



Tentative Program Agenda

(Please check www.cawp.rutgers.edu/ReadytoRun for program details and agenda updates.)

Friday, March 9, 2012

Diversity Initiative Programs

11:00 am	Registration opens	DCC Lobby
Noon – 1:30 pm	Welcome and Opening Keynote Lunch <u>Welcome</u> : Debbie Walsh, Director, Center for American Women and Politics (CAWP) <u>Keynote</u> : Carol Jenkins, Founding President of The Women’s Media Center	Trayes Hall B
1:30 – 1:45 pm	Break	
1:45 – 4:00 pm	Diversity Initiative Programs <i>Elección Latina, Run Sister Run, Rising Stars (For more details, see individual agendas at: www.cawp.rutgers.edu/ReadytoRun)</i>	
	1:45 – 2:15 pm Participant Introductions	
	2:15 – 4:00 pm Roundtables	
	4:00 – 4:15 pm Break	

Ready to Run™

4:15 – 6:30 pm	Welcome and Plenary Session: Internet Strategies for Candidates, Campaigns and Advocates <u>Welcome</u> Debbie Walsh, Director, Center for American Women and Politics (CAWP) Ruth B. Mandel, Director, Eagleton Institute of Politics, Rutgers, The State University of New Jersey	Trayes Hall B
	<u>Session Description</u> Internet outreach is a key aspect of today’s political and advocacy campaigns. Online tools including blogs, social networking sites like Facebook and MySpace, Twitter, YouTube, and other online organizing and communications resources are increasingly important for getting campaign messages out to a broad audience of potential voters or stakeholders. This session will provide an	

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overview of best practices and offer practical tips on how to get started or enhance your online presence.

Presenter

Tara Dowdell, Tara Dowdell Group

6:30 pm

Networking Reception

Trayes Hall A

Saturday, March 10, 2012

Ready to Run™

7:30 am

Registration opens

DCC Lobby

8:15 – 9:45 am

Keynote Plenary: What Women Candidates Need to Know

Trayes Hall B

Welcome Back

Jean Sinzduk, Director, Program for Women Public Officials, CAWP

Speaker:

Celinda Lake, President, Lake Research Partners

9:45 – 10:00 am

Break

Track 1: I'm Ready to Run, Now What?

Track 2: I'm Not Ready to Run Yet, But...

10:00 am – Noon

Track 1: Launching Your Campaign

Douglass Lounge

This session provides an overview of the key elements of a campaign, including assessing and establishing oneself as a candidate, developing a campaign plan, structuring a campaign organization, and voter contact.

Presenter

Michael DuHaime, Mercury Public Affairs

10:00 am – Noon

Track 2: Introduction to New Jersey Politics and Advocacy

Trayes Hall A

This session, designed for those who are not ready to run but want to have an impact on important issues, offers an overview of the “nuts and bolts” of government and political parties in the state. Topics covered will include positioning oneself for appointment to a public board or commission, getting active in a political party, and using effective advocacy techniques.

Moderator

Jean Sinzduk, Director, Program for Women Public Officials, CAWP

Panelists:

Senator Diane Allen, New Jersey Senate

Irene Kim Asbury, New Jersey Republican State Committee

Lucía Gómez-Jiménez, La Fuente, A Tri-State Worker and Community Fund

Ingrid Reed, Senior Fellow, New Jersey Future

Alysia Welch-Chester, Chair, Trenton Democratic Committee

- Noon – 2:15 pm **Luncheon Plenary** **Trayes Hall B**
Conquering the Camera – An Interactive Media Training
This interactive media training workshop will include tips for successful interviews on tough topics, how to look poised and professional on camera, staying on message, and public speaking techniques. Selected participants will take part in mock interviews and on-camera practice sessions.
- Presenter
Christine Jahnke, President, Positive Communications
- 2:15 – 2:30 pm **Break**
- 2:30 – 3:45 pm **Track 1:** **Douglass Lounge**
Navigating New Jersey’s Political Parties As a Potential Candidate
The session will highlight the power dynamics of party organizations, building relationships with party operatives and gaining the party’s support, and will address how to respond when the party organization is not supportive.
- Moderator/Panelist
Joyce Wilson Harley, Esq., Executive Director of Administrative Services, Essex County College
- Panelists
Kathleen Donovan, Bergen County Executive
Candace L. Straight, Former Co-Chair, New Jersey Republican State Committee
Senator Loretta Weinberg, Majority Leader, New Jersey Senate
- 2:30 – 3:45 pm **Track 2: Laying the Groundwork for Public Life** **Trayes Hall A**
This session offers advice from the experts – veteran public leaders. Learn everything you have ever wanted to know but were afraid to ask. Topics covered include learning to raise one’s public profile, leveraging community leadership for political leadership, the various types of elected office to consider, working on campaigns, and balancing the competing priorities of political and family life.
- Moderator
Debbie Walsh, Director, CAWP
- Panelists
Assemblywoman Mary Pat Angelini, New Jersey Assembly
Senator Barbara Buono, New Jersey Senate
Assemblywoman Marlene Caride, New Jersey Assembly
Gail Gordon, Attorney and Republican Fundraiser/Political Strategist
Mayor Dana L. Redd, City of Camden
- 3:45 – 4:00 pm **Break**
- 4:00 – 5:30 pm **Plenary: Fundraising for Success** **Trayes Hall B**
Fundraising is one of the most crucial aspects of a campaign. This interactive workshop covers key components of campaign fundraising, including special emphasis on understanding why people give and the in-person “ask.” The session will also address developing a strategy for your campaign, building a donor list, recruiting and motivating a finance committee, and special events.
- Presenter
Nancy Bocskor, President, The Nancy Bocskor Company