



# It's Our Time

Women are running, and winning, in local elections all across the country. Santa Cruz is no exception – women are exploring local campaigns and getting ready to change the face of local politics in 2018. If you've ever consider running, supporting or helping manage a campaign – join forces with many women in the county who are thinking the same thing you are... it's OUR TIME!

**Saturday, January 13, 2018**

9:30 - 2:30

Doors open at 9am

New Brighton Middle School  
Performing Arts Center  
250 Washburn Ave  
Capitola, CA 95010

**Tickets:**

\$8 in advance, \$12 at the door

**Registration:**

[2018-btgb.eventbrite.com](http://2018-btgb.eventbrite.com)

**Sponsors:**



**AGENDA**

**Welcome and Opening Comments — It's OUR Time**

**Speaker: Mary Hughes, Founder of close the gap CA**

Mary is galvanizing women, resources and alliances across California in her efforts to get women elected. She'll give us an update and inspiration for the day and the task ahead.

**Get Ready to Run — The Local Political Landscape**

**Speaker: Gail Pellerin, Santa Cruz County Clerk/Registrar of Voters**

Gail will review the contests on the ballot in 2018 and give an overview of local commissions that provide a good springboard for government engagement. She'll walk us through how to file and what it takes to get on the ballot.

**What it Takes to Win and Serve**

**Panel Discussion: Elected Officials**

Winning candidates join a conversation on the conviction, connections, and commitment needed to run for office – and then serve. This far-ranging discussion will explore the stories behind the winning strategies and balancing acts.

**Networking Lunch**

Over a locally sourced lunch, we encourage attendees to connect and share, talking about getting ready to run or how to support each other.

**Narrative Development Workshop**

**Speaker: Sandy Skees**

Brand raise to fund raise and run – creating your master narrative to effectively communicate why you'll run and how to get others to hear you, believe in you, and support you.