



and

## Rising Stars

### Tentative Program Agenda

(Please check [www.cawp.rutgers.edu/ReadytoRun](http://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**
- 12:00 – 1:30 pm              **Welcome and Opening Keynote Lunch**    **Trayes Hall B**  
Welcome: Debbie Walsh, Director, Center for American Women and Politics (CAWP)  
Keynote: Carol Jenkins, Founding President of The Women's Media Center
- 1:30 – 1:45 pm                **Break**

##### *Rising Stars*

- 1:45 – 2:15 pm                **Welcome and Participant Introductions**    **NJC Lounge**  
Welcome: Seema M. Singh, Esq. President, International Business Chamber of Commerce
- 2:15 – 4:00 pm                **Roundtable: Serving Your Community**    **NJC Lounge**  
This roundtable features women in the Asian American community who have been involved in public leadership in various ways, including elected or appointed officials, government staff, and non-profit leaders. Topics covered include: the experience of running for and serving in elected office; how to be involved politically besides running for office and why participants should be involved in politics in some way; and using community leadership positions, such as appointments to non-profit or government boards, as a way to advocate for issues and gain leadership experience.

##### Moderator/Panelist

Seema M. Singh, Esq. President, International Business Chamber of Commerce

##### Panelists

Zainab Chaudary, Legislative Correspondent, Office of Representative Rush Holt

Ingrid W. Reed, Senior Fellow, New Jersey Future

Afsheen Shamsi, Member, Princeton Board of Education

Jeannie Tsukamoto, Council President, Borough of Madison

(cont.)

Discussants

Cheryl Quinio-Blodgett, Filipino American Political Action Committee  
Tina Liu Jen, President, 80-20 Initiative New Jersey and Member, Morris County  
Human Relations Commission

4:00 – 4:15 pm **Break**

***Ready to Run***<sup>™</sup>

4:15 – 6:30 pm

Welcome

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

**Plenary: Internet Strategies for Candidates, Campaigns and Advocates**

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 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**

**Saturday, March 10, 2012**

***Ready to Run***<sup>™</sup>

7:30 am

**Registration opens**

8:15 – 9:45 am

**Keynote Plenary: What Women Candidates Need to Know**

Welcome Back

Jean Sinzdak, 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**

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**  
 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:**  
**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: 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**  
 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**

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