



WeLEAD *Women bringing women into the power center.*

WOMEN & POLITICS INSTITUTE

SESSION DAY 1 FEBRUARY 25, 2017

Communications and Messaging

- 9:00 AM Communicating Your Message: Public Speaking and Writing Press Releases & OP-EDs
- Sui Lang Panoke, *Women Politics Media, LLC*
- 10:30 AM Working with the Press
- Ashley Etienne, *Former White House Staffer*
 - Pamela Stevens, *Pam Stevens Media Inc.*
 - Abby Livingston, *Texas Tribune*
- 11:30 AM Working Lunch - Creating and Presenting an Elevator Pitch
- Alicia Henry, *Chairman Phil Mendelson*
 - Micaela Coleman, *North American Securities Administrators Association*
 - Yasmin Rigney, *Senate Finance Committee*
 - Annika Christensen, *Senator Gary Stevens*
- 12:30 PM Communications Careers in Washington
- Lindsey Mask, *Ladies America*
 - Jillian Rogers, *US Department of Labor*
 - Shadawn Reddick-Smith, *House Committee on the Judiciary Democrats*

Fundraising & Development

- 1:30 PM Fundraising Overview
- Madalene Xuan-Trang Mielke, *Arum Group LLC*
 - Angela Kruebing, *CDR Fundraising Group*
- 2:30 PM BREAK
- 2:45 PM Fundraising Training
- Stephanie Salvagno, *Covestro, LLC*
- 3:45 PM Careers in Fundraising and Development

- Rose Arntsen, *EMILY'S List*
- Katie McKinney Guerin, *Rails-To-Trails Conservancy*

4:45 PM BREAK

5:00 PM WeLead Class Fundraising Activity

- Lauren Grant, *Law Office of Michael S. Rothman*
- Jasmine Bowden, *People for the American Way*
- Audrey Henson, *College to Congress*