INNOVATE TO MOTIVATE®
2017

The National Conference for Political Involvement Professionals

Motivating PAC and Grassroots Participation

December 6-8, 2017
The Hilton Downtown Nashville

Innovate to Motivate®: 3805 Edwards Rd, Suite 550 :: Cincinnati, OH 45209
513.752.7668 :: http://www.innovatetomotivate.com
Innovate to Motivate® is Co-Founded and Produced by:

Our 2017 Sponsors

In-kind assistance for Innovate to Motivate® is provided by Akerman LLP.
The Innovate to Motivate® Story

In the summer of 2000, an experienced group of political involvement professionals encouraged Peter Kennerdell, Amy Showalter and Tony Kramer to design a learning opportunity that would go beyond introductory “show and tell” sessions and squarely meet the special needs of experienced PAC and grassroots practitioners. Amy, Peter and Tony accepted the challenge.

With the early and enthusiastic support of respected co-host organizations and input from an Advisory Committee comprised of veteran political involvement professionals, they created a conference experience that includes a rigorous curriculum that recognizes the challenges of today’s PAC and grassroots professionals.

Thus, I2M was the first conference of its kind to integrate career acceleration and scientific influence courses into the existing PAC and grassroots curriculum. All workshops are also designed for maximum participant interaction, and this high quality interaction is a hallmark of all I2M gatherings.

Today, the I2M philosophy lives on through the dedication of our Advisory Committee, as well as I2M Co-Founder and Producer Amy Showalter and our sponsor organizations.
Getting the Most from the 2017 Conference

We want you to make the most of your time at the conference. To maximize your conference benefits, we recommend that you:

- Be an active participant in all discussions. Ask questions! Get explanations! If you don’t understand the concept – you won’t implement the idea.
- Record all your personal take-away ideas by completing an Action Plan at the conclusion of each session. (Action plan templates can be found at the back of this program.)
- Prioritize your Action Plan items.
- Assign completion dates for all actionable priorities.
- Add all priorities (including dates) to your calendar. Remember, what you put on your calendar is far more likely to get accomplished.

Faculty Information
Faculty biographies can be found with their workstorm annotation beginning on page 13.

What is a Workstorm?
A workstorm is the merger of a workshop and a brainstorming session. It’s the hallmark of Innovate to Motivate®. We think you’ll agree that this term best describes the goals and outcomes of Innovate to Motivate® conference sessions.

Guest Participation at the Conference
Guests are welcome to attend the Tuesday evening reception. Guests are not invited to participate in the conference sessions, luncheons, breakfasts or morning or afternoon coffee breaks.

To attend a reception and/or dinner, guests must secure a name badge by registering at the conference registration table. The Tuesday evening reception is $50 for each guest. Payment may be made by check or credit card.
2017 Innovate to Motivate® Leadership

The members of the 2016-2017 Innovate to Motivate® Advisory Committee represent the nation’s brightest and most experienced corporate and association PAC and grassroots professionals. They play an instrumental role in shaping the focus and content of our 2017 conference, securing the highest quality faculty and serving as valuable resources during the meeting. With their involvement, we will once again demonstrate that sharing among peers is the hallmark of the Innovate to Motivate® learning experience.

Katharine Emerson
Director, Public Policy & Political Strategy
National Corn Growers Association

Sharon Sussin
National Political Director
National Federation of Independent Business (NFIB)
I2M Gives Back to Warrior Dog Foundation

Since 2009, I2M has integrated a charitable volunteer activity or philanthropic fundraising activity into our conference experience. We have helped re-build homes in New Orleans with the Beacon of Hope, raised funds for the USO, Pets for Patriots, the Battle Buddy Foundation, and in 2017 we will be raising funds for the Warrior Dog Foundation.

This year we are thrilled to partner with the Warrior Dog Foundation. The Warrior Dog Foundation believes that Special Operation Force and law enforcement K9s deserve the highest level of care in retirement.

It was founded by Navy SEAL Mike Ritland as a place for retirement and rehabilitation of retired Warrior K9s slated to be euthanized. WDF provides a rare sanctuary of last resort and as a result, their retired K9s often stay with them for many years, and some live out their lives with their caretakers.

Once these retired K9 Warriors have completed their service and for whatever reason, are unable to continue on with their handler, the Warrior Dog Foundation helps transition them from an operational environment into our state-of-the-art kennel facility in Texas. We then ensure the care of each individual K9 with dignity and grace, including both mental and physical rehabilitation for the rest of their lives.

Mike Ritland
Founder
Warrior Dog Foundation
Mike Ritland, Founder, Warrior Dog Foundation

Mike Ritland was born in Waterloo, IA and served 12 years as a US Navy SEAL. He saw action in Operation IRAQI Freedom and multiple special operations missions. Mike served as the Naval Special Warfare Multi Purpose Canine (MPC) Trainer from 2011 to 2012.

After his service, Mike founded Trikos International, which specializes in providing private protection K9s to government agencies and high-net-worth Individuals. Trikos International has grown to a global brand and has gained acclaim for its unique training approach and proven success.

Ritland has trained hundreds of working dogs for combat and specializes in private protection dog training, military dog training and police dog training. He has over 18 years experience in importing, breeding, raising and training multiple breeds of working dogs.


Mike Ritland has provided private protection K9s for celebrities, private individuals and government agencies, including:

- Department of Defense (DoD)
- Department of Homeland Security (DHS)
- Transportation Security Administration (TSA)
- U.S. Customs and Border Patrol (CBP)

He is an active content contributor to numerous journals, blogs and publications, including SOFREP, Men’s Journal, Police K9 Magazine and K9 Cop Magazine.

He has been a keynote speaker at Purdue University’s Discovery Lecture Series, C-SPAN2 BookTV, and HITS Training Conference. Mike has been interviewed on dozens of media affiliates, including CBS 60-Minutes, ABC, NBC, FOX and PBS. Mike and Rico, his personal K-9, recently collaborated with the Xbox crew to create the latest iteration of Call of Duty: Ghosts. The video game brings lifelike characters and immersive worlds together on a new, next-generation engine. The dog in Call of Duty works together with his team to fulfill missions. The official release was November 5, 2013.

Mike Ritland also founded the Warrior Dog Foundation, a non-profit special operations K9 retirement foundation. The Warrior Dog Foundation is dedicated to serving working military K9s, the special operations community and their families. With the Foundation’s state of the art kennel facility, these dogs are given the opportunity to live out the rest of their lives with dignity and grace, and are attended to with compassion to both their mental and physical rehabilitation for the rest of their lives.

Ritland currently resides in Dallas, TX and dedicates his time daily to working with his K9s at Trikos International and the Warrior Dog Foundation. When he is not traveling on business he enjoys spending quality time with each of his dogs, staying fit and perfecting the art of BBQ.
Showalter Innovation Award

In 2000, Amy Showalter and Peter Kennderdell created the original Showalter Innovation Award. Companies like Pfizer, Southwest Airlines, Nationwide Insurance, Genworth Financial, International Paper, and associations and non-profits like The American Heart Association, NFIB, and the Campaign for Tobacco Free Kids, among many others, have been honored for grassroots or PAC innovations that have won over our Innovation Award judges.

In our Friday lunch presentation, you'll hear from the judges who they selected and why, as well as from the award winner on the innovations that took their programs and results to the next level.

Thanks to our 2017 Innovation Award judges:

Kathleen Gamble
American Trucking Associations

Jeana Hultquist
American AgCredit

Kelly Kennai
YMCA of the USA
## Agenda At A Glance

Please note that there is a 15-minute break between each workstorm.

A “Live and Uncut” workstorm refers to a crowdsourced session. The discussion is generated by conference attendees with the assistance of a facilitator, or a faculty member provides a short presentation, followed by application discussions among workstorm participants.

