# INSURANCE CAMPAIGN INSTITUTE℠

*All programs at Sofitel Washington DC unless otherwise noted*

Sofitel Washington DC
806 15th Street, NW
Washington, DC 20005
(202) 730-8800

## MONDAY, APRIL 20, 2026

**4:00-5:00 P.M.**
Registration: Sofitel Hotel Downtown DC
*Hotel check-in begins at 3:00pm*

**6:00-6:45 P.M.**
Welcome Reception: Offsite, The Hamilton Restaurant, Loft Room (600 14th Street, NW, Washington, DC)
*Three blocks from the Sofitel, transportation on own*

**6:45-9:00 P.M.**
Welcome Dinner: Offsite, The Hamilton Restaurant, Loft Room (600 14th Street, NW, Washington, DC)
*Return transportation on own*

## TUESDAY, APRIL 21, 2026

**8:00-9:00 A.M.**
Informal Breakfast: Onsite, Opaline Bar & Brasserie
*Guests should come and go at their leisure*

**9:00-9:15 A.M.**
Welcome Remarks
Nathan Riedel, Big "I" SVP, Federal Government Affairs

**9:15-9:45 A.M.**
Ready, Set, Go!
Joe Stewart, IIANC Chief Advocacy Officer

**9:45-10:15 A.M.**
Building a Campaign Strategy
Robert Arnakis, Founder, Blue Spruce Group

**BREAK**

**10:30-11:00 A.M.**
Mastering Public Speaking
Ron Bonjean, Co-Founder, ROKK Solutions

**11:00-11:30 A.M.**
Developing Your Message
Robert Arnakis, Founder, Blue Spruce Group

**11:30 A.M.-12:00 P.M.**
Establishing a Vote Goal & Voter Contact Methods
Maddison Stewart, NRSC Regional Political Director

**12:00-1:00 P.M.**
Informal Lunch: Onsite, Opaline Bar & Brasserie
*Guests should come and go at their leisure*

**1:00-1:30 P.M.**
Different People, Different Views
Robert Arnakis, Founder, Blue Spruce Group

**1:30-2:15 P.M.**
Embracing Data & Artificial Intelligence
Paul Shumaker, Founder, Capitol Communications

**BREAK**

**2:30-3:00 P.M.**
Campaign Fundraising Overview
Alexandra Kingston, President, Fundraising Inc.

**3:00-3:30 P.M.**
You Won! Now What?
Fireside chat with Matt Lehman, Indiana House Majority Floor Leader

**3:30 P.M.**
Closing Thoughts & Adjournment

## QUESTIONS

**Nathan Riedel,** Big "I" SVP, Federal Government Affairs
*nathan.riedel@iiaba.net* or 202-320-1502

**Auburn Cleary,** Big "I" Manager, Political Affairs
*auburn.cleary@iiaba.net* or 843-693-2017

*This educational, nonpartisan program is not intended to influence any election and is not sponsored by or coordinated with any candidate, committee, or political party. Any participation by public officeholders or candidates is for educational purposes only and does not imply endorsement. State laws vary widely and current candidates must determine whether the rules in their state might restrict attendance.*

# INSURANCE CAMPAIGN INSTITUTE℠

*Equipping Insurance Professionals with the Tools & Knowledge Needed to Run Successful Campaigns for Public Office*

## **Robert Arnakis**, Founder, Blue Spruce Group



Robert Arnakis is the Director of External Affairs and Coalitions at The Alliance for Secure AI. His experience covers the private, public, and nonprofit sectors, where he concentrates on forming vital partnerships to advance public policy. With a background in political communications and organization, Robert founded Blue Spruce Group and has conducted hundreds of campaign training seminars, advising more than 100,000 elected officials, political candidates, organizational leaders, and activists. He provides tactical advice to a diverse range of stakeholders, including business leaders, trade groups, and advocacy organizations. His strategic approach has enabled him to build and guide high-performing teams and consultants, and to successfully drive growth initiatives.

