

REIMAGINING DISRUPTION 2018

CONFERENCE AGENDA

THURSDAY, MARCH 1

Conference Registration

MARVIN CENTER, 3RD FLOOR | 8:15-8:45 AM

Welcome Breakfast: *Restoring Sportsmanship to Politics*

MARVIN CENTER, GRAND BALLROOM | 8:45-10:15 AM

SPEAKERS: Former Representative **Tom McMillen** and Former Representative **Heath Shuler**

MODERATOR: **Major Garrett**, Chief White House Correspondent for CBS News

Topical Panel Sessions

MARVIN CENTER, 3RD FLOOR | 10:30-11:45 AM

- **Track A, Room 301:** Political Process, Rules, and Reform: *Campaign Finance and House Politics: Before and After BCRA*

Moderator: **Dr. Steve Billet**, Legislative Affairs Director, GSPM

Panelists: **Tony Coelho**, Former U.S. Representative
John Feehery, Partner, EFB Advocacy
Bob Inglis, Former U.S. Representative
Al Wynn, Former U.S. Representative

- **Track B, Room 307:** Digital Innovations Disrupting Today's Politics: *The #MeToo Movement: PEORIA Project Findings and Perspectives on Its Impact*

Moderator: **Dr. Michael Cornfield**, Research Director, GSPM

Panelists: **Dr. Michael Cohen**, Political Management Director, GSPM
Mitzi Emrich, Digital Media Strategist, Sirius XM Radio Inc.
Kathryn Schubert, President, Women in Government Relations

- **Track C, Room 308:** Communications, Messaging, and Discourse: *Building Your Brand and Engendering Trust*

Moderator: GSPM Adjunct Prof.

Sue Zoldak, Founder, Zoldak Agency

Panelists: **Bruce Haynes**, Managing Partner, Purple Strategies
Dr. Carl Marci, Chief Neuroscientist, Nielsen
Jerry Olszewski, Managing Director, Ketchum Washington, D.C.
Leigh Ann Pusey, Senior Vice President, Eli Lilly and Company



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The Frank J. Fahrenkopf and Charles T. Manatt Lecture and Lunch: *Making the Senate Work*

MARVIN CENTER, GRAND BALLROOM | 12:00-1:30 PM

SPEAKERS: Former Senator **Tom Daschle**;
Former Senator **Mary Landrieu**;
Senator Trent Lott; and Former Senator
Olympia Snowe

MODERATOR: **Bill Press**, Talk Show Host
and former Executive Director of the
California Democratic Party

Incubator Sessions

MARVIN CENTER, 3RD FLOOR | 1:45-3:15 PM

- **Track A, Room 301:** Political Process, Rules, and Reform: *Rethinking Presidential Campaigns in the Social Media Age*

Moderator: **Dr. Michael Cornfield**,
Research Director, GSPM

Panelists: **Janet Brown**, Executive
Director, Commission on Presidential Debates
Frank Fahrenkopf, Co-Chairman,
Commission on Presidential Debates
Crystal Patterson, Government & Politics
Manager, Facebook
W. Taylor Reveley IV, President,
Longwood University

- **Track B, Room 307:** Digital Innovations
Disrupting Today's Politics: *Using
Advocacy Platforms, Imagining New
Applications*

Moderator: **Megan McCoskey**, Advocacy
Product Director, CQ

Panelists: **Patrick Thornton**, Senior
Director of User Experience, CQ
Dan Horowitz – Senior Director, Advocacy
& Campaigns, LinkedIn
Alan Rosenblatt, Director of Digital
Research, Lake Research Partners

- **Track C, Room 308:** Communications,
Messaging, and Discourse: *What Can
Public Affairs and Public Relations Do
About Civility?*

Moderator: **Prof. Chris Bender**, Vice
President, Public Affairs Council

Panelists: **John Buckley**, CEO,
Subject Matter
Robert Hoopes, President, Vex Global
Lance Morgan, Chief Communications
Strategist, Weber Shandwick
Juan Penalosa, Senior Vice President,
Mercury Public Affairs



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THURSDAY, MARCH 1

Topical Panel Sessions

MARVIN CENTER, 3RD FLOOR | 3:30-4:45 PM

- ▶ **Track A, Room 301:** Political Process, Rules, and Reform: *Cultivating Civility and Fostering Bipartisanship: Perspectives from Members on Possible Reforms*

Moderator: **Dan Maffei**, Former U.S. Representative

Panelists: **Glenn Nye**, Former U.S. Representative
Cliff Stearns, Former U.S. Representative

- ▶ **Track B, Room 307:** Digital Innovations Disrupting Today's Politics: *Learning Digital Advocacy: Case Studies and Best Practices*

Moderator: **Ann Dermody**, Advocacy Director of Content, CQ Advocacy/Roll Call

Panelists: **Eileen Campbell**, National Director Advocacy, International Justice Mission
Joe Franco, Vice President of Grassroots, Leading Age
Alden Knowlton, Director of Political Affairs, Mortgage Bankers Assoc.
Wayne Allard, Former Senator, Vice President, Amer. Motorcyclists Assoc.

