2013

PUBLIC HEARING

"General Order 156 Supplier Diversity Growing to New Heights"

Thursday November 7

9 a.m. - 3:15 p.m.

Location
University of California
San Francisco
Mission Bay Conference Center
1675 Owens Street
San Francisco, CA

En Banc – A Public Hearing

"General Order 156 - Supplier Diversity Growing to New Heights"

California Public Utilities Commission

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Mission Bay Conference Center

1675 Owens Street

San Francisco, CA

Agenda

9:00 – 9:15

Opening Remarks

Michael R. Peevey, President

Michel P. Florio, Commissioner

Catherine J. K. Sandoval, Commissioner

Mark J. Ferron, Commissioner

Carla J. Peterman, Commissioner

The Honorable Gwen Moore

9:15 – 9:30

Morning Address

***Dr. Jake Beniflah*, Executive Director, The Center for Multicultural Science**

9:30 – 9:45

CPUC – General Order 156 Annual Report to the Legislature

Paul Clanon, Executive Director, CPUC

9:45 – 10:00

Keynote Speaker

Stuart Ishimaru, Director, Office of Minority and Women Inclusion

Consumers Financial Protection Bureau

10:00 – 11:15

Community Perspective on General Order 156

Moderator - *The Honorable Gwen Moore*

Chambers of Commerce

Julian Canete, Director, California Asian Chamber of Commerce

***Ernie Gutierrez*, Chairman, California Hispanic Chamber of Commerce**

Tracy Stanhoff, President, American Indian Chamber of Commerce of California

***Aubry Stone*, President & CEO, California Black Chamber of Commerce**

Women/Minority/Small Business & National Organizations

Melissa N. Buss, Interim President, Northern California Minority Supplier Development Council

Robin Billups, Director, Women's Business Enterprise National Council

Betsy Berkhemer-Clayton, Statewide Board Member, National Association of Women Business Owners- California

Samuel Kang, General Counsel, the Greenlining Institute

Faith Bautista, President and CEO, National Asian American Coalition

Betty Jo Toccoli, President and COO, California Small Business Association

Disabled Veterans Organizations

Bob Mulz, Chairman, Elite Service Disabled Veteran Owned Businesses

Ken Shoemake, President, California Disabled Veterans Business Enterprises Alliance

11:15 – 11:30

CUDC Annual Report

***Jose Perez*, Chairman, California Utilities Diversity Council**

11:30 – Noon

Women Business Enterprises – Supplier Diversity Success Stories

Moderator – Catherine J.K. Sandoval, Commissioner, CPUC

***Suyen Encarnacion*, CEO & President, Anahau Energy, LLC**

Kara Miles, President, Delano Energy Center, LLC

Lily Otieno, President & CEO, Infinity Business Solutions (IBS)

Roxanne Petteway, President & CEO, Petteway Management Group, LLC

***Maria Fiorini* Ramirez,** President & CEO, MFR, Inc.

Noon – 1:00

Lunch

Sponsors:

Perfetta BPO

Meruelo Group, PAR Electric, Petteway Management Group, WESCO Connection

1:00 – 2:30

CEO Panel General Order 156 "Reflections"

Moderator – Michael R. Peevey, President, CPUC

Ken McNeely, President, AT&T

Eugene Agee, Vice President of Procurement & Real Estate, Sprint

Tim McCallion, President, Verizon

Christopher Johns, President, Pacific Gas and Electric Company

Jessie Knight, Jr., Chairman & CEO, San Diego Gas and Electric Company

Anne Shen Smith, Chairman & CEO, Southern California Gas Company

Ronald L. Litzinger, President, Southern California Edison

Rob McLean, President, Cal American Water

Henry "Hank" Fore, Regional Senior Vice President, Comcast Cable

George Richter, Vice President Supply Chain Management, Cox-Communications

2:30 – 3:00

Public Comments to General Order 156

3:00 – 3:15

Closing Remarks

Michael R. Peevey, President CPUC

President
California Public Utilities Commission

Michael Peevey

Michael R. Peevey was appointed President of the California Public Utilities Commission (CPUC) by Governor Gray Davis on December 31, 2002, having been originally appointed to the CPUC by Governor Davis in March 2002. In December 2008 Governor Arnold Schwarzenegger reappointed Mr. Peevey to the CPUC for another six-year term.

As President of the CPUC, Mr. Peevey is committed to protecting the public interest by promoting consumer needs, while challenging utilities to embrace new technologies and provide safe, high-quality services.

Mr. Peevey is committed to maximizing energy efficiency and demand response opportunities and ensuring that California's environment is protected. He is a strong supporter of renewable energy and renewable procurement requirements for utilities, and is a leader in implementing California's Solar and Greenhouse Gas Initiatives. He serves as Chairman of the California Clean Energy Fund, an independent nonprofit corporation working to advance clean energy using tools from finance, public policy, and technological innovation; and also serves as Chairman of the California Emerging Technology Fund, which provides leadership statewide to close the "Digital Divide".

