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PETRINI, LLP'S

---

# Bakersfield Business Conference

AMERICA'S  
PREMIER ONE-DAY  
CONFERENCE

**2016**



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## A MESSAGE FROM THE BOARD OF DIRECTORS

Having recently celebrated our 7th anniversary, we want to express our most sincere gratitude to our clients, friends, and members of the community who have embraced Valley Republic Bank with such enthusiastic support.

It's a privilege to serve and actively partner with those, such as the Bakersfield Business Conference, who are making this community a better place to live and work. Our solid commitment to improving the quality of life here remains as strong today as it was the day we opened in 2009.

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## WELCOME MESSAGE

Thirty years ago 250 of us gathered in the clubhouse of Stockdale Country Club to participate in the first of what would become annual Bakersfield Business Conferences. The participation grew to over 10,000 annually and the home of the Conference became California State University, Bakersfield. Ten years ago we decided to hold our Conference every five years, thus making certain the Conference does not get stale as new speakers, leaders and issues are presented.

The last five years have presented transformational changes in the political, social and economic forces that are constantly affecting our lives and businesses making it more important now than ever to hear from those directly involved with world and national affairs.

When we started the Conference 30 years ago, our motto was Making Learning Fun. The Conference still stands for a mix of humor, lectures, music, motivational talks and patriotic venues to make your experience worthwhile and enjoyable. We want your Conference experience to be casual and we think you will agree that our tent city is a much more pleasant setting than a stuffy hotel conference room or bleachers in a stadium. We will present the main tent program with two other smaller tents running simultaneous programs so you can pick and choose who you want to see and hear.

We also offer areas of respite from the lecture venues. Try our traditional Sports Tent sponsored by Bright House for catching up on the games of the day and meet and greet Olympic guests in the Olympian Garden. Take a relaxing break in the Pepsi Quiet Deal, enjoy a trip to the Ice Cream Pavilion and stop by the Farmers Market for complimentary treats. Let the kid in you come alive as you take a ride on our

All-American Carousel. Don't miss the book signings and greetings at the Bank of America Stars and Stripes Arcade, and be sure to stop at the CSUB tent and say hello to our city and university officials. And then there is the Honkey Tonk sponsored by Motor City GMC where you can hear local and regional favorites.

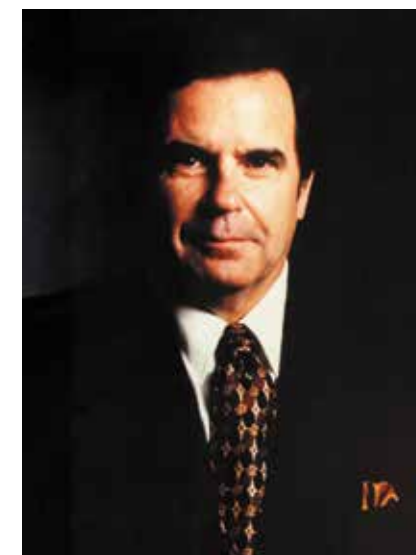
We will start the day in the big tent with the comedy of Vicki Lawrence and end the day program with some very special patriotic surprise guests.

The evening program will be held in the amphitheater and features a picnic dinner being served from 6:00-7:00 with dancing to Foster Campbell and Friends followed by a concert by the legendary Chubby Checker twisting the night away. We conclude this day with our patriotic fireworks show. Gates close at 10 P.M.

With so many wonderful speakers and entertainers, it is our sincere hope that you will be able to gain one, two or three really terrific ideas that will help you and your families advance and become more prosperous in the years to come. I hope you have a wonderful day and we'll see you in 2021.

Very truly yours,

George F. Martin





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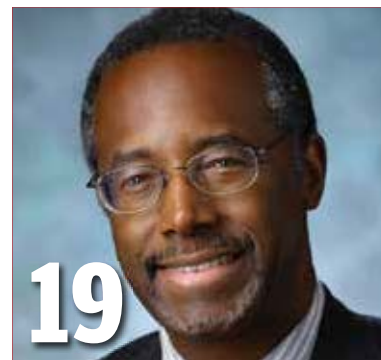
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# LAW OFFICES OF BORTON PETRINI LLP

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When Fred Borton established his law practice in 1899, the 25th U.S. President William McKinley was in office, the Spanish-American War had just ended the year before, and a gallon of milk cost 27 cents. Many of today's areas of practice did not exist. There were no class-action lawsuits nor were there toxic mold cases. There were no automobiles in the streets or airplanes in the sky. Televisions, movie theaters, cell phones, desktop computers and the modern technological age were unimaginable. In fact, Fred Borton's mode of transportation was a horse. James Petrini joined the Firm shortly after Fred Borton formed the business. Together, they forged a name for the Firm. Harry M. Conron joined the Firm in 1932. The three original partners formed a strong alliance of legal talent that would become one of California's leading law firms with 10 strategically placed offices throughout California, from Sacramento to San Diego. This growth, from a small local firm to a statewide entity, is the product of expertise and scholarship.

Borton Petrini, LLP holds an effective understanding of California, its people and its law. Throughout the 20th Century, the Firm's partners became noted judges and justices within the California court system. Many of the Firm's attorneys have helped to shape California law through precedent-setting cases. Borton Petrini, LLP has participated in the evolution of business practices, land use, estate and tax planning, water law, employment law, public entity, professional liability, environmental and health care law, to name a few.

In the 21st Century, times have changed dramatically and so has the Firm. Yet, as in the beginning, you will find that our attorneys combine a blend of specialized knowledge and diverse experience.

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# OF INTEREST TO YOU ON THE CONFERENCE GROUNDS

News and helpful information that will make your day go smoothly

## Assisted Listening Devices

Assisted listening devices will be provided for those who need them. If you would like an assisted listening device, please let an usher know, and he or she will bring one to you. They will be located in the Information Tent for those who would like to check one out before the speakers begin. ID information will be required. Return assisted listening devices at the conclusion of the Conference program as you leave for home or as you head to the evening concert.

## Charging Stations

Charging stations are available throughout the Conference grounds. The charging stations are provided by Motor City and AT&T. They are located at the Motor City display across from the Information Tent, and in the AT&T Tent.

## Disabled Services

The Business Conference provides a full range of services for the disabled, from shuttle service to and from the parking lot, shuttle service to and from the Main Tent and restrooms, to lunch delivery service in the Main Tent. Disabled Services also provides wheel chair service if needed, as well as escort services to all areas of the grounds. For service, stop by disabled services as you enter the Conference grounds.

## Drawing Cards

Drawing cards should be turned in as soon as possible for our mid-afternoon door prize drawing. You may drop your card off any time before lunch in the Information Tent located at the cen-

ter of the Conference grounds or give it to one of our ushers in the Main Tent.

## First Aid Services

Emergency and first aid services will be available in the First Aid Tent, compliments of Bakersfield Family Medical Center. Located at the north end of the grounds between the Main Tent and Political Tent, a physician and nurse will be on duty all day.

## Information Tent

In order to make your visit as pleasant and worry free as possible, Conference organizers provide a conveniently located, all purpose Information Tent where attendees may get updates on the day's Conference programs and ask for directions on Conference grounds. Also in the Information Tent will be assisted listening devices distribution, prize drawing card drop-off, and lost and found.

## Internet Access

AT&T and Bright House provide Internet access on the grounds for attendees who need to check their email or search the Internet.

## Restrooms

Restroom facilities are located on the west side of the Conference grounds. Restrooms for those with special needs also will be available. If you need assistance, don't hesitate to call upon our volunteers in Disabled Services.

## Fountains

There will be fountains and benches located throughout the Conference

grounds for your relaxation provided by R & R Fountains.

## Telephones

AT&T Wireless will make local and long distance cellular service available. Cellular services are located near the front entrances to the Main Tent.

## CONFERENCE SPECIAL EVENTS

### Bank of America Stars and Stripes Arcade

Want to see more of your favorite speakers today? The Stars & Stripes Arcade will have books by our speakers, provided by Russo's Book Store, on sale. Not only can you purchase speaker books, but also many of our speakers will be holding book signings, giving Conference guests the chance to meet their favorite speakers and take home priceless mementos. Sundries will also be available for sale by the CSUB Women's Basketball Team. Stop by if you need Chapstick, Tylenol, Aspirin, personal items, etc.

### Borton Petrini, LLP "How-To" Tent

Get up close and personal with the attorneys from the law firm and local business leaders who will be discussing important legal and business topics of interest to you throughout the day in the Business Tent. Check your program schedule for times and topics.

### Bright House Sports Tent

Having trouble concentrating on the speakers when you don't know how your teams are doing? Take a break and visit the Sports Tent where you will find

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a bank of television sets with all your favorite sports programming provided by Bright House. And a scoreboard with updated scores for your favorite teams. You'll also find two computer operators connected to the Internet who can pull up any game in which you're interested. Also in the Sports Tent, will be refreshments and a no-host bar.

### Carousel

Take a trip down memory lane back to your childhood and enjoy a fun ride on the carousel located to the right just after entering grounds and on the way to the Motor City Honkey Tonk and the Beer & Wine Garden.

### Conference Drawing

Don't forget to fill out your drawing card before our mid-afternoon drawing...you might go home a winner! You may drop your card off any time before lunch at the Information Tent or give it to one of our ushers in the Main Tent.

### CSUB Pavilion

As you enter the grounds, the California State University, Bakersfield pavilion will return, providing visitors with information about various campus activities and programs.

### Main Speaker Tent

The Main Tent program starts at 9:30 a.m. and concludes around 5:30 p.m. Speakers include: Vicki Lawrence, Lou Holtz, Col. Allen West, Bill Richardson, Bobby Jindal, Rick Perry, Kevin McCarthy, Diane Keaton, Earvin "Magic" Johnson, James Carville, Ann Coulter, Stan Statham, Dr. Ben Carson, Laura Ingraham, Herman Cain, Wayne LaPierre, plus two surprise guests.

### Motor City Honkey Tonk

The Honkey Tonk will present some of the local and regional top singer-song writers plus local favorites throughout the day at the live stage and dance floor. It is the perfect spot for those wanting a break.

### Newspapers

Today's newspaper, provided by The Bakersfield Californian, will be available at several locations throughout the Conference grounds.

### Olympian Corner

The Olympic Corner will be located in the Bright House Sports Tent, where you can meet Olympic stars of yesterday and this summer's Rio games.

### Pepsi Quiet Deal

Back this year by popular demand is The Quiet Deal located in the middle of the grounds under the trees, near the fountain for those who just need to relax for a moment or take a power nap. Cots will be available near a relaxing fountain for your lounging pleasure. Pepsi will have drawings throughout the day and will be providing refreshments.

### Political Tent

The Political Tent is open seating and gives attendees an opportunity to get close to the speakers with Q&A. Speakers include: Sheriff Joe Arpaio, Debra Saunders, PolitiChicks, Hugh Hewitt, Dan Walters, Cal Thomas, Ruben Navarrette, Jr., Ann Romney, Bill Press, Antonio Villaraigosa, and KT McFarland.

### Tap Snap Photo Booth

A new addition to the Conference is a photo booth provided by Tap Snap. Come and have photos taken with Conference backgrounds that can be uploaded to your social media to share your memories at the Conference.

## CONFERENCE MEALS & SNACKS

### Alcoholic Beverage Bar

Your favorite alcoholic beverages are brought to you by Chuy's and Rainbow Treats Catering and will be available in two locations: The Bright House Sports Tent and the Beer & Wine Garden. Photo IDs are required for all

purchasing and imbibing.

### All American Bakersfield Lunch

A highlight of the Conference has always been the great food. Lunch, served through more than 50 serving lines in less than 30 minutes, will be available at the lunch tent directly behind the Main Speakers Tent. This year's menu includes:

- Mossman's Pit BBQ Beef
- Vegetarian Santa Maria Baked Beans
- Napa Valley Salad (tossed with light raspberry vinaigrette or light Italian dressing)
- Fresh Fruit
- Creamy Broccoli Salad with Bacon
- Mossman's Tomato Compote
- Pyrenees Soft Rolls and Butter
- Gourmet Brownies, Lemon Bars & Cookies

*Note: Your lunch ticket is attached to your Conference ticket. Be sure to take your ticket with you to the lunch tent.*

### Beer & Wine Garden

A favorite of Conference attendees and a great spot to relax with a domestic or imported brew, or a glass of wine, our Beer & Wine Garden returns this year for the enjoyment of our attendees and is located near the Honkey Tonk.

### Continental Breakfast

In the morning, the Refreshment Tents will serve a Continental breakfast that includes pastries, mini-muffins, doughnuts, and bagels and cream cheese or butter, tea, and coffee, brought to you by Mossman's.

### Farmers Market

The Farmers Market has been a favorite with Conference attendees since its first appearance. The Farmers Market is located on the south end of the Conference grounds and will be providing healthful snacks all day. Our famous Farmers Market will feature fresh fruits, vegetables, nuts and raisins provided by local and international spe-

cialty suppliers and growers such as Grimmway Farms, Sun World, Hein Ranch, Wonderful, and La Rosa Fruit Bars. This year The Grapery will be offering tastings of their specialty grapes and flavors. There will also be Frito Lay products in the Farmers Market.

### McCafe Coffee

Your McCafe coffee and specialty coffee drinks are sponsored and provided by your local McDonald's owners. Kern County is fortunate to have such wonderful local McDonald Operators overseeing 36 modern and innovative restaurants in our community. They are not just business owners, they are your friends and neighbors. Not only one of the largest employers in the county, one of the most generous. Our local McDonald's owners underwrote the Bakersfield Ronald McDonald House, serving families whose children are receiving medical care in area hospitals. Plans are in the works to expand the size of the house to keep families with sick children close to each other and the care and resources they need. "We're Lovin' it".

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### Ice Cream Pavilion

Rainbow Treats and Catering will be serving Ice Cream at the Ice Cream Pavilion. Ice Cream will be available in cups of Vanilla, Strawberry, Chocolate Chip and Cookies & Cream.

### Refreshments

Throughout the day, refreshments in the Refreshment Tents will be available for attendees' enjoyment, featuring popcorn, Pepsi-Cola products, and Crystal Geysers and Real Water bottled water.

**OF INTEREST TO YOU  
ON THE AMPHITHEATER  
GROUNDS**

### Alcoholic Beverage Bar

Bar services will be available at the Bar Pavilion on the Amphitheater grounds as well as in the Sports Tent which will stay open until the close of the evening concert program.

### Evening Entertainment - Chubby Checker

The evening entertainment program will be held under the Stars in the CSUB Amphitheater. This year's program will star the legendary king of dance, Chubby Checker, twisting the night away. You will not want to miss this highly energetic and entertaining show.

### Fireworks Show

A spectacular fireworks show choreographed to inspirational and patriotic music has again been planned. The fireworks show will be between Foster Campbell and Friends Band and Chubby Checker's show.

### Foster Campbell and Friends Band

Enjoy the jazz and R&R sounds of the Foster Campbell and Friends Band who will be opening for Chubby Checker at 7:00 p.m.

### Picnic in the Park

Another example of the tasty fare at

the Conference will be the Picnic in the Park provided by local Hodel's Country Dining and available when you enter the CSUB Amphitheater Evening Entertainment grounds. This year's picnic will include:

- Marinated Oven Roasted Chicken
- Rice Pilaf
- Ranch Beans
- Tossed Green Salad
- Fresh Fruit
- Tomato Cucumber Salad
- Potato Salad
- Pasta & Vegetable Salad
- Rolls & Butter

### Refreshments

Refreshments will continue to be served throughout the evening in a Refreshment Tent on the Amphitheater grounds featuring popcorn, Pepsi-Cola products, and Crystal Geysers and Real Water bottled water.

### Sports Tent

The Bright House Sports Tent will remain open throughout the evening so you can continue to check the scores of your favorite teams.

## TRUE TO OUR ROOTS

Back in 1968 when Rod and Bob Grimm set up their first roadside produce stand, the brothers made a promise; always take care of the customer. Almost five decades later, that promise has never been broken.



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# BORTON PETRINI "HOW-TO" TENT

Get up close and personal with Borton Petrini attorneys from all over the state of California. Local business leaders will be discussing important legal and business topics of interest to you throughout the day. Drop off your business card for a chance to win an Apple Watch, iPad, tablet, or digital camera.

