



CONFERENCE AGENDA

Tuesday, April 2, 2019

10:00 am – 7:00 pm **REGISTRATION**

10:00 am – 12:00 pm **USPS LISTENING SESSION: Be Direct: A Conversation on Political Mail with the Postal Service**

Three billion pieces of mail were delivered to voters during the 2018 Midterm Election, a record high for mail both in terms of volume and campaign spending during an election cycle. To discuss last year's cycle and the future of campaigning with mail, the United States Postal Service® hosts a conversation at the Pollie's. During this session, the Postal Service™ will discuss insights from its newly released whitepaper and share creative and innovative ways mail is being designed and integrated into campaigns. Find out how your next campaign can reach voters with Informed Delivery®, Informed Visibility®, and ShareMail®. Structured as a listening session, the Postal Service will engage in a conversation with AAPC members about the challenges and opportunities facing political mail, including updates on improvements to mail delivery, processing, notifications, and responding to inquiries. Don't miss out on this opportunity to be part of a conversation with the Postal Service and its dedicated political-mail experts.

12:00 pm – 1:00 pm **1st TIMERS & NEW AAPC MEMBERS LUNCHEON**

1:00 pm – 2:30 pm **PRE-CONFERENCE WORKSHOP: The Power of Mentorship & Building an Inclusive Workplace**

Companies that support a mentoring culture tend to be more productive, innovative, and retain the best talent. This interactive workshop will walk through practical tips to develop and build a mentoring culture at your firm and will consider the importance of having a gender and diversity lens in a mentorship approach. Participants will discuss practices to foster an inclusive workplace culture and walk away with a better understanding of the benefits of mentoring within their company.

Facilitator: Jessica N. Grounds, Mine the Gap

3:00 pm - 4:00 pm

the Campaign Stories

GENERAL SESSION: Insight from the Journalists Telling

Getting the story and getting it right is an ever-evolving challenge. Local, national and international political news never rests, so how has campaign coverage changed in the Age of Twitter, Instagram and "Text" Releases? What are journalists looking for from your candidate or campaign? Get the inside scoop from journalists covering campaigns from City Hall to the White House.

Moderator: Beth Miller, Miller Public Affairs

Speakers:

Jon Ralston, Nevada Independent, Reno

Natasha Korecki, POLITICO

Nikki Laurenzo - Fox 40 Sac

Alex Lazo, Wall Street Journal

4:15 pm-5:15 pm

CAUCUS SESSIONS

1. Republican Caucus: Federal: 2020 and Beyond

AAPC's Caucus sessions are a "one-of-a-kind partisan political briefing" on what the political environment means to your business going forward. This is the ultimate insiders' view from key party committee representatives and major political players in the industry. The session will look at politics on the statewide and national level. We'll be discussing the future of house and senate, as well as the presidential race in 2020.

Speakers:

Betsy Ankney, NRSC

Nathan Klein, Team McCarthy

Bonnie Siegel, PoliticalBranding Associates

2. Democratic Caucus: Democrats Go BIG (Base Interest Groups)

In this Democratic only session, leading influencers will share with attendees how we are going to keep our momentum through 2020. From environmental, choice, union, and inclusion groups, we will explore how progressive issues will continue to motivate Democratic voters, even in a 22 way Presidential Primary. You won't want to miss this chance to hear from these influential decision makers as we buckle down, and battle up to keep the house, win the Senate, and take back the Oval.

Facilitator: Kelly Gibson, Hamburger Gibson Creative

Speakers:

Leslie Martes, LCV
Melissa Williams, EMILY's List
Mayra Macias, Political Director for Latino Victory
Nicole Brenner-Schmitz, Political Director, NARAL
Sara Schreiber, America Votes

5:15 pm – 6:15 pm **RECEPTION**

6:30 pm – 7:15 pm **40 UNDER 40 AWARDS CEREMONY**

7:15 pm **TRANSFERS TO ARTESA WINERY**

7:30 pm - 9:30 pm **40 UNDER 40 RECEPTION**
Artesa Winery

Wednesday, April 3, 2019

8:00 am – 6:00 pm REGISTRATION & RELAXATION STATION

7:30 am – 8:30 am RISE & SHINE YOGA
Meritage Estate Cave

Start your day with a Sattva Yoga class created to help you evolve and bring abundance into your life. Whether you've never practiced yoga or practice every day, this class is for you. Mats available.

Yoga Instructor: Kelley Moran, Moran & Associates

8:00 am – 9:00 am BREAKFAST & BLOODY MARY'S

9:00 am – 10:00 am GENERAL SESSION: How Women are Running - and Winning

In 2018, voters elected more women of both parties than ever before, including the first female Senators from Tennessee and Arizona and the first female Governor of South Dakota. Hear from managers and consultants who were on the ground in these campaigns about the special challenges and advantages for women candidates and the impact of the national conversation around #MeToo and the Supreme Court. Hear from the experts how they developed winning strategies and tactics to win.

