



Robert J. Thompson Eastern Leadership Academy
August 22 - August 26, 2021
The Logan Hotel - Philadelphia, Pennsylvania

AGENDA

Sunday, August 22

- 4:00 p.m. – 5:00 p.m. **Arrival, Check-in, Registration:** The Grange, Ground Floor, Logan Hotel Lobby
- 5:30 p.m.– 6:30 p.m. *Reception:* Hotel Terrace, Ground Floor
- 6:30 p.m. – 9:00 p.m. **Opening Dinner**
Location: The Grange, Ground Floor
Welcome:
- David Biette, Director, CSG East
 - Representative Ryan Mackenzie, former co-chair, CSG East
- 9:30 p.m. – Midnight *Hospitality Suite:* The Library, and Outside Terrace, Ground Floor

Monday, August 23

- 8:00 a.m. – 8:45 a.m. **Buffet Breakfast:** The Grange, Ground Floor
David Adkins will offer a brief overview of CSG/National and regional offices and ways to become involved with the organization followed by Don Hannon's CSG/East brief on transportation policy.
- 9:00 a.m. – 11:00 a.m. **Skills Session: The Art and Science of Exercising Influence**
Location: Mt. Vernon Room, Ground Floor
Speaker: Matt Kohut, Managing Partner, KNP Communications
- This interactive workshop on the art and science of exercising influence will enable participants to understand the different types and fundamental principles of influence. The speaker will introduce key concepts and actionable techniques that participants can use to exercise influence in both short-term and long-term contexts. He will also provide opportunities to practice new skills that can enhance participants' ability to exercise influence.
- 11:01 a.m. – 11:29 a.m. **Break**
- 11:30 a.m. – 12:00 p.m. **Lunch:** The Grange, Ground Floor
- 12:00 – 1:30 p.m. **Session: The Challenges in Communicating Consequential Knowledge in a World of Contested Facts and Conspiracy Theories**
Location: Annenberg Public Policy Center, Agora Room, 202 South 36th Street

Speaker: Kathleen Hall Jamieson, Annenberg School for Communication

This talk will explain why some deceptions matter and others don't, why some should be debunked and others simply disregarded. It also will explore ways that the process of safeguarding consequential facts about science and politics could be improved.

1:31 p.m. – 2:00 p.m. **Break**

2:00 p.m. – 5:30 p.m. **Skills Session: Public Choices and Policy Decisions Governing for the Public Good**

Location: Mt. Vernon Room, Ground Floor

Speaker: Phil Boyle, Ph.D., President, Leadership and Governing Associates (confirmed)

This session explores the critical role of legislators in a democratic republic, the core values underlying public choices and policy decisions, and why we use legislatures to make public choices rather than individuals. In this interactive workshop participants will explore three core questions:

- Why we have government and the government we have.
- The visions and values that define the public good legislatures seek.
- How these visions and values frame how we understand and talk about public problems, public choices, the good life, the good society, the American Creed, and the American Dream.
- Conflicts that arise in seeking the public good, choices we face in deciding how to resolve these conflicts, and how legislative leaders can “solve” public problems and make democratic decisions.
- Public leadership as a normative enterprise and leadership implications for those who would lead on behalf of the public good.?

6:00 p.m. **Meet in the lobby of Logan Hotel to take the bus to the Moshulu Restaurant**

6:30 – 9:00 p.m. **Reception and Dinner**
Location: Moshulu Restaurant, Top Deck (Outdoor reception and dining)

9:00 p.m. **Board bus back to Logan Hotel**

9:30 p.m. – Midnight **Hospitality Suite:** The Library and Outside Terrace, Ground Floor

Tuesday, August 24

*****2021 Class president nominations will be collected all day*****

8:00 a.m. – 9:00 a.m. **Buffet Breakfast:** The Grange, Ground Floor
CSG East policy staff will brief fellows on projects and activities in Criminal Justice (Nicole Jarrett, Ph.D.), Military and Veterans' Affairs (Debbie Ann Paige), and Rural and Agricultural Policy (Bob Haefner and Tara Sad).

9:00 a.m. – 11:30 a.m. **Legislative Leadership: Building a Culture of Excellence**

Location: Mt. Vernon Room, Ground Floor

Speaker: Scott Raecker, former Iowa legislator, Director of The Robert D. and Billie Ray Center at Drake University

How do legislators build a culture of excellence that embodies clear communication, negotiation, integrity, respect, and accountability? Scott Raecker draws on 14 years of experience in the Iowa legislature and 19 years as a professional focused on development of ethical leadership and civility to help current legislators navigate the sometimes-uncertain terrain of lawmaking and governing.

