

Meet Our Trainers



DEB SOFIELD

Deb Sofield, President of Executive Speech & Presentations Coaching, trains women and men for success in speaking, presentation skills, and message development. Deb is a former president of the Women's Campaign School at Yale and has served as a visiting professor at many top universities. Deb was chosen as the 2005 Athena Award recipient by the Greenville Chamber of Commerce for her work with young people and aspiring politicians. Deb is a member of the National Speakers Association.



NANCY BOCSKOR

Nancy is the author of *Go Fish: How to Catch (and Keep) Contributors: A Practical Guide to Fundraising* and is a professor at George Washington University's Graduate School of Political Management, where she teaches fundraising courses. Nancy served on the board of the *Women's Campaign School at Yale* for seven years, and chaired the school's Curriculum Committee for five years.

PENNSYLVANIA
Center for Women and Politics
AT CHATHAM UNIVERSITY

Woodland Road
Pittsburgh, PA 15232

Ready to  **RUN**™
Campaign Training for Women



Saturday, January 25, 2014

Chatham University
Mellon Board Room

Pittsburgh, Pennsylvania

PENNSYLVANIA
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What Is Ready to Run™?

Ready to Run is a *bi-partisan* program for women who want to run for office, seek higher office, work on a campaign, get appointed to office, or learn more about the political system. Ready to Run is your one-stop training on running for office or getting involved in public life. You will learn from prominent elected and appointed leaders, campaign consultants, party officials, and policy experts.

Ready to Run® program attendees walk away with...

- “How to” instructions on running for office
- Fundraising and media skills
- Real-world advice and best practices from experts
- Strategies for positioning yourself for public leadership
- Inspiration to launch a campaign
- A better understanding of party politics

Why women leaders matter . . .

As political leaders, women of all parties enrich the practice of politics. Research shows that electing women brings new issues to the public agenda and opens government to fresh ideas and different voices. Political women change the public policy agenda and the way government works. Women make our democracy more inclusive and more responsive to the concerns of all citizens.

ABOUT US

The **Pennsylvania Center for Women and Politics at Chatham University** is a non-partisan center devoted to fostering women’s public leadership through education, empowerment, and action. The first to focus on women’s political involvement in Pennsylvania, the Center integrates disciplinary knowledge, civic education, and capacity building while examining the intersection of women and public policy. The Center conducts candidate and advocacy trainings, offers educational programs in applied politics, and provides timely analysis on women’s issues.



Conference Agenda at a Glance*

All sessions will be held in Mellon Board Room, Chatham University.

Saturday, January 25, 2014

8:00-8:30 a.m.	Registration and Continental Breakfast
8:30-9:30 a.m.	Welcome and Keynote
9:45-11:45 a.m.	<i>Option 1:</i> Navigating Pennsylvania’s Political Parties <i>Option 2:</i> The Special Challenge of Running for Judicial Office
Noon-2:00 p.m.	Luncheon Session Public Speaking 101
2:15-4:15 p.m.	Fundraising for Success
4:30-5:45 p.m.	Developing a Campaign Plan

*For full details on Ready to Run sessions and speakers, visit www.pcwp.org.

Questions?

Contact the Center at 412-365-1878 or pcwp@chatham.edu.

chatham UNIVERSITY

Chatham University is home to almost 2,200 undergraduate and graduate students. Chatham’s Shadyside Campus includes the historic, 39-acre Woodland Road arboretum campus and Chatham Eastside at Fifth and Penn avenues. Our Eden Hall Campus is located on 388-acres in Richland Township and will include programs focusing on women and environmental sustainability. The University is a private, selective, fully accredited, nonsectarian institution, consisting of Chatham College for Women, the College for Graduate Studies, the College for Continuing and Professional Studies, and the Falk School of Sustainability.

Training Registration Form

Registration Fee (includes meals and conference materials):

Early-Bird Registration before December 31, 2013: **\$50**

Registration after December 31, 2013: **\$65**

- **Register online** with a credit card at www.pcwp.org
- **Register by mail** using this form. Mail along with your check made payable to Chatham University, to:
Chatham University, Pennsylvania Center for Women and Politics,
Woodland Road, Pittsburgh, PA 15232

Name _____

Title _____

Organization/Dept. _____

Address (home/office) _____

City, State, Zip _____

Home Phone _____

Office Phone _____

Fax _____

E-mail _____

Please check which afternoon session you would like to attend:

Option 1: Navigating Pennsylvania’s Political Parties

Option 2: The Special Challenge of Running for Judicial Office

Political Party Affiliation: Democrat Republican None

Other _____

How did you hear about Ready to Run™?

Are you planning to run for office in the near future? Yes No

If yes, what office? _____



Program support offered by *The Pennsylvania Interbranch Commission for Gender, Racial, and Ethnic Fairness* and *The Hillman Foundation*