



Campaigns & Elections January 22, 2011

- 10:00 AM Introductions & Announcements
- Pamela Riis, *Women & Politics Institute*
- 10:15 AM The Candidate Emergence Process
- Jennifer Lawless, *Women & Politics Institute*
- 11:15 AM The Components of a Campaign
- Moderator: Sui Lang Panoke, *Women, Politics, Media*
 - Polling: Margie Omero, *Momentum Analysis*
 - Field: Carolyn Ehrlich, *Michael Arcuri for Congress*
Bailey Childers, *AFSCME*
Ann Liebschultz, *Women's Democracy Network*
 - Finance: Jess O'Connell, *Hillary Clinton for President*
 - Press: Rachel Barinbaum, *Senator Mark Begich*
- 12:30 PM Working Lunch: Covering Women Candidates
- Erika Lovely, *Politico*
- 1:30 PM Careers in Campaigns
- Moderator: Michelle Bekkering, *Women's Democracy Network*
 - Jen Bluestein, *EMILY's List*
 - Carolyn Ehrlich, *Michael Arcuri for Congress*
 - Cheyenne Shaffer, *Mission Control*
 - Sarah Simmons, *S2 Consulting*
- 2:45 PM Wrap-Up
- Pamela Riis, *Women & Politics Institute*