

2023 National Summit Agenda

(updated 4/18)

Monday – April 24th

11:00AM – 5:00PM

Registration Desk Open

11:00AM – 2:00PM

Advanced Certificate Session - **Communication Is Key: The Art Of The Debrief** – Grand Ballroom 1

(Competency: Communication/Media Training)

The “mission” is complete. What comes next? It’s time to have a debrief. Take this time to review what your team did right, what they did wrong, what they can improve, and what they can learn. As a military and business professional, nothing is finished until the debrief is completed. In *Communication is Key*, your teams will learn the steps and the art form of leading and conducting an effective debrief. Many companies review their productivity without ever getting to the heart of the matter. Unfortunately, they only review the surface-level causes and do not get to the root of the issue. They miss the opportunity to build best practices that can have an exponential impact on their business going forward.

Speaker: Patrick Houlahan, Former Top Gun Pilot

2:30PM – 3:30PM

Opening Remarks/General Session - **Fast and Effective Planning: Link Tactical Actions to**

Strategic Direction Grand Ballroom 3

(Competency: Developing a Proactive Advocacy Agenda)

A senior executive once said, "We agree all the time at the executive level, but then things break down below us." Has this happened in your organization? Believe me, this situation can happen anywhere. But why does it happen? In *Fast and Effective Planning: Link Tactical Actions to Strategic Direction*, your teams will learn how to plan and ensure a line of sight from the frontline employees to the strategic direction of the organization. Unfortunately, many companies do not build effective actionable plans throughout their organization, which allows their strategic direction to become diluted. Planning takes effort, but as Yogi Berra reminds us, "If you don't know where you are going, you'll end up someplace else."

Speaker: Patrick Houlahan, Former Top Gun Pilot

3:30PM – 3:45PM

Welcome to San Diego - Mayor Todd Gloria, San Diego, CA – Grand Ballroom 3

3:45PM – 4:00PM

Break

4:00PM – 5:00PM

Concurrent Breakout Sessions (2)

- **How to Leverage the Power of Government for your Company or Association** – Grand Ballroom 1-2
(Competency: The Value of SGA)

Today’s business schools are missing valuable curriculum to prepare tomorrow’s business leaders to deal with elected officials, regulators, and legislative bodies. By focusing on this void and using real-world examples from my career in government affairs and management consulting, this book sheds light on how business leaders can prepare themselves and their

companies for a corporate world increasingly influenced, if not controlled, by the ever-increasing power of government.

Speaker: Chris Moya, Dean Mead

- **Both Sides of the Story: Working with Contract Lobbyists** - Grand Ballroom 4
(Competency: *Managing a Contract Lobbyist*)

Come hear from corporate and association GR directors and contract lobbyists on the do's and don'ts of working together to further the interests of your organization. Topics from both points of view will include how to onboard a contract lobbyist/new client, how to build a relationship, communication best practices and how to separate from a relationship. What makes the other side grind their teeth will also be covered!

Speakers: Sherry Doctorian, State Law Resources
Michelle Jacquis, Vertex
Sarah Ohs, CDIA
Andrea Serlin, Serlin Haley

6:00PM Game Night at Nason's Beer Hall (Located at the Pendry)

Tuesday – April 25th

8:00AM – 5:00PM Registration Desk Open

8:00AM – 9:00AM Breakfast Available

8:45AM – 9:45AM General Session – **Real World Mentoring: The Often Winding Path to a Career in SGR**
(Competency: *The Value of SGA*) Grand Ballroom 3

- Accountant, Doctor, Fireman, Lawyer, Lobbyist...was a career in State Government Relations something you dreamed of as a child or did an odd confluence of skills, circumstance and passion bring you into this demanding, yet exciting and rewarding career path? Us too! Come join fellow state government affairs professionals for a conversation about unique career journeys as well as secrets and strategies to being best in your field while helping to build the next generation of talented professionals for this growing segment of government relations.

Speakers: Zeny Agullana, TIAA
Erik Castaneda, 1800 Contacts
Tom Foulkes, Platinum Advisors
John Heath, Turo

9:45AM – 10:00AM Break

10:00AM – 11:00AM Concurrent Breakout Sessions (2)

- **Pull Up Your C.H.A.I.R – Five Strategies to Change the Trajectory of Your Career** - Grand Ballroom 1-2
(Competency: *Leading a SGA Department*)

Founded on the famous quote from Congresswoman Shirley Chisholm, "If they don't give you a seat at the table, bring a folding chair.",

Cicely established her C.H.A.I.R Leadership program to coach lobbyists and leaders on how to make their own way and be a people of impact.

As a former lobbyist herself, Cicely knows what it takes to help you differentiate yourself from your peers, get noticed, and say what you need to say without having regrets.

