



## **Puentes Workshop on Research Translation for Press and Policymakers**

September 23, 2015 | UC San Diego

### **Agenda**

#### **Wednesday, September 23<sup>rd</sup>**

Dugout Conference Room, RIMAC Annex

- 8:30 am      **Hotel Shuttle Departs Del Mar Inn for UC San Diego**
- 9 am          **Light Breakfast**
- 9:30 am      **Opening Keynote :“Ten Tips for Academics”**  
Dean Peter Cowhey
- 10 am        **Talking to Policymakers**  
Denise Ducheny and Remy Martinez
- 11 am        **Talking to the Press and on Social Media**  
Sandra Dibble and Anthony King
- 12 pm        **Lunch**
- 1 – 3 pm     **Workshop on Preparing a Policy Briefing**
- 3 – 4 pm     **Practice Presentations of Policy Briefings**  
with Steve Erie, Thad Kousser, Melissa Floca and Denise Ducheny
- 4 pm        **Reception at Bella Vista Café**
- 6 pm        **Return to Hotel**

### **Bios**

**Lety Banks** is a native of Mexico where she graduated as an Elementary School Teacher from the Normal School in Mexico City, and taught third and fourth grade levels. She received her Bachelor Degree in Translation/Interpretation Spanish-English from Brigham Young University in Provo, Utah. Her areas of expertise are Cultural Adaptations of translated texts and Medical Interpretation. She has taught translation/interpretation courses for California nurses at California State University San Marcos and local hospitals.



Lety is currently a doctoral student in Educational Leadership at the University of California, San Diego where she was awarded the Janet Hageman Chrispeels Doctoral Fellowship, the Summer Institute Scholarship at the Center for Educational Evaluation at UCLA, and the Puentes Summer Research Scholar in Cuernavaca, Mexico.

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**Dr. Sergio Chávez** is Assistant Professor of Sociology at Rice University. He received his B.A. in sociology from the University of California Davis and his Ph.D. from Cornell University. Dr. Chávez has conducted field research in Tijuana and Guanajuato, Mexico and North Carolina on internal and international migration, labor markets, social networks and border studies. Currently, he is completing a book manuscript that examines the dynamic living and working strategies border migrants employ as immigration policies, border enforcement, economic restructuring, and social resources evolve in the cross-border urban environment of Tijuana. Another project (with Robin Paige) investigates the centrality of emotions in the migration process. In particular, the emotion work non-migrating women perform to support the paid labor of their migrant spouses. As part of the Puentes project, he has worked with Bridget Gorman and Claire Altman looking at the consequences of the migrant journey on the mental health of Central Americans.

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**Fernando A. Chinchilla** is Associate Professor at the Universidad de Monterrey's (UEM) Department of Social Sciences; an associate member of the center Les Afriques dans le Monde (IEP-Bordeaux, France); and a member of the Scientific Committee at the Pontificia Universidad Católica de Perú's Laboratorio de Criminología Social y Estudios sobre la Violencia. His research focuses on peacemaking, peacekeeping and peace-building, democratization processes and war-to-peace transitions in Latin America and Sub-Saharan Africa. Chinchilla was a summer 2015 Puentes Visiting Scholar at the Baker Institute Mexico Center, a 2010-12 visiting scholar for the Political Studies Program at FLACSO-Ecuador, and for the Political Science Department at the Universidad de los Andes (Colombia) in 2007. He has also been a FQRSC postdoctoral fellow for the government of Quebec (2009-11); and an IDRC doctoral fellow for the government of Canada (2004-05). In 2014, he won the UDEM's Research Award in social sciences. Chinchilla received a Ph.D. in political science from the Université de Montréal.

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**Peter Cowhey** is the Qualcomm Endowed Chair in Communications and Technology Policy and dean of the School of Global Policy and Strategy (GPS). He is a leading expert on the future of communications and information technology markets and policy, specializing in United States trade policy, foreign policy, the Internet, global biological threats, international corporate strategy and the microfinance industry to alleviate poverty.

Cowhey currently serves on a bi-national experts group appointed by the U.S. and Chinese governments to research and guide innovation policy. In 2009, he served a 12-month assignment as the senior counselor to Ambassador Ron Kirk in the Office of the United States Trade Representative, playing a key role in the strategic agenda for trade policy.

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**Sandra Dibble** was born in Egypt, raised in Europe, the Middle East, and the United States, and has spent much of her career writing about international and multicultural topics. She earned a bachelor's degree in Arabic from the University of Utah and a master's degree in journalism from Columbia University. She spent a year on an international journalism fellowship in which she traveled and studied in Mexico.

