



WEDNESDAY 03.29

12:00 PM - 5:00 PM

Registration Desk Open (*Thank you to our sponsors: Adams and Reese, and Quorum.*)

Location: Lafayette Ballroom Foyer

1:00 PM - 3:00 PM

Advanced Certificate Session: Strategic Relationship Plan

(*Open to all graduates of the Professional Certificate Program.*)

Credit: Advocacy

Speaker: Pete Slone, Sr. Vice President, Public Affairs, McKesson Corporation

Location: Evangeline

2:00 PM - 3:00 PM

New Members/First Time Attendees Meet & Greet: Gather with new members/first time attendees and introduce yourself to your "meeting buddy."

Location: Vermillion

3:00 PM - 4:00 PM

Welcome Beverages (*Thank you to our sponsor: International Paper.*)

3:30 PM - 4:00 PM

Welcome Remarks

Speakers: Beth Loudy, SGAC Executive Director

Speaker Pro Tempore Walt Leger, Louisiana House of Representatives

Donna Gehlhaart, SGAC President, International Paper

Terra McClelland, National Summit Chair, Benevis, LLC.

Location: Lafayette Ballroom

4:00 PM - 5:00 PM

Opening Keynote: James Carville Looks at Politics

There's nobody in politics like James Carville. Offering bombastic, enthusiastic, shoot-from-the-hip, no-holds-barred political commentary combined with a quick wit and a Southern drawl, the "Ragin' Cajun" is one of the most recognizable figures in politics. Join us as he shares his perspective on the present day political arena.

Speaker: James Carville

Location: Lafayette Ballroom

6:00 PM - 7:00 PM

Big Easy Reception: Hors d'oeuvres and drinks will be served in the beautiful courtyard off the main lobby. Stop by and network before heading out for dinner on your own in New Orleans. (*Thank you to our sponsors: CSG, NCSL, NGA.*)

Location: Courtyard, 3rd Floor

THURSDAY 03.30

7:00 AM - 5:00 PM

Registration Desk Open

Location: Lafayette Ballroom Foyer

7:30 AM - 8:30 AM

SGAC Leaders' Policy Conference Committee Meeting

(*Thank you to our sponsor: State Farm Insurance Companies.*) Breakfast is provided for committee meeting participants. There will be a raffle for participants generously provided by Philips.

Location: LaSalle

8:00 AM - 9:00 AM

Coffee and Beignets (*Thank you to our sponsor: Lilly.*)

8:30 AM - 10:00 AM

General Session: Town Hall - Getting the Most Out of Your SGAC Membership

(*SGAC members only section*) SGAC wants to hear from you! Malcom Chapman will guide members using Open Space Technology. The process sets the perimeters for all voices and ideas to emerge using four principles, one law and a process to harvest rich discussion. Come give feedback about your SGAC membership and help shape the future for your organization!

Facilitator: Malcom Chapman, President, The Chapman Group

Location: Lafayette Ballroom



THURSDAY 03.30 (cont.)

10:00 AM - 11:00 AM Beverage Break (Thank you to our sponsor: Google.)

10:15 AM - 11:15 AM Concurrent Sessions (2)

1. Real Time Challenges, Real Time Answers

Lobbying and Ethics laws are immensely complex. With limitless scenarios, it can be overwhelming figuring out what applies to your situation. Come join this interactive session steered by members and hear the answers to helpful what if's. What if you have outside lobbyists and no in-house lobbyists in the states? Can you give that gift? Do your actions qualify you as a lobbyist? Ask/hear a knowledgeable panel answer questions that could keep you up at night. Get the inside perspective, the lawyer's perspective, and the former regulator's perspective on how to navigate black, white, and grey areas.

Credit: Compliance

Speakers: Jonathan Becker, Former Admin. Ethics & Accountability, WI Gov. Accountability Board
Carol Laham, Partner, Wiley Rein LLP
Michael Thompson, Sr. Vice President, Gov't. Affairs, Personal Care Products Council

Moderator: Elizabeth Bartz, Founder, President and CEO, State and Federal Communications, Inc.

Location: Broadmoor

2. Executive Engagement

Securing CEO and Sr. Management support for your government affairs function and its activities is a key tactic for advancing policy initiatives and exhibiting the value of your department. This session will focus on tools and methods for securing executive buy-in for government affairs' activity; obtaining high-level support and engagement from top executives; detailing relationship mapping between executives and elected and appointed officials, and developing methods for reporting positive outcomes achieved through executive engagement within your organization.

Credit: *Managing a State Government Affairs Department*

Speakers: George Cook, Regional Director, Government Affairs, Toyota Motor North America, Inc.
Steve Duke, Executive Dir. & General Counsel, Louisiana Manufactured Housing Assoc.
Paul Misener, Vice President, Global Innovation Policy and Communications, Amazon

Location: Fountainbleau

11:30 AM - 12:30 PM **General Session: White House Intergovernmental Affairs**

The Office of Intergovernmental Affairs is responsible for building relationships state, county, local, and tribal officials. Hear from President George W. Bush's Director of White House Intergovernmental Affairs, Ruben Barrales as he shares what the relationship between State Government Affairs and the White House looks like.

Credit: *Lobbying 101*

Speaker: Ruben Barrales, President & CEO, GROW Elect, Former Dir. of White House Intergovernmental Affairs under President George W. Bush

Location: Lafayette Ballroom

12:30 PM - 2:30 PM **Lunch & Philanthropic Activity:** Take time out of your day to help stuff backpacks for The New Orleans Mission. (Thank you to our sponsors: Philips, Amway, Mary Kay, Walmart and Benevis, LLC.)