<table>
<thead>
<tr>
<th>Wednesday December 6</th>
<th>10:00 a.m.-5:30 p.m.</th>
<th>REGISTRATION</th>
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| 1:30 – 1:45 p.m. | Welcome to Innovate to Motivate | I2M Co-Chairs Katharine Emerson & Sharon Sussin |
| 1:45–2:45 p.m. | Ask the Pollster: Tales from the Trail and Lessons for Going Against the Herd | Robert Cahaly, Tralfagar Group |
| 2:45 p.m. | BREAK |  

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<thead>
<tr>
<th>3:00-4:00 p.m</th>
<th>PAC WORKSTORM</th>
<th>GRASSROOTS WORKSTORM</th>
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<tr>
<td>FEC Update: The Times They are A-Changing</td>
<td>New Tactics for Winning Grassroots Campaigns</td>
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<td>Brett Kappel, Ackerman, LLC</td>
<td>Matthew Wright, Children’s Hospital Association</td>
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<td>McKissack 1</td>
<td>Anne Simaytis, American Heart Association</td>
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| 4:00 p.m. | BREAK |  

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<tr>
<th>Time</th>
<th>Event Description</th>
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<tr>
<td><strong>Wednesday December 6</strong> (continued)</td>
<td><strong>LIVE AND UNCUT</strong>&lt;br&gt;PAC Town Hall&lt;br&gt;Katharine Emerson &amp; Sharon Sussin, I2M Co-Chairs&lt;br&gt;&lt;i&gt;Mckissack 1&lt;/i&gt;</td>
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<td>5:30 p.m.</td>
<td><strong>THE INNOVATE TO MOTIVATE® SALON</strong>&lt;br&gt;Salon Table Topics: Creating and Maintaining PAC Donor Incentive Programs, Finding Key Contacts, When to (and not to) Engage Consultants, Creating a PAC Communications Plan, Getting Value from Your Fly-In, Quantifying the Value of the Government Relations Function&lt;br&gt;&lt;i&gt;Atrium&lt;/i&gt;</td>
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<td>6:30 p.m.</td>
<td>Innovate to Motivate® Dine Arounds</td>
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<td><strong>Thursday December 7</strong></td>
<td><strong>BREAKFAST</strong>&lt;br&gt;&lt;i&gt;Bredesen&lt;/i&gt;</td>
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<td>8:00-8:30 a.m.</td>
<td><strong>PROFESSIONAL DEVELOPMENT</strong>&lt;br&gt;The Spartan Leader: The Altar of Leadership and Sacrifice&lt;br&gt;Jason Beardsley</td>
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<td>9:15 a.m.</td>
<td><strong>BREAK</strong></td>
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<td>9:30-10:30 a.m.</td>
<td><strong>PROFESSIONAL DEVELOPMENT WORKSTORM</strong>&lt;br&gt;Do Manners Matter in 2017?&lt;br&gt;Learn the Tools for Business Etiquette that Will Advance Your Work&lt;br&gt;Jessica Marventano and Catherine Wallace, Marvelously Well-Mannered&lt;br&gt;&lt;i&gt;Mckissack 1&lt;/i&gt;</td>
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<td>10:30 a.m.</td>
<td><strong>BREAK</strong></td>
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<td>10:45-11:30 a.m.</td>
<td><strong>LIVE &amp; UNCUT</strong>&lt;br&gt;<strong>GRASSROOTS &amp; PAC WORKSTORM</strong>&lt;br&gt;The Top 10 Research Findings You Need to Know and How to Apply Them to Your Political Involvement Programs&lt;br&gt;Amy Showalter, The Showalter Group, Inc.&lt;br&gt;&lt;i&gt;Mckissack 1&lt;/i&gt;</td>
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<td>Time</td>
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| 11:35 a.m. – 12:30 p.m. | **PROFESSIONAL DEVELOPMENT WORKSTORM**  
What Is Your Personal Brand Strategy?  
Jessica Marventano and Catherine Wallace, Marvelously Well-Mannered  
*Bredesen* |
| 12:30 p.m.   | **LUNCH BUFFET**  
**PAC & GRASSROOTS PLENARY SESSION**  
The Real Fake News: How to Communicate Through It and Persuade Over It  
Kelton Rhoads, PhD, University of Southern California  
*Bredesen* |
| 2:00 – 2:30 p.m. | **PLENARY SESSION**  
Mike Ritland, Founder, Warrior Dog Foundation  
*Bredesen* |
| 6:30 - 7:30 p.m. | Innovate to Motivate® Dine Arounds  
*Bredesen* |
| Friday       |                                                                                   |
| 8:00-9:30 a.m. | **BREAKFAST**  
**8:30 GRASSROOTS & PAC WORKSTORM**  
The Attitude Adjustment: Why Creating “Favorable” Attitudes is Not Enough to Spur Support for Your Cause — the Challenges and Opportunities of “Attitude Ambivalence”  
Duane Wegener, PhD, The Ohio State University  
*Bredesen* |
| 9:30 a.m.    | **BREAK**  
9:45-10:45 a.m. | **PAC WORKSTORM**  
Benefits and Pitfalls of Peer-to-Peer PAC Fundraising Campaigns  
Ted Burnes, American College of Radiology  
Atalie Ebersole, Grant Thornton LLP  
*McKissack 1* |
| 10:45 a.m.   | **BREAK**  
11:00 a.m. – 12:00 p.m. | **GRASSROOTS WORKSTORM**  
How Communications with Congress is Changing: New Research Shows New Approaches Needed to Succeed  
Dr. David Rehr, George Mason University  
*Bredesen* |
| 12:15 p.m.   | **LUNCH & INNOVATION AWARDS**  
Armstrong 2 |
How to Maximize Your I2M Experience

The conference Producer, Amy Showalter, I2M Sponsors and Advisory Committee members will give you a running start to the meeting by providing you with a brief history and guiding principles of Innovate to Motivate, as well as an overview of the upcoming sessions.

Tailor the conference to your specific needs by hearing which concurrent workstorms are most relevant to your political involvement program.

Katharine Emerson  
Innovate to Motivate®  Co-Chair

Sharon Sussin  
Innovate to Motivate®  Co-Chair

Amy Showalter  
Co-Founder and Producer  
Innovate to Motivate®
Ask the Pollster: Tails from the Trail and Lessons from Going Against the Herd

One pollster predicted a Trump win in the 2016 Presidential election, and you can hear directly from him at I2M 2017! Two days before the 2016 presidential election, Robert Cahaly, Senior Strategist of The Atlanta-based Trafalgar Group, bet the future of his company on their unorthodox polling methodology. When national reporters asked if he would "stand by his polling results" showing a clear 300+ Trump victory, effectively rejecting the industry consensus of a significant Hillary Clinton electoral win, he didn't back down, hedge his bets, or equivocate.

Cahaly’s stood firm saying, “On Wednesday I’m either going to be the guy who got it right, or nobody is going to listen to me anymore.” What happened next is history, but the headlines and recognition for Cahaly and The Trafalgar Group across America and around the globe had just begun.

Robert will share insights, anecdotes and inspiration from the campaign, and the lessons you can apply to your next PAC or grassroots campaign challenge, including:

► The biggest mistake political professionals make when trying to engage their stakeholders (and how to overcome it)
► How to maintain your perspective when your work is challenged
► Why having the right foundation for your models and processes is vital to making correct decisions
► What’s trending in the mood of the electorate
► His predictions for the 2018 elections

Come with your best questions---Robert will be devoting more than half of his presentation to answering your questions!

Robert Cahaly
Senior Strategist
Trafalgar Group
The FEC Update: The Times They Are A-Changing

Major changes are coming to the Federal Election Commission in 2018. This session will explore how the changeover in the membership of the Federal Election Commission may affect how the agency functions and whether this will result in changes in FEC rules or enforcement policy. In addition, we will discuss a number of other recent developments at the FEC, including several significant enforcement cases, the revival of the FEC’s Internet disclaimer rulemaking and emerging enforcement trends following the 2016 presidential election.

Brett Kappel
Partner
Akerman LLP
Against All Odds: New Tactics for Winning Grassroots Campaigns

While grassroots campaign tactics vary according to organizational culture, influence prospects and influence goals, it’s helpful to have a refresher on the tools and tactics that winning campaigns are using to address their grassroots challenges.

