

David M. Kersten

Experience

Kersten Communications, Sacramento, CA, September 2005 to Present: *Owner*

- Professional consulting business that specializes in public policy research, writing, analysis, and special projects
- Started the business on a part-time basis in Sept. 2005, working on a full-time basis since January 2008
- Issue area specialties: budget, tax, fiscal, business climate, local government, health, and education issues
- Partial Client/Project List:
 - Together for California's Future Coalition--budget policy consultant for massive statewide organizing campaign around the 2008-09 state budget. Major funding provided by CTA, SEIU, and other advocacy organizations
 - Government Action and Communication Institute—consultant hired to help develop a proposal for the creation of a legislative and executive training institute on health issues. Funded by the California Endowment and California Healthcare Foundation.
 - Lenny Goldberg and Associates--policy research and writing
 - Ross Communications—policy analysis and research and opposition research

Assemblyman Jose Solorio, Sacramento, CA, December 2006 to January 2008: *Consultant*

- Directed press and communications including drafting monthly newsletter, weekly press release, and outreach to reporters
- Staffed legislation:
 - AB 1177, Establishes the Accelerated English Acquisition and Literacy Pilot Program—highly controversial bill that was the subject of a huge fight between the Legislature and State Board of Education—Pending in Senate
 - AB 731, Health Care Coverage Disclosure—highly controversial bill that would require health care coverage providers to disclose commissions paid to insurance brokers working for public agencies—Pending in Assembly
 - AB 122, Disclosure of State's Voter Intimidation Laws—Vetoed, 2007
- Drafted and edited member's printed materials including Citizenship Handbook, Public Service Information Brochure, banner and other materials
- Staffed member on Budget, Tax, Economic Development, Banking, Finance, Insurance, Workers' Comp, Local Government issues
- Wrote speeches and talking points for Assemblymember

Senator Martha Escutia, Sacramento, CA, February 2005 to November 2006: *Consultant*

- Developed, drafted and staffed legislation:
 - SB 368, Extends and reforms \$50 million Community Based English Tutoring Program for the parents of English learners—Signed, 2006
 - SB 1442, Continues advanced placement (AP) exam fee reduction program for low-income students—Signed, 2006
 - SB 1563, Creates Community College Early Assessment Program—Vetoed, 2006
 - SB 1769, Allows for the creation of new instructional materials for English learners—Vetoed, 2006
 - SB 640, Provides child care for children with disabilities—Signed by Governor 2005
 - SB 399, Highly controversial bill that would have raised \$230 million a year for public hospitals by restoring their right to collect fees from negligent 3rd parties who cause injury—Vetoed, 2005
- Served as policy analyst for the Senator on the Senate Judiciary Committee and on the following issues: tax and budget, insurance child care, housing and local government
- Conducted press outreach and wrote speeches and talking points for many of the Senator's speaking engagements

Lenny Goldberg and Associates, Sacramento, CA, June 2002 to February 2005: *Registered Lobbyist*

- Lobbied Legislature, Governor, Franchise Tax Board, and Board of Equalization to support and oppose tax legislation on behalf of the California Tax Reform Association—a progressive non-profit advocacy organization
- Wrote letters, testified at committee hearings, released materials to press, and developed issue papers
- Co-authored the "California Commercial Property Tax Study," which details the problems with the state's commercial property tax system and presents solutions
- Wrote articles for State Tax Notes—a national tax publication—tracking state tax/budget issues and nearly all tax bills

Fix Three Strikes Yes on Prop. 66 Campaign (Nov. 2004), Sacramento, CA: *Daily Campaign Manager*

- Coordinated and managed all daily functions of the core campaign including media, field, research, and printed materials
- Mobilized Prop. 66 supporters to help fund and support the field campaign and other campaign functions
- Helped create campaign materials and provided for their distribution to the media, field operations, volunteers and others

No On Prop. 53 (Nov. 2003) and No On Prop. 51 (Nov. 2002) Campaigns, Contracted by Lenny Goldberg and Associates, Sacramento, CA:

Campaign Coordinator

- Drafted campaign materials, issue papers, press releases and other materials for distribution to the press, public and other organizations explaining why the infrastructure funding initiative (Prop. 53) and pay-to-play transportation initiative (Prop. 51) were a bad deal for state taxpayers (both initiatives were defeated at the polls by large margins)
- Engaged in numerous TV and radio interviews and debates, spoke to the print media and other interested parties
- Coordinated press events, obtained endorsements, contacted radio stations to set up interviews on the Propositions

The Benicia Herald, Benicia, CA, Feb. 2001 to April 2002: *Local Government Reporter*

- Wrote an average of two stories a day for 10,000 circulation, five-day a week community newspaper; beat reporter for city government and police and fire as well as general assignment

Public Affairs Support Services, Inc., Alexandria, VA, June 1999 to Aug. 2000: *Newsletter Editor*

- Created and wrote 4-page newsletter on local, state and national campaign finance issues for PAC consulting firm

Vienna, Gregor & Associates, Alexandria, VA, Feb. 1999 to June 1999: *Legislative Advocate*

- Wrote reports and memorandums, tracked and analyzed legislation for Washington, DC lobbying firm

US Congressman Ted Strickland, Washington, DC, Oct. 1998 to Dec. 1998: *Office Intern*

UCSD Political Science Department, La Jolla, CA, Sept. 1997 to April 1998: *Senior Honors Thesis*

Title: *"A War on Three Fronts: The Fight for Tobacco Control Public Policy"*

- Wrote 100-page paper outlining a national strategy to control tobacco use across the three levels of government
- Awarded the Sanford A. Lacoff Award—the departmental award for the most outstanding senior thesis

Education

Georgetown University, The Georgetown Public Policy Institute, Washington, DC

Master of Public Policy, May 2000, GPA 3.60/4.00

- **Course Work:** politics and the media, regulatory policy, U.S. budget process, economics, statistical methods, public management, public finance, U.S. political theory, international trade and finance, U.S. policy process

University of California, San Diego, La Jolla, CA

Bachelor of Arts in Political Science, August 1998, GPA 3.55/4.00, Departmental Honors, Provost Honors 1994-1996

- Attended University of Bristol, England, Sept. 1996 to June 1997, as part of UC Education Abroad Program

Technical Skills Proficient in Microsoft Word, Windows, Powerpoint, Outlook, Internet Explorer, Excel, Access, SAS, SPSS

REFERENCES AVAILABLE UPON REQUEST