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She worked at The Miami Herald for nearly a decade, specializing in coverage of the Cuban, Nicaraguan and Haitian communities, and was part of a team awarded the Pulitzer Prize in national reporting for uncovering the Reagan administration's clandestine support of the Nicaraguan Contras. She spent three years at The National Geographic, where assignments included writing feature articles about Paraguay and Oaxaca. She has covered the Tijuana-San Diego border since 1994.

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**Denise Moreno Ducheny** is Senior Policy Advisor at USMEX. Senator Ducheny served in the California State Senate from 2002 to 2010, representing the 40th District. Prior to her election to the California State Senate, she served in the California State Assembly from 1994-2000 and on the San Diego Community College Board from 1990-94. While a member of the State Assembly she launched a series of bi-national meetings among state legislators of the 10 US-Mexico Border States that eventually became known as the Border Legislative Conference.

During her years in the State Senate she also led the effort to convene regular meetings of State Legislators from the states of California, Baja California, and Baja California Sur. Denise is currently a co-Chair of the Border Innovation Awards Project and a member of the North American Research Partnership Advisory Board. She was awarded the Premio Ohtli by Mexico's Instituto de los Mexicanos en el Exterior (IME) and was appointed by President Obama to the board of the Border Environment Cooperation Commission (BECC) and North American Development Bank.

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**Adrian Duhalt**, Ph.D., is a nonresident scholar for the Baker Institute Mexico Center. He is also an associate professor at Universidad de las Américas Puebla (UDLAP), where his teaching focuses on economic geography, corporate strategy and energy issues in North America. His main research at the Mexico Center is related to energy dynamics in North America (shale gas development in the United States and Mexico's energy reform) and their effect on petrochemical value chains, agricultural productivity and food dependency in Mexico. Duhalt has spoken about energy issues at various conferences and events in the U.S., Mexico, Switzerland, England and Panama. Prior to joining UDLAP in 2013, he completed his Ph.D. in economic geography at the University of Sussex. His thesis analyzes the main political economy drivers that shaped the development of the petrochemical industry in Mexico over the last few decades. For his conceptual and empirical contributions, he received the Best Ph.D. Thesis Award from the Economic Geography Specialty Group of the Association of American Geographers in 2012.

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**Steve Erie** is Professor of Political Science and Director of the Urban Studies Program at UC San Diego. Erie's research interests include urban politics, public policy, ethnic/racial politics, and American political development. He is the author of four books and has won numerous awards. His current book project is *Mulholland's Gift: The Politics and Policymaking of L.A.'s Department of Water and Power*. Professor Erie is actively involved in public policy debates on issues of infrastructure, economic development, governance, and public finance. He helped write San Diego's new "strong mayor" form of government; served on the governor's infrastructure commission; and advises public officials, business and community leaders in Southern California on the policy challenges facing the region.

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**Marilu Fernandez-Haddad** is an Associate Professor of the Marketing Department at the Universidad de las Américas Puebla, México, and she was chair of the Department from 2010-2015. She graduated with honors

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from the Doctoral Program in Economics and Social Sciences, at Johannes Kepler University, Austria, with a dissertation in Social Marketing. She has worked in developing strategies for integrated communication campaigns and for social and political marketing in Spain and Mexico. Among other publications, her book *Understanding the Effectiveness of Social Marketing Programs* was published by Editorial Lambert, Germany in 2011. Because of her professional experience and her doctoral research, she currently develops research on changing habits or behaviors in the population to improve their quality of life.

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**Melissa Floca** is Interim Director at USMEX. Melissa holds a degree in Political Science and Economics from Johns Hopkins University and a Graduate Diploma in International Relations from the Johns Hopkins School of Advanced International Studies Bologna Center. She is also a graduate of Columbia Business School. After completing her MBA, Melissa joined the Mexico City office of McKinsey & Company where she served clients on projects related to financial inclusion, public health and low-income housing. She went on to found Sé Más Microfinanzas, a microfinance organization providing financial education and financial services to micro-entrepreneurs in Mexico. Melissa sits on the advisory boards of UCMEXUS and Columbia Pangea Advisors and on the operating committees of the UC Mexico Initiative and the Puentes Consortium.

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**Lisa Guáqueta** is the program administrator for the Mexico Center. She previously served as the manager of education and immigration in the public policy division at the Greater Houston Partnership. Prior to that, she worked at The New School's Graduate Program in International Affairs as the coordinator of the Observatory on Latin America and of the International Field Program. Before moving to the United States, she was the international affairs advisor in the Office of the Mayor of Bogotá. She has also worked as a consultant on urban issues for UNHABITAT. Her research interests include the urban dynamics of Latin America, especially the role of cities and local governments in international issues. She studied economics at Universidad Externado de Colombia and holds a master's degree in international affairs from The New School.