Both of our workstorm leaders faced significant challenges. From patient privacy laws that impacted their ability to share narratives, to having less than five weeks to execute a campaign, to representing a constituency that could not vote, they overcame these challenges and won their campaign.

Attend this session to learn more about the following tactics and see how they can be applied to your next grassroots campaign:

- How to lead a team in a rapid response environment
- The pros and cons of engaging celebrities for your cause
- How to engage other organizations to galvanize their members to support your cause
- Using “gamification” of advocacy to reinforce your message
- How to recruit over 10,000 advocates . . . in three days
- The organizational structure that is critical to propelling activism

Matthew Wright
Advocacy and Outreach Director
Children’s Hospital Association

Anne Simaytis
Regional Vice President of Grassroots
American Heart Association
LIVE AND UNCUT
Let’s Talk PACs: The I2M PAC Town Hall

Past conference participants know that the hallmark of all Innovate to Motivate conferences is information sharing among experienced PAC and grassroots professionals. In this fast-paced and highly interactive session, the Town Hall attendees will determine the workshop agenda. This format is sure to generate numerous new ideas for fortifying your PAC.

All conference participants will receive a master list of tips and tools compiled at the Town Hall.

Because this is a “live and uncut” I2M format, Town Hall participants set the agenda, but typical topics include:

- Best practices for persuasive PAC websites
- How to develop a working PAC Board
- How to build a “farm team” of new PAC Board leaders
- How to set PAC fundraising goals
- Maintaining PAC momentum in non-election years
- Tips for effective PAC video creation
- How to neutralize PAC “discouragers” in your organization
- Addressing common PAC contribution objections
- Ways to recognize PAC contributors and recruiters
- How to choose contribution guidelines
- Ways to use technology to recruit for your PAC
- Moving from an “educational” PAC to a persuasive PAC
- How to equip and train peer PAC recruiters
- Securing the highest levels of senior management and leadership PAC participation

Katharine Emerson
Innovate to Motivate® Co-Chair

Sharon Sussin
Innovate to Motivate® Co-Chair
Top 10 Tech Tools to Advance Your Mission

Wouldn’t it be great to have a list of the most utilized and successful technologies being used today in the government affairs profession? In this workshop, you’ll hear about the tools that are being leveraged successfully among causes, candidates and the companies that serve them, and how those same capabilities can be leveraged to propel your PAC or grassroots programs.

Mark Bryant is one of the most highly regarded technology experts in politics and advocacy today, and he will share with you the most compelling technologies for your advocacy and PAC efforts in the data, analytics and digital spaces. He knows what’s most innovative and impactful because it’s his job to connect tech companies with organizations that need tech solutions. So, he has an unvarnished, unbiased knowledge of not only what is most utilized today, but what works today. Attend this workshop as your “one stop shop” for learning more about the tools available to help you grow your political engagement programs.

Mark is a pioneer in the political technology field. He was the first to introduce block-level redistricting on a personal computer to politics, precision constituent-to-state and federal district matching to advocacy, and big-data driven digital advertising to both candidates and causes.

Mark is known for unbounding energy and a fast-paced presentation, so be ready to learn and leave energized to take your programs to the next level!

Mark Bryant
Managing Partner
Agency Advisors
The Innovate to Motivate®
Salon and Reception

What’s a Salon?

Salons are gatherings of smart people in shared spaces where they might debate or contemplate the issues of the day, but they always share resources and ideas, and everyone gets “equal airtime.” Our Salon will be a fun opportunity for you to meet as many I2M participants as possible in a structured environment. To generate conversation, each table leader will be provided with a list of topical questions for attendees to consider and discuss. After 15-20 minutes, you’ll change tables and meet a new group of I2M participants and discuss a new table topic.

You’ll have 15-20 minutes to meet your I2M colleagues and share your best thinking and best practices on the following topics:

► Creating and Maintaining PAC Donor Incentive Programs
► Finding Key Contacts
► When to (and not to) Engage Consultants
► Creating a PAC Communications Plan
► Getting Value from Your Fly-In
► Quantifying the Value of the Government Relations Function

Come ready to share and learn!
Dine Arounnds

Enjoy dinner with your friends and colleagues at the area’s finest restaurants at Wednesday evening’s Dine Arounnds. Dine Around participants are responsible for the cost of their own meal, and taxi, if transportation is needed. Participants are free to pick up more than their share of the total bill, but there is no obligation to do so. The Dine Arounnds are a favorite feature of I2M!
The Spartan Leader: The Altar of Leadership and Sacrifices

Green Beret Master Sergeant Jason Beardsley is the founder and CEO of The Underground Movement. He has 22 years of experience with the U.S. military, leaving the government after 15 years with Army Special Operations and Joint Special Operations. A recipient of two Bronze Stars for his achievements and sound use of judgment during sustained combat operations, he was part of a select group of individuals trusted to accomplish some of the most dangerous and covert tactical missions in support of U.S. military action and the Global War on Terrorism. I2M is privileged to have Jason share his leadership lessons.

As an experienced government relations professional, your responsibilities include fighting for your mission and team. Jason believes that the best leaders know that perfect is the enemy of good, and that you must lead your fight well by owning "big picture" clarity. He will share why, starting with your ego, every leader must learn what must be laid on the altar to succeed.

In this session, you’ll learn Jason’s hard-earned leadership lessons from his special operations task force missions in hostile environments across the globe. Jason is now exercising his leadership skills by advising and advocating for veteran’s organizations, as well as founding a for-profit company to create and produce U.S. – made apparel that promotes pride in and knowledge of our American history.

Do not miss Jason Beardsley’s lessons for leading your team and accomplishing your mission.

In this session, Jason will share:

► How to identify and assemble your best possible team
► Keys to finding the right assets needed to execute your plan
► Elements of leading and applying sound judgement in times of chaos
► What you must sacrifice to succeed

Jason Beardsley
Founder & CEO
The Underground Movement
Do Manners Matter in 2017? Learn the Tools for Business Etiquette that Will Advance Your Work

There is an important connection between your knowledge of business etiquette and your professional success. Business manners and etiquette are all about knowing what to do, building confidence and making those around you comfortable in any situation. It’s the ability to execute 21st century traditions in a deliberate and confident way...and, it will distinguish you and your message from the competition.

After learning the rules of business etiquette, networking, and social media, you will put yourself and others at ease, outclass your competition, and move up the ladder. In this workstorm, business manners and etiquette experts Jessica Marventano and Catherine Wallace will cover the following relevant topics:

- The top 10 business etiquette faux pas
- Adding value to others v. “working a room”
- Capitalizing technology tools politely
- Networking tips
- Introductions and handshakes
- Handling the business card with respect v. randomness
- Effective meeting execution
- Expressing thanks

Jessica Marventano
Partner & CEO
Marvelously Well-Mannered

Catherine Wallace
Partner & Chief Creative Officer
Marvelously Well-Mannered
Controlling the Narrative Through Strategic Social Media Platform Communications

Facebook, Twitter, and bears OH MY! Just because a plethora of social media platforms exist doesn’t mean each and every one is right for your message and influence goals. In this workstorm, you’ll learn how to affect change by using the best platform for your message and messengers. Stop wasting time and learn how to engage in the social media platforms most likely to move your issues forward.

In this workstorm, the engaging and multi-talented (it’s true!) Pasquale Talarico will share with you:

► How to make sense of the best platform for your specific needs
► The discipline of “platform prioritization” to obtain real social media results
► Methods to find the right messengers for your broadcast systems
► How to determine the right message on your most impactful platforms
► How to measure social media platform results beyond “vanity metrics” of likes, followers and fans

Pasquale Talarico
CEO/Founder
HashtagPinpoint
Survey Says: The Top 10 Research Findings You Need to Know and How to Apply Them to Your Political Involvement Programs

Academic research is not just “theory.” Many of today’s most utilized management techniques and political involvement tactics arose from academic research. The problem is, it takes almost 10 years for peer reviewed academic research to make it into the “real world.” We’re shortening that time frame for you in this session, so you will have an advantage over those who don’t take the time to investigate these findings.

