



**Program Agenda**  
**Saturday, September 14, 2019,**  
**Millsaps College, Selby and Richard McRae Christian Center**

**Track 1: I'm Ready to Run, Now What?**  
**Track 2: I'm Not Ready to Run Yet, But...**

**Saturday, September 14, 2019**

8:45 a.m. – 9:15 a.m.

**Registration**

*Location: McRae Christian Center*

9:15 a.m. – 10:30 a.m.

**Opening Session**

*Location: McRae Christian Center, Room 122*

***Welcome!***

Jessica Shappley

Program Director, Stennis Center for Public Service

***Opening Remarks***

Dr. Stephanie Rolph

Associate Professor, History Department, Millsaps College

***Dynamic Female Leadership***

Representative Angela Cockerham

Mississippi State Representative

*Representative Cockerham will reflect upon her political career in Mississippi and on what it takes to get elected, get things done and make a difference in elected office. She will discuss how to turn your passion into a political platform and why we need more women to run for office.*

10:30 a.m. – 10:45 a.m.

**Networking Break**

10:45 a.m. – 11:45 a.m.

**Track 1: Ready to Run**

***Developing a Campaign Plan***

*Location: McRae Christian Center, Room 122*

Michelle Marston Williams

Former Chief of Staff, Treasurer Lynn Fitch

*This session will provide 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.*

**Track 2: Ready to Lead**

**Community Engagement 101**

*Location: McRae Christian Center, Room 02*

Calandra Davis, Program Officer, Hope Credit Union

Susan Rockoff, Junior League of Jackson

Arekia Bennett, Executive Director, Mississippi Votes

Moderator: Andrea Myles, Program Assistant, Stennis Center for Public Service

*This session will introduce some basic and useful strategies for communicating and engaging your community constituents and partners on issues that are important to you. Hear from a panel of experts on how to build meaningful, ongoing relationships with members of the community and learn how they are making a difference at the grassroots levels to have an active, informed, and engaged citizenry.*

11:45 a.m. – 12:45 p.m.

**Catered Break**

*Location: Campbell Conference Center Cafeteria*

*Grab your lunch, network for a bit and proceed to the Afternoon Plenary I.*

12:45 p.m. – 1:30 p.m.

**Afternoon Plenary I: The Art of Fundraising**

*Location: McRae Christian Center, Room 122*

Kristen McDevitt

Finance Director, Tate for Governor

McDevitt Consulting, LLC

*This session will provide tools for developing and implementing a fundraising system so that you set the foundation to raise money, meet your financial goals, and engage your constituents so that they feel invested in your political campaign.*

1:30 p.m. – 1:45 p.m.

**Networking Break**

1:45 p.m. – 2:30 p.m.

**Afternoon Plenary II: The Art of Communication**

*Location: McRae Christian Center, Room 122*

Nicole Webb

Communications Director

Mississippi Republican Party

*This session will introduce you to the skills and attitude that is necessary to persuade voters, face opposition, and speak to the media in a confident, convincing, and cogent manner.*

2:30 p.m. – 2:45 p.m.

**Networking Break**

**Track 1: What You Need to Know Once You Qualify**

***Nuts and Bolts of a Political Campaign***

*Location: McRae Christian Center, Room 122*

Latoya Thompson

General Counsel and Operations Director for 2018 Espy for U.S. Senate Campaign

*This session will provide an overview of the nuts of bolts of running a campaign and will provide a checklist for candidates and persons hoping to run or work on a campaign.*

**Track 2: What You Need to Know Before You Run**

***Laying the Groundwork for Public Life***

*Location: McRae Christian Center, Room 02*

Judge Adrienne Wooten

Circuit Clerk Judge District 1 and Former Mississippi State Representative

*This session will provide an overview of key elements one should consider and know before making a decision to run for public office. Personal and professional considerations will be brought forward as well as how best to get to know your district.*

3:45 p.m. – 4:00 p.m.

**Closing Remarks**

*Location: McRae Christian Center, Room 122*

Lynn Fitch

State Treasurer of Mississippi

Dr. Brian Pugh

Executive Director, Stennis Center for Public Service

