



ATS Washington DC 2026 Agenda

October 14–17, 2026 • Gaylord National Resort & Convention Center

Wednesday, October 14, 2026		
Time	Session	Location
12:00 p.m.–6:00 p.m.	Registration	Eastern Shore Room
7:00 p.m.–11:00 p.m.	Welcome Reception	LOOKOUT18 Cocktail Lounge Gaylord Hotel
Thursday, October 15, 2026		
Time	Session	Location
8:00 a.m.–8:15 a.m.	Welcome Prayer Pledge Black National Anthem — Vince Adams	Main Ballroom
8:20 a.m.–8:25 a.m.	Executive Introduction Felicia Blake	Main
8:30 a.m.–9:30 a.m.	Coffee and Conversation — Executive Conversation Jon Farney, President and CEO Kristyn Cook, EVP and Chief Agency Sales and Marketing Officer	Main
9:45 a.m.–9:50 a.m.	Speaker Introduction Bruce T. Blake	Main
9:50 a.m.–10:50 a.m.	Keynote Speaker — Dr. Starsky Wilson CEO, Children’s Defense Fund	Main

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Thursday, October 15, 2026 continued

Time	Session	Location
10:50 a.m.–11:15 a.m.	Break	
11:15 a.m.–11:20 a.m.	Diamond Sponsor Recognition  	Main
11:20 a.m.–12:25 p.m.	Max Your Money: Understanding Variable Compensation Tom Loftus, Agency Vice President	Main
12:30 p.m.–1:30 p.m.	Lunch Sponsor Recognition	
1:45 p.m.–3:00 p.m.	Breakout Sessions — Round One	Rooms 1–4
	Breakout 1 — The Transportation Committee: Putting Your Auto Book in the Fast Lane Darrell and Crystal Shelton	Room 1
	Breakout 2 — The Ways and Means to Increasing Your Fire Business Clinton Coble	Room 2
	Breakout 3 — The Secretary of Intelligence: Classified Strategies in Technology Dave Smith	Room 3
	Breakout 4 — Jackson National	Room 4

Thursday, October 15, 2026 continued

Time	Session	Location
3:00 p.m.–3:15 p.m.	Break	
3:15 p.m.–4:30 p.m.	Breakout Sessions — Round Two All breakout sessions will repeat	Rooms 1–4
5:30 p.m.	Buses Load	Gaylord
6:00 p.m.	Buses Depart Buses will depart promptly at 6:00 p.m.	Gaylord
7:30 p.m.–10:30 p.m.	Cruise on the Potomac	WDC

Friday, October 16, 2026

Time	Session	Location
8:30 a.m.–8:40 a.m.	Welcome	Main Ballroom
8:40 a.m.–9:50 a.m.	In 2027: From Data to Dollars Build Your Growth Plan Lead Optimization, Agency Activity, Smart Budgeting, Marketing Diversification LaShawn Hawkins and Walt Bauldrick	Main
9:55 a.m.–10:05 a.m.	Break	
10:10 a.m.–10:15 a.m.	Diamond Sponsor Recognition	Main

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Friday, October 16, 2026 continued

Time	Session	Location
10:30 a.m.–11:30 a.m.	About That Life Moderator — Jeunesse Wright Lisa Green Campbell, Amber Murrell, and Ky Dickerson	Main
11:40 a.m.–11:50 a.m.	ATS 2026 Presents	Main
11:50 a.m.–12:15 p.m.	Group Picture	Gaylord
12:15 p.m.–1:15 p.m.	Lunch Sponsor Recognition	
1:30 p.m.–2:50 p.m.	Breakout Sessions — Round One	Rooms 1–4
	Breakout 1 — The Committee on Health and Prosperity: Prescribing Growth in Health Adam Herndon	Room 1

Friday, October 16, 2026 continued

Time	Session	Location
	Breakout 2 — The Joint Committee on Human and Digital Affairs: The Next Generation Agent Claude Harriott and Adrian Wilcox	Room 2
	Breakout 3 — Keep It Together: Work Life Balance Moderator — Stacy Tucker Ashley Henry and Dionne James	Room 3
	Breakout 4 — The Situation Room: Tight Reins Equal Gains Managing Agency and Staff Accountability Chris Godley	Room 4
3:00 p.m.–4:25 p.m.	Breakout Sessions — Round Two All breakout sessions will repeat	Rooms 1–4
7:00 p.m.–11:00 p.m.	Friday Night Formal Gala — 40th Anniversary Ruby Road to Success Color theme: Ruby Red Ruby Nights: Celebrating 40 Years in All Shades of Red	Gaylord

Saturday, October 17, 2026

Time	Session	Location
9:30 am	Golf	Lake Presidential Golf Club Upper Marlboro, MD