



## Program of Events

### Saturday, March 29, 2025

**10:00am - 12:00pm CEUs 0.2**

#### **LEAD Introduction: The Capitol Landscape**

**Session Description:** Understanding how the legislative process works within the Capitol is vital to being successful with your lobbying efforts. CCRA Legislative Representatives Nick Brokaw and Graciela Castillo-Krings will discuss what goes on behind the doors of the Capitol. This information is essential when developing your platform, as it allows you to anticipate your opposition, gives you a framework for the homework that you will need to prepare for your visit, and will teach you how to effectively communicate your position, your ideas, your support, and your opposition to your legislators.

**Learning Objective:** Instruction and demonstration on how to put together and make a presentation to a legislator.

**Speakers:** Michelle Caldwell, CSR, CRR | Brooke Ryan, CSR, RPR | Nick Brokaw | Graciela Castillo-Krings

**12:15pm - 1:15pm CEUs 0.1**

#### **SEIU: Our Allies**

**Session Description:** SEIU represents multiple counties in California. We will hear from them directly about how we collaborate with other unions, attorneys, and other interested parties to learn how we advocate when teaming up with others. There are other interested parties/stakeholders who help us in our fights. Union advocates and others will train us how to advocate to legislators and others, and prepare us for grassroots lobbying at the ground level. SEIU California's Michelle Castro and Sandra Barreiro will describe for us the benefits of our partnerships with unions and the victories we achieve when working together.

**Learning Objective:** Learn from the union's perspective how to collaborate and who to reach out to for support in legislative lobbying.

**Speakers:** Sandra Barreiro | Michelle Castro, Director of Government Relations, SEIU of California | Dylan Johnson

**1:15pm - 2:15pm CEUs 0.1**

#### **AI: A Tool Only**

**Session Description:** Artificial Intelligence is a new technological frontier which, while it may have valuable uses, can also present a danger to creating an accurate, certified record. Mary Pierce of Jeopardizing Justice will take us through various aspects of AI and arm us with the knowledge we need in order to rebuff efforts by the courts or the legislature to let technology take the place of the live, certified court reporter.

**Learning Objective:** Attendees will gain a deeper understanding of how AI works and learn how to respond to legislators and stakeholders on the risks and dangers of AI.

**Speaker:** Mary Pierce, CSR

### **2:30pm - 3:30pm CEUs 0.1**

#### **The ER Rebellion: The Public Deserves Better**

**Session Description:** You will learn about the electronic recording history and how CCRA has fought for Certified Shorthand Reporters time and again. Provided class materials will help you to better understand our position so that you too can effectively fight against legislative proposals that look to eliminate court reporters.

**Learning Objective:** Attendees will be able to understand and advocate against electronic recording in multiple arenas.

**Speakers:** Shanna Gray | Cindy Tachell, CSR, RPR, CRR, CCRR | Marlene Burris  
Marlene Burris

### **3:45pm - 4:45pm CEUs 0.1**

#### **Media/Public Speaking**

**Session Description:** This course will help give you the skills and confidence you need to effectively express yourself in any situation. By learning to effectively formulate and express ideas, we open an entire new world of possibilities. You'll be more persuasive and confident when giving presentations, and you'll improve your one-on-one dealings with others.

**Learning Objective:** Participants will receive instruction, demonstration, and hands-on practice to develop public speaking skills and confidence.

**Speaker:** Luis M. Aragón

### **5:00pm - 6:00pm CEUs 0.1**

#### **Strategy: Planning your Capitol Visits**

**Session Description:** Participants will receive instruction on the importance of preparation and research for all court reporter issues. Attendees will learn how and where to obtain the information necessary to accurately and intelligently discuss issues with legislators and their staff.

**Learning Objective:** Learn how and where to obtain facts, statistics, figures, and reports regarding court reporting issues.

**Speakers:** Russell Walker, CSR, RPR | Carolyn Dasher, Retired Court Reporter

## **Sunday, March 30, 2025**

### **9:00am – 10:00am CEUs 0.1**

#### **You Can Talk to a Decision Maker**

**Session Description:** Learn from the former leader of the State Assembly and Majority Leader of the Senate what goes on behind the scenes of the Capitol. Learn how to develop your platform in a way that will resonate with legislators. Hear stories that will put into context the training and guidance you receive this weekend.

**Learning Objective:** How to prepare members to effectively present your position to a legislator.

**Speaker:** Robert M. Hertzberg (D) – District 18

### **10:00am - 11:30am CEUs 0.15**

#### **Team Presentations**

**Session Description:** Groups will present their prepared presentations in six different scenarios simulating differing persons, positions, and viewpoints.

**Learning Objective:** Groups will use their learned skills to make presentations and receive feedback on their presentations.

**Speakers:** Michelle Caldwell, CSR, CRR | Brooke Ryan, CSR, RPR | Russell Walker, CSR, RPR | Carolyn Dasher, Retired Court Reporter | Cindy Tachell CSR, RPR, CRR, CCRR

#### **11:30am - 1:00pm CEUs 0.15**

##### **Debriefing, Group Reports**

**Session Description:** Groups will provide feedback to each other and receive critiques on their presentation.

**Learning Objective:** Give and receive feedback on successful presentations and talk about how to improve lobbying techniques.

**Speakers:** Brooke Ryan, CSR, RPR | Carolyn Dasher, Retired Court Reporter

#### **1:00pm - 2:00pm CEUs 0.1**

##### **Bringing it Home: Nuts and Bolts on a Local Level**

**Session Description:** Learn how to use skills and lobbying efforts on a grassroots level to lobby a position, gain membership and member support, fundraising, letter writing, making phone calls, and becoming personally involved on a local level.

**Learning Objective:** Participants will receive instruction on grassroots lobbying, lobbying at the local level, and how they can personally make a difference. Participants will learn why it is important to know what to do when called upon to meet with their legislators on a local level. Instruction will be given on how to make appointments with your legislator, what to do when you get there, and the talking points to be given while at a meeting with your legislator.

**Speakers:** Jennifer Esquivel, CSR | Russell Walker, CSR, RPR

#### **2:00pm - 3:00pm CEUs 0.1**

##### **The Advocacy Panel**

**Session Description:** Ask your questions and share your thoughts. Hear war stories from experienced leaders regarding testifying, meeting with legislators, how they learned the ropes, and how to take the knowledge and information you just learned and become a leader too.

**Learning Objective:** Participants will gain the confidence to put their leadership skills to work, empowering them with the ability not only to lobby legislators but to apply these skills in all aspects of their life. They will realize that they are effective leaders and advocates for the reporting profession.

**Speakers:** Brooke Ryan, CSR, RPR | Carolyn Dasher, Retired Court Reporter | Shanna Gray | Cindy Tachell, CSR, RPR, CRR, CCRR