Speaker: Cicely Simpson, Summit Public Affairs

- **Grassroots: Mobilizing A Community**- Grand Ballroom 4
(Competency: *Grassroots/Grasstops*)

Grassroots lobbying is citizen participation in local, state, or federal government. The key to successful grassroots lobbying efforts is assembling people who share common goals and concerns. These efforts are vital in educating legislators about the concerns and issues in their elected locale, district, or state. Explore the grassroots arena with seasoned professionals who will help you expand your skills set to be successful in your efforts. Take a deep dive into how to really make a difference!

Speakers: Alexi Madon, DoorDash
Jordan McGrain, Riverfront Strategy

11:00AM – 11:15AM Break

11:15AM – 12:15PM Concurrent Breakout Sessions (2)

- **Getting a Leg Up on Leg Tracking: Moving from Bill Tracking to Effective Issue Management** - Grand Ballroom 1-2
(Competency: *Tracking and Analyzing Legislation*)

Whether a one-person shop or part of a team, your legislative tracking tools are a vital part of your success. But how do you take data points from your tools and turn them into action? How do you use the information you receive to set your priorities and communicate key insights with your stakeholders to actually move the needle in a strategic and meaningful way? In this panel discussion, you'll hear from practitioners who are activating teams and tools to effectively manage their issues and achieve strategic goals.

Speakers: Joshua Freely, TIAA
Anna Myers, Amazon
Chris Oswald, ANA - Association of National Advertisers

- **Lobbying and Ethics Compliance** - Grand Ballroom 4
(Competency: *State Lobbying Compliance*)

Legendary 60s musician Frank Zappa once observed that the “United States is a nation of laws: badly written and randomly enforced.” The laws regulating lobbying and ethics can often feel that way. Rather than “Freak Out,” join our panel of experts for an overview of the legal landscape and latest enforcement trends in grassroots advocacy, direct lobbying, and gift-giving. It’s not quite Woodstock, but we can promise that the compliance-oriented side of your mind will be expanded!

Speakers: Elizabeth Bartz, State and Federal Communications
Andrew Woodson, Wiley Rein

12:30PM – 1:30PM Leaders' Policy Conference Committee Meeting with Lunch – Lion Fish Restaurant

1:45PM – 2:45PM Concurrent Breakout Sessions (2)

- **Weaponizing Government: Exploring How States Seek to Punish Businesses for Engaging in Social Policy Debates** - Grand Ballroom 1-2
(Competency: Mounting a National Advocacy Campaign)

Businesses have always thoughtfully considered whether, when, and how to navigate their responses to controversial social policy issues. Policymakers now seem to be seeking to punish corporations that take positions that don't align with their own. This panel will cover a variety of hot-button topics including Environment Social Governance (ESG), reproductive healthcare, and social justice issues. Government affairs professionals will also get tips on how to be responsive to all of their stakeholders – shareholders, employees, consumers, and elected officials – without damaging your company's reputation.

Speakers: Jeff Berkowitz, Delve
Jean Cantrell, State and Federal Communications
Lauren Doroghazi, MultiState

- **Moving from Intention to Impact** – Grand Ballroom 4
(Competency: Diversity, Equity and Inclusion)

Intent is what you have in mind as a goal when you decide to perform an action. It reflects what type of impact you want to create with your actions. Impact is the result of those actions. Many companies and associations created initiatives and programs with the intent of increasing awareness around diversity, equity, and inclusion. While these efforts were likely created with good intentions, these good intentions alone are not enough. True impact requires much more effort than simply having good intentions. Hear from experts ready to share their impactful efforts and how they are measured!

Speakers: Patroski Lawson, KPMG
Dr. Monica Maybank, DGR Coalition
Mandy Price, Kanarys

2:45PM – 3:00PM Break

3:00PM – 4:00PM General Session - **News Not Noise** - Grand Ballroom 3

(Competency: Media and Communication)

An astute political journalist, Jessica Yellin gives audiences an inside look at the issues and personalities shaping current events.

Speaker: - Jessica Yellin, Award-winning Journalist and Former CNN Chief White House Correspondent

6:00PM Dine Arouds

8:30 – 10:30PM Dessert Reception Arouds Grand Ballroom 4

Wednesday – April 26th

8:30AM – 9:30AM Breakfast and Closing General Session – **Dear Work: Something Has to Give** - Grand Ballroom 3

(Competency: Leading a SGA Department)

Sara Ross is on a mission to redefine success by helping leaders and their people reignite a sense of aliveness in their work and lives. As a keynote speaker and the chief vitality officer at her leadership research firm BrainAmped, she does this by teaching brain-science based approaches to help people amplify their emotional intelligence, resilience, and well-being to transform the future of work.

Speaker: Sara Ross, Chief Vitality Officer at BrainAMPED;
Leadership Energy and Emotional Intelligence Expert