## Noel Jover

Director - Senior Market Relationship Manager / Global Wealth and Retirement Solutions / West Region

Noel Jover is the Market Relationship Manager representing the Institutional Retirement and Benefits Solutions business for Bank of America Merrill Lynch's Global Wealth and Investment Management business.

Prior to joining the Global Wealth and Investment Management business, Noel was a Client Manager for the Business Bank group in southern California.

Noel holds a Bachelor of Business Administration with emphasis in Finance and Marketing from Loyola Marymount University. He is originally from the southern California market and knows the dynamics of the West Coast very well. He represents the bank on the board of directors for the Capistrano Unified School District Foundation, a local non-profit dedicated to providing resources for students within Orange County. He also volunteers at the Santa Ana Soup Kitchen, providing meals to the underprivileged population in Santa Ana.

## Kyle Coltman

Chief Executive Officer

Kyle Coltman has worked extensively in the design of employee buyouts since joining the firm in 1979. During this time he has supervised over 500 hundred ESOP buyouts for owners of privately-held firms. Mr. Coltman's responsibilities encompass all phases of deal structuring, financing and coordination of ongoing services. Mr. Coltman graduated with honors from the University of California, San Diego, receiving a B.A. degree in Economics. His received his M.B.A. degree in finance at the University of California, Berkeley.

## Gary Crabtree, SRA

Gary Crabtree is the owner of Affiliated Appraisers of Bakersfield California, an independent real estate appraisal company. A Bakersfield native, he is in his 55th year of real estate valuation in Kern County, California. His area of expertise is in residential and residential income valuations, litigation, relocation, forensic review valuations, eminent domain and single family market condition studies. He holds the SRA designation (residential specialist) from the Appraisal Institute, the nation's largest professional valuation organization, and a former member of that organization's national board of directors and has served two terms each on its Professional Standards and Governmental Relations Committees. He is a former 16-year member of the adjunct faculty of Bakersfield College instructing Real Estate Appraisal, and is an instructor for the Appraisal Institute's entry level courses, Fannie Mae and FHA seminars. He is the author of the "Crabtree Report" a monthly publication of Bakersfield housing characteristics.

## Fred and Frances Hill

Fred is an owner/operator of McDonald's, and the founder of the original Ronald McDonald House.

While playing with the Philadelphia Eagles, their daughter Kimberly, was diagnosed with Acute Lymphatic Leukemia. With the help of their neighbors, Fred and Frances began coordinating fundraisers and founded the non-profit organization, Eagles Fly For Leukemia. They contacted Children's Hospital of Philadelphia and asked Dr. Audrey Evans how they could help. She provided a large wish list, some of which included an entire wing in the hematology ward, a bone marrow transplant lab, an isolation

ward, and a halfway house.

Fred and his neighbor, Stan Lane, took this list to the owner of the Philadelphia Eagles, Leonard Tose. Tose eagerly agreed to help and asked his General Manager, Jim Murray, to come on board. The entire city rallied behind the project. With the help of Don Tuckerman, who led the local advertising agency, McDonald's joined the Eagles fundraising efforts.

Today there are over 360 Ronald McDonald Houses in 60 countries.

## Alena M. Herranen

Of Counsel to the law firm of Borton Petrini, LLP.

Alena is a business attorney with 22 years experience in the areas of business transactions, intellectual property, and tax law. She received her undergraduate degree from the University of California at Davis in 1985 and her Juris Doctor from the University of San Diego School of Law in 1992. After passing the California Bar exam in 1992, Alena pursued her graduate studies in tax at the University of San Diego School of Law, where she earned a Master of Laws in Taxation in 1993. She then studied business at the University of San Diego School of Business and earned a Masters in Business Administration in 1994.

Alena's typical clients include small to mid-sized businesses including internet-based businesses, manufacturers, retailers, restaurants, service providers, real estate investment companies, and medical service providers as well as nonprofit organizations such as private schools, arts organizations, and churches. Alena is dedicated to providing excellent personal service and practical legal advice to entrepreneurs, and being the "go-to" person for business legal matters.

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# THINK BIG

## Food for 6,500

- 800 pounds of chicken quarters
- 25 gallons of lemon caper sauce
- 400 pounds of rice pilaf
- 400 pounds of ranch beans
- 160 pounds of tossed green salad
- 25 gallons of ranch dressing
- 25 gallons of Italian dressing
- 500 pounds of tomato cucumber salad
- 600 pounds of potato salad
- 500 pounds of pasta vegetable salad
- 900 pounds of assorted fresh fruit
- 3000 fresh baked yeast rolls
- 15,000 bottles of Crystal Geyser bottled water
- 10,000 servings of Pepsi, Diet Pepsi & Sierra Mist
- 1,500 gallons of coffee
- 6,000 packets of sugar
- 60,000 pounds of ice
- 10,000 breakfast pastries
- 15,000 pats of butter
- 100 pounds of salt
- 150 pounds of sugar
- 6,000 popcorn bags
- 10,000 napkins
- 15,000 coffee cups
- 750 table linens
- 1,400 serving spoons
- 250 chafing dishes
- 50 ovens
- 4 80-gallon kettles
- 6 refrigerator trucks
- 6,000 ice cream cups
- 10,000 plates
- 10,000 3-pack serving ware

## Getting There

- 200+ individual limousine trips
- 40+ hours of scheduling services
- 16 vehicles
- 1 supply truck
- 550+ gallons of fuel
- 6,000+ miles of travel



- 26 chauffeurs
- 4 on-site personnel
- 30 golf carts

## Decorations

- 1 525' x 165' tent
- 4 165' x 36' tents
- More than 50 tents, pavilions and canopies
- Over 100 American flags throughout the grounds

- 1,600 tables
- 15,000 chairs
- 62 umbrella tables
- 35 cots
- 4 park benches
- 750 table numbers
- 838 flats of Petunias
- 86 flats of celosia
- 60 gallons of green trees
- 672 pots of salvia
- 288 pots of dianthus



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- 160 pots of marigolds
- 360 gallons of blooming trees
- 480 gallons of green ornamental grass
- 2022 gallons of celosia
- 400 gallons of green plants
- 160 pots of celosia
- 3 fountains
- 12 15 foot flag poles
- 104 restroom facilities
- 3,500 lineal feet of chain link screened fencing
- 250 lineal feet of lattice
- 683 lineal feet of picket fence
- 2,000 newspapers
- Party Favors**
- 6,500 hand-held American flags
- 5,500 hand-held fans
- 5,500 syllabi
- 5,500 pens
- 5,500 note pads
- 5,500 seat cushions
- Fireworks**
- 1627 assorted shells
- Technical**
- 6 350 KW generator
- 2 150 KW generator
- 1 400 AMP 600V
- 2 100 AMP 240 V
- 4 5 ton A/C units
- 4,150 feet of cable
- 135 3 ft Peterson ramp
- 20 6 way A/C power strips adapter
- 1 12' ladder
- 52 3 box stringer outlets
- Clean-Up**
- 500 33-gallon trash containers
- 500 33-gallon recycle containers
- 4 25-yard trash dumpsters
- 6 40-yard trash dumpsters
- 20 3-yard trash dumpsters
- Man Power**
- 100+technicians
- 50 cooks
- 150 media representatives
- 500 vendor staff
- 450 community volunteers



## Borton Petrini, LLP Bakersfield Business c o n f e r e n c e

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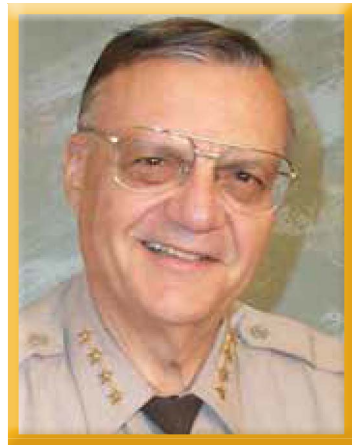
## SPEAKER INTRODUCTION

Over the past quarter century, the Bakersfield Business Conference has delivered a wide array of speakers and entertainers who have changed history, entertained millions, and determined the course of world events. This year's encore presentation promises to be no exception. We invite you to sit back and relax as you see and hear from this year's slate of world-class influencers — all here for one day in Bakersfield, California.



## SHERIFF JOE ARPAIO

*“America’s Toughest Sheriff”*



You probably know him as “America’s Toughest Sheriff,” a name given to him years ago by the media. It’s a name he has certainly earned as head of the nation’s third largest Sheriff’s Office, with more than 3,500 employees, serving a county of over 4 million people.

As a U.S. federal narcotics official, Arpaio established a stellar record by combating drug organizations in Turkey, the Middle East, Mexico, Central and South America, and cities around the U.S. His success led him to top management positions around the world with the DEA, during which time he gained invaluable expertise on border enforcement by virtue of working both sides of the US/Mexican border for 23 years. He concluded his remarkable 31-year federal career as head of the DEA for Arizona.

In 1992, Arpaio successfully campaigned to become the Sheriff of Maricopa County, and has since been elected to an unprecedented six 4-year terms. During his tenure as Sheriff, Arpaio has consistently earned extraordinarily high public approval ratings. In fact, his 22 years as Sheriff thus far make him the longest-serving sheriff in Maricopa County history.

Under his leadership, the Office has built 2 new jails, a sheriff’s academy, a food factory, a firearms

range, and the first headquarters in the organization’s history, equipped with a state-of-the-art 911 center unrivaled by any in the country.

The Sheriff’s posse, whose ranks have increased to 2,000 members under Arpaio, is the nation’s largest. Posse men and women help in search and rescue and other traditional police work as well as in special operations like rounding up deadbeat parents, fighting prostitution, taking on drugs, and patrolling malls during holidays. The posse’s contributions are virtually free to taxpayers.

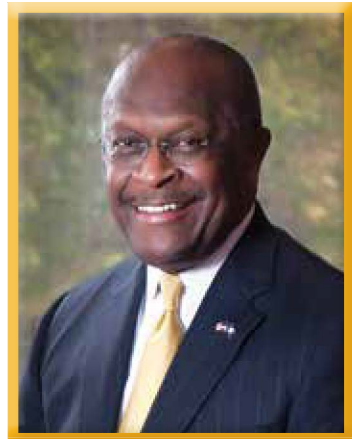
Also impressive are the Sheriff’s get-tough policies. For example, he banned smoking, coffee, movies, pornographic magazines, and limited TV in all jails. He serves the cheapest meals in the U.S. at 50 cents per, and inmates are fed only twice daily strictly vegetarian meals.

No wonder Sheriff Arpaio has been profiled in over 4,000 national and foreign newspapers, magazines, and TV news programs. His leadership and the excellent work of his staff have catapulted the Maricopa County Sheriff’s Office into the ranks of elite law enforcement agencies.

On a personal note, Sheriff Arpaio and his wife Ava have been married for over 57 years and have two children, both residing in the Phoenix area. The Arpaios have four grandchildren.

## HERMAN CAIN

*Business Leader*



Herman Cain grew up in Atlanta, Georgia with loving parents and little else. His father worked three jobs and his mother was a domestic worker. Even though these jobs required hard work and little glamour, his parents knew that this hard work was the key to achieving their American Dreams.

Cain’s parents had two dreams. First, they wanted to own their own house. Second, they wanted both of their children to graduate from college. The first dream was realized when Cain’s father purchased a home for their family after years of saving. The second dream was realized when Cain graduated from Morehouse College with a degree in mathematics in 1967. His brother, Thurman, would go on to graduate from Morris Brown College.

Inspired by the work ethic of his parents, Cain continued his education and earned his master’s degree in computer science from Purdue University while working full-time for the Navy. Though Cain enjoyed using his talents as a civilian employee for the Navy, he gravitated towards the culture of business.

Cain returned to his home of Atlanta to work as a computer systems analyst for the Coca-Cola Company. After considerable success at Coca-Cola,

he became the regional vice president of Pillsbury’s Burger King division. Within three years, it became the best performing region in the company. Energized by overcoming the many obstacles at Burger King, Cain took on the biggest challenge of his career. He became the president and CEO of a company that was teetering on the edge of bankruptcy. In just 14 months, Cain returned it to profitability and led his management team to a buyout.

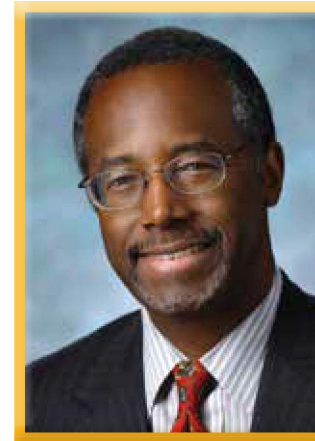
His professional successes garnered the respect and admiration of industry peers who named him the president of the National Restaurant Association. This led to his acceptance of a position on the board of directors of the Federal Reserve Bank of Kansas City, and he was subsequently elected their chairman.

Today, as a former Republican candidate for the Presidency and seasoned business leader, he remains an active and outspoken voice for conservative issues. In January 2013, Cain began the next phase of his life’s journey with the start of the nationally syndicated Herman Cain Show.

Despite the many professional commitments of his life, Cain continues to enjoy most the time spent with family and friends. The paramount joys in his life are his wife, Gloria, his children and his grandchildren.

## BEN CARSON

*Author, Surgeon, Philanthropist*



Ben Carson was born in Detroit, Michigan. His mother, though undereducated herself, pushed her sons to read and to believe in themselves. Carson went from being a poor student to receiving academic honors and eventually attending medical school. As a doctor, he became director of pediatric neurosurgery at Johns Hopkins Hospital at age 33 and earned fame for his groundbreaking work separating conjoined twins.

In recent years, Carson has focused more on politics than practicing medicine and is known as an outspoken conservative Republican. In 2013, Carson attracted a lot of attention for his speech at the National Prayer Breakfast, criticizing President Barack Obama for his positions on taxation and healthcare.

On May 4, 2015, Carson launched his official bid for the Republican presidential nomination. With a crowded field of contenders, Carson was one of the ten top candidates who participated in a Fox News presidential debate in early August.

Over the ensuing months, Carson rose through the ranks to become a leading contender among the nominees against outspoken rival Donald Trump. Turn out at his rallies was enthusiastic, but small compared to other leading contenders. On March 2, 2016, Ben Carson announced that he saw no path forward in his campaign and chose not to

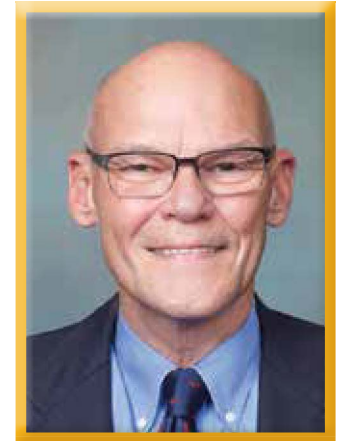
attend the Republican debate on March 3. The next afternoon, at the CPAC (Conservative Political Action Conference), he spoke before an enthusiastic crowd about his values and the issues he felt important in the current campaign. After thanking his campaign staff and volunteers he then stated, “I’m leaving the campaign trail.” There was a softened moan from the crowd, then a standing ovation.

Later, when asked where he would send his supporters, he related a story of someone who said he would not vote if Carson were not running. Carson described this as troubling, suggesting that not voting at all was giving their vote to the other side. He encouraged his supporters to act responsibly, do their civic duty, and vote. He did not endorse another candidate at that time.

Ben Carson also gave some advice to the remaining candidates, reminding them that they were not enemies of each other and that their negative comments only helped the Democrats. For himself, Carson stated he would continue to work with the Republican Party to bring other voices to the party and encourage a broader range of ideas.

## JAMES CARVILLE

*Political Consultant*



James “The Ragin’ Cajun” Carville is America’s best-known political consultant. His long list of electoral successes evidences a knack for steering overlooked campaigns to unexpected landslide victories and for re-making political underdogs into upset winners.

