The effectiveness of the activity is exhibited by the conversation that occurs at these meetings, as well as the impact it has on the development of public policy initiatives that benefit the region.

Webinars organized in 2022-23:

- "California's Most Influential Unelected Leaders"
- "Improving California's Water Markets"
- "The Future of California Agriculture & Food Systems"
- "California Politics: A Look Back at 2022 and A Look Forward to 2023"
- "From Chief Justice to Think Tank CEO: A Conversation with a Public Policy Influencer"
- "U.S. Supreme Court: Breaking Precedence?"
- "California Politics: A Business Perspective"



John Howard
Editor, Capitol Weekly



Ellen Hanak
VP and Director, PPIC
Water Policy Center



Anastasia Telesetsky
Professor, Cal Poly, SLO



Dan Walters
Columnist, CalMatters



Laurel Rosenhall
Sacramento Bureau Chief,
Los Angeles Times



Tani Cantil-Sakauy
President and CEO, PPIC



Aaron Tang
Professor of Law, UC
Davis



Jennifer Barrera
President and CEO, CA
Chamber of Commerce

OUR PROGRAMS & ACTIVITIES:

THE MADDY DAILY

The Maddy Daily is a daily news aggregator that chronicles politics and policy in the San Joaquin Valley, Monday through Friday. Articles are collected from various sources in order to present key facts and various viewpoints. *The Daily* continues to be one of our most far-reaching programs with almost 10,000 subscribers.

News Categories:

- North San Joaquin Valley
- Central San Joaquin Valley
- South San Joaquin Valley
- California
- National
- Agriculture
- Economy
- Education
- Environment
- Health
- Housing
- Public Finance
- Public Safety
- Technology
- Transportation
- Water

9,404
Subscribers

16
Categories

26,000
~ Articles Shared





OUR PROGRAMS & ACTIVITIES: **CALIFORNIA ASSEMBLY ELECTION DEBATE**

On October 17, 2022, The Maddy Institute hosted an election debate, between the candidates for California's 27th Assembly District, Republican Mark Pazin and Democrat Esmeralda Soria, at University of California, Merced. UC Merced Chancellor Juan Sánchez Muñoz opened with some welcoming remarks. Executive Director Mark Keppler moderated the event.

Debates are vital to our democracy. They offer a unique opportunity to not only hear from the candidates regarding their positions on issues of local importance, but gain a better understanding of how they analyze those issues.

The video recording of the event can be found on our Youtube Channel.



"WE NEED TO
FOCUS ON
PRODUCERS AND
WHAT'S
SUSTAINABLE
FOR THEM."

DR. JENNIFER PETT-RIDGE
SENIOR SCIENTIST,
LAWRENCE LIVERMORE
NATIONAL LAB

FARMING
CARBON
Local and Natio
Opportunities

JENNIFER PETT-RIDGE



OUR PROGRAMS & ACTIVITIES: *THE FUTURE OF AGRICULTURE IN CALIFORNIA*

On March 30, 2023 the Institute, in partnership with Climate Now and the Livermore Lab Foundation, hosted a first-of-its-kind summit focused on *The Future of Agriculture in California* at California State University, Fresno.

Over 700 in-person and virtual attendees joined the summit. Keynote speakers included Secretary of the California Department of Food and Agriculture (CDFA) Karen Ross and Senior Staff Scientist and Group Leader at Lawrence Livermore National Lab (LLNL) Jennifer Pett-Ridge. They were joined by an impressive roster of leaders in agriculture and researchers for insightful panel discussions regarding the future of agriculture in the San Joaquin Valley.

The summit provided an opportunity for community and agricultural leaders, policymakers, and university faculty to explore the challenges, opportunities, and technologies available to agriculture in addressing the demands of a changing climate.

The video recording of the event can be found on Climate Now's Youtube Channel.



A PARTNERSHIP OF THE VALLEY'S PUBLIC UNIVERSITIES...

"to advance public understanding of public policy issues impacting the San Joaquin Valley, as well as support the development of student skills and experience to help develop the next generation of government and civic leaders in the California's eight county (Kern, Kings, Tulare, Fresno, Madera, Stanislaus, Merced and San Joaquin Counties) San Joaquin Valley."

