



Preliminary 2019 Program Agenda

Monday, September 16, 2019 (All sessions except the October 12 session will be held from 6:15 – 8:15 p.m. in the Barristers' Club, Widener University Delaware Law School, 4601 Concord Pike, Wilmington. The Saturday, October 12 session will be held from 10:00 to Noon in the Law School's Vale Moot Courtroom.)

6:15 – 6:30 p.m. **Welcome and Course Logistics**

Rodney A. Smolla, Dean, Delaware Law School and Suzanne Moore, President and Founder, Delaware ERANow and Ready to Run® Delaware

6:30 – 7:00 p.m. **Keynote - Why Not You, Why Not Now?**

U. S. Representative Lisa Blunt Rochester

7:05 – 8:15 p.m. **Panel – Managing Your Life While Running for Office**

A panel of elected women discuss the challenges of balancing family, home, work, and campaigning -- and how they did it. Presenters will talk about how they managed their time, set their priorities, and paced themselves through their campaigns.

Moderator – The Honorable Karen Peterson

Panelists – New Castle County Councilwoman Dee Durham (R2R '17 alumna), State Representative Kendra Johnson (R2R '17 alumna), New Castle County Councilwoman Janet Kilpatrick, House Majority Leader Valerie Longhurst, and State Senator Laura Sturgeon (R2R '17 alumna)

Wednesday, September 18, 2019

6:15 – 7:10 p.m. **Finding Your Political Voice and Leveraging Your Influence**

A discussion by three women leaders of how to use your story, experience, service on boards or commissions, and volunteerism and advocacy as a candidate. Examples of the diversity of backgrounds and experiences of successful candidates will be shared in order to prepare participants to answer the following questions:

- Why do you want to be an elected official?
- What in your professional or personal experience has prepared you to serve?

Presenters – Leslie Ledogar, Esq., Sussex County Council candidate, Director, Office of Legal and Special Projects, Delaware Department of Insurance; State Senator Elizabeth Lockman, one additional presenter TBD

7:10 – 8:15 p.m. **Political Parties and Their Role in Elections**

Among the issues to be discussed are how to become active in the political parties and the support provided by the parties to candidates.

Presenters – Erik Raser-Schramm, Chair of the Delaware Democratic Party; the Honorable Jane Brady, Chair of the Delaware Republican Party

Wednesday, September 25, 2019

6:15 – 8:15 p.m. **Launching Your Campaign**

Key elements of a campaign are discussed including assessing and establishing oneself as a candidate, developing a campaign plan, structuring a campaign organization and building a team, and establishing and maintaining voter contact.

Moderator – Lisa Goodman, Esq, Hamilton Goodman Partners, LLC
Presenters – State Senator Stephanie Hansen and Lisa Ramone, campaign manager, entrepreneur

Wednesday, October 2, 2019

6:15 – 8:15 p.m. **Fundraising**

This session includes three major components: Developing a plan, making the “ask,” and campaign finance law.

Presenters – Christy Gleason, Senior Strategist for U.S. Senator Chris Coons; Lori Palmer, Delaware Prosperity Partnership board member and Ventures Executive Leader, Trellist Marketing and Technology; and Drew Wilson, Esq.

Saturday, October 12, 2019

10:00 - Noon. **Messaging and Public Speaking**

Featured is an interactive media training workshop including tips for successful interviews on tough topics, messaging, how to look poised and professional on camera, how to stay on message, and public speaking techniques.

Presenter – Abigail Gardner, Principal, Scottie Public Affairs, Pittsburgh, PA

Wednesday, October 16, 2019

6:15 – 7:00 p.m. **Social Media Best Practices**

The final session will include an overview of social networking sites like Facebook and Twitter and will review the best practices for using these tools to communicate with constituents, recruit and organize volunteers.

7:00 – 7:45 p.m. **Digital Strategies**

A look at the available digital advertising platforms and strategies for getting campaign messages out to a broad audience of potential voters or stakeholders.

Presenters – Delaware State Representative Krista Griffith and Jen Rini, Deputy Communications Director, Delaware House Majority Caucus

7:45 – 8:00 p.m. **Closing Remarks** — Delaware Lieutenant Governor Bethany Hall-Long

8:00 – 8:30 p.m. **Evaluation**