



2017 NAAPPPA Conference Agenda

April 27 & 28, 2017 – Maya Hotel Long Beach, CA

Thursday, April 27, 2017

5:30 pm to 6:00 pm

Early Registration

6:00 pm to 8:00 pm

**NAAPPPA Welcome Cocktail Reception – Jardin de Palmeras
Hosted Appetizers | No Host Bar**

Recognizing NAAPPPA'S 2016 Inaugural 40 Under 40 List & Photobooth

Friday, April 28, 2017

8:00 am to 9:00 am

Conference Registration | Breakfast – Cival & Tikai Ballroom

9:00am to 9:30 am

Welcome: Owning Our Future – Cival & Tikai Ballroom

9:30am – 10:45am

2016 AAPI Takedown...Where We Showed & Where We Blowed

America's Top AAPI Strategists Dissect The 2016 Presidential Race

Larry Huynh, Trilogy Interactive • **Courtnei Pugh**, Hilltop Public Solutions •
Chandra Sharma, MeridianPacific • **Ron Wong**, Imprenta
Communications

10:45am – 12:00pm

Panel 1: **Navigating and Dominating Corporate Politics As An AAPI**

Caroline Choi, Southern CA Edison • **Johnnie Giles**, JDGiles LLC •

Travis Kiyota, PG&E • **Vicki Tung**, Texas Instruments

12:00pm – 12:30pm

Lunch

12:30pm-1:00pm

Lunch Keynote: **California's State Treasurer John Chiang**

Introduction by **State Board of Equalization Member Fiona Ma**

1:00pm – 2:30pm

Panel 2: **Slaying with Social Media & Digital** – Cutting Edge Tactics,
Tools & Techniques on Social Media and Digital Platforms

Sharon Yang, Facebook • **Cassy Hough**, Pandora • **Larry Huynh**,
Trilogy Interactive • **Sangeeth Peruri**, VoterCircle

2:30pm – 2:45pm

Coffee Break

2:45pm – 4:15pm

Panel 3: **Hardball In The Halls of Power** Winning & The Art of Lobbying

Armand Feliciano, Association of California Insurance Companies •

Christina Kuo, Grassroots Solutions • **Mandy Lee**, Platinum Advisors •
James Santa Maria, The Santa Maria Group

4:15pm – 5:00pm

Break | Hotel Check-In

5:00pm – 6:00pm

Cocktail Reception | No Host Bar – Miramar Ballroom

Unveiling NAAPPPA'S 2017 40 Under 40 List

NAAPPPA Photo Booth

6:00pm – 8:00pm

NAAPPPA Conference Awards Banquet – Miramar Ballroom

NAAPPPA Diversity Champion Awards

- Edison International
- Pacific Gas & Electric Company
- NBC Asian America

Keynote: **Richard Lui**, Anchor MSNBC & NBC News