From Memorandum of Understanding signed by Fresno State President Saúl Jiménez-Sandoval, Stanislaus State President Ellen Junn, CSUB President Lynnette Zelezney and UC Merced Chancellor Juan Sánchez Muñoz (pictured below from left to right)

CSU Bakersfield

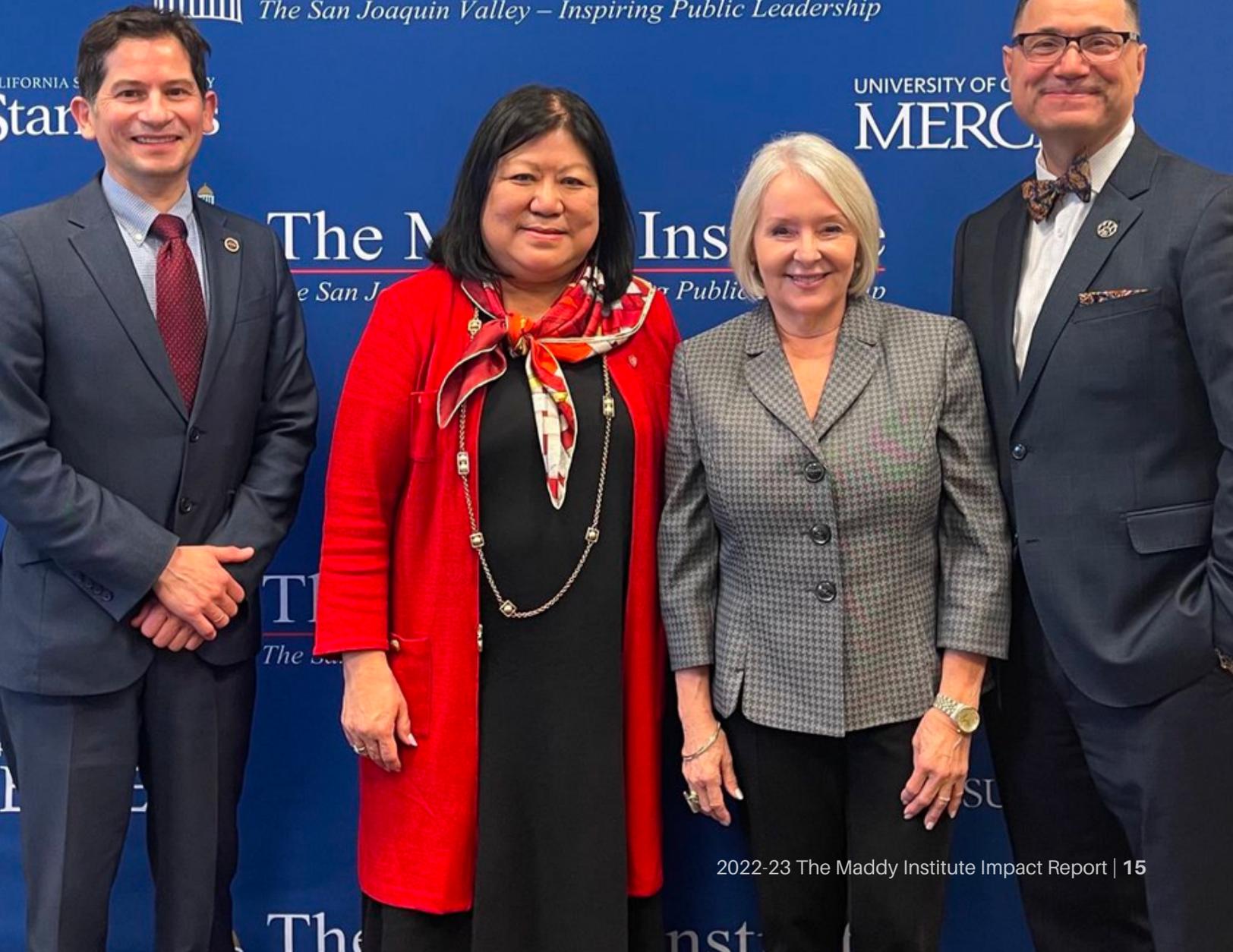
FRESNO STATE
Discovery. Diversity. Distinction.



The Maddy Institute
The San Joaquin Valley – Inspiring Public Leadership

CALIFORNIA STATE UNIVERSITY
Stanislaus

UNIVERSITY OF CALIFORNIA
MERCED



OUR PROGRAMS & ACTIVITIES:

STRATEGIC PLANNING SESSION: ENHANCING OUR VALLEY UNIVERSITY PARTNERSHIP

On February 6 and 7, Fresno State President Saúl Jiménez-Sandoval hosted UC Merced Chancellor Juan Sánchez Muñoz, CSU Stanislaus President Ellen Junn and CSU Bakersfield President Lynnette Zelezny, as well as Board Chair Melissa Frank, CFO Don Maddy, and Executive Director Mark Keppler for a two-day discussion of ways to strengthen our unique four university public policy collaborative.

According to a pre-event survey of Valley stakeholders conducted by our strategic planning consultant Mark Burrell with the WestMark Group, “The Maddy Institute is well regarded...and has a positive and well-regarded impact on public policy...” Although the survey revealed the Institute held wide visibility within the Fresno metro area, more needed to be done to increase public understanding of Institute initiatives and programs throughout the rest of the Valley. Stakeholders cited the four-university collaboration as a major opportunity to increase awareness of Institute efforts and expand public policy impact. Consequently, our strategic planning sessions focused on how to leverage the collaboration to better serve the entire San Joaquin Valley.

