

GPLA Post-Session Seminar Agenda

June 15, 2015

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

9:00 a.m. *State of the Association Report*
James E. "Jet" Toney, Chair

- Financials
- Membership
- Member benefits
- The Future of GPLA

9:30 a.m. Stefan Ritter, Executive Director, GA Transparency and Campaign Finance Commission
GTCFC Staff: Bethany Whetzel, Esq. and Robert Lane, Esq.

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

- Apply recently adopted rules/regulations regarding lobbyists' activities and disclosure
- Understand proposed additional amendments to existing rules and regulations
- Direct questions to the Director and staff regarding application of specific requirements in Georgia law and regulation regarding allowable lobbyists' activities and requirements for full compliance
- More accurately comply with regulations and laws authorizing lobbyists' activities

10:30 a.m. *We are all different; and, so are legislators*
Realizing a lawmaker's perspective can make you a more effective advocate

Legislator Panel:

Veteran Democratic Senator Nan Orrock, D-Atlanta

Freshman Republican Senator Brad Raffensperger, R-Johns Creek

Former Representative H. Boyd Pettit, GaLink Public Affairs

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

- More considerably understand what makes some legislators act as they do
- Appreciate the perspective of elected officials
- Utilize the awareness of legislator perspective to effectively increase your advocacy skills
- Value the impact of external sources on a legislator's thoughts and actions

11:30 a.m. Lunch with Invited Guests and Panelists

12:10 p.m. *Seeking truth in a torrent of information*
How you get news and information may (adversely) impact your advocacy

Panelists:

Todd Rehm, GA Pundit

Walter Jones, Morris News Service

Phil Kent, Insider Advantage

James Salzer, AJC

Others invited

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

- How political and government information is reported in today's digital marketplace
- Know the marketing strategy and intended audience for the product represented/employed by the panelists
- Determine if content is reliable, complete, and unbiased of an agenda
- Envision the future of political reporting and the means and purposes of how information will be delivered?
- Differentiate between the currently available news/information products
- Understand how the owners of news/information products generate revenue.

1 p.m. For the Good of the Order
Kathy Kuzava, Vice-Chair

Adjournment