



MEMORANDUM

DATE	January 5, 2021
TO	Veterinary Medical Board
FROM	Jessica Sieferman, Executive Officer
SUBJECT	Agenda Item 6. Interviews, Discussion, and Possible Appointment to Fill Vacant MDC Public Member Position

As of January 28, 2021, the Veterinary Medical Board (Board) has one public position to fill on its nine-member Multidisciplinary Advisory Committee (MDC). The term for this position begins upon appointment and goes through June 30, 2024. The public position was previously held by Stuart Eckman, who is no longer a California resident.

The vacant position was posted on the Board’s website and emailed to the Board’s electronic notification subscribers. The Board received four applications. However, after consulting with Department of Consumer Affairs’ Legal Affairs Division, it was determined that three applicants did not qualify as public members pursuant to Business and Professions Code section 450 et seq. One of those three also was disqualified due to conflicts of interest pursuant to Government Code section 87104.

Therefore, the Executive Committee has selected the remaining candidate, Maria Salazar Sperber, JD, to be interviewed by the Board during the January 28, 2021 Board meeting. Ms. Sperber’s Application Packet is attached for Board consideration.

Attachment:

1. MDC Member Application Packet – Maria Salazar Sperber, JD

November 23, 2020

Ms. Jessica Sieferman, Executive Officer
Veterinary Medical Board
Department of Consumer Affairs
1747 North Market Blvd., Suite 230
Sacramento, California 95834-2987

Mr. Timothy Rodda
Veterinary Medical Board
Department of Consumer Affairs
1747 North Market Blvd., Suite 230
Sacramento, California 95834-2987

RE: Veterinary Medical Board Multidisciplinary Advisory Committee

Dear Ms. Sieferman and Mr. Rodda,

Thank you for the opportunity to apply for appointment to the Veterinary Medical Board Multidisciplinary Advisory Committee as a public member. My experience as a public member on the California Board of Optometry, a legislative advocate in a heavily regulated environment and a member of a community non-profit supporting vulnerable populations gives me the ability to evaluate situations in a reasonable, thoughtful manner; therefore, a valuable member of the advisory committee.

As a member of the Board of Optometry from 2016-2020, I had the opportunity to serve with those passionate about improving the consumer experience and improving safety guidelines, while supporting optometric students seeking licensure and professional optometrists. It was an honor to share ideas, debate consumer protection issues and watch our board move forward with legislation aimed at increasing eye exams in our children and older adults. As a member of the legislative and regulation committee, as well as the public outreach committee, we cultivated a very robust legislative agenda and strategic plan. Further, we debated recommended rules and regulations, including topics such as telemedicine, fee structures, application processes and continuing education requirements, to further the practice of optometry and provide access to care for Californians. Participating on the Board of Optometry enriched my understanding of board operations and regulatory enforcement.

During the COVID-19 pandemic, my position with the California Hospital Association necessitates frequent interaction with the Department of Consumer Affairs. As key members of the health care community, hospitals made requests for regulatory waivers to facilitate the care of COVID-19 patients and address workforce shortages. Understanding the vital roles our physicians, nurses, respiratory therapists, pharmacists, and many other regulated workforce partners play in responding to the pandemic, on balance with protecting California consumers, gives me another perspective of the inner workings of the Department of Consumer Affairs. Balancing regulatory requirements to ensure the safety of our patients and providing regulatory guidance to California employers can be challenging, especially during a pandemic; however, pragmatic, clear leadership can make a difference for consumers and employers alike.

Since 2012, I have served on the Friend of the Crisis Nursery board (President from June 2014-2016; 2019-current), an auxiliary of the Sacramento Children's Home. Our mission is to support the Sacramento County Crisis Nursery Program, which provides emergency childcare to families and caregivers in crisis. Whether it be homelessness, mental illness, parental stress or a family emergency, the crisis nurseries provide a safety net for children ages 0-5 in a safe, loving environment so their families and caregivers can manage their crisis. While First 5 supports the nurseries to some extent, our program is largely funded by private donations: whether it be in-kind donations, volunteering at the nurseries or raising money to pay our staff. Since 2012, our board has raised over \$750,000 to support the Sacramento Children's Home Crisis Nursery Program. Working with a non-profit to provide safety net services to vulnerable families within Sacramento County has been a wonderful opportunity to improve the lives of children and their caregivers.

It would be an honor to serve as a public member on the Veterinary Medical Board Multidisciplinary Advisory Committee. My varied experience would make me a strong committee member who has an appreciation for new and current licensees, while also maintaining proper administration and enforcement of rules and regulations to protect our consumers.

Thank you for your consideration.

A handwritten signature in black ink that reads "Maria Salazar Sperber". The signature is written in a cursive, flowing style.