Mr. Peevey has made it a priority to work closely with sister agencies, such as the California Department of Water Resources, the Independent System Operator, the California Energy Commission, and the Air Resources Board-- agencies in which the CPUC has overlapping or complementary responsibilities, to assure that California has adequate energy resources and transmission facilities to support its growing population and improving economy.

From 1995 until 2000, Mr. Peevey was President of NewEnergy Inc. Prior to that, Mr. Peevey was President of Edison International and Southern California Edison Company, and a senior executive there beginning in 1984. Mr. Peevey has served on the boards of numerous corporations and non-profit organizations.

Mr. Peevey has received many awards recognizing his leadership in developing energy policy and promoting recognition of California's diverse population, including a "Distinguished Citizen Award" from the Commonwealth Club of California for achievements in green and sustainable energy in 2007; the Pat Brown Legacy Award in 2003; named "Man of the Year" by the Power Association of Northern California; recognized with the Climate Action Champion Award by the California Climate Action Registry in 2004; and leadership recognition from American Council for Energy Efficiency (2005), the Utility Minority Access Program (2006), and the California Solar Energy Industries Association (2006).

Mr. Peevey holds Bachelor and Master of Arts degrees in economics from the University of California, Berkeley. He is married to Carol J. Liu, who served three terms representing the 44th Assembly District (La Canada Flintridge) in the California legislature and in November 2008 was elected to the California Senate to represent the 21st Senate District. They have three children.

Commissioner
California Public Utilities Commission

Mike Florio

Mike Florio, 58, of Oakland, was appointed to the California Public Utilities Commission on January 25, 2011, by Governor Jerry Brown. Prior to this appointment, Commissioner Florio was a senior attorney at The Utility Reform Network, and served in that capacity since 1978. Commissioner Florio is a member of California Conference of Public Utility Counsel. He was also a member of the board of governors of the California Independent System Operator from 1997 to 2005. Commissioner Florio holds a J.D. from New York University School of Law, a M.P.A. from the Woodrow Wilson School at Princeton University and a B.A. from Bowling Green State University.

Commissioner
California Public Utilities Commission

Mark J. Ferron

Mark J. Ferron was appointed to the CPUC by Governor Jerry Brown on March 22, 2011. Before returning to California in 2009, Commissioner Ferron spent 25 years in global finance, banking and operations. From 2001 to 2009 he worked as chief operating officer for the Global Markets Division of Deutsche Bank in London, where he had responsibility for all operational activities globally across fixed income, currency, commodity and equity markets. Before joining Deutsche Bank, Commissioner Ferron was a vice president at Salomon Brothers from 1994 to 1996, and was a vice president at Bank of America from 1986 to 1994. Immediately prior to his appointment to the CPUC, he was a senior partner at the Silicon Valley Social Venture Fund and a board fellow of the New Teacher Center.

Commissioner Ferron holds a B.S. in mathematics from the University of Notre Dame and a master's degree in economics from Stanford University.

Commissioner
California Public Utilities Commission

Catherine J.K. Sandoval

Catherine J.K. Sandoval was appointed by Governor Jerry Brown in January 2011 to serve as a Commissioner at the California Public Utilities Commission (CPUC). Her appointment and confirmation to that post made her the first Latino to serve as a CPUC Commissioner in the agency's 100-year history. She serves as the Co-Vice-Chair of the National Association of Regulatory Utility Commissioners (NARUC) Telecommunications Committee, on the NARUC Federalism and Telecommunications Committee, and on the NARUC Utility Market Access Committee. She was appointed by the Federal Communications Commission (FCC) to the Federal-State Joint Conference on Advanced Telecommunications Services. She has served since 2007 on the California Emerging Technology Fund Board of Expert Advisors. She is a tenured professor at Santa Clara University School of Law where she joined the faculty in 2004 and taught Telecommunications, Broadcast, and Internet Law, Antitrust Law, and Contracts. She is an Adjunct Professor at U.C. Berkeley School of Law where she teaches Communications Law. She served as Undersecretary and Staff Director of the State of California's Business, Transportation, and Housing Agency, which oversaw 47,000 employees, and worked on California's energy crisis, restructuring, and development of demand response programs from 2001-2004. She directed the FCC's Office of Communications Business Opportunities and was a senior manager at the FCC from 1994-1999. In the private sector she was the Vice-President and General Counsel for Z-Spanish Media Corporation, a broadcast, Internet, and outdoor media company that merged with Entravision Communications, and was an Associate at the law firm of Munger, Tolles & Olson. She clerked for Judge Dorothy W. Nelson on the Ninth Circuit Court of Appeals after earning her J.D. from Stanford Law School. She earned a Masters of Letters in Politics from Oxford University in England where she was the first Latina to win a Rhodes Scholarship. She graduated magna cum laude with a B.A. from Yale University. She hails from East Los Angeles and Montebello, California, and lives with her husband in California's Silicon Valley.

