

AGENDA

Please use #LPCSGAC and #sgacnews to connect with speakers and attendees at the Leaders' Policy Conference. We encourage attendees to provide speakers and staff feedback by completing the evaluations found in the session rooms.

SATURDAY, NOVEMBER 23

- 11:00 am – 2:00 pm** **ADVANCED CERTIFICATE PROGRAM SESSION: EMBRACE THE NEW NORMAL (Beauregard)**
Speaker: John Register, *Paralympic Silver Medalist and Founder, Inspired Communications International, LLC*
Open to all graduates of the SGAC Professional Certificate Program.
- 12:00 pm – 5:00 pm** **REGISTRATION DESK OPEN (Magnolia Willow Foyer)**
Thank you to our generous Sunday WIFI sponsor State Farm Insurance Companies and Charleston Guidebooks sponsor Mary Kay Inc.
- 2:30 pm – 3:00 pm** **OPENING REMARKS: WELCOME TO CHARLESTON (Magnolia Willow)**
Speakers: Elizabeth A. Loudy, SGAC Executive Director
Theresa Flores, SGAC President
Mindy Baker, LPC Chair
- 3:00 pm – 4:00 pm** **OPENING KEYNOTE: HURDLING ADVERSITY (Magnolia Willow)**
Speaker: John Register, *Paralympic Silver Medalist and Founder, Inspired Communications International, LLC*
Since childhood, sports have been John Register's passion. Register earned a scholarship to the University of Arkansas, where he became a four-time All-American athlete. Upon earning his BA in Communications in 1988, John enlisted in the U.S. Army. A Desert Shield and Desert Storm veteran, he continued to pursue athletic excellence while on active duty, participating in the Army's World Class Athlete Program and winning nine gold medals in the Armed Services Competition, as well as two World Military Championships.

In 1988, Register qualified for the Olympic trials in the 110m hurdles, and again in 1992 for the 400m hurdles. With these accomplishments, he seemed destined to compete as a member of the 1996 Olympic Team. On May 17, 1994, however, his life would be forever altered with one misstep over the hurdle.

Hear his exceptional story of how courage and inspiration led him to found Inspired Communications, where he serves as an inspirational speaker, helping his audiences apply life lessons learned through times of testing to focus on what is possible.
- 4:00 pm – 5:00 pm** **GENERAL SESSION: BREAD AND BUTTER ISSUES: TRENDS IN THE STATES (Magnolia Willow)**
Speakers: Representative Vincent Candelora (CT)
Representative Gilda Cobb-Hunter (SC)
Representative Rick Gray (AZ)

2019 brought a wave of new legislators and new ideas to the states. Join legislators from both sides of the aisle as they share their candid insights on trends in the states and beyond.
This session is eligible for credit in the SGAC Professional Certificate Program Legislative Trends competency. Please see SGAC staff when you exit to receive credit.
- 6:30 pm – 9:00 pm** **RECEPTION & DINNER (Riviera Theatre)**
Join us for a dinner full of local flavors at the historic art deco Riviera Theatre located across the street from the Belmond Charleston Place, complete with casino games and entertainment.
Thank you to our generous Walk the Red Carpet sponsor The Carpet and Rug Institute, Casino Money sponsor eBay Inc./ StubHub, and Casino Chips sponsor Serlin Haley LLP.

SUNDAY, NOVEMBER 24

- 8:00 am – 9:00 am** **BREAKFAST (Beauregard)**
- 9:00 am – 3:00 pm** **REGISTRATION DESK (Magnolia Willow Foyer)**
Thank you to our generous Sunday WIFI sponsor Eli Lilly.

SUNDAY, NOVEMBER 24

9:00 am – 10:00 am

GENERAL SESSION: A MILESTONE IN DEMOCRACY (Magnolia Willow)

Speakers: Senator Nicole Cannizzaro (NV)

Senator Kim David (OK)

Representative Emilia Sykes (OH)

2020 marks the 100th anniversary of the passage of the Nineteenth Amendment, guaranteeing and protecting women's constitutional right to vote. Women make up 28.9 percent of all state legislators nationwide (approximately 2,134.) This represents a significant increase from the 2018 session's ratio of 25.3 percent, and the most women elected at one time. Hear from an expert panel of women serving in state legislatures about their experiences and the future of state legislatures with increasing diversity in candidates and electeds.

Thank you to our generous Notecards sponsor Mary Kay Inc.