Our own “research rat,” I2M Co-Founder and Producer, will share with you her top 10 most important research findings that apply to the government relations discipline, and most important, how to integrate how to use those findings to improve your grassroots and PAC productivity. Do you know...

► That the method used to recruit a grassroots advocate or PAC contributor impacts what they will and won’t do for your cause?
► What you do with your advocates in the “off season” that fosters better legislator relationships?
► The negative grassroots consequences of encouraging “slacktivism?” (online likes, re-tweets, etc.)
► The factors that determine whether the statistics you present to lawmakers and/or the public are those that will persuade them to accept your data?
► The formula legislative staff uses to remember your information?
► The element of grassroots communications that lawmakers are using to evaluate grassroots messages instead of the volume of messages?
► Whether experiences or tangible gifts are more valued by PAC contributors and grassroots advocates?
► The personality characteristic that is optimal for successful peer-to- peer PAC recruiters?
► Why “awareness” is not persuasion, and what must occur before deep persuasion, and hence action on behalf of your cause, takes place?
► The one grassroots tactic that is most irritating (and alienating) to legislators and staff?

Amy Showalter
Principal
The Showalter Group, Inc.
Beyond Lobby Days: Pros, Cons and Implementation Strategies for In-District Legislator Events

Research (Ballast, 2016) has shown that while congressional staff won’t refuse a constituent visit, they believe that district visits provide more “quality time” with elected representatives.

In this workstorm, you’ll hear what prompted two leading organizations to supplant their D.C. and State House visits with district events, and how they execute events that result in a higher level of legislator issue understanding than often happen in rushed, time-crunched Hill visits.

Hear from Kelly and Elizabeth to learn:

- Keys to equipping your volunteers so that they can confidently conduct district events
- How to make your district meetings a professional development opportunity for your stakeholders
- Aspects of district meetings that allow for volunteer autonomy, and those that require staff oversight
- “Red flags” that indicate your program needs to be re-evaluated
- District event metrics
- How to incentivize your stakeholders to participate in district events

Kelly Kennai
Communications Director, Government Relations and Policy
YMCA of the USA

Elizabeth Outten
Director, Government Advocacy
Novant Health
What’s Your Personal Brand Strategy?

If you are like most professionals, you spend considerable time and energy protecting and positively advancing your organization’s brand. It’s part of your job. But how much time do you spend advancing your personal brand? What, you don’t have one? You should.

It is important to always put one’s best, polished, polite and professional foot forward. It takes between 5 and 7 seconds to make a first impression, so it’s imperative to polish your personal brand and learn to look and act your best.

In this engaging and dynamic session, business manners and etiquette experts Jessica Marventano and Catherine Wallace will cover the following relevant topics:

- Personal deportment – attitude, image and grooming
- Following through and delivering on your promises
- Tech etiquette
- Gifting and appreciation guidelines
- Dressing for your success
- Eye contact considerations
- The art of proper introductions and handshakes
- Making small talk with a purpose

Jessica Marventano
Partner & CEO
Marvelously Well-Mannered

Catherine Wallace
Partner & Chief Creative Officer
Marvelously Well-Mannered
The Real Fake News: How to Communicate Through It and Persuade Over It

“Fake News” assaulted the public mind in 2016 and has shown no signs of retreating. Audiences are adjusting to communications that advocate and prevaricate, and are predictably responding with increased skepticism. In a time where ‘prejudice’ is a dirty word, audiences increasingly accept or reject information based on whether information conforms to judgments they have already made about what they do, or want to believe.

How did we get here? What’s going on in the minds of our audiences, how are they processing the information they receive? What communication strategies are effective in a ‘post-truth’ environment? Join I2M superstar faculty member Dr. Rhoads as he tackles these questions, and lays out a communication strategy with specific tactics that can help you communicate to increasingly cynical audiences.

Kelton Rhodes, Ph.D.
Adjunct Professor
USC
Thursday, December 7
2:00-2:30 pm
PLENARY SESSION
Bredesen

Mike Ritland: Warrior Dog Foundation

Mike Ritland
Founder
Warrior Dog Foundation
Dine Arounds

Enjoy dinner with your friends and colleagues at the area’s finest restaurants at Thursday evening’s Dine Arounds. Dine Around participants are responsible for the cost of their own meal, and taxi, if transportation is needed. Participants are free to pick up more than their share of the total bill, but there is no obligation to do so. The Dine Arounds are a favorite feature of I2M!
The Attitude Adjustment: Why Creating “Favorable” Attitudes is Not Enough to Spur Support for Your Cause – the Challenges and Opportunities of “Attitude Ambivalence”

A great deal of marketing and promotion aims to create favorable attitudes toward products, policies, or political candidates. Decades of research in psychology supports the importance of attitudes for influencing behaviors such as purchasing a product or voting for a candidate.

However, over the last 20 years or so, a great deal of research also suggests that creating favorable attitudes is not enough. As with any influence attempt, the devil is in the details. Those attitudes also have to possess qualities that make people likely to act on those attitudes.

This session will focus on the interesting case of attitude ambivalence to illustrate many of the key findings, and how to apply them to your work, including:

► The qualities of attitudes that help to determine how “strong” those attitudes are
► Why ambivalent attitudes creates inertia among your audience
► How to spot information that supports your audiences’ attitudes, use that to motivate engagement
► How to anticipate when ambivalence exists, and use that knowledge to communicate more effectively

Duane Wegener, Ph.D.
College of Arts and Sciences Distinguished Professor of Psychology
Ohio State University
Benefits and Pitfalls of Peer-to-Peer PAC Fundraising Campaigns

A meta-analysis of PAC fundraising research shows that P2P PAC fundraising is deemed most effective. However, you need to find the balance between having enthusiastic volunteers help recruit for your fundraising campaign and making sure the campaign is conducted properly and legally. This workstorm will offer proven tips to help you navigate this balance and achieve optimal results for future fundraising campaigns.

You’ll learn the following from a veteran PAC leader who has achieved a 100% increase in PAC receipts:

- The qualities of the most effective peer fundraisers
- How to manage under-performers
- How to address common volunteer fundraiser misperceptions about the campaign, their role, and how to mitigate misunderstandings
- Legal parameters that affect P2P campaigns
- How to maintain volunteer enthusiasm during your campaign
- Ways to keep your recruiters engaged between formal fundraising drives

Ted Burnes  
Director, RADPAC  
American College of Radiology

Atalie Ebersole  
PAC & Grassroots Manager  
Grant Thornton, LLP
Leveraging Grassroots Influence in the Regulatory Arena

For many advocacy organizations, the regulatory arena is where the action is—Congressional gridlock has necessitated that you vigorously represent your stakeholders before regulatory agencies. Though they may not have constituencies, regulators and their staff do take public opinion into consideration. It’s important to understand how coordinating your regulatory strategy with your organization’s grassroots team can provide champions for rule-making procedures.

In this workstorm, you’ll learn how to get your message to regulators in new ways by:

► Understanding the timing of the regulatory environment – learn when and how to leverage your grassroots network
► Creating materials that explain regulatory issues with clarity instead of confusion
► Understanding how your grassroots capabilities and regulatory issues fit together
► Engaging your internal regulatory team in grassroots events, including lobby days and in-district events

Nancy Hammer
Senior Government Affairs Policy Counsel
Society for Human Resource Management

Meredith Nethercutt
Senior Associate, Member Advocacy
Society for Human Resource Management
How Communications With Congress Is Changing: New Research Shows New Approaches Needed to Succeed

Join Dr. Rehr, a former national association CEO and one of the nation’s top advocates, as he walks through new research on communication methods and preferences of congressional offices, their staff and those working to influence them. Dr. Rehr came to I2M five years ago and engaged the crowd on his original research. But he has found much has changed.

You will want to hear the presentation and ensure your Capitol Hill advocacy is updated to fit the new communications paradigm. Dr. Rehr is also making time available to personally discuss with conference participants new strategies they can use to realize even greater impact from their work on Capitol Hill.

