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Program Agenda

(Please check www.cawp.rutgers.edu/ReadytoRun for program details and agenda updates.)

Friday, March 21, 2014

Diversity Initiative Programs

- 11:00 am **Registration opens**
- Noon – 1:30 pm **Welcome and Opening Keynote Lunch**
Welcome: Debbie Walsh, Director, Center for American Women and Politics (CAWP)
Keynote: Congresswoman Grace Meng (NY), U.S. House of Representatives
- 1:30 – 1:45 pm **Break**
- 1:45 – 4:00 pm **Diversity Initiative Programs**
Elección Latina, Run Sister Run, Rising Stars (For more details, see individual agendas at: www.cawp.rutgers.edu/ReadytoRun)
- 1:45 – 2:15 pm **Participant Introductions**
- 2:15 – 4:00 pm **Roundtables**
- 4:00 – 4:15 pm **Break**

*Ready to Run*TM

- 4:15 – 6:30 pm **Welcome and Plenary Session:**
Internet Strategies for Candidates, Campaigns and Advocates
Session Description
Internet outreach is a key aspect of today's political and advocacy campaigns. Online tools including blogs, social networking sites like Facebook, 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 22, 2014

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: Political Parties, Appointments, and Advocacy – Tools and Tips for Getting Started

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

Ingrid Reed, Senior Fellow, New Jersey Future

Political Parties Section

Assemblywoman Caroline Casagrande, New Jersey Assembly

Lizette Delgado-Polanco, Vice Chair, New Jersey Democratic State Committee

Appointments and Advocacy Section

T. Missy Balmir, Thorough Planning, LLC

Freeholder Tracy Zur, Bergen County

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, Essex County College Executive Director of Administrative Services

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 – women who already serve as 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.

Panelists

Irene Kim Asbury, New Jersey Republican State Committee

Azra Baig, Member, South Brunswick School Board

Senator Jennifer Beck, New Jersey Senate

Senator Nellie Pou, New Jersey Senate

Assemblywoman Sheila Oliver, New Jersey Assembly (*invited*)

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

Gail Gordon, Republican Strategist and Fundraiser