



TCSYale: The Basics



Program

Saturday, February 25, 2023
Training: 10:00 am — 3:00 pm ET

Via Zoom

Agenda

- 10:00 am-10:15 am **Greetings from CCM!**
- 10:15 am-11:15 am **MAKING THE DECISION TO RUN**
Patti Russo
Executive Director, TCSYale
- 11:45 am-11:45 am **PUTTING THE FUN IN FUNDRAISING**
Patti Russo
Executive Director, TCSYale
- 11:00 am-12:00 pm **BREAK**
- 12:00 pm-1:00 pm **FINDING YOUR VOICE: MAKING IT MATTER**
Gilda Bonanno
President, Gilda Bonanno, LLC
- 1:00 pm-2:00 pm **TCSYALE PANEL OF EXPERTS:**
How The Campaign School at Yale Transformed My Life
- Panelists:**
Hon. Yterenickia “YT” Bell
City Council Member, Clarkston, GA
- Hon. Penny Rashin
Board of Education Member, New Canaan, CT
- Hon. Katherine Gilmore Richardson
City Councilwoman, Philadelphia, PA
- Cynthia Wallace
Co-Founder & Executive Director, New Rural Project
- Moderated by Patti Russo*
- 2:00 pm-3:00 pm **EFFECTIVE NETWORKING TECHNIQUES**
Patti Russo
Executive Director, TCSYale

TCSYale is proud to partner with the Connecticut Conference of Municipalities to offer this training as part of their two-day program, Representation Matters.

VIP Speakers and Faculty Bios

Patricia Russo

Executive Director, The Campaign School at Yale



Patricia Russo is a nationally recognized leader focused on improving the quality of life for women in Connecticut and the United States. For over thirty-five years, she has held leadership positions in public, private, and nonprofit organizations centered on women's equity. She has also held strategic positions on federal, state, and local political campaigns for both Democratic and Republican candidates.

Currently, Patricia serves as Executive Director of The Campaign School at Yale University, a non-partisan, issue-neutral political campaign training program for individuals interested in running for public office or in campaign management. This preeminent program has assisted thousands of women prepare for politics both nationally and abroad.

For over twenty-five years, Patricia served on Connecticut's Permanent Commission on the Status of Women, including eight years as Chair. She is also a member of the national leadership team of Political Parity, a bipartisan initiative dedicated to increasing the number of women in elected office, and the Advisory Board for *Republican Women for Progress*.

Patricia has co-founded initiatives dedicated to advancing women in the public, private and non-profit sectors, including the Connecticut Women's Agenda, a statewide coalition of female leaders; the Women's Business Development Council of Connecticut, which assists female entrepreneurs; and the Connecticut NARAL Foundation, which

protects reproductive rights. Patricia has served on the Boards of several organizations, including the Connecticut Women's Hall of Fame, St. Luke's School, the YWCA of Stamford, CT, the Girl Scouts of Connecticut, and Women's Health Research at Yale. In recognition of her contributions to women's rights, Patricia has been honored with numerous awards and citations. She has been named "Woman of the Year" by the Connecticut chapters of both the American Association of University Women and Business and Professional Women. She also received the National Abortion Rights Action League of Connecticut's Catherine Roraback Leadership award and the Hannah G. Solomon award from the National Council of Jewish Women.

An accomplished public speaker, Patricia has been frequently interviewed and quoted in various national, state, and local media outlets. She speaks extensively on issues of importance to women before many national women's organizations. Patricia holds a Bachelor of Arts degree in Political Science from The George Washington University.

Gilda Bonanno

President, Gilda Bonanno LLC & TCSYale Faculty



Gilda Bonanno helps you transform your communication and leadership skills so you can have more confidence, influence and success. She has worked with leading organizations, including GE, Travelers, Praxair, Assa Abloy, Wells Fargo and Yale University, on four continents from Chicago to Shanghai and Rio to Rome.

Since 2006, Gilda has run a successful business that reaches countless people globally. She has delivered thousands of in-person programs, her YouTube channel has received over 1 million views and her digital newsletter has reached subscribers in over 45 countries since 2008.

Gilda has a proven track record of partnering for results with people in a variety of industries and at all organizational levels, from C-level executives to sales teams to frontline managers. She collaborates with them to deliver:

- Engaging and interactive keynote speeches, breakout sessions and presentations about communication, leadership, motivation and networking
- Customized one-on-one coaching and mentoring in executive communication and presentation skills
- High-energy, results-focused training programs

Her real-world work experience in corporate, academic, government, nonprofit and entrepreneurial environments gives her a keen understanding of the challenges facing organizations. Gilda achieves results for her clients by combining this experience with her business background, her onstage performance experience and a conviction that with the right training and practice, anyone can become a more effective communicator and leader.

Gilda holds a master's degree from Fordham University and an Advanced Business Certificate in Management from the University of Connecticut School of Business.

Hon. Yterenickia “YT” Bell

TCSYale Class of 2019



Yterenickia ‘YT’ Bell currently serves as the Senior Advisor, Voting at the Leadership Conference on Civil and Human Rights. In her current role, she oversees the state work in eleven priority states, while developing civic engagement, GOTV, and legislative strategy. Previously, she was the National Organizing Director at Care in Action/National Domestic Workers Alliance supervising the State Directors and Program Managers in seven core states, while developing electoral and legislative strategy for state and federal campaigns. Prior to that, she was the Director at the Progressive Governance Academy (PGA), a project between the State Innovation Exchange (SiX), Local Progress, and re:power to build and develop the leadership and governance skills of progressive state and local elected officials across the country. She was also the Deputy Director of a statewide public policy coalition table, Georgia Engaged (now America Votes Georgia), where she provided strategies and best practices for successful programmatic implementation. She is a native Georgian and graduated from Georgia State University with a bachelor’s degree in Criminal Justice and Political Science and a Masters in Social Work and Public Administration with a focus in Economic Development and Planning. YT has worked as a social worker and public policy professional serving vulnerable communities and solving complex problems for over a decade. YT is also a Councilwoman in the City of Clarkston where she works diligently to create an inclusive city.