You will learn:

- the advocacy tools that have the least impact;
- the top five information sources staffers value;
- how staff rank the advocacy tools you use;
- the most valued resource which every organization can have with little outlays;
- the best advocacy tools that impact Chiefs of Staff, Legislative Directors and Legislative Assistants;
- which information is most valued by the Congress; and,
- the most important trait that secures a congressional meeting

Dr. David Rehr
Professor, Scalia Law School
George Mason University
Conference Evaluation

2017 National Conference for Political Involvement Professionals

The goal of the 2017 conference was to create a learning experience that challenges and motivates. We want to know if we’re on course and how we can further this goal in 2018. Please take a few minutes to complete the entire form. Your feedback is very important to us.

Your overall meeting rating:

1 Poor 2 3 4 5 6 7 excellent

What new insights or innovations did you gain from the meeting?

Which sessions and speakers were most valuable? Why?

What topics would you like addressed, or addressed in more detail, at the 2018 conference?

Why did you attend the Innovate to Motivate® conference versus other PAC and grassroots training opportunities?
What do you consider when determining which professional development conference opportunities? Please rank in order of priority, 1 = most important, 7 = least important.

- Conference location
- Conference date
- Whether my friends are attending the conference
- Conference curriculum
- Organization hosting the conference
- Registration fee
- Supervisor approval

How many years have you been in the government relations profession, absent time in the state legislature or on Capitol Hill?

- 1-5
- 6-10
- 11-15
- 16 - 20
- 20 +

What improvements would you recommend for the 2018 conference? (topics, location, format, etc.)

On a scale of 1 – 7, 1 = poor and 7 = excellent, please rate The Ritz-Carlton Hotel and the New Orleans, Louisiana location:

1 2 3 4 5 6 7

Were the hosts helpful?
Would you like to serve on the 2018 Advisory Committee?

May we quote sections of what you wrote on this evaluation form?

If yes to either of the two previous questions, please provide the following information...

Name:

Organization:

Email:

Thanks for your feedback!

If you have other comments, please don’t hesitate to contact us.

RETURN TO THE REGISTRATION DESK or fax to 888-779-6672
I2M State Team Captains

I2M has several volunteers who host an annual I2M Town Hall in their state. It's an informal, 2-hour Town Hall format just like our PAC and Grassroots Town Halls. (and, we are open to new formats if you have ideas) They are not big events--attendance is optimal with no more than 25 participants. The best months for Town Halls are Sept., Oct., Nov. and early December.

Amy will come and facilitate if you can:

▶ Guarantee at least 12 participants (including yourself!)
▶ Find a Town Hall location
▶ Provide light refreshments
▶ Spread the word to your network and contacts

__________________ Yes! I'll serve as an I2M State Team Captain
Name: ________________________________________________________________
Email: ________________________________________________________________
Help us plan the 2018 meeting...

I would like to serve on the 2018 Advisory Committee:

Name:

Organization:

Email:
Advisory Committee
Responsibilities and Opportunities

The 2018 Advisory Committee members will meet in the spring of 2018 to review feedback from the 2017 conference participants and plan the next conference. Advisory Committee members can participate in person or via conference call. Advisory Committee members play an instrumental role in developing the agenda.

2018 Advisory Committee members will be contacted on a regular basis (by e-mail) to seek their feedback and to be updated on the status of the meeting.

Advisory Committee members are the first to be offered volunteer opportunities at the conference.

RETURN TO THE REGISTRATION DESK, FAX TO 888-779-6672, OR EMAIL YOUR INFO WITH “2018 I2M AD COMM” IN THE SUBJECT LINE TO:

info@innovatetomotivate.com
I2M prides itself on securing veteran political involvement practitioners and experts who have a track record of success.

Introducing our 2017 Faculty...
Two days before the 2016 presidential election, Robert Cahaly, Senior Strategist of the Atlanta-based Trafalgar Group, bet the future of his company on their unorthodox polling methodology. When national reporters asked if he would “stand by his polling results” showing a clear 300+ Trump victory, effectively rejecting the industry consensus of a significant Hillary Clinton electoral win he didn’t back down, hedge his bets, or equivocate.

Cahaly’s stood firm saying, “On Wednesday I’m either going to be the guy who got it right, or nobody is going to listen to me any more.” (Breitbart 11/7/16)

What happened next is history, but the headlines and recognition for Cahaly and The Trafalgar Group across America and around the globe had just begun: “… a single firm had the most accurate polls in Florida, Pennsylvania, Michigan, North Carolina, Ohio, Colorado, and Georgia—the up-and-coming Trafalgar Group, headed by Robert Cahaly..Trafalgar was also perhaps the only pollster to correctly call Michigan and Pennsylvania for Trump.” (Weekly Standard 11/21/16)

“Each of those [Pennsylvania, Michigan, and Florida RealClearPolitics] averages went a little toward Trump at the end thanks to GOP pollster Trafalgar Group.” (Washington Post 11/17/16)

“In Michigan and Pennsylvania, deep blue states the GOP candidate has not won in decades, polls showed the race tightening in the home stretch, but only one poll, from Trafalgar Group, showed Trump with the lead” (The Hill 11/9/16)

Born in rural Georgia, Cahaly was raised in Pendleton, South Carolina beginning his work in politics at age 10 door-to-door campaigning in local county race.. Cahaly’s portfolio of work spans four decades and 22 states with success at all levels of politics.

As leader of The Trafalgar Group, Cahaly works with federal, state, & and local candidates as well as business and industry groups.. He has particular experience and expertise with issue advocacy campaigns and independent expenditure efforts.

A frequent lecturer on topics ranging from candidate training, campaign management, issue advocacy, and public relations, Cahaly is often quoted in national and global publications or cable news..He recently appeared on Neil Cavuto’s show on the FOXNews channel, explaining how he and his firm were alone in correctly calling this spring’s Georgia CD6 special election.
Brett Kappel
Akerman LLP

With extensive experience in political law, Brett Kappel works with clients to navigate complex federal and state laws and regulations governing campaign finance, lobbying, and government ethics. His clients include corporations, trade associations, Members of Congress, candidates for public office, political action committees, and Super PACs. Brett has served as legal counsel to three Presidential campaigns, six Senate campaigns and dozens of House campaigns. A regular commentator on campaign finance issues, Brett’s insights have been featured in such national publications as The Washington Post, The New York Times, The Wall Street Journal, The Miami Herald, The Chicago Tribune, Politico, The Hill, and Roll Call.

Brett has represented clients in Federal Election Commission (FEC) enforcement proceedings, rulemakings, and the advisory opinion process. He has represented numerous clients with Matters Under Review (MURs) before the FEC and has experience negotiating conciliation agreements. In addition, he advises clients on the development of government relations programs, including the creation and operation of political action committees and other ancillary tax-exempt organizations. He has lobbied Congress on numerous issues, including financial services, intellectual property, aviation, and energy.

Brett co-authored the advisory opinion request that resulted in the FEC allowing campaign committees to accept contributions via text message. FEC Advisory Opinion 2012-17 (m-Qube, Inc.). He also obtained the first ruling from the FEC recognizing an election conducted entirely over the Internet as a federal election. FEC MUR 6438 (Art Robinson for Congress)
Matthew Wright

*Children’s Hospital Association*

For more than 15 years, Matthew Wright has managed advocacy campaigns on behalf of high-profile organizations and businesses. He’s succeeded in coalition building, advocacy and policy development, federal and state advocacy campaigns, public affairs, and both traditional and digital communications.

At the Children’s Hospital Association (CHA), Matthew directs and implements strategies for building and mobilizing a national advocacy network, Speak Now for Kids, which engages families, teachers, health care providers, patient advocacy groups and others in support of children’s health care.

