



NATIONAL SUMMIT

@ THE RITZ-CARLTON

MARCH ²⁹₃₀₃₁

WEDNESDAY 03.29

- 12:00 PM - 5:00 PM Registration Desk Open
- 1:00 PM - 3:00 PM Advanced Certificate Session
- 2:30 PM - 3:30 PM Meet & Greet for New Members/First Time Attendees
- 3:30 PM - 5:00 PM Opening Remarks & Keynote Speaker: James Carville Looks at Politics
Location: Lafayette Ballroom
- 6:00 PM - 7:00 PM Welcome Reception (*dinner on your own*)
Location: Courtyard

THURSDAY 03.30

- 7:00 AM - 5:00 PM Registration Desk Open
- 7:30 AM - 8:30 AM SGAC Committee Meeting Breakfast
- 8:30 AM - 10:00 AM General Session: Town Hall - Getting the Most Out of Your SGAC Membership
Facilitator: Malcom Chapman, President, The Chapman Group
Location: Lafayette Ballroom
- 10:15 AM - 11:15 PM Concurrent Sessions (2)
 1. Real Time Challenges, Real Time Answers
Credit: Compliance
Speaker: Carol Laham, Partner, Wiley Rein LLP
Location: Broadmoor
 2. Executive Engagement
Credit: Managing a State Gov. Affairs Dept.
Location: Fountainbleau
- 11:30 AM - 12:30 PM General Session: White House Intergovernmental Affairs
Credit: Lobbying 101
Speaker: Ruben Barrales, President & CEO, GROW Elect, Former Dir. of White House Intergovernmental Affairs under President George W. Bush
Location: Lafayette Ballroom
- 12:30 PM - 2:30 PM Lunch (philanthropic activity): Take time out of your day to backpack stuffing for the New Orleans Mission
Location: Salon 1
- 2:45 PM - 3:45 PM Concurrent Sessions (2)
 1. Shall We Dance: Media & The Legislative Advocacy Campaign
Successfully and pro-actively passing legislation does not happen on a whim, nor does defeating unwanted legislation. It takes a coordinated and well planned effort to launch a successful legislative advocacy campaign, involving the identification and rallying of supporters, collaborating with a sponsoring legislator, lobbying, and media interactions. How do you know when to engage each resource while trying to successfully influence the ultimate outcome?
Credit: Mounting a National Advocacy Campaign
Speaker: Dan Gage, Sr. Dir. Communications & Public Affairs, Alliance of Automobile Manufacturers
Moderator: Emory Wilkerson, Assoc. General Counsel, State Farm Insurance
Location: Broadmoor



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THURSDAY 03.30 (cont.)

2:45 PM - 3:45 PM Concurrent Sessions (2)

2. Marrying the PAC and Lobbying Worlds

Political action committees and lobbying are often thought of as being synonymous but the reality is that the two often don't coordinate with one another. Learn about ways PACs and lobbyists can work together to maximize the PACs internal exposure and leverage its political power when it comes to meetings with elected officials and attending fundraisers for candidates.

Credit: *Political Action Committees*

Speaker: Meaghan Killion Joyce, Political Affairs Manager, International Paper

Moderator: Rebekah Kay, Director, Political Affairs, Vistra Energy

Location: Fountainbleau

4:00 PM - 5:00 PM Public Speaking Roundtables (*same training in all rooms*)

Whether you feel confident or not in your speaking abilities, everyone could benefit from on-camera media training. Join media training experts as they share tips and strategies to convey your message clearly and concisely. Practice on-camera and get feedback from attendees and the experts.

Credit: *Media/Communication Training*

Speaker: Jon Berrier, Sr. VP, Public Affairs, Edelman (invited)
Derrick Plumber, VP, Public Affairs, Edelman (invited)

Location: Evangeline, LaSalle and Orleans

5:30 PM - 6:00 PM Second Line Kick Off

Location: First Floor Courtyard

6:30 PM - 9:30 PM Dinner and Entertainment at Pat O's on the River

FRIDAY 03.31

8:00 AM - 12:00 PM Registration Desk Open

9:00 AM - 10:00 AM Breakfast and General Session: Determining the Metrics of your Department

Credit: *Showing the Value of the SGA Department*

Speaker: Sheree Anne Kelly, Vice President, Public Affairs Council

Location: Lafayette Ballroom

10:15 AM - 11:15 PM Concurrent Sessions (2)

1. Managing Coalitions

Coalitions can make or break legislative reform. Nothing moves the needle more than an alliance made up of businesses, trade associations, organizations and individuals partnering and working together for a common cause. In this session, you will learn about cross-disciplinary coalitions that led to successful movements and/or passage of, or defeat of legislation.

Credit: *Building and Managing Coalitions*

Location: Broadmoor



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FRIDAY 03.31 (cont.)

10:15 AM - 11:15 PM Concurrent Sessions (2)

2. Statewide Ballot Initiatives: How to Effectively Engage for Your Company or Assoc., and How to Manage a Yes or No Campaign

There is a good chance during your careers you will encounter some or many state and local ballot initiatives which would impact your business. 24 states have some form of statewide initiative available to voters, each of which is different in processes available to support or oppose proposals leading up to election day. How are initiatives different from referenda or recalls? What is it like to fight a measure in CA vs MA, Co or MO? Are there common tools that a state and local professional can employ when they receive credible intel about a pending ballot measure in their 'worst nightmare' of a state? What about running a measure as part of a longer term strategy? These issues and questions will be addressed by a panel of experts regarding the tools of running proactive and defensive ballot campaigns.

Credit: *Legislative Process*

Speaker: Randy L. Steinman, President, R.L. Steinman & Associates, Inc.

Moderator: Ab Basu, Founder & Managing Partner, States Strategies

Location: Fountainbleau

11:30 AM - 12:30 PM Closing General Session:
How Political and Cultural Trends will Impact Your Business and Public Policy

Credit: *Legislative Trends*

Speaker: Scott Rasmussen, President, Rasmussen Media Group
Founder of Rasmussen Reports, and Co-Founder of ESPN

Location: Lafayette Ballroom