



Ready to Run NM

APRIL 11-12th, 2014

PROGRAM AGENDA

Friday April 11, 2014

5:00pm

Registration Opens

**MCM Elegaté
Hotel**

6:00pm

Welcome Dinner, Keynote Speaker

The Honorable Diane Denish (D)
Former Lt. Governor, State of New Mexico

Saturday April 12, 2014

8:00-8:30 am

Registration Opens

**UNM SUB
Santa Ana
A&B**

8:30-9:45 am

Welcome Back
Dr. Christine Sierra, Director, Southwest Hispanic
Research Institute (SHRI) and Professor of Political
Science, UNM

Morning Plenary:
**“Running for Public Office: Why I Did and Why You
Should Too”**

The Honorable Jane E. Powdrell-Culbert (R)
N.M. State Representative, District 44, Sandoval County

9:45-10:00 am

Break

Track 1: I'm Ready to Run, Now What?

Track 2: I'm Not Ready to Run Yet, But...

10:00-11:30 am

Breakout Session 1

**UNM SUB
Santa Ana
A & B**

Track 1: Launching Your Campaign
This session provides 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
- Fundraising (practical advice, public financing)
- Internet strategies & social networking
- Voter Contact

Moderator: Vickie Ybarra, Ph.D. Candidate, Political Science, UNM

Panelists:

Amy Sánchez, Campaign Consultant

Maria Goergen, Campaign Consultant

Geraldine Salazar, County Clerk, Santa Fe County

Track 2: Pathways to Public Life

This session is designed for those who are not yet ready to run and offers an overview of women’s paths to various public offices. The panelists will discuss their personal trajectories to public life; the offices they hold today; and the issues which made them want to run. This panel will showcase women office holders with different personal backgrounds and professions; the different types of offices they represent; and their diverse policy preferences and priorities.

**UNM SUB
Fiesta A & B**

Moderator: Angelina González-Aller, Ph.D. Candidate, Political Science, UNM

Panelists:

State Representative Patricia A. Roybal Caballero (D),
District 13, Bernalillo County

State Representative Monica C. Youngblood (R), District
68, Bernalillo County

Debbie O’Malley, Chair, Bernalillo County Board of
Commissioners

Kathy Korte, Vice President, School Board, Albuquerque
Public Schools (APS)

11:30-11:45 am

Break

11:45-12:45 pm

LUNCH & NETWORKING

**UNM SUB
Santa Ana
A&B**

12:45pm- 2:00 pm

Luncheon Plenary:

The Life of a Candidate: In Search of Votes and Money

**UNM SUB
Santa Ana
A&B**

The Honorable Dede Feldman (D), former NM State
Senator, District 13 in Albuquerque’s North Valley

2:00-2:15 pm

Break

2:15-3:45 pm

Breakout Session 2

**UNM SUB
Santa Ana
A&B**

Track 1:

Delivering Your Message: Platforms, Interviews & PR

This hands-on session will provide a more in-depth look at how to clearly deliver your message and your political

platform. You will be coached in formulating your message and how to deliver it effectively to voters.

Moderator: Lisa Bryant, Ph.D. Candidate, Political Science, UNM

Panelists:

Karen McDaniel Wentworth, University Communication Representative, Communication and Marketing, UNM

Alex Tomlin, Public Affairs Director, NM Corrections Department

Janet Blair, former Public Information Officer, Bernalillo County Metropolitan Court

Adriana Sanchez, Reporter, Albuquerque Business First

**Track 2:
Navigating New Mexico Networks: Parties &
Organizations**

**UNM SUB
Fiesta A & B**

This session will highlight the power dynamics of party organizations, building relationships within parties and interest groups, and gaining party support. Here you will meet party and organizational representatives and be given a chance to network with political leaders in New Mexico.

Moderator: Lisa Sanchez, Ph.D. Candidate, Political Science, UNM

Panelists:

Elaine Miller, former President, NM Federation of Republican Women

Kristine “Kooch” Jacobus, President, and Pam Cordova, Vice President, NM Federation of Democratic Women

Viki Harrison, Executive Director, Common Cause NM

Synthia Jaramillo, Albuquerque Hispano Chamber of Commerce

3:45-4:00 pm

Break

4:00-5:00 pm

Closing Session

Dr. Christine Sierra, Director, SHRI

**UNM SUB
Santa Ana
A&B**

Closing Plenary: Balancing Public and Private Life

The Honorable Sharon Clahchischilliage (R), NM State Representative, District 4, San Juan County

Networking Reception (light refreshments)