

NABPAC 2010 Biennial Post-Election Conference
**“Embracing Change, Interpreting the 2010 Elections and
Building an Effective Political Program”**
November 10-12, 2010 ~ The Breakers Resort ~ Palm Beach, Florida

CONFERENCE SCHEDULE

Wednesday, November 10th

10:00 a.m. Conference registration opens – *Front Desk II*

1:00 p.m. Welcome and Introductions – *Circle Ballroom*
• **NABPAC President Brandie Davis** – *Philip Morris International*

1:15 p.m. **LEVERAGING SOCIAL MEDIA TO AMPLIFY PAC AND GRASSROOTS
MESSAGES** – *Circle Ballroom*

Chances are that you have not yet figured how to build “social media” into your PAC, political and/or grassroots programs. Before jumping in, learn insights into this compelling new communications tool from two public affairs veterans most recently focused on making “The Pickens Plan” part of our national consciousness.

- **Heather Lauer** – *Villageous, LLC*
- **Jim Prendergast** – *Galway Strategy Group*

2:15 p.m. **CAMPAIGN FINANCE, LOBBYING AND ETHICS PRIMER FOR
GOVERNMENT AFFAIRS AND POLITICAL ACTION PROFESSIONALS** –
Circle Ballroom

Learn about the latest laws and trends in campaign finance, lobbying & ethics regulation from nationally-renowned legal professionals.

- **Jan Baran** – *Wiley Rein, LLP*
- **Robert Walker** – *Wiley Rein, LLP*

3:45 p.m. Concurrent Best Practices Workshops (select one)

Corporation session – **WHAT’S NEW WITH VIDEO? DELIVERING
POWERFUL PAC MESSAGES** – *Circle Ballroom*

*This interactive panel discussion will be led by NABPAC PACHelp Hotline Adviser **Karen Fabean** of Dunn Associates and help beginner and veteran corporate PAC professionals alike learn new methods for enhancing performance.*

- **Ken Hiscoe** – *Pfizer*
- **David Schild** – *United Technologies*
- **Jessica Stewart** – *GlaxoSmithKline*
- **Courtney Watson** – *Raytheon*

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Wednesday, November 10th *(continued)*

Association session: 2010 POLITICAL PROGRAMMING: WHAT WORKED AND WHAT DIDN'T – *Magnolia*

*This interactive panel discussion will be led by NABPAC PACHelp Hotline Adviser **Trey Richardson** of Sagac Public Affairs and help beginner and veteran association PAC professionals alike learn new methods for enhancing performance.*

- **Linda Auglis** – *National Beer Wholesalers Association*
- **Maurie Dugger** – *Edison Electric Institute*
- **Sharon Sussin** – *NFIB*

5:00 p.m. Conference registration closes – *Front Desk II*

6:00 p.m. **WELCOME RECEPTION** – *Mediterranean Courtyard*

Dinner on your own – *please visit the Breakers concierge for recommendations.*

Thursday, November 11th

7:30 a.m. Continental breakfast – *Circle Foyer*

8:25 a.m. Trailblazer Case Study – **CANDIDATE VIDEOS: REINFORCING YOUR GOTV EFFORTS** - *Circle Ballroom*

- **Dan Ekstein** – *JPMorgan Chase*

8:45 a.m. **THIS IS HOW IT'S DUNN: INSIDE A PITCH WITH MIKE DUNN** – *Circle Ballroom*

Whether you have single-handedly pitched your PAC or observed others do it, this is a must-attend interactive session with a 35-year veteran of the PAC “pitch.”

- **Michael Dunn** – *Dunn Associates*

9:30 a.m. Break – *Circle Foyer*

9:45 a.m. **NEW FACES IN NEW PLACES: MEET THE 112TH CONGRESS** – *Circle Ballroom*

No matter the outcome in November “newbies” will arrive in Washington intent on shaking things up and making their marks. Get a head start on identifying potential friends and foes with insights from two skilled government affairs professionals who successfully advance client interests regardless of the partisan balance.

- **Paul Brathwaite** – *Podesta Group*
- **Dan Mattoon** – *Mattoon Associates*

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Thursday, November 11th *(continued)*

10:30 a.m. **EMBRACING CHANGE: PERSPECTIVES ON NEXT YEAR'S
LEGISLATIVE AGENDA** – *Circle Ballroom*

Four prominent government affairs executives from key American industries share insights into how they plan to adapt their respective legislative strategies to the realities of this year's results, and what that means for business.

- **Brenda Becker** – *Boston Scientific*
- **Ken Cole** – *Pfizer*
- **Jeff DeBoer** – *Real Estate Roundtable*
- **Rebecca Sczudlo** – *NiSource*

11:45 a.m. Keynote Luncheon – *Magnolia*

Two former members of Congress provide personal insights about the election outcome while sharing how their respective industries are preparing for the legislative agenda these new members may advance.

- **Hon. Ed Pease** – *Rolls-Royce North America*
- **Hon. Jim Slattery** – *Wiley Rein, LLP*

1:00 p.m. **The NABPAC Invitational golf tournament** – *The Ocean Course*

6:30 p.m. **Cocktail reception** – *Ocean Terrace at The Breakers Beach Club*

Dinner on your own – *please visit the Breakers concierge for recommendations.*

Friday, November 12th

7:30 a.m. Buffet breakfast – *Circle Foyer*

8:00 a.m. **BEYOND THE HEADLINES AND HYPERBOLE: PUBLIC OPINION IN
THE 2010 ELECTIONS** – *Circle Ballroom*

Bipartisan pollsters dig deep into the factors that drove the 2010 election results and provide insights into what it means for the 2012 campaigns

- **David Cantor** – *Glover Park Group*
- **Hans Kaiser** – *Moore Information*

9:20 a.m. Trailblazer Case Study – **THE BUTTERFLY EFFECT: USING AN ISSUE TO
BUILD A TIDAL WAVE OF SUPPORT** - *Circle Ballroom*

- **Shannon Aimone** – *The Home Depot*

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Friday, November 12th *(continued)*

9:45 a.m. **INSIDE BASEBALL: HOW PERSONALITIES, PRESIDENTIAL POLITICS
AND PUNDITRY WILL SHAPE 2011**– *Circle Ballroom*

Two veteran political analysts provide conferees with compelling insights into the “inside baseball” that will undoubtedly shape politics and policy next year.

- **John Feehery** – *Quinn Gillespie & Associates*
- **Steve McMahon** – *Purple Strategies*

10:30 a.m. Break – *Circle Foyer*

10:45 a.m. **GOOD, BAD AND UGLIEST MOMENTS FROM THE 2010 AD WARS** –
Circle Ballroom

A biennial favorite, two bipartisan media consultants walk through the best and worst political advertisements from the 2010 congressional elections while discussing the long-term ramifications that certain media strategies may have on future contests .

- **David Heller** – *Main Street Communications*
- **Jim Innocenzi** – *Sandler-Innocenzi*

11:45 a.m. Closing Keynote Luncheon – *Magnolia*

The nation’s premier campaign analyst shares his thoughts about outcomes from the 2009 and 2010 elections and what that bodes for the 2012 cycle.

- **Charlie Cook** – *Cook Political Report*

1:30 p.m. **Conference concludes**

Afternoon **Optional golf tee-times** – *The Ocean and Rees Jones Golf Courses*

Saturday, November 13th

9:00 a.m. NABPAC Board of Directors’ Meeting – *Gold Room*

Dress for all events is resort casual – collared shirts, no denim. For messages, please email nabpac@nabpac.org or call NABPAC Executive Director Geoff Ziebart at (202) 271-2321. Thank you for your participation!