Location: Salon 1

2:45 AM - 3:45 PM **Beverage Break & King Cake**
(Thank you to our sponsor: Lilly.)





THURSDAY 03.30 (cont.)

2:45 PM - 3:45 PM Concurrent Sessions (2)

1. Shall We Dance? Media & The Legislative Advocacy Campaign

Successfully and proactively passing legislation takes planning and does not happen on a whim. This effort includes the identification and rallying of supporters, collaborating with a sponsoring legislator, lobbying, and media interactions. Learn how to engage each resource in order to put your best foot forward at successfully influencing the ultimate outcome.

Credit: *Mounting a National Advocacy Campaign*

Speakers: Rodney Braxton, President, Southern Strategy Group

Dan Gage, Sr. Dir. Comm. & Public Affairs, Alliance of Automobile Manufacturers

Moderator: Emory Wilkerson, Assoc. General Counsel, State Farm Insurance

Location: Broadmoor

2. Marrying the PAC and Lobbying Worlds

Political Action Committees and lobbying may be often thought of as synonymous but the reality is not only are they two separate efforts but they often don't even coordinate. Learn how PACs and lobbyists can work together to maximize PACs internal exposure and leverage its political power when meeting with elected officials and attending fundraisers.

Credit: *Political Action Committees*

Speakers: Meaghan Killion Joyce, Political Affairs Manager, International Paper

Hannah Wesolowski, Assoc. Director, Political Engagement, Public Affairs Council

Moderator: Rebekah Kay, Director, Political Affairs, Vistra Energy

Location: Fountainbleau

4:00 PM - 5:00 PM **Breakout Session: Public Speaking Roundtables** (*same training in all rooms*)

Everyone could benefit from on-camera media training, whether they are already confident or new to the skill. Join media training experts as they share tips and strategies to convey your message clearly and concisely.

Credit: *Media/Communication Training*

Speakers: Caitlin Hayden, Exec. V.P. & Group Dir., Media Services & Strategies, Edelman

Arlen Valdivia, Sr. Account Supervisor, Integrated Advocacy Group, Edelman

Location: Evangeline and LaSalle

5:30 PM - 6:00 PM Second Line Kick Off

Take a casual under a mile stroll to dinner and networking!

Location: Gallery Foyer, 1st Floor

6:30 PM - 9:30 PM Dinner and Entertainment at Pat O's on the River

(*Thank you to our sponsors: International Paper, LexisNexis State Net, and T Mobile.*)



FRIDAY 03.31

8:00 AM - 12:00 PM Information Desk Open
Location: Lafayette Ballroom Foyer

9:00 AM - 10:00 AM **Breakfast and General Session: Determining the Metrics of your Department**
(Thank you to our sponsor: Mary Kay.)
Showing & understanding the value of what you bring to the table is important. Learn tips for how to measure value the right way, a critical need for any SGA department!
Credit: *Showing the Value of the SGA Department*
Speaker: Sheree Anne Kelly, Vice President, Public Affairs Council
Location: Lafayette Ballroom
SGAC Announcement: Road Warriors Awards

10:00 AM - 11:00 AM **Beverage Break with Beignets** *(Thank you to our sponsor: Lilly.)*

10:15 AM - 11:15 PM **Concurrent Sessions (2)**

1. Managing Coalitions

Nothing moves the needle more than an alliance made up of businesses, trade associations, organizations, and individuals partnering or working together for a common cause. Coalitions can make or break legislative reform. Learn about case studies of cross-disciplinary coalitions leading to successful movements to pass or defeat legislation.

Credit: *Building and Managing Coalitions*

Speakers: Brian Bennett, Attorney, Manager, Government Relations, Direct Selling Association
Allison Fleming, Dir. NE, State & Local Gov't. Relations, Hewlett Packard Enterprise Co.
Ellen B. Marshall, Principal, Marshall & Company

Moderator: Maureen Riehl, Principal and Counsel, Multistate Associates Inc.

Location: Broadmoor

2. Statewide Ballot Initiatives: How to Effectively Engage for Your Company or Assoc., and How to Manage a Yes or No Campaign

There is a good chance during your career you'll encounter some or many state and local ballot initiatives which impact your business. Twenty four states have a form of statewide initiatives available to voters, all differing with their processes and how to support or oppose them leading up to election day. Explore how initiatives are different from referenda or recalls, what it is like to fight a measure in different states and common strategies that state and local professionals can use in dealing with these initiatives. Issues and questions will be discussed by a panel of experts regarding tools of running proactive and defensive ballot campaigns.

Credit: *Legislative Process*

Speakers: Eric Berger, Senior Director, Public Affairs, Walmart Stores Inc.
Andrew Bleeker, President & Founder, Bully Pulpit Interactive
Randy L. Steinman, President, R.L. Steinman & Associates, Inc.

Moderator: Ab Basu, Founder & Managing Partner, States Strategies

Location: Fountainbleau

11:30 AM - 12:30 PM **Closing General Session: How Political & Cultural Trends will Impact Your Business & Public Policy**

Scott Rasmussen has spent a lifetime crunching the numbers and analyzing the trends that affect our world. Join as he shares his insight into data and themes, in both an understandable and memorable way.

Credit: *Legislative Trends*

Speaker: Scott Rasmussen, President, Rasmussen Media Group
Founder of Rasmussen Reports, and Co-Founder of ESPN

Location: Lafayette Ballroom

MAKE SURE TO TURN IN YOUR TRACKING CARD & THE CONFERENCE EVALUATIONS FOUND ON YOUR SEAT. PLEASE HAND TO A SGAC STAFF MEMBER OR TURN IN AT THE REGISTRATION DESK.