



# The Convergence of Business, Education and Community



PACE

POSITIVE ACTION THRU CIVIC ENGAGEMENT

# 2011

# CONFERENCE

NOVEMBER 17, 2011

PEORIA, AZ

# 2011 PACE CIVIC ENGAGEMENT CONFERENCE

## Opening Keynote Speaker



**Michael Crow**

President Arizona State University

Michael M. Crow became the 16th president of Arizona State University on July 1, 2002. He is guiding the transformation of ASU into one of the nation's leading public metropolitan research universities, one that is directly engaged in the economic, social and cultural vitality of its region. Under his direction the university pursues teaching, research and creative excellence focused on the major challenges and questions of our time as well as those central to the building of a sustainable environment and economy for Arizona. He has committed the university to global engagement and to setting a new standard for public service.

Since he took office ASU has marked a number of important milestones including the establishment of major interdisciplinary research initiatives such as the Bidesign Institute; the Global Institute for Sustainability; and MacroTechnology Works a program integrating science and technology for large-scale applications including the Flexible Display Center, a cooperative agreement with the U.S. Army.

## The Convergence of Business, Education and Community



**Ángel Cabrera**

Dr. Ángel Cabrera is president of Thunderbird School of Global Management, which is widely recognized as the No. 1 school in the international business field. Dr. Cabrera is a world-renowned global leader and management educator whose work and expertise has been recognized and tapped by top international organizations.



**Eddie Basha**

Eddie Basha is a man with deep roots in Arizona. Born and raised in the community of Chandler, Basha has dedicated most of his life to making Arizona a better place to live. His advocacy for children and education is legendary. Eddie continues to be an outstanding citizen who has donated his leadership, time and financial support to community projects of all types across the state.



**Roy Minter Jr.**

Chief Roy W. Minter, Jr. was appointed Chief of Police for the city of Peoria on March 21, 2011. In 2008, the Police Executive Research Forum (PERF) presented Chief Minter with its Gary P. Hayes Memorial Award. The Hayes Award is presented annually to "up-and-coming" law enforcement professionals whose character, record of leadership, and commitment to better policing embody the ideals of professional law enforcement agencies.



**Lisa Graham Keegan**

Lisa Graham Keegan is founder and president of the Education Breakthrough Network, a national "one-stop-shop" and online community for all organizations and individuals who offer or support school choice. Mrs. Keegan also spent a decade serving as an Arizona state official. She served as Vice-Chairman and Chairman of the House Education Committee where she authored much of Arizona's education reform legislation, then was the elected state school chief for two terms.



**Teresa Leyba-Ruiz**

Dr. Teresa Leyba-Ruiz has been an educator for 22 years, serving as a mathematics teacher at all levels of education, the last 16 years with the Maricopa County Community College District (MCCCD). In January 2011, she accepted a six-month interim assignment as an Academic Dean with Glendale Community College (GCC) where she was involved in the writing of an Academic Strategic Plan and the development of a Center for Teaching & Learning.



**Steve Seleznow**

Steven G. Seleznow is President & CEO of the Arizona Community Foundation, a statewide philanthropy whose mission is to lead, serve and collaborate to mobilize enduring philanthropy for a better Arizona. Prior to leading ACF, Seleznow served for nearly five years as deputy director for the Bill & Melinda Gates Foundation's U.S. Program in Education, leading grantmaking for states, districts and networks throughout the country.

Gena Trimble's career spans 28 years with SRP. Currently, the Associate General Manager of Marketing and Communications, she is responsible for SRP successfully connecting with all stakeholders. Her management capacity ranges from market research, product development and marketing to successfully using social media networks and other non traditional channels of communication to engage customers and shareholders.



**Gena Trimble**

Ernest Calderón is most visible as the President of the Arizona Board of Regents. Mr. Calderón founded Calderón Law Offices in 2004. He served as an Equity Partner of Jennings, Strouss & Salmon, PLC from 1992 to 2004. He served as the President of Grand Canyon Council of Boy Scouts of America. He served as the President of the State Bar of Arizona from 2003 to 2004. He has been a Member of Arizona Board of Regents since 2003.



**Ernest Calderón**

Dr. Catherine Eden was appointed Director of the Bob Ramsey Executive Education Program at Arizona State University College of Public Programs in February 2006. Before assuming this position, Cathy served as Director of the Arizona Department of Health Services from May 2000-2005. The Arizona Department of Health Services is one of the largest departments in Arizona State Government.



**Cathy Eden**

Dr. Denton Santarelli has served the Peoria Unified School District for 30 years as a teacher, assistant principal, principal, K-12 administrator, assistant superintendent, deputy superintendent and, most recently, superintendent. Dr. Santarelli earned his Doctorate in Educational Leadership from Nova Southeastern University, and Master of Arts and Bachelor of Arts degrees from Northern Arizona University.



**Denton Santarelli**

Scott Whyte is the Economic Development Services Director for the city of Peoria. Whyte has an extensive background in municipal economic development and redevelopment leadership. He spent eight years in the Corona Redevelopment Agency in California where he managed city's redevelopment program resulting in significant revitalization for the community's downtown. He also spent eight years with the Los Angeles County Community Development Commission.



