



NALEO National Institute for Newly Elected Officials

**November 20 – 23, 2014
Capital Hilton
Washington, D.C.**

Institute Agenda

Title Sponsor

State Farm®

***Corporate Convener of the NALEO 10th Biennial National Institute for
Newly Elected Officials***

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THURSDAY, NOVEMBER 20, 2014

INSTITUTE REGISTRATION

Coat Check Room, 2nd Floor

7:30 a.m. – 5:00 p.m.

MASTERING THE MEDIA, PART I

CREATING YOUR MESSAGE, AND INTERVIEW AND CAMERA TECHNIQUES

(Optional for registered early arrivals; capacity is limited and an additional fee and prior reservation are required; continental breakfast will be provided)

Continental Breakfast – New York Room, 2nd Floor

Mastering the Media – Mass Room and Ohio Room, 2nd Floor

8:00 a.m. – 12:00 p.m.

- Mr. Edward F. Coghlan, Public and Media Relations Strategy Consultant, JVA Group
- Ms. Janeth Hernández, Latino Public Relations Consultant, JVA Group

NETWORKING LUNCH

(Limited to media training participants only)

Senate Room, 2nd Floor

12:00 – 1:00 p.m.

MASTERING THE MEDIA, PART II

CREATING YOUR MESSAGE, AND INTERVIEW AND CAMERA TECHNIQUES

(Optional for registered early arrivals; capacity is limited and an additional fee and prior reservation are required)

Mastering the Media – Mass Room and Ohio Room, 2nd Floor

1:00 – 4:30 p.m.

- Mr. Edward F. Coghlan, Public and Media Relations Strategy Consultant, JVA Group
- Ms. Janeth Hernández, Latino Public Relations Consultant, JVA Group

FORMAL DINING ETIQUETTE

(Optional for registered early arrivals; capacity is limited and prior reservations are required)

New York Room, 2nd Floor

4:30 – 5:30 p.m.

- Mr. Ronald V. Garcia, Region Manager, Public Affairs, Southern California Edison

A NALEO CELEBRATION OF LEADERSHIP RECEPTION

Opening Reception Supporters: Abbott Nutrition, National Education Association,

Southwest Airlines – Official Airline Sponsor of the NALEO 10th Biennial National Institute for Newly Elected Officials

Opening Reception Donors: JPMorgan Chase & Co., UPS

Congressional Room, 2nd Floor

6:30 – 8:30 p.m.

FRIDAY, NOVEMBER 21, 2014

INSTITUTE REGISTRATION

Coat Check Room, 2nd Floor

7:30 a.m.

BREAKFAST AND GENERAL SESSION

Congressional Room, 2nd Floor

8:00 – 9:30 a.m.

WELCOME REMARKS

- Hon. Pauline Medrano, Dallas County, Texas, Treasurer Elect; Chair, NALEO Educational Fund

NALEO 101 AND LEADERSHIP ROUNDTABLE

Moderator: Mr. Arturo Vargas, Executive Director, NALEO Educational Fund

- Hon. Phyllis Sanchez, Board Member, Pueblo City Schools, Colorado
- Hon. Michele Martinez, Councilmember, City of Santa Ana, California; NALEO Board Member
- Hon. Justin Rodriguez, Texas State Representative;
NALEO and NALEO Educational Fund Board Member
- Hon. Gaddi Vasquez, Senior Vice President, Public Affairs, Southern California Edison;
Board Treasurer, NALEO Educational Fund

BREAK

9:30 – 9:45 a.m.

NALEO EDUCATIONAL FUND BOARD MEETING

Senate Room, 2nd Floor

10:00 a.m. – 1:00 p.m.

JURISDICTIONAL BREAKOUT SESSIONS: HOW DO I GET STARTED?

9:45 – 11:45 a.m.

Together with panelists, National Institute “Mentors” representing your level of public office will cover key areas to consider after your election. These steps include creating your support/sounding board network (kitchen cabinet); setting realistic goals for your first term; navigating the institution; constituency services; staffing (if any); leadership opportunities; working with colleagues; developing your message for your first term; working with the media; and planning for re-election. Mentors will share some of their own mistakes and successes as they entered their first terms of office.

