



AGENDA

WEDNESDAY JUNE 26

12:00 PM - 5:00 PM

Registration Desk Open

11:00 AM - 2:00 PM

Advanced Certificate Session

Speaker: Marianne Jennings, Professor Emeritus, Arizona State University

Credit: Advocacy and Legislation

3:00 PM - 4:30 PM

Opening Remarks and Keynote Session

Being Oscar: From Mob Lawyer to Mayor of Las Vegas

Speaker: Oscar Goodman, Former Mayor of Las Vegas

5:00 PM - 6:30 PM

Welcome Reception on Property

The Palazzo is a luxury hotel and casino resort offering luxury in an Italian Renaissance ambiance. The hotel and casino are part of a larger complex (operated as one hotel) comprising the adjoining Venetian Resort and Casino and the Sands Convention Center. The all suite hotel offers the largest standard accommodations on the Las Vegas Strip.

THURSDAY JUNE 27

7:00 AM - 5:00 PM

Registration Desk Open

7:30 AM - 9:00 AM

SGAC Leaders' Policy Conference Committee Breakfast Meeting

9:00 AM - 10:00 AM

General Session: Ethical Decision-Making

Take a deeper dive into understanding the logical steps one takes in making choices and decisions.

- What Questions to Ask,
- How to Overcome the Rationalizations Our Minds Drift Toward, and
- Making Sure We are Not Missing Any Issues.

Speaker: Marianne Jennings, Professor Emeritus, Arizona State University

Credit: Ethics and Ethical Leadership





AGENDA

THURSDAY JUNE 27

10:15 AM - 11:15 AM

Concurrent Sessions (2)

01. MOVING ON UP: FROM GR TO CEO

Many who started their careers in SGR are today in the C-suite. Hear from CEOs in the field that did just that. Whether your career plans include trajectory to CEO or if you want to better understand your C-suite, these experts can help bring a fresh perspective through their candid observations.

Speakers: Chris Badgley, CEO, Association of Dental Support Organizations
Steve Mister, CEO, Center for Responsible Nutrition

Credit: Leading A State Government Affairs Department

02. DIVERSITY HIRING/RECRUITMENT

The field of government affairs is ever-evolving. Now more than ever, there are growing shifts within the Country's demographics that can provide opportunities for more voices in the field to be heard and acknowledged. What does this shift really mean? How does having a more diverse and inclusive government affairs work force provide value, and how can organizations prioritize diversity and inclusion within its overall framework as it relates to recruiting and retaining diverse talent?

Speaker: Dr. Shannon Portillo, Associate Professor, School of Public Affairs and Administration, U. of Kansas
Juan Otero, VP Diversity and Inclusion, Comcast - Invited

Credit: The Value of the State Government Affairs Department

11:30 AM - 12:30 PM

General Session: Partner Organization Pecha Kucha

Speakers: American Legislative Exchange Council
Council of State Governments
National Conference of State Legislatures

Credit: Understanding National, State and Local Government Organizations

12:45 PM - 2:30 PM

Lunch Speaker

Speaker: Attorney General Aaron Ford (NV)





AGENDA

THURSDAY JUNE 27

2:45 PM - 3:45 PM

Concurrent Sessions (2)

01. COMPLIANCE JEOPARDY

States and localities across the country have developed their own lobbying registration and disclosure laws – each with its own unique requirements. Using an interactive format, this session will explore some of the common pitfalls embedded in these laws: “zero threshold” jurisdictions, grassroots disclosure requirements, newly enacted laws, and more. Join us for this lobbying compliance refresher that promises to be entertaining in addition to helping you keep your organization out of Compliance Jeopardy. Three Contestants Needed!

Speaker: Carol Laham, Wiley Rein, LLC

Credit: State Lobbying Compliance

02. THE CHANGING OF THE GUARD

With nearly 20% of state legislators serving for the first time in 2019, representatives are becoming not only younger and more diverse, but are bringing with them new perspectives on how to govern. From Nevada's first female majority legislature to New Hampshire's 35 legislators under 35, these trends across the country will only continue to grow. This panel will explore what this new perspective means to your advocacy efforts, and how you and your team can be most effective in this ever-changing environment.

Speakers: Senator Dallas Harris (D-NV)
Assemblymember Jill Tolles (R-NV)

Credit: Inside the Legislative Process

4:00 PM - 5:00 PM

Concurrent Sessions (2)

01. LEVERAGING SOCIAL MEDIA TECHNOLOGY

In an age where digital media is king and “influencers” are becoming bigger house hold names, how do brands and messages break through the noise? Hear from a blogger turned instagramer and author of a NYT best-selling book and the co-creator of a ground breaking online platform to learn more about the social media revolution, how its rapidly evolving and what lessons you can take for your organization and your brand.

Speakers: Serena Wolf, Author and Social Media Influencer -Invited
Gerrit Lansing, Senior Partner, IMGE

Credit: Grassroots and Grass-Tops Advocacy

02. THE ART OF PERSUASION

Gathering support for a position is an enormously valuable skill. Yet true persuasion requires more than facts and figures. Learn what the current brain research teaches us about how people make decisions and walk away with tangible techniques that you can use to shift the thinking of others to your side.

Speaker: Curt Stedron, Program Principal, Legislative Leadership and Development, NCSL

Credit: Media and Communications Training





AGENDA

THURSDAY JUNE 27

5:00 PM - 6:30 PM

Happy Hour

7:00 PM

Beatles LOVE show

Location: Mirage Hotel

New acts, costumes, choreography, technology and music bring a more vibrant and engaging experience to one of the most celebrated shows in the world. The three-time Grammy Award winning LOVE is a Rock 'n' Roll poem, inspired by the poetry of the lyrics and brought to life by a cast of world-class aerialists, acrobats and dancers. Music Director Giles Martin, son of the legendary Beatles producer, Sir George Martin, has heightened LOVE's listening experience with a completely remixed soundtrack, noting "The show is the closest anyone can get to being in the studio with the band."

FRIDAY JUNE 28

8:30 AM - 12:00 PM

Registration Desk Open

9:30 AM - 10:30 AM

Breakfast and Closing General Session: The Circus: An Insiders Look on Washington

Mark McKinnon has seen it all as the former lead media strategist for five winning presidential primary and general election campaigns. Using historical ads and clips from U.S. politics, McKinnon will dissect elements of successful campaigns and teach lessons that apply to any organization seeking to communicate a clear and compelling message.

Speaker: Mark McKinnon, Political Advisor, Media Columnist, Host of The Circus, Co-Founder of No-Labels

