

2018 NATIONAL SUMMIT

THE CROSSROADS OF STATE GOVERNMENT AFFAIRS

THE GRAND AMERICA - SALT LAKE CITY, UTAH





AGENDA

WEDNESDAY, APRIL 11

- 12:00 PM - 5:00 PM **Registration Desk Open** Location: **Grand Salon Foyer**
Thank you to our lanyard sponsor FiscalNote.
- 12:30 PM - 3:00 PM **Advanced Certificate Session** Location: **Venice**
 Social Networks and Leadership
 Open to all graduates of the Professional Certificate Program. Simply sign up at the registration desk.
Credit: **Managing the GR Function/Leadership**
Speaker: Christopher B. Yenkey, Assistant Professor of International Business, University of South Carolina Darla Moore School of Business
- 3:00 PM - 4:00 PM **Refreshment Break** Location: **Grand Salon Foyer**
Thank you to our sponsor State Farm Insurance Companies.
- 3:30 PM - 5:00 PM **Opening Remarks and Keynote Speaker** Location: **Grand Salon**
 Welcome to Salt Lake City
Speakers: Elizabeth A. Loudy, SGAC Executive Director
 Jon Burton, RELX, Inc., SGAC President
 Mayor Jackie Biskupski, Salt Lake City, UT
 Luke Rollins, RELX, Inc., National Summit Chair

Overcoming Adversity: 1.0 to 2.0
 Melissa shares her story about overcoming obstacles, perseverance, and how we all have the ability to choose our own path in life. Melissa fully believes anyone can do anything that they put their mind to and hopes you'll walk away inspired with a greater appreciation of life and an 'I can do anything' attitude.
Speaker: Melissa Stockwell, Paralympian and Army Veteran
- 5:30 PM - 7:00 PM **Welcome Reception** Location: **Murano Garden Salon**
 Welcome to Salt Lake City. Hors d'oeuvres and drinks in this inviting space located on the 1st floor. Stop by and network before heading out for dinner on your own in Salt Lake City.
Thank you to our Welcome Reception Sponsors NCSL, CSG, and NGA.

THURSDAY, APRIL 12

- 7:00 AM - 5:00 PM **Registration Desk Open** Location: **Grand Salon Foyer**
- 7:30 AM - 9:00 AM **SGAC Leaders' Policy Conference Committee Meeting** Location: **Murano Garden Salon**
 Join us to kick off the 2018 Leaders' Policy Conference committee. Breakfast is provided for participants.



THURSDAY, APRIL 12

- 8:00 AM - 9:00 AM **Continental Breakfast** Location: **Grand Salon Foyer**
Thank you to our sponsor International Paper.
- 9:00 AM - 10:00 AM **General Session: The Evolution of Micro-Targeting** Location: **Grand Salon**
 This panel features top Republican and Democratic experts in micro-targeting voters. This topic came of age politically in 2004 and has become continuously more integral to political campaigns at not just the federal but increasingly the state level. With 36 Governors' races in 2018, this timely topic will explore what campaigns are doing to mobilize their voters.
Credit: **Effective Advocacy Tools**
Speakers: Tom Bonier, TargetSmart
 Michael Meyers, TargetPoint Consulting
- 10:00 AM - 11:00 AM **Refreshment Break** Location: **Grand Salon Foyer**
Thank you to our sponsor 1-800 CONTACTS.
- 10:15 AM - 11:15 AM **Concurrent Sessions (2)** Location: **Envoy**
- 1. Selling the ROI of Government Affairs**
 Government affairs veterans will share how to best measure your government affairs department's return on investment and how to communicate that value to your stakeholders, including your organization's C-Suite. This deep dive will offer the opportunity to share how you measure this key statistic and provide stories on how government affairs contributes to an organization's success.
Credit: **The Value of the State Government Affairs Department**
Speakers: Alexi Madon, Computing Technology Industry Association
 Ron Barnes, Google
- 2. Best Practices for Preparing and Giving Testimony** Location: **Savoy**
 An important but often stressful part of government relations is managing a formal setting, such as a legislative hearing. Our panelists will give their advice on how best to prepare for that spotlight.
Credit: **Media and Communication Training**
Speakers: Speaker Gregory Hughes (R-UT)
 Eric Schuller, Oasis Financial
 Senator Bobby Singleton (D-AL)
 Mark Vane, Husch Blackwell Strategies
- 11:30 AM - 12:30 PM **General Session: Ethics in State Government Affairs** Location: **Grand Salon**
 In today's environment, you don't need to look very far to find stories of questionable ethics in every industry. Experts say that to create an ethics-focused culture, the change has to be intentional. In the world of state government affairs, how do you rise above the fray and lead with intention? Explore what states are doing to tackle this issue and how it impacts the SGR profession.
Credit: **Ethics and Ethical Leadership**
Speakers: John Brownlee, Holland & Knight LLP
 Adama Iwu, Visa USA, Inc.



