



JENNIFER DUFFY
MONDAY



Jennifer Duffy

Senior Editor for the Cook Political Report.

Duffy is responsible for US Senate and gubernatorial races. Named one of the 13 savviest political analysts in the country by Business Insider, she is one of the few experts on governors' races and known for her unbiased analysis of national campaign issues.

Duffy offers audiences unique insight into the current political environment, national and state political trends, and upcoming elections, forecasting the states to watch and the likely results. She also addresses the key voter trends and demographics, the issues that drive elections, the state of the political parties, and the political health of Congress and the President. Incorporating up-to-date examples from the past week of news and fascinating facts in each presentation, Duffy share the caliber of political insights only found at the Cook Political Report, Washington's most trusted source of all political news.



PACO UNDERHILL
WEDNESDAY



Paco Underhill

CEO and Founder of EnviroSell,

Author of, "Why We Buy: The Science of Shopping" and "What Women Want"

Paco Underhill is one of the era's leading shopping anthropologists. His first book, "Why We Buy: The Science of Shopping," was an internationally recognized bestseller and has been published in 27 languages. The success of "Why We Buy" and his retail insight makes Underhill a highly sought-after resource for columns and editorials that have appeared in The New York Times, Money Magazine, The Washington Post, and The Wall Street Journal, among others. He is an expert on global consumer trends, and tailors his presentations to the specific needs of his clients. Underhill provides companies with the insight needed to truly understand their customers. From buying behavior to consumerism in the modern world, Underhill's insightful and entertaining presentations have been lauded worldwide.



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