Commissioner
California Public Utilities Commission

Carla J. Peterman

Carla J. Peterman was appointed to the California Public Utilities Commission (CPUC) by Governor Edmund G. Brown Jr. in December 2012.

Commissioner Peterman is the CPUC's lead Commissioner for alternative transportation and storage issues. She was previously appointed by Governor Brown, in 2011, to the California Energy Commission where she was lead Commissioner for renewables, transportation, natural gas, and the 2012 Independent Energy Policy Report. She is the first African-American female to be appointed to both Commissions.

An emerging authority on energy policy, Commissioner Peterman has conducted research at the University of California Energy Institute and the Lawrence Berkeley National Laboratory. Commissioner Peterman has also served as an environmental business analyst at community redevelopment non-profit Isles Inc., and an associate focused on energy financing in the investment banking division at Lehman Brothers. Commissioner Peterman, who has earned a Master of Science degree and a Master of Business Administration degree from Oxford University, where she was a Rhodes Scholar, will complete her doctoral studies in 2013 in energy and resources at the University of California, Berkeley. Commissioner Peterman also holds a Bachelor of Arts in History from Howard University, where she graduated summa cum laude.

Executive Director
California Public Utilities Commission

Paul Clanon

Paul Clanon was appointed Executive Director of the CPUC on May 1, 2007.

Mr. Clanon previously served as Deputy Executive Director for Administration and Operations at the CPUC, a position he held since January 2005, following eight years as Director of the CPUC's Energy Division. He joined the CPUC in 1984, and has since served in every major staff role, from advisor to a Commissioner to supervisor to staff analyst.

Mr. Clanon holds a Bachelor's Degree in economics from UC Berkeley and is a jazz and blues doublebassist in his spare time. He grew up in the Sacramento Valley and lives in San Francisco.

The CPUC's Executive Director works with Commissioners, Directors, staff, oversight agencies, the Legislature, the Governor's Office, and all external stakeholders to coordinate and facilitate timely handling of procedural matters and efficient internal operations. The Executive Director's office works to anticipate regulatory and agency needs in order to develop and implement appropriate strategies to meet those needs.

President
GeM Communications Group

Hon. Gwen Moore

As Founder and Chief Executive Officer of GeM Communications Group, Ms. Moore is the primary consultant, working with clients to develop and implement public affairs, legislative strategies and community outreach programs. Drawing on her vast experience as a legislator in the California State Assembly, Ms. Moore develops grassroots lobbying efforts, advises clients on legislative and regulatory issues and offers solutions. She formulates public affairs programs for clients with marketing, political, cultural and charitable agendas.

Prior to founding GeM Communications Group, Ms. Moore distinguished herself as a member of the California Assembly for 16 productive years. She served as Majority Whip and gained a national reputation serving 12 years as Chair of the prestigious Assembly Utilities and Commerce Committee which had jurisdiction over the California cable television industry, emerging business enterprises, international trade and tourism, California ports, trucking issues, rail and rail safety and all investor-owned utilities including water, telecommunications, and energy. As an Assemblywoman, Gwen Moore developed legislative and political strategies on a variety of issues such as diversity in procurement, taxation and international trade, consumer affairs, and business and labor issues. She had a record number of over 400 bills signed into law.

Ms. Moore was active with the National Conference of State Legislatures (NCSL), serving as both Chair of the State-Federal Assembly and the Assembly on the Legislature- the two major components of NCSL. Ms. Moore also chaired the NCSL National Committee on Telecommunications and Transportation.

In addition to her extensive work as a legislator and advocate for the people of California, Ms. Moore was the Founder and President of the Community Education Organization, which was a community service foundation offering extensive after school programs for “latch-key” youth in Los Angeles. She serves on numerous local and national boards including among others the California State Bar Board of Trustees and the California Small Business Association. She is 1st VP of the California State Conference of the NAACP, Co-Vice Chair of the California Utility Diversity Council (CUDC), and Chair of the CA Black Business Association NBCSL Corporate Roundtable, among others, and she is the President Emeritus of The Future PAC.

Ms. Moore’s work has garnered honors and awards from diverse arenas: the U.S. Department of Commerce, the NAACP Legal Defense Fund, the Professional Communication Association, and Legislator of the Year NBCSL. Among numerous other awards, she recently received the prestigious Black Rose Award from the National League of Black Women, the Business of the Year from the Black Business Association, and the Leadership California’s State Leader Award, as well as awards from the NAACP Legal Defense Fund, the Professional Communication Association, the South Coast Air Quality Management District, and the Los Angeles African American Women Political Action Committee, to name a few.