THURSDAY, APRIL 12

- 12:30 PM - 2:30 PM **Philanthropic Activity: To Benefit Utah Volunteers of America** Location: **Murano Garden Salon**
 VOA runs a youth homeless shelter for teens, provides mental health and drug abuse treatment, and operates a detoxification center and a crisis intervention hotline. Come organize and assemble supplies to be delivered to this valuable cause!
Thank you to the philanthropic sponsors: 1-800 CONTACTS, Amway, Benevis, LLC, The Carpet and Rug Institute, Philips Lighting, Procter & Gamble, Unilever United States, Inc., Walmart
- 2:30 PM - 3:30 PM **Refreshment Break** Location: **Grand Salon Foyer**
Thank you to our sponsor 1-800 CONTACTS.
- 2:45 PM - 3:45 PM **Concurrent Sessions (2)**
- 1. Controlling your Narrative** Location: **Envoy**
 Relaying your message accurately is essential in any advocacy campaign or effort. How do you ensure the conversation with a policy maker is on your terms? What if your organization or position has already been attacked? How do you get back to a level playing field? Perceptions aren't always accurate. In this session learn what tactics are used to ensure your engagement isn't marginalized.
Credit: **Media and Communication Training**
Speakers: Tom Foulkes, Entertainment Software Association
 Devin Whitney, PayPal
- 2. Procurement Advocacy** Location: **Savoy**
 The rise of procurement advocacy creates an opportunity for the SGA team to provide a dollar value as a return on investment into state government affairs by a corporate entity, but on the other hand, exposes a new legal and regulatory regime that varies dramatically by state. State government affairs teams are increasingly being asked to assist with business development approaches to state agencies. At the same time, business development deliverables are increasingly finding their way into performance plans and reviews for state government affairs professionals.
Credit: **Procurement Advocacy**
Speakers: Jean Cantrell, Philips Lighting
 Carol Laham, Wiley Rein LLP
 Luke Rollins, RELX, Inc.
- 4:00 PM - 5:00 PM **General Session: Using Social Network Analytics to Create Value** Location: **Grand Salon**
 Explore how social network theories and analytics can be used by SGAC members to meet their professional goals. Distance yourself from the meet-and-greet form of networking to understand how different architectures of social relations are associated with different outcomes. Learn how you can use social network analytics to build value for your clients and organizations.
Credit: **Building and Managing Coalitions**
Speaker: Christopher B. Yenkey, Assistant Professor of International Business, University of South Carolina Darla Moore School of Business
- 6:00 PM - 9:00 PM **Squatters Pub Reception** Location: **Squatters Pub**
 Come experience Salt Lake City! Join attendees at this local craft brewpub for dinner drinks and trivia!
147 West Broadway (300 South)



FRIDAY, APRIL 13

- 8:00 AM - 12:00 PM **Registration Desk Open** Location: **Grand Salon Foyer**
- 9:00 AM - 10:00 AM **Breakfast and General Session: Shifting of the State Field - Working with AGs** Location: **Grand Salon**
- The state attorney general in each of the 50 U.S. states and territories is the chief legal advisor to the state government and the state's chief law enforcement officer. With the changing shift in the state field, hear from Utah's Attorney General on best strategies for a successful relationship for you and your organization with an AG office.
- Credit:** **Administrative Advocacy**
- Speaker:** Sean Reyes, Attorney General, Utah
- 10:15 AM - 11:15 AM **Concurrent Sessions (2)**
- 1. Personal Branding** Location: **Envoy**
- As professionals who are always on the road promoting your employers it's easy to forget to keep up with your own brand or to take time to think about your next career move. In this session we will walk through best practices for building and maintaining your brand and keeping your image fresh, both for the job you have and for the job you might want. Industry experts will guide you through using both online services and professional networks to amp up your marketability and presence. Then we will explore what steps we should all be taking to think about the next career move and what it takes to switch not just jobs, but industries.
- Credit:** **Leading a State Government Affairs Department**
- Speakers:** Allie Brandenburger, TheBridge
Erica Pyatt, LinkedIn
- 2. Hiring and Best Utilizing your Contract Lobbyists** Location: **Savoy**
- Learn valuable information on the critical topic of hiring contractors, including the legislator's perspective! There are many things to consider when hiring a contractor or firm: Your issues, corporate or association philosophy, politics, cost? And who will be effective with the elected officials in that state? Hear directly from current and past legislative leaders on their thoughts and recommendations. Join us for a candid conversation with an exciting panel of legislators and your chance to ask them questions.
- Credit:** **Managing Contract Lobbyists**
- Speakers:** Representative Joyce Peppin (R-MN)
Representative Helene Keeley (D-DE)
Robert Johnson, Hall & Ludlam, P.L.L.C.
- 11:15 AM - 11:30 AM **Refreshment Break** Location: **Grand Salon Foyer**
- Thank you to our sponsor 1-800 CONTACTS.*
- 11:30 AM - 12:30 PM **Closing General Session: 2018 Gubernatorial Race Updates** Location: **Grand Salon**
- There will be 36 gubernatorial races this year. How will the ever-changing political arena impact them? Join Nate Gonzales for a nonpartisan analysis of state gubernatorial campaigns.
- Speaker:** Nate Gonzales, Editor and Publisher, Inside Elections with Nate Gonzales

