

2021 National Summit Working Agenda

*Updated 7/1/2021*

Wednesday – August 25th

9:00AM – 12:00PM Board of Directors Meeting

12:00PM – 5:00PM Registration Desk Open

12:30PM – 2:45PM **Advanced Certificate Session: Conversations That Matter**

Let’s face it; there are people and topics that at some point are just off limits. You just can’t do it or them right now. Even worse, often it is a difficult topic that you have to bring up with a difficult person. What if you could engage in these conversations with more confidence, humor, and ease? No matter the person or topic, you are your best tool for conversations that matter. Understanding yourself and others as differently right gives you the tools to intentionally design teams, groups, and partnerships that can bring value to a single project or topic. We are all frustrating to someone, and at times even to ourselves. Once you know who and how you are, you can reclaim responsibility for these behavior response patterns and leave room for others to do the same. Before you know it, you are having better conversations and fuller relationships with those around you.

 Speaker: Jess Pettitt – M. ED, CSP – Author

 Competency: Managing the GR Function/Leadership

3:00PM – 4:30PM **Opening Remarks/Welcome and General Session: Advocating for a Return to**

**Moderation**

 Speaker: Joe Straus, Former Speaker of the House, Texas

 Rep. Senfronia Thompson (D-TX) (Inv.)

 Competency: Legislative Trends

5:00PM– 6:00PM Welcome Reception on Property

6:00PM Dine Arounds

Thursday – August 26th

7:00AM Grab and Go/Breakfast Available

7:30AM – 9:00AM Pedal Bike Mural Excursion

8:00AM – 8:50AM Rooftop Yoga

Join us on the JW Marriott Rooftop in a class that focuses on foundational yoga postures. All are practiced to align, strengthen, and promote flexibility in the body. Breathing techniques and meditation will also be integrated. You can expect an emphasis on simplicity, repetition, and ease of movement.

8:00AM –5:00PM Registration Desk Open

10:00AM – 10:45AM **General Session: What 80’s Pop Culture Tells Us About Today’s Workplace**

Learn how Jeff Spicoli from Fast Times at Ridgemont High taught us two very valuable lessons for the culture in our workplace: (1) That it is ok to say “I don’t know”; and (2) How to avoid the “bogus” tag for your workplace culture; See how we can turn the old adage of work-life balance for ourselves into a righteous and selfless act - a la Ferris Bueller; Find out what Mr. Miyagi from The Karate Kid taught us about how to manage our stress in the workplace; Learn what the Ghostbusters taught us about embracing risk; See how E.T. taught us about social responsibility; and many more workplace culture lessons.

 Speaker: Chris Clews, 80’s Pop Culture Expert and Author

 Competency: Leading a State Government Affairs Department

10:45AM – 11:00AM Break

11:00AM – 11:30AM Concurrent Breakout Sessions

1. **Advocacy: Championing Ideas and Influencing Others**

Speaker: John Daly, Professor, University of Texas at Austin

Competency: Developing a Proactive Advocacy Agenda

1. **Collaboration in Advocacy: Successful Strategies in Working with Stakeholders**

Collaboration in advocacy ensures there is something in it for everyone and often is key to strengthening your position. We all know our standard allies and often bring them to the table. Increasingly, as issues are being debated and decided, new voices are being asked to join and are needed in the conversations. Expand your reach and explore best practices to help move these circles into your advocacy allies venn diagram*.*

Speaker: TBD

Competency: Building and Managing Coalitions

11:30AM – 12:30PM **Travel - A Collaboration with Anthony Bourdain**

Speaker: Laurie Woolever, Writer and Author

12:30PM – 1:30PM Lunch – Town Hall/Annual Business Meeting/CP Graduation

1:30PM – 2:00PM Concurrent Sessions

1. Procurement Advocacy

Speaker: Elizabeth Bartz, President and CEO, State and Federal

Communications, Inc.