His winning streak began in 1986, when he managed the gubernatorial victory of Robert Casey in Pennsylvania. In 1987, Carville helped guide Wallace Wilkinson to the governor’s seat in Kentucky. Carville continued his winning streak with wins in New Jersey with Frank Lautenberg elected to the US Senate. He next managed the successful 1990 gubernatorial campaign of Georgia’s Lieutenant Governor Zell Miller, and in 1991, Carville drew national attention when he led Senator Harris Wofford from 40 points behind in the polls to an upset landslide victory over former Pennsylvania Governor and U.S. Attorney General Richard Thornburgh. But his most prominent victory was in 1992 when he helped William Jefferson Clinton win the Presidency.

In recent years, Carville has focused on campaigns in more than 20 countries around the globe, including leading Ehud Barak to victory in his campaign to become the Prime Minister of Israel in 1999.

Carville is also a best-selling author, actor, producer, talk-show host, speaker and restaurateur. His titles include All’s

Fair: Love, War, and Running for President (with wife Mary Matalin); We’re Right, They’re Wrong: A Handbook for Spirited Progressives; And the Horse He Rode In On: The People vs. Kenneth Starr; Buck Up, Suck Up... and Come Back When You Foul Up; Had Enough? A Handbook for Fighting Back; Stickin’: The Case for Loyalty; 40 More Years: How the Democrats will Rule the Next Generation and the New York Times best seller, It’s the Middle Class, Stupid!”, co-authored with Stan Greenberg. Carville and Matalin also authored a second joint memoir, Love and War: Twenty Years, Three Presidents, Two Daughters and One Louisiana Home.

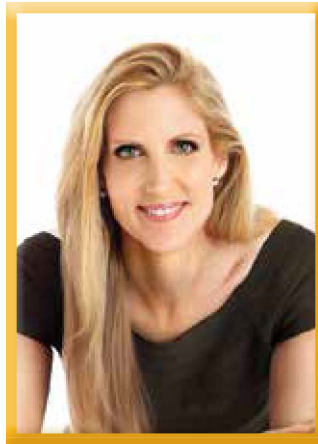
Carville founded Democracy Corps with pollster Stanley Greenberg, an independent, non-profit polling organization dedicated to making government more responsive to the American people. Democracy Corps has conducted over 200 national, congressional and local surveys, interviewing over 220,000 American voters during the past 10 years.

Carville can be seen on news networks worldwide. He is a columnist for The Hill newspaper which publishes daily when Congress is in session and serves as a Professor of Practice at Tulane University in New Orleans, where he lives with his wife Mary Matalin and their two daughters.



## ANN COULTER

*Political Commentator and Author*



Ann Coulter is the author of ten New York Times bestsellers — *Never Trust a Liberal Over Three—Especially a Republican*; *Mugged: Racial Demagoguery from the Seventies to Obama* (September 2012); *Demonic: How the Liberal is Endangering America* (June 2011); *Guilty: Liberal Victims and Their Assault on America* (January 2009); *If Democrats Had Any Brains, They'd Be Republicans* (October, 2007); *Godless: The Church of Liberalism* (June 2006); *How to Talk to a Liberal (If You Must)* (October, 2004); *Treason: Liberal Treachery From the Cold War to the War on Terrorism* (June 2003); *Slander: Liberal Lies About the American Right* (June 2002); and *High Crimes and Misdemeanors: The Case Against Bill Clinton* (August 1998).

Coulter is the legal correspondent for Human Events and writes a popular syndicated column for Universal Press Syndicate.

She is a frequent guest on many TV shows, including *Hannity*, *Piers Morgan*, *Red Eye*, *HBO's Real Time with Bill Maher*, *Fox & Friends*, *Dr. Drew*, *Entertainment Tonight*, *The Today Show*, *Good Morning America*, *The Early Show*, *The Tonight Show with Jay Leno*, *Hannity*, *The O'Reilly Factor*, and has been profiled in numerous publications, including *TV Guide*, *the Guardian (UK)*, the

*New York Observer*, *National Journal*, *Harper's Bazaar*, *The Washington Post*, *The New York Times* and *Elle* magazine. She was the April 25, 2005 cover story of *Time* magazine. In 2001, Coulter was named one of the top 100 Public Intellectuals by federal judge Richard Posner.

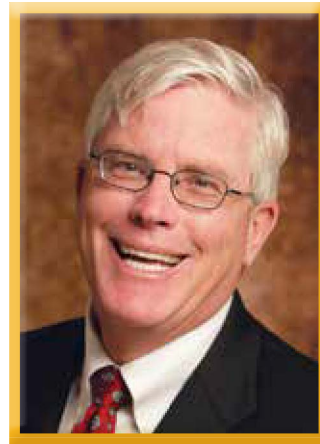
A Connecticut native, Coulter graduated with honors from Cornell University School of Arts & Sciences, and received her J.D. from University of Michigan Law School, where she was an editor of *The Michigan Law Review*.

Coulter clerked for the Honorable Pasco Bowman II of the United States Court of Appeals for the Eighth Circuit and was an attorney in the Department of Justice Honors Program for outstanding law school graduates.

After practicing law in private practice in New York City, Coulter worked for the Senate Judiciary Committee, where she handled crime and immigration issues for Senator Spencer Abraham of Michigan. From there, she became a litigator with the Center For Individual Rights in Washington, DC, a public interest law firm dedicated to the defense of individual rights with particular emphasis on freedom of speech, civil rights, and the free exercise of religion.

## HUGH HEWITT

*Radio Host, Attorney*



Professor Hugh Hewitt is a lawyer, law professor and broadcast journalist whose nationally syndicated radio show is heard in more than 120 cities across the United States every weekday afternoon. Professor Hewitt is a graduate of Harvard College and the University of Michigan Law School, and has been teaching Constitutional Law at Chapman University Law School since it opened in 1995. Professor Hewitt has been a frequent guest on CNN, Fox News Network, and MSNBC, and has written for *The New York Times*, *The Wall Street Journal*, and the *Los Angeles Times*. He has received three Emmys for his work as co-host of the ground-breaking *Life & Times* program, a nightly news and public affairs program that aired on the Los Angeles PBS affiliate, KCET, from 1992 until 2007. Professor Hewitt also conceived and hosted the 1996 PBS series, *Searching for God in America*. He is the author of a dozen books, including two *New York Times* best-sellers.

Professor Hewitt is best known as the host of his radio show, which has an audience estimated at more than 2 million listeners every week. Since its debut in July of 2000, Professor Hewitt has conducted groundbreaking interviews with government officials from both parties and widely respected analysts, authors and pundits. In a 2006

profile of Hewitt for *The New Yorker*, the dean of the Columbia University School of Journalism told his readers that Hewitt was "the most influential conservative you have never heard of."

Hewitt writes daily for his blog, *HughHewitt.com*, which is among the most visited political blogs in the U.S. He is also a weekly columnist for *The Washington Examiner* and *Townhall.com*.

Professor Hewitt served for nearly six years in the Reagan Administration in a variety of posts, including Assistant Counsel in the White House and Special Assistant to two Attorneys General. Since returning to California in 1989 to oversee the construction of the Nixon Library in Yorba Linda, Hewitt has served as a member of the California Arts Council, the South Coast Air Quality Management District, and the Orange County Children and Families Commission. He and his wife live in Orange County.

Hewitt's passions are the Cleveland Browns and Indians, Ohio State and Notre Dame football and running.



## LOU HOLTZ

*Former American Football Player, Coach and Analyst*

Lou Holtz has established himself as one of the most successful college football coaches of all time.

Holtz grew up in East Liverpool, Ohio. He earned a Bachelor degree from Kent State in 1959 and a master's degree from Iowa in 1961. He played linebacker at Kent State for two seasons before an injury ended his career. He has received 14 honorary doctorate degrees.

In 2015, Holtz joined SiriusXM where he now shares his passions for college football and golf with listeners, discusses the latest news and events, and shares his own insight, knowledge and personal stories. Holtz takes calls from listeners on *The Playbook* with Jack Arute, hosts the *SiriusXM College Football Tailgate Show* with Jason Horowitz and Phil Savage, and hosts *Holtz in One*, alongside Fred Albers.

Holtz is the only coach in the history of college football to take 6 different teams to a bowl game, win 5 bowl games with different teams, and to have 4 different college teams ranked in the final Top 20 poll.

Despite never inheriting a winning team, he compiled a career record that ranked him third in victories among active coaches and eighth in winning percentage. His 12 career postseason bowl

victories ranked him fifth on the all-time list. Holtz was selected for the College Football Hall of Fame, which places him in an elite group of just over 800 individuals in the history of football who have earned this distinction. Approximately 1 in 5,000 people who played or coached college football make it into the Hall of Fame. In 2012, Coach Holtz was inducted into the Cotton Bowl Hall of Fame.

After his departure from Notre Dame, he joined CBS Sports' *College Football Today* for two seasons as a sports analyst. From there he went on to be head coach at the University of South Carolina for six seasons from 1999-2004, where he led the Gamecocks to back-to-back January 1 bowl games for the first time in the history of the school and defeated Ohio State in consecutive bowl appearances.

Holtz served as a college football studio analyst on ESPN from 2004-2015. He appeared on *ESPNEWS*, *ESPN College GameDay*, *SportsCenter*, and was an on-site analyst for college football games.

For many years Holtz has been considered among the greatest speaking legends in America. He has built a reputation as a motivator, a demanding disciplinarian and someone who relishes challenges and hard work.



## LAURA INGRAHAM

*Political Radio Host*

Laura Ingraham is the most-listened-to female talk radio host in the United States. The *Laura Ingraham Show*, is ranked in radio's TOP 5, heard in hundreds of markets coast-to-coast, and is the third-most-streamed show in the country. Laura is the author of numerous *New York Times* bestsellers including *Of Thee I Zing*, *The Obama Diaries*, *Power to the People* and *Shut Up & Sing*. As the primary substitute host on *The O'Reilly*

*Factor* and *Fox News* contributor, she is among the most prominent political and cultural commentators in America today. Laura is a former white collar defense attorney and Supreme Court law clerk. She resides in Washington, DC, with her three children Maria, Dmitri & Nikolai. Laura is a passionate promoter of domestic and international adoption, and a stalwart advocate for our military men and women.



## BOBBY JINDAL

*Former Governor of Louisiana*



Bobby Jindal has a well-earned reputation as one of America's most successful public sector executives and one of the boldest innovators in the health care and education sectors.

Jindal used his two terms as Governor of Louisiana to rebuild and diversify the state's economy and financial footing in the aftermath of Hurricanes Katrina and Rita.

Jindal's agenda included top-to-bottom reformation and privatization of the state-run charity hospital and the state's healthcare payer systems. Fiscally, Jindal reduced the state budget by 26%, reduced the state employee headcount by 30,000, and implemented the largest income tax reduction in state history. With a bipartisan consensus, Jindal implemented statewide school choice programs and moved the state from the bottom five in ethics laws to the top five, according to independent analysts.

Jindal's dramatic rework of Louisiana's policy structure paid measurable dividends in the form of eight credit upgrades, \$60 billion in private capital investment and a ranking in the top ten in the nation for job creation and the highest ever per capita income ranking in state history.

Despite being the nation's youngest governor when he was elected in 2007, Jindal had been well-prepared to become the state's CEO, with stints as the head of the state Department of Health and Hospitals,

as president of the University of Louisiana System, assistant Secretary of the U.S. Department of Health and Human Services, and executive director of the National Bipartisan Commission on the Future of Medicare—all before his 30th birthday.

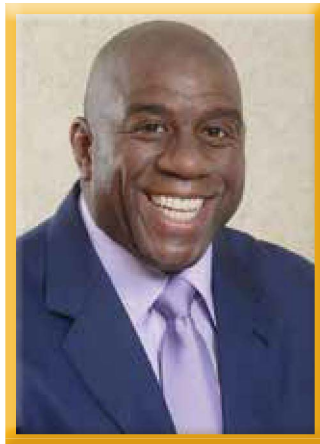
In the private sector, Jindal advised senior management of Fortune 500 firms as an associate at McKinsey & Co. Jindal analyzed potential acquisition targets, assisted with product launches, and evaluated manufacturing processes versus best practices. Jindal managed teams of clients and consultants and aided health care payer, pharmaceutical, manufacturing and information technology clients.

Jindal was mentioned as a potential running mate of John McCain in the 2008 presidential election, and a potential candidate for president in 2012. On June 24, 2015, Jindal announced his candidacy for the Republican nomination in the 2016 presidential election. He suspended his campaign in November 2015, subsequently announcing his support for Marco Rubio.

In 1997, Jindal married Supriya Jolly. They have three children: Selia Elizabeth, Shaan Robert, and Slade Ryan. Shaan was born with a congenital heart defect and had surgery as an infant. Since then, the Jindals have been outspoken advocates for children with congenital defects, particularly those without insurance.

## EARVIN "MAGIC" JOHNSON

*NBA Legend, Hall of Famer, Entrepreneur and Philanthropist*



Earvin "Magic" Johnson has become the most powerful African-American businessman in the world. He is a Major League Baseball owner, an NBA Legend, a two-time Hall of Famer, an Entrepreneur, a Philanthropist and a Motivational Speaker. The business mogul has successfully parlayed his skills and tenacity on the court into the business world, propelling his company to the status of #1 Brand in Urban America.

Chairman and CEO of Magic Johnson Enterprises (MJE), Mr. Johnson's company provides high quality products and services that focus primarily on ethnically diverse and underserved urban communities through strategic alliances, investments, consulting and endorsements. The conglomerate is comprised of multiple business entities and partnerships that include Yucaipa Johnson, a \$500 million dollar private equity fund, ASPIRE, an African-American television network, SodexoMAGIC, a food service and facilities management company, Magic Johnson Bridge-escape Academies, a high school drop-out prevention program, Clear Health Alliance, a healthcare provider with a specialty plan for HIV/AIDS patients, Magic Airport Holdings including Magic Johnson Sports, EquiTrust Financial Services, a fixed annuities and life insurance services company, The Marvel Experience, a virtual 3-D attraction centered around Marvel characters and Los Angeles Football Club, a new Major League Soccer team.

In the business world Mr.

Johnson is most noted for his unprecedented Starbucks partnership, which served as the catalyst for redevelopment in urban communities and is literally the blueprint for Corporate America's engagement and success with urban consumers. In 2010, the savvy businessman divested his Starbucks, and Los Angeles Lakers shares in excess of \$100 million dollars.

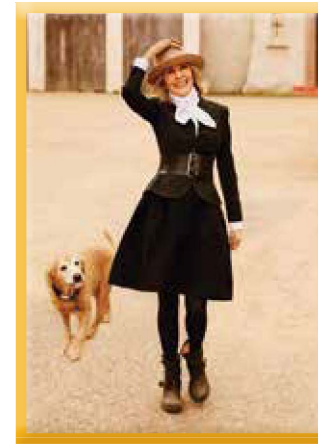
Mr. Johnson in 2012, as a member of Guggenheim Baseball Management (GBM), became an owner of the Los Angeles Dodgers, a Major League Baseball Franchise. In 2014, Mr. Johnson with some of the partners from GBM purchased the Los Angeles Sparks of the WNBA. Mr. Johnson announced his co-ownership of a future Major League Soccer expansion franchise based in Los Angeles on October 30, 2014. The temporary name is Los Angeles Football Club.

Mr. Johnson also serves as Chairman and Founder of the Magic Johnson Foundation, where his unwavering commitment to transform Urban America continues through HIV/AIDS Awareness & Prevention Programs, Community Empowerment Centers, and the Taylor Michaels Scholarship Program. Celebrating over 20 years of success, the Magic Johnson Foundation has become one of the most recognizable philanthropic organizations around the world.

In 1991, Mr. Johnson married Earlitha "Cookie" Kelly in a small wedding. He has three children and resides in Dana Point, California.

## DIANE KEATON

*Academy Award-Winning Actress*



Diane Keaton remains virtually peerless in the acting profession. With 50 movies and television shows under her belt, she has deftly managed to take on a wide range of roles and has not limited herself to any one genre.

The lead in the 1977 film Annie Hall was Keaton's breakout role and had been written expressly for her by director, Woody Allen, who was also her boyfriend at the time.

