



# Trends. Opportunities. Winning Strategies.

Jan. 31 & Feb. 1, 2012 | National Press Club | Washington, D.C.

GOVERNING's annual Outlook in the States and Localities conference is the leading business intelligence event for anyone hoping to do business with or influence policy in state and local governments.

- **Attending:** 200+ executives in state and local government relations, business development and government affairs; top advocacy and non-profits looking to impact state and local policy; leadership from relevant associations and policy groups.
- **Agenda:** An early look at the state and local landscape—where the opportunities are, what the economic climate is like, and what the hottest policy trends and budget strategies will be. In-depth breakout sessions on jobs, infrastructure, health care reform, finance, energy, urban development, and state engagement strategies.
- **Speakers:** 50+ experts include public officials, agency heads, journalists, business analysts, policy specialists, and leaders from state and local associations and policy groups.

**Why sponsor?** If you are targeting state and local government relations or business development specialists in the private, nonprofit or advocacy sector, 300+ prospective clients will be here.

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- 2 tickets to attend the two-day Outlook conference and reception (a \$1,990 value)
- One table (accessible to all attendees for both days of conference)
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- Attendee list with contact details

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#### **For more information, please contact:**

Erin Waters, Associate Publisher | GOVERNING  
Phone: 202.862.1453  
ewaters@governing.com

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#### Speakers Include:

- The Hon. Connecticut Governor **Dannel Malloy**
- The Hon. **David M. Walker**, founder and CEO of the Comeback America Initiative and former Comptroller General of the U.S.
- **David Adkins**, Executive Director, The Council of State Governments
- **Scott Pattison**, Executive Director, the National Association of State Budget Officers
- Leadership from **the National League of Cities** and **the National Governor's Association**.
- NPR's senior business editor **Marilyn Geewax**
- Lieutenant Governor **Kenneth McClintock** of Puerto Rico
- Representatives from the U.S. Office of Management and Budget, the Department of Labor, and several other key agencies—we're adding more names daily!

*For an up-to-date list of speakers and agenda, visit [www.governing.com/outlook](http://www.governing.com/outlook)*

