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FOR IMMEDIATE RELEASE

Bakersfield's Melissa Frank to Lead Maddy Institute Board

Fresno, CA (August 17, 2018) - Melissa (Poole) Frank, Senior Counsel/Director of Government Affairs for The Wonderful Company, was recently elected Chair of the Kenneth L. Maddy Institute at California State University, Fresno for the 2018-2021 term.



As Senior Counsel/Director of Government Affairs for The Wonderful Company, Ms. Frank manages government relations for The Wonderful Company and its related affiliates, including Wonderful Citrus, Wonderful Orchards, Wonderful Pistachios & Almonds, POM Wonderful, Fiji Water, and Justin Vineyards. Before joining The Wonderful Company in 2009, Ms. Frank was an associate at Nossaman LLP advising clients on water and land use matters.

Ms. Frank received her B.A. from California State University Fresno and her J.D. from the UCLA School of Law. She is currently an appointed member of the Kern County Planning Commission, as well as serving as a member of the Board of Directors of the Bakersfield

Museum of Art, JJ's Legacy, the Dignity Health Memorial Hospital Foundation, Agricultural Council of California, and the California Fresh Fruit Association.

Ms. Frank stated that *"It is an honor to serve as Chairperson of the Board of Directors of the Maddy Institute. My experience as a Maddy Intern in Sacramento was invaluable to me, both personally and professionally. We are committed to providing other students with these same life-changing experiences, as well as continuing to help inform the general public about important public policy issues facing the Valley, our state and country."*



Ms. Frank replaces Larry Martin, Senior Advisor – E.J. Gallo Legal Department, who has chaired of the Maddy Board since 2015. During his tenure, he helped raise over \$750,000 for student scholarships, including the *Wonderful Public Service Graduate Fellowship* that provides \$56,000 a year in graduate fellowships to Valley students that attend the nation's top graduate programs and return to the Valley to apply what they have learned. Also, during his tenure, the Maddy Institute initiated the *Citizenship Academy* in conjunction with the U.S. Immigration and Customs Service and local community organizations to provide Civic, Economic, and Linguistic resources for immigrants to become successfully integrated in the community as well as hosting an annual swearing in ceremony. *El Informe Maddy* also became a content provider for *Conexion*, Univision's weekly statewide public affairs program and the Institute's social media outreach efforts were greatly expanded

Frank is the fifth chair of the Institute. Don Jackson, who was instrumental in establishing the Maddy Institute, was its first Chair from 2000 until 2010. Jackson, a key strategist and a close confidant of the late Sen. Ken Maddy, helped establish the Institute's *Costa Washington, D.C. Legislative Intern Program*, and the *Maddy Associates Luncheon Speakers Series*, the *Maddy Daily* e-newsletter and *The Maddy Report*, a weekly half-hour public affairs tv program seen on ABC 30 and the California Channel.



Former Senate Republican Leader Dave Cogdill was the Institute's second Chair from 2011 until 2013 and helped expand the Institute's legislative intern program to more federal and state legislative offices, as well as develop the Institute's *Beverly Sacramento Legislative Intern Program*. During his tenure as Chair, the Institute also launched *The Maddy Report – Valley Views Edition*, a weekly one-hour radio program/podcast heard weekly on Newstalk 580/105.9 – KMJ.

The Institute's third Chair, from 2013 through 2014, was former Assemblymember Juan Arambula (I-Fresno). During his chairmanship, he raised almost \$250,000 for student scholarships to expand the *Maddy Intern Program*, helped the Institute begin the only weekly Spanish language program on State politics, *El Informe Maddy*, that airs in the Central Valley on Univision (KFTV) and helped increase *The Maddy Daily* e-newsletter by 20%, to over 12,000 subscribers.



California State University, Fresno President Joseph I. Castro stated that "*The Maddy Institute has been blessed with extraordinary leadership over the years. We are delighted that Melissa, a former Maddy Intern, will help build on the foundation already established to ensure that the Maddy Institute will continue to be an important asset not just for Fresno State, but for the region and the state.*"

In related news, two other Maddy Legislative alums, Comcast's Director of Government Affairs, Angela (Vega) Hiyama and Fresno attorney Ian Weiland assumed new positions on the Maddy Board, with Ms. Hiyama being elected Vice Chair and Mr. Wieland joining as a Board member. Ms. Frank remarked that *"It is exciting to see two other Maddy Alums, Angela and Ian, join our efforts to help foster the next generation of Valley leaders."*

About The Kenneth L. Maddy Institute

The Maddy Institute was established in 1999 by a unanimous vote of the California Legislature in honor of State Senator Ken Maddy, whose 28 years of public service demonstrated the successful application of personal integrity, legislative know-how and bipartisanship to the governance of the State of California. The mission of the Maddy Institute is to *"...inspire citizen participation, elevate government performance, provide non-partisan analysis and assist in providing solutions for public policy issues important to the region, state and nation."*

The Maddy Institute activities primarily focus on Citizen Participation, Policy Analysis and Leadership Training. Our Leadership Training programs include an extensive government intern program for college students throughout the Valley, as well as the *Wonderful Public Service Graduate Fellowship*.

To learn more about The Maddy Institute, visit www.maddyinstitute.com or follow us on [Facebook](#) and [Twitter](#).

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