Annie Hall was not her first role, however. Keaton started her acting career at the Neighborhood Playhouse School of Theater in New York. There she had her first starring role in the Broadway play "Hair." Her first movie role was Lovers and Other Strangers. But it was with the Woody Allen play "Play It Again Sam" that Keaton received a Tony nomination.

The first of several starring roles in films directed by Woody Allen was her performance in the screen adaptation of Play It Again Sam. She later went on to star in the films Sleeper, Interiors, Radio Days, Manhattan, Love and Death, and Manhattan Murder Mystery. Although comedy was where most of Keaton's initial success resulted, she did earn a Golden Globe nomination for the thriller Looking for Mr. Goodbar. That same year, she received an Oscar for Annie Hall.

Keaton later starred in the movie Reds, for which she received another Oscar nom-

ination, and again stepped outside of the comedy genre to star in the 1984 film The Little Drummer Girl and Francis Ford Coppola's The Godfather, The Godfather: Part II, and The Godfather: Part III. But she returned to her comedy roots in films like Father of the Bride and its sequel, Father of the Bride Part II, as well as by The First Wives Club and Something's Gotta Give.

Keaton took the reins of her career when she began directing with the documentary film Heaven. She went on to direct other projects such as the movie Unstrung Heroes and an episode of the TV show Twin Peaks. Most recently she authored the 2011 memoir Then Again, a poignant and personal reflection on Keaton's career as well as her close relationship with her late mother.

Today Diane Keaton continues to act and direct, remaining popular with crowds from teenagers to senior citizens. She is a rare breed of performer whose appeal seems to span generations. In addition to her Oscar win, Keaton has garnered 23 award nominations and 17 wins.

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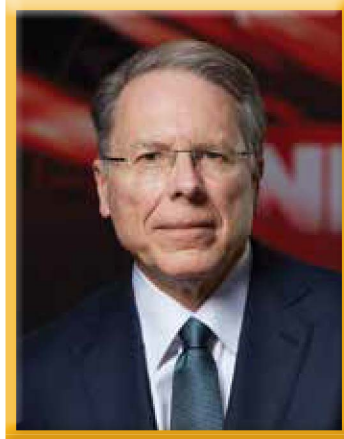
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## WAYNE LAPIERRE

*Executive Vice President and Chief Executive Officer,  
National Rifle Association of America*

Wayne LaPierre has served as the executive vice president and CEO of the National Rifle Association of America since 1991.

Over the past two decades, under his leadership, the NRA has witnessed unprecedented growth in membership, resources, and political strength,

which has led to the greatest expansion of second amendment freedom in American history. LaPierre serves as the public face and voice for NRA's 5 million members and America's 120 million gun owners who are among this nation's most politically savvy and engaged voters.



## VICKI LAWRENCE

*Emmy Award Winning Comedienne*

Vicki Lawrence was born in Inglewood, California where she excelled in dancing and singing. During her senior year of high school, Vicki sent Carol Burnett a letter which included a local newspaper article mentioning their resemblance. Vicki invited Ms. Burnett to the local "Miss Fireball Contest" in which she was performing. Ms. Burnett made arrangements to come to the event and the rest is television history. The Carol Burnett Show premiered in 1967. She spent eleven years with Carol, earning one Emmy Award and five Emmy nominations.

After the Burnett show ended, Vicki went on to star in the TV series, Mama's Family. The last original episode was made in January of 1990, completing five years of first-run syndication.

Vicki perfected her hosting skills on her own daytime talk show, Vicki!. She was the only talk show host since Oprah to be nominated for a Daytime Emmy in her freshman year. In 1997, she briefly returned to daytime talk as the host of Fox After Breakfast from New York City.

On stage Vicki has appeared in numerous productions, including Carousel, Hello Dolly, Annie Get Your Gun and Nunsense 3. Most recently she appeared in the Vagina Monologues.

Mama for President: Good Lord, Why Not? written by Vicki Lawrence and Monty Aidem as told by Thelma "Mama" Harper was published in 2008. Finally, a candidate who will speak her mind and put the country on the right track. From health care to homeland security, Mama has a plan, and not afraid to tell you about it. She tackles the big issues, and runs a campaign that has everyone running. Bitingly funny and brutally honest, Mama may just have the answer - but if not, at least readers will have a great laugh.

Since 2002 Vicki has spent much of her time on the road with her stage production Vicki Lawrence and Mama, A Two Woman Show. She also travels all over the country speaking to women's organizations. Vicki also works with the Humane Society and the American Heart Association. When she is in town, Vicki hosts the annual WALK FOR THE CURE where all the proceeds go to breast and ovarian cancer research at Long Beach Memorial Center.

In 1974 Vicki married Al Schultz. Al and Vicki have two grown children, Courtney and Garrett. They live at the beach with their two dogs. In their spare time Al and Vicki enjoy yacht racing.



## KT MCFARLAND

*FOX News' National Security Analyst & Distinguished Former  
Presidential Advisor*

With more than four decades on the forefront of global politics and national security, Kathleen Troia "KT" McFarland has firmly established herself as an expert on critical national security issues facing the U.S. As FOX News' National Security Analyst, McFarland appears regularly on FOX News and FOX Business News and also writes a regular column for FOXnews.com.

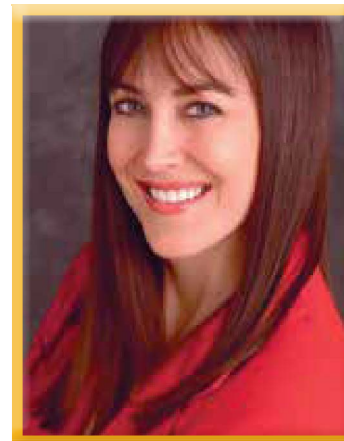
The former U.S. Senate candidate is also recognized as a leading advocate for a new era of economic revival in America and often sought-out for her insight on the importance of developing domestic resources, innovation, entrepreneurship and establishing the U.S. as a global energy leader.

Previously, McFarland held national security posts in the Nixon, Ford and Reagan Administrations, including serving as an aide to Dr. Henry Kissinger on the NSC Staff and as senior speech-

writer to Secretary of Defense Caspar Weinberger. In 1985, she received the Defense Department's highest civilian award for her work in the Reagan Administration.

A recipient of graduate fellowships from the Ford Foundation, Institute for the Study of World Politics, and the Arms Control and Disarmament Agency, she is also a board member of The James-town Foundation, a Distinguished Advisor to the Foundation for Defense of Democracies, and a life member of the Council on Foreign Relations.

With a finger on the pulse of national, global and economic issues, McFarland captivates audiences with valuable insight on critical issues facing the U.S., including cyber war and nuclear proliferation, and insider perspective on the importance of American ingenuity and entrepreneurialism to an economic revival.



## STEPHANIE MILLER

*Host of the Stephanie Miller Show*

Prior to going nationwide, Stephanie pulled #1 ratings at KABC and KFI in Los Angeles and other radio stations in New York and Chicago. You know her from tons of exposure on TV, and on comedy's prime stages: host of CNBC's Equal Time, Oxygen TV's I've Got a Secret, and many others. Stephanie has also appeared on CNN's Joy Behar, Larry King Live, Reliable Sources, as well as MSNBC's The Ed Show, Hannity and Colmes and Neal Cavuto on Fox News, the Today Show, the Tonight Show, Good Morning America, among many others.

Stephanie comes to the left, from the right. She's the daughter of William Miller, Barry Goldwater's 1964 Republican presidential running mate. Her humor and snappy political wit draws listeners from all sides and makes her the perfect antidote to cantankerous conservatives.

The Stephanie Miller Show is produced by WYD Media Management and is syndicated by WestWood One, the nation's leading independent radio programming company.



## RUBEN NAVARETTE, JR.

*Syndicated Columnist and Author*



Ruben Navarrete, Jr. is a nationally syndicated columnist with The Washington Post Writers Group whose twice-a-week column appears in nearly 150 newspapers. This makes him the most widely read Latino columnist in the country, known for his unpredictability and provocative thinking. He challenges both political parties with equal enthusiasm, and his column is required reading for anyone who wants to better understand the nation's 52 million Latinos.

Navarrete is also a CNN contributor who writes a weekly column for CNN.COM on the issues of the day. His columns often provoke strong reaction, racking up as many as 800,000 page views, 11,000 reader comments and dozens of emails.

On television, Navarrete has appeared on numerous shows on CNN, Fox News, MSNBC and PBS. He also served as a panelist on the PBS' All-American Presidential Forum in June 2007, a primetime event where he and other panelists posed questions to Democratic presidential candidates.

On radio, Navarrete has appeared on nationally syndicated radio shows. He has dozens of interviews on local radio shows and Sirius/XM. His writing has been praised on the nationally syndicated radio show hosted by Rush Limbaugh. He has been a commentator on National Public Radio. He has been a guest host in Phoenix, Dallas,

San Diego, and Fresno, CA. He has also served as a guest host for the nationally syndicated The Michael Medved Show, which airs in more than 200 markets.

As a freelance writer, Navarrete has contributed to The Wall Street Journal, The Denver Post, The Chicago Tribune, Texas Monthly, Hispanic Magazine, Latino Magazine, PODER Magazine, USA Today, VOXXI.COM, & TIME.COM.

Navarrete is the author of *A Darker Shade of Crimson: Odyssey of a Harvard Chicano* (Bantam, 1993). He's also a contributor to the popular *Chicken Soup for the Soul* series as well as contributing essays and columns to more than a dozen books.

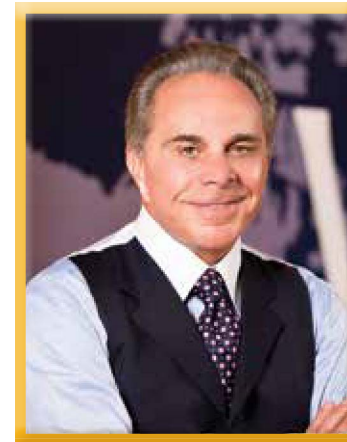
He is a graduate of Harvard College and the John F. Kennedy School of Government. After college, he served as an extern for US Appellate Court Judge Alex Kosinski, taught at the K-12 level, and taught at California State University Fresno.

His awards and distinctions include being invited to judge the competition for the Pulitzer Prizes in 2013, and being nominated for the Pulitzer Prize in Commentary by the Washington Post Writers Group in 2012, and winning 1st Place in Column Writing from the California Newspaper Publishers Association in 2006.

Navarrete lives in San Diego with his wife, and three children.

## JOE PLUMERI

*Vice Chairman & Board of Directors at First Data Corporation, Senior Advisor for KKR & Co.*



Joe Plumeri serves as the senior advisor to KKR and vice chairman of the First Data Board of Directors. Plumeri plays a pivotal role in company infrastructure finding strategies and solutions to better serve clients.

Joe began as an errand boy at Carter, Berlind & Weill and went on to eventually, lead billion dollar businesses within the empire that would eventually be known worldwide as Citigroup. His path took him to become president and managing partner of Shearson Lehman Brothers in 1990 and the president of Smith Barney in 1993.

Joe's next big step, in 1995, was as chairman and CEO of Primerica Financial Services where he regularly captivated audiences of tens of thousands of self-employed insurance salespeople, inspiring them to help those in their communities capitalize on the growing stock market by buying term life insurance and investing the difference, thereby bringing the American Dream closer for millions of people.

In 1999, when Travelers Group succeeded in its \$70 billion merger with Citicorp, creating Citigroup, Joe helped to lead the integration of the two giant companies and was appointed CEO of Citibank, North America, the mainstay financial brand with 450 retail branches across the United

States, boosting the division's earnings by 400%, to \$415 million, in just one year. In 1999, Joe led the integration of Travelers Group and Citicorp after \$70 billion merger. He went on to serve as CEO of Citibank North America.

After 32 years as an executive at Citigroup Inc, he became CEO and Chairman of Willis Group Holdings in 2000. Along the way, Joe revolutionized both his firm and the insurance industry, leading it toward greater transparency, increased innovation and better client service, exemplified by Willis's now famous "Client Bill of Rights." His most memorable feat may have come in 2009, after orchestrating Willis's \$2.1 billion acquisition of rival Hilb Rogal & Hobbs in 2008, when he moved the company's Midwest headquarters into the Sears Tower, culminating that deal with the building's renaming, to Willis Tower, of what was the tallest skyscraper in the Western Hemisphere.

Joe Plumeri is now in his latest chapter of affirming his enduring belief, proven many times over, that "Anything is Possible." Called on once again by Henry Kravis and KKR, he has joined his friend of 30 years, Frank Bisignano, the chairman and CEO of First Data Corp., to help create, perhaps, the greatest turnaround in U.S. business history.

## RICK PERRY

*Former Governor of Texas*



Texas' 47th governor (2000-2015), and the first Texas A&M graduate to occupy the Governor's Mansion, Rick Perry has led a life of public service, starting in the United States Air Force and continuing over two decades in elected office.

Governor Perry's administration focused on creating a Texas of unlimited opportunity and prosperity by improving education, securing the border and increasing economic development through classic conservative values.

During his tenure, Governor Perry maintained a strong focus on fiscal discipline, becoming the only Texas governor since World War II to sign budgets that reduced general revenue spending. He used his line item veto to scrub more than \$3 billion in budgeted spending, while encouraging investments in the building blocks of a prosperous state: the economy, education and security.

The Texas economy thrived under Governor Perry, thanks to a focused effort to keep taxes low, regulations predictable and legal system fair. He led the effort to reform the legal system, signing into law a series of lawsuit reforms designed to stem the

flow of frivolous lawsuits through Texas courts. As a result, Texas employers can devote their resources to creating jobs instead of defending against those frivolous lawsuits. More importantly, the reforms reversed the trend on skyrocketing malpractice insurance rates which has led to an influx of doctors seeking to practice in Texas. As a result, obstetricians and other specialists are returning to practice in previously underserved, high-risk areas.

On the education front, Governor Perry worked to improve the quality of Texas schools from top to bottom by increasing accountability, raising expectations and funding programs that work. In addition to introducing the largest teacher incentive pay program in the country, Governor Perry oversaw a 43% increase in total spending on public education in Texas. He also signed a school finance reform package that provided a 33% school property tax reduction, a \$2,000 pay raise for teachers, record funding for classrooms and a reformed business tax.

He married Anita Thigpen in 1982. They are the proud parents of two grown children -- Griffin and Sydney.

## BILL PRESS

*Host of The Bill Press Show*



Bill Press is host of The Bill Press Show, a nationally-syndicated radio show. He attends the daily White House briefings as part of the White House Press Corps, writes a weekly column for The Hill newspaper, and a nationally syndicated column distributed weekly by Tribune Media Services.

Press brings to talk radio a wealth of experience in politics and the media. For 25 years, he has been a major player in state and national politics, in addition to hosting top-rated radio and TV shows in California and on national cable networks.

Press is the former co-host of MSNBC's Buchanan and Press, a fiery debate program illuminating the most complex of contemporary issues. Prior to his role at MSNBC, he was co-host of CNN's Crossfire, for six years and co-host of CNN's Spin Room.

Press is a best-selling author and his books include: *Spin This!*; *Bush Must Go: The Top Ten Reasons Why George Bush Doesn't Deserve A Second Term*; *How The Republicans Stole Religion*; *Trainwreck: The End of the Conservative Movement (And Not A Moment Too Soon)*; *Toxic Talk*, and *The Obama Hate Machine: The Lies, Distortions and Personal Attacks on the President - And Who Is Behind Them!*.

Press has enjoyed a high-profile career in government, politics and broadcasting. He was chairman of the California Democratic Party from 1993 to 1996. He served as chief of staff to California State Senator Peter Behr and as director of the California Office of Planning and Research under Governor Jerry Brown. He managed several local and statewide political campaigns, and in June 1990, Press was a candidate in the Democratic primary for California State Insurance Commissioner.

In addition, Press is an award-winning radio talk show host and television commentator. He began his career as a political commentator from 1980 to 1989 in Los Angeles. He hosted Bill Press: True American and was a regular weekend talk show host from 1991 to 1996.