Through his leadership, CHA was recognized as “Nonprofit Grassroots Organization of the Year” by the 2017 Reed Awards, and “Overall Grassroots Advocacy/Education Campaign Excellence” and “Grassroots Digital/Social Media Excellence” by the 2017 Goldies Peer Choice Awards. Matthew also was recognized as an “All-Star Winner” by the 2017 Goldies Peer Choice Awards.
Anne Simaytis
American Heart Association

With more than 16 years’ experience working in public affairs, communications, grassroots advocacy and issues management, Anne Simaytis serves the American Heart Association/American Stroke Association as Regional Vice President of Grassroots Advocacy. She oversees grassroots advocacy for the eleven-state affiliate, while implementing campaigns in Illinois and North Dakota. She is responsible for recruitment, retention, digital strategy, coalition building, and strategic grassroots tactics for state and local campaigns in support of building healthier lives, free of cardiovascular disease and stroke.

Her favorite part of her role at the AHA is working closely with passionate volunteers to impact change in their communities through public policies. Anne is most passionate about connecting volunteers to the advocacy process and through their engagement helping them to see how taking small actions can bring huge changes.

Prior to joining the AHA, Anne worked in public relations and public affairs for private and publicly-traded companies. She holds a Master’s in Political Management from The George Washington University. She resides in Milwaukee, Wis. and spends her spare time chasing her two dogs, checking off her “foodie” bucket list and staying active in the nearest spin or boot camp class.
Katharine Emerson is Director of Public Policy and Political Strategy at the National Corn Growers Association — the National Corn Growers Association represents more than 40,000 dues-paying corn farmers nationwide and the interests of more than 300,000 growers. NCGA and its 49 affiliated state organizations work together to create and increase opportunities for corn growers.

Prior to joining NCGA, Kat served as Director of Strategic Partnerships at World Food Program USA where she oversaw WFP USA’s annual fundraising event honoring U.S. leaders who have made a major impact in ending global hunger. Prior to that, she was Manager of Government Affairs for Monsanto Company for nearly eight years. In that capacity, she ran Monsanto’s federal political activity including developing and executing the bipartisan giving strategy for Monsanto’s PAC, which she grew by more than 250%. Kat also managed the company’s DC-based food and nutrition security partnerships, an issue she also represented on behalf of Monsanto on the Hill, where she maintained strong relationships with Members of Congress and their staff on both sides of the aisle.

A passionate advocate to end hunger, Kat is a board member for the Congressional Hunger Center where she chairs the Development Committee. She received her Bachelor of Arts degree in Politics from Washington and Lee University in Lexington, Virginia. Kat is a native of Cape Girardeau, Missouri and lives in Washington, D.C.
Sharon Sussin is the National Political Director for the National Federation of Independent Business (NFIB). NFIB is the leading small business association representing small and independent businesses. NFIB’s mission is to promote and protect the right of our members to own, operate and grow their businesses. Sharon is responsible for directing NFIB’s political activities on behalf of pro-small business candidates in Congress. She manages NFIB’s federal candidate endorsement process which in the 2014 election cycle included almost 300 congressional endorsements. Sharon also runs the member education and Get out the Vote (GOTV) programs which focuses on motivating small business owners to engage in the political process.

In 2002, Sharon was named a “Rising Star of Politics” by Campaigns and Elections Magazine and has served in various leadership roles for several top organizations including the Board of Directors of the National Association of Business Political Action Committee (NABPAC) and the P2 Steering Committee for the Business and Industry Political Action Committee (BIPAC). She is considered a leading expert among the business PAC community and is often asked to speak to other business groups and to participate in industry panels and conferences.

Sharon has been with NFIB since November 1992 and a member of the Political Department since 1995. She is a New Jersey native who graduated from the University of Maryland with a degree in Government and Politics. She lives in Alexandria, VA with her husband and two children.
Mark Bryant
Agency Advisors

Mark F. Bryant is among the most highly regarded technology experts in politics and advocacy today. Bryant was the first to introduce block-level redistricting on a personal computer to politics (then at System Dynamics), precision constituent to state and federal district matching to advocacy (via Legislative Demographic Services), and big-data driven digital advertising to both candidates and causes (at Resonate).

Prior to founding Agency Advisors, Bryant spent nearly seven years at Resonate, a leading provider of consumer intelligence-to-activation software. As Resonate’s third employee, he was responsible for generating more than $50 million in revenue, closing the largest deal in the company’s history and building the most successful sales organization in the sector. Prior to Resonate, Bryant drove revenue growth at LifeMinders, generating nearly $70 million in revenue and taking the company public achieving a peak market capitalization of over $2 billion.

A native Virginian, Bryant began his career in Washington, D.C. as a fundraiser for national party and presidential campaign committees. He has also held executive level positions at digital, data, and analytics firms raising over $100 million in venture capital funds and generated more than $250 million in revenue. Bryant’s unique blend of strategic and tactical acumen has set him apart as a trendsetter and subject matter expert in politics and technology.

Bryant attended Woodberry Forest School and holds a degree in Rhetoric and Communication Studies from the University of Virginia.
Green Beret Master Sergeant Jason Beardsley is the founder and CEO of The Underground Movement. He has 22 years of experience with the U.S. military, leaving the government after 15 years with Army Special Operations and Joint Special Operations. A recipient of two Bronze Stars for his achievements and sound use of judgment during sustained combat operations, he was part of a select group of individuals trusted to accomplish some of the most dangerous and covert tactical missions in support of U.S. military action and the Global War on Terrorism.

An expert in military intelligence, diplomatic security, foreign internal defense, unconventional warfare, and counterterrorism, Mr. Beardsley also has expertise with advanced communications systems and communication theory. Beyond being highly trained, he has the creativity, individuality, and determination that facilitated his escalation to the highest levels within Special Operations and Special Missions communities.

Mr. Beardsley possesses strong leadership skills and his superiors commended him for having the unique ability to develop approaches that blend both strategies with tactical plans to achieve mission goals. With a keen understanding of the ramifications of every decision, he has the ability to effectively plan and execute complex missions, adapt easily to working in different environments, and overcome any obstacles.

Mr. Beardsley has advised at a senior level on activities involving the U.S. Department of Defense and other federal agencies, including the State Department, as well as government entities of Host and Allied Nations. This experience bring a solid and highly successful approach to working with all levels and agencies within U.S. and foreign governments as well as public and non-profit organizations. His involvement with joint intelligence and special operations included developing and executing plans to achieve strategic initiatives, establishing relationships with defense and intelligence groups of both the U.S. and our partner nations, unifying resources from disparate commands, and leading combined forces in accomplishing multifaceted operations. He led task force operations involving planning and execution of special operations missions in hostile environments and in remote locations.

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As a measure of his success, Mr. Beardsley took on some of the most difficult assignments, using his creativity, charisma, and doggedness to gain buy-off from senior commanders to execute these missions successfully. Despite the extreme challenges, he has proven his ability and passion for the intricacies of determining resource needs, identifying and assembling the best possible teams, and accessing the right assets needed to execute the work anywhere in the world.

Mr. Beardsley has worked in Asia, Africa, and Europe, including the Middle East and South Pacific. Having received the Diplomatic Security Service (DSS) certification from the U.S. Department of State, he conducted diplomatic close protective detail in high threat areas such as Israel and the Gaza Strip. Able to speak Arabic, he effectively bridged both cultural and language barriers with diverse groups in the Arab world to train, advise, and work alongside foreign military, police forces, and other host nation groups.

After enlisting in the Navy in 1990, Mr. Beardsley joined the Army Special Operations Forces in 1994 and moved into Joint Special Operations in 2005. During his military career, he achieved the rank of Master Sergeant E8. He is and FTC qualified intelligence officer with combat experienced. Mr Beardsley served as a National Advisor for Concerned Veterans for America with frequent public speaking and advocacy engagements. Jason Beardsley spoke at the 2016 Republican National Committee Convention and has appeared on numerous CNN, Fox, and other media programs, both on television and in radio.
Jessica W. Marventano is a civility, etiquette, modern manners and social skills expert and a founding partner of Marvelously Well-Mannered, LLC. She is part of a media resource team, having appeared on CBS, ABC and FOX morning shows in the DC metro area.

