



# MENDOZA COLLEGE OF BUSINESS

## Nonprofit Executive Programs

### Advocacy Essentials for Chamber Leaders

November 3-4 2016

New Orleans, Louisiana



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## Nonprofit Executive Programs

### Advocacy Essentials for Chamber Leaders

**Thursday November 3, 2016**

8:00 – 9:00 AM | [Registration](#)

8:00 – 9:00 AM | [Breakfast](#)

9:00 – 9:30 AM | [Background and Introduction](#)

**Presenter:** Don Cravins, Jr., National Urban League Washington Bureau

With a background in government at local, state and federal levels, Don will detail his experience in the field of advocacy from both the advocate and the elected official vantage point. Don will provide an overview of the current state of advocacy and an overview of the training program.



**Don Cravins, Jr.** is a native of Southwest Louisiana with a longstanding career in public service. He is a graduate of Louisiana State University with a degree in Political Science, and of Southern University Law Center where he graduated with honors in 1998.

Since 1998, Don has been a practicing attorney in the areas of commercial litigation, personal injury, complex litigation and military law. In 2004, he was elected to the Louisiana House of Representatives and in 2007 to the Louisiana Senate. Since that time, he has served as Staff Director and Chief Counsel for the United States Senate Committee on Small Business and Entrepreneurship, Chief of Staff for U.S. Senator

Mary L. Landrieu of Louisiana, and Deputy National Political Director at The American Israel Public Affairs Committee (AIPAC). He now serves as the National Urban League's Senior Vice President for Policy and Executive Director of the National Urban League's Washington Bureau. His primary responsibilities include developing the League's policy, research and advocacy agenda and expending its impact and influence inside the Capital Beltway. He will also be devoted to the League's mission to empower communities through education and economic development.

In addition to his duties at the National Urban League, Don is an adjunct professor at The George Washington University where he teaches Prosecution and Litigation in Intellectual Property. Don is also a member of the District of Columbia Army National Guard Judge Advocate General Corps where he serves as a Captain with the 352nd Legal Operations Detachment.

9:30 - 10:30 AM | [What is Advocacy and What Does Effective Advocacy Look Like?](#)

**Guest Speaker:** James Williams, Chehardy Sherman and Williams

In this session we will hear from one of America's top trial attorneys, James M. Williams, who will discuss the art of advocacy.

**James Williams** is an attorney with the law firm of Chehardy Sherman and Williams. James Williams is a nationally recognized trial attorney who has litigated cases in 15 different states. He is one of the "Nation's Top One Percent" of attorneys according to the National Association of Distinguished Counsel.

## Nonprofit Executive Programs

### Advocacy Essentials for Chamber Leaders

He has been named a “Super lawyer” by the rating service that recognizes the top 5 percent of lawyers in each state. He has also been selected to the “Top 100 Trial Lawyers” by the American Trial Lawyers Association. In addition, Williams has been certified as one of the “Top Trial Lawyers in America” by the Million Dollar Advocates Forum. Williams has an unprecedented record of success as a personal injury and business litigator. In 2009-2010, Williams took a leave of absence from practicing law to serve as the judge (pro tempore) presiding over Division “J” of the Civil District Court for the Parish of Orleans. He was unanimously appointed by the Louisiana Supreme Court to fill a vacancy on the court. Williams was only 35-years old at the time, making him the youngest judge in the State of Louisiana.

**10:30 - 10:45 AM | Break**

**10:45 - 12:00 PM | Developing and Promoting an Advocacy Agenda Across Diverse Communities**

**Presenter:** Don Cravins, Jr., National Urban League Washington Bureau

This session introduces attendees to strategies for developing an advocacy agenda consisting of policy priorities and political attitudes among diverse groups. It will help participants to better understand how different groups engage with varying political issues, and focus on the issues that cause diverse groups to converge and diverge. This session will teach us how we can work together to develop a strong advocacy agenda with robust support. The session also will encourage participants to take part in small group discussions and to engage in interactive conversation with the speaker. During this session, participants will hear from Zach Butterworth. Zach is the Director of Federal Relations for the City of New Orleans and former legislative director for former U.S. Senator Mary L. Landrieu of Louisiana.