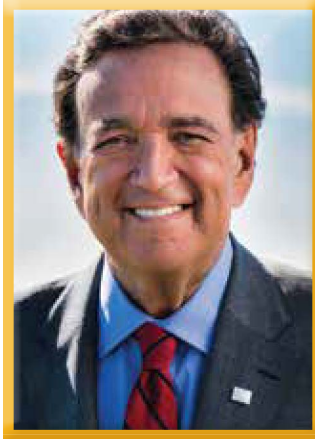
Press has received numerous awards for his work, including four Emmys and a Golden Mike Award. He was named Best Commentator of the Year by the Associated Press in 1992.

Press is a native of Delaware, owns a home in California and now lives in Washington, D.C. He received a bachelor of arts in philosophy from Niagara University and S.T.B. in theology from the University of Fribourg, Switzerland. Bill and his wife Carol have two sons, Mark and David, and five grandchildren.



## BILL RICHARDSON

*Former Governor of New Mexico*



For more than 30 years, Bill Richardson has led a distinguished public-service career as a U.S. Congressman, U.S. Ambassador to the United Nations, and Secretary of Energy under President Bill Clinton.

In 2008, he sought the Democratic nomination for President, dropping out after Iowa and New Hampshire. As a diplomat and Special Envoy, Richardson has received four Nobel Peace Prize nominations, and has successfully won the release of hostages and American servicemen in North Korea, Cuba, Iraq and the Sudan.

Since 2011, he has authored three books including "How to Sweet-Talk a Shark: Strategies and Stories from a Master Negotiator". He is active on the national and international speech circuit and appears frequently on numerous television news programs. Richardson also sits on several nonprofit and for-profit boards.

Richardson has also started two foundations: The Richardson Center for Global Engagement, focusing on conflict resolution and prisoner release, and the Foundation to Preserve New Mexico Wildlife with actor and conservationist Robert Redford.

Before being elected Governor of New Mexico, Richardson was Chairman of Freedom House, a private nonpartisan organization that promotes democracy and human rights worldwide, and served on the boards of the Na-

tional Resource Defense Council and United Way International. He has been an adjunct professor at the John F. Kennedy School of Government at Harvard, and has received several honorary degrees.

As Governor of New Mexico, Richardson's bold governing style moved New Mexico forward in several important areas, including clean energy, education, transportation, healthcare, immigration, environmental protection and \$1 billion in tax cuts to New Mexicans. He vastly improved the state's job numbers and improved economic development by bringing the movie industry to New Mexico, which resulted in more than 140 major film and TV productions. He also built a light-rail system from Albuquerque to Santa Fe, and partnered with Virgin Galactic to build a commercial spaceport.

During his administration, more than \$1 billion was invested in public schools. He also shifted education money away from the administration and into the classroom, and increased access to early childhood education. In 2010, he was named the "best education Governor" by the National Education Administration.

Richardson has been married to his high-school sweetheart, Barbara, for 43 years. He received a BA from Tufts in 1970 and an MA from Tufts' Fletcher School of Law & Diplomacy in 1971.

## ANN ROMNEY

*Former First Lady of Massachusetts*



Ann Davies Romney places primary importance on her role as a wife, a mother and a grandmother. As First Lady of Massachusetts, she worked to focus attention on the challenges facing at-risk youth and continues to be engaged in that effort.

Romney is a strong believer that faith-based and community organizations can reach some members of our community better than government can and served as the Governor's Liaison to the White House Office of Faith-Based and Community Initiatives. She has been involved with United Way of Massachusetts Bay and Right To Play, formerly Olympic Aid.

In 1998, Romney was diagnosed with multiple sclerosis. This led to the founding of the Ann Romney Center for Neurologic Diseases at Brigham and Women's Hospital in Bos-

ton. The facility works to find cures and new treatments for multiple sclerosis, Alzheimer's disease, Lou Gehrig's disease (known as ALS), Parkinson's disease and brain tumors.

Romney is currently writing a memoir that details, for the first time, her battle with multiple sclerosis, a disease estimated to affect more than 2.3 million people worldwide. She will talk candidly about her journey with MS, sharing intimate details from her initial diagnosis in 1998, through the highs and lows of her treatment, to the sources of faith that gave her strength and ultimately transformed her life and that of her family. The book will be published in the fall of 2015.

Romney currently resides in Salt Lake City with husband, Mitt. They have five sons and, at last count, 22 grandchildren.

## DEBRA SAUNDERS

*Columnist for the San Francisco Chronicle*



Debra J. Saunders is a conservative columnist for the San Francisco Chronicle. Syndicated by Creators Syndicate, her thrice weekly column is also carried by newspapers throughout the country and on townhall.com. Saunders also blogs for the Chronicle under the moniker Token Conservative.

Between 1987 and 1992, Saunders was a columnist and editorial writer for the Los Angeles Daily News. She has previously worked for conservative advocacy groups and for a Republican leader of the California State Assembly.

In addition to her columns, she has also written for The Wall Street Journal, National

Review and Reader's Digest. She is the author of one book, *The World According to Gore*.

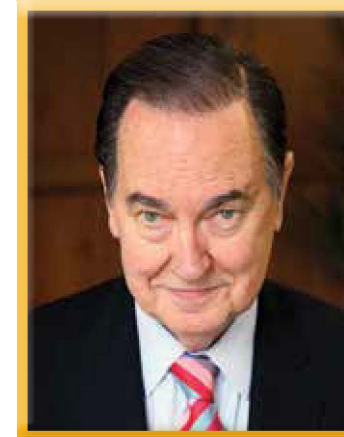
Although viewed by some as a conservative Republican, Saunders consistently opposed the War on Drugs. She campaigned in her column for President Bush to issue more pardons and sentence commutations. She also supports same-sex marriage.

Saunders voted against Proposition 22 but was critical of the California Supreme Court decision that legalized same-sex marriage.

In 2007, she penned an article that criticized the imprisoned freelance blogger Josh Wolf, although she opposed his imprisonment.

## CAL THOMAS

*Political Commentator and Nationally Syndicated Columnist*



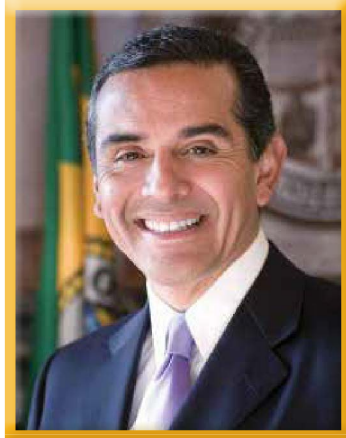
Cal Thomas is one of America's most widely-read syndicated op-ed columnists, and one of the most highly respected voices on the American political scene. A FOX News contributor for more than 15 years, Thomas also hosts a daily radio program syndicated to more than 300 stations nationwide and co-writes a twice-weekly forum page with Bob Beckel titled "Common Ground" for USA Today.

Thomas offers his view of the American landscape and addresses the historical conditions and decisions that have shaped it. As a political speaker, he addresses the failed attempts -- political, commercial and social -- to solve the major problems of recent generations and offers his own views on the right remedies we should be using.

His recently released book *What Works: Common Sense Solutions for a Stronger America*, offers what Thomas describes as solutions, not theories and political progress, not political posturing.

Thomas focuses on what promotes the general welfare, regardless of which party or ideology gets the credit, and provides an answer to the question of why we constantly fight the same battles over and over.

In *What Works: Common Sense Solutions for a Stronger America*, Thomas urges readers to pay attention so that politicians can no longer pick their pockets--literally or intellectually -- and challenges political leaders to forget about the next election and start focusing on the needs of the people.



## ANTONIO VILLARAIGOSA

*Former Mayor of Los Angeles*

Antonio Villaraigosa is a respected voice in American politics, a prominent policymaker and savvy strategist with a keen understanding of America's mainstream and emerging communities. He has more than 20 years of leadership experience at the highest levels of state and municipal government as well as business, political, educational and nonprofit organizations.

In 2013, Mr. Villaraigosa finished his two terms as Mayor of the City of Los Angeles, a city of more than 4 million residents, after eight years of major strides in transportation, crime reduction, infrastructure, energy and resource sustainability, right sizing government, business development and education reform.

As Mayor he oversaw the revitalization of downtown Los Angeles and Hollywood, approval of balanced budgets of more than \$8 billion annually, avoided a municipal financial meltdown during the recession, launched projects to double Southern California's rail transit system, and set in motion the first major modernization of LAX airport in more than a generation, a \$4 billion effort that included the single largest infrastructure project in the history of the city. He worked successfully to reduce violent crime by 50%, increase high school graduation rates from 48% to 64%, reduce carbon emissions by a nation-leading 28% and achieve a

75% solid waste recycling rate, increased tourism by 66% and generated more than \$40 billion in transportation funding for Los Angeles County.

While mayor, he served as a member of President Barack Obama's Transition Economic Advisory Board, and Chairman of the 2012 Democratic National Convention. He was also named one of TIME's "25 most influential Latinos."

Prior to his election as Mayor, Mr. Villaraigosa served as a member of the Los Angeles City Council from 2003 to 2005, where he launched the city's first program to reduce the cost of prescription medicine for residents, led the Council's efforts on transportation issues, created new parks, settled two crippling strikes, protected arts funding and worked to expand constituent services in a district of more than a quarter million people.

From 1994 through 2000, Mr. Villaraigosa served in the California State Assembly as Democratic Whip, Majority Leader and Speaker of the Assembly. As Speaker he presided over operations of the 80-member, 800-plus staff elected body and played a major role in strategizing and passing legislation.

Villaraigosa was born in January 1953. He holds a B.A. in History from UCLA and a J.D. from the Peoples College of Law, and is the proud father of four children.



## DAN WALTERS

*Journalist*

Dan Walters has been a journalist for more than a half-century, spending all but a few of those years working for California newspapers. At one point in his career, at age 22, he was the nation's youngest daily newspaper editor.

Mr. Walters joined The Sacramento Union's Capitol bureau in 1975, just as Jerry Brown began his governorship, and later became the Union's Capitol bureau chief. In 1981, he began writing the state's only daily newspaper column devoted to California political, economic, and social events and in 1984, he and the column moved to The Sacramento Bee. He has written more than 7,500 columns about California and its politics and his column now appears in more than 50 California

newspapers.

Dan Walters has written about California and its politics for a number of other publications, including The Wall Street Journal and the Christian Science Monitor. In 1986, his book, *The New California: Facing the 21st Century*, was published in its first edition. He is also the founding editor of the California Political Almanac; the co-author of a book on lobbying entitled *The Third House: Lobbyists, Money and Power* in Sacramento, and contributed chapters to two other books, *Remaking California* and *The New Political Geography of California*.

He is also a frequent guest on national television news shows, commenting on California politics.

## THE HONORABLE ALLEN B. WEST

*National Center for Policy Analysis CEO*



The National Center for Policy Analysis welcomed Allen West as its new President and CEO effective January 2. West took the post because he believes it will be policy, not politics that secures a sound economic future for Americans – with growth, opportunity and returning the promise of the American dream for this generation and those to come.

West was commissioned through ROTC at the University of Tennessee. He entered active duty service in the U.S. Army in 1983 at Fort Sill. In 1987, he was promoted to Captain.

He was then assigned to the 1st Infantry Division, where he commanded Bravo Battery, 6th Field Artillery Regiment and was a Battalion Task Force fire support officer for 2d Battalion, 16th Infantry Regiment. While with the 1st Infantry Division, he participated in Operations Desert Shield and Operation Desert Storm.

West's culminating assignment to his career was as Battalion Commander of the 2d Battalion 20th Field Artillery, 4th Infantry Division. He assumed command of this unit in 2002. He deployed with his unit during the Iraq War in 2003 and continued to command his battalion until his retirement from the Army in 2004.

West's awards and decorations include the Bronze Star; Meritorious Service Medal; Army Commendation Medal;

Army Achievement Medal; Valorous Unit Award; Air Assault Badge; and the Master Parachutist Badge. Lt Col West proudly wears the Army Master Parachutist Badge, the Air Assault Badge, the Navy/Marine Corps Parachutist Insignia, the Italian Parachutist Wings, and the German Proficiency Badge, bronze award.

In November of 2010, Allen was honored to continue his oath of service to his country when he was elected to the United States Congress, representing Florida's 22nd District. As a member of Congress, West introduced seven major pieces of legislation, and was the original sponsor of H. R. 1246 which reduces costs at the Department of Defense, was passed unanimously and signed into law by President Obama as part of the National Defense Authorization Act.

West holds a Bachelor's degree from the University of Tennessee, Knoxville and two Masters, one from Kansas State University and another from the US Army Command and General Staff Officers College. He is a Senior Fellow at the London Center for Policy Research, a Fox News Contributor, and the author of *Guardian of the Republic: An American Ronin's Journey to Family, Faith and Freedom*.

Lt. Col. is married to Dr. Angela Graham-West and they have two daughters, Aubrey and Austen.



## POLITICHICKS

*Political Commentators*

In 2010, Ann-Marie Murrell helped create "PolitiChicks" as a webTV series. Today, Ann-Marie and Morgan Brittany own the website which serves as a major platform for both women and men writers across the U.S. They are regular political commentators on television and radio and they have hundreds of thousands of followers throughout social media.

The three lead PolitiChicks are Ann-Marie Murrell, Morgan Brittany, and Sonya Sasser. They have each appeared on countless television and radio shows and are featured speakers throughout the U.S. Ann-Marie and Morgan are also co-authors of the bestselling book, *What Women Really Want*.

Ann-Marie Murrell is a 5th generation Texan who left home in her early 20's to pursue an acting career in Los Angeles. Ann-Marie appeared in various film and television shows such as ABC's *Sledge Hammer*, *Young and the Restless* and the movie *Sunset Strip*. These days Ann-Marie's television appearances are on shows that include *Fox & Friends*, *Hannity*, the *Dr. Phil Show*, *Lou Dobbs*, *C-SPAN*, *CNN International*, and *MSNBC*. In 2014, Ann-Marie was a panelist at the National Security Summit in D.C. Ann-Marie has interviewed hundreds of conservative leaders and was one of the last reporters to interview the late Andrew Breitbart. Ann-Marie will soon appear in

the *The Gosnell Movie*.

Morgan Brittany has been a film, stage, and television star since the age of five when she appeared in two Alfred Hitchcock films, *The Birds* and *Marny*. She played 'Baby June' in *Gypsy*, and was one of Henry Fonda's daughters in *Yours, Mine, and Ours*. Morgan appeared in *The Twilight Zone*, the *Andy Griffith Show*, and later she gained worldwide fame as Katherine Wentworth on ABC's *Dallas*. She also starred on Broadway, toured with Bob Hope and Gene Kelly, and can tell some of the greatest Hollywood stories you'll ever hear—but she won't tell them because she's also one of the classiest stars to ever live in Hollywood.

Sonya Sasser has been a writer for the organization since 2012. Sonya has done massive research for PolitiChicks and has written numerous articles on all topics affecting Americans. She has conducted exclusive interviews with gun rights advocate Nikki Goesser, Catherine Engelbrecht of *True the Vote*, Oklahoma Congressman Jim Bridenstine, and many other distinguished subjects. Sonya has been a guest speaker at the South Carolina Guns Across America rally and various Conservative talk radio shows. In addition, Sonya is a Christian, a wife, a mother, a registered dietitian, and a fashion and fitness guru.



## Borton Petrini, LLP Bakersfield Business c o n f e r e n c e

America's premier one-day conference

### OLYMPIC ATHLETES INTRODUCTION



### KOROIBOS FOUNDATION, INC.

For the third time, the Koroibos Foundation, Inc. is a participant and beneficiary of the Bakersfield Business Conference. On behalf of the foundation, President Cathy Marino would like to thank conference creator George Martin for his tremendous respect for Olympians. According to Marino, "This is also my third conference and this is one of my personal favorites in terms of salutes to the spirit of the Olympic Games." Since 1983, the foundation has been a beacon of hope for athletes from Southern California who were attempting to make the USA Olympic Team. Both Marino and participating Olympian VIP Merrill Moses who just compet-

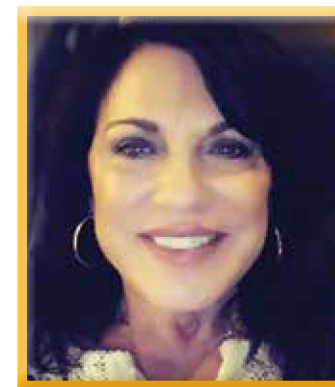
ed in the Rio Games are former recipients of Koroibos Foundation training grants. Koroibos is thankful for the generous financial support of this conference. However, most importantly, the foundation appreciates the continued support of the Olympians themselves who have often volunteered their support for foundation programs and events. Simply stated, the Koroibos Foundation, Inc. is a truly organic organization that was founded by Olympians for future generations of Olympians comprised by an all-volunteer board of Olympians. For additional information on the Koroibos Foundation please visit [www.koroibos.org](http://www.koroibos.org) or call (310) 839-1996.