Sincerely,
Maria Salazar Sperber, JD

Maria Salazar Sperber, J.D.
maria.sperber@comcast.net/916.402.2234

KEY SKILLS AND EXPERIENCE

- Understands complex policy issues; establishes best strategies to further an organization's long-term and short-term goals.
- Ability to maintain and grow membership for a large organization by demonstrating value; generate more engagement from membership by organizing small and large-scale events.
- Successful collaborator across medical specialties, organizations, and hospitals to facilitate problem solving and project management for statewide policy initiatives.
- Cultivates and maintains positive working relationships with a variety of associations, legislators, key staff, and administrators.
- Values varied opinions and perspectives; ability to establish common ground.
- Quick learner, persistent, self starter with an excellent work ethic. Understands time sensitivity, attention to detail and importance of teamwork.

EXPERIENCE

California Hospital Association

Legislative Advocate, November 2018-current

- Represent over 400 member hospitals before the California Legislature; respond to member concerns regarding pertinent legislation and regulations.
- Work closely with executive team and other legislative advocates to reach consensus on a variety of complex policy issues.
- Build coalitions with stakeholders; work with legislative staff and elected officials to convey our position on a variety of legislative and regulatory issues.

Friends of the Crisis Nurseries an auxiliary of the Sacramento Children's Home

President, 2013-2015; 2019-Current

- Responsible for numerous fundraising activities for the organization in coordination with the Sacramento Children's Home; oversee the Friends of the Crisis Nurseries budget.
- Assist with the legislative activities for the Sacramento Children's Home as it relates to the crisis nurseries.
- Cultivate an understanding among local public officials, and other community programs, for the need and importance of providing confidential, immediate childcare in our community to reduce child abuse and keep families together.

California State Board of Optometry

Public member, 2016-2020

- Responsible for the health and safety of California consumers through licensing, education, and regulation of the practice of Optometry.
- Member of the legislative & regulatory committee, as well as the public outreach committee.

American Academy of Pediatrics, California Chapter 1

Executive Director, June 2017-November 2018

- Managed large membership association; developed budget and managed finances; oversaw day to day operations.
- Communicated with the national affiliate, state government affairs, and other committees to align our activities and support the mission of the Academy.

- Drafted AAP policy resolutions for national consideration; prepared background material and presented resolutions to AAP national leaders and thousands of conference attendees.
- Developed communications plan to improve member experience and connectivity; improved member engagement by 27%.
- Collaborated with varied California organizations and state regulators to further policy goals; supported AAP-CA (state government affairs) in its advocacy efforts.
- Planned and facilitated medical education conferences, board retreats, annual meetings & committee meetings.

Molina Healthcare, Inc., Sacramento, California

Government Affairs Specialist, March 2006-June 2008

- Developed a policy agenda based on input from the executive team, legal department, and Molina medical clinic staff to further Molina's partnership with the western states and Washington DC.
- Identified state legislative, regulatory, and policy proposals impacting Molina Healthcare; developed analyses, policy recommendations and background materials to address those proposals.
- Directed contract lobbyists in support of Molina's policy agenda and position as a valuable state partner in California, New Mexico and Utah.
- Established and maintained relationships with lobbyists, elected and appointed officials, and legislative staff to raise the level of recognition of Molina Healthcare in New Mexico, Utah, and California.
- Prepared and implemented strategic plans for the drafting, introduction, and passage of Molina sponsored legislation by working with advocacy groups, the healthcare community, state program beneficiaries, and members of the legislature.

Senator Abel Maldonado, Sacramento, California

Counsel, April 1999- May 2006

- Analyzed legislation important to our district and prepared the Senator for policy committees, town hall meetings, and press functions; developed legislative package
- Consulted with lobbyists, governmental agencies and legislative staff regarding various legislation and health care issues, prepared background information, and provided analyses for floor session and Senate Health Committee.
- Drafted and successfully worked with sponsors, committee consultants and members of the Legislature to pass several pieces of legislation. Notably, I worked with the California District Attorney's Association and other entities, as well as the Public Safety Committee to pass SB 138, Cole's Law, which provides child victims of sexual assault to testify by closed circuit television under specific circumstances. SB 138 was signed by Governor Schwarzenegger October 4, 2005.
- Drafted SB 1672 and SB 1371 for introduction, which promoted information technology in government applications, proposed to save the state millions of dollars, improve healthcare in California, and reduce fraud in the Medi-Cal system.

EDUCATION

McGeorge School of Law, Sacramento, California. State Bar #218728

Cal Poly San Luis Obispo, San Luis Obispo, California; Bachelor of Science

EXTRA-CURRICULAR ACTIVITIES

- Enjoys Olympic and Half-Iron distance triathlon and traveling



Maria Salazar Sperber, JD

Biography

Maria Sperber represents the interests of CHA member hospitals before lawmakers and their staff in the California Legislature. Her main areas of advocacy include women's and children's health, consent, scope of practice, licensing, pharmacy, and emergency services. She regularly testifies on CHA's behalf at legislative hearings on issues important to the hospital industry.

Prior to joining CHA, Ms. Sperber served as the executive director of the American Academy of Pediatrics, California Chapter 1. Maria also worked as a government affairs specialist for Molina Healthcare and was a capitol staffer for many years.

