Gary S. Rotto

gsrotto@gmail.com

Accomplished professional with over 25 years of experience in strategic planning, organizational development, public policy advocacy and development, government relations, board development, strategic communications and community relations. Excellent coordinator of diverse groups working toward a single goal.

Professional Experience

BORREGO HEALTH - BORREGO SPRINGS, CA

Senior Vice-President of Government and Public Affairs 2016 – Present

- Formulated vision and direction to legislative and regulatory strategy at federal, state and county government levels
- Charted relationship building with district office staff of elected officials
- Launched Veterans Services Division
- Orchestrated work of lobbyists in Washington, DC and Sacramento, CA
- Maintained and enhanced strategic partnerships locally and at the state level
- Orchestrated on-the-spot public speaker training
- Provided guidance and supervision of Marketing Department
- Advanced representation of organization at federal trade association committee meetings and events

SAN DIEGO STATE UNIVERSITY, SCHOOL OF PUBLIC HEALTH – SAN DIEGO, CA

Adjunct Professor 2017- Present

- Modernized health policy courses
- Created experiential activities to bring key learning principles to life in the classroom
- Assessed student learning throughout the semester

COUNCIL OF COMMUNITY CLINICS – SAN DIEGO, CA

Director of Health Policy and Strategic Communications/Director of Health Policy and Development 2008 – 2016

- Directed government relations program
- Designed strategic communications plan for four subsidiaries
- Oversaw work of public relations consultants.
- Conceptualized and prepared advocacy materials and talking points
- Represented the organization in Washington, DC and Sacramento, CA.
- Provided leadership input as part of national and state organizations.
- Monitored and interpreted State of California financial picture.
- Integrated policy development with implementation of programs and expansions
- Advised and participated in annual budget development and monitor monthly progress towards budget forecasts
- Supervised special projects staff including community research, emergency preparedness and management, and grant writing.

COUNTY OF SAN DIEGO, OFFICE OF SUPERVISOR RON ROBERTS – SAN DIEGO, CA

Deputy Chief of Staff/Director of Policy 2006- 2008

- Directed activities of three-person policy team
- Facilitated regular docket briefings
- Co-chaired City-County Reinvestment Task Force in absence of the co-chairs.
- Prepared policy analyses on air quality, transportation and transit, and land use issues.
- In role as Deputy Press Secretary, managed media inquiries
- Edited proclamations and letters of achievement
- Developed remarks for presentation before community groups and special events
- Evaluated and provided recommendations on major regional policy documents including the Regional Transportation Plan, Regional Comprehensive Plan, CEQA documents and County budgets
- Devised plans for coordination of activities with other governmental officials

CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS) DISTRICT 11 – SAN DIEGO, CA

Assistant to the Deputy District Director/Special Assistant/Associate Transportation Planner 2003-2006

- Coordinated and facilitated meetings between Caltrans staff and Tribal Government officials
- Launched the Tribal Transportation Assessment Guide
- Devised and presented staff training sessions
- Created the Tribal Lands Briefing Book
- Produced the California-Mexico Border Briefing Book (2004).
- Analyzed federal transportation legislation
- Led statewide subcommittee on implementation of the Coordinated Border Infrastructure Program
- Prepared Homeland Security Grant concepts and proposals
- Evaluated and rated grant proposals
- Developed and presented program updates and presentations to elected officials

STATE OF CALIFORNIA, OFFICE OF THE GOVERNOR – SAN DIEGO, CA

Deputy Director/Assistant to the Governor 2001- 2003

- Advanced and staffed special appearances of the Governor, the First Lady and Cabinet members
- Coordinated with cabinet members and other senior staff on policy implementation and strategies
- Chaired interdepartmental team in message development and event coordination
- Implemented special projects
- Revamped constituent services program
- Prepared and delivered remarks, policy analysis and policy recommendations
- Supervised internship program
- Enhanced regional perspective providing input on "regional newsworthiness" of statewide announcements, drafted press releases
- Advanced regional policy perspective as staff advisor on Technology and Research Sector, Fire & Forestry, Health Care, Transportation and Housing issues
- Championed candidates for appointment to state boards and commissions