Hon. Penny Rashin

TCSYale Class of 2007



Penny Rashin attended Dartmouth College and University of Virginia Law School and then worked for 17 years in commercial litigation for various law firms and Time Warner Cable. After stopping work to raise her two sons, she has volunteered for educational and Town of New Canaan organizations.

Penny has been a member of the New Canaan Board of Education since 2007, having been appointed to the BOE in 2007 and then elected to it 4 times. As one member of the 9-member Board, Penny has worked with the administration to advance education of the approximately 4100 pre-K-12 students attending the schools. She has worked to set policy and ensure New Canaan has top notch administrators and teachers. She has served on the Superintendent Search, School Counseling, Teacher Negotiations, School Resources and Governance BOE Committees. Penny believes that schools must adapt and advance each year and has been inspired by the changes in education made over the last 15 years.

Penny has a strong interest in seeing NCPS has school facilities that best serve the children's interests. She chaired the Saxe Building Committee, an \$18 million project that renovated the auditorium and music rooms and added a new classroom wing at the middle school. The project was completed on time and under budget. She also worked on the South School Windows, Bus Operation Facility and High School Building Committees and promoted the addition of solar energy to all 5 school buildings.

Penny's other volunteer activities have included serving on New Canaan's Police Building Committee, Building and Infrastructure Committee, Long Range Planning Committee, New Canaan Library Board and Technology Committee, Carleton College's Parent Advisory Committee and as Trustee and President of The Lake Club Board.

Hon. Katherine Gilmore Richardson

TCSYale Class of 2017



Katherine Gilmore Richardson is serving her first term as Councilmember At-Large for the City of Philadelphia. Gilmore Richardson is the youngest woman ever elected citywide and the youngest African American woman ever elected to Philadelphia City Council. She is focused on addressing the city's ongoing recovery from Covid-19, upskilling and reskilling our workforce, supporting local, small, and minority-owned businesses, and addressing climate change and environmental justice.

Councilmember Gilmore Richardson has passed legislation that bolsters transparency and accountability in city government, requires businesses to provide information about workforce development training when they separate an employee, cracks down on nuisance businesses, and integrates climate risk disclosure and sustainable investment decisions into the City's Pension Fund operations.

Councilmember Gilmore Richardson also created Philadelphia's first Apprenticeship Guidebook. The Guidebook includes information about application requirements, training programs, career fields, and pay and benefits for over 20 apprenticeship programs in Philadelphia.

Councilmember Gilmore Richardson is also focused on improving Philadelphia's public schools. As a result of her work, the School District is now providing Tier I conflict resolution, which includes daily programming, to every student in the District. She has also advocated for improving Career and Technical Education curricula to better align with the jobs of the future and create more direct pipelines to family sustaining and supporting jobs.

As the Chair of the Committee on the Environment, Councilmember Gilmore Richardson launched the Citizen Environmental Advisory Committee, which works to co-create policy solutions that address environmental justice and climate change. In 2021, Councilmember Gilmore Richardson was appointed to the United States Environmental Protection Agency's Local Government Advisory Committee (LGAC). She is also the Vice Chair of the LGAC's Environmental Justice Working Group. She is the only representative on the LGAC from the Commonwealth of Pennsylvania.

Gilmore Richardson previously served as a staff member for Councilwoman Blondell Reynolds Brown for 11 years in roles ranging from Constituent Services to Chief of Staff. A lifelong Philadelphian, Gilmore Richardson is a graduate of the Philadelphia High School for Girls and West Chester University. She is a member of Ridge Avenue Church of God of Prophecy and a proud life member of Zeta Phi Beta Sorority, Incorporated. Gilmore Richardson resides in Wynnefield with her husband and three children.

Cynthia Wallace

TCSYale Class of 2021



Cynthia Wallace lives in Charlotte, but was born and raised in rural southeastern GA, where all of her grandparents were farmers. She is the Executive Director of the non-profit, New Rural Project, which she co-founded in April 2021. The organization focuses on amplifying the voices of rural young people and marginalized residents in North Carolina so that they are heard and seen, and they get electorally and civically engaged. Prior to starting her non-profit, she spent over 25 years in financial services retiring from Synchrony (formerly GE Capital) after 20 years spent there. She was the 2020 Democratic Nominee for North Carolina's 9th Congressional District. Prior to running for office, she was the Chair of the 9th Congressional District of the North Carolina Democratic Party. Cynthia was appointed in early 2021 to the NC State Banking Commission by Governor Cooper and serves on the boards of Democracy NC and the Levine Museum of the New South. She has a bachelor's degree in Mathematics from Spelman College and a master's degree in Statistics from the University of North Florida.

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Resources:

- TCSYale.org
- CAWP.Rutgers.edu
- rollcall.com/2013/08/22/6-things-losing-candidates-say/
- HigherHeightsforAmerica.org
- GOPWomenforProgress.org
- HarvardCRCL.org/id-vote-for-a-woman-just-not-that-woman-barriers-faced-by-women-in-politics/
- [Escobar-Lemmon, Maria C. and Michelle M. Taylor-Robinson, eds. “Representation: The Case for Women.”](#)
- [Harris-Perry, Melissa V. “Sister Citizen: Shame, Stereotypes and Black Women in America.”](#)
- [Dittmar, Kelly, Kira Sanbonmatsu, and Susan J. Carroll. “A Seat at the Table.”](#)

Thank you for coming to TCSYale: The Basics.