

## VOTER PROJECT SUMMER CAMP 2012—Resource Team

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### **Trainer: Alice Aguilar—Acting Executive Director, PTP**

Even though Alice likes to hide the fact that she was a systems designer and developer with IBM in the '80's, her experience at this, albeit, corporate monster with top secret projects, gave her the foundation for her thinking around using data systems strategically and building a culture of data use in organizations. Her varied experiences as an organizer, director, fundraiser, campaign field director, photojournalist, web editor, paralegal, techie, program director, and consultant in various non-profit organizations provided her the insight and deep understanding of how every organization struggles with building and using systems that move their organizing work that is strategic, integrated, and efficient. And it was this long road over of 20 years in the field that has solidified her commitment to help groups make the organizational and technological shifts needed to WIN THE FIGHT.

#### **Particular Skills:**

- Data systems & data Integration
- Strategic use of databases
- Database planning and discovery
- PowerBase

- Voter data management and integration
- Technical assessments
- Appropriate uses of technology in organizing

***Trainer: Christina Roessler—Communications & Program Development Director, PTP***

Christina has an eclectic background that spans over 30 years of work with non-profits and businesses, and includes producing off- Broadway plays, fundraising, writing, photography, strategic communications, and program development. She has directed and consulted with arts organizations, environmental groups, social justice organizations, and foundations. In 1994, Christina became the founding director of the French American Charitable Trust. While there, she provided start-up funding and became one of the founding board members of the Progressive Technology Project. She has written numerous articles and reports on topics ranging from technology and organizing to water conservation in the West.

**Particular Skills:**

- Organizational development
- Fundraising
- Project management
- Strategic planning and communications planning
- Messaging and message testing
- Website planning and designing
- Training and events planning and design

***Trainer: Mark Sherman—Chief Innovations Director, PTP***

For more than 30 years, Mark has had multiple careers in information technology with a particular interest in software development, project management, and team development. He has also founded and run cooperative ventures and small businesses, and directed a non-profit technology organization (PTP). In addition, Mark has done technology support for a Nicaraguan bank, the African National Congress, Fortune 50 corporations, small nonprofits, and organizations of every size in between. He co-authored [votertechkit.progressivetech.org](http://votertechkit.progressivetech.org), a website and book on voter project integration with community organizing. Last but not least, Mark has worked as a janitor, welder, storekeeper, and programmer, has a garden, and a wonderful family.

**Particular Skills:**

- Website usage and analytics
- PowerBase Database integration
- Project planning
- Technology assessment
- Voter Data life cycle

***Trainer: Josué Guillén—Community Engagement Director, PTP***

Josué has a background in both organizing and technology. As an organizer he's worked with SEIU, PUEBLO in Oakland, the Amalgamated Clothing & Textile Workers Union and is a founder of PODER in San Francisco's Mission District. As a technology geek Josué has worked with the Institute for Global Communications, the May First Technology Collective, May First/People Link, the Praxis Project, and now PTP. He is also a member of Refugio, a community organizing training collective in Austin, TX.

**Particular Skills:**

- PowerBase
- Data systems
- Website development
- How to integrate technology with organizing

**Trainer: Robyn Perry—Program Associate, PTP**

Robyn grew up in the State of Jefferson and graduated with a Bachelor of Arts in Linguistics and Italian Studies 2008 from UC Santa Cruz. Through the Global Information Internship Program at UCSC, a program that trains students to become "info-activists", she connected with PTP and moved to the Twin Cities. She feels lucky to have landed at PTP, and to get to teach and learn from organizers through PTP programs. She has tutored college-level writing, Italian, and Spanish, and is enjoying transferring her teaching skills to technology trainings. She manages PTP's database, event logistics, and supports all PTP program work. She loves the Minnesota climate all year long. Depending on the season, you can either find her swimming, biking, or salsa-ing.

**Particular Skills:**

- Data wrangling with Excel (ask her about Vlookup)
- PowerBase
- Logistics: how Evernote, PowerBase, post-it notes, and lots of meetings helped get 60+ people to Farmington, MN for summer camp
- Writing for the web: twitter, Facebook, and blast email

**Trainer: Tomás Aguilar—Powerbase Data Specialist, PTP**

Tomás is an educator, organizer, communicator, and self-taught technologist and is driven by a passion for social change. He was an organizer at United for a Fair Economy and Alternatives for Community & Environment where he implemented technology achieve campaign goals as well as to help build leadership. He has worked at the intersection of technology and organizing for workers' and immigrants' rights and safety, as well as racial and environmental justice. Tomás has also worked with Colectivo Flatlander for the past 10 years doing trainings in Spanish using popular education. He also served on the Leadership Council for Progressive Communicators Network and was a trainer for the National Network for Immigrant and Refugee Rights' trainer's bureau.