Moderator:
Joanna Burgos, OnMessage Inc.

Speakers Include:

Ashlee Rich Stephenson, WPAi
Justin Brasell, Triumph Campaigns
Molly Murphy, ALG Research
Kate Maeder, Kully Struble

10:00 am – 10:15 am BREAK

10:15 am – 11:15 am BREAKOUTS

1. The Importance of Media when Winning Is Everything
Sponsored by TVB

What is the importance of media platforms in influencing the voter decision process? Research Now SSI went into 10 competitive political markets the day after the midterm elections and looked at over 20 media platforms for the answer. Join us as we examine how media importance can differ by age, party and ethnicity.

Speaker: Hadassa Gerber, EVP, Chief Research Officer, TVB

2. Business of the Business Series: Strategies for Resolving the Off-Year Cash Crunch



By its nature, political consulting is a cyclical business that poses economic and strategic challenges in the “off years.” As a result, companies in our industry have tried a variety of tactics to address the inevitable ebbs and flows, such as a “seasonal workforce” model to reduce overhead in the off years and expanding the portfolio of services/products for non-political clients to increase revenue. In this Business of the Business Series, a diverse panel of consultants will offer first-person accounts of the challenges they have faced in their cyclical businesses, the specific tactics they have tried (both successfully and unsuccessfully) to address those challenges, and how well they think they’ve done building a sustainable business model that prospers even in the “off years.”

Moderator:

Larry Huynh, Trilogy Interactive

Speakers Include:

Michelle Coyle, BGSD Strategies
Chris Gober, The Gober Group
Nicole Schlinger, Campaign HQ
Donna Lucas, Lucas Public Affairs

3. **New!** Targeting 2.0: Learn What's Next in Modern Voter Targeting

It's never been more challenging to effectively reach and engage constituents. As we look toward 2020, how do we prepare for what's next in voter targeting? Join us for a discussion that reviews what's new and what you need to know for Voter Targeting 2.0.

11:30 am – 12:30 pm CAUCUS SESSIONS

1. **Republican Caucus: State & Local Trends**

AAPC's Caucus sessions are a "one-of-a-kind partisan political briefing" on what the political environment means to your business going forward. This is the ultimate insiders' view from key party committee representatives and major political players in the industry. The session will look at politics on the state and local level along with the future of the party and ways to win in 2020.

Speakers:

Jessica Milan Patterson, CA GOP

David Avella, GOPAC

Larissa Martinez, Women Public Leadership Network

2. **Democratic Caucus: The D Committees**

It's another year, and another chance to learn what the backbone of Democratic campaigns think about 2020. In this Democrat only session, join the conversation with all the D committees to build a plan to keep the wins coming in 2020. There has been a lot of change already, and now is the time to dig in. It takes a village, and we know in 2020 we have to do everything to win, register new voters, create authentic persuasion, and demand substantial turnout. We need every brain, every buck and every boot to prevail. It's an hour of insight you won't want to miss.

Moderator:

Kelly Gibson, Hamburger Gibson Creative

Speakers Include:

Heather Williams, DLCC

Wendi Wallace, DGA

Kat Atwater, DNC

Molly Rittner, DCCC

12:30 pm – 2:15 pm LUNCHEON & 50TH ANNIVERSARY/PAST PRESIDENT FEATURE + HALL OF FAME CEREMONY

2:30 pm – 5:30 pm CHOOSE YOUR ADVENTURE

Options for full conference attendees include:

- *Napa Valley Wine Train*
- *Napa Valley Hiking Tour*
- *Hess Collection (Art & Wine Tour)*
- *Interactive Cooking Class at Culinary Institute*
- *Farm-to-Table Demonstration at Culinary Institute*
- *Cornerstone Cellars Wine Tasting*
- *Downtown Napa Winery Tasting*
- **NEW** *Garden Tour and Wine Tasting at the Farmstead at Long Meadow Ranch*

Thursday, April 4, 2019

8:00 am – 9:00 am RISE & SHINE YOGA
Meritage Estate Cave

Start your day with a Sattva Yoga class created to help you evolve and bring abundance into your life. Whether you've never practiced yoga or practice every day, this class is for you. Mats available.

Yoga Instructor: Kelley Moran, Moran & Associates

9:00 am – 6:00 pm REGISTRATION & RELAXATION STATION

9:00 am – 9:45 am BREAKFAST & BLOODY MARY'S

GENERAL SESSION: Ask Me Anything: Words of Wisdom from AAPC Pioneers

In honor of AAPC's 50th Anniversary, take advantage of this rare opportunity to ask consultants with decades of experience who have played an integral role in shaping the Association, your burning questions. From the history of political consulting to the roots of AAPC to how consulting has changed how campaigns are run and won, this General Session will afford wisdom you won't find anywhere else.