11:31 a.m. – 11:45 a.m. **Break**

11:45 a.m. – 12:30 p.m. **Luncheon**

Location: The Logan Hotel, The Grange, Ground Floor

12:31 p.m. – 3:30 p.m. **Legislative Negotiation Workshop: Strategies to Overcome Impasse to Build Agreement**

Location: Mt. Vernon Room, Ground Floor

Speaker: Naseem, Khuri, Adjunct Assistant Professor of International Negotiations, The Fletcher School of Law and Diplomacy, Tufts University

Through participation in interactive exercises and discussions, participants will explore strategies to overcome impasse and build agreement in a legislative negotiation setting

Free Afternoon and Evening, Dinner on your own. Concierge desk can advise on restaurants and make reservations

9:00 p.m. – Midnight **Hospitality Suite:** The Library and Outside Terrace, Ground Floor

Wednesday, August 25

8:00 a.m.– 8:45 a.m. **Buffet Breakfast:** The Grange, Ground Floor

CSG East policy staff will brief fellows on projects and activities in the Council on Communities of Color (Debbie Ann Paige), US-Canada Relations (David Biette), the Territorial Relations Committee (Jack Aitkens) and Health Policy (Shirley Girouard).

9:00 a.m. – 11:00 a.m. **Skills Session: Managing Chaos – Helping Senior Officials Survive, and Thrive, During a Crisis**

Location: Mt. Vernon Room, Ground Floor

Speaker: Eric Stern, Ph.D., Professor of Political Science and 2019-2020 Chairman of the Faculty at the College of Emergency Preparedness, Homeland Security, and Cybersecurity, University at Albany (SUNY).

This executive level training is aimed at helping senior officials better manage crisis situations. The training includes both academic and practical insights related to crisis leadership, crisis decision-making, and crisis communication.

11:01 a.m. – 11:30 a.m. **Break**

11:31 a.m. – 12:30 p.m. **Lunch and Campaign Speeches for 2021 Class President**

Location: The Grange, Ground Floor

**Ballots will be collected as you exit the room.*

12:31 p.m. – 2:30 p.m. **Skills Sessions: Facing the Media**

Location: Mt. Vernon Room, Ground Floor

Speaker: Seth Pendleton, Partner, KNP Communications

Participants learn a common-sense approach to defusing hostile questions and giving positive, simple, and memorable information.

2:31 – 4:00 p.m.

Social Media Fundamentals: Tactics and Strategy

Location: Mt. Vernon Room, Ground Floor

Speaker: Matt White, Partner, KNP Communications

Now that so much political communication is taking place online, social media plays an increasingly critical role in connecting with constituents. This hour-long session will cover everything you need to know on how to use Facebook, LinkedIn, Twitter, and Instagram confidently and effectively. Guidance will range from big-picture goals for online presence to specific tactics for crafting a compelling profile and tailoring messages for the right platform to reach your target audience. Which elected officials are doing it best? Who you should be following? What's the best way to connect with journalists? How can you engage commenters, use hashtags, and not fumble an attempt at a meme? This session will answer those questions and many more.

6:00 p.m.

Meet in the lobby of Logan Hotel to board bus to the Colonial Dames of Pennsylvania Headquarters (NSCDA/PA)

***NOTE: Business attire – 2021 Class photo will be taken at the Colonial Dames of Pennsylvania Headquarters**

6:30 – 7:30 p.m.

Reception and Dinner Colonial Dames of Pennsylvania Headquarters

Location: 1630 Latimer Street, Garden and Ballroom

7:30 – 9:00 p.m.

Graduation Dinner and Presentation of Diplomas

Location: NSCDA/PA

Speaker: Deputy Speaker Pro Tempore Robert Godfrey, Connecticut
Dylan McDowell, Delaware, Communications Specialist, CSG/East ELA
Class President 2019

Topic: Reflections on the Role of Public Service

9:15 p.m.

Bus leaves for the Logan Hotel

9:30 – Midnight

Hospitality Suite: The Library and Outside Terrace, Ground Floor

Thursday, August 26

8:30a.m. – 10:30 a.m. **Breakfast and Legacy Session**

9:00a.m. – 9:45a.m. **Legislative Leaders Panel - Paying It Forward**

Location: Mt. Vernon Room, Ground Floor

Facilitator: Phil Boyle, Ph.D., President, Leadership and Governing Associates

Panelists and fellows will discuss the challenges of leading and legislating in the current polarized political environment and consider ways they can leverage the tools they have acquired through the ELA experience to improve the work culture in their state houses.