



APRIL 26, 2019

Veteran's Hall, Watsonville CA
8:30-4:00PM



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County of Santa Cruz Human Services

Pajaro Valley Community Health Trust

Second Harvest Food Bank Santa Cruz County

Salud Para La Gente

Federal Reserve Bank of San Francisco

City of Watsonville

Pajaro Valley Unified School District

United Presbyterian Church of Watsonville

**Blum Center on Poverty, Social Enterprise, and Participatory
Governance**

Santa Cruz Community Credit Union

FoodWhat?!

Digital Nest

Community Action Board of Santa Cruz County

Arts Council Santa Cruz County

Community Foundation Santa Cruz County



Leadership & Dedicated Guidance Provided by:

City of Watsonville – Matt Huffaker, City Manager & Francisco Estrada, Mayor

Community Action Board of Santa Cruz County – Maria Elena De La Garza,
Executive Director

Community Foundation of Santa Cruz County – Christina Cuevas, (Retired) Program
Director

Digital NEST – Jenni Veitch-Olson, Development Manager

El Pajaro Community Development Corporation – Carmen Herrera-Mansir, Executive
Director

Federal Reserve Bank of San Francisco – Naomi Cytron, Regional Manager,
Community Development N. California

FoodWhat?! – Uriel Reyes, Alumnus

Harbourton Foundation – Betty Regan, Director

Optimal Solutions Consulting – Nicole Young, Owner/Principal

Pajaro Valley Chamber of Commerce & Agriculture – Shaz Roth, Executive Director

Pajaro Valley Prevention & Student Assistance – Erica Padilla Chavez, CEO

Pajaro Valley Community Health Trust – Caitlin Brune, (Former) CEO

Pajaro Valley Unified School District – Andrea Willy, District Grant Writer

Salud Para La Gente – Dori Rose Inda, CEO

Santa Cruz Community Ventures – Maria Cadenas, Executive Director

Santa Cruz County Human Services Department – Emily Balli, Division Director

Second Harvest Food Bank – Willy Elliott-McCrea, CEO

UCSC Blum Center for Poverty, Social Enterprise & Participatory Governance –
Heather Bullock, Director

United Presbyterian Church of Watsonville – Robby Olson, Pastor

Sarah Marschall Strategies – Sarah Marschall, Owner/Principal



Agenda

- 8:30am** **Registration & Breakfast**
- 9:00am** **Welcome & Opening Remarks**
Maria Elena de la Garza, Executive Director, Community Action Board, Francisco 'Paco' Estrada, Pajaro Valley Community Health Trust/Mayor, City of Watsonville, Senator Bill Monning, California State Senator, 17th District
- 9:15am** **Inspiration**
Etienne Nkun Abui Kabwasa Green - KABWASA (introduced by Erica Padilla-Chavez, CEO, Pajaro Valley Prevention & Student Assistance)
- 9:30am** **Keynote Address**
Luis Granados, Chief Executive Officer, Mission Economic Development Association (introduced by Carmen Herrera-Mansir, Executive Director, El Pajaro CDC)
- 10:30am** **Fishbowl Dialogue: *Where are we on the path toward Opportunity for All?* Maria Cadenas, Moderator - Executive Director, Santa Cruz Community Ventures**
Alma Cervantes - Community Organizer, Build Healthy Communities
Ruby Vasquez - Pajaro Valley Unified School District
Gabriel Medina - Digital NEST
- 11:20am** **Table Conversations**
- 12:15pm** **Lunch - Film & Panel Discussion - *Giving Birth in America: California***
- 1:00pm** **Breakout Session I (See pp. 5 for offerings)**
- 2:00pm** **Transition to Breakout Session II**
- 2:15pm** **Breakout Session II (See pp. 5 for offerings)**
- 3:30pm** **Reconvene around Main Stage for Closing & Call to Action**
Irene O'Connell - Artist & Program Director, FoodWhat?!

*** Please complete the evaluation forms on your tables so that we can make the next #LIVEPajaroValley Convening mas fuerte! ***



Featured Breakout Sessions

Moving Healthcare Upstream

Organizer: Dori Rose Inda (Salud Para La Gente)

Moving Healthcare Upstream is based on the belief that health systems can effectively address persistent and costly health inequities by moving “upstream,” working in collaboration with community-based organizations to address the root causes of disease. Participants will learn how partners are creating a network - an integrated system - that prevents and treats health problems, and also addresses the root causes of disease and illness.

Community Organizing 101: You Can Make a Difference

Organizers: Maria Cadenas (Santa Cruz Community Ventures), Alma Cervantes (Community Organizer, Build Healthy Communities), Erica Padilla Chavez (Pajaro Valley Prevention & Student Assistance)

Perhaps the greatest privilege/responsibility of living in a democratic society is freedom to use one’s voice and the power of collective action to drive change. This session explores ways you can be a vehicle of change in your community. Participants will learn proven strategies to engage and get others engaged in community-based initiatives that aim to foster opportunity for all.

The Future Workforce

Organizers: Dr. Michelle Rodriguez (PVUSD), Andy Stone (Santa Cruz County Workforce Development Board), Steve Bean (Digital NEST), Hayley Mears (Monterey Bay Economic Partnership – MBEP)

Demand for skilled laborers in this tech-rich economy poses new challenges for schools, workforce development agencies and the networks that help these institutions bridge to employers. Participants will learn how major institutions are fostering a college and career-ready workforce for the decades to come. Participants will also identify one or more actions needed to further position our community as one that operates educational and training systems and an economy that works for all.

Transforming People’s Life Through Entrepreneurship

Organizers: Carmen Herrera Mansir (El Pajaro Community Development Corp), Ricardo Rocha (RVs Technology group), Ariadna Renteria (ILSCC), Rosa Ayala (Zapateria Estrella)

Micro & small businesses create more than 80% of jobs in California. Younger generations are choosing entrepreneurship and participation in the “gig economy” as a lifestyle. Creating and maintaining an ecosystem that fosters small business and self-employment ventures is key to ensuring community members’ ability to create assets, build wealth, and achieve economic mobility. Participants will meet successful entrepreneurs running thriving local businesses and learn how business ownership transformed their lives and their family’s opportunities. Participants will engage in conversation about how to build a stronger and inclusive Entrepreneurial Ecosystem that addresses the 4 “C’s”: Coaching, Capital, Connections, and Climate/Policies. How might the education and workforce development sectors prioritize entrepreneurship as a career path?