Additionally, Ms. Sperber serves as a board member and is the immediate past president of the Friends of the Crisis Nurseries, an auxiliary of the Sacramento Children's Home. The Crisis Nursery Program provides emergency care for children, newborn to age five, in times of crisis. The Friends is dedicated to the financial viability, and community awareness of, the Crisis Nursery Program in Sacramento County.

Maria has a bachelor's degree from Cal Poly, San Luis Obispo and a JD from McGeorge School of Law.

From: [Maria Sperber](#)
To: [Rodda, Timothy@DCA](mailto:Rodda_Timothy@DCA)
Cc: [Maria Sperber](#)
Subject: VMB: Multidisciplinary Advisory Committee, public member application
Date: Tuesday, November 24, 2020 9:59:55 AM
Attachments: [Sperber_Statement of Interest 110620.docx](#)
[Maria Salazar Sperber biography 111620.docx](#)
[Maria Sperber Resume 110520.doc](#)

[EXTERNAL]: msperber@calhospital.org

CAUTION: THIS EMAIL ORIGINATED OUTSIDE THE DEPARTMENT OF CONSUMER AFFAIRS!

DO NOT: click links or open attachments unless you know the content is safe.

NEVER: provide credentials on websites via a clicked link in an Email.

Dear Mr. Rodda,

Thank you for the opportunity to apply as a public member for the Veterinary Medical Board Multidisciplinary Advisory Committee. As a former public member on the Board of Optometry, I understand the role public members play on a regulatory board and the important role the advisory committees play in offering guidance and support to the full board. I would appreciate the opportunity to serve as a public member and hope you will find my experience an asset to the committee.

Please find the attached statement of interest, biography and resume for your review and consideration. Letters of recommendation will be submitted individually. Below is my statement of understanding:

I understand that the Department of Consumers Affairs (DCA) administers more than 3.9 million licenses and serves to protect consumer in many ways, which includes the licensing and regulation of professionals. The Department provides consumers with the ability to verify the licensure of professionals and to file complaints against those who violate regulations. Further, the Department educates consumers by giving them information to select licensed professionals and hopefully prevent consumers from being victimized by those posing as qualified professionals. I understand that the Veterinary Medical Board specifically regulates the profession of veterinary medicine and serves to provide access to high quality veterinary care to all animals and their caregivers, as well as support and further the profession of veterinary medicine.

Thank you for your consideration. I look forward to hearing from you.

Sincerely,

Maria Salazar Sperber, JD
Legislative Advocate
California Hospital Association
msperber@calhospital.org
916-402-2234 cell

Protect Yourself and Others

FightFluTogether.org

Department of Consumer Affairs
Veterinary Medical Board
1747 North Market Blvd, Suite 230
Sacramento, CA 95834-2987

November 21, 2020

To whom it may concern:

I would like to strongly recommend for Maria Salazar Sperber to be appointed as a Public Member to the nine-member Multidisciplinary Advisory Committee (MDC) of the Veterinary Medical Board.

I have known Maria since 2016 when she was appointed as a Public Member to the California State Board of Optometry (CSBO). Maria was a valued member of the Board during her appointment from 2016-2020. She was able to draw on her extensive knowledge from her background in law, as well as her considerable experience in public service. Her ability to understand complex policies and form strategies for problem solving and project management regarding statewide policy initiatives was invaluable. Her strength in public speaking was an asset during her time on the CSBO, as her articulate and intelligent arguments were persuasive and well thought out. Maria's current position as the Legislative Advocate for the California Hospital Association (CHA) requires that she work closely with legislative advocates, as well as build coalitions with stakeholders, legislative staff and elected officials in order to relay the CHA's position on numerous legislative and regulatory issues.

Looking forward, I will miss her thoughtful and insightful contributions to our meetings. She is funny, friendly and an excellent collaborator. If Maria is appointed to the Veterinary Medical Board, it will benefit enormously from her extensive knowledge on policy and procedures, as well as her ability to cultivate and maintain working relationships with various associations, legislators and administrators. I once again would like to strongly recommend Maria Salazar Sperber as a Public Member for the MDC of the Veterinary Medical Board.

If you have any questions please feel free to contact me at liwang@berkeley.edu or call me at 510-393-8868.

Sincerely,

Lillian Wang, OD
California State Board of Optometry
Professional Member
Associate Clinical Professor
University of California Berkeley, School of Optometry

November 27, 2020

RE: Maria Salazar Sperber

To Whom It May Concern,

It gives me great pleasure to recommend Maria Sperber for a position on the Veterinary Medical Board Multidisciplinary Advisory Committee. Ms. Sperber and I served together on the California State Board of Optometry for three years. During that time, she proved to be a valuable member of the Board. She was always well prepared, always provided thoughtful deliberation on topics of discussion, and was a strong advocate for consumer protection. Additionally, she is well spoken and articulate. As Board President, I felt she did an outstanding job representing the Board as a member of both the Legislative Committee and the Consumer Protection Committee. I feel she would be an excellent addition to the Advisory Committee. I strongly recommend her for this position without reservation. Please feel free to contact me if you wish to further discuss her candidacy.

Sincerely,

Madhu Chawla, OD

Lead Optometrist

Kaiser Permanente, Woodland Hills Service Area