

# Newsmaker | Anna Caballero

## WHO IS SHE?

Secretary, California State and Consumer Services Agency

## THE ESSENTIALS

- **Age:** 57
- **Born and raised in the Glendora region, lives in Salinas with husband Juan Uranga Jr., executive director of the Center for Community Advocacy. They have three grown children and four grandchildren.**
- **Education:** B.A., sociology, University of California San Diego; J.D., UCLA

## HER FAVORITE THINGS

- **Book:** Classics: Bronte, Dumas, Dickens. Current favorites: Amy Tan, Isabel Allende, Victor Villasenor, Jean Auel, Michael Crichton, Laura Esquivel
- **Movies:** Epics like "Gone With the Wind"
- **Restaurant:** The Virgin Sturgeon
- **Vacation spot:** Islas Mujeres, off the coast of the Yucatan Peninsula
- **Music:** Diana Ross and all Motown artists
- **Hobbies:** Reading, gardening, photography, sports, politics, traveling
- **Quote:** "I believe all suffering is caused by ignorance. People inflict pain on others in the selfish pursuit of their happiness or satisfaction. Yet true happiness comes from a sense of peace and contentment, which in turn must be achieved through the cultivation of altruism, of love and compassion, and elimination of ignorance, selfishness and greed." Dalai Lama



## BOB SCHMIDT | CORRESPONDENT

In March 2011, Anna Caballero was appointed by Gov. Jerry Brown to head the California State and Consumer Services Agency, which he was in the process of reshaping.

"Part of the reason I really like this job is that the governor is doing everything he needs to do to change the way the state operates to reduce its cost, and I'm sitting in a seat that's important to his objective," she said. "He says we have to reduce the size of government, to institutionalize operational efficiencies, which means fewer resources, so we have to figure out what steps don't make sense any more. Are there ways to streamline how we do our business?"

"For instance, we're looking at ways to eliminate reports that nobody reads and get put on a shelf, reducing vehicles, reducing cell phones. If things are not necessary to get a job done, we don't need them."

Caballero explained that the Department of Consumer Affairs, just one of her agency's responsibilities, has 36 boards and bureaus

which license 2.5 million people in the state in 255 professions.

## What is the agency's responsibility?

Broadly, you could break the agency into two pieces: consumer protection and state service.

It is really interesting because it has departments with very different missions and goals. The agency includes the Franchise Tax Board, the Department of General Services, the Department of Fair Employment and Housing, the Office of Privacy Protection, the Department of Consumer Affairs, and the CalPERS (California Public Employees' Retirement System) and CalSTRS (California State Teachers' Retirement System) retirement programs, that are run independently and are separate from government but are still part of the agency.

So we're involved with civil rights, retirement programs, taxes and property. The State Personnel Board is now part of the agency, but it will not be after June because of the governor's reorganization plan.

## Can you respond to the frequently heard criticism that the primary activity of the consumer affairs boards and bureaus is protecting existing businesses from competition?

I think there is an element of that, because part of what Consumers Affairs does, in conjunction with the Legislature, is to define what the professions can do and cannot do, and what kind of educational background a person has to have in order to be able to do that kind of job. I can see how people would say

it's really to keep people out. But in reality, most of the regulations that have come about have been created because there was a bad actor, somebody who had not done it right and hurt people. The bureaus and boards are repositories of information for consumers who have questions.

## What was the career path that brought you here?

When I went to college ... I became a sociology major, and then started wondering what I was going to do with it. Because my family was from a small copper-mining community in Arizona, and I spent most of my summers and holidays there and knew so many people who worked very hard and did very dangerous work, I decided what I wanted to do was to provide legal advice to people who needed it. I went to the UCLA law school, and when I graduated I was hired by California Rural Legal Assistance and began working in Salinas.

## You also developed a second career there, didn't you?

Yes, politics. What led me into politics was that I volunteered with the Planning Commission and got talked into running for the City Council, got elected and served for 15 years, eight of them as mayor, before being elected to the Assembly in 2006 to be an advocate for local government. In 2010 I ran for the Senate in a strong Republican district, lost, and Gov. Brown later appointed me to run the State and Consumer Services Agency.

# Snapshot | State contracts

## Top 10 state contracts to non-public entities in first quarter

| Department        | Supplier   | Item description   | Amount         |
|-------------------|--|--|----------------|
| Public Health     | Public Health Institute                              | Budgets and confidentiality language                                 | \$55.7 million |
| Public Health     | Northeast Valley Health Corp.                        | Funds allocated to local agencies in support of WIC program services | \$37.4 million |
| Education         | Educational Data Systems Inc.                        | Managing California English Language Development Test                | \$29.3 million |
| Public Health     | Clinica Sierra Vista                                 | Funds allocated to local agencies in support of WIC program services | \$25.0 million |
| Public Health     | American Red Cross, San Diego/Imperial Counties      | Funds allocated to local agencies in support of WIC program services | \$21.3 million |
| Water Resources   | Hawkins Delafield & Wood                             | Legal services   | \$21.3 million |
| Energy Commission | Sacramento Municipal Utility District                | Home Performance Program   | \$20.0 million |
| Water Resources   | LightRiver Technologies Inc.                         | Telecommunications   | \$19.7 million |
| Energy Commission | Portland Energy Conservation Inc.                    | ARRA EnergySmart Job   | \$18.8 million |
| Public Health     | United Health Centers of the San Joaquin Valley Inc. | Funds allocated to local agencies in support of WIC program services | \$17.0 million |

## Top 10 vendors of personal services

For life of contract

|                              |                 |
|------------------------------|-----------------|
| IBM                          | \$2.4 billion   |
| Corrections Corp. of America | \$1.3 billion   |
| Hewlett-Packard Co.          | \$1.1 billion   |
| Maximus                      | \$439.4 million |
| DynCorp International        | \$282.4 million |
| Geo Group                    | \$238.4 million |
| Bank of America              | \$204.6 million |
| Walden House                 | \$179.1 million |
| Deloitte Consulting          | \$152.5 million |
| Center Point                 | \$109.6 million |

## Not your usual contract

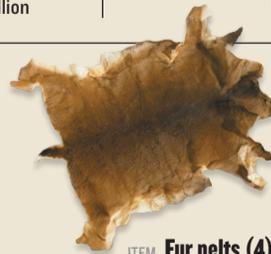


ITEM **Turkey ham (two cases)**  
 CONTRACT **\$494**  
 DEPARTMENT Mental Health  
 SUPPLIER Christian Bartels Enterprises Inc.



ITEM **Night vision binoculars (4)**  
 CONTRACT **\$25,936**  
 DEPARTMENT Motor Vehicles  
 SUPPLIER Special Services Group LLC

ITEM **Special investigator training**  
 CONTRACT **\$6,026**  
 DEPARTMENT Emergency Medical Services Authority  
 SUPPLIER University of the Pacific McGeorge School of Law



ITEM **Fur pelts (4)**  
 CONTRACT **\$1,150**  
 DEPARTMENT Parks & Recreation  
 SUPPLIER Discover Wild



ITEM **French fries**  
 CONTRACT **\$28,379**  
 DEPARTMENT Corrections and Rehabilitation  
 SUPPLIER French Fry Xpress