



SGAC National Summit Agenda

Savannah, Georgia

JW Marriott Plant Riverside District

May 6th - 8th

Wednesday, May 6th

10:00 am - 5:00 pm - Registration Opens

11:00 am - 2:30 pm - Advanced Certificate Session- Leading a High-Value Government Affairs

Function: The Executive Diagnostic

- *Speaker: Lisa Steelman, Strategist, GovStrat*

(SGAC members that have graduated from the Professional Certificate Program may register for this session)

11:00 am - 2:00 pm - Complimentary Headshots

1:00 pm - 2:00 pm - First Time/New Member Reception

2:30 pm - 3:45 pm - **General Session:**

What Government Affairs Can Learn from the Most Trusted Brand in Sports

- *Speakers: Sean Connor, Sr. Director of Government Affairs, Lowe's & Mayor Van Johnson, Savannah, GA*
 - *Competency: Strategic Stakeholder Management in Government Affairs*

3:45 pm - 4:00 pm - Break

4:00 pm - 5:00 pm - **Concurrent Breakout Sessions:**

Communicating Complex Policy: The 8 Second Rule

- *Speaker: Lisa Miller, Founder, Friday Reporter Public Affairs*
 - *Competency: Effective Advocacy Communication*

Managing the Outside Team: Firms, Associations, and Grassroots Consultants

- *Speakers: Sean Keefer, Vice President, Government Relations, Ecolab & Kara Stewart, Director, Strategy and Operations, Bristol Myers Squibb*
 - *Competency: Strategic Stakeholder Management*

5:00 pm - 6:30 pm - "Southern Welcome" Opening Reception - **Sponsored by NCSL & CSG!**

6:30 pm - Dine Arounds

8:00 am - 5:00 pm - Registration Opens

8:00 am - 9:00 am - Breakfast - ***Sponsored by Salesforce!***

8:00 am - 9:00 am - Headshots

8:45 am - 9:45 am - General Session: **Meet with Success: Evidence-Based Ways to Create Effective, Engaging, and Inclusive Meetings**

- *Speaker: Steven Rogelberg, Author, "Glad We Met".*
 - *Competency: Leading a State Government Affairs Department*

9:45 am - 10:00 am - Break

10:00 am - 11:00 am - Concurrent Breakout Sessions:

The Unofficial Leader: Building Power and Credibility in SGA

- *Speakers: Cathy DeWitt, Southwest Regional Manager, GM & Rep. Kalan Haywood, Wisconsin & Amber Benzon, Founder, Entresol Strategies*
- *Moderator: Jerry Joyeux, Associate, U.S. Government Affairs, Cenovous*
 - *Competency: Leading a State Government Affairs Department*

AI in Action: Hands-On Tools for State Government Affairs

- *Speakers: TBD*
 - *Competency: Leading a State Government Affairs Department*

11:00 am - 11:15 am - Break

11:15 am - 12:45pm - General Session: **Innovation | Disruption | Transformation**

- *Speaker: Pascal Finette, Co-Founder and Chief Heretic, radical*
 - *Competency: Developing a Proactive Advocacy Agenda*

12:45 pm - 2:00 pm - Committee Meetings - *Participation is open to all and lunch will be provided*

- *Communications Committee/ Education and Training Committee*
- *Membership Committee/Young Professionals Committee*

2:30 pm - 3:30 pm - Concurrent Breakout Sessions:

Inside the Polls: How to Read, Question, and Actually Use Political Data

- *Speakers: Greg Giroux, Senior Reporter, Bloomberg Government & Mike Noble, Founder & CEO, Noble Predictive Insights*
 - *Competency: State Policy Foresight and Legislative Analysis*

Turning Policy Wins into Organization Value

- *Competency: Foundation and Impact of State Advocacy*

3:30 am - 3:45 am - Break

3:45 pm - 4:45 pm - General Session: **Mattering: The Powerful Secret Connection**

- *Speaker: Jennifer B. Wallace, Award Winning Journalist and Author*
 - *Competency: Including Equity and Opportunity in Your Lobbying Efforts*

4:45 pm - 5:45 pm - Happy Hour!

6:00 pm - Evening Free

Friday, May 8th

8:00 am - 9:00 am - Leaders' Policy Conference Committee Meeting with Breakfast

8:00 am - 9:00 am - Breakfast

9:15 am - 10:15 am - Concurrent Breakout Sessions:

Answer Engine Optimization (AEO/GEO): Influencing AI-Generated Policy Narratives

- *Speaker: TBD*
 - *Competency: Strategic Technology Integration in SGA*

From Regional to National: Scaling Your Government Affairs Role

- *Speakers: Dex Battista, Director, Global Government Affairs, Magna*
- *Ninia Linero, Executive Director, Illinois and the Midwest, TechNet*
- *Marvin Yates, Vice President, Strategic Government Relations, MultiState*
 - *Competency: Developing a Proactive Advocacy Agenda*

10:15 am - 10:30 am - Break

10:30 am - 11:30 am - Closing General Session: **The Advocacy Playbook: LIVE**

- *Host: Sabina Nussipov, State Public Policy Lead, Western Region, BLOCK*
- *Contestants:*
- *Kyle Alexandre, VP, State Government Relations, ELFA*
- *Rose Feliciano, Executive Director, Washington & the Northwest, TechNet*
- *Susan Lipper, Director, State Government Affairs, T-Mobile*
- *Robbie McLuckie, Director, State & Local Government Affairs, Eastern Region, Consumer Healthcare Products Association*
- *Brenda Snyder, Lead Director, State Government Affairs, CVS Health*
 - *Competency: Foundation & Impact of State Advocacy*

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