

Professional Profile & Resume of Qualifications

Michael C. Ross, JD

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“Professional Qualifications In Five Unified Fields”

Advocacy/PR/Public Affairs – Analyst - Author/Content Strategist/Technical Writer– Grants/Fundraising - Education

Who Is Michael Ross?

Michael Ross is a professionally accomplished energetic and innovative employee and businessman with international and national business and political ties. His background includes Advocacy, Content Management, Economics, Fundraising, Government, Internet, Law, Land Use, Philosophy, Publishing, PR, Social Media, Sports and Theology. Michael's background has been used to develop effective 'out of the box' programming, technical documents and public policy that has touched millions of lives. As a Humanist, Michael firmly believes that yesterday's challenges reside in the heart, while opportunities to better the world ferment in one's brain until brought into action. This has helped Michael create consumer-based philosophies that evolved into the Lemon Automobile Bill, Telecommunications Reform, Internet Privacy, Financial Literacy Programs, and FTC legal briefs that educated consumers while saving billions - all while making products safer, increasing corporate profits and expanding markets. Michael has created, funded and staged an International Peace Conference in Israel, spoken before the Knesset and does charity work for Uganda schools.

Professional Experience

- **SOCIAL MEDIA: Facebook sites: Content Creation, Article Selection and Site Promomtion**
 - Astronomy News and Library, Quotes and Positive Affirmations, Fusion is Tomorrows Energy
- **JAJAJ: Intelligence Analyst, Customer Relations, Copywriter, Editor.**
 - **SKILLS:** Content Development & Management, Technical Research, Economic/Political/ Social Analytics;
 - **HIGHLIGHTS:** Intelligence collection & analysis used to develop corporate and public policy actions;
 - Averaged 18 Briefing Papers a year on technical operations, instructions & implementation policies;
 - Site Design, Code, Production & Operations (WordPress), Newsletter Creation/Distribution, Mailing Lists;
- **GRAND JURY: Jurist/Author/Research:**
 - **SKILLS:** Step-By-Step Legal Reporting including Report Design, Technical Interviews, Writing & Editing;
 - **HIGHLIGHT(S):** Sworn court officer
 - Research and issue analysis in a collaborative environment;
- **EDUCATOR: State Credentialed with over 5750 classroom hours:**
 - **SKILLS:** Classroom Management, Lesson Plan Development, 47 Safety Drills and 3 Lockdowns;
 - **SUBJECTS:** Computer Science, Government, Journalism (English), Financial Literacy, Chess, Yearbook;
 - **HIGHLIGHT(S):** Taught an autistic 8th grade girl how to 'code websites'. She made 17 sites and became a "student teacher". She made friends and her parents were surprised at her talent and self-expression;
 - Life Skills Educator: Taught "Living in Today's World", including "dressing for success" (wearing suits/ties), Resumes, Credit Applications, Stock Markets (retirement accounts) and Interviewing Skills;
- **MCR PUBLIC AFFAIRS & ADVOCACY: Legislative Advocacy:**
 - **SKILLS:** Technical & Legal Writing & Strategy, Government Relations, Legislative Tracking, Coalition Development, Issue Analysis, Message Development, Public Speaking, Events, Fundraising, Media;
 - **ISSUES:** Consumer Protection, Campaign Law, IT/Privacy, Land Use, Financial Literacy, International Relations, Human Rights, Trade, Elections;
 - **HIGHLIGHT(S):** Lobbying before the following entities:
 - a. International:
 - i. Governments: Canada, England, France, Germany, Israel, Jordan, Uganda, UN;
 - ii. Bodies: UN, IMF, Olympic Committee, FIFA;
 - b. National & State: US Congress and 23 US State Legislatures;
 - c. Local: 15 'Big League Cities' including SF, Oakland, Sacramento, LA, NY, Tampa and Houston;
 - Documents: Experience using broad communication strategies to influence policy makers
 - a. Publications: Newspaper, Newsletters, 3 Trade Faxes, Flyers, and Brochures;
 - b. Complaints (Legal): Federal Trade Commission, Public Utilities Commission(s) and Courts;
 - c. Communications: Position Based Letters, Technical Writings, Amendments, PR Material;
 - d. Legislative: Legislation, Analysis, Amendments, White Papers, Testimony and Evidence;
 - e. Business: Press & Promotional Material, Business Plans, Brochures and Posters;
 - f. Misc. Constitution (for a new country), Trade Deal and Peace Plan complete with Financing;
 - g. Grant research, design, application and compliance - from \$250 to \$10,000;

- h. Ghost writer – published over 35 times in 4 years;
- Website Production(s);
 - a. Design, production, functionality and day to day operations;
 - b. Facebook: 4 Major sites, with over 25,000 followers (Likes);
 - c. Educated Legislators and Lobbyists about the “internet”;
- Represented clients as follows:
 - a. One Industry with over \$5 Billion in yearly revenue;
 - b. Two Industries hoping to catch hold or stay competitive – Start up experience;
 - c. Industries with 20,000, 100,000 and 750,000 employees;
 - d. Consumers – depending on issue, impact and governmental body: from 2.5 million to 50 million;
- Campaign Management
 - a. Multiple International Campaigns, including staff operations, strategy, design and Fundraising;
 - b. Legislative Material, including Political Platform(s), Press Releases and Position Statement(s);
 - c. Africa, Middle East, Europe;
- Misc.:
 - a. Lobbying Day Events - 9 events – complete with honorary resolutions and legislator meetings;
 - b. Creation of support materials: including hotels, material for meetings and press conferences;
 - c. Speeches, and Testimony: Over 2,000 times, including before media and foreign governments;
- **THE CALIFORNIA INDEX: *Economic Analyst:***
 - **SKILLS:** Model & Theory Creation, Calculation, Daily Content Development and Statistical Analysis;
 - **HIGHLIGHT(S):** Track the actions of over 500 NYSE and NASDAQ Listings;
 - Creation of ‘analysis and investment reports’ for use by investors;
 - Support and Oppose legislation that impacted wallets by suggestion economic plans and policies.
- **SHOFAR: *Managing Editor:***
 - **SKILLS:** Sales, Print, Editorial, Layout-Design, Membership, Fundraising and PR.
 - **HIGHLIGHT(S):** Member of the Credentialed Press
 - Increased size from 8 to 24 pages over 3 years, and readership from 7,000 to over 15,500 in 4 years;
 - Revenue expanded from \$35,000 in 1st year to over \$250,000 in final year;

Professional Skills: Categorized

- **AUTHOR/JOURNALIST/REPORTER:** Content Creation, Technical/Legal Writing, AP Style, News Production, Articles & White Papers, Newsletters, Trade Fax, Grants, Business Plans, Scripts, Intelligence Briefings;
- **CONTENT CREATION:** Administrator, Code, Content Creator/Strategist, Database, Drupal, WordPress, SEO/Analytics, Video/Sound, Graphic Design & Animation, FB/Twitter and PowerPoint
- **EVENTS/PRESENTATIONS:** Press Conferences, Organizer, Trade Shows, Seminars & Events, Programs;
- **EXECUTIVE DIRECTOR/STAFF:** Not-for Profit & For Profit (As Staff & Volunteer), Digital Marketing, Corporate Communications, Sales, Problem Solving, Staff Administration, Negotiations, Fundraising, Public Speaking;
- **LEGAL/PARALEGAL:** Research, Document Preparation, Interviews, Case Mgt., Negotiations, Contracts & Wills;
- **OFFICE:** Microsoft Office, Word, PowerPoint, Excel, Editor, Graphs, Charts, Product Marketing;
- **POLICY & ANALYSIS:** Economic, political and budgetary policy development and implementation;
- **PROPERTY/COMMUNITY MANAGER:** Leases, Budgets, Remodels, Landlord/Tenant Law, Zoning.

Career Achievements: Served on public boards as both paid staff and volunteer

Runs a Community plan creation ('80-'05); Arena & stadium placement & design ('80-'05); Helped attract NBA sports to Sacramento ('80-'90); Property Manager ('79 -'14) Database with the names and email addresses of over 20,000 politicians and international media representatives, Viral Chanukah Picture (450K views – 2019); Ran Facebook grassroots campaign delivered 3K+ letters & 15K calls to the US Senate ('18); Constitution & Bill of Rights author (Jordan) ('17); FTC Antitrust Brief ('16); US Supreme Court case team member ('99-'00); Trading card publisher (Grateful Dead & H. Ross Perot's '92 Campaign); One of the Sports Card Industry's 10 most influential people ('92 over Joe DiMaggio);

Volunteer Achievements: Served on private boards as both paid staff & volunteer

Board Member Joles School in Uganda (2017- current); Int'l Jewish Muslim Dialogue Center ('17-'18) - Aragon HOA ('13-'16) – Elections Judge ('14-'17) - Discovery Village HOA ('01-'12) - Chabad Events ('08-'14) - ACE Award Winner ('01) - Sacramento JCC Softball Commissioner (1987-'94).

EDUCATION: Most recent degree

- JD Degree – University of Northern California School of Law