10:00 am – 11:00 am

REHYDRATION BREAK (Magnolia Willow Foyer)

Thank you to our generous Rehydration Break sponsor State Farm Insurance Companies.

10:00 am – 12:30 pm

SOCIAL EVENT: CONFERENCE ATTENDEE GUESTS - PAINT AND SIP BRUNCH (Pavilion)

Included with conference attendee guest registration is this special paint and sip brunch. Tap into your creative side. Mingle and paint a gorgeous (travel friendly size) rendition of the famous Charleston Pineapple Fountain!

10:15 am - 11:15 am

BREAKOUT SESSIONS (2)

1. Campaign Data Mining (Cypress Dogwood)

Speakers: Jordan Lieberman, *Vice President of Sales, Audience Partners*

Zach Mandelblatt, *Founder, Compete Digital*

Cristina Sinclair, *Senior Vice President, Clarity Campaign Labs*

Scott Wilkinson, *Founder, AlphaVu*

Travis Worl, *Vice President, The Sexton Group*

Data mining & campaigns have been in the news a lot—come learn how several companies are using data to help campaigns communicate effectively and craft their message, all working within a new world of data privacy.

This session is eligible for credit in the SGAC Professional Certificate Program Effective Advocacy Tools competency. Please see SGAC staff when you exit to receive credit.

2. Eliminating Student Loan Debt through Full Employment:

Policies Reducing Financial Burdens for American Families (Live Oak)

Speakers: Peter Dunn, *CEO, Your Money Line Financial Wellness*

Representative Jena Powell (OH)

Senator Jon Sesso (MT)

Nearly 45 million Americans carry student loan debt – that's one in five adults. Estimated total student loan debt has reached \$1.5 trillion and has been climbing for decades. While states have experienced some of the lowest unemployment rates in decades, millions of job openings remain unfilled. Financial markets have been strong and retirement accounts have been strengthening in recent years, but the looming threat of a recession requires planning for the inevitable future. To combat these challenges, states are instituting changes, such as occupational licensure reforms, financial literacy and encouraging more career technical training and certification before high school graduation. More needs to be done to weather a potential economic storm. This session will review these and other challenges facing Americans and the reforms states are implementing to help set their citizens up for success.

SUNDAY, NOVEMBER 24

11:30 am - 12:30 pm

BREAKOUT SESSIONS (2)

1. The Gig Economy: How States are Dealing with Regulating the Labor Force (Cypress Dogwood)

Speakers: Representative Justin Hill (MO)

Senator Jack Johnson (TN)

Senator Diane Savino (NY)

Are workers employees or are they independent contractors in the new “Gig Economy”? As a result of a ruling by the California Supreme Court in April 2018 regarding this issue legislation has been introduced, and passed, in states to try and clarify that question. This session will look at several pieces of legislation that have been introduced across the country trying to address this important and timely topic.

2. Emergency Preparedness and Natural Disaster Response:

Coordination Among State Legislators, Local & National Stakeholders (Live Oak)

Speakers: Angie Cooper, Sr. Director of Global Public Policy, Walmart Stores, Inc.

Kayla Gardner, Senior Manager of Government Affairs, The Wireless Infrastructure Association

Darien Porter, P&C Manager and Actuary, SC Department of Insurance

Our country presents unique challenges for emergency preparedness in the wake of natural disasters. Due to the vastly different climate zones and weather phenomena that occur across our great nation, local and national stakeholders like electric utilities, telecom providers, first responders, insurers, retailers, and community leaders are left to figure out how to coordinate and maintain operations during responses to natural disasters. Insurers collaborate with the Insurance Commissioner’s office in each state before, during, and after the storm to expeditiously assist impacted citizens in restoring their damaged lives. Our panel of experts will speak to their own experiences in addressing these challenges through their professional capacity. State legislators will engage in the discussion to provide insight about how their respective states learn what’s effective and how they address areas where improvement might be needed.

12:45 pm - 2:30 pm

NATIONAL SUMMIT PLANNING COMMITTEE MEETING (Jenkins - King Charles)

Open to all SGAC members and partner organization staff. Share your ideas for the 2020 National Summit in Austin, Texas while enjoying lunch!

3:00 pm - 5:00 pm

SOCIAL ACTIVITY: HISTORICAL WALKING TOUR OF CHARLESTON

Please meet at 2:45 pm at the registration desk in the Magnolia Foyer.