To that end, the following action items were agreed to during the planning session:

- Implement a plan to have a “Maddy Fellow” lead our efforts on each campus.
- Develop a plan to increase the Board’s diversity.
- Develop a plan to seek additional funding to broaden our activities.
- Develop a multi-campus certificate/badge curriculum on relevant public policy issues.
- Develop a re-branding plan.
- Agree to a new four university Memorandum of Understanding.

We would be remiss if we did not specifically thank UC Merced Chancellor Juan Sánchez Muñoz, Stan State President Ellen Junn, CSUB President Lynnette Zelezny and Fresno State President Saúl Jiménez-Sandoval for their time and advice. A two-day commitment from the three University Presidents and the Chancellor is a major investment of their time we greatly appreciate.

Now, we begin to implement the next chapter of The Maddy Institute. We are excited about the opportunity to continue to enhance this one-of-a-kind four university collaboration and the potential impact it has for improving the lives of everyone who calls the San Joaquin Valley home.



OUR CAPITOL SUPPORTERS: **ANNUAL SACRAMENTO EVENT**

For 10 years, our Annual Sacramento Event has helped raise funds for The Maddy Institute's various programs, including the *Bob Beverly Sacramento Legislative Intern Scholarship Program*, which provides Valley students the opportunity to work in both Republican and Democratic legislative offices at the State Capitol over the Summer.

With the generous support of the event sponsors, The Maddy Institute has been able to provide scholarships to deserving students and continue its efforts to prepare the next generation of Valley leaders.

This year, we held the event featuring the leaders of the California Problem Solver's Caucus (Senator Scott Wilk, Senator Josh Newman, and Assemblymember Heath Flora). Former California Assemblymember Rusty Areias served as master of ceremonies. Other Valley legislators and members of the Problem Solver's Caucus were also in attendance.

The video recording of the event can be found on our Youtube Channel.



OUR DONORS: MADDY ASSOCIATES

Every dollar donated to The Maddy Institute goes toward our mission to inspire public leadership and provide non-partisan analysis of public policy issues impacting the region and State. Thanks to our generous donors who share our aspirations to make the San Joaquin Valley a better place, we are better able to serve this great region.

As a *Maddy Associate* donor, you'll be joining and engaging directly with this community of individuals and organizations. You'll be invited to a wide variety of exclusive events to meet legislators and policy experts who are leaders in their fields and learn first hand about their policy work.

We hope you join us as a *Maddy Associate* and invest now in making our region a better place by helping advance fact-based policy solutions.

President's Circle - \$10,000+

BNSF Railway
California Emerging Technology Fund
Harris Ranch
The James Irvine Foundation
The Wonderful Company

Governor's Circle - \$5,000

Bonner Family Foundation
E & J Gallo Winery
Fresno State Associated Students, Inc.

Senator's Circle - \$2,500

Aera Energy LLC
Comcast
Community Medical Centers
Fresno State Foundation
Fresno State President's Office
Nossaman, LLC
Sagaser, Watkins & Wieland
Valley Children's Hospital
Wawona Frozen Foods

Assemblymember's Circle - \$1,000

California Fresh Fruit Association
Jeffrey Cowan
The Gualco Group Inc.
The Mr. & Mrs. William M. Lyles Fund
Phillip Maroot
Miles, Sears & Eanni
Montoy Law Corporation
Ralph Simoni
Jo-Ann Slinkard
Wolf Farming

To learn more about supporting The Maddy Institute, please reach out to Mark Keppler, Executive Director, at mkeppler@csufresno.edu or (559) 278-1133.



OUR BOARD OF DIRECTORS

Chair

Melissa Frank

*Associate General Counsel, Vice President,
Government Affairs, The Wonderful Company
Bakersfield, CA*

Treasurer

Don Maddy

*Co-founder and Vice President of Angels in
Action Learning Center, Inc
Roseville, CA*

Secretary

Saúl Jiménez-Sandoval

*President of California State University, Fresno
Fresno, CA*

Hilda Cantú Montoy

*Attorney, Montoy Law Corporation
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Greg Coleman

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*Business and Community Leader
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*Chancellor of University of California, Merced
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*Regional Operations Specialist and Chief of Staff
to the Regional Vice President - Central Valley,
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Fresno, CA*

Chris Woolf

*Partner, Woolf Farming
Fresno, CA*

Lynnette Zelezny

*President of California State University,
Bakersfield
Bakersfield, CA*



OUR TEAM



Mark Keppler
Executive Director



Guadalupe Cruz
Program Coordinator



Tonia Loeffler
Program Coordinator



Jasleen Gill
Student Assistant



Lillian Hammerstrom
Student Assistant



Karina Virk
Student Assistant



Huda Alazani
Student Assistant



Ethan Kolb
Student Assistant



Camalah Saleh
Student Assistant



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The San Joaquin Valley – Inspiring Public Leadership



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