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 Association.*
*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 - 5:00 PM  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)*
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Description</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM - 9:00 AM</td>
<td><strong>SGAC Leaders’ Policy Conference Committee Breakfast Meeting</strong></td>
<td>Join us in planning the 2019 Leaders’ Policy Conference. Breakfast is provided for participants.</td>
<td>Sands 405</td>
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<tr>
<td>9:00 AM - 10:00 AM</td>
<td><strong>General Session: Ethical Decision-Making</strong></td>
<td>Take a deeper dive into understanding the logical steps one takes in making choices and decisions.</td>
<td>Sands 401 - 404</td>
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<td>10:00 AM - 11:00 AM</td>
<td><strong>Refreshment Break</strong></td>
<td>Thank you to our sponsor State Farm Insurance Companies.</td>
<td>Sands 401 - 404</td>
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<td>10:15 AM - 11:15 AM</td>
<td><strong>Concurrent Sessions (2)</strong></td>
<td><strong>01. Moving on Up: From GR to CEO</strong> 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.</td>
<td>Sands 303 - 305</td>
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<td></td>
<td><strong>02. Diversity Hiring/Recruitment</strong></td>
<td>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?</td>
<td>Sands 405 - 406</td>
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**Thank you to our notebook sponsor Mary Kay Inc.**

**Speaker:** Marianne Jennings, Professor Emeritus, Arizona State University

**Credit:** Ethics and Ethical Leadership

**Thank you to our sponsor State Farm Insurance Companies.**

**Speaker:** Dr. Shannon Portillo, Associate Professor, School of Public Affairs and Administration, U. of Kansas

**Credit:** The Value of the State Government Affairs Department
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
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

Refreshment Break

Thank you to our sponsor State Farm Insurance Companies.

Location: Sands 401 - 404

Sweet and Salty Break

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

Location: Sands 405 - 406

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 Association.

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
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