Jessica is trained and licensed in business etiquette and has experience with Fortune 500 businesses, Capitol Hill offices, events and DC protocol. She worked in the United States House of Representatives as a Counsel on the Energy and Commerce Committee. She was an Associate at Verner, Liipfert, Bernhard, McPherson & Hand, LLP, and for the past fourteen years has been running the Government Affairs office for a Fortune 500 company. She knows Washington and knows manners, etiquette and social skills matter in business – and in life.

She is also a co-creator of the award-winning (Creative Child’s Magazine’s Game of the Year, The National Parenting Center Seal of Approval, Mr. Dad Seal of Approval, GreatDad.com Recommend, and Homeschooling Parent Seal of Approval) children’s manners, social skills and etiquette board game, KINDNESS KINGDOM.
Catherine Wallace
Marvelously Well-Mannered, LLC

Catherine C. Wallace is a civility, etiquette, modern manners and social skills expert. As a founding partner of Marvelously Well-Mannered, LLC, Catherine provides engaging and dynamic civility and business etiquette, personal branding, and dining skills classes at the prestigious Capitol Hill Club for congressional offices, corporate and non-profit government affairs teams, and PAC professionals. She is part of a media resource team, having appeared on CBS, ABC and FOX morning shows in the DC metro area.

Catherine is trained and licensed by the Protocol School of Washington in business etiquette and worked for ten years on Capitol Hill in various capacities in the United States Senate and under the Clerk of The United States House of Representatives. She is a former teacher, having led classrooms in nursery school and middle school.

Catherine is a co-creator of the award-winning (Creative Child’s Magazine’s Game of the Year, The National Parenting Center Seal of Approval, Mr. Dad Seal of Approval, GreatDad.com Recommend, and Homeschooling Parent Seal of Approval) children’s manners, social skills and etiquette board game, KINDNESS KINGDOM.
Pasquale Talarico
HashtagPinpoint

Pasquale is a Founding Partner of HashtagPinpoint®.

Pasquale Talarico has been active in Orange County public affairs for the last 10 years. He’s considered an expert in social messaging, strategy and execution. Talarico has also lead numerous local and State political campaigns. He is a sought-after speaker and thought leader around extending Facebook well beyond how the average person uses the platform for promotion.

Prior to founding #P with Kevin, Mr. Talarico worked in Education and with NGOs to help them develop and strengthen their networks. To this day, he is a trusted advisor to government, churches and not-for-profit organizations at the local, state and national levels. Recently, California State Senator John Moorlach asked Pasquale to serve as his Deputy Chief of Staff. Pasquale answered “yes” to that request, and serves as an example to others to embrace their civic duties.

Pasquale spends his free time with his family and volunteering with the Boys and Girls Club of Buena Park. Pasquale earned his degree in History from California State University, Fullerton.
What do the American Society of Civil Engineers, Pfizer, Southwest Airlines, the American Kennel Club and The National Restaurant Association have in common? They have all turned to Amy Showalter for her expertise and motivation to elevate their government relations influence. Amy is a grassroots and PAC influence expert who founded The Showalter Group to help associations and corporations increase their grassroots and PAC effectiveness.

She has delivered over 300 workshops and keynotes to over 25,000 grassroots advocates, PAC contributors, boards of directors, government relations staff, and non-profit volunteer leaders about how to maximize not only their political and civic engagement, but their political and civic influence. In fact, over 85% of her long term consulting clients have experienced an increase in budget, staff, and senior management recognition after collaborating with Amy.

For nine years she directed the efforts of the highly acclaimed Nationwide Insurance Civic Action Program (CAP). During her tenure, over 2,000 public affairs professionals across the country ranked Nationwide’s program as one of the top two corporate grassroots programs in the country. (Ed Grefe and Martin Linsky, The New Corporate Activism)

She is the most widely published PAC and grassroots expert in the nation, with her insights appearing in over 500 publications. Amy’s blog “Politicking the Bottom Line” appeared for two years on Forbes.com, and she currently is a columnist for Bloomberg Government. Over 500 media outlets have featured her insights, including the Wall Street Journal, The Washington Times, Politico, CNN Money.com, Foxnews.com, CNBC.com, and Roll Call. She is the author of “The Underdog Edge: How Everyday People Change the Minds of the Powerful. . . and Live to Tell About It.” (Morgan-James) and “The Art and Science of the BFF: 105 Ways to Build Relationships on the Hill, at the State House, and in City Hall”, which has sold over 16,000 copies. Amy also is the Executive Editor of Creating and Managing an Association Government Relations Program, published by the American Society of Association Executives.

Amy has a BA in Political Science from Wright State University and an MSA from Central Michigan University.

She and her husband, Randy Boyer, co-exist with their dogs Eli and Finn in the greater Cincinnati area. Finn is a registered Pet Partners® therapy pet. Finn and Amy are regular visitors at the Cincinnati Ronald McDonald House, local library and elementary school reading programs, and the Kid’s Club Special Needs Ministry at Crossroads Community Church.
Kelly Kennai

YMCA of the USA

Kelly Kennai uses her 25 years of experience in media advocacy and communications to help YMCA of the USA position itself as a leading nonprofit for youth development, healthy living and social responsibility. As Communications Director for Y-USA’s Office of Government Relations and Public Policy, Kelly oversees and implements communications strategies that tell the powerful story of the Y’s impact in communities across the nation. She works closely with the government relations and policy team to educate policy makers and partners and engage the YMCA Movement in advocacy that supports the Y’s cause. Her past experience includes work with the American Heart Association and managing communications for the association’s obesity initiatives, most notably the Alliance for a Healthier Generation – the association’s partnership with the William J. Clinton Foundation to fight childhood obesity. Kelly has also served in roles at the Healthcare Leadership Council, National Air Traffic Controllers Association and American Psychological Association.
Elizabeth Outten serves as the Director of Government Advocacy for Novant Health, an integrated healthcare system committed to delivering a remarkable patient experience in communities throughout the organization’s four-state footprint in the southeastern U.S. In this role, Elizabeth identifies, engages, and educates leaders to advocate on behalf of the health system, acting as trusted resources to elected officials on the issues facing healthcare today. Prior to joining Novant Health, Elizabeth served in grassroots, lobbying, policy analysis, and advocacy-related roles for the North Carolina Bar Association, United States Senate, Alaska League of Conservation Voters and the American Cancer Society. She has also served as leadership staff for candidate campaigns at both the state and national levels. Elizabeth is an active volunteer with SAFEchild, a child abuse prevention organization in Raleigh, NC; the Junior League of Raleigh, the Alliance Medical Ministry, the Jamie Kirk Hahn Foundation, and is an alumna of Leadership North Carolina and the University of North Carolina – Chapel Hill. A native of the Outer Banks, she and her golden retriever, Otus (short for “Of The United States”), reside in Cary, North Carolina.
Kelton Rhoads, Ph.D.

*University of Southern California*

Dr. Rhoads is a psychologist, influence consultant, and adjunct professor at the University of Southern California. He has published a variety of scholarly and popular articles on influence. His clients include many US corporations, PR firms, the US Government, United Nations, NATO, political candidates, and a variety of grassroots organizations. During the Iraq war, he served as Senior Mentor at USAJFK Special Warfare Center for Psychological Operations. He also holds degrees in literature and history.
Mike Ritland was born in Waterloo, IA and served 12 years as a US Navy SEAL. He saw action in Operation IRAQI Freedom and multiple special operations missions. Mike served as the Naval Special Warfare Multi Purpose Canine (MPC) Trainer from 2011 to 2012.

After his service, Mike founded Trikos International, which specializes in providing private protection K9s to government agencies and high-net-worth individuals. Trikos International has grown to a global brand and has gained acclaim for its unique training approach and proven success.

Ritland has trained hundreds of working dogs for combat and specializes in private protection dog training, military dog training and police dog training. He has over 18 years experience in importing, breeding, raising and training multiple breeds of working dogs.