STATE LEGISLATIVE SESSION

Statler A/B Room, 2nd Floor

Session Co-Chairs and Mentors:

Hon. Mara Candelaria Reardon, Indiana State Representative

Hon. Jeffrey Sanchez, Massachusetts State Representative

- Mr. Brian Weberg, Director, Legislative Management Program,
National Conference of State Legislatures (NCSL)

MUNICIPAL/COUNTY SESSION

Federal A Room, 2nd Floor

Session Co-Chairs and Mentors:

Hon. Paul D. López, Councilmember, City and County of Denver, Colorado; NALEO Board Member
Hon. Michele Martinez, Councilmember, City of Santa Ana, California; NALEO Board Member

- Mr. Chris Zapata, City Manager, City of San Leandro, California
- Mr. Guillermo “Bill” Vidal, Former President and CEO, Hispanic Chamber of Commerce of Metro Denver

EDUCATION POLICYMAKERS – NALEO EDUCATION LEADERSHIP INITIATIVE (NELI) SESSION

Federal B Room, 2nd Floor

Session Co-Chairs and Mentors:

Hon. Phyllis Sanchez, Board Member, Pueblo City Schools, Colorado
Hon. John Vargas, Trustee, El Camino College, California

- Dr. Kevin M. Maxwell, Chief Executive Officer, Prince George’s County Public Schools, Maryland
- Ms. Sukhi K. Ahluwali, Senior Counsel, Atkinson, Andelson, Loya, Ruud & Romo

BREAK

11:45 a.m. – 12:00 p.m.

LEADERSHIP LUNCHEON

Congressional Room, 2nd Floor

12:00 – 1:30 p.m.

PRESENTATION: ETHICS – PART I

- Mr. Richard C. Pilger, Director, Election Crimes Branch, Public Integrity Section of Criminal Division, U.S. Department of Justice

BREAK

1:30 – 1:45 p.m.

JURISDICTIONAL BREAKOUT SESSIONS

1:45 – 5:00 p.m. (End time may vary)

Panelists and Mentors will describe how to work within your jurisdictional institution; advance your policy goals through the system; work with the minority/majority; identify key inside and outside players who will help you make decisions; and build community support.

STATE LEGISLATIVE SESSION: UNDERSTANDING THE LEGISLATIVE PROCESS

Statler A/B Room, 2nd Floor

Session Co-Chairs and Mentors:

Hon. Mara Candelaria Reardon, Indiana State Representative
Hon. Jeffrey Sanchez, Massachusetts State Representative

- Mr. Gaspar Laca, Director, Government Relations, GlaxoSmithKline

MUNICIPAL/COUNTY SESSION: POLICYMAKING AND BUREAUCRACY

Federal A Room, 2nd Floor

Session Co-Chairs and Mentors:

Hon. Paul D. López, Councilmember, City and County of Denver, Colorado; NALEO Board Member

Hon. Michele Martinez, Councilmember, City of Santa Ana, California; NALEO Board Member

- Ms. Jane Bais-DiSessa, City Manager, City of Berkley, Michigan
- Ms. Melissa M. Crosthwaite, Assistant City Attorney, City of Hawthorne, California
- Mr. Randall Martinez, Executive Vice President and Chief Operating Officer, Cordoba Corporation

EDUCATION POLICYMAKERS –NELI SESSION

Federal B Room, 2nd Floor

Session Co-Chairs and Mentors:

Hon. Phyllis Sanchez, Board Member, Pueblo City Schools, Colorado

Hon. John Vargas, Trustee, El Camino College, California

Part I:

- Ms. Daria Hall, Director of K-12 Policy Development, The Education Trust
- Ms. Amanda Vitello, Digital Product Manager, Student Achievement Partners

Part II:

- Ms. Sukhi K. Ahluwali, Senior Counsel, Atkinson, Andelson, Loya, Ruud & Romo
- Hon. Susan Valdes, Board Member, Hillsborough County Public Schools, Florida

BUSES DEPART FOR THE MEXICAN CULTURAL INSTITUTE

Buses depart on 16th Street, Lower Lobby

5:30 p.m.

EVENING RECEPTION

Hosted by The Embassy of Mexico

Mexican Cultural Institute, 2829 16th Street, NW

6:00 – 8:00 p.m.

BUSES RETURN TO CAPITAL HILTON

8:00 p.m.

CHAMPAGNE TOAST

Senate Room, 2nd Floor

8:30 p.m.

SATURDAY, NOVEMBER 22, 2014

INSTITUTE REGISTRATION

Coat Check Room, 2nd Floor

8:00 a.m.

NETWORKING BREAKFAST AND GENERAL SESSION

Senate Room, 2nd Floor

8:30 – 9:45 a.m.

SPECIAL REMARKS

- Members of Congress Elect (TBD)

BREAK

9:45 – 10:00 a.m.

