



FIRST ANNUAL

California “Ideas in Action” Policy Conference

FEBRUARY 27–28, 2019 / SACRAMENTO, CALIFORNIA



How Free Market Ideas Can Build New, Diverse Coalitions

Many have written the obituary for free-market policy ideas following 2018’s blue wave in California. To the contrary, there are many market-driven solutions for California’s pressing policy problems that have wide, bipartisan appeal and can serve as the foundation for new, diverse coalitions.

PRI’s first annual California Ideas in Action conference will explore how free-market ideas for the state’s major policy challenges – health care, education, the environment, and poverty – can make a real difference in improving people’s lives and achieve greater political balance in California.

PROGRAM SCHEDULE

WEDNESDAY, FEBRUARY 27, 2019

WELCOME RECEPTION

Location: Esquire Grill, 1213 K Street, Sacramento

5:30 PM Welcome Reception with California Legislators at Esquire Grill

7:30 PM Reception Concludes



THURSDAY, FEBRUARY 28, 2019

MAIN CONFERENCE

Location: Capitol Events Center, 1020 11th Street (Between J and K Streets), Sacramento, CA

7:30 AM Registration and Continental Breakfast

8:00 AM Opening Remarks and Keynote Address

Conference Master of Ceremonies

The Hon. Daniel Kolkey, Pacific Research Institute Board Member, and chair of PRI’s California Reform committee

Keynote Speaker

Veteran State Capitol Observer and Political Columnist Dan Walters of CALmatters

Q&A Following Keynote Address

8:55 Break



9:00 Panel: Free-Market Solutions to California's Health Care Challenges

Health care will be at the top of this year's agenda. Proposals are expected to create a destructive single-payer health care system, impose new mandates on prescription drugs that will hurt innovation, and have government try and dictate people's food choices on organics and GMO's. PRI's health care experts will discuss how these proposals would hurt Californians, and how market-based health care policy ideas can better address the state's health care challenges without bankrupting the state.

Speakers:

- Sally C. Pipes, PRI President, CEO, and Thomas W. Smith Fellow in Health Care Policy
- Dr. Wayne Winegarden, PRI Senior Fellow in Business and Economics
- Henry I. Miller, MS, MD, PRI Senior Fellow in Health Studies

9:45 Break

9:50 Panel: The Benefits of Charter Schools – Choosing Diversity

Every day, charter schools play an important role in meeting the diverse needs of California's students. State education reform leaders will share real-life charter school success stories and explore ideas policymakers can embrace to strengthen charter school laws and expand school choice options.

Speakers:

- Lance Izumi, Senior Director of PRI's Center of Education
- Bill Lucia, President and CEO, EdVoice
- Dr. Margaret Fortune, Board Chair, California Charter Schools Association

Includes screening of PRI's "Welcome to Change" mini-documentary on charter schools

10:35 Break

10:40 Panel: Legislating Energy Poverty

Public opinion polls show that most Californians see climate change as a serious threat to the state's economy and quality of life. However, the state's approach is hurting people in poor, rural, inland, and minority communities. Policy experts and energy leaders will explore how market-driven policies can more effectively and affordably chart California's energy future.

Speakers:

- Dr. Wayne Winegarden, PRI Senior Fellow in Business and Economics
- Nick Loris, Herbert and Joyce Morgan Fellow in Energy and Environmental Policy, Heritage Foundation
- Leah Silverthorn, Policy Advocate, California Chamber of Commerce
- John C. Gamboa, California Community Builders

11:25 Break

11:30 Panel: How Non-Profits and Private Charities Can More Effectively Lift People Out of Poverty

There are many well-intentioned government anti-poverty programs in California, but private charities and non-profits have proven to be just as effective – if not more so – in getting people back on their feet. Policy experts and leaders on the front lines will share their experiences and discuss how out-of-the-box thinking can help alleviate poverty and reduce homelessness.

Speakers:

- Kerry Jackson, Fellow, PRI's Center for California Reform (Moderator)
- Michele Steeb, Saint John's Program for Real Change
- Damon Dunn, PRI Fellow in Business and Economics

Other speakers to be announced.

12:15 Conference Concludes

12:30–4PM LUNCH AND WINE TASTING TOUR AT OLD SUGAR MILL (INVITE ONLY)

Located just 15 minutes from downtown Sacramento, the Old Sugar Mill hosts fifteen unique wineries offering varietals from all over Northern California. VIP guests will be transported from the Capitol Events Center for an afternoon of networking and policy discussion, arriving back in Downtown Sacramento at 4:30 pm.





FIRST ANNUAL
California “Ideas in Action” Policy Conference
FEBRUARY 27–28, 2019 / SACRAMENTO, CALIFORNIA

SPONSORSHIP OPPORTUNITIES

Below are sponsorship opportunities for PRI’s First Annual California Ideas in Action conference in Sacramento. For questions or more information, please contact Laura Dannerbeck, Events Consultant, at ldannerbeck@pacificresearch.org or (415) 250-9206.

PIONEER SPONSOR: \$5,000

- Ticket(s) to all panel sessions, Wednesday welcome reception, Thursday breakfast
- Tickets to invitation-only wine tasting tour at Old Sugar Mill on Thursday afternoon
- Sponsor name/logo listed on signage prominently displayed at event
- Sponsor name/logo listed in conference program
- Preferred seating at conference
- Complimentary copies of recent PRI books and studies

LIBERTY SPONSOR: \$1,000

- Ticket(s) to all panel sessions, Wednesday welcome reception, Thursday breakfast
- Tickets to invitation-only wine tasting tour at Old Sugar Mill on Thursday afternoon
- Sponsor name/logo listed on signage prominently displayed at event
- Sponsor name/logo listed in conference program
- Complimentary copies of recent PRI books and studies

FREEDOM SPONSOR: \$500

- Ticket(s) to all panel sessions, Wednesday welcome reception, Thursday breakfast
- Sponsor name/logo listed in conference program
- Complimentary copies of recent PRI books and studies

INDIVIDUAL REGISTRATION: \$50

- Ticket(s) to all panel sessions, Wednesday welcome reception, Thursday breakfast
- Complimentary copies of recent PRI books and studies



FIRST ANNUAL
California “Ideas in Action” Policy Conference
FEBRUARY 27–28, 2019 / SACRAMENTO, CALIFORNIA

Name: _____

Title: _____

Organization: _____

Address: _____

Telephone: _____ Email: _____

Yes! I/We are delighted to join PRI’s First Annual “Ideas in Action” Conference in Sacramento.

\$5,000 Pioneer Sponsor

\$1,000 Liberty Sponsor

\$500 Freedom Sponsor

\$50 Individual Ticket

I/We will attend and have enclosed a check or credit card in the amount of \$_____.

I/We cannot attend but would like to participate in this year’s conference with a tax-deductible contribution to PRI in the amount of \$_____.

Please make checks payable to the Pacific Research Institute, and send to:
Pacific Research Institute, 101 Montgomery Street, Suite 1300, San Francisco, CA 94104.

Please charge my: Visa MasterCard American Express

In the amount of: \$_____ Name on card: _____

Card# _____

Exp. Date: _____ Security Code: _____

Billing address on card: _____

Hotel Information: Sheraton Grand Sacramento, Hotel Traditional King Room \$199 (+ state and local taxes)
To book a room in our block, contact Laura Dannerbeck at (415) 250-9206.

Please submit reply by mail by February 15, 2019. Fax: (415) 989-2411 or email: ldannerbeck@pacificresearch.org.
For more information, please contact Laura Dannerbeck, Events Consultant at (415) 250-9206.