



2014 Annual Meeting Agenda

working agenda – updated March 24, 2014

Tuesday, April 8th

Board of Directors Meeting

Wednesday, April 9th

- 9:00am-12:30pm **Advanced Cert. Session: Leadership and Learning**
Speaker: Dr. Neil Katz, *Chairman, Department of Conflict Analysis and Resolution, Nova Southeastern University; Program Manager for Training and Organizational Development, Maxwell School of Citizenship and Public Affairs, Syracuse University*
- 11:00am-5:00pm Registration
- 2:00pm-2:45pm Member Orientation
- 3:00pm-5:00pm **Opening Session: The Power of Knowledge**
Speaker: Ken Jennings, *Jeopardy Champion*
- 6:00pm-9:30pm Hotel Reception/Dinner: **A Taste of San Francisco**

Thursday, April 10th

- 7:00am-noon Registration
- 7:30am-8:30am Breakfast (buffet)
- 8:30am-9:30am **General Session: Pack it Up! Moving for your Job**
Speaker: Diane Laney Fitzpatrick, *Author and Humorist, "How Bundt Cakes, Bubble Wrap, and My Accent Helped Me Survive Nine Moves"*
- 9:45am-10:45am **Breakout: Developing a Proactive Advocacy Agenda Using Social Media***
Speaker: Matt Strawn, *Co-Founder and Principal, Next Generation Public Affairs, Inc.*
- Breakout: Building and Managing Coalitions to Stay Ahead of the Curve***
Speaker: Ab Basu, *Managing Director, Biotechnology Industry Organization*
Kevin Canan, *Executive Director, Product Management Alliance*
Emory Wilkerson, *Associate General Counsel, State Farm Insurance Companies*
- 11:00am-12:00pm **Breakout: Mastering the Message through Effective Writing***
Speaker: David Perry, *CEO/Founder, David Perry & Associates*
- Breakout: Impacting at the Local Level***
Speakers: Lynn Dyer, *President, Foodservice Packaging Institute*
Amy Hill, *Senior Director, Community Affairs Public Affairs and Government Relations, Walmart Stores, Inc*
- 12:00pm - 1:30pm **Lunch: The History of San Francisco: From Earthquake to Tech-Quake**
Speaker: John Freeman, *Author and Eclectic Historian*
- Committee Meetings
- 1:45pm - 3:00pm LPC and Public Sector Outreach Committee Meeting
- 1:45pm - 3:00pm Member Services Committee Meeting
- 3:00pm - 4:00pm Communications Committee Meeting

	1:45 pm -4:30pm	Headshots
	6:00pm-7:30pm	Off site Reception: Location - One Leidesdorff
Friday, April 11th	7:30am - 8:30am	Breakfast
	8:00am - 9:00am	General Session: Public Speaking Skills: Starting at the Podium* Speaker: David Perry , CEO/Founder, David Perry & Associates
	9:15am-10:15am	General Session: Negotiation Skills: Getting What You Need* Speaker: Dr. Neil Katz , <i>Chairman, Department of Conflict Analysis and Resolution, Nova Southeastern University; Program Manager for Training and Organizational Development, Maxwell School of Citizenship and Public Affairs, Syracuse University</i>
	10:30am - 11:30am	Closing General Session Town Hall/Results of PAC and SGAC joint survey SGR/ Best Practices* Speaker: Sheree Anne Kelly , <i>Vice President, Public Affairs Council; Executive Director, Foundation for Public Affairs</i>

**-Sessions marked with an asterisk are SGAC Professional Certificate Program eligible*