

The 100th Anniversary Celebration of California's Initiative & Referendum



Sacramento, California
October 10, 2011





Happy 100th Birthday to California's Initiative & Referendum!

October 10, 2011

Dear Californian:

Welcome to today's centennial celebration of California's initiative and referendum process. On October 10, 1911, California voters went to the polls and overwhelmingly passed a constitutional amendment establishing a statewide initiative and referendum system, a measure then-Governor Hiram Johnson had convinced legislators to place on the ballot.

Today, a century later, polls show Californians continue to support the initiative and, indeed, by roughly the same 3 to 1 margin by which it originally passed. Further, many of the arguments made in 1911 concerning this direct democratic check on government are still fiercely debated today.

What does not appear debatable is the enormous impact initiative and referendum has had on the Golden State, and by extension on the entire country – since California, as the most populous state, has long been a national trendsetter. Whether people find themselves politically on the left or the right or anywhere in between, the initiative process has been a key driver of political reform from its inception in 1911 to this very day.

Thank you for joining us for the "100th Anniversary Celebration of California's Initiative & Referendum" and being a part of this broad-based, transpartisan discussion about the impact of initiative and referendum, its effects for good and ill, ways to improve and reform the process and a look ahead at what the next 100 years of California direct democracy may mean.

This event would not have been possible without our two fellow sponsors – California Forward and the Howard Jarvis Taxpayers Foundation – as well as co-sponsors: Arno Political Consultants, Ballotpedia, Davenport Institute for Public Engagement and Civic Leadership at Pepperdine University, The Federalist Society of Sacramento, The Humane Society of the United States, National Voter Outreach, New America Foundation, and XS Energy. We also owe a special debt of gratitude to the Consulate General of Switzerland for San Francisco for sponsoring tonight's reception.

California's initiative process, like any system of governance, has been less than perfect. Still, the citizens of California have every reason to celebrate this democratic check on government, which has been critical to so many important political reforms. One hundred cheers for the initiative's first century! We look forward to many more.

Warmest regards,

A handwritten signature in blue ink, appearing to read "Paul Jacob", with a long, sweeping horizontal stroke extending to the right.

Paul Jacob
President

10:00 am – 10:25 am Opening Remarks: A Look Back at California in 1911

Joe Mathews, New America Foundation, *Los Angeles Times*

Joe Mathews writes about California and the West as the Irvine senior fellow at the New America Foundation. He is co-author, with Mark Paul, of *California Crackup: How Reform Broke the Golden State and How We Can Fix It*. His previous book was *The People's Machine: Arnold Schwarzenegger and the Rise of Blockbuster Democracy*. Joe is a contributing writer at the *LA Times*, California editor at Zocalo Public Square, and lead blogger at NBC's California site Prop Zero. His work appears in *The Daily Beast*, *Washington Post*, *New York Times*, *Wall Street Journal*, *The New Republic*, *Los Angeles* magazine, *the American Prospect*, *Scientific American*, *Politico*, and *Fox & Hounds Daily*. He also served as co-president of the 2010 Global Forum on Modern Direct Democracy, the world's largest gathering of experts and participants on initiative and referendum, and is a fellow at Arizona State's Center for Social Cohesion. Before joining New America, he was a reporter at the *LA Times*, *Wall Street Journal* and *Baltimore Sun*. He lives in Los Angeles with his wife & two sons.

10:30 - 11:45 am Panel Discussion: The Impact of a Century of Voter Initiatives

Moderator: Jude Barry, Verafirma

Jude Barry has worked in national politics, California campaigns, and local government as a top-level strategist and manager. In addition, he has advised Fortune 500 companies, political candidates, non-profit organizations, and a NFL football team, **his beloved San Francisco 49ers**. Jude is also the co-founder of Verafirma, a technology company that is pioneering the use of electronic signatures for government and politics. The company introduced the technology that allows voters to register to vote or sign initiatives on an iPhone or iPad. Its technology has been called the "next big thing" in grassroots politics. Jude is currently a member of the Board of Directors of the University of San Francisco and Chairman of the Board of Advisors for the Leo McCarthy Center for Public Service and Common Good at USF.

