

PRESS RELEASE

FOR IMMEDIATE RELEASE 8/17/16

CONTACT:

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Lamorinda Republican Women Federated
September 15, 2016
Luncheon Meeting Speaker Is



Dr. Dora Kingsley Vertenten
Professor, Sol Price School of Public Policy
University of Southern California

Topic: The secret social media and digital strategies which are making campaign volunteers more important than ever for 2016 elections.

Dora Kingsley Vertenten is a practitioner of public policy through the American political system. Since joining USC's faculty in 1996, she focuses her teaching in public administration and political management including USC's Semester in Washington Politics program. Kingsley-Vertenten is an elected lifetime Fellow of the National Academy of Public Administration (www.NAPAWash.org), an independent organization chartered by Congress to help public organizations' strategic planning and managing for results. She has worked with federal, state and local government as well as private clients advising senior decision makers on governance and public policy initiatives. Dr. Kingsley has served in numerous non-profit organizations and is particularly interested in K-12 education reform. Her leadership responsibilities have included service as President of a charter school Board of Trustees and as senior manager of a national education foundation.

As CEO of Trenton West, Dr. Kingsley is an avid participant in social media useful for public policy debates and studies new information technologies. She has advised Governors, Attorney Generals and other statewide Constitutional officeholders, U.S. House of Representatives' leadership, Ambassadors, senior Party officials and major donors. She has directed statewide political operations beneficial to the White House Administration and its federal surrogates as Senior Advisor to the Chairman of the University of California's Board of Trustees, Gerald L. Parsky for six years and was director of the California Republican National Convention Delegation 2004 in New York, NY. In 2008, Kingsley participated in her seventh

national Presidential nominating convention, five times as a voting Delegate representing the State of California. A commentator on current political activities with implications for the future of American Democracy, Dr. Kingsley has written columns for Campaigns and Elections Magazine's Campaign Insider on today's tactics and strategies and appeared in interviews on NBC, PBS, BBC and New York One. She is an oft requested keynote speaker and provider of seminars nationwide for elected officials, staff and volunteers in opposition research, targeting and strategic campaign management.

Kingsley-Vertenten has held positions working with the California State Treasurer's office for Jesse Unruh, the Reagan Administration's U.S. Department of Energy Office of the Assistant Secretary for Administration, U.S. House Appropriations Committee member Steny Hoyer (MD), and the City of Concord, CA Redevelopment Agency. Dr. Kingsley worked on Wall Street for Bear, Stearns and in San Francisco for an institutional investment advisory firm, Dynamic Funds Management

She is a product of Moraga schools, and served as chairman of the California Young Republicans, was a 20 year member of California Republican Party and has been a California Delegate to 5 RNC Presidential Nominating Conventions. After two decades running her own consulting firm as a researcher to Congressional leadership, Governors and Attorneys General and more than 100 campaigns, Dr. Vertenten uses what she has learned about politics and policy teaching graduate students.

Her expertise in digital engagement and social media informs classes taught in public administration, public policy analysis, and leadership. Dora lives with her husband, Jim, in Alexandria, Virginia so that he can work at Andrews Air Force Base and she can rack up frequent flyer mileage traveling to Los Angeles and home in California.

11:15 AM Social; Noon Lunch
\$26 per person with Lunch
\$15 per person Speaker Only

Orinda Country Club,
315 Camino Sobrante, Orinda

Register by FRIDAY, September 9, 2016 by **calling**
Dorothy Plummer at 925-228-4102

or email - Reservations@lamorindarepublicanwomen.org

And send check to:

LRWF—Attn: Dorothy, 110 Hill Girt Ranch Road, Martinez, CA 94553

*** OR ***

Register/Pay on line at: www.LamorindaRepublicanWomen.org

(Note: \$1 convenience fee added for paying on line)

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