



Program Agenda

Saturday, August 25, 2018

7:30 a.m. – 8:00 a.m.

Registration
Grand Hall

8:00 a.m. – 9:00 a.m.

**Breakfast Panel: Mississippi Mayors –
Tales from the Trail**
Jackson Ballroom I & II

Desiree Norwood, Mayor
Town of Sunflower, Mississippi

Lynn Spruill, Mayor
City of Starkville, Mississippi

Robyn Tannehill, Mayor
City of Oxford, Mississippi

Several cities and towns in Mississippi are led by women mayors. Hear from 3 who have been in the trenches of campaigns, policy-making, and even in the headlines as the chief elected official of their communities.

9:00 a.m.

Welcome
Jackson Ballroom I & II

Rex Buffington, Executive Director
Stennis Center for Public Service

Honorable Lynn Fitch, Treasurer
State of Mississippi

Jenn Gregory, Program Director
Stennis Center for Public Service

9:15 a.m.

Opening Plenary: The 7 L's of Leadership
Jackson Ballroom I & II

Jenny Nolen
Educate – Inspire – Empower

To be an effective leader, you must master the ability to laugh at yourself despite adversity. Peppered with personal life stories, Jenny will guide you through a self-assessment of your leadership skills and bring you back to a place of re-commitment.

10:30 – 10:45 a.m.

Break
Grand Hall

10:45 – 11:30 a.m.

Option 1: How To: Digital Marketing, Step-by-Step
Jackson Ballroom III & IV

Dr. Alison Buehler
Mississippi Author, Community Activist

All candidates for local, state and/or national political campaigns need to connect with voters through different digital marketing channels. Digital marketing for political campaigns has made it easier to reach a targeted audience at a fraction of traditional marketing cost. This session breaks down, in a step-by-step manner, how targeting can save you time, money, and increase reach.

Option 2: Positioning Yourself for a Board Appointment
Natchez Ballroom

Frances Croft, Director of Strategic Initiatives
Women's Foundation of Mississippi

Charlotte Seals, Associate Superintendent
Madison County Schools

Women serve on community and private corporate boards at a staggeringly lower rate than their male counterparts, yet many women are just as, if not more, qualified to do so. This session gives tips and techniques for how to stand-out in the field of candidates and how to let your qualifications and passion stand-out.

11:45 a.m. – 1:30 p.m.

Luncheon Plenary: Voter Registration & Engagement
Jackson Ballroom I & II

Lee Caldwell, Supervisor
DeSoto County, Mississippi

Terry Hunt, Executive Director
Ours to Change Mississippi

Samantha Holland, Outreach & Program Coordinator
Ours to Change Mississippi

By 2019, Mississippians under the age of 40 could comprise 43% of the state's eligible voters. However, this age group has also faced historically low voter turnout. This session addresses strategies centered around common values to engage young voters to become more active at the polls.

1:45 – 2:30 p.m.

Option 1: Crisis Communications
Jackson Ballroom III & IV

Deb Sofield
Speaker | Author | Coach

It can be treacherous on the campaign trail. There are potential problems at every turn. Any candidate that hopes to be successful must be prepared, anticipate where some of the dangers lie, avoid as many of them as possible, and be able to deal with the crises that do occur as quickly and efficiently as possible without losing face or momentum.

Option 2: Finding your Political Voice and Community Influence

Natchez Ballroom

This session provides a case study of why it is important to engage within your community and how to achieve this in an effort to lay the groundwork for public service and make a difference in your community or on a campaign. Also learn best practices for grassroots reach!

Frannie James, Community Activist
Tuscaloosa, AL

2:30 – 2:45 p.m.

Break

Grand Hall

3:00 – 4:00 p.m.

Afternoon Plenary: Public Speaking 15 Rules for the Road

Jackson Ballroom I & II

Deb Sofield
Speaker | Author | Coach

Fear of public speaking is the number one phobia in the nation, according to Advertising & Marketing News' Book of Lists. Yet there is probably no business skill more important than the ability to speak to an audience of any size. The rules are changing and this refresher course is all you need to bring you up-to date on what works in today's fast paced, 24/7 Twitter infused marketplace.

4:00 – 4:15 p.m.

Closing Remarks and Dismissal

Jackson Ballroom I & II

Rex Buffington, Executive Director
Stennis Center for Public Service

Jenn Gregory, Program Director
Stennis Center for Public Service

4:15 – 5:00 p.m.

Photo Opportunity *Grand Hall*