AGENDA

WEDNESDAY JUNE 26

11:00 AM - 5:00 PM

Registration Desk Open

Sign up for one of our Wednesday dine-around reservations at the registration desk. Experience the Las Vegas food scene while networking with a small group.

Thank you to our lanyard sponsor International Paper and to our WiFi sponsor National Governors Assocation.

Location: Sands Expo Center 1st Floor (401-404)

12:00 PM - 3:00 PM

Advanced State Government Affairs Certificate Program Session

Thinking About the Ethical Minefields: How to Spot Them and What to Do About Them

Open to all graduates of the Professional Certificate Program. Simply sign up at the registration desk.

Speaker: Marianne Jennings, Professor Emeritus, Arizona State University

Credit: Advocacy and Legislation

Location: Sands 405

3:00 PM - 4:00 PM

Refreshment Break

Thank you to our sponsor Sazerac.

Location: Sands 401 - 404

3:30 PM - 5:00PM

Opening Remarks and Keynote: Welcome to Las Vegas

Speakers: Elizabeth A. Loudy, SGAC Executive Director
David Christman, SGAC President, National Beer Wholesalers Association
Katie Bernard Wright, National Summit Chair, National Association of Home Builders

Being Oscar: From Mob Lawyer to Mayor of Las Vegas

Former Mayor of Las Vegas Oscar Goodman, author of “Being Oscar: From Mob Lawyer to Mayor of Las Vegas” will kick off National Summit this year!

Speaker: Oscar Goodman, Former Mayor of Las Vegas (1999 - 2011)

Location: Sands 401 - 404

5:30 PM - 6:30 PM

Welcome to National Summit Reception

Join colleagues and friends for a casual reception before heading out to dine-arounds at some of the most popular Vegas restaurants.

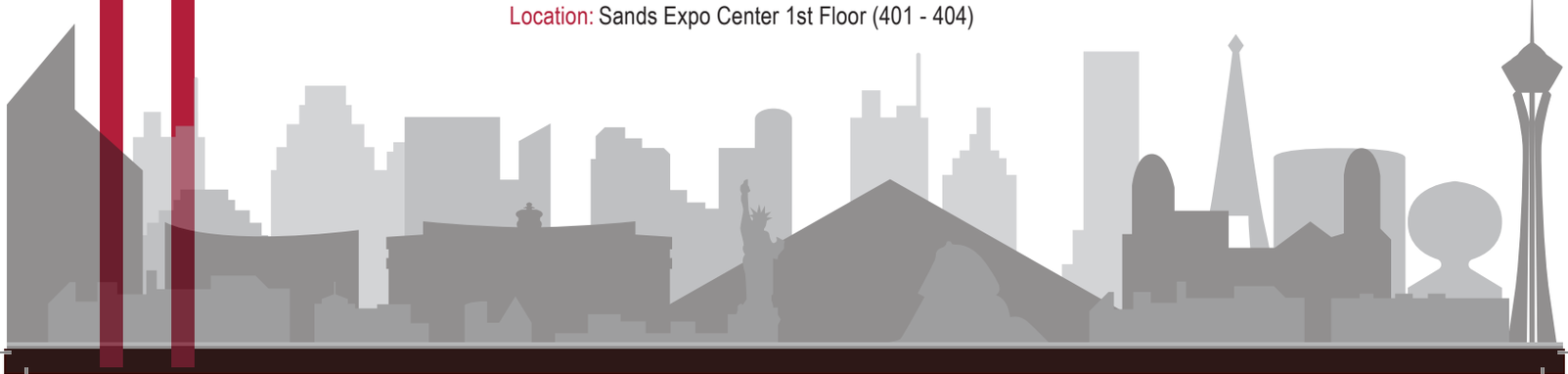
Location: Sands 405 - 406

THURSDAY JUNE 27

8:00 AM - 5:00 PM

Registration Desk Open

Location: Sands Expo Center 1st Floor (401 - 404)



AGENDA

THURSDAY JUNE 27

7:30 AM - 9:00 AM

SGAC Leaders' Policy Conference Committee Breakfast Meeting

Join us in planning the 2019 Leaders' Policy Conference. Breakfast is provided for participants.