SUSAN "SUSIE"  
ATWOOD

*Olympic Swimmer*

Susie Atwood qualified for the USA Olympic Swimming Team for the Mexico City Olympics at the young age of 15. After the excitement of these Games, her swim career really took off. During the next four years, Susie became the most dominating female swimmer in the United States and international swimming. She captured 23 national titles and set 24 world and American records in the 100 and 200 meter backstroke and individual medley events. She held the world record in the 200- meter backstroke for 3 years and won 14 consecutive U.S. National Championships. At the Munich Olympics, Susie won both a silver and a bronze medal in the 200 and 100 meter backstroke. Following her career as an elite competitive swimmer, Susie became the Head Swimming coach at The Ohio State University and elevated this program to national prominence. In 1992, Susie was inducted into the International Swimming Hall of Fame. She continues to be an active supporter for local charities and community events. She recently celebrated the 25th anniversary for her highly successful State Farm Insurance Agency in Long Beach.

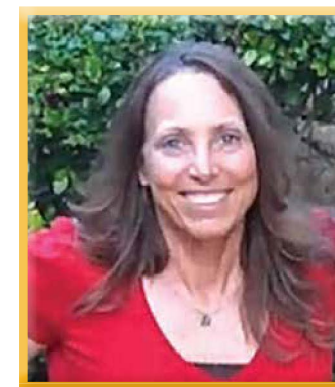


CATHY MARINO  
BRADFORD

*Olympic Sprint Kayaker*

Cathy is a two-time Olympian sprint kayaker who competed in 1988 and 1992. She was a leading Olympian hopeful in 1983, but she injured her shoulder right before the Olympic Trials for the Los Angeles Summer Games. Cathy was an eight-time national champion and her athletic ability earned her a spot on the hit syndicated television series "American Gladiators" and Cathy earned a spot in the finals when she appeared.

In addition to her Olympic dreams, she also wanted to become a fire fighter. In 1981, she became the first woman ever to pass the Santa Ana College Fire Academy program and she began working with the Orange City Fire Department. Later, Cathy would join the City of Long Beach Fire Department and she rose to the rank of Captain in 2000. Cathy served on the Board of Directors for the U.S. Olympic Committee's "Olympians Helping Olympians Relief Fund" and also has served for years on the boards of the Southern California Olympians & Paralympians ("SCOP") and the SCOP's Koroibos Foundation, Inc.



CANDACE CABLE  
*Paralympian*

In 1975, Candace Cable was involved in a tragic automobile accident that may have ruined the life of someone who did not have the determination and drive that she had. Instead, she emerged as one of the world's most successful athletes in the Paralympic Movement. Candace embraced wheelchair racing, Alpine and Nordic Ski Racing. Between 1980 through 2006, she won 12 Paralympic medals and in 1992, she became the first American woman to medal in the Winter and Summer Paralympic Games during the same year. In 2004, Candace became the first American woman to win an Over-All World Cup Title in Cross Country skiing. She was a pioneer of the sport of wheelchair racing and won national and international titles in all track and road distances as well as 84 marathons. In 2006 Candace retired from elite sport competition to pursue a career in understanding disability conditions and in consulting about gaining access globally for everyone. She is a writer, webcast host, video producer and Human Rights representative to the United Nations for the Christopher and Dana Reeve Foundation and a trainer with Open Doors Organization. She is a member of U.S. State Department Speaker and Specialist Program, UNICEF's inclusive education task force, the USOC Athlete Advisory Council, and Virgin America's Advisory Board. Candace is also on the board of the United States International Council on Disability and Vice Chair of the LA2024 board bid commission to bring the Olympic and Paralympic Games to Los Angeles in 2024.



## ANN MEYER DRYSDALE

### *Olympic Basketball Player*

One of the true pioneers in women's basketball, Hall of Famer and award-winning broadcaster Ann Meyers Drysdale is the Vice President of both the Phoenix Mercury and the Phoenix Suns. The role follows five successful seasons as General Manager for the Mercury where she constructed the franchise's first two WNBA championship teams in 2007 and 2009.

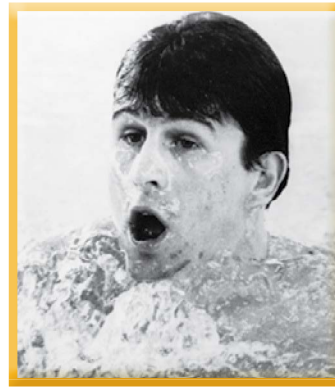
Meyers Drysdale earned a silver medal at the Montreal Games in 1976. Meyers Drysdale remains the only female to sign a free-agent contract with an NBA team when she signed with the Indiana Pacers in 1979. After being released by the Pacers, she served as a color commentator for the Pacers broadcasts and was the first woman to broadcast an NBA game. In 1978 she became the first player drafted in the Women's Professional Basketball League (WBL) and resumed her playing career with the New Jersey Gems, where she was named MVP after leading the league in steals and averaging 22.2 points. Meyers Drysdale has established herself as an expert analyst on ESPN, NBC, ABC, FOX Sports, and CBS and has done commentary for men's and women's basketball, softball, tennis, volleyball, and baseball since 1979. Her illustrious broadcasting resume includes the 1984, 2000, 2004, 2008, 2012 and 2016 Summer Olympics.



## DR. CATHY FERGUSON

### *Educator & Olympic Gold Medalist*

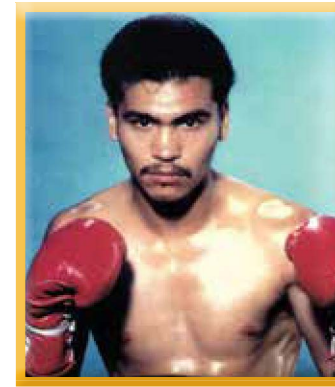
As a past University Professor Dr. Ferguson has an extensive background in education administration and teacher preparation. Upon completion of over 20 years in the university, Dr. Ferguson left traditional education to work in several community benefit organizational settings including Executive Director of Girls Incorporated of Delaware, Chief Resource Development Officer of the Red Cross of the Delmarva Peninsula, National Chief Marketing Officer of the American Youth Soccer Organization (AYSO), Director of Development for Disney GOALS, and Director of Sports Medicine at Anaheim Memorial Hospital. Along with her educational background, Dr. Ferguson is a past Olympic Gold medalist and has coached swimming at all levels including Olympic Trial level. She held five World Records during her swimming tenure and was nominated for the Sullivan Award. She has been elected into the International Swimming Hall of Fame, California State University, Long Beach Hall of Fame, Glendale College Hall of Fame, Helms Hall of Fame and Burbank High School Hall of Fame. In October of 2010, Dr. Ferguson was named one of the Top Ten Professional Women of Fresno.



## BRUCE FURNISS

### *Olympic Gold Medalist*

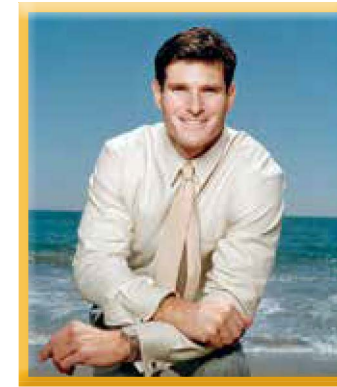
During an illustrious swimming career spanning seventeen years, Bruce Furniss broke ten World and nineteen American Records, and won 11 AAU and 6 NCAA Titles. As a member of the 1976 U.S. Olympic Swimming Team, Bruce won two Gold Medals in the 200-meter and the 4 x 200-meter Freestyle Relay, setting World Records in each event. Bruce was twice named World Swimmer of the Year, once in 1975 and again in 1976. He was inducted into the Orange County Sports Hall of Fame in 1984 and the International Swimming Hall of Fame in 1987. In 2001, Bruce was inducted into the University of Southern California Athletic Hall of Fame. A licensed California Real Estate Broker for the past 30 years, Bruce has marketed and sold over \$1 Billion worth of multi-family and commercial real estate. He is a Senior Vice President and Broker Associate with Berkadia Apartment Real Estate Advisors, one of the nation's largest fully-integrated multifamily brokerage and advisory practices.



## PAUL GONZALES

### *Olympic Gold Medalist*

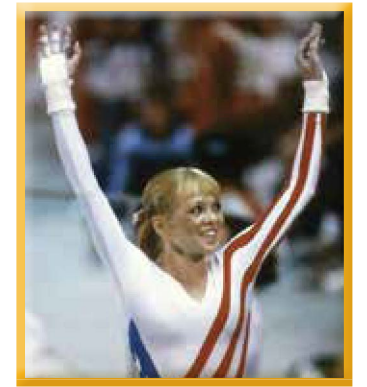
Paul Gonzales is the winner of the 1984 Olympic Gold Medal for boxing in the Light-Flyweight Division. During his amateur career, Paul won 18 National A.A.U. Titles. For ten consecutive years he won the Los Angeles Golden Gloves, The Police Athletic League, L.A. Diamond Belt and numerous other championship titles. Beginning at the age of fifteen, Paul won the Golden Bear Championship four consecutive years, becoming the first and only contender ever to come out of the Junior Olympics to win a major Amateur Championship. Paul is the first American in the light-flyweight division and the first Mexican-American in the history of the Olympic Games to win an Olympic Gold Medal. He was the fifth recipient since its existence in 1892 to be awarded the Val Barker Cup; the most prestigious award given in Olympic competition as the most outstanding boxer pound for pound of the 23rd Modern Olympic games. Paul has continued to devote his time and efforts toward helping inner-city youth overcome the day-to-day challenges of life and survival in their neighborhood.



## CLIFF MEIDL

### *Olympic Kayaker*

Cliff Meidl has just received another honor. He was selected by Ralph Lauren to wear the newly-revised Team USA Flag Bearer uniform on the "Today Show." Cliff represented all of the previous male Team Flag Bearers and fielded questions from the NBC broadcasting crew. When this two-time Olympian kayaker led Team USA onto the field at the Opening Ceremonies of the 2000 Sydney Olympic Games, nearly two billion viewers around the world were watching and learned about his courageous rehabilitation and recovery from a tragic construction accident. Meidl staged an incredible comeback and in true Olympian fashion, he found his sport of kayaking and channeled all of his energy into the sport and his goal of making the Olympic Kayaking Team. Since the entire world learned about this amazing Olympian, he has new mission: saving lives and preventing injuries. He is now sharing his inspirational story with audiences all across the U.S. His story has been featured on NBC's Olympic coverage, "The Today Show," CBS' "The Morning Show," syndicated programs such as "Oprah," cable programs and in countless magazines and newspapers.



## JULIANNE MCNAMARA

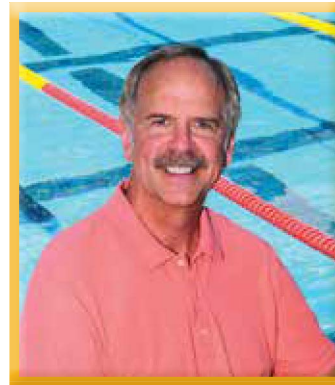
### *Olympic Gymnast*

As a member of both the 1980 USA Olympic Team and the 1984 USA Olympic Women's Gymnastic Team, Julianne McNamara is one of those outstanding Olympians who led the way to the excellence that is now enjoyed by our female Olympic gymnasts. Yes, the "Final Five" owe much of their success to the momentum that was created by such gymnasts as McNamara. Julianne won the first ever individual gold medal by a female American gymnast (gold in the Uneven Bars at Los Angeles Games). Julianne was one of six outstanding gymnasts on the 1984 team that earned the Silver Medal in the Team Competition. She also won another individual medal (the Silver Medal in the Floor Exercise in 1984). Following her Olympic success, she made numerous personal appearances and became an actress and commentator. Today, Julianne continues to be an Olympian role model and has made a number of appearances on behalf of the Los Angeles 2024 Committee that is attempting to bring those Olympics to Los Angeles. How appropriate this is considering that Julianne was one of the breakout stars of the 1984 Los Angeles Olympics.



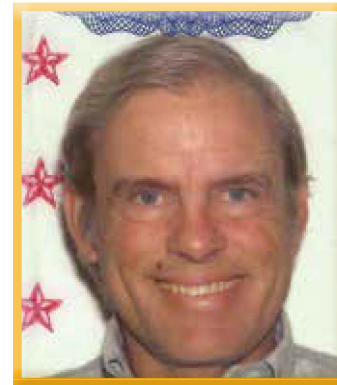
**MERRILL MOSES**  
*Olympian Water Polo Player*

**M**errill Moses is a three-time Olympic goalie for Team USA Men's Olympic Team. He has been a part of the men's water polo national team for the last twenty years and is regarded as one of the best in the world at his position. In 2008 in Beijing, Team USA surprised the world by earning the Silver Medal. Merrill has been a key player for three gold medal Pan American Games teams (2007, 2011 and 2015) and is also now an assistant coach at Pepperdine University under Head Coach Terry Schroeder who also coached Merrill in the 2008 and 2012 Olympic Games. In 1997, he helped the Pepperdine Waves to win the NCAA national championship and he was named MVP of the NCAA Championships. Merrill was named to the Olympic All Star Team in Beijing after blocking 70 shots and he had 63 saves at the London Olympic Games in 2012. He just finished his USA Olympic Team career competing in the 2016 Rio Olympic Games. Merrill is a Southern California native. He and his lovely wife, Laura, have two daughters Adrianna and Makenna.



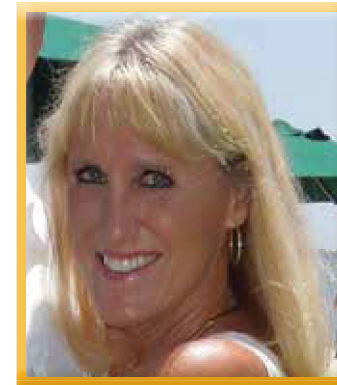
**JOHN NABER**  
*Olympic Gold Medalist*

**J**ohn Naber is the most decorated member of the 1976 US Olympic team, with 4 gold medals and one silver in swimming, as part of the most dominating swim team ever. Following his Olympic Games, John returned to his alma mater, the University of Southern California and continued to compete for the Trojans. During his career, John set six world records and won ten NCAA individual swimming titles as part of four consecutive National Championship teams. Naber has been inducted into the International Swimming Hall of Fame and the US Olympic Hall of Fame. In addition, Naber served as the President of the US Olympians and Paralympians Association, and held leadership positions with the Olympians for Olympians Relief Fund, the Southern California Olympians & Paralympians Chapter, and the Korobos Foundation, Inc. Over the years, John has enjoyed a highly successful career as a professional speaker, sports broadcaster and author of two books. He continues to work with ABC Television covering Pasadena's annual Rose Parade. John resides in Pasadena, California with his wife of 35 years, Carolyn.



**JOHN NUNN**  
*Olympian Rower*

**O**lympian rower John Nunn won the bronze medal in the Double Sculls rowing event at the Mexico City Olympic Games. His rowing career began a few years earlier when the six foot, six inch Nunn enrolled as a Freshman at Cornell University. John was a member of a National Collegiate Champion Varsity Eight champion team at Cornell and later was inducted into the Cornell University Athletic Hall of Fame. Nunn served as the USA Men's Sculling Coach for the Montreal Olympic Games and had previously served as the Men's Rowing coach at USC for three years. In 1984, he was selected to the Official Olympic Spirit Team for the Los Angeles Summer Olympics. He is a longtime resident of Rolling Hills and has actively supported his sport both in Long Beach and with the Southern California Rowing Association. John Nunn has been an active member of the Southern California Olympians & Paralympians since 1983 and has actively supported the Olympic Movement and the Special Olympics for years. He and his family are longtime residents of Rolling Hills Estates.