Director
Consumer Financial Protection Bureau's
Office of Minority and Women Inclusion

Stuart Ishimaru

Mr. Ishimaru has spent much of his professional life working to foster greater diversity in workplaces. His experience includes leading the U.S. Equal Employment Opportunity Commission, and serving in senior positions in the Civil Rights Division at the Department of Justice, and the Commission on Civil Rights. His work was often geared toward creating policies to foster diversity in the workplace and creating opportunities for women and minorities in contracting jobs. The Dodd-Frank Wall Street Reform and Consumer Protection Act requires the Bureau to establish the Office of Minority and Women Inclusion. In January, the CFPB established the office in January 2012. Among other requirements, OMWI is charged, by statute, with developing standards for:

- Equal employment opportunity and the racial, ethnic and gender diversity of the workforce and senior management of the agency;
- Increased participation of minority-owned and women-owned businesses in the CFPB's programs and contracts; and
- Assessing the diversity policies and practices of the CFPB's regulated entities.

Mr. Ishimaru comes to the CFPB from the Equal Employment Opportunity Commission, where he was Commissioner. President George W. Bush nominated Mr. Ishimaru, on the recommendation of Sen. Tom Daschle, to be one of the five members of the Commission in 2003. President Barack Obama named Mr. Ishimaru Acting Chairman of the Commission in January 2009 – a role he held until April 2010. Created by the Civil Rights Act of 1964, the Commission is responsible for enforcing federal laws prohibiting employment discrimination based on race, color, religion, sex, national origin, age, disability and genetic information. As Acting Chairman of the Equal Opportunity Commission, Mr. Ishimaru led an agency of 2,300 employees and a budget of $367 million.

Executive Director
The Center for Multicultural Science

Dr. Jake Beniflah

Dr. Jake Beniflah is currently the Executive Director of the Center for Multicultural Science, the first think tank in the U.S. dedicated to bridge the gap between leading corporations and academic researchers in multicultural marketing and research.

Dr. Jake Beniflah has spent the last 23 years working with Fortune 500 organizations to drive ROI for multicultural and mainstream consumers in a number of senior-level positions in the advertising industry. His areas of expertise are consumer insights and brand management.

Dr. Jake Beniflah studied under a number of research pioneers who have had tremendous impact on Hispanic marketing strategy and acculturation measurement. His areas of research interest include acculturation, cognition, social identity, cultural and demographic change, adaptation, ethnicity, race, and driving excellence inside organizations.

Dr. Jake Beniflah received a Doctorate in Business Administration from Golden Gate University in 2010. His dissertation examined the effects of acculturation on the cognitive structure of foreign-born Hispanics. After living in San Francisco for 35 years, he now lives in Manhattan Beach with his family.

He can be contacted at (415) 713-5253 or jake@multicultural-science.org.

Chairman
California Utilities Diversity Council

José L. Pérez

José Pérez is co-founder and chair of the California Utilities Diversity Council (CUDC), a joint venture between the Latino Journal and the California Public Utilities Commission since 2003. Over the span of 10 years, the CUDC has : 1) helped increase supplier diversity spend from by CPUC regulated companies; 2) increased diversity in the corporate board room and commissioned officer positions; 3) helped fund Math Engineering and Science Achievement and the Parent Institute for Quality Education; 4) successfully implemented outreach events for legal services, financial services, diverse advertising and media, consulting services; and 5) conducted two successful "Diversity in the New Energy Economy" gatherings, in Long Beach and Sacramento.

In 2008, José co-founded the National Utilities Diversity Council (NUDC) and served as its first executive director, working closely with utility commissioners companies nationwide . Today, NUDC is a thriving organization working to promote inclusion and diversity in America's utility companies.

In 2012, José co-founded Hispanics In Energy (HIE), a non-profit public benefit corporation focused on increasing the presence of and opportunities for Hispanics in the energy industry. HIE works in collaboration with energy-related stakeholder groups including national/state/local government, energy trade associations, Hispanic and diverse community organizations, private companies, and academic institutions. Between 1975 and 1996, José worked for the State of California. At the height of his public service, he assisted in directing a $7.5 billion budget and 20,000 employees for the California Department of Transportation.

In 1996, José ventured out into entrepreneurship, starting a business and founding the Latino Journal magazine, a premier publication designed to provide a non-partisan analysis of public policy and government from a Latino perspective. José received his degree in Government from California State University at Sacramento, CA and a Certificate on Corporate Governance from the Graduate School of Business at Harvard University in Cambridge, MA.