Location: Sands 405

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 You Are Not Missing Any Issues.

Thank you to our notebook sponsor Mary Kay Inc.

Speaker: Marianne Jennings, Professor Emeritus, Arizona State University

Credit: Ethics and Ethical Leadership

Location: Sands 401 - 404

10:00 AM -11:00 AM

Refreshment Break

Thank you to our sponsor State Farm Insurance Companies.

Location: Sands 401 - 404

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

Location: Sands 303 - 305

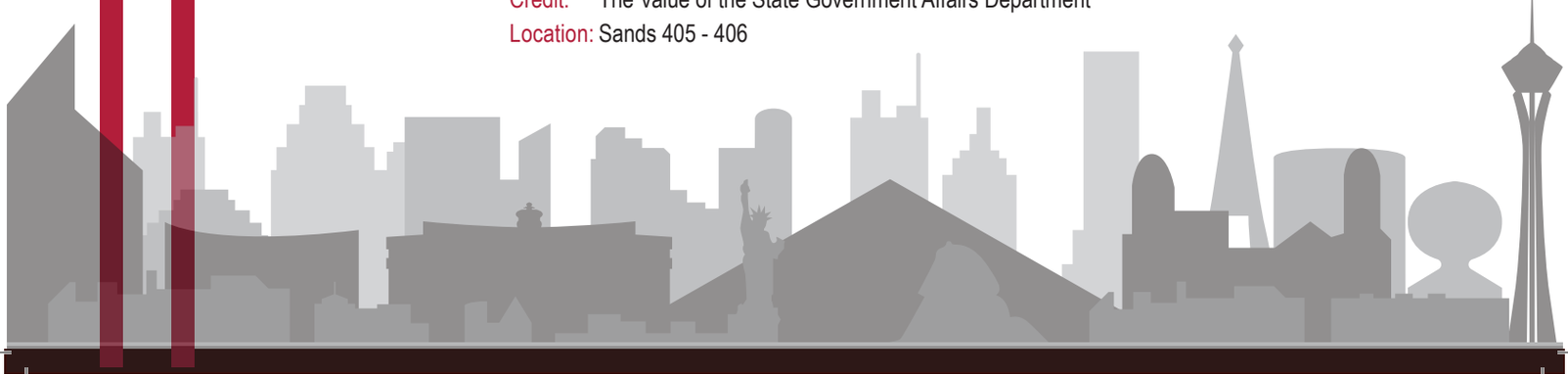
02. Diversity Hiring/Recruitment

The field of government affairs is ever-evolving. The growing shifts within the Country's demographics can provide opportunities for more voices in the field to be heard and acknowledged. How does having a more diverse and inclusive government affairs workforce provide value, and how can organizations prioritize diversity and inclusion within their overall framework as it relates to recruiting and retaining diverse talent?

Speakers: Dr. Shannon Portillo, Associate Professor, School of Public Affairs and Administration, U. of Kansas
Marcus Mason, Senior Partner, The Madison Group LLC.

Credit: The Value of the State Government Affairs Department

Location: Sands 405 - 406



AGENDA

THURSDAY JUNE 27

11:30 AM - 12:30 PM

General Session: Partner Organization Pecha Kucha

Pecha Kucha is the presentation style of 20 slides shown for twenty seconds each (roughly 6 minutes.) This orchestrated entertaining presentation style not only will ensure you learn about a myriad of organizations during this session but will have you walking away interested to learn more.

Organizations: American Legislative Exchange Council
The Council of State Governments
Democratic Legislative Campaign Committee
National Conference of State Legislatures
Women In Government

Credit: Understanding National, State and Local Government Organizations

Location: Sands 401 - 404

12:45 PM - 2:30 PM

Lunch and General Session: The Path to AG - State Legislator to AG

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. Hear how AG Aaron Ford navigated his path to AG and strategies for a successful relationship for you and your organization with an AG office.