AMERICAN JEWISH COMMITTEE – SAN DIEGO, CA

Area Executive Director 1997 - 2001

- Solicited planned gifts
- Formalized annual fund development campaign across giving levels
- Charted strategy to elevate prominence and effectiveness of board of directors
- Defined and implemented public policy goals including domestic and international agendas
- Established and maintained relationships with Ambassadors and Consular Corps board of directors
- Developed board member training
- Chaired meetings with foreign dignitaries
- Developed media and public relations strategies
- Planned outreach to leadership of ethnic and religious groups
- Identified grants for special projects

STATE OF CALIFORNIA, OFFICE OF ASSEMBLYMEMBER DENISE DUCHENY, SAN DIEGO, CA

District Press & Communications Director/Field Representative 1996-1997

- Structured media relations and public relations operation
- Analyzed policy issues and formulated legislative recommendations

- Delivered public presentations
- Addressed constituent concerns regarding health and human services programs

OFFICE OF COUNCILMEMBER VALERIE STALLINGS - San Diego, CA

Media & Press Liaison/Council Representative 1993-1996

- Developed plans for addressing community/neighbor issues and resolving constituent cases
- Represented the Councilmember at public meetings and delivered public reports
- Analyzed policy issues and wrote recommendations on how to amend/vote on proposals
- Staffed Public Safety and Neighborhood Services Committee
- Designed communications strategy and acted as press secretary

THE LA JOLLA GROUP, SAN DIEGO, CA

Senior Political Consultant, 1992-1993

- Managed political campaigns
- Assisted president of company with campaign planning/strategy and marketing
- Designed and implemented "state of the art" computer operations.

SELF EMPLOYED

Campaign Organizer/Lead Organizer, *1990-1991*

- Recruited and organized volunteers and interns
- Screened and hired staff
- Chaired meetings to carry out the campaign plan
- Advanced press opportunities, screened press calls, attended editorial board interviews.
- Systemized campaign contribution tracking

JEWISH FEDERATION OF GREATER LOS ANGELES, LOS ANGELES, CA

Director of Regional Services, 1987-1989

- Developed committee leadership in suburban areas of LA County
- Created media plan and acted as spokesperson before media and area ethnic communities
- Served as liaison between organization and law enforcement for major events
- Created and staffed community events

JEWISH FEDERATION OF GREATER LONG BEACH & WEST ORANGE COUNTY - LONG BEACH, CA

Staff Associate/Assistant Director of Community Relations, *1985-1987*

- Organized fundraising for several divisions of annual campaign
- Developed process for community planning and allocation of charitable contributions
- Identified and trained community leaders/board members
- Supervised program staff
- Created telephone fundraising plan and trained volunteers
- Organized public policy committees
- Drafted op-eds and letters to the editor

Education and Training

UNIVERSITY OF SOUTHERN CALIFORNIA - LOS ANGELES, CA
Master of Social Work

HEBREW UNION COLLEGE – LOS ANGELES, CA
Master of Arts

UNIVERSITY OF TEXAS – AUSTIN, TX
Bachelor of Social Work

JEWISH FEDERATIONS OF NORTH AMERICA
Federation Executive Recruitment and Education Program (FEREP)

Current Community Involvement

CALIFORNIA PRIMARY CARE ASSOCIATION
Founding Chair of the Public Affairs Per Network
Numerous Committees and Task Forces

COMMUNITY HEALTH IMPROVEMENT PARTNERS
Member, Public Policy Committee

INLAND EMPIRE COVERAGE AND HEALTH INITIATIVE
Executive Committee Member

SAN DIEGO LEADERSHIP ALLIANCE
Board Member and Chair of Mentorship Committee

SAN DIEGO ORGANIZATION OF HEALTHCARE LEADERS
Member

SAN DIEGO COMMUNITY COLLEGE DISTRICT
Trustee Advisory Committee Member