JURISDICTIONAL BREAKOUT SESSIONS

10:00 a.m. – 12:00 p.m.

Officials will hear from experts and Mentors on the critical financial issues facing your level of government, including revenue trends and budgetary challenges; your role in the process; the politics of budgeting; maximizing the budget during difficult economic times; the use of different instruments to finance projects; finding the balance between taxes and services; and outside influences.

STATE LEGISLATIVE SESSION: THE LEGISLATIVE BUDGET PROCESS

Statler A/B Room, 2nd Floor

Session Co-Chairs and Mentors:

Hon. Mara Candelaria Reardon, Indiana State Representative

Hon. Jeffrey Sanchez, Massachusetts State Representative

- Mr. Arturo Perez, Program Director, Fiscal Affairs, National Conference of State Legislatures (NCSL)
- Ms. April Kees, Legislative Fiscal Analyst, Senate Finance Committee, Commonwealth of Virginia

MUNICIPAL/COUNTY SESSION: OVERSIGHT AND READING THE BUDGET

Federal A Room, 2nd Floor

Session Co-Chairs and Mentors:

Hon. Paul D. López, Councilmember, City and County of Denver, Colorado; NALEO Board Member

Hon. Michele Martinez, Councilmember, City of Santa Ana, California; NALEO Board Member

- Ms. Jane Bais-DiSessa, City Manager, City of Berkley, Michigan
- Mr. Steve Peru, Former County Manager, Coconino County, Arizona

EDUCATION POLICYMAKERS –NELI SESSION: UNDERSTANDING EDUCATION FINANCING AND THE BUDGET-MAKING PROCESS

Federal B Room, 2nd Floor

Session Co-Chairs and Mentors:

Hon. Phyllis Sanchez, Board Member, Pueblo City Schools, Colorado

Hon. John Vargas, Trustee, El Camino College, California

- Dr. Richard Stedry, Chief Business Officer, Kent School District, Washington

NETWORKING LEADERSHIP LUNCHEON

Senate Room, 2nd Floor

12:00 – 1:00 p.m.

BREAK

1:00 p.m. – 1:15 p.m.

GENERAL SESSION: CONSTITUENCY MOBILIZATION

Congressional Room, 2nd Floor

1:15 – 4:00 p.m.

Messaging and branding, coupled with social media can be useful in quickly disseminating information in a highly accessible format, while also giving stakeholders a timely and relevant voice in government. Experts will identify communication strategies followed by guidance on successful implementation.

Moderator: Hon. Rene Garcia, Florida State Representative; Board Member, NALEO Educational Fund

PART I: MASTERING ON-LINE AND SOCIAL MEDIA TOOLS

1:15 – 2:30 p.m.

- Ms. Jennifer Bernal, Public Policy and Government Relations, Google
- Ms. Crystal Patterson, Politics & Government Outreach Manager, Facebook
- Mr. Sean Evins, Government and Politics Team, Twitter

PART II: MESSAGING, BRANDING, AND SOCIAL MEDIA

2:30 – 4:00 p.m.

- Ms. Ann Murray, Media Director, PR Hacker

PROFESSIONAL HEADSHOT PHOTOGRAPHS

Federal A Room, 2nd Floor

(Optional)

4:00 – 5:00 p.m.

BUSES DEPART FOR OFF-SITE RESTAURANT

Buses depart on 16th Street, Lower Lobby

5:30 p.m.

OFF-SITE DINNER

Hosted by Pacific Gas and Electric Company

(Optional for participants only; prior reservation required)

6:00 – 9:00 p.m.

BUSES RETURN TO CAPITAL HILTON

9:00 p.m.

SUNDAY, NOVEMBER 23, 2014

BREAKFAST

Congressional Room, 2nd Floor

8:30 – 9:00 a.m.

BREAKFAST PROGRAM

Congressional Room, 2nd Floor

9:00 – 10:30 a.m.

PRESENTATION: ETHICS – PART II

Moderator: Hon. Alex Padilla, California State Senator; California Secretary of State Elect;
NALEO President

- Mr. Rick R. Olivarez, Managing Shareholder, Olivarez Madruga;
Board Member, NALEO Educational Fund
- Ms. Isabel Birrueta, Shareholder, Olivarez Madruga
- Mr. Thomas M. (Mike) McDonough, Deputy State Prosecutor, State of Maryland
- Hon. Jack Guerrero, CPA, Councilmember, City of Cudahy, California

GRADUATION AND 2014 GROUP PHOTOGRAPH

10:30 – 11:30 a.m.

HOTEL CHECKOUT

12:00 p.m.