



**Women in Public Policy**  
January 7-11, 2019  
#PLENWPP

## Seminar Schedule

*Thank you to our 2019 sponsor:*

**The Graduate School  
of Political Management**  

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**THE GEORGE WASHINGTON UNIVERSITY**

### **Monday, January 7, 2019**

**Location:** George Washington University, School of Media and Public Affairs, Room 309, 805 21st Street NW

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| 7:30 am             | <b>Meet Hayley in lobby of Kimpton Carlyle Hotel</b>   |
| 8:30 am - 9:00 am   | <b>Breakfast &amp; registration</b>  |
| 9:00 am - 9:45 am   | <b>Activity: PLEN Basics + Icebreakers</b><br><i>Sarah Bruno, Executive Director, PLEN</i>   |
| 9:45 am - 10:00 am  | <b>Welcome Address</b><br><i>Lara Brown, Director, Graduate School of Political Management, George Washington University; PLEN Advisory Council</i>  |
| 10:00 pm - 11:30 am | <b>Panel: Introduction to Public Policy</b><br><br><b>Moderator:</b> <i>Krystal Leaphart, Operations and Policy Associate, National Organization of Black Elected Legislative Women (NOBEL Women)</i><br><br><b>Panelists:</b> <i>Jenn Higgins, Partner, Chamber Hill Strategies</i><br><i>Pam Yuen, Senior Government Relations Coordinator, American Association of University Women (AAUW), PLEN alumna</i> |
| 11:45 am – 12:45 pm | <b>Lunch provided by PLEN</b>  |
| 1:00 pm - 2:30 pm   | <b>Skills: Networking 101</b><br><i>Allyson Perleoni, Senior Legislative Analyst, Association of American Medical Colleges</i>   |
| 2:45 pm - 3:15 pm   | <b>Keynote Address:</b><br><i>Lisa Marsh Ryerson, President, AARP Foundation, PLEN Advisory Council</i>  |
| 3:30 pm – 5:00 pm   | <b>Skills: Advocacy 101</b><br><i>Jennifer Mandelblatt, Executive Director and Co-Founder, Platform Women</i>  |



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**Tuesday, January 8, 2019**

**Location:** BlueCross BlueShield Association, 1310 G St NW

8:45 pm **Arrive** at BCBSA

9:00 am – 10:30 am **Breakout Session: Technology, Politics and Advocacy**  
**Room 1**

**Moderator:** *Lindsey Kolb*, Digital Director, FP1 Strategies, *PLEN alumna*

**Panelists:** *Rachna Choudhry*, Co-founder, POPVOX, *PLEN Board of Directors*  
*Libby Wuller*, Director of External Engagement, Quorum  
*Amy Meli*, Senior Vice President of Consulting, Aristotle

9:00 am – 10:30 am **Breakout Session: The Opioid Crisis**  
**Room 2**

**Moderator:** *Nancy Dietz*, Former Senior Consultant, Coxe Curry & Associates, *PLEN Advisory Council*

**Panelists:** *Josie Beets*, Director of National Coordination, S.A.F.E. Project US, *PLEN alumna*  
*Diane Calmus*, Government Affairs Policy Manager, National Rural Health Association

10:45 am – 12:15 pm **Breakout Session: Communicating Policy**  
**Room 1**

**Moderator:** *Jennifer Curley*, Senior Vice President and Head of Digital, Curley Company

**Panelists:** *Christin Fernandez*, Vice President of Communications, Retail Industry Leaders Association  
*Ashley Fox*, Communications and Community Outreach Director, D.C. Councilmember  
*Elissa Silverman*  
*Ali Rogin*, Digital Journalist, ABC News

10:45 am – 12:15 pm **Breakout Session: Education Policy**  
**Room 2**

**Moderator:** *Kristen Geatz*, Special Assistant, Institute of International Education, *PLEN alumna*

**Panelists:** *Kelly Broughan*, Director, Government Affairs, Teach for America



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*Lea Crusey*, Founder & CEO, Allies for Educational Equity  
*Jessica Giles*, Deputy Committee Director, Committee on Education,  
Councilmember At-Large David Grosso  
*Emily Samose*, Community-Driven Education Strategic Consultant, ECS  
Consulting, LLC