Spend 2 hours strolling the historic streets of one of the most charming cities with your friendly professional guide. Travel back in time and learn about the culture and traditions of this iconic coastal town. You’ll encounter friendly locals, see top rated sites and enjoy the true southern charm of this popular travel destination all while getting your steps in. The registration fee includes the tour and historical insights, and a Charleston inspired small group networking opportunity.

Thank you to our generous Charleston Tumbler sponsor Entertainment Software Association.

3:00 pm - 5:30 pm

SOCIAL ACTIVITY: SAVOR THE FLAVORS CULINARY TOUR

Please meet at 2:45 pm at the staircase in the lobby.

Savor the Flavors Tour will have you walking, talking and tasting your way through Charleston. This 2.5 hour Charleston Food Tour will immerse you in the history and culture of the Lowcountry. Discover how Charleston’s unique cuisine has evolved over the past 300+ years while sampling delicious specialties from local eateries, markets, bakeries, restaurants and culinary landmarks. The registration fee includes the tour led by local foodies, and a Charleston inspired small group networking opportunity.

Thank you to our generous Charleston Tumbler sponsor Entertainment Software Association.

8:00 pm - 10:30 pm

SOCIAL ACTIVITY: HAUNTED PUB TOUR

Please meet at 7:45 pm at the staircase in the lobby.

Learn Charleston’s haunted past while sipping on local craft beer or wine. Hear stories of Charleston’s ghosts, poltergeists and spirits doomed to the realm of mortals, wandering the streets and local establishments. After this tour you’ll be an expert on the legends of well known Lowcountry spirits and pubs. The registration fee includes the tour and a Charleston inspired small group networking opportunity. Drinks will be available for purchase.

SUNDAY, NOVEMBER 24

8:30 pm **CHARLESTON CLASSIC FINALS WATCH PARTY** (*The Kickin' Chicken: 337 King Street*)
 Continue your networking at this informal watch party of the Charleston Classic Championship Game brought to you by the SGAC Young Professionals Committee. Enjoy one of Charleston's most loved local sports bars and chicken joints, only three blocks from the Belmont Charleston Place. Open to all attendees and guests! Food and drinks are available for purchase.

MONDAY, NOVEMBER 25

8:00 am - 9:00 am **BREAKFAST** (*Beauregard*)

8:00 am - 2:00 pm **REGISTRATION DESK** (*Magnolia Willow Foyer*)
 Thank you to our generous Monday WIFI sponsor Eli Lilly.

8:00 am - 10:30 am **FLU SHOTS AVAILABLE** (*Hampton*)
 Stop by and receive your free flu shot in preparation for the season! Please bring your insurance card with you. Flu shots will be administered by Sweetgreen Pharmacy.

9:00 am - 10:00 am **GENERAL SESSION: CYBERSECURITY AND FRAUD PREVENTION IN TODAY'S WORLD** (*Magnolia Willow*)
Speaker: Frank Abagnale, *Cybersecurity and Fraud Prevention Expert, Bestselling Author*

Learn about the latest tricks that today's scammers, hackers, and con-artists use to steal your money and personal information. Explaining his simple but counterintuitive rules to protect yourself, Abagnale also makes use of his insider intel to paint a picture of cyber crimes that haven't become widespread yet.

Frank Abagnale is one of the world's most respected authorities on forgery, embezzlement, and secure documents. For over 40 years he has worked with, advised and consulted with hundreds of financial institutions, corporations and government agencies around the world. Abagnale's rare blend of knowledge and expertise began more than 50 years ago when he was known as one of the world's most famous con men. Abagnale has been associated now with the FBI for over 40 years. He lectures extensively at the FBI Academy and for the FBI field offices, and more than 14,000 financial institutions, corporations and law enforcement agencies use his fraud prevention programs.

10:00 am - 11:00 am **REHYDRATION BREAK** (*Magnolia Willow Foyer*)

10:30 am - 11:30 am **BREAKOUT SESSIONS (2)**

1. Pecha Kucha (*Cypress Dogwood*)

Speakers: Brian Bennett, *Vice President, Government Affairs & Policy, Direct Selling Association*
 Michele Sharr-McMahon, *Cell Therapy (CAR T) Clinical Program Lead, Celgene Corporation*
 Andy Guggenheim, *Vice President and Senior Counsel, American Bankers Association*
 Paige Edwards, *Account Executive, Quorum*
 Andy Blunt, *Chief Operations Officer Board Chairman, Husch Blackwell Strategies*
 Rochelle Mallett, *Principal, Husch Blackwell Strategies*
 Mark Vane, *Principal, Husch Blackwell Strategies*
 Doug Wheeler, *Senior Vice President Office of Government Affairs, New York Life Insurance Company*
 Tony Fiore, *Attorney, Kegler Brown Hill + Ritter LPA*
 Elizabeth Bartz, *Founder, President, & CEO, State and Federal Communications, Inc.*

Pecha Kucha is a presentation style of 20 slides shown for twenty seconds each (roughly 6 minutes.) This orchestrated entertaining presentation style not only will ensure you learn about a myriad of topics but will have you walking away interested to learn more.

