Friday April 11, 2014

5:00pm  Registration Opens  MCM Eleganté 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

<table>
<thead>
<tr>
<th>Track 1: I’m Ready to Run, Now What?</th>
<th>Track 2: I’m Not Ready to Run Yet, But...</th>
</tr>
</thead>
</table>

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
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.

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)

UNM SUB Santa Ana A&B
11:30-11:45 am Break
11:45-12:45 pm LUNCH & NETWORKING
12:45pm- 2:00 pm Luncheon Plenary:
The Life of a Candidate: In Search of Votes and Money
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
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

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

**Closing Plenary: Balancing Public and Private Life**

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

**Networking Reception** (light refreshments)