23rd Annual Envisioning California Conference

Connected (or Disconnected)?

California’s Culture, Technology and Politics

Friday, September 14, 2012 | Sacramento Convention Center
As we mark the 30th anniversary of the Center for California Studies, we think it appropriate to consider the linkages among three aspects of life in the Golden State that for decades have made it distinctive. The first is its unique culture, which historian Cary McWilliams characterized as “the willingness of the people to abandon the old ways, and the willingness with which people will try new forms and modes.” A second and related aspect is openness to innovative technologies, whether these were the novel ways of creating irrigation systems in the 20th century or the more recent Internet applications developed in the Silicon Valley. Finally, California has long incorporated new styles of politics, such as the heavy use of direct democracy.

We invite participants in the 23rd annual Envisioning California Conference to explore in depth the relationships among culture, technology, and politics. Are new technologies such as social media fundamentally changing the way political campaigns are conducted? Does gridlock on some major political issues signal lack of openness to new approaches, or are we seeing the beginning of public policy innovations that will rival the celebrated accomplishments of the 1960s? If Californians remain unusually committed to “try the novel,” what is the next major technological change that Californians are likely to embrace ahead of the rest of the nation? Our hope is to spark discussion and encourage imaginative responses to these and other questions.
## FRIDAY, SEPTEMBER 14, 2012

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<td>9:00 – 9:30 a.m.</td>
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<td>9:30 – 11:15 a.m.</td>
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### PANEL 1 | POLITICS AND CULTURE | ROOM 304/305

**Changing the Golden State in Less Than 140 Characters**

Social media use has accelerated political movements and thoughts around the world, from the fall of the Egyptian government during last year’s Arab Spring to the organization of Tea Party and Occupy movements in the United States. This panel looks at how new social media like Facebook and Twitter have changed the way we learn, discuss, and influence politics, and what it means for California now and in the future.

**Panelists:**
- Mario Guerrero, Assistant Professor, Department of Political Science, Cal Poly Pomona
- Steven Maviglio, Principal, Forza Communications
- John Myers, Political Editor, News10

**Moderator:**
- Molly Dugan, Associate Professor, Department of Communication Studies, Sacramento State

### PANEL 2 | TECHNOLOGY AND POLITICS | ROOM 301

**Technology and Politics: Expanding or Diminishing Democracy?**

New technologies are shaping the political landscape in ways unimaginable to previous generations. These technologies have the potential to enhance democracy by, for example, exposing voters to real-time news on candidates and issues. But the application of new technologies to the political sphere may also undermine democracy by favoring, for example, candidates who can afford more elaborate, and finer grained, advertisement targeted across various media platforms.

**Panelists:**
- Lawrence Becker, Chair, Department of Political Science, CSU Northridge
- Steve Graves, Associate Professor, Department of Geography, CSU Northridge
- Deane Leavenworth, Regional Vice President, Government Relations-West Region, Time Warner Cable

**Moderator:**
- Josh Sides, Director, Center for Southern California Studies, CSU Northridge

### PANEL 3 | CULTURE AND TECHNOLOGY | ROOM 302/303

**California’s Creative Mind and Its Future Role in Global Innovation**

California has been driven, shaped and formed by ideas that celebrate creativity and imagination. These ideas helped California become the global leader in technology and innovations – from irrigation systems to Disneyland to the personal computer, the Web and social media. Can this idea of creativity continue to move the state forward? How do local movements become global revolutions? What cutting-edge technologies are emerging here and how will they change California’s future?

**Panelists:**
- R. Gregg Albright, Deputy Director, Planning, California High Speed Rail Authority
- G.P. Li, Director, UCI Division, California Institutes for Science and Innovation (Calit2), UC Irvine
- Lisa Matthews, Director Propulsion Systems, Business Development, Sierra Nevada Space Systems
- Thomas Peavy, Associate Professor, Department of Biological Sciences, Sacramento State

**Moderator:**
- Warren Smith, Professor, Department of Electrical & Electronic Engineering, Sacramento State

*Join us in Room 309 for Heyday Books and displays from the California State Library and the Center.*
**F R I D A Y, S E P T E M B E R 1 4 ( c o n t i n u e d )**

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<td>11:30 a.m. – 1:00 p.m.</td>
<td>30th Anniversary Luncheon</td>
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| BALLROOM 307/308 | Welcome and Introduction by Steve Boillard, Executive Director, Center for California Studies  
                   Acknowledgements by President Alexander Gonzalez, Sacramento State  
                   Keynote Address by Kevin Starr, American historian and former State Librarian |
| 1:15 - 2:45 p.m. | Closing Plenary                                                       |
| BALLROOM 307/308 | The Next 30 Years in California Politics – the Good, the Bad and the Ugly  
                   Greg Lucas, Editor, California’s Capitol, www.californiascapitol.com |
| 2:45-3:30 p.m.  | Farewell Reception                                                     |
| EAST LOBBY     |                                                                       |