



Florida Association of
Professional Lobbyists

**Florida Association of Professional Lobbyists
2019 Annual Conference
Program***

Wednesday, September 11

General Sessions

1:10 pm – 2:00 pm

House and Senate Rules Update

Speaker: TBA

CEU: 1 hour Laws and Rules

2:00 pm – 3:00 pm

Florida's Sunshine Law: What Lobbyists Need to Know

The speakers will discuss current hot topics in Florida's Sunshine Law (both public records and open meetings) including the broad applicability of the law, various exemptions, the impact of Marsy's Law, and other issues that may be of interest to lobbyists in general and those dealing with clients subject to the Sunshine Law.

Speakers: Sam Morley, General Counsel, Florida Press Association; and Frank D. LoMonte, Esq. Professor and Director, The Brechner Center for Freedom of Information University of Florida College of Journalism and Communications

CEU: 1 hour Laws and Rules

3:00 pm – 3:10 pm

Break

3:10 pm – 4:00 pm

Winning the Lobbyist Lottery: What You Should Know about Lobbyist Compensation Audits

Speaker: Ronald G. Meyer, Esquire, Founding Partner, Meyer, Brooks, Blohm and Hearn, P.A.

CEU: 1 hour Ethics

4:00 pm – 5:00 pm

Keynote Presentation

Leadership: Why it Matters

Speaker: Senate President Bill Galvano

CEU: 1 hour General Business

5:30 pm – 7:00 pm

Welcome Reception with Legislators

Sponsored by: RSA Consulting Group, LLC

Thursday, September 12

7:30 am – 9:00 am

Breakfast

General Session

8:20 am – 9:30 am

“He Said, He Said” with Peter Schorsch and Matt Dixon

A talk about Florida’s government and political scene. An irreverent preview of the 2020 Legislative Session and election cycle.

Speakers: Peter Schorsch, Publisher, Florida Politics; and Matt Dixon, POLITICO, Florida Bureau Chief

CEU: 1 hour General Business

9:30 am – 10:30 am

Lobbyist Track

Appropriations 101 and then some

This introductory overview will provide the basics about the appropriations process including key terminology; timelines and deadlines; substantive bills in appropriations committees; as well as a brief review of the appropriations project rule. It will highlight the differences when lobbying appropriations issues and provide some suggested do’s and don’ts when lobbying appropriations.

Speaker: JoAnne Leznoff, Retired Staff Director, House Appropriations Committee

CEU: 1 hour General Business

Advocacy Track

Capitol Days: Engaging Your Grassroots and Planning a Successful Day at the Capitol

The panelists will discuss ways to create grassroots and political participation interest among association members and how to maximize grassroots and political impact.

Panelists: Joe Anne Hart, *Chief Legislative Officer, Florida Dental Association*; Tim Parson, Director of Government Relations for Liberty Partners of Tallahassee, LLC.; Adam Basford, State Legislative Affairs Director, Florida Farm Bureau; and Bob Asztalos, Chief Lobbyist, Florida Health Care Association

CEU: 1 hour General Business

10:30 am - 10:45 am

Break

10:45 - 11:45 am

General Session

Knowing is Half the Battle: Election Law, Campaign Finance, and Ethics Update

Speaker: Emmett “Bucky” Mitchell, IV, JD

CEU: 1 hour Ethics

11:45 am - 1:00 pm LUNCH

2020 Elections: Looking into the Crystal Ball

Speaker: Gary Fineout, Reporter, Politico; and Andrew Wiggins, Senior Director of Campaigns and Elections, Florida Chamber of Commerce

CEU: 1 hour General Business

1:00 pm – 5:00 pm

Open Afternoon for Networking Activities

5:30 pm – 6:00 pm

Reception

6:00 pm – 8:00 pm

Dinner

Silent Auction

Friday, September 13

7:30 am – 8:30 am

Breakfast

General Session

8:30 am – 9:30 am

Inside the Firm: Client Services, Quarterly Compensation Reporting and Ethics

Panelists: Jennifer Green, President and Owner, Liberty Partners of Tallahassee, LLC; Rachel Cone, Managing Partner of the Southern Group, Tallahassee; and Mario Bailey, Senior Government Relations Consultant, Becker & Poliakoff, P.A.

CEU: 1 hour Ethics

9:30 am – 10:30 am

Lobbyist Track

Social Media How To's

Speakers: Jenna Paladino, Founder, Paladino Public Affairs; and Ashley Bauman, Marketing & Communications Director for Tampa Mayor Jane Castor and the City of Tampa.

CEU: 1 General Business

Advocacy Track

Fundraising Street Smarts: The Do's, Don't's and Best Practices of Political Fundraising

Speakers: Andy Gonzalez, PAC Director & Public Policy Representative, Florida Realtors; and Melody Arnold, Associate Director of Government Affairs, Florida Health Care Association

CEU: 1 hour Laws and Rules

10:30 - 11:30 am

General Session

Media Training: Winning the Day

Speaker: Christina Johnson, President, On 3 Public Relations

CEU: 1 hour General Business

11:30 am –12:30 pm

Keynote: Former Lt. Governor Jeff Kottkamp and special guest.

DPL Presentation

CEU: 1 hour General Business

*Subject to Change