## **Ron Bonjean**, Co-Founder, ROKK Solutions



He's currently the only person to have ever served as lead spokesman for both the Senate and House of Representatives. He was a top strategic communications advisor for a Presidential Transition Team, helping cabinet nominees get through the confirmation process. He was the top communications strategist for successful SCOTUS nominee Neil Gorsuch. Ron also served two Secretaries of Commerce as the head of public affairs. His ability to deliver insightful political analysis has made him a frequent guest on national and international news programs. Those are just a few of many reasons why he's spent the better part of a decade on Roll Call's Fabulous Fifty list of Capitol Hill movers and shakers.

## **Alexandra Kingston**, President, Fundraising Inc.



Alexandra Kingston has over 20 years of expertise in fundraising, championing campaigns from the local to national level, and leading to success for politicians and non-profits alike. She thrives in fundraising for clients across the nation, and splits her time between the vibrancy of Washington, DC and her home of Savannah, GA. In 2016 she founded Fundraising Inc., a full-service campaign fundraising firm that has revamped the traditional fundraising model to provide candidates with a one-stop-shop for all fundraising products and services. Fundraising Inc. specializes in raising money for Members of Congress, candidates, parties and independent expenditures from individual donors across the country, and its services cover all aspects of campaign fundraising from the district, national, and Washington-based PAC to direct mail, digital fundraising, and compliance.

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## **Matt Lehman**, Indiana House Majority Floor Leader



Matt Lehman brings over 30 years of insurance experience as an Independent Agent to the Indiana House of Representatives. First elected in 2008, he has served on the Insurance Committee his entire career, serving as the Committee Chairman for five years before becoming the Majority Leader in 2015. He also serves on the House Public Policy Committee and the Commerce Committee. He is an active member of the National Council of Insurance Legislators (NCOIL), a national legislative insurance organization, including serving as president from 2020-2022. Rep Lehman has used his expertise to help craft models laws that have now been adopted in many states. Rep. Lehman is President of Bixler Insurance in Berne IN. He holds his CIC designation and has been a career member of the Independent Insurance Agent of Indiana and the Independent Insurance Agents and Brokers of America.

## **Paul Shumaker, Jr.**, Founder, Capitol Communications, Inc.



Paul A. Shumaker, Jr. is one of North Carolina's most accomplished and longest-serving political consultants, widely recognized for pioneering data-driven campaign strategy in the state. For more than five decades, Shumaker has crafted winning strategies for candidates and businesses at every level of government, playing a central role in the historic transformation of North Carolina's political landscape. Often described as the "'Data Guy' Behind North Carolina Republicans," Shumaker is known for providing clear, candid direction grounded in historical trends and rigorous analysis of current and projected political and business climates. Shumaker is the founder and President of Capitol Communications, Inc., a Raleigh-based political consulting firm.

## **Maddison Stewart**, NRSC Regional Political Director



Maddison Stewart currently serves as a Regional Political Director with the National Republican Senatorial Committee (NRSC), where she plays a key role in advancing electoral strategy, coordinating with candidates and state-level partners, and supporting efforts to strengthen political outcomes across targeted regions. Prior to working at the NRSC, Maddison was Deputy Political Director at the Republican State Leadership Committee, served as Digital Director for the West Virginia Senate Republicans, worked on the 2020 U.S. Presidential Campaign and served as a Legislative Aide in the West Virginia House of Delegates.

## **Joe Stewart**, IIANC Chief Public Affairs Officer



Joe Stewart currently serves as Chief Advocacy Officer for the Independent Insurance Agents of North Carolina (IIANC) and serves on the nonpartisan campaign training organization NC Institute of Public Leadership (IOPL). Prior to his current position, Joe was the Executive Director of the NC Free Enterprise Foundation, a non-profit, nonpartisan political research organization. While there, Joe served as producer and host of Bottom Line, a weekly broadcast that examined how topics of politics and public policy impacted North Carolina. Joe remains a media source for objective information and insights on North Carolina's dynamic political environment. He has presented to hundreds of association and business audiences and been featured in state and national media outlets ranging from *The New York Times* to *Fox News*. Joe's resume includes Political Director of the NC Chamber of Commerce, Executive Director of the Insurance Federation of North Carolina, Chief Deputy State Treasurer of North Carolina and Assistant Secretary of the NC Department of Public Safety.

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APRIL 20-21, 2026
WASHINGTON, DC

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