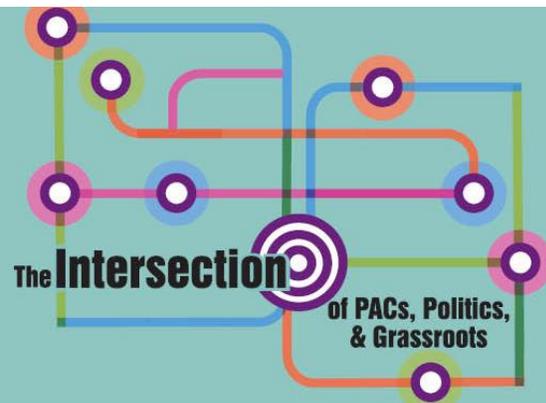


2018
*PACs, Politics,
& Grassroots
Conference*
April 6, 2018



Schedule of Events (subject to change)

Thursday, April 5, 2018

Skadden, Arps, Slate, Meagher & Flom LLP

Entrance: 1440 New York Avenue, NW
Washington, DC 20005

5:30 pm to 7:30 pm **Opening Reception**

Join your fellow conference registrants, sponsors, and WGR members for a night of casual networking prior to our conference kick off the following morning.



Friday, April 6, 2018

Skadden, Arps, Slate, Meagher & Flom LLP

Entrance: 1440 New York Avenue, NW
Washington, DC 20005

8:30 am to 9:00 am **Registration & Breakfast**



9:00 am to 10:30 am **Opening Keynote – “Life’s Intersections”** Our morning keynote speaker will describe her experiences and inspiring journey that lead to her successful career and ambitions for the future. The session will focus on a personal story of challenges, successes, and encourage you to never stop adding to your life story.

Speaker: Laura Coates, CNN Legal Analyst, host, commentator and bestselling author, @thelauracoates

10:30 am to 10:45 am **Break**



10:45 am to 12:00 pm **Breakouts**



- A) **Show Them The Money: PAC Disbursements Best Practices** – You work hard all cycle to raise the money your association or corporation needs to make an impact – now what? Our panelists will share their expert insights for managing political giving in an election year, including the tough choices on where PAC dollars can be most effectively used and the diplomacy of saying “no” to requests and recommendations along the way.

Speakers:

- **Nicole Porter**, Senior Director of Government Affairs, National Retail Federation
- **Melissa Miles**, Counsel, Skadden, Arps, Slate, Meagher & Flom LLP
- **Sharon Sussin**, National Political Director, NFIB, @SharonSussin

Moderator: Patty Zweibel, Counsel, Skadden, Arps, Slate, Meagher & Flom LLP



- B) **Grassroots Advocacy in a Mid-Term Election Year** - As we gear up for another midterm election, many organizations choose to build GOTV and voter education programs. Whether your audience is advocates, member companies, or employees, listen to a panel of industry experts share best practices for grassroots programs designed to engage stakeholders in the democratic process.

Speakers:

- **Laura Vogel**, Senior Advisor, Political Affairs, NRECA, @coopsvote
- **Elizabeth Holden**, Grassroots Advocacy Manager, American Association of University Women, @holland_holden

Moderator: Luke Hartig, Executive Director, Network Science Initiative National Journal, @LukeHartig

12:00 pm to 1:00 pm

Networking Lunch – “Find Your Tribe”: Enjoy a networking lunch and get to know other government affairs professionals also in attendance. We will briefly discuss best practices and proven techniques for finding the people who advocate for YOU in D.C.

Speaker: Anne Collier, CEO, Arudia @stepintopower

1:15 pm to 2:15 pm

Breakouts

- A) **The Buzz About Metrics** – Ever wonder if your organization is measuring the right things? While there is industry agreement that quantifying progress is important, there is little consensus on what effective programs keep track of. Panelists will address what successful organizations are tracking, and how having the *right* metrics can improve your government relations strategy.

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Learn more at www.wgr.org.

Speakers:

- **Amy Showalter**, Principal, The Showalter Group, @amysowalter
- **Chatrane Birbal**, Senior Advisor Government Relations, Society for Human Resource Management, @SHRMBirbal

Room: 11-AB



- B) **The Politics of Being Non-Political** - Outside the Beltway, the swamp really stinks. Learn from industry experts who have adapted their PAC and advocacy strategy to leverage non-traditional assets and tactics. Take away new insight to effectively engage and motivate your target audience that will pay dividends no matter which political party controls Congress.



Speakers:

- **Dr. Joye Purser**, Defense Science Examiner, Office of Management and Budget, Defense Science and Technology
- **Jessica Naake**, Manager, Policy & Government Relations, Deloitte

2:30 pm to 3:30 pm



Breakouts

- A) **Crucial Conversations: A Day in the Life of a Hill Communications Director** - The digital revolution has disrupted the way constituents – and hired professionals – communicate with Congress. Getting your message out there is only half the battle. Ensuring it reaches key influencers is what separates your message from the noise. Hear from a panel of congressional communications pros and learn from their successes and challenges across digital, social, and traditional mediums as technology has evolved.

Speakers:

- **Sue Walitsky**, National Communications Director, Office of U.S. Senator Ben Cardin, @mrswaliver
- **Michael Ricci**, Communications Director, Office of Speaker Paul Ryan, @riccimike.

- B) **All In: Engaging Volunteers in the Political Process** – Want to better understand your volunteer base and build an army of engaged advocates? Hear from panelists who successfully navigated outreach to their volunteers and the tactics they used to motivate, train and reward them along with insights into avoiding common pitfalls.

Speakers:

- **Carmen Elliott, MS, CAE**, Vice President, Payment and Practice Management, American Physical Therapy Association, @CarmenP_Elliott
- **Julie Germany**, Founder, Renegade Strategies LLC, @JulieG

3:30 pm to 3:45 pm

Break



PAC Outsourcing LLC

3:45 pm to 5:00 pm

Closing General Session – Congressional Perspectives: Finding Balance Between the Hill and the Campaign Trail - In a year when your Member of Congress or champion of your political agenda is up from re-election, it can be tough to manage the intersections between business as usual in Washington, and pounding the pavement back in congressional districts. A panel of distinguished D.C. practitioners will act as our guides to share experiences on how to balance it all and remain effective during a Mid-Year election cycle.

Speakers:

- **Rhonda Foxx**, Chief of Staff, Office of Representative Alma Adams (D-NC-12) and founder of the Black Women’s Congressional Alliance, @RhonnieF
- **Kristan King Nevins**, Chief of Staff, Rep. Will Hurd (R-TX-23)

Moderator: Denise DeMichele, Federal Strategy Advisor, AARP, @DeniseDBailin

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