Jonathan Coupal, president, Howard Jarvis Taxpayer Association

Jon Coupal is the President of the Howard Jarvis Taxpayers Association (HJTA). HJTA, with offices in both Los Angeles and Sacramento, is the largest taxpayers association in California with a membership of over 200,000. Founded by the late Howard Jarvis, the author of Proposition 13, HJTA's name is synonymous with tax relief and the uncompromising defense of the California homeowner. He is a recognized expert in California fiscal affairs and has argued numerous tax cases before the courts. He is the principal drafter of Proposition 218, the Right to Vote on Taxes Act, a measure passed by the voters in November 1996. He has served as chairman of several initiative campaigns representing the interests of taxpayers. Coupal is a graduate of the Marshall-Wythe School of Law at the College of William and Mary, where he received his J.D. degree in 1982. After law school, he was an attorney with Pacific Legal Foundation for nine years, specializing in tax issues and political law.

Harvey Rosenfield, founder, Consumer Watchdog

Harvey Rosenfield is the founder of Consumer Watchdog, a California-based nonprofit, nonpartisan consumer protection organization. Consumer Watchdog advocates for insurance and health care reform, stronger privacy rights, energy industry accountability and greater citizen participation in democracy. Rosenfield wrote the landmark ballot initiative Proposition 103, passed by California voters in 1988, which required insurance companies to refund over \$1.2 billion to California motorists and has saved the state's consumers more than \$62 billion through stringent regulation of insurance company rates and practices. Rosenfield is a 1974 graduate of Amherst College and holds a J.D. and master's degree in foreign service from Georgetown University. He received an honorary doctorate from Amherst in 2010.

Jennifer Fearing, California senior state director, The Humane Society of the United States

Jennifer Fearing holds dual roles: advancing The HSUS' mission, advocacy campaigns, litigation efforts, program development and legislative initiatives through economic research, reports and outreach; and leading The HSUS' efforts

in the nation's largest state. She was the campaign manager for the successful Proposition 2 campaign, a Nov. 2008 election that enacted the Prevention of Farm Animal Cruelty Act. Fearing received a master's degree in public policy from Harvard University's Kennedy School of Government and a bachelor's degree in economics and political science from the University of California at Davis.

12:00 pm – 1:30 pm Lunch Debate: Is California's Initiative Process the Problem or the Solution?

Moderator: Bettina Inclan, bi-lingual communications strategist, Steve Poizner for Governor 2010

Bettina Inclan is a communications and political strategist with vast knowledge in coalition building. She has built numerous effective grassroots campaigns for causes and candidates around the country. Most recently, Bettina worked on the inauguration of Florida Governor-Elect Rick Scott after serving as his Deputy Director of Communications during his successful bid for Governor of Florida. She also served as the Press Secretary for the Steve Poizner for Governor of California campaign. Prior to that, Bettina served as the Communications and Outreach Director for Citizens in Charge Foundation.

It's the Problem >>>

Peter Schrag, retired editor and columnist for the *Sacramento Bee*

Peter Schrag served 19 years as the editorial page editor of the *Sacramento Bee*, now writes a weekly column for the California Progress Report. He is the author of *Paradise Lost: California's Experiment, America's Future; California: America's High-Stakes Experiment* and, most recently, *Not Fit For Our Society: Immigration and Nativism in America*.

Michael Salerno, clinical professor of law, University of California Hastings College of the Law

Michael Salerno is a clinical professor and associate director of the Center for State and Local Government Law. He supervises the Legislation Clinic. After graduating law school he worked for the California Legislative Counsel. Prior to law school, he was a consultant to the California State Senate, and in that capacity was a principal drafter of the Uniform Determinate Sentencing Act of 1976.

It's the Solution >>>

Derek Cressman, regional director of state operations, Common Cause

Derek Cressman serves as Common Cause's Regional Director of State Operations for Western States. He is leading Common Cause's efforts to restore the Constitution with an amendment that reverses the Citizens *United v. FEC* ruling and he has spoken extensively on corporate money in politics. Cressman has worked professionally on democracy issues since 1995 as Director of the State PIRGs Democracy Program and founder and director of TheRestofUs.org. He has testified before the United States Senate, California Assembly and Senate, California Fair Political Practices Commission, served as an expert in federal litigation, and authored and co-authored numerous reports as well as one book: *The Recall's Broken Promise—How Big Money Still Runs California Politics*. He joined the Common Cause staff in 2007 and graduated with honors from Williams College with a degree in political science in 1990.

