



STATE GOVERNMENT
AFFAIRS COUNCIL

CHANGING the Game in Advocacy

2016 NATIONAL SUMMIT



April 13 – 15, 2016

The Nines Hotel, Portland, Oregon

BADGES MUST BE WORN AT ALL TIMES AND TO ALL EVENTS



WEDNESDAY APRIL 13

9:00AM – 12:00PM

Advanced Certificate Session

LOCATION: Studio

(MUST HAVE COMPLETED THE PROFESSIONAL CERTIFICATE PROGRAM TO PARTICIPATE)

12:00PM – 5:00PM

Registration

LOCATION: Ballroom Prefunction

3:00PM – 5:00PM

OPENING GENERAL SESSION

LOCATION: Culture/Fashion

The Changing Times of the Presidential Debates

SPEAKER: Frank Fahrenkopf, Co-CHAIRMAN, COMMISSION ON PRESIDENTIAL DEBATES

6:00PM – 7:00PM

Opening Reception

LOCATION: Ballroom Prefunction

Enjoy hospitality sponsored by our partner organizations; the National Conference of State Legislatures, The Council of State Governments, and Women In Government.

7:00PM – 9:00PM

Dinner

LOCATION: Design

Join us for some old fashioned fun and games. Bring your appetites and sense of competition. Electronic arcade games, board games, and great food and conversation are SGAC's way to say "Welcome to Portland."



THURSDAY APRIL 14

7:00AM – 12:00PM

Registration

LOCATION: Ballroom Prefunction

7:30AM – 8:30AM

Breakfast Buffet

LOCATION: Ballroom Prefunction

8:30AM – 9:30AM

GENERAL SESSION

LOCATION: Culture/Fashion

Town Hall Session (SGAC MEMBERS ONLY)

This interactive session will provide you with the opportunity to ask questions and engage with leadership and other members. We will be using the results of our membership survey as a springboard and diving deeper with the use of interactive polling technology. Help shape the future of YOUR organization!

MODERATOR: Malcom Chapman, PRESIDENT AND FOUNDER, THE CHAPMAN GROUP

9:45AM – 10:45AM

GENERAL SESSION Gubernatorial Race Updates

LOCATION: Culture/Fashion

SPEAKERS: Phil Cox, Co-FOUNDER, 50 STATE, FORMER EXECUTIVE DIRECTOR, REPUBLICAN GOVERNORS ASSOCIATION (2011–2014);

Noam Lee, NATIONAL FINANCE DIRECTOR, DEMOCRATIC GOVERNORS ASSOCIATION

11:00AM – 12:00PM

CONCURRENT SESSIONS (2)

1. Clicking with a Cause: Making the Most of Your Online Advocacy Strategies

LOCATION: Gallery

Explore the cutting edge of the integration of online and social media strategies into grassroots and state advocacy initiatives for your organization. Learn more about how online advocacy strategies can add to your government relations efforts and what technology you might utilize in the growing world of social media and mobile technology.

CREDIT: Grassroots Lobbying

MODERATOR: Luke Rollins, RELX, Inc.

SPEAKER: Melissa Horn, MANAGER OF ONLINE ADVOCACY WITH THE DIVISION OF COMMUNITY & POLITICAL AFFAIRS, NATIONAL ASSOCIATION OF REALTORS

2. Transforming Advocacy

LOCATION: Studio

The policy environment is ever changing. Hear from experts on how to connect with officials at the local, state, and federal levels to bring openness and accountability to democracy. Explore effective tools necessary in this changing landscape of diverse interests and learn how to sift through the information to make advocacy easier and promote meaningful change.

CREDIT: Effective Advocacy Tools

MODERATOR: Theresa Flores, MARY KAY, INC.

SPEAKERS: Shari Shapiro, Esq., iVOCATE; Bruce Starr, iCITIZEN

12:15PM – 1:45PM

Lunch & "Backpack Stuffing"

LOCATION: Design

When a hurting person goes to the Portland Rescue Mission there is more to them than homelessness and addiction. There is often a story of trauma or loss that has left them unable to cope with daily life. Join us for a group activity as we stuff backpacks with items needed for giving hope and restoring life. A boxed lunch will be provided to those who participate in the activity.



