Seminar Schedule

Thank you to our 2019 sponsor:

The Graduate School of Political Management
THE GEORGE WASHINGTON UNIVERSITY

Monday, January 7, 2019
Location: George Washington University, School of Media and Public Affairs, Room 309, 805 21st Street NW

7:30 am  Meet Hayley in lobby of Kimpton Carlyle Hotel
8:30 am - 9:00 am  Breakfast & registration
9:00 am - 9:45 am  Activity: PLEN Basics + Icebreakers
Sarah Bruno, Executive Director, PLEN
9:45 am - 10:00 am  Welcome Address
Lara Brown, Director, Graduate School of Political Management, George Washington University; PLEN Advisory Council
10:00 am - 11:30 am  Panel: Introduction to Public Policy
Moderator: Krystal Leaphart, Operations and Policy Associate, National Organization of Black Elected Legislative Women (NOBEL Women)
Panelists: Jenn Higgins, Partner, Chamber Hill Strategies
Pam Yuen, Senior Government Relations Coordinator, American Association of University Women (AAUW), PLEN alumna

11:45 am – 12:45 pm  Lunch provided by PLEN

1:00 pm - 2:30 pm  Skills: Networking 101
Allyson Perleoni, Senior Legislative Analyst, Association of American Medical Colleges

2:45 pm - 3:15 pm  Keynote Address:
Lisa Marsh Ryerson, President, AARP Foundation, PLEN Advisory Council

3:30 pm – 5:00 pm  Skills: Advocacy 101
Jennifer Mandelblatt, Executive Director and Co-Founder, Platform Women
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 Regin, 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
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 Mgbojikwe, Intellectual Property Counsel, Entertainment Software Association (ESA)
                  Breanne White, Manager for Global Programs, U.S. Trade and Development Agency
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 pm - 12:45 pm  
**Lunch on your own**

1:00 pm - 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;
10:45 am – 12:15 pm  **Panel: Launching Your Policy Career**

**Moderator:** Cheryllyn 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**