Paul Jacob, president, Citizens in Charge Foundation

Paul Jacob is a leading national figure on initiative & referendum, the President of Citizens in Charge Foundation & Citizens in Charge, and also writes a daily opinion column *Common Sense*. He's an activist and defender of citizen initiative rights, having helped organize 100s of petition drives in 47 states and been a party to dozens of lawsuits seeking to protect the initiative process. Additionally, during the 90s Paul led the U.S. Term Limits effort.

1:45 pm – 3:30 pm Panel Discussion: Reforming the Superhighway of Reform

Moderator: Jon Fleischman, Flash Report

Jon Fleischman is the founder and publisher of *FlashReport.org*, which was formerly the *FlashReport* e-mail newsletter on California Politics. *FlashReport.org*. The primary mission of the website is to advance the conservative cause here in the Golden State. Professionally, Jon is the President of the Fleischman Consulting Group, a consulting firm which specializes in governmental, public and political affairs at the local, state, and national levels.

Robert Stern, president, Center for Governmental Studies

Robert Stern is president of the Center for Governmental Studies, based in Los Angeles. He began drafting and analyzing political reform laws as a staff attorney for the California's Legislature's Assembly Elections Committee; he then served as Elections Counsel to the California Secretary of State's Office. He was the principal co-author of California's 1974 Political Reform Act, adopted by 70% of California's voters, and was a principal drafter of the City of Los Angeles' Ethics and Public Campaign Financing laws in 1990.

Lenny Mendonca, national governing board, Common Cause, and board of California Forward

Lenny Mendonca is a Director in the San Francisco and Washington DC offices of McKinsey & Company, a global management consulting firm. Lenny has led several McKinsey research efforts. He has written and spoken extensively on globalization, productivity, competitiveness, corporate social responsibility, economic development, regulation, education, energy policy, health care, financial services, and corporate strategy. Lenny is the Chairman Emeritus of the Bay Area Council and is Chairman of the Economic Institute of the Bay Area. He serves on the boards of The New America Foundation, Common Cause, California Forward, the Bay Area Science and Innovation Consortium, ChildrenNow, The California Business for Educational Excellence Foundation, is a Trustee for the Committee for Economic Development, and a member of the Stanford Graduate School of Business Advisory Council. He received his MBA and certificate in public management from the Stanford Graduate School of Business. He holds an AB, magna cum laude, in economics from Harvard College.

Dane Waters, The Humane Society of the United States

M. Dane Waters is the founder, President & Co-Chairman of the Initiative and Referendum Institute. Currently, he is the Director of Ballot Campaigns for The Humane Society of the United States. He is a leading authority on initiative and referendum and has been personally involved in over forty initiative campaigns.

Kim Alexander, founder, California Voter Foundation

Kim Alexander is president of the California Voter Foundation, a nonprofit, nonpartisan organization she re-founded in 1994 to advance the responsible use of technology in the democratic process, pioneering online voter education, Internet access to campaign finance data and transparency and auditability requirements for computerized voting systems. A 5th generation California, Alexander was raised in Los Angeles, received her B.A. in political science and philosophy from the University of California, Santa Barbara, and lives in Sacramento.

3:45 pm – 4:45 pm Panel Discussion: The Next 100 Years

Moderator: TBA

Dr. David McCuan, professor, Sonoma State & author

Dr. David McCuan is a professor of political science at Sonoma State and an expert in electoral politics specializing in California elections and politics, initiatives & direct democracy. He studies the role of the "initiative industry" in professionalizing the ballot measure process of California. He is the author of "Initiative-Centered Politics: The New Politics of Direct Democracy."

Michael Marubio, Verafirma

Michael Marubio is the co-founder of Verafirma and an entrepreneur who has worked extensively in the cryptography and electronic signature markets. For the past 15 years, Michael has led teams that have built and sold the electronic records management and signature systems to such organizations as the Federal Reserve, Citi, Travelers Insurance, NetSuite, and JP Morgan Chase. Michael has founded several companies including OnePage (acquired by Sybase), VF Signature, Retail Expansion Network, and Bellalingua; and is currently the CEO of Xignature, an electronic signature company. Michael has done his time in politics as a fundraiser and activist in Chicago and Washington D.C., and is excited to be part of a venture that combines electronic signing and politics.