**Particular skills:**

- Powerbase/CiviCRM
- Technical Support
- Multilingual Capacity Building / Language Justice
- Popular Education training and facilitation
- Organizing transit Riders and organizing in immigrant communities
- Media and communications trainings: topics-spokesperson/framing and messaging/basic media campaign skills

**Trainer: Brendan Smith—Senior Fellow, PTP**

Brendan is writer, oysterman, and climate activist. He is co-founder of Labor Network for Sustainability and consulting partner with the Progressive Technology Project. He worked for Congressman Bernie Sanders (I-VT) — both as a senior legislative aide, election campaign co-director and staff on the U.S. House

Banking Committee — as well as with a broad range of trade unions and grassroots groups. Brendan has published two books, *In the Name of Democracy* and *Globalization From Below*. His commentary has appeared in the *Los Angeles Times*, *The Guardian*, *The Nation*, *CBS News.com*, *YahooNews* and the *Baltimore Sun Times*. Brendan currently runs two blogs: Voices' Sustainability Blog and PTP's Crib Notes, and is a regular contributor to the Huffington Post.

**Particular Skills:**

- Web design
- Social networking
- Electoral and issue campaigns
- Framing and messaging
- Polling and focus groups
- Blogs

**Trainer: Jen Caltrider—Executive Producer, ProgressNow Colorado**

Jen is an award-winning television producer who brings journalistic instinct and know-how to ProgressNow and other groups she works with and trains. She was a network producer for CNN, specializing in technology journalism. Since joining ProgressNow Colorado in 2005, Jen has become recognized as a pioneer in the use of social media for online organizing. Her online videos have been covered by the NY Times, MSNBC, CBS News, and many others. She specializes in creating videos and using social media in creative, strategic and personal ways that have powerful impacts.

**Particular Skills:**

- Framing and messaging
- Video development (especially at no to low cost)
- Online social media campaign development
- Training people how to use online tools -- Twitter, Facebook, online video, Tumblr

**Trainer: Henry Serrano—Senior Organizer & Voter Engagement Project Coordinator, CVH Board Member, PTP**

Henry first joined CVH as an Organizer in 2001, and was named Senior Organizer at CVH in Spring 2003. In addition to his own organizing work, he supervises and guides the work of our other organizers. He is also responsible for developing and leading our Voter Engagement Project. His early work for Community Voices Heard was as the organizer working on winning implementation of the Transitional Jobs Program and organizing Parks Opportunity Program workers. His previous organizing experience includes 2 years of neighborhood-based grassroots organizing in Brooklyn for ACORN on issues including housing, education, and neighborhood services. Henry has a BA degree from New York University in comparative literature.

**Trainer: Jeremy Saunders—Lead Organizer, VOCAL NY & Board Member, PTP**

Jeremy Saunders was born and raised in Louisville, Kentucky. Informed by his experience living in the south, Jeremy has been organizing for justice in NYC since 2001. He has held positions at ACORN, Community Voices Heard and Northwest Bronx Community & Clergy Coalition, where he has worked on a range of issues in all five boroughs of NYC, Yonkers, Newburgh and Poughkeepsie. For the last three years he has worked at the NYC AIDS Housing Network (NYCAHN) and its affiliate Voices Of Community Activists

& Leaders (VOCAL), where he is the lead organizer on issues impacting low-income people living with HIV/AIDS, drug users and the formerly incarcerated. In his current work he is following in the footsteps of his older brother, Dudley Saunders, who was a leader in ACT-UP's Treatment Action Group (TAG). Jeremy graduated from Hunter CUNY with a BA in Political Science and lives in Brooklyn.