Mike Ritland has provided private protection K9s for celebrities, private individuals and government agencies, including:

- Department of Defense (DoD)
- Department of Homeland Security (DHS)
- Transportation Security Administration (TSA)
- U.S. Customs and Border Patrol (CBP)

He is an active content contributor to numerous journals, blogs and publications, including SOFREP, Men’s Journal, Police K9 Magazine and K9 Cop Magazine.

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He has been a keynote speaker at Purdue University’s Discovery Lecture Series, C-SPAN2 BookTV, and HITS Training Conference. Mike has been interviewed on dozens of media affiliates, including CBS 60-Minutes, ABC, NBC, FOX and PBS. Mike and Rico, his personal K-9, recently collaborated with the Xbox crew to create the latest iteration of Call of Duty: Ghosts. The video game brings lifelike characters and immersive worlds together on a new, next-generation engine. The dog in Call of Duty works together with his team to fulfill missions. The official release was November 5, 2013.

Mike Ritland also founded the Warrior Dog Foundation, a non-profit special operations K9 retirement foundation. The Warrior Dog Foundation is dedicated to serving working military K9s, the special operations community and their families. With the Foundation’s state of the art kennel facility, these dogs are given the opportunity to live out the rest of their lives with dignity and grace, and are attended to with compassion to both their mental and physical rehabilitation for the rest of their lives.

Ritland currently resides in Dallas, TX and dedicates his time daily to working with his K9s at Trikos International and the Warrior Dog Foundation. When he is not traveling on business he enjoys spending quality time with each of his dogs, staying fit and perfecting the art of BBQ.
Duane Wegener, Ph.D.
Ohio State University

Wegener received his PhD from Ohio State in 1994. After serving as Assistant Professor of Psychology at Yale University for three years, he joined Purdue University in 1997 as an Associate Professor and was promoted to Professor in 2003. He joined the Ohio State Social Psychology faculty starting in the summer of 2010. Wegener’s research focuses on attitudes and persuasion, especially influences on the amount and nature of information processing and the consequences of the resulting attitudes for later thinking and behavior. His research also extends theories of attitudes and persuasion to related domains, such as stereotyping, impression formation, and judgment and decision making. In 2001, he received the American Psychological Association (APA) Early Career Award for distinguished contributions to the science of social psychology. Wegener is a Section Editor for the Social and Personality Psychology Compass, and has been an Associate Editor for Basic and Applied Social Psychology and the Personality and Social Psychology Bulletin. He is also on the Editorial Boards of the Journal of Personality and Social Psychology, Journal of Experimental Social Psychology, and Personality and Social Psychology Bulletin.
Ted Burnes has served as Director of RADPAC & Political Education for the American College of Radiology (ACR) for 13 years. Under his leadership, Burnes has turned RADPAC from a half-a-million dollar a year PAC into a PAC that has exceeded $1.3 million a year in each of the last 5 years. RADPAC is now ranked as the second largest PAC in the health provider community in both contributions raised and contributions made. During this time RADPAC has also doubled the number of contributors to more than 3,000 a year.

Burnes possesses a thorough knowledge of campaign finance law having worked for the Federal Election Commission and has more than 15 years of experience in fundraising and political consulting. He has worked both as a political pollster and consultant on numerous successful political campaigns at the local, state and federal levels, including high-profile Presidential campaigns in 2000. He has also lobbied Members of Congress and state legislators on numerous legislative issues, with a particular focus on health policy.

Originally from the Philadelphia area, Ted Burnes earned his B.A. in Government & Politics from George Mason University and received his masters degree in Public Administration with a concentration in government relations from The George Washington University.
Atalie Ebersole joined Grant Thornton in July 2013 as the PAC & Grassroots Manager in Washington, DC. She is responsible for the management and implementation of Grant Thornton’s political action committee (GT PAC), as well as their compliance and grassroots programs.

She previously served as an Executive Assistant for Congresswoman Jo Ann Emerson and the constituents of the 8th District of Missouri for over 12 years. Prior to moving to Washington, DC, she was the Campaign Manager and Political Director for Team Emerson in Cape Girardeau, MO. Atalie received her Bachelor of Science in Political Science from Southeast Missouri State University. She is a graduate of the Republican National Committee’s Campaign Management College.

Atalie currently serves as the President & Treasurer of the Congressional Women’s Softball Game. She is the President of the Women Under Forty PAC (WUFPAC) and the Networking Chair of the Government Affairs Industry Network (GAIN). She’s a member of PAC PALs, Women in Government Relations and the Women’s Congressional Golf Association. She also serves on the Advisory Board for Rock and Wrap it Up! and the Selection Committee for the Bill Emerson Fellowship at Westminster College.
Nancy Hammer  
*Society for Human Resource Management*

Nancy is Senior Government Affairs Policy Counsel in the Government Affairs department of the Society for Human Resource Management (SHRM). Nancy joined SHRM in January 2006 and advocates SHRM membership views in federal rulemaking and in response to regulatory proposals affecting the HR profession. In addition, Nancy directs SHRM’s intervention in court cases that raise critical issues for the HR profession to ensure the HR viewpoint is considered.

Prior to joining SHRM, Nancy spent 5 years as Legislative Counsel for Senator Bob Kerrey (D-NE). Nancy also served as Director of the International Division and Policy Counsel for the National Center for Missing & Exploited Children.

Nancy received her law degree from Washington University School of Law in St. Louis, Missouri and her Bachelor of Science degree in Political Science from Nebraska Wesleyan University.
Meredith Nethercutt
Society for Human Resource Management

Meredith Nethercutt is senior associate for member advocacy at the Society for Human Resource Management. Overseeing SHRM’s Advocacy Team (A-Team) network of volunteer advocates, Meredith facilitates relationships between SHRM members and lawmakers to strengthen the Society’s advocacy objectives in legislative districts nationwide. In addition, Meredith provides training and guidance to HR advocates on how to effectively communicate with lawmakers regarding workplace policies. A critical part of the Society’s enhanced advocacy initiative, the A-Team advances the HR perspective and agenda by leveraging the reach and knowledge of SHRM members through grassroots advocacy.

Prior to joining SHRM, Meredith served as director of public affairs and grassroots advocacy at the National Association of Manufacturers (NAM), where she oversaw the complete association advocacy program branding and reorganization, as well as the construction of a strategic association-wide key contact program to leverage relationships between manufacturers and federal lawmakers. Meredith’s previous career experience includes advocacy positions with the International Franchise Association (IFA) and the National Restaurant Association, where she managed both association’s grassroots programs. She started her career in advocacy at Associated Builders and Contractors.

Meredith received a Bachelor of Science degree from Vanderbilt University. She resides in Denver, CO.
Dr. David Rehr is a Professor at the Antonin Scalia Law School at George Mason University where he teaches Legislative Advocacy and Strategic Leadership. He has over 25 years’ experience in advocacy, governance, and management. Rehr is host of the award-winning series, Association Newsmakers, available at www.CEOupdate.com. Now in its fifth season, Rehr holds conversations with leading association experts on topics important for association and non-profit success.

Rehr previously served as the President and CEO of the National Association of Broadcasters (NAB). There he was a strong advocate for radio and television broadcasters — meeting with policymakers, testifying before Congress, and bringing innovation to the organization. He led the TV industry’s $1.2 billion digital television (DTV) transition marketing campaign, and initiating Radio 2020, an initiative that seeks to ensure radio’s value will be recognized well into the future through the Radio Heard Here campaign.

Before joining the NAB, Rehr was President of the National Beer Wholesalers Association (NBWA). Under his leadership, NBWA’s visibility in the advocacy community soared, and the association was ranked as one of the top ten most influential lobbying organizations by Fortune magazine. Rehr, who has a doctorate in economics from George Mason University, has been named to Washington Life magazine’s Power 100 list, and is annually listed as a Top Association Lobbyist by one of Congress’ “must read” publications, The Hill. He has also been featured in Beachum’s Guide to Key Lobbyists, and has been named one of the top 20 most influential people in radio by Radio Ink magazine.
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Personal Action Plan

Workstorm Topic:

Ideas from this workstorm:

Challenges that may impact these initiatives:

Actionable steps to start implementation:

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Timeframe for implementation:
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