2023 National Summit Working Agenda

*(updated 3/9)*

Monday – April 24th

11:00AM – 5:00PM      Registration Desk Open

11:00AM – 2:00PM      Advanced Certificate Session - **Communications Is Key: The Art Of The Debrief**  (*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**

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

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** (*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** (*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 Jaquis, Vertex

Sarah Ohs, CDIA

Andrea Serlin, Serlin Haley

6:00PM                             Nason’s Beer Hall 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)*

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** (*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 Session** (*Competency: Grassroots/Grasstops*) - TBD

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** (*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:

* **Lobbying and Ethics Compliance** (*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

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

* **Weaponizing Government: Exploring How States Seek to Punish Businesses for Engaging in Social Policy Debates** (*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: Lauren Doroghazi, MultiState

* **Moving from Intention to Impact** (*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, Kanary

2:45PM – 3:00PM   Break

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

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 Arounds

Wednesday – April 26th

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

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