Friday, January 27, 2017
8:30 a.m. – 4:00 p.m.

The Third House: State Lobbying Essentials

State Lobbying Essentials is a day-long seminar on how to lobby the Illinois General Assembly effectively. Participants will receive vital information on practical lobbying skills and resources, advanced strategies and tactics, state budget insights and considerations, and winning grassroots efforts from various experienced and successful lobbyists and senior administrative officials. Continental breakfast, lunch and afternoon refreshments included.

University of Illinois Springfield, Public Affairs Center, Conference Room C/D

Sponsored by the Institute for Legal, Legislative & Policy Studies of the Center for State Policy and Leadership
The Third House:  
State Lobbying Essentials

Featured Speakers
Amy Ballinger-Cole, ABC Consulting  
John P. Lowder, Lowder Governmental Solutions, LLC.  
Kim Clarke Maisch, Cigna Healthcare  
Professor David Merriman, University of Illinois at Chicago  
Courtney C. Nottage, Fletcher, O’Brien, Kasper & Nottage, P.C.  
Polly Poskin, Illinois Coalition Against Sexual Assault  
Stephen Schnorf, Budgeting for Results Commission  
Jil Tracy, Illinois State Senator, 47th District  
Terri Treacy, Sierra Club  
Josh Weger, Indiana Illinois Iowa Foundation for Fair Contracting

Who Should Attend?
Lobbyists  
Prospective Lobbyists  
Legislative Liaisons  
Government Affairs Representatives  
Members of the Media  
Not-for-Profit Advocates and Executives  
State and Local Government Officials and Employees  
Students  
Interested Citizens

What Will You Learn?
Practical Lobbying Skills  
Lobbying Ethics and Regulations  
Communication Tips  
Advanced Strategies and Tactics  
State Budget Concerns and Considerations  
Effective Grassroots Efforts  
Online Resources

Workshop participants will receive an electronic copy of Lobbying Illinois: How You Can Make a Difference in Public Policy.
Agenda

8:00 a.m.  Registration and Refreshments
           Public Affairs Center, Conference Room C/D, First Floor

8:30 a.m.  Introductory Remarks
           Barbara Van Dyke-Brown, Institute for Legal, Legislative and Policy Studies

8:45 a.m.  Lobbying Basics
           Amy Ballinger-Cole, ABC Consulting

9:45 a.m.  Break

10:00 a.m. Statehouse Tactics and Strategies
           Courtney C. Nottage, Fletcher, O’Brien, Kasper & Nottage, P.C.
           Kim Clarke Maisch, Cigna Healthcare

12:00 p.m. Lunch, PAC Restaurant, First Floor
           Speaker: Jil Tracy, Illinois State Senator, 47 District
           “Communicating with your Legislator”

1:30 p.m.  Addressing Budgetary Concerns
           David Merriman, University of Illinois at Chicago
           John Lowder, Lowder Governmental Solutions, LLC
           Stephen Schnorf, Budgeting for Results Commission

2:45 p.m.  Break

3:00 p.m.  Effective Grassroots Efforts
           Josh Weger, Indiana Illinois Iowa Foundation for Fair Contracting
           Polly Poskin, Illinois Coalition Against Sexual Assault
           Terri Treacy, Sierra Club

4:00 p.m.  Closing Remarks/Adjourn

www.uis.edu/illaps/events/
Registration Information

The fee for this day-long workshop is $300, and includes handouts, refreshments and lunch.

Register soon, seating limited!

Cancellations received after January 20 will be assessed a $50 administrative fee. No refunds will be made for cancellations received less than 72 hours before the workshop. If the registered person cannot attend, substitutions are permitted.

Date and time: Friday, January 27, 2017, 8:30 am - 4:00 pm

Location: Public Affairs Center, Conference Room C/D, First Floor, University of Illinois Springfield, One University Plaza, Springfield, IL

Contact Information:
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How to Register

You can register for the seminar online at


Check or voucher should immediately follow registration.