 Ben Dendy, President, Vectre Corporation

 Aimee Gilroy,

Competency: Procurement Advocacy

1. Grassroots/Grass-tops Advocacy

Speaker: TBD

Competency: Grassroots and Grass-Tops Advocacy

2:00PM – 2:15PM Break

2:15PM – 2:45PM Member Fourms

1. **The Female Perspective in the World of SGA**

Speakers: Jean Cantrell, Retired, Signify

 Laura Dooley, StubHub

 Kathryn Gunter, Oracle

 Elisa Munoz, Politank

 Airika Walker, American Fuel & Petrochemical Assoc.

Competency: Diversity, Equity, and Inclusion/Value SGR/Foundation of

Lobbying

1. **ROI of SGA - Pandemic and Post-Pandemic – Best Practices and What’s Sticking Around**

The pandemic impacted the state government relations profession and how

to advocate. As we prepare for 2022 this session will review the best practices

from the pandemic and will look ahead to what changes will continue to be a

part of the profession moving forward. This will be an interactive discussion of

lessons learned and how to tackle 2022 and beyond. Join us to talk about:

* What did you learn about state government relations throughout the pandemic?
* What strategies during the pandemic worked best for you and your

team? Are you using any of them moving forward?

* How did the restrictions impact your ability to get your message out and connect with Legislators?
* What does state lobbying look like in 2022?

Moderators: Zeny Agullana, Regional VP State Government Relations, TIAA

 Theresa Flores, Sr. Manager, Public Affairs, Mary Kay, Inc.

 Darren Reaman, Director of Government Affairs, CEDIA

 Eric Schuller, Director of Government and Community Affairs,

Oasis Financial

Competency: Inside the Legislative Process

2:45PM – 3:00PM Break

3:00PM – 3:45PM General Session: Partners Panel

 Speaker/Panel: TBD

 Competency: Understanding National, State and Local Organizations

4:00PM Partner Organization Reception

6:00PM Off Site Event –Coopers BBQ

Friday – August 27th

7:00AM –9:00AM Breakfast Available

9:00AM – 10:00AM Concurrent Breakout Sessions

1. **PACs: How Recent Developments are Changing PACs and Impacting SGA effectiveness**

Political Action Committee support can be a critical component and resource of a well-oiled State Government Affairs program. In states where they are allowed, PAC contributions can be an important tool that helps employees of an organization support those who support the interests of that organization. Many such programs paused all their State and Federal donations earlier this year amid fallout from events that transpired in D.C. While we’re beginning to see more organizations ending that pause, PAC giving is still down. PACs seem to be faced now with more considerations about how they determine who they can support. Corporations are vulnerable to consumer and shareholder pressure and have had to calculate their competing political risks. Making donations may subject them to public relations problems, but withholding contributions may limit their interactions with key stakeholders. We’ve invited an esteemed panel and identified a wonderful moderator to explore this with some experts.

Speakers: Micaela Isler, Executive Director, National Association of Business

Political Action Committees

 Carol Laham, Partner, Wiley Rein, LLP

 Shawn Sullivan, Associate Director, Government Affairs Bristol

 Meyers Squibb

 State Farm Representative (invite extended)

Competency: Political Action Committee

1. **Brand Activism, Backlash, and the Bottom Line**

 From transgender protections to voting rights, companies are under

increasing pressure from activists, employees and consumers to take a stand on issues outside of their traditional business objectives. When corporate executives wade into heated legislative debates, it can mean pleasing one constituency, while alienating another and jeopardizing other policy priorities. Is engaging on controversial issues worth it? How can government affairs professionals successfully balance company values and political realities?

 Speakers: Mark Fisher, Indianapolis Chamber of Commerce

 Alexi Maddon, DoorDash

 Jessica Shortall, Director, America Competes

 Competency: Developing a Proactive Advocacy Agenda

10:00AM – 10:15AM Break

10:15AM – 11:30AM **Closing General Session and Conference Wrap Up:** **Strategic Communications**

 Speaker: Ari Fleischer, Former White House Press Secretary

 Competency: Communication and Media Training