



THIRD WAY

# WINNING THE MIDDLE

MARCH 1-2, 2026 • CHARLESTON, SC

## SUNDAY, MARCH 1

### Remarks on the Middle East

- Jon Cowan, Third Way

### Welcome Remarks

- Steve Benjamin, Former Mayor of Columbia, SC and Third Way Board Member

### What it Takes: Winning the Middle Anytime, Anywhere

- Jon Cowan, Third Way

### Take Five: Fighter

- Gretchen Barton, Worthy Strategy Group

### Who We Need: The Indispensable Middle

- Jim Kessler, Third Way

### Palmetto Politics: Victory Runs Through South Carolina

- Steve Benjamin, The Benjamin Group (moderator)
- Kendall Corley, K.L. Corley and Associates
- Scott Harriford, Hilltop Public Solutions
- Brady Quirk-Garvan, SC Operative
- Jalisa Washington-Price, Versus Media Group

## MONDAY, MARCH 2

### Inconvenient Truths: Meet Your Democratic Primary Voters

- Lanae Erickson, Third Way

### Dueling Donkeys: How the Democratic Primary is Won

- Matt Bennett, Third Way (moderator)
- Emmy Ruiz, Former White House
- Becca Siegel
- Simone Ward, SLW Strategies

### Take