▶ Track C, Room 308:

Communications, Messaging, and Discourse: *Communicating Positively Around the Globe: Messaging and Public Diplomacy*

Panelists: **Nick Fouriez**, National Politics Reporter, OZY.com
Aaron Guiterman, EVP, Edelman Public Affairs
Pam Jenkins, President, Global Public Affairs, Weber Shandwick
S. Michele Nix, Associate Fellow, Geneva Centre for Security Policy
Elizabeth Reicherts, VP, Government Affairs, Siemens

The Richard W. Blackburn Endowed Lecture on Civility and Integrity: *Changing the Conversation: The Future of Public Discourse*

LISNER AUDITORIUM
730 21ST STREET, NW, WASHINGTON, D.C.
6:15-8:00 PM

SPEAKERS: **Charlotte Blank**, Chief Behavioral Officer at Maritz;
Derrick Johnson, President of the NAACP; **Mark Penn**, President and Founder of Stagwell; and
Mitchell Semel, Founder of Semel Media

MODERATOR: **Dr. Lara M. Brown**, GSPM Director



REIMAGINING DISRUPTION 2018

CONFERENCE AGENDA

FRIDAY, MARCH 2

Industry Networking Breakfast Featuring GSPM Alumni

MARVIN CENTER, GRAND BALLROOM | 9:15-10:15 AM

FEATURED ALUMNI

Gaston Araoz-Riveros

Regional Director, Manassas Office, Senator Tim Kaine, Political Management, 2010

Jesse Barba

Vice President, Federal Government Affairs, Cassidy + Associates, Legislative Affairs, 2017

David Bauer

Attorney and Manager, Government Affairs, Hyundai Motors Cos., Political Management, 2006

Chris Bender

President, Public Affairs Council, Political Management, 2001

Beth Breeding

Deputy Chief of Staff, Rep. Goodlatte, Political Management, 2010

Liz Brown

Legislative Director, Congresswoman Kathy Castor, Political Management, 2008

Maggie Bush

Director of Programs, League of Women Voters, Political Management, 2007

Etta Carter

Communications Coordinator, Consumer Healthcare Products Association, Strategic Public Relations, 2015

David Ceasar

Deputy Director, Summit Logistics, U.S. Department of State, Political Management, 2008

Kevin Coroneos

Senior Account Executive, Edelman Public Affairs, Political Management, 2016

Brooke Cranford

Community Relations, U.S. Department of State, Political Management, 2017

Crystal Ebert

Deputy Digital Director, Democratic Congressional Campaign Committee, Political Management, 2014

Ed Elfmann

Senior Vice President, American Bankers Association, Political Management, 2011

Karina Erickson

Press Secretary, Congressman Ted Poe, Political Management, 2016

Ben Fallon

Deputy Director, Office of Legislative Affairs, Office of National Security, Political Management, 1998

Tegan Gelfand

Director, Policy + Regulatory Affairs, CVS Health, Legislative Affairs, 2011

Jim Green

Account Lead, Candidates + Caucus, Cento, Legislative Affairs, 2011



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CONFERENCE AGENDA

FRIDAY, MARCH 2

Bruce Harvie

Senior Manager, Prevail Strategies, Political Management, 2003

Jamie Hennigan

Vice President, National Association of Manufacturers, Strategic Public Relations, 2015

Dee Janovsky

Director, Political Affairs, Phillips 66, Legislative Affairs, 2008

Darrin Kayser

Energy Communications Professional, Booz Allen Hamilton, Political Management, 2000

Desiree Kennedy

Washington Representative, Health Policy + Government Affairs, Political Management, 2016

Ash Latimer

Communications Specialist, International Brotherhood of Teamsters, Strategic Public Relations, 2015

Brittany Mabry

Program Analyst, U.S. Department of Homeland Security, Legislative Affairs, 2010

Kerry Moore

CEO Communications, Defense, Space + Security, Boeing, Strategic Public Relations, 2013

Kip Patrick

Senior Director, Global Communications, UN Foundation, Political Management, 2010

Cecelia Prewett

Managing Director, SKDKnickerbocker, Political Management, 1997

Liz Reicherts

Vice President, Government Affairs, Siemens Corp., Political Management, 2000

Danielle Serratore

Manager, EY, Political Management, 2009

Tremayne Smith

Special Assistant, Congressman Butterfield, Political Management, 2017

Lynn Stinson

Vice President, Banner Public Affairs, Political Management, 2010

Lora Strine

EPA, Environmental and Energy Policy Advisor Specializing in Stakeholder Engagement and Educational Resources, Political Management, 1998

Elise Traub

Advisor to the SVP, State and Local Engagement, AARP, Political Management, 2015

Michael Voyles

Business Process Consultant, Booz Allen Hamilton, Political Management, 2016

Kayt Wahlert

Acting Chief of Staff, US DOE, EERE Office of Strategic Programs, Legislative Affairs, 2012

Mindfulness Workshop:**Taking Civility to the Next Level**

MARVIN CENTER, GRAND BALLROOM | 10:30-11:45 AM

MODERATOR: **Frieda Edgette**, Professor at the Graduate School of Political Management; Founder and Principal of Novos Consulting, LLC, and Courage to Run

