



and

Run Sister Run

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 |
| 12:00 – 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 | |

Run Sister Run

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|----------------|--|----------------------|
| 1:45 – 2:15 pm | Welcome and Participant Introductions | Trayes Hall B |
| 2:15 – 4:00 pm | Roundtable: Sister to Sister – Advice from the Experts
Real advice from the real experts – women who have done it themselves. Panelists will provide insights and advice on important topics for current or future public officials, including use of technology, ethics, personal finances, image and presentation, and dealing with sexism.

<u>Moderator</u>
Joyce Wilson Harley, Esq., Executive Director of Administrative Services, Essex County College

<u>Panelists</u>
Speaker Sheila Oliver, New Jersey Assembly
Donna Pearson, Former Freeholder, Cumberland County
Julia Presley, Vice President, Franklin Township School Board
Councilwoman Viola Richardson, Jersey City
Assemblywoman Shavonda Sumter, New Jersey Assembly
Nakia White, Board Member, Newark Public Schools Advisory Board | Trayes Hall B |
| 4:00 – 4:15 pm | Break | |

(cont.)

Ready to Run[™]

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, 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[™]

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