Topics covered: The Promise of Personalized Medicine: CAR T-Cell Therapy; Direct Selling: Not Your Mom's Tupperware Party Anymore; The Work Banks Do in Their Community; Trends in the States; Strategies and Case Study; Insuring the Future: Solving America's Financial Insecurity; Cliffhangers – The Looming End (or Reformation) to Social Assistance; Another One Bites the Dust!

MONDAY, NOVEMBER 25

10:30 am - 11:30 am

BREAKOUT SESSIONS (2)

2. Data Privacy: Considerations on a State-by-State Approach (Live Oak)

Speakers: Stacey Gray, *Senior Policy Counsel, Future of Privacy Forum*

Senator Don Harmon (IL)

Andrew Kingman, *Counsel, State Privacy and Security Coalition, DLA Piper*

Following on the heels of Europe's new data privacy law last year, California kicked off a national conversation about state data privacy regulation with the enactment of the California Consumer Privacy Act. With similar interests around the country, what are the issues states should weigh when considering legislation? Is there a way to have a better coordinated solution? Join us as experts speak to the process and ask the question about which approach makes the most sense for such a complex issue.

11:45 am - 12:45 pm

GENERAL SESSION: THE POLITICAL LANDSCAPE WITH BAKARI SELLERS AND LESLIE SANCHEZ (Magnolia Willow)

Speakers: Bakari Sellers, *Political Commentator*

Leslie Sanchez, *Political Commentator*

Bakari Sellers is a well-known CNN Political Analyst & Former Representative from South Carolina. Sellers is known for offering passionate political and social commentary and analysis informed by first-hand experience.

Leslie Sanchez is a speaker, media entrepreneur, and award-winning expert on trending issues impacting women and Hispanics / Latinos in the United States. A pollster and market research analyst by training she is also a trailblazer in media.

12:45 pm - 2:30 pm

HEADSHOTS OPPORTUNITY (Hampton)

Attendees are welcome to stop by and pose for a new headshot on SGAC! You'll be able to show off your updated picture before the new year.

3:30 pm - 4:30 pm

RECEPTION AND TALES FROM THE LAND OF GULLAH

PERFORMANCE BY MEMBERS OF THE GULLAH KINFOLK (Magnolia Willow)

Speaker: Anita Singleton-Prather, *Storyteller and Historian*

Join colleagues and friends for a pre-dinner reception featuring unique Lowcountry entertainment. Anita Singleton-Prather is a storyteller, singer, educator, actress and historian as well as a native of the Sea Islands of Beaufort, South Carolina. Prather and her character, Aunt Pearl Sue, have entertained audiences with Gullah-flavored folktales for over 20 years from the schoolhouse to the White House. She is the founder and artistic director of the musical performance group the Gullah Kinfolk, and in addition to her participation in educational documentaries, she has written and co-produced several PBS films.

5:00 pm - 8:00 pm

DINNER OFF SITE: OYSTER ROAST AND LOWCOUNTRY BOIL AT THE COOPER RIVER ROOM

4:30 PM board buses for dinner off site

Positioned on the banks of the Cooper River, take in views of the iconic Arthur Ravenel Bridge, golden marshland, and an unforgettable sunset, while enjoying traditional Southern fare and local music at this picturesque location. Casual warm attire suggested. Buses will make a continuous loop back to the hotel beginning at 6:30 pm.

TUESDAY, NOVEMBER 26

8:00 am - 10:00 am

INFORMATION DESK (Magnolia Ballroom Foyer)

8:30 am - 10:00 am

BREAKFAST AND PHILANTHROPIC ACTIVITY (Magnolia Willow)

Join friends and colleagues in making a difference before heading home. In collaboration with the Joint Base located in Charleston, attendees will assemble Military Care Packages to ship to our service members overseas. The items included are service members' most requested items. A hearty breakfast will be provided.

This activity is provided by an SGAC Foundation Donation and with a sponsorship by eBay Inc. / StubHub.