Speaker: Attorney General Aaron Ford (NV)

Location: Sands 401 - 404

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.

Speaker: Carol Laham, Wiley Rein, LLC

Credit: State Lobbying Compliance

Location: Sands 303-305

AGENDA

THURSDAY JUNE 27

2:45 PM - 3:45 PM

Concurrent Sessions (2)

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
Location: Sands 405-406

3:30 PM - 4:30 PM

Refreshment Break

Thank you to our sponsor State Farm Insurance Companies.

Location: Sands 401 - 404

3:30 PM - 4:30 PM

Sweet and Salty Break

Create your own afternoon treat, courtesy of break sponsor NCSL.

Location: Sands 405 - 406

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 household names, how do brands and messages break through the noise? Hear from a blogger turned Instagrammer, 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 it's rapidly evolving and what lessons you can take for your organization and your brand.

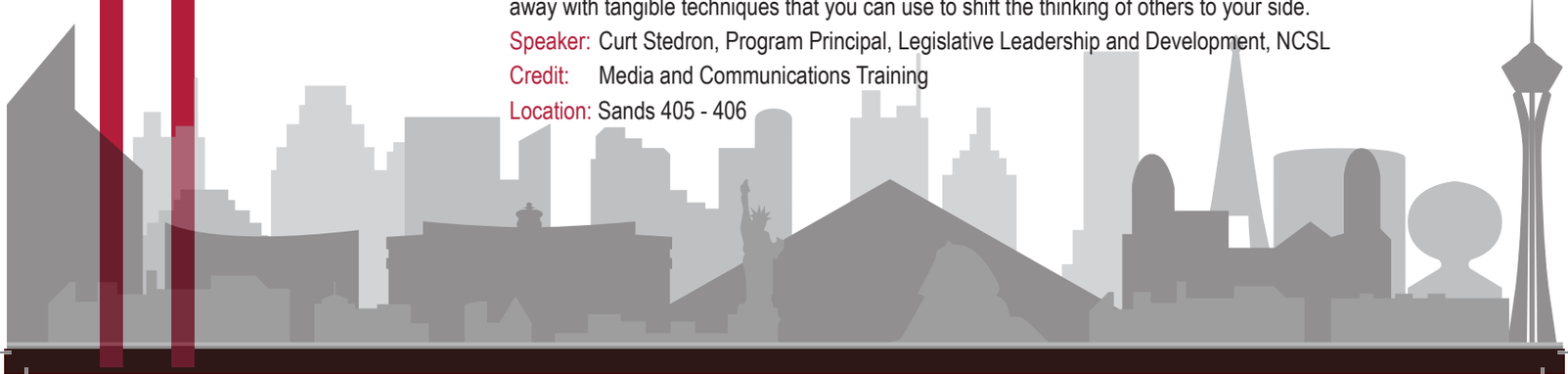
Thank you to our Meet the Author Experience sponsor National Home Builders Assocation.

Speaker: Serena Wolf, Author and Social Media Influencer
Credit: Grassroots and Grass-Tops Advocacy
Location: Sands 303 - 305

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
Location: Sands 405 - 406



AGENDA

THURSDAY JUNE 27

5:00 PM - 6:30 PM

Happy Hour

Join attendees at a casual happy hour before heading to the Beatles LOVE show!

Thank you to our sponsor The Advocacy Group (TAG).

Location: Sands 401 - 402

7:00 PM

Beatles LOVE show

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."

Location: Mirage Hotel

FRIDAY JUNE 28

8:30 AM - 12:00 PM

Registration Desk Open

Location: Sands Expo Center 1st Floor (401-404)

9:30 AM - 10:30 AM

Breakfast and Closing Keynote: The Circus: An Insider's 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

Location: Sands 401 - 404