

and

## Elección Latina

### Tentative Program Agenda

(Please check [www.cawp.rutgers.edu/ReadytoRun](http://www.cawp.rutgers.edu/ReadytoRun) for program details and agenda updates.)

#### Friday, March 9, 2012

##### *Diversity Initiative Programs*

- 11:00 am      **Registration opens**      **DCC Lobby**
- 12:00 – 1:30 pm      **Welcome and Opening Keynote Lunch**      **Trayes Hall B**  
Welcome: Debbie Walsh, Director, Center for American Women and Politics (CAWP)  
Keynote: Carol Jenkins, Founding President of The Women's Media Center
- 1:30 – 1:45 pm      **Break**

##### *Elección Latina*

- 1:45 – 2:15 pm      **Welcome and Participant Introductions**      **Douglass Lounge**  
Welcome: Margarita Muñoz, Chair, Latinas United for Political Empowerment (LUPE) and Deputy Mayor of Community Engagement, City of Newark
- 2:15 – 4:00 pm      **Roundtable: Latinas Make a Difference**      **Douglass Lounge**  
This roundtable features women who have held various appointed and elected offices. They will discuss why Latinas should think about running for office and why it is critical to have more Latinas engaged in public life.
- Moderator  
Zulima V. Farber, Esq., Latinas United for Political Empowerment (LUPE)
- Panelists  
Flora Castillo, Board of Directors, New Jersey Transit  
Esmeralda Diaz Cameron, Press Secretary, Mayor Cory Booker's Office, City of Newark  
Assemblywoman Gabriela Mosquera, New Jersey Assembly  
Senator Nellie Pou, New Jersey Senate  
Councilwoman Maria D. Quinones-Sanchez, City of Philadelphia  
Bernice Toledo, Passaic County Surrogate
- 4:00 – 4:15 pm      **Break**

(cont.)

## *Ready to Run*<sup>™</sup>

4:15 – 6:30 pm

### Welcome

Debbie Walsh, Director, Center for American Women and Politics (CAWP)  
Ruth B. Mandel, Director, Eagleton Institute of Politics, Rutgers, The State University of  
New Jersey

### **Plenary: Internet Strategies for Candidates, Campaigns and Advocates**

Internet outreach is a key aspect of today's political and advocacy campaigns. Online tools including blogs, social networking sites like Facebook and MySpace, Twitter, YouTube, and other online organizing and communications resources are increasingly important for getting campaign messages out to a broad audience of potential voters or stakeholders. This session will provide an overview of best practices and offer practical tips on how to get started or enhance your online presence.

### Presenter

Tara Dowdell, Tara Dowdell Group

6:30 pm

### **Networking Reception**

## **Saturday, March 10, 2012**

## *Ready to Run*<sup>™</sup>

7:30 am

### **Registration opens**

8:15 – 9:45 am

### **Keynote Plenary: What Women Candidates Need to Know**

#### Welcome Back

Jean Sinzduk, Director, Program for Women Public Officials, CAWP

#### Speaker

Celinda Lake, President, Lake Research Partners

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 am – Noon

### **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, and voter contact.

#### Presenter

Michael DuHaime, Mercury Public Affairs

10:00 am – Noon

### **Track 2: Introduction to New Jersey Politics and Advocacy**

This session, designed for those who are not ready to run but want to have an impact on important issues, offers an overview of the “nuts and bolts” of government and political parties in the state. Topics covered will include positioning oneself for appointment to a public board or commission, getting active in a political party, and using effective advocacy techniques.

Moderator

Jean Sinzduk, Director, Program for Women Public Officials, CAWP

Panelists:

Senator Diane Allen, New Jersey Senate

Irene Kim Asbury, New Jersey Republican State Committee

Lucía Gómez-Jiménez, La Fuente, A Tri-State Worker and Community Fund

Ingrid Reed, Senior Fellow, New Jersey Future

Alysia Welch-Chester, Chair, Trenton Democratic Committee

Noon – 2:15 pm

**Luncheon Plenary:**

**Conquering the Camera – An Interactive Media Training**

This interactive media training workshop will include tips for successful interviews on tough topics, how to look poised and professional on camera, staying on message, and public speaking techniques. Selected participants will take part in mock interviews and on-camera practice sessions.

Presenter

Christine Jahnke, President, Positive Communications

2:15 – 2:30 pm

**Break**

2:30 – 3:45 pm

**Track 1: Navigating New Jersey’s Political Parties As a Potential Candidate**

The session will highlight the power dynamics of party organizations, building relationships with party operatives and gaining the party’s support, and will address how to respond when the party organization is not supportive.

Moderator/Panelist

Joyce Wilson Harley, Esq., Executive Director of Administrative Services, Essex County College

Panelists

Kathleen Donovan, Bergen County Executive

Candace L. Straight, Former Co-Chair, New Jersey Republican State Committee

Senator Loretta Weinberg, Majority Leader, New Jersey Senate

2:30 – 3:45 pm

**Track 2: Laying the Groundwork for Public Life**

This session offers advice from the experts – veteran public leaders. Learn everything you have ever wanted to know but were afraid to ask. Topics covered include learning to raise one’s public profile, leveraging community leadership for political leadership, the various types of elected office to consider, working on campaigns, and balancing the competing priorities of political and family life.

Moderator

Debbie Walsh, Director, CAWP

Panelists

Assemblywoman Mary Pat Angelini, New Jersey Assembly

Senator Barbara Buono, New Jersey Senate

Assemblywoman Marlene Caride, New Jersey Assembly

Gail Gordon, Attorney and Republican Fundraiser/Political Strategist

Mayor Dana L. Redd, City of Camden

3:45 – 4:00 pm

**Break**

4:00 – 5:30 pm

**Plenary: Fundraising for Success**

Fundraising is one of the most crucial aspects of a campaign. This interactive workshop covers key components of campaign fundraising, including special emphasis on understanding why people give and the in-person “ask.” The session will also address developing a strategy for your campaign, building a donor list, recruiting and motivating a finance committee, and special events.

Presenter

Nancy Bocskor, President, The Nancy Bocskor Company