**Presenter: Jan Adams—Independent Political Consultant, San Francisco**

Currently, Jan is serving as state field director for Yes on Prop 34, a November 2012 ballot initiative to end the death penalty in California. She has "coached" numerous progressive organizations small and large in political fights as well as been employed as a consultant to the California Nurses Association, the ACLU of Northern California and several candidate campaigns. Jan assisted the Progressive Technology Project in creating their "Voter TechKit." In the 1990s she engaged with the political struggles created by the emergence of California's majority of color as associate director of the Applied Research Center, founder of Californians for Justice, and by organizing field mobilization in opposition to Prop. 187's assault on immigrants. Check out Jan's blog at "Can it happen here?" <http://happening-here.blogspot.com/>

**Presenter: Gwen Mills— Lead Organizer, Connecticut Center for a New Economy & Political Field Director, UNITE HERE**

Gwen Mills is a lead organizer with the Connecticut Center for a New Economy and the Political Field Director for UNITE HERE in CT and RI. After years of volunteer activism in New Haven, Ithaca NY, Mozambique and Senegal, Gwen joined the movement full time in 2000. For CCNE, Gwen organized for the first East Coast Community Benefits Agreement from 2004-2007. Since then, she had led CCNE's Community Voter Project, Civic Leadership Institute, and Values Based Leadership Training. For UNITE HERE, Gwen has been involved in all types of member political engagement. She has participated in elections ranging from Democratic Party ward level elections to Senate and Presidential elections. Gwen is currently the treasurer of the New Haven Democratic Party. On July 18th, 2012 Gwen and her team launched a new 501(c)4 organization called "New Haven Rising." Gwen is married to Bill Collins - a musician who has written, recorded and performed progressive political songs. Gwen's step-son Daemien is a punk musician.

**Particular Skills:**

- Proficient in Access, Excel and LAN/VAN
- Developing grassroots leaders to run for office
- Legal framework for unions, c3 and c4 political activities (stronger on unions and c3s, than c4s)
- Expressly developing leadership of people of color (in a staff setting)

**Presenter: Sabrina Smith—Deputy Director, California Calls**

Sabrina Smith is the Deputy Director of California Calls, a statewide Alliance of 27 groups organizing to reform outdated tax laws and bad budget policies by changing the face of the state electorate. Prior to joining the California Calls team, she worked for 13 years at SCOPE (Strategic Concepts in Organizing and Policy Education) as Organizing Director, helping to build a grassroots neighborhood organization in the working class communities of West Los Angeles, leading issue and strategy development for several policy campaigns, and as Strategic Communications Director pioneering the development of value-based framing and messaging strategies. Before joining SCOPE's staff, she was the Statewide Field Director for the University of California Student Association training students, developing campaigns and leading mobilizations throughout California around the Affirmative Action battles of the 90's and the escalating cost of public education. Sabrina continues to work on SCOPE's training team

**Particular Skills:**

- Community Organizing
- Leadership Development
- Campaign Development
- Alliance Building
- Civic Engagement & Work Management

**Presenter: Cindy Chavez—Executive Director, Working Partnerships USA**

Cindy Chavez became executive director of Working Partnerships USA -- Silicon Valley's unique non-profit social change organization founded by labor, faith and community groups -- in 2009 after eight years' service on the San Jose City Council, including two as vice mayor. At WPUSA she has focused on developing and advocating for policies that address racial and economic injustice. Under her leadership the organization has added safety training for low-wage workers to its menu of leadership development programs, begun crafting health policies designed to address obesity-related conditions that disproportionately affect the poor in Santa Clara County and reinvigorated Working Partnerships' government accountability work by making its community budget training programs more widely available. Her career has been marked by an ability to build collaborations that create innovative policy. On City Council she led efforts to strengthen neighborhoods by focusing on crime, education, small business development and neighborhood revitalization. After her time on the City Council, Chavez founded and was principal of California Leadership Services, offering clients comprehensive and diversified consulting services issues such as government relations, organizational development and nonprofit management.

**Event Logistics: Natalie Brenner—Manager of Finance & Administration, PTP**

Natalie has spent the last 9 years in the nonprofit sector, working in both international and national settings. Focusing mostly on the administrative side of nonprofit management, Natalie's scope has included international and domestic financial management, development, event planning, communications & marketing and strategic planning. Natalie graduated from Augsburg College in Minneapolis, MN in 2004 with a degree in International Relations and Peace and Global Studies. Before joining the Progressive Technology Project, Natalie worked for the INGO Nonviolent Peaceforce.

**Particular Skills:**

- Financial Management & Accounting
- International & National Event Planning
- Campaign Fundraising
- Systems Development & Improvement
- Project Management