



# NATIONAL SUMMIT

@ THE RITZ-CARLTON

# MARCH 29 30 31

## WEDNESDAY 03.29

12:00 PM - 5:00 PM	Registration Desk Open
1:00 PM - 3:00 PM	Advanced Certificate Session
2:30 PM - 3:30 PM	Meet & Greet for New Members/First Time Attendees
3:30 PM - 5:00 PM	Opening Remarks, Keynote Speaker James Carville <b>Location:</b> Lafayette Ballroom
6:00 PM - 7:00 PM	Welcome Reception <b>Location:</b> Courtyard

## THURSDAY 03.30

7:00 AM - 5:00 PM	Registration Desk Open
7:30 AM - 9:00 AM	SGAC Committee Meeting Breakfast
9:00 AM - 10:00 AM	General Session: Town Hall-Getting the Most out of your SGAC Membership <b>Facilitator:</b> <i>Malcom Chapman, President, The Chapman Group</i> <b>Location:</b> Lafayette Ballroom
10:15 AM - 11:15 PM	Concurrent Sessions (2)

1. Real Time Challenges, Real Time Answers\*  
**Credit:** *Lobbying 101*  
**Location:** Broadmoor
2. Executive Engagement\*  
**Credit:** *Managing a State Government Affairs Department*  
**Location:** Fountainbleau

11:30 AM - 12:30 PM	General Session: White House Intergovernmental Affairs <b>Location:</b> Lafayette Ballroom
12:30 PM - 2:30 PM	Lunch (philanthropic activity)

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THURSDAY 03.30 (cont.)

2:45 PM - 3:45 PM

Concurrent Sessions (2)

1. Media and The Legislative Campaign\*  
**Credit:** *Mounting a National Advocacy Campaign*  
**Location:** Broadmoor
2. Marrying the PAC and Lobbying Worlds\*  
**Credit:** *Political Action Committees*  
**Location:** Fountainbleau

4:00 PM - 5:00 PM

Public Speaking Roundtables\* (same training in all rooms)

**Credit:** *Media/Communication Training*

**Location:** Evangeline, LaSalle and Orleans

5:30 PM - 6:00 PM

Second Line Kick Off

**Location:** First Floor Courtyard

6:00 PM - 9:00 PM

Dinner at Pat O's on the River

FRIDAY 03.31

8:00 AM - 12:00 PM

Registration Desk Open

9:00 AM - 10:00 AM

Breakfast & General Session: Determining the Metrics of Your Department

**Location:** Lafayette Ballroom

10:15 AM - 11:15 PM

Concurrent Sessions (2)

1. Managing Coalitions\*  
**Credit:** *Building and Managing Coalitions*  
**Location:** Broadmoor
2. Ballot Measures\*  
**Credit:** *Legislative Process*  
**Location:** Fountainbleau

11:30 AM - 12:30 PM

Closing General Session\* Frank Abagnale (invited)

**Credit:** *Ethics/Ethical Leadership*

**Location:** Lafayette Ballroom