

***Southern Women in Public Service
Coming Together to Make a Difference
Tampa, Florida
May 20-21, 2007***

Agenda

Sunday, May 20

Noon – 2:00 p.m.

**Registration
Costa del Sol Grand Ballroom Foyer**

2:00 - 3:30 p.m.

**Opening Plenary Session I
Costa del Sol Grand Ballroom**

Plenary Chair:

[Faye Culp](#)

Florida State Representative

Welcome:

[Rose V. Ferlita](#)

Hillsborough County Commissioner

Pacesetter Moment:

[Betty Ireland](#)

West Virginia Secretary of State

Speaker:

[Judy Genshaft](#)

President

University of South Florida

3:30 - 3:45 p.m.

Break

3:45 - 5:15 p.m.

Concurrent Workshops

15 Rules for the Road

Livorno/Marbella

Fear of public speaking is the number one phobia in the nation. Yet there is probably no political skill more important than the ability to speak to an audience of any size. Learn at least 15 Rules for the road that will keep your audience awake as you make your next presentation a success.

[Deb Sofield](#), Executive Speech Coaching

Secrets from the Couch: Tips from a Therapist Turned Candidate

Salons B&C

There's a lot of psychology in the art of politics, and each informs the other in many ways. Common skills used by professionals in counseling offices can be equally handy on the campaign trail and in public service. Learn the most useful tricks of the trade at this workshop.

[Wendy Pitts Reeves](#), Blount County (TN) Commissioner

How Public Opinion Research Affects What Politicians Think, Say and Do

Salons G&F

Chris Ingram provides a behind-the-scenes look at how polling shapes what Americans read in the newspaper, watch on cable news channels, and otherwise hear from major political figures. While a lifelong Republican, Chris' enlightening and humorous presentation pokes fun at both political parties.

[Chris Ingram](#), President, 411 Communications

5:30 - 6:30 p.m.

**Reception
La Fuente Courtyard**

6:30 - 9:00 p.m.

**Dinner—Plenary Session II
Costa del Sol Grand Ballroom**

Plenary Chair:

[Julianne M. Holt](#)

*Public Defender of Hillsborough County,
13th Judicial District of Florida*

Welcome:

[Pam Iorio](#)

Mayor of Tampa

Pacesetter Moment:

[Kay Kellogg Katz](#)

Louisiana State Representative

Lindy Boggs Award winner:

[Carrie Meek](#)

Former U.S. Representative from Florida

Monday, May 21

8:30 - 10:00 a.m.

Breakfast – Plenary Session III
Costa del Sol Grand Ballroom

Plenary Chair:

Norma White

Chair, Florida Commission on the Status of Women

Pacesetter Moment:

Gloria Butler

Georgia State Senator

Speakers:

Betty Castor

Executive Director, The Patel Center for Global Solutions, University of South Florida

Kathy Castor

U.S. Representative from Florida

10:00 - 10:15 a.m.

Break

10:15 - 11:45 a.m.

Concurrent Workshops

It's A Roller Coaster Ride, But You're In Control

Salons B&C

Do you often feel or let others control the way you manage your responsibilities? This session will focus on how to incorporate techniques to help you deal with daily stress.

Thelma V. Crump, Regulatory Supervisor Consultant, Florida Public Service Commission

Targeting Political Influencers

Livorno/Marbella

How do you find the people most likely to influence other people to vote for you, to volunteer and to donate? New research from GW's Institute for Politics, Democracy & the Internet on "Poli-fluentials" casts new light on the art and science of targeting and motivating the citizens who will actively spread your message to their friends and colleagues.

Carol C. Darr, Director of the Institute for Politics, Democracy and the Internet, George Washington University

Taking Charge of Your Own Leadership Development: Do You Know Where You're Going?

Salons G&F

Leaders are often too preoccupied with their myriad responsibilities to take time to assess where they are and where they are going both as leaders and as persons. This session challenges participants to identify some development goals and to develop a plan for achieving those goals. Your goals may be to find new challenges or to develop new skills or to build new relationships, but “a goal without a plan is just a dream.”

[Carole Leland](#), national leadership consultant

Noon - 2:30 p.m.

Luncheon – Plenary Session IV Costa del Sol Grand Ballroom

Plenary Chair:

[Kathleen C. Passidomo](#)

Immediate Past Chair, Florida

Commission on the Status of Women

Inspirational Moment:

[Paulette Lewis](#)

*Regional Administrator, Women's Bureau,
U.S. Department of Labor*

Introduction:

[Patricia G. Bean](#)

Hillsborough County Administrator

Speaker:

[Alex Sink](#)

Chief Financial Officer, Florida

2:30 – 2:45 p.m.

Break

2:45 - 4:30 p.m.

Concurrent Workshops

When Under Pressure: How to Present the Issues and Field Questions

Salons B&C

A video taping segment of a candidate's three minute speech followed by a panel asking unscripted questions and providing a constructive critique of the candidate's speech.

[Anne Voss](#), Vice President of Strategic Solutions and Senior Vice President of the Women's Political Network

Judith Albertelli, Co-founder and President, Tillie Fowler Series

Judy Arranz, Executive Director, Tillie Fowler Series

Barry Plans, President, Studio B Productions

Machiavelli for Women

Livorno/Marbella

Women are sometimes accused of being less straightforward than men, and of seeking alliances with men at the expense of other women. These are not gender-based actions; rather the behaviors of second-tier powers. Women are different from men, and their leadership styles must take this into account. This eye-opening session lays out Machiavelli's political advice with an emphasis on how it applies to women leaders.

Carol C. Darr, Director of the Institute for Politics, Democracy and the Internet, George Washington University

Emotional Intelligence: Leadership From the Inside Out

Salons G&F

Emotional intelligence has become a significant vehicle for assessing our leadership competencies from new perspectives. How adept are we at recognizing our own feelings and those of others, motivating ourselves and managing emotions? This session will focus on the basic concepts of emotional intelligence, consider applications to our leadership situations and suggest ways to learn and improve our EQ.

Shawn Baldwin, Director, Certified Public Manager Program, Florida Center for Public Management, Florida State University

6:30 - 9:00 p.m.

Plenary Session V

Costa del Sol Grand Ballroom

Plenary Chair:

Sandy Mortham

Executive Vice President and CEO

Florida Medical Association

Pacesetter Moment:

Rita Allison

Legislative-Education Advisor, South Carolina Governor's Office

Video remarks from Laura Bush

First Lady

Ten at the Top in Tampa Bay – a
*documentary film Produced and Directed
by Renee Warmack*