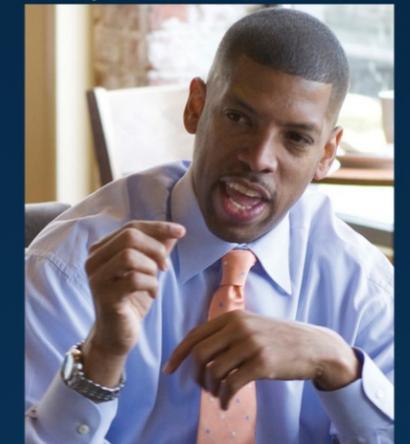
**Scott Whyte**

Elva Coor is a founding member of O'Connor House Board of Directors and Co-Founder of the O'Connor House Centennial Voter Project, a collaborative effort involving hundreds of nonprofit organizations, cities and towns. The goal of the OCH Centennial Voter Project is to significantly improve informed voter participation in Arizona as a first step to increasing civic engagement in Arizona to ensure good government for its second century.



**Elva Coor**

## Closing Keynote Speaker



**Kevin Johnson**

Honorable Mayor Sacramento, CA

Elected in November 2008, Kevin Johnson is the 55th mayor of Sacramento and the first African American to serve in this office. Mayor Johnson's vision is for Sacramento to become "a city that works for everyone."

As mayor, Johnson has made civic engagement a top priority and is a tireless advocate for strengthening volunteer service efforts in Sacramento. He strongly believes that in order to be a great city, you have to have an engaged citizenry and is committed to identifying ways to allow for unprecedented levels of private action for the public good. During the first two years of his administration, Johnson accomplished a number of objectives in his ambitious plan to ensure that all Sacramento citizens have a meaningful opportunity to serve and is recognized nationally for his efforts.

Mayor Johnson retired from the NBA after 12 seasons with the Phoenix Suns in 2000, where he earned the distinction of 3-time NBA All-Star.

## Distinguished Moderators

Kim Covington joined KPNX in 2005 as a weekend anchor and began one of the markets most popular franchises, "School Solutions." She is now a cast member of KPNX's newest show called "EVB Live". Her career has spanned over several regions and market sizes in the country. Kim Covington's exceptional work in television has earned her three Emmy Awards, Best of Gannett awards and a host of others.



**Kim Covington**



**John Godec**

John Godec is president of Godec, Randall & Associates Inc., a firm that consults and trains business and government in difficult, high stakes communication, consensus building, crisis, conflict resolution and public involvement. He is an International Association of Facilitators (IAF) Certified Professional Facilitator®, a course developer, executive board director and master trainer for the International Association for Public Participation (IAP2), and a roster member of the U.S. Institute for Environmental Conflict Resolution.

## Conference Schedule

<u>Time</u>	<u>Session</u>
8:00 - 8:30	Registration and Sign-In
8:30 - 8:45	Welcome - Mayor Bob Barrett
8:45 - 9:45	<b>Opening Keynote - Dr. Michael Crow</b>
9:45 - 10:00	BREAK
10:00 - 11:30	<b>Panel – Enhancing Education through Civic Engagement</b> <i>Moderated by Kim Covington, KPNX-Channel 12</i> <ul style="list-style-type: none"><li>◆ Ernest Calderón</li><li>◆ Lisa Graham Keegan</li><li>◆ Dr. Denton Santarelli</li><li>◆ Dr. Teresa Leyba-Ruiz</li></ul>
	<b>Breakout Session – World Café Technique</b>
11:30 – 12:15	LUNCH
12:15 – 1:45	<b>Panel – Community Action</b> <i>Moderated by John Godec, Godec Randall &amp; Associates</i> <ul style="list-style-type: none"><li>◆ Dr. Catherine Eden</li><li>◆ Elva Coor</li><li>◆ Chief Roy Minter</li><li>◆ Steve Seleznow</li></ul>
	<b>Breakout Session – Samoan Circle Technique</b>
1:45 – 2:00	BREAK
2:00 – 3:30	<b>Panel – Business &amp; Community Engagement: A Two-Way Street</b> <i>Moderated by John Godec, Godec Randall &amp; Associates</i> <ul style="list-style-type: none"><li>◆ Eddie Basha</li><li>◆ Dr. Ángel Cabrera</li><li>◆ Gena Trimble</li><li>◆ Scott Whyte</li></ul>
	<b>Breakout Session – Appreciative Inquiry Technique</b>
3:30 – 4:30	<b>Closing Keynote - Mayor Kevin Johnson</b>
4:30 – 5:00	Networking

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## Registration Information

### Registration type:

Early-bird registration - \$99 now - October 14  
Regular registration - \$119 October 15 - November 16  
On-site registration - \$139 November 17

Visit [registration website](#) for group discount information

Register at: [www.peoriaaz.gov/PACE](http://www.peoriaaz.gov/PACE)

For information call: 623-773-5281

Sponsorship opportunities available

Early  
Registration  
**\$99**

### Conference Location

Arizona Broadway Theatre  
7701 W Paradise Ln  
Peoria, AZ 85382