- 12:15 pm - 1:15 pm     **Lunch on your own**
- 1:15 pm - 1:30 pm     **Reflection**
- 1:30 pm - 4:00 pm     **Skills: Running for Office**  
*Jessie Kelly*, Program Director, Running Start

**Wednesday, January 9, 2019**

**Location:** Capitol Visitor Center, room SVC-215

- 8:30 am                 **Arrive** at Capitol Visitor Center to enter through security
- 9:00 pm – 10:30 pm     **Panel: Careers on Capitol Hill**
- Moderator:** *Laura Maristany*, Associate Director, Governance Program, The  
Democracy Fund
- Panelists:** *Betsy Dudley*, Legislative Assistant, Congressman Steve Cohen  
(D-TN)  
*Sarah Garcia*, Staff Director, Subcommittee on Technology  
Modernization, U.S. House of Representatives Committee on  
Veterans Affairs  
*Courtney Temple*, Legislative Director, Senator Thom Tillis (R-NC)
- 10:45 pm – 12:15 pm     **Panel: International Trade Policy**
- Moderator:** *Jenna Pilat*, Executive Director, the HuMAIN Foundation
- Panelists:** *Blake Harden*, Trade Counsel, U.S. House of Representatives  
Committee on Ways and Means  
*Bijou Mgbajikwe*, Intellectual Property Counsel, Entertainment  
Software Association (ESA)  
*Breanne White*, Manager for Global Programs, U.S. Trade and  
Development Agency



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- 12:15 - 12:45 pm **Featured Speakers**  
Representative Suzan DelBene (D-WA-01)  
Representative Cheri Bustos (D-IL-17)
- 12:15 pm - 1:00 pm **Lunch on your own**
- 1:00 pm - 5:00 pm **Activity: Advocacy Day**  
Visit your Representative's office to advocate for an issue that you care about

**Thursday, January 10, 2019**

- 9:00 am - 11:00 am **Activity: Site Visits Session 1**  
Check the site visit assignment sheet for assignments and walking directions.
- 11:30 am - 12:45 pm **Lunch on your own**
- 1:00 am - 3:00 pm **Activity: Site Visits Session 2**  
Check the site visit assignment sheet for assignments and walking directions.

**Location:** Hall of States, Room 233/235, 444 North Capitol St NW

- 4:20 pm **Arrive** at Hall of States
- 4:30 pm – 6:00 pm **Leadership Connection Series: Women Transforming Capitol Hill**
- Moderator:** *Meaghan Lynch*, Communications Director, Office of Representative GK Butterfield (D-NC)
- Panelists:** *Jennifer DeCasper*, Chief of Staff, Senator Tim Scott (R-SC)  
*Audrey Henson*, CEO & Founder, College to Congress  
*Sapna Sharma*, Military Legislative Assistant, Office of Representative Anthony Brown (D-MD)
- 6:00 pm – 7:30 pm **Activity: Networking Reception**

**Friday, January 11, 2019**

**Location:** BlueCross BlueShield Association, 1310 G St NW

- 8:30 am **Arrive** at BCBSA
- 9:00 am - 10:30 pm **Skills: Salary Negotiation**  
*Denise Riebman*, Director of Career Development and Alumni Services, Trachtenberg School of Public Policy and Public Administration, George Washington University;



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Founder, CareerHappinessCoaching.com

10:45 am – 12:15 pm

**Panel: Launching Your Policy Career**

**Moderator:** *Cherylyn LeBon*, Senior Adviser, Expecting Health

**Panelists:** *Lucinda Borque*, Associate, Agile Group USA, *PLEN alumna*  
*Jennie Fay*, Director of Fellows and Career Programming,  
Georgetown Institute of Politics and Public Service  
*Carrie Wade*, Programs Manager, The American Association of  
People with Disabilities

12:30 pm - 1:30 pm

**Lunch provided by PLEN**

1:30 pm – 3:30 pm

**Skills: Professional Development Roulette**

Check the Roulette sheet for timing and activity instructions.

3:30 pm – 3:45 pm

**Debrief with PLEN staff**