Michael Arno, president, Arno Political Consultants

Michael Arno is the founder & president of Arno Political Consultants, and the co-founder of APC International. He served as an advisor to Philadelphia II and is regarded as a leading advocate "for the peoples' right to petition." Arno has lectured in Moscow and St. Petersburg, Russia; as well as Kiev, Ukraine. Additionally, he has advised the European Parliament in Brussels regarding the creation of the petition process for the European Union. Before immersing himself in politics, Arno was the editor for the *Dallas Morning News* and the *Tyler Morning Telegraph*. He studied journalism and history at the University of California, Los Angeles; and currently resides in Sacramento, California.

5:30 pm – 6:30 pm Reception Hosted by Consulate General of Switzerland in San Francisco:

Celebrating the 100-year Anniversary of California's Direct Democratic Process

Remarks:

Julius F. Anderegg, Consul General of Switzerland in San Francisco

Julius Anderegg serves as the Swiss Consul General in San Francisco. He spent his youth in the beautiful Swiss ski resort of Klosters. He studied Business Administration in Switzerland as well as Comparative Politics and International Relations at CUNY and Columbia University (Master of Arts in Political Sciences from the Graduate Center CUNY). He joined the Swiss Ministry of Foreign Affairs in 1977 and served as a foreign service officer in Barcelona, New York (Commercial Attaché), Bagdad, Copenhagen (Deputy Head of the Embassy), Berne (Political Directorate), Geneva (Deputy Director of EFTA), Vienna (Chairman of OSCE's Committee for Financial & Economic Affairs), New York (Diplomatic Counsellor at the Swiss Mission to the United Nations), Karachi (Consul General), Frankfurt am Main (Consul General) and since September 2009 to San Francisco. Serving in the financial centres of the USA and Europe (New York and Frankfurt am Main), Mr. Anderegg focused on international financial affairs and banking. Mr. Anderegg is married to Ursula Anderegg, and they have a son and a daughter.

John Fund, *Wall Street Journal* columnist

John Fund wrote the weekly "On the Trail" column for OpinionJournal.com. He is author of "Stealing Elections: How Voter Fraud Threatens Our Democracy". Mr. Fund joined the Journal in April 1984 as deputy editorial features editor. He became an editorial page writer specializing in politics and government in October 1986 and was a member of the Journal's editorial board from 1995 through 2001. Mr. Fund worked as a research analyst for the California State Legislature in Sacramento before beginning his journalism career in 1982 as a reporter for the syndicated columnists Rowland Evans and Robert Novak. In 1993, he received the Warren Brookes Award for journalistic excellence from the American Legislative Exchange Council. He and former Pennsylvania Rep. James K. Coyne are co-authors of the book "Cleaning House: America's Campaign for Term Limits". Mr. Fund attended California State University where he studied journalism and economics.

Joe Trippi, Democratic strategist

Joe Trippi is the president of Joe Trippi & Associates. He is a political analyst and commentator. Trippi was national campaign manager for Howard Dean's presidential campaign and was heralded on the cover of *The New Republic* as the man who "reinvented campaigning." He appears regularly on MSNBC and the Fox News Channel. He worked on Edward M. Kennedy's presidential campaign in 1980, and he continued his political career with the campaigns of Walter Mondale, Gary Hart, Richard Gephardt and Howard Dean. He was selected by former Vice President Walter Mondale to manage Iowa's first-in-the-nation caucuses. Trippi began his work in media consulting at the Democratic media firm of Doak, Shrum and Associates, where he was involved in developing the strategy and producing the media for several successful campaigns. He also worked with several high-tech companies, including Wave Systems, Progeny Linux Systems and Smart Paper Networks. As Dean's campaign manager, he pioneered the use of online technology to organize what became the largest grassroots movement in presidential politics. Through Trippi's innovative use of the Internet for small-donor fundraising, Dean for America ended up raising more money than any Democratic presidential campaign in history, all with donations averaging less than \$100 each. Trippi's innovations have brought fundamental change and will be the model for how all future political campaigns are run.

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