8:30 – 9:00 a.m. Morning Networking Session & Breakfast

9:00 – 9:20 a.m. Plenary: Welcome Remarks  
**Why You Should Run for Public Office**  
Dr. Lara Brown  
Director  
George Washington University Graduate School of Political Management

9:20 – 10:30 a.m. **Building Your Campaign:** This session provides an overview of the key elements of a campaign, including positioning yourself to run for office; campaign organization and developing your campaign plan.  
Liz Chadderdon  
President  
The Chadderdon Group (confirmed)

10:30 – 11:30 a.m. **Public Speaking & Presentation Skills:** This session will introduce you to the skills and attitude that is necessary to persuade voters, face opposition, and speak to the media in a confident, convincing, and cogent manner.  
Deb Sofield  
Executive Speech and Corporate Presentations Coach (confirmed)

11:30 – 12:00 p.m. **Your Digital Reputation:** This session focuses on using social media to further grow your audience, maintain contact with your base and potential voters, and leverage grassroots efforts.  
Crystal Patterson  
Government & Politics Outreach Manager  
Facebook (confirmed)
12:00 – 1:10 p.m. Luncheon Plenary

Laying the Groundwork for Public Life

This session offers advice from women serving as public leaders including learning to raise one’s public profile; leveraging community leadership; types of elected office to consider; working on campaigns and balancing the competing priorities of political and family life.

- Mindy Finn
  (invited)
- Erin Houchin
  State Senator, Indiana (confirmed)
- Kristy Pagan
  State Rep, Michigan (invited)
- LaRuby May
  Councilmember
  Washington DC Ward 8 (confirmed)
- Charniele Herring
  Representative
  Virginia House of Delegates (invited)
- Jennifer Passey
  Councilmember
  City of Fairfax (confirmed)
- Ashley Carter
  Board Member
  DC Board of Education (confirmed)
- Lesley Lopez
  Candidate, Maryland Delegate (invited)

1:15 – 2:30 a.m. Behind Every Successful Woman is a Tribe

Being elected to office takes a tribe of dedicated supporters. A successful candidate needs volunteers to assist in spreading the campaign message to voters, to serve as a trusted advisor and to assist in managing the logistics of running for elected office. Each of our 18 co-sponsors will staff tables allowing participants to network as well as learn about the services they offer.

- Asian Pacific American Institute for Congressional Studies (APAICS)
- Emerge America
- Ignite National
- Independent Women's Forum/Independent Women’s Voice
- National Federation of Republican Women
- Network of enlightened Women (NeW)
- Public Leadership Education Network (PLEN)
- RightNOW Women
- Running Start
- She Should Run
- Veterans Campaign
- VIEW PAC (no table)
- Virginia Leadership Institute: Gaining a Seat at the Political Table
- Vote Run Lead Alums
- WeLead
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:30 – 3:30 p.m.</td>
<td>Campaign Messaging: Every candidate needs a campaign message that is authentic to your values and your community. This session will cover how to develop your message and deliver it with confidence.</td>
<td>China Dickerson</td>
</tr>
<tr>
<td></td>
<td></td>
<td>President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dickerson Strategies (invited)</td>
</tr>
<tr>
<td>3:45 – 5:00 p.m.</td>
<td>Financing Campaigns: Fundraising is one of the most crucial aspects of a campaign. This session covers key components of campaign fundraising including developing a strategy for your campaign; building a donor list and leveraging special events.</td>
<td>Nancy Boeskor</td>
</tr>
<tr>
<td></td>
<td></td>
<td>President</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Nancy Boeskor Co.</td>
</tr>
<tr>
<td>5:00 – 5:30 p.m.</td>
<td>Closing Remarks</td>
<td></td>
</tr>
<tr>
<td>5:30 – 6:30 p.m.</td>
<td>Final Reception</td>
<td></td>
</tr>
</tbody>
</table>