

# LEAD, GOVERN, AND WIN: Robert's Rules and How to Campaign and Win

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## Join Our Two-Part Workshop

This workshop equips participants with practical skills for effective governance and successful campaigning.

**Session 1:** Learn the essentials of **Robert's Rules of Order** and parliamentary procedure, including how to run organized meetings, manage motions, maintain order, and ensure fair and transparent decision-making.

**Session 2:** Explore key **campaign strategies**, including campaign planning, message development, community outreach, voter engagement, and building a strong support base. Participants will also gain insights on organizing campaign teams, communicating effectively with constituents, and navigating common election challenges.

Designed for **community leaders, board members, aspiring candidates, and anyone interested in public service and civic engagement**, this workshop combines governance training with campaign strategy to help participants lead confidently and run winning campaigns in their communities.

**DATE:** Saturday, April 25, 2026  
1:30 – 4:30 PM

**VENUE:** 345 Gellert Boulevard  
Unit C  
Daly City, CA 94015

**REG FEE:** \$30.00

*Zelle Account:*  
[Pay.FFACPAC@gmail.com](mailto:Pay.FFACPAC@gmail.com)

*Pay by Check:*  
Payable to **FFAC-PAC**

**CONTACTS:**

*Irene Balajadia (415) 810-1424*  
*Evelyn Centeno (925) 876-1617*

***Light refreshments will be provided***

# Our Presenters

## **SESSION 1: *Robert's Rules of Order and Parliamentary Procedure***

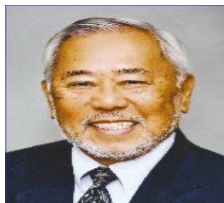


**Mr. Jim Navarro** is a distinguished civic leader with decades of public service. He served twelve years on the Union City City Council and eight years on the New Haven Unified School District Board of Education. He currently serves as President of the Union City Chamber of Commerce and has held numerous leadership roles in community organizations. Throughout his career, Mr. Navarro has been recognized for his dedication to education, business, and civic engagement.

## **SESSION 2: *Campaign Strategy: How to Campaign and Win***



**Dr. Rozzana Verder-Aliga** is a pioneering leader in Vallejo and Solano County, known for her work in public service, education, mental health, and community advocacy. She is the first Filipino American woman elected to local office, serving on the Vallejo School Board, Solano County Board of Education, and Vallejo City Council, including as Vice Mayor. A mentor and advocate, she champions youth empowerment, diversity, and inclusion, earning numerous awards for her community impact.



**Dr. Tony Ubalde (Rev.)** is a Filipino American clergyman of the United Methodist Church, educator, and longtime community leader. He was an adjunct professor at several universities, including Touro University and the University of San Francisco. Dr. Ubalde served on the Vallejo Board of Education for over a decade, including as Board President, and previously on the Solano Community College Governing Board. His decades of public service have earned him numerous awards.



**Vice Mayor Diosdado "J.R." Matulac** was elected to the Vallejo City Council in 2022 and currently serves as Vice Mayor. He brings over 30 years of experience in architecture, engineering, and construction as a Senior Project Manager, and more than a decade in the Vallejo City Unified School District as a social worker and union leader. Prior to his election, he served seven years as a Planning Commissioner, including two terms as Chair, and holds numerous roles in public service and civic engagement.