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2:00PM – 3:00PM CONCURRENT SESSIONS (2)

1. How Local Governments Play at the State Level

LOCATION: Gallery

Local government is at the core of issues like public safety, community health, and transportation and infrastructure. Leaders recognize growth in these issues, along with economic opportunity, environmental integrity, and societal equity, are the foundation for a better quality of life. Join leaders from cities and counties as they highlight how local government impacts the state legislatures when things aren't seen eye to eye.

CREDIT: Understanding National, State, and Local Organizations

MODERATOR: Jennifer Seelig, DIRECTOR, COMMUNITY RELATIONS, CITY OF SALT LAKE CITY, UT

SPEAKERS: Valerie Brown, COMMISSIONER – SONOMA COUNTY, CA; Denny Doyle, MAYOR – BEAVERTON, OR

2. Evolutionary Technology and Data Transparency

LOCATION: Studio

Explore the new frontiers of regulations and how they impact the increasing regulatory complexity. What is the need for machine learning, natural language processing and open data standards? And what are the implications of these new technologies on other parts of business and the evolving openness of big data and government?

CREDIT: Tracking and Analyzing Legislation

MODERATOR: Michael Kandel, SENIOR BUSINESS DEVELOPMENT ASSOCIATE, FISCALNOTE

SPEAKER: Tim Hwang, CEO, FISCALNOTE

3:15PM – 4:15PM CONCURRENT SESSIONS (2)

1. The Ever Changing New Media Landscape and its Influence on Politics

LOCATION: Gallery

Technology and the Digital world have completely changed the way we look at elections, politics and campaign strategies in general. Hear from 3 experts in the field on real world applications and emerging trends we have seen so far during the 2016 election season, and what all this means going forward for politics and issue advocacy at the state level.

CREDIT: Media and Communications

MODERATOR: Amy Hill, SENIOR DIRECTOR, PUBLIC AFFAIRS & GOVERNMENT RELATIONS, WALMART STORES, INC.

SPEAKERS: Aaron Bernstein, SENIOR DIRECTOR, INSIGHTS & ADVOCACY, WALMART STORES, INC.;

Don Seymour Jr., U.S. POLITICS & GOVERNMENT OUTREACH MANAGER, FACEBOOK; Zach Wineberg, ACCOUNT EXECUTIVE, GOOGLE

2. A Day in the Life of a Pollster

LOCATION: Studio

Polling is defined as a sampling or collection of opinions on a subject, taken from either a selected or a random group of persons, for the purpose of analysis. Whether it's privatizing liquor sales, establishing charter schools or fighting intrusive regulatory proposals, polling plays an important role in your strategies. Explore the tools of the trade to help you shape and frame your message.

CREDIT: Effective Advocacy Tools

MODERATOR: Jacqueline Clark, ASH GROVE CEMENT COMPANY

SPEAKER: Bob Moore, PRINCIPAL, MOORE INFORMATION

4:30PM – 5:30PM GENERAL SESSION

Principles of Effective Public Speaking

LOCATION: Culture/Fashion

CREDIT: Media and Communications

SPEAKER: Trond Jacobsen

6:00PM – 8:00PM

Dinner – Off Site

Get on the bus for a short ride as we head to an urban winery. Heavy appetizers paired with Oregon's best wines are sure to be a tasting delight. Beer and non-alcoholic beverages will also be available. And make sure to try the dessert pairings with Portland's own Voodoo Donuts!



FRIDAY

APRIL 15

7:30AM – 8:45AM

SGAC Committee Meeting

LOCATION: Gallery

Leaders' Policy Conference & Public Sector Outreach Committees

BREAKFAST WILL BE PROVIDED TO THOSE WHO ATTEND.

9:00AM – 10:00AM

CLOSING GENERAL SESSION

LOCATION: Culture/Fashion

"The Points Guy" Making the Most Out of Your Award Programs

As you get ready to embark on your travels home, learn how to maximize your travel experiences from "The Points Guy" and hear his travel hacks.

SPEAKER: Brian Kelly, THE POINTS GUY