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**Mara I. Hernandez** is full time Professor at the Tec. of Monterrey School of Government and Public Transformation. She has a PhD from the Massachusetts Institute of Technology (MIT), where she specialized in political negotiations, consensus building and democracy, and a Master in Public Administration from Harvard University. She is also a certified mediator from the Harvard Law School. Mara's research documents processes of institutional change, looking at best negotiation practices and deliberation standards. She is the leading author of the book, *A Congress without Stable Majorities: Best Practices in Multiparty Negotiations*, which has been published twice. She is a founding member of the Consensus Building Institute Global Network, recently established to share expertise in the field from around the world. She designed and coordinated the first edition of the Diploma in Negotiations, Mediation and Consensus Building at the Centro de Investigación y Docencia Económica (CIDE). She has also worked for the UN, the Mexican Senate and the Canadian Government. She is currently researching the negotiations processes that led to the Pact for Mexico and related legislative reforms.

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**Jorge Ibarra-Salazar** is Associate Professor of the Economics Department at Tecnológico de Monterrey – Monterrey Campus, and Visiting Professor of the Economics Department at the Southern Methodist University. He received his Ph.D. in Economics, Southern Methodist University 1996; MA in Economics, Southern Methodist University 1993; MA in Industrial Economics, Universidad Autónoma de Nuevo León 1992; BA in Economics, Tecnológico de Monterrey 1983. Professor Ibarra-Salazar has realized studies of applied research for private firms (Coca Cola Femsas, Aerolitoral, Cadena Comercial OXXO, Grupo Cementos Chihuahua, Copamex,



Cervecería Cuauhtémoc - Moctezuma); for the federal government (SHCP, SEDESOL); state governments (Quintana Roo, Nuevo León, Tamaulipas, Querétaro, Zacatecas); and local governments (Ciudad Juárez, Chih.;Tampico, Tamps). He is member of the Sistema Nacional de Investigadores (Investigador nacional Nivel I), and of the ITESM National Scholl of Education, Humanities and Social Sciences.

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**Anthony King** is Associate Director of Communications for the School of Global Policy and Strategy and Division of Social Sciences at UC San Diego. He previously served on the editorial board of Triton magazine, UC San Diego's alumni publication, and as communications coordinator for the Global Policy and Strategy school, where he managed multiple social media accounts. He works closely with faculty, research centers and visiting scholars to maximize their social media presence.

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**Thad Kousser** is Professor of Political Science at UC San Diego. From February-July 2015, Kousser will be in Adelaide, Australia, serving as the 2015 Fulbright Flinders University Distinguished Chair in American Political Science. He has authored, co-authored, or edited several books and has also been published in journals such as the *American Political Science Review*, the *Revue Francaise de Science Politique*, the *Journal of Politics*, *Political Analysis*, *Legislative Studies Quarterly*, and *State Politics and Policy Quarterly*. He is a recipient of the UCSD Academic Senate's Distinguished Teaching Award, the Faculty Mentor of the Year Award, served as co-editor of the journal *State Politics and Policy Quarterly*, and has worked as a staff assistant in the California, New Mexico, and United States Senates. Kousser also competed on the faculty team in the UCSD Alumni Surf Contest.

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**Victor Remigio Martinez Cantu** has a master's degree in public policy from the Instituto Tecnológico Autónomo de México (ITAM) and a specialty in United States studies from the Center for U.S.-Mexican Studies Summer Seminar series. He is currently a professor of economics at Tec de Monterrey's Campus Sonora Norte, and has worked with different public agencies on matters of public safety, international relations and immigration.

Martinez Cantu also has been part of the political process in Mexico and seeks relevant change through research. He has been deputy secretary of the state of Sonora's Department of Public Safety. He was deputy secretary for Sonora's Control, Command, Communications and Computing Center (C4), which is responsible for coordinating public safety, emergency services to the public, and registration of personnel and weaponry. In the federal government, he has worked as director of liaison with the Mexican Congress for the Foreign Ministry (Secretaría de Relaciones Exteriores), and as a director in the department of political development for the Secretariat of the Interior (Gobernación).

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**Eduardo Román González** is Full Professor of Law at the Universidad de Monterrey Law School. He is also regular visiting professor at the graduate program of the Universidad Autónoma de Coahuila and the Leader of the Human Rights Program at CEEAD A.C. His academic interests and activities are focused on the fields of Constitutional Law, Electoral Law, and Human Rights. Professor Román has served for public institutions such as the Federal Electoral Court; the Federal Electoral Institute; the National Security Council; the Legal Affairs Department of the Municipality of San Pedro Garza García, Nuevo León; the Electoral Commission of the State of Nuevo León and the Supreme Court of the State of Nuevo León.