



# MENDOZA COLLEGE OF BUSINESS

## Nonprofit Executive Programs

### How to Create Strong and Valuable Relationships with Local Political Leaders

March 23-24, 2015

JW Marriott Washington, DC  
1331 Pennsylvania Ave., NW  
Washington, DC 20004



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Mendoza College of Business

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### How to Create Strong and Valuable Relationships with Local Political Leaders

**Monday, March 23, 2015** All sessions will be in Salon D

8:00 - 9:00 AM | Continental breakfast in Salon D

12:00 - 1:00 PM | Lunch

9:00 AM - 4:00 PM | **Transforming Politics, Transforming America:  
Emerging Diverse Voters and Representatives**

**Presenter:** Ricardo Ramírez, University of Notre Dame

In order to gain access to policy makers through advocacy, it is imperative to understand the changing face of voters and their representatives. This two-part session focuses on the changing political landscape of American politics. The first focuses on the changing composition of the American electorate, focusing on the barriers and opportunities for political participation. The second part focuses on the consequences of a changing electorate by understanding the relationship between elected leaders and their constituents, as well as a discussion of career paths. Both components highlight the importance of local and state contexts and will encourage small group discussions that highlight these variations.



**Ricardo Ramírez** is associate professor of Political Science at the University of Notre Dame and a faculty fellow in the Institute for Latino Studies. His broad research interests include political behavior, state and local politics and the politics of race and ethnicity. His research is geared to understanding the transformation of civic and political participation in American democracy by focusing on the effects of political context on participation, the political mobilization of—and outreach to—Latino immigrants and other minority groups and the causes and consequences of increasing diversity among elected officials. Ramírez graduated with honors from UCLA in 1995 with a double major in Political Science and Chicana/o Studies. He received an M.A. in Education Administration and Policy Analysis in 2001 and his Ph.D. in Political Science in 2002, both from Stanford University. He is author of *Mobilizing Opportunities: The Evolving Latino Electorate and the Future of American Politics* published by University of Virginia Press in 2013.

7:00 PM | Chamber Training Dinner, MXDC Restaurant

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### How to Create Strong and Valuable Relationships with Local Political Leaders

**Tuesday, March 24, 2015**

8:00 - 9:00 AM | Continental breakfast in Salon D

12:00 - 1:00 PM | Lunch

9:00 AM - 12:00 PM | **Developing and Promoting an Advocacy Agenda  
Across Diverse Communities**

**Presenter:** Janelle Wong, University of Maryland

This session introduces attendees to contemporary demographic trends and how they relate to policy priorities and political attitudes among diverse groups. It will help participants to better understand how different groups engage with different 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.



**Janelle Wong** is director of the Asian American Studies program and Resource Center at the University of Maryland. She also is associate professor of American Studies. Prior to joining the University of Maryland in 2012, she taught at the University of Southern California in the Departments of Political Science and American Studies and Ethnicity. Wong received her Ph.D. in Political Science at Yale University. Wong is the author of *Democracy's Promise: Immigrants and American Civic Institutions* (2006, University of Michigan Press) and co-author of two books on Asian American politics, the most recent

being *Asian American Political Participation: Emerging Constituents and their Political Identities* (2011, Russell Sage Foundation), based on the first nationally representative survey of Asian American's political attitudes and behavior. This groundbreaking study of Asian Americans was conducted in eight different languages with six different Asian national origin groups.

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1:00 - 4:00 PM | **Political Advocacy on the Front Lines: Real Experiences of Chambers of Commerce**

**Presenter:** Marc Hardy, University of Notre Dame, Nonprofit Executive Programs

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.



**Marc Hardy** is the director of Nonprofit Executive Programs at the University of Notre Dame. He holds a Ph.D. in Philanthropic Studies from the School of Philanthropy at Indiana University and has taught nonprofit leadership and management at IU, Butler and the University and Notre Dame. In 2006 he was voted the “Outstanding Associate Faculty of the Year” at the School of Public and Environmental Affairs at IUPUI. He has led several nonprofit organizations and was the executive director of a private operating foundation, the Fourth Freedom Forum, for seven years. Marc has served as a board member of several nonprofit organizations, including a term as president of the National Speakers Association of Indiana. He is a co-author of two books, *Only the Best on Customer Service* and *Only the Best on Leadership* as well as several articles on management and leadership. Voted one of the top three speakers in the country during the “World Championship of Public Speaking,” he has spoken to more than four hundred groups in the U.S., Canada, Costa Rica, Puerto Rico, Mexico and the Caribbean. Currently he is the host of a TV program at WNIT-TV titled “Sharing Fire” where he interviews people about the good things that are happening in their communities. You can find it on his website at [www.sharingfire.com](http://www.sharingfire.com). Sharing Fire promotes the idea that we have all been recipients of good and that we have a responsibility to re-gift the good we have been given.

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