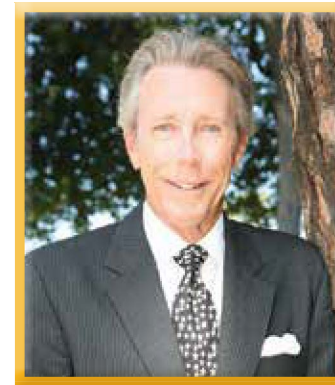
**DEENA SCHMIDT**  
*Olympic Swimmer*

**N**ot only was Deena a great swimmer who won an Olympic gold medal at the Munich Olympics, she also is a profile in courage for having courageously dealt with life's adversity as well. In 2008, Deena served as a national Susan G. Komen Foundation Cancer Survivor Spokesperson. She successfully battled breast cancer and has helped to increase the awareness of the importance of early detection for anyone over 40 with a known family history for this deadly disease. In addition, Deena has been an outstanding swimming coach having successfully coached the swimming team at San Diego State University for a number of years. Currently, Deena is a faculty member at Grossmont College in El Cajon, California. In her Olympic Games, Deena swam the butterfly event in the Women's 4 x 100 meter medley relay that broke the world record with a time of 4:20:75 in the event final. She also placed fourth in those Games in the individual Butterfly event. In addition to her physical challenge of battling breast cancer, Deena has displayed exceptional courage in stepping forward to fight sexual abuse of young swimmers. In 2010, she testified on this issue and as a result, awareness of this problem has increased dramatically thereby greatly reducing incidents for new swimmers. Through all of the challenges in her life, she has retained her strong positive attitude and her determination to represent the ideals of the Olympic Movement.



**DR. TERRY SCHROEDER**  
*Olympian Water Polo Player*

**T**erry is a four time Olympian in the sport of water polo. In 1984 and 1988 he led the team to Olympic silver medals. He retired in 1988 and then made a comeback in 1990. Dr. Terry was again named captain of the team for the 1992 Olympic Games. Terry was named the Player of the World in 1981 and 1985 in the sport of water polo. He was also selected to be the model for the Olympic torso that stands out in front of the Los Angeles Coliseum. In addition, he was selected to carry the flag for Team USA in the Closing Ceremonies of the 1988 games. Terry was the Head Coach for the USA Olympic Water Polo Team in 2007 and 2012. Terry is a third generation chiropractor. He is a 1981 Magna Cum Laude Sports Medicine graduate of Pepperdine University and a 1986 Cum Laude graduate of Palmer College of Chiropractic. He and his wife, Lori, own a successful family chiropractic office in California. Drs. Terry and Lori have two children.



**DWIGHT STONES**  
*Olympian High Jumper*

**D**wight Stones set the World Record in the High Jump ten times. He won Bronze medals in both the 1972 and 1976 Olympic Games. In 1984, at the age of 30, he made his unprecedented third Olympic team when he set his 13th American Record to win the Olympic Trials. During his 16-year career, he won an incredible 19 National Championship titles. He was twice voted World Indoor Athlete of the Year, by Track & Field News, and remains history's All-Time #1 Ranked American High Jumper. In 1998, he was inducted into the United States Track & Field Hall of Fame. Since retiring from competition in 1988, Dwight has concentrated his efforts on a career in television broadcasting, motivational speaking and real estate investment and sales. He has been a color analyst for all three major networks, covering sporting events around the globe. Dwight has been an integral part of NBC's World Track and Field Championships coverage from 1983 through 2013. This summer, Dwight covered the Rio Summer Olympic Games for ESPN International. He was an in studio analyst for the first week and then shifted over to host/play by play duties when the track & field competition began.



# HONKEY TONK

The Motor City Buick GMC Lexus Honkey Tonk is a new addition to this year's Conference. The 2016 Conference presents music all day and into the night. Attendees will enjoy music and dancing throughout the day at the live HonkeyTonk stage and dance floor. It is the perfect spot for those wanting a break. The Honkey Tonk stage will present some of the nation's top singer-song writers plus local and regional favorites.



### 8:00 - 8:05 - National Anthem

### 8:05 - 8:45 - Johnny Douglas and the 88's

We are a Bakersfield sound band that was heavily influenced by the legends of Bakersfield, such as Merle Haggard and Buck Owens. We like to keep the spirit of traditional country music alive. Some people call it outlaw music, we call it country.

### 9:00 - 9:45 - Tommy Hays Band and the Western Swingsters

Tommy Hays is a guitarist, band leader and vocalist. Tommy has played on stage with many of the old timers who played a part in creating "The Bakersfield Sound". He surrounds himself with top notch musicians and with The Western Swingsters release the CD 60 Years of Western Swing, he still is in much demand as The Tommy Hays Band.

### 10:00 - 11:15 - Road Dawgs

The Road Dawgs is a band compiled of true friendships that have stretched for 10 years. The Road Dawgs are a versatile band and have over 450 songs in their catalog - anywhere from down home Country to Rock n roll. They are appreciative of the support of their fans and are quick to give back to the community for non-profit fund raisers.

### 11:30 - 12:45 - Gregor Ross Band

Gregor's grandparents were both singers and instrumentalists with Bob Wills and the Texas Playboys, and they instilled the love of country music in Gregor. So every chance he could, Gregor would play and sing locally, including Buck Owens' Crystal Palace. Now, Gregor's first commercial product will be released on May 20. The six-song



EP Turn Up The Noise, was recorded in Los Angeles and is comprised of all original material written and performed by Gregor.

### 1:00 - 2:45 - BakerBilly Band

The BakerBilly Band was formed in 2015. Band members consist of Larry Petree on Pedal steel, Jimmy Phillips on drums, Mike Hall on Lead Guitar, Mel Lawrence on Bass Guitar, Phillip Hickerson on 2nd Lead Guitar, and Lorenzo "FattKatt" Ybarr, on Rhythm Guitar. The BakerBilly sound is a mixture of The Bakersfield Sound and rockabilly.

### 3:00 - 4:30 - JD Hardy

JD Hardy lived in Bakersfield, CA until he was 24 years old. His Dad, Jack,

was a lead guitar picker in many bands and played all of the famous honky tonks around Bakersfield. JD's biggest passions are writing music and performing the songs that he has written. JD Hardy has an authentic sound that is a blend of traditional and modern country music.

### 4:45 - 6:15 - John Owens & The Buck Fever Band

Johnny Dale Owens is the son of Buck Owens and Phyllis Buford Owens. Johnny Owens and the Buck Fever Band perform the great classic country music that Johnny was raised on that includes Merle Haggard, Johnny Cash, and of course Buck Owens.



# CHUBBY CHECKER

Chubby Checker is an entertainment industry icon. He is best known for popularizing The Twist, the number one song of all time... and the only song to hit the number one position twice in two different years.

Born in Spring gully, SC and raised in Philadelphia, PA, Chubby rose to national prominence in 1959 with his debut record, "The Class". By the time he was 18, his second single, "The Twist" had skyrocketed to #1.

Chubby's September 1960 performance on American Bandstand, changed everything. "That day on American Bandstand was like an atomic explosion that went off in the world of music," Chubby explains today. "Dancing in the world changed when I came on the scene. Before the twist, dancing apart to the beat didn't exist in the world of rock'n'roll. And now, it's all that people do when they dance to rock music."

The Twist is the first song in history to be number one for over 50 years. It will be the number one song until 2065 when Billboard Magazine nominates another song for that honor.

Chubby also invented and popularized many other dances, including the Fly, the Pony, the Shake and the Hucklebuck. All of them exist in some form today on the dance floor, but it's the legacy of The Twist that endures and secures Chubby's place in history.

Chubby is the only artist in history to have five albums in the Billboard Top 12 all at once and the only artist in history to have nine double-sided hits. He won the first rock'n'roll Grammy and scored the first platinum album in rock'n'roll history.

Fifty-four years after Chubby's first hit, he has released a new single, "Changes" an inspiring ballad exploring the theme of transforming your life. It's loosely based on the changes in Chubby's own life after more than five decades in the music scene.

Chubby continues to tour around the world and make people smile.



# FOSTER CAMPBELL AND FRIENDS

The Golden Empire's high octane R&B, Rock and Funk band was born 10 years ago. As a request to provide entertainment for a one-night show, Foster [Lead Vocal & Guitar] asked some friends to help out. They had one rehearsal, did the gig. The chemistry was undeniable. They were asked to do another show and his Sound Machine has rolled on ever since.

This 14-piece band features a powerful horn section with a roster of some of Bakersfield's premiere horn players led by Entertainer, Mac McClanahan [Sax, Vocals & Arrangements]. The locked down Rhythm Section is comprised of Foster's favorite people/musicians, Chuck Seaton and Laurence Impastato sharing Lead Guitar duties. The Master of the Keys, sampling and voice box, Chris Neufeld. The heartbeat of the band "The General" Ray Sadolsky on Bass and musician's musician, Eddie Marquardt, on the skins. The "and friends" are truly that, great friends as well as family. The lovely and talented ladies providing the "Tasty Vocals" are led by Foster's wife Geri and features their daughters Megan and Hannah. The party goes full throttle when Tracy Peoples (known to us as MVP) fronts the band with some of our biggest numbers.



# MAKING IT HAPPEN

Behind the scenes look at this year's Conference

**T**he 26th Anniversary Conference is the result of years of refinement, planning and foresight that have culminated in one of the largest and most famous one-day business conferences in the world.

Imagine, being tasked with building an infrastructure to accommodate an estimated 5,500 people in less than three weeks (after months of planning) including electricity, communications, and basic needs such as water and restroom facilities? This herculean effort of coordination and planning brings together technical experts and volunteers, staff and organizers who must orchestrate their efforts so the Conference will be a once-in-a-lifetime experience for attendees. At the helm of this well-orchestrated effort is Borton Petrini's Katrina Nelson, who serves as Conference Coordinator, and Linda Hartman of Platinum Events, who serves as the On-Site Coordinator. Linda Hartman relocated into an office at Borton Petrini, LLP a year before the conference coordinating and working with sponsors and vendors in building the conference. Katrina commented, "Linda is my best friend, has been a tremendous asset to the building of the conference...I couldn't do it without her!"

Everything starts at the Law Offices of Borton Petrini, LLP. Many employees of the Firm, along with their regular jobs, have additional responsibilities of putting the building blocks of the Conference together, a few of which are contracting for the speakers and entertainers, bidding and contracting for all Conference services, planning menus, writing and designing Conference marketing materials, assigning and training volunteers, coordinating ticket sales, and determining the grounds'

design.

When deciding to bring back the Conference for a 26th Anniversary presentation, perhaps we got a little ahead of ourselves. After making the announcement, we were then tasked with finding a suitable location that could accommodate an event that encompasses an area just 12 acres shy of the happiest place on earth. We were soon contacted by the President of California State University, Bakersfield (CSUB), Dr. Mitchell. Dr. Mitchell said CSUB would be proud to host the Conference and would do whatever it takes. Their cooperation has been essential to our event's success and we appreciate the efforts of their administrators, faculty, and students alike.

The first inkling Bakersfield residents have that the Conference is coming is the aluminum beams of the Main Tent being erected on the soccer fields at California State University, Bakersfield mid-September. A-1 Party Rentals and Celebrations Tents are responsible for providing all of the tents for the Conference and, in addition, A-1 Party Rentals was tasked with providing tables and chairs. The main tent's clear span is 165 feet wide and 525 feet long, almost the length of two football fields. We are thankful for their contribution for this year and years past. The size and scope of our event presents special challenges that they take with pride and dedication.

Long before the tents go up on the grounds, the Conference team is busy planning the event. To make it easier for them, Ray Morgan Company provided office equipment for printing, scanning, and copying.

When the main tent arrives, Knights Pumping and Portable Services delivers and installs about 3,000 square feet of event fencing with pristine windscreen encompassing the Conference grounds.

Knights also provides all of the VIP portable restroom facilities. Ahearn Rentals will be supplying construction equipment such as forklifts, boom lifts, light towers and utility carts to help the vendors construct and set up tents, stages and the general moving of materials through the event. Ahearn Rentals will also provide lighting for the parking area. Getting around the grounds before, during and after the Conference would be nearly impossible without golf carts provided by Sierra Golf Management, who also provide the multi-passenger carts used by our Disabled Services.

With the tents in place and two weeks before show time, JoRonCo delivers and begins installing the main stage. In addition JoRonCo handles the stages for the Political and Media Tents as well as the camera and front of house platforms. JoRonCo also provides the tables, chairs, tents and other items needed for the evening concert in the Amphitheater.

## **D**eWalt Corporation has generously provided site and topographical surveying and mapping services

for the Conference together with the grounds plans. With surveying services completed, the grounds layout was designed and redesigned as the conference grounds developed. Nancy Renfro, whose creative vision and landscape plans has delighted our attendees for many conferences creating, worked with DeWalt Corporation to create our event's "patriotic playground", indicating where each and every flower, plant, flag and decoration will be placed.

The first inkling Bakersfield residents have that the Conference is coming is the aluminum beams of the Main Tent being erected on the soccer fields at California State University Bakers-

field about the third week of September. A-1 Party Rentals and Celebrations Tents are responsible for providing all of the tents for our Conference. In addition, they are tasked with providing tables and chairs. The main tent's clear span is 525 feet by 165 feet. At the same time, Knight's Pumping and Portable Services, Inc. delivers and installs about 3500 ft of event fencing with pristine windscreen encompassing the Conference grounds.

For the 2016 Bakersfield Business Conference, Ahearn Rentals will be supplying construction equipment such as fork lifts, boom lifts, light towers, and utility carts to help the vendors construct and set up tents, stages, and the general moving of materials throughout the event. Ahearn Rentals will also provide lighting for the evening events and parking areas.

Getting around the 35-acre Conference site and preparing such a massive project would be nearly impossible without maneuverable, reliable transportation. A 45 vehicle fleet ranging from golf, utility and limo carts will be provided by Sierra Golf Management to assist during the pre and post set-up as well as the day of the Conference.

With the tents in place and two-weeks before show time, JoRonCo delivers and begins installing the main stage. In addition, they install staging in the political tent, the media stage, all camera platforms, the front of house platforms, and the press riser. In total, they coordinate just a touch over 5,000 sq. ft. of staging. The company is also responsible for supplying all the required items for the outdoor amphitheater evening concert including 3,000 chairs, 175 tables, and refreshment tents.

**T**he foliage plans from Nancy Renfro are brought to life by CCN Nursery and Landscape and Armstrong Growers. Armstrong Growers supplies live flowers and CCN

supplies the plants as well as placing each and every one of them to produce the intricate flower artistry that has become a hallmark of the Bakersfield Business Conference. Approximately 3,500 plants will be staged surrounded by approximately 1,100 linear feet of white picket fencing. Augie Armour and Jack Wright are responsible for overseeing the installation of grounds props such as flags, fountains, fencing and lattice work, as well handling the upkeep of the grass and grounds during construction, and patrolling to ensure there are no hazards to workers or Conference attendees.

Coordinating the conference grounds security are Bob Bradford and Galen Chow, who work closely with the California State University Bakersfield Police Department, local law enforcement, public safety agencies, as well as private security.

**T**o assist with keeping the grounds looking exceptional, Kern County Sheriff's Search and Rescue Divers will manage a large group of volunteers who will patrol the grounds for garbage. To assist in this endeavor, Bakersfield ARC (BARC), the largest service provider in Kern County for adults with developmental disabilities, will provide and maintain the numerous trash recycling receptacles located throughout the Conference grounds. Their efforts will keep the Conference grounds looking clean and tidy.

Jim Luff, now of Driving Results, has been the exclusive and official speaker transportation coordinator of the Bakersfield Business Conference since 1990. Weeks before the conference, Jim begins making travel arrangements with speaker bureaus, personal assistants, and the speakers themselves to provide transportation from Los Angeles hotels, LAX, our own airport, local hotels and private residences in Southern California. All drivers under-

go the scrutiny of an FBI background check with many of their chauffeurs being off-duty law enforcement personnel who are tasked with driving and protecting their passengers. We are especially grateful for their responsibility to make sure that all speakers are delivered to the stage in a timely manner and ensure their safe return to their point of origin.

