

Georgia Professional Lobbyists Association

Post-Session Seminar

www.galobbyists.org

July 11, 2017

*Location: Nelson Mullins Law Firm
201 17th Street NW, Suite 1700, Atlanta, GA 30363*

Agenda

9:00 a.m. **Georgia's Changing Demographics**

Matt Hauer, PhD, University of Georgia, Institute of Government
Public Service Associate: State Services and Decision Support
Moderator: Kirby Thompson, SunTrust Bank

Moderator's note: Dr. Hauer provides data. He does not interpret data for political purposes. The presentation by Mr. Hayslett interprets data to an extent. Questions regarding demographic data as relates to political forces and influences should be directed at the Moderator, Mr. Hayslett, or members of the "What's Happening" panel.

Learning objectives: At the end of the presentation, the learner will be equipped to

- Understand and recall the general demographic trends which have manifest in Georgia
- Apply knowledge of the trends to determine how legislators may consider the impact of demographic changes in district constituency
- Consider or factor demographic data as a means of generating grassroots support

9:30 a.m. **"Trouble in God's Country" – Why Rural Georgia Is Back in the News Budget**

Charlie Hayslett, Hayslett Group Strategic Communication
Introduction: Scott Maxwell, Mathews and Maxwell

Learning objectives: At the end of the presentation, the learner will be able to

- Understand the basis of growing concerns about the future of rural and under- developed Georgia
- Consider the difficulties lawmakers and agency heads face in devising and implementing strategies to drive economic development to rural Georgia
- Factor hard socio-economic realities into an understanding of how rural legislators must act to serve their districts and remain incumbents

10:00 a.m. **What in America is Going On: As Told by People Who Are Paid to Pretend They Know**

In an environment where everybody's right and everyone else is wrong, how are lobbyists to navigate uncharted choppy waters and serve client interests?

Panelists:

Aaron Gould Sheinin, News Editor, WebMD

Todd Rehm, GaPundit.com

Bill Crane, CSI Crane

Howard Franklin, Thomson Victory Group

Charlie Hayslett, Hayslett Group

Moderator: Jet Toney, Cornerstone Communication Group

For Consideration: Thomas Friedman's NYT Editorial: Where Did 'We the People' Go?

Learning objectives: At the end of the presentation, the learner will be able to

- Benefit from the perspective of professionals who invest much of their professional lives in the reviewing of election data, of political discourse, and of the media's coverage of political events
- Understand the dangers in the nation's current move toward unbridled civil disobedience and un-restrained political commentary
- Peek inside what political operatives and government watchers are thinking about America's current state of electoral processes
- Appreciate the difficulties legislative and statewide leaders face in shepherding proposed legislation and policy in deep, fast water of social media and instantaneous charges, innuendo and so-called false news.

11:00 a.m. Perspective: Sophomore's View of the Legislative and Caucus Processes

State Rep. Beth Beskin (R-Atlanta)

Introduction: Elizabeth Chandler, GA Bankers Association

Learning objectives: At the end of the presentation, the learner will be able to

- Appreciate a second season legislator's perspective on serving in the state House and moving into the leadership dynamic
- Appreciate a Republican's perspective on floor debate, caucus and committee debate, and other activities in the legislative and electoral processes
- Utilize the knowledge of what the representative thinks to better communicate with the legislator and other like-minded lawmakers
- Broaden his/her view of how policymakers arrive at conclusions and decisions
- Understand and apply what a highly-engaged lawmaker believes to be effective lobbying tactics and strategies.

12:00 p.m. Lunch

12:30 p.m. Perspective: Freshman's View of the Legislative and Caucus Processes

State Rep. David Dreyer (D-Atlanta)

Introduction: Starla Tanner, Government Relations Director, GA Association of Educators

Learning objectives: At the end of the presentation, the learner will be able to

- Appreciate a freshman's perspective on serving in the state House
- Appreciate a Democrat's perspective on floor debate, caucus and committee debate, and other activities in the legislative and electoral processes
- Utilize the knowledge of what the representative thinks to better communicate with the legislator and other like-minded lawmakers
- Broaden his/her view of how policymakers arrive at conclusions and decisions
- Understand and apply what a freshman lawmaker believes to be effective lobbying tactics and strategies.

1:15p.m. Adjourn