9:45 am – 10:30 am GENERAL SESSION: The Changing Landscape of News

Campaigns must adapt to the changing landscape of news. Anyone with a Twitter feed can create news, and speak to voters without the news media filter. Newspaper staffs

and circulations are shrinking. The traditional Editorial Board is a strategic calculation rather than a "must do." 24 hour cable news networks are perceived to have tremendous influence with Democrat and Republican base voters and booking a two-minute hit on a top rated nightly program is now a consultant specialty niche. Social media metrics influence reporters and editors. How will political campaigns at all levels adapt to and leverage this changing news landscape? Hear from some of the top political communicators on how they are developing effective campaign news strategies.

Speakers:

Brad Herold, former Campaign Manager for Ron Desantis for Governor
Sara Lee, Cox for Govenor
Jared Leopold, Jay Inslee for President
Jill Alper, Alper Strategies

10:45 am – 11:45 am **BREAKOUTS**

1. The New Synergy: Direct Mail and Digital



Direct mail is a mainstay of most campaigns while digital is attracting a growing share of advertising dollars. Learn how innovations in targeting and delivery of both direct mail and digital are changing the landscape and creating synergy for campaigns. We will explore the trends, successes, and challenges of balancing direct mail with digital ads from practitioners with hands-on experience.

Moderator:

Seth Colton, The Lukens Company

Speakers Include:

Danielle Cendejas, The Strategy Group
Joe Lestingi, Chadderdon Lestingi Creative Strategies
Nicole Hall, HSP Direct
Jon Adams, NRSC

2. Fires, Floods and Mud: Case Studies in Crisis Communication & People Coming Together

Over the past 2 years, natural disasters such as fires in the West and hurricanes in the East have caused great hardship to millions of Americans. Should your business or clients be impacted by an unpredictable event, it's critical that you're prepared with a crisis communications plan. Hear from consultants who lived in these areas as they discuss the roles they played in assisting the efforts of

elected officials and first responders, share tips for how to effectively get messaging out and keep operations underway to rebuild the communities where they live and work.

Speakers:

Michael Beychok, Ourso Beychok
Erica Walters, Terris Barnes & Walters
Margita Thompson, California Resources Corporation

3. Let's Talk About Texts, Baby



Peer-to-Peer texting is quickly becoming a “must have” in the campaign and advocacy toolbox. With a near-100% open rate and the ability to communicate with individuals in a highly-personal manner, text messaging in our industry is undoubtedly on the rise in the run-up to 2020. Hear from leaders in peer-to-peer text messaging as well as campaign pros who have effectively leveraged this exciting technology. The panelists will discuss how they have raised money, persuaded voters and turned out the vote while also navigating complex compliance issues and regulations.

Moderator:

Buzz Jacobs, PoliTek

Speakers Include:

Ted Peterson, Person 2 Person Messaging

Latoia Jones, Hustle

Steve Sisneros, DCCC

Thomas Peters, Rumble Up

Caitlin Contestable, political.law

12:00 pm – 1:00 pm **BREAKOUTS**

1. What are the best TV Advertising strategies today? Learn from those who've tried them all

Sponsored by NCC Media

When it comes to TV advertising, Political campaigns need to stay up-to-date with the most current strategies. But how can political advertisers know what TV strategies work without risking their campaign? Is there something to be learned from industries outside of the political world who've had more flexibility to experiment and discover what's most effective? This breakout session will host a panel of non-political advertising experts to discuss how and why they're evolving their TV advertising strategies through 2019. These proven approaches should inspire Political campaigns to confidently adopt new TV strategies for their political campaigns moving into the 2020 election cycle.

Speakers Include:

Kelly Georgia, Deep Root Analytics

Greg Friend, NCC Media

Marty Shelata, NCC Media

Tore Tellefsen, Data+Math

2. Targeting and Turnout in Diverse Communities

The 2018 mid-term elections witnessed a historic turnout of voters among America's varied racial and ethnic communities. A highly charged political environment combined with millions of dollars of spending on non-traditional mediums targeting these voters resulted in the most racially diverse Congress in US history. Have we finally entered a new era where higher turnout in diverse communities is the new normal? Are campaigns prioritizing their spend the right way to reach these voters? Is your campaign using the right platforms, technologies and messaging to reach these voters? Join this session for a discussion with some of the top specialists in understanding diverse voters, to give your next campaign the advantage it deserves.

Speakers:

Bill Wong, Bill Wong LLC

1:00 pm – 3:00 pm

LUNCHEON & GENERAL SESSION

Shark Tank!

**GENERAL SESSION: Money, That's What I Want:
How to Succeed on 2020 Fundraising Efforts**

Speakers:

Speakers Include:

Guy Short, Campaign Solutions

Shelby Cole, Authentic Campaigns

Molly Parnell, Golden State Strategy

Patrick Frank, ActBlue

Julia Ager, Sapphire Strategies

6:00 pm – 7:00 pm **AAPC FOUNDATION FUNDRAISER - WINE
PULL/SILENT AUCTION**

7:00 pm – 10:00 pm **POLLIE AWARDS & CAMPAIGN EXCELLENCE
GALA**