As the speakers and entertainers arrive at the Conference, they will have the opportunity to relax prior to going on stage in green room trailers provided by Pensingers.

With more than 6000 people converging on the California State University, Bakersfield campus, a traffic nightmare could take all of the fun out of attending if it weren't for the cooperation of the Bakersfield Police Department Traffic Division which directs and routes traffic to the campus, the University Police Department who coordinate parking on the campus including the Bakersfield Police Department Explorer Post 521 who assist with parking. Motor City Buick GMC Lexus will again be providing more than a dozen complimentary shuttle SUV vehicles to help those who need assistance in getting from the various parking areas to the entrance drop off area.

We want to express our appreciation and thank The Bakersfield Californian for designing, preparing and printing the attractive and informative syllabus for this year's conference.

**W**e are excited to have local Mossman's Catering providing catering and beverage services for the Continental breakfast and lunch as well as popcorn in the refreshment tents and Sports Tent. Mossman's is known for their fish and chips, although that is not on today's menu! The California State University Bakersfield Women's Basketball Team will be assisting with the distribution of Pepsi products in the



refreshment tents and Sports Tent.

The Farmers' Market will be coordinated by two volunteers who have been in the produce business for more than 30 years, Michael Ramirez and Wyatt Wong. The Grapery will be presenting a grape tasting for their unique flavored grapes...a real treat for this year's conference attendees. Frito-Lay will also have its products located in the Farmers' Market along with produce from Grimmway Farms, Sun World, Hein Ranch Company, Wonderful, and La Rosa Fruit Bars.

Scoops of vanilla, strawberry, chocolate chip, and cookies-n-cream by Rainbow Treats & Catering will be served at the Ice Cream Pavilion. We are exceptionally proud to have La Rosa fruit bars will be at the Conference this year as well.

We are exceptionally pleased this year to have McCafe coffee and specialty coffee drinks provided by our local McDonald's owners.

Perhaps the most interesting bit of feedback we continue to receive is about the impressiveness of the portable restrooms provided by Knight's Pumping and Portable Services, Inc. Their commitment for this event consists of 60 "VIP" self-contained flushing units for the ladies complete with sinks, lighting, and mirrors that run off solar power to operate the battery. The men will appreciate the 40 DLX special event "Granite" units with hand sanitizer and handwashing units. We cannot say enough about their commitment and goal to make sure guests want to stay longer and come back the next time.

Once again Russo's Books will be returning to the Conference to help manage book sales in our Stars and Stripes Pavilion. The team at Russo's loves talking about books and our attendees tend to be voracious readers, so we know their knowledge and efforts will be appreciated.

We're thankful to the team at The Bakersfield Californian for the long hours and inspiration they have put into creating this year's Conference Syllabus. The extra time and effort they put in and their drive to present information about our event and speakers accurately has benefitted our event greatly and we are very appreciative

of both their talent and commitment.

Because of the international flavor of the Conference and the widespread interest, a special Media Tent is provided each year for the approximately 250 journalists covering the Conference. Organizing and coordinating the massive influx of print and broadcast journalists is Brandon Martin.

Conference organizers want guests to be "safe and secure" on the Conference grounds and see to it that any special health needs are met, so Bakersfield Family Medical Center enthusiastically steps forward each year to provide first aid and medical assistance to guests. In case of sudden illness or injury the Bakersfield Fire Department will be present.

It's been said that volunteering comes from the heart, and at the Bakersfield Business Conference, it shows! Under the direction of Sandy Sons, head of the Conference Volunteer Team, approximately 500 community members go out of their way to make this day the most pleasant it could possibly be. Beside Sandy is Diane Cogdal who has volunteered since the second or third year the Conference began. We would like to express our sincerest gratitude to these magnificent ladies who come back year after year, with a smile on their face—willing to do whatever it takes!

The Bakersfield Volunteer Center provides volunteers who stuff the conference bags, wrap the conference trash cans, and place the conference bags, flags and fans on the tables for our attendees.

**F**or those staying for the evening concert program, locally owned and operated Hodel's Country Dining, serving Bakersfield's best buffet over 40 years, has prepared a scrumptious homemade evening picnic-style meal to be enjoyed under the stars at tables in the amphitheater prior to the evening concert and fireworks show.

Mossman's Catering along with the California State University Bakersfield Women's Basketball Team will continue to provide refreshment services at the amphitheater through the conclusion of the program.

First aid services at the amphitheater

will again be provided by Bakersfield Family Medical Center.

And don't forget the Conference's traditional patriotic fireworks display finely choreographed and orchestrated by Pyro Spectacular.

## Getting technical

**K**eeping communications amongst the Conference organizers, security and the dozens of vendors and volunteers comes under the responsibility of Steve Grove and Applied Technology. We are indebted for their high-level participation in providing all two-way radios and ensuring communications are crystal clear.

Once the stage is set, Roger Upton Design begins its wizardry of transforming a bare stage into a dramatic backdrop for our speakers and entertainers. Designing such a massive project takes weeks to work out and hundreds of details to consider, such as size of props and their scale so both the live audience and those who see it from one of the numerous screens scattered throughout the Conference site see the same image at the same scale.

With one week to go, the conference grounds have really taken shape. It is at his point that electricity, audio and video equipment is installed. What does it take to put together a production of this magnitude? Hundreds of technical specialists in every field from electronics, lighting, power management, audio and video come together to give you the best entertainment experience possible.

Tom Bollard of MSI Production Services (a graduate from Bakersfield's Garces Memorial High School) is back for his twelfth conference as the Conference's technical director to attendees with a no wrinkles or hiccups experience.

Freestyle Event Services, Inc., has the huge responsibility of providing the theatrical lighting, crystal clear audio, and the the numerous large LED screens in the main tent, as well as audio and lighting in the political and media tents.

TV ProGear will be providing the

production television mobile unit, cameras and video feeds for the main tent conference event.

Freestyle Event Services, Inc. is providing the Big Mo screen located near the farmers' market and ice cream pavilion for those enjoying the produce from the farmers' market or ice cream treats. Freestyle is also providing TVs and communication for the Sports Tent, Media Tent and other areas on the grounds.

Eye Street Productions is providing video introductions of the speakers in the main tent as well as the video feed of the evening program in the CSUB Amphitheater.

**P**roviding all the power to the 35 acres of Conference grounds is Event Power Solutions who has the responsibility of supplying super quiet generators to power the Conference. Besides providing generators for power, miles of cable are run to all the tents and areas on the grounds so the show can go.

Our electronic devices keep us connected to each other and social media. AT&T Cellular is providing wifi service this year so Conference attendees can stay connected. They are also have cell phones available at the AT&T Tent for making calls.

As the the day program ends and we move to the evening concert, the sound and lighting are provided by Innovative Concert Lighting and Pacific West Sound for your music and dancing enjoyment. Of course, the Conference wouldn't be complete without the patriotic fireworks show provided by Pyro Spectaculars, Inc.

Since the last conference, we are sad to report we have lost three key people who have been with the Conference since the beginning in 1985...Borton Petrini, LLP attorney Bill Cantrell, George Serban and Kevin DeBondt. At the first Conference, Bill at 6'8" was one of the two "Secret Service" providing security for speaker Pat Paulsen, the perpetual President candidate. After that first fun year, Bill became the key person backstage greeting speakers, getting them on stage timely, and keeping



the program on schedule. Serban Sound Systems has been involved with the Conference since year one, when they were contracted to provide several microphones for a small business conference. Through the years, George Serban continued to expand for the needs of the Conference

with the assistance of Kevin DeBondt, his son-in-law, until it attendance swelled to 10,000 people in 1999. At that point Serban Sound made the transition to serve as Technical Coordinator, thus overseeing all technical application at the Conference.



# STARS & STRIPES ARCADE

By Bank of America

A longtime feature of the Bakersfield Business Conference has been the Stars & Stripes Arcade and Bookstore brought to us this year by Bank of America, where books written by and about your favorite speakers are supplied by Russo's Books, a locally owned book store. Many speakers will be holding book signings today, exclusively for Conference guests.

The Bakersfield Business Conference offers the opportunity to hear and see some of the world's most famous leaders, entertainers, educators and business icons. Many of our speakers have authored books about their experiences or particular field of excellence, and Conference organizers realized years ago that attendees would appreciate the opportunity to purchase these books to enhance their visit to the Conference.

Throughout the years, such political icons, authors and luminaries as Henry

Kissinger, Shimon Peres, William Bennett, Bob Dole, Debbi Fields, Joan Lunden, Desmond Tutu, Ray Bradbury, G. Gordon Liddy, John Wooden, Sally Ride, Walter Schirra, James Carville, Robert F. Kennedy, Jr., James Carville, John Major, Steve Young and John Wallace have graciously attended book signings. "It gives the attendees a chance to bring home memorabilia that's special," said Charmaine Lyons, a volunteer who worked in the book signing from 1998 through 2001.

"Debbi Fields (of Mrs. Fields' Cookies fame) was almost late for her plane because she refused to leave before she signed everyone's book who was in line," Charmaine said. "And everyone in line had at least two or more of her books"

Bob Dole also was a favorite. The former U.S. Senator and presidential candidate seemed to enjoy his time at

the book signing.

"He practically had to be dragged off because it was his time to speak," she said. "He kept saying, 'Just a few more, just a few more.' He kept making excuses why he couldn't leave. He'd see someone in line (as he was walking away) and say, 'You look like a veteran - I need to sign your book.'"

Advance notice cannot be given as to which speakers will be available for book signings and the Conference cannot guarantee speakers will be available to sign books Conference day. Speaker book signing is a Conference day "do you have time and will you agree to sign" arrangement made with the speaker when they arrive on Conference grounds. However, throughout Conference day, announcements are made giving the times of those speakers who will be at the Bank of America Stars & Stripes Arcade.



# THE SPORTS TENT

By Bright House and Olympian Corner

Just because you are at one of the largest business conferences in the world doesn't mean you have to miss out on the really important things in life, like...sports! This year, thanks in big part to Bright House Networks, who provided all of the TV and Internet connectivity, we'd like to point you in the direction of The Sports Tent.

Inside is every sports fanatic's dream, a wall of televisions tuned into sporting events. You'll be able to watch Major League Baseball playoffs, college football and basketball games, National Basketball Association games, NASCAR, and more.

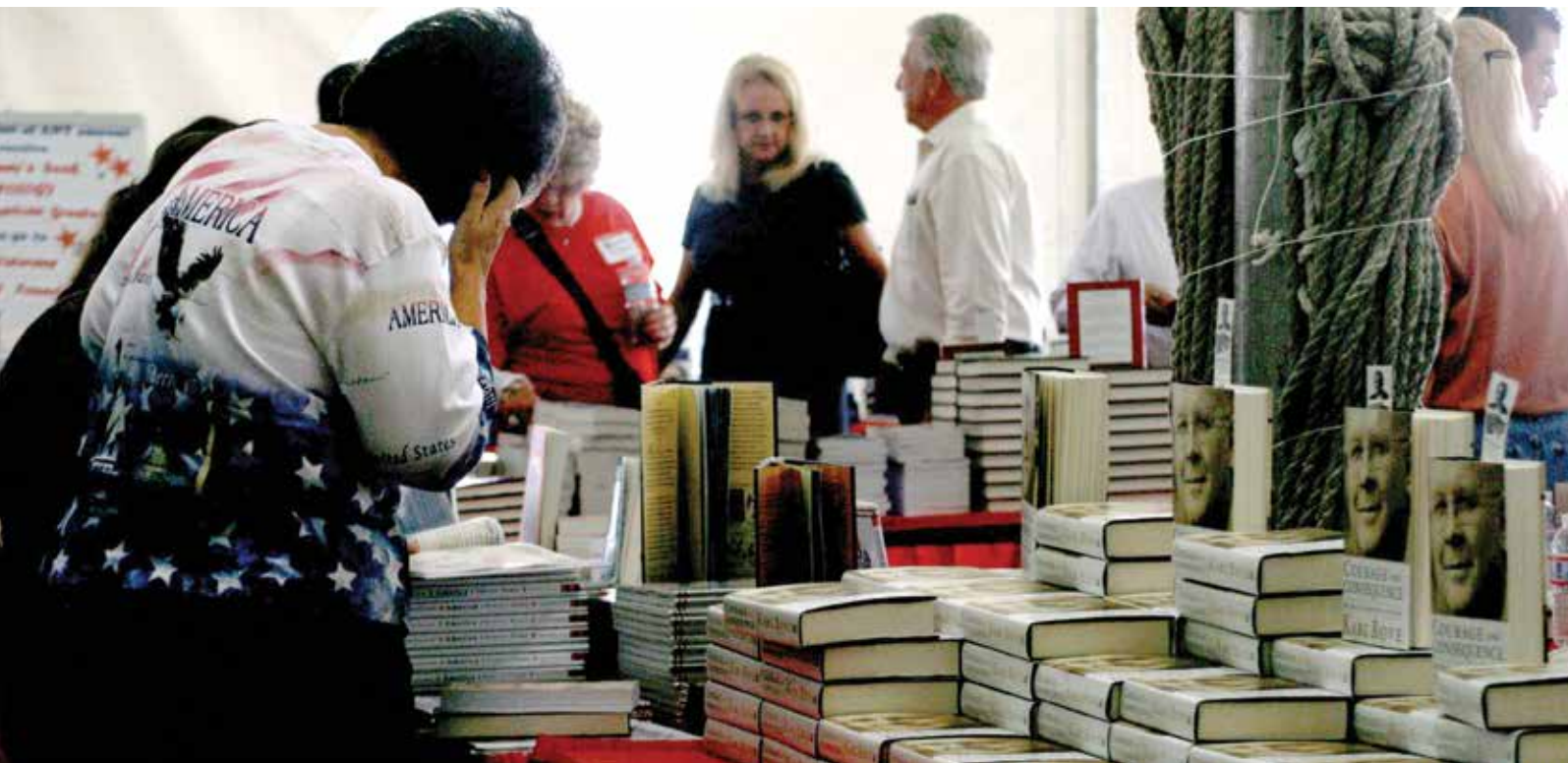
Patrons are able to watch these events on several 50-inch monitors, plus several other televisions, all in HD.

In addition to the games live on television, guests are able to stay up-to-date on the other happenings in sports via a continuous Internet Connection. Large monitors are dedicated to attendees who want to check on their favorite sports teams or look up up-to-the-minute scores

"The [tent] is enormously popular," said Sport Tent Supervisor John Wallace. "We started out years ago with just two laptop computers. Now we have four computers and four techs working to keep up"

But what's it like in the Sports Tent? "We've had some pretty good rivalries over the years," said Wallace. Guests have also been treated to surprise visits from famous athletes. For instance, one year some former Olympians stopped by the Tent and watched some of the games with the attendees and signed autographs. "It was wild when they showed up," Wallace said. "It was buzzing all day long after that."

The Sports Tent has an exciting addition this year with the Olympian Corner where you will see Olympic champions from past Olympics as well as this year's Rio Games, who will be doing meet and greets, photo opportunities and signing autographs throughout the day.



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- Pahrump
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- Sparks
- Spring Creek
- Stataline
- Sun Valley
- Tuscarora
- Washoe
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- Henrietta
- Honesey Falls
- Huntington
- Irvington
- Ithaca
- Larchmont
- Mye
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- Joplin
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- Lee's Summit
- Nixa
- O'Fallon
- Salsbury
- Sedalia
- Silver Spring
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- St. Joseph
- St. Louis
- St. Peters
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- Billings
- Butte
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Medical

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# SMART BUSINESS HEALTHY PEOPLE

WE ARE TRANSFORMING  
THE WAY WE DO BUSINESS TO  
BENEFIT ALL OF BAKERSFIELD



On July 1, 2016 Kern Medical transitioned from a Kern County owned and operated facility to a freestanding Hospital Authority. We are aiming to improve the overall health of the community by providing medical excellence in all areas, including:

- PATIENT SERVICE
- ACCESS TO CARE
- INNOVATIVE TECHNOLOGY
- TALENTED PROVIDERS