**12:00 - 1:00 PM | Lunch**

**1:00 - 2:30 PM | Effectively Messaging Your Chamber’s Agenda**

**Presenter:** Don Cravins, Jr., National Urban League Washington Bureau

This session will focus on the tools needed to effectively message a chamber’s advocacy plan. The session will be led by Norma Jane Sabiston. Norma Jane Sabiston has been a mainstay of Louisiana Congressional policy and politics for over 25 years. As Legislative Assistant to Congressman Billy Tauzin, State and Political Director for Senator Breaux and Chief-of-Staff for Senator Mary Landrieu, Norma Jane has been at the center of policy management in Washington, D.C. She has worked on issues related to energy and the environment, education, and healthcare. In the past five years, she has focused primarily on coastal restoration legislation at the national, state and local level. Norma Jane Sabiston worked for 25 years on Capitol Hill and developed professional relationships on Senate Committees such as the Energy Committee, Appropriations Committee and Armed Services Committee. Norma Jane has cemented her reputation as an organizer and strategic thinker. Recently, Norma Jane has established an independent consultant company Sabiston Consultants, which is focused on public affairs and political consulting.

# MENDOZA COLLEGE OF BUSINESS

## Nonprofit Executive Programs

### Advocacy Essentials for Chamber Leaders

2:30 - 2:45 PM | Break

2:45 - 4:00 PM | Advocacy at the Local Level

**Guest Speaker:** Jared Brosette

During this session, we will hear from local officials from both large cities as well as smaller communities. Elected officials include New Orleans Councilman Jared C. Brosette.

**Councilman Jared Brossette** represents District D on the New Orleans City Council. He was elected in February 2014. He was elected and served in the Louisiana State House of Representatives District 97 seat 2009-2014. Brossette authored legislation expanding the capacity of the New Orleans Center for Creative Arts, turning NOCCA into a full time high school. He pushed for legislation making it possible for property owners to permanently register for the homestead exemption. His legislation has improved mental health care and increased the severity of penalties for violent offenders.

4:00 - 4:15 PM | Questions and Daily Wrap Up

## Friday November 4, 2016

8:00 - 9:00 AM | Breakfast

9:00 - 10:00 AM | Recap

This morning we will recap lessons learned from day before and Advocacy Scenario #1.

10:00 - 12:00 PM | Advocacy on the State and Federal Level

**Presenter:** Don Cravins, Jr., National Urban League Washington Bureau

This exercise will focus on developing advocacy on the state and federal level. Participants will hear from Louisiana Cabinet officials, Louisiana governor's office staff, and state legislators. Participants will include State Representative James "Jimmy" Harris, Louisiana Governor's Communications Director Richard Carbo, and State Representative Helena Moreno. During the second part of this session, the participants will hear from U.S. Representative Cedric Richmond. Congressman Richmond represents Louisiana's 2nd Congressional District. He currently serves on the House Committee on Homeland Security and the House Committee on the Judiciary. Outside of Committee service, he is an active member of the Congressional Black Caucus and the New Democrat Coalition.

10:30 - 10:45 AM | Break

12:00 - 1:00 PM | Lunch



# MENDOZA COLLEGE OF BUSINESS

## Nonprofit Executive Programs

### Advocacy Essentials for Chamber Leaders

#### 1:00 - 2:30 PM | Advocacy Scenario and Role Play Exercise

**Presenter:** Don Cravins, Jr., National Urban League Washington Bureau

This exercise will focus on federal advocacy. Again, the participants will be placed into small groups and will be handed a scenario involving a chamber issue related to federal government issues. The exercise will be made to simulate a “chamber fly-in”. The members of the group will have to develop strategy and speaking roles for the meeting with federal officials or their staff. The scenarios will be altered for each group. After the scenarios are completed, the participants will gather as a group for discussion.

#### 2:30 - 2:45 PM | Break

#### 2:45 - 4:00 PM | Political Advocacy on the Front Lines: Real Experiences of Chambers of Commerce

During this afternoon session, members of various Chambers of Commerce will share their challenges and successes in advocating on behalf of issues and legislation. The presenters will compare their experience to the information from the previous presenters and discuss how it coincides or diverges.

This will be a session where the history, theory and academic knowledge of political power meets the pragmatic and real world of politics.

#### 4:00 - 4:15 PM | Concluding Remarks and Questions

