

Celeste Heritage
Vice President, Advocacion, Inc.

Celeste Heritage is a Vice President of Advocacion, Inc., a lobbying/association management firm located in Sacramento, CA.

For the last 13 years, Ms. Heritage has overseen all administrative aspects concerning the operations of the California Tax Education Council (CTEC) and its more than \$1.3 million annual budget. CTEC currently registers approximately 44,000 tax preparers annually in the state of California. Ms. Heritage interfaces with well over 100 schools providing tax education; she has helped to develop and maintain a public outreach program to educate California taxpayers regarding the CTEC program; and, she continues working with the California legislature to both strengthen and improve the Tax Preparer Act, which established CTEC.

Ms. Heritage served as Deputy to the Director of Polling and Planning in the 1980 and 1984 Reagan/Bush presidential campaigns, where she oversaw a \$2.1 million budget and was responsible for all staffing and operations for the Office of Planning & Research. In 1981, she served in the Reagan White House as a Special Assistant to Edwin Meese, Counselor to the President. In 1985, she was appointed Special Assistant to the Western Regional Director of the Department of Housing and Urban Development, based in San Francisco, CA. Prior to her service in the Reagan Administration, Ms. Heritage was the Executive Assistant to the Chairman of Wirthlin Worldwide, where she worked with key members of Congress and senior campaign staff conducting and interpreting polling data and other political and marketing research.

Ms. Heritage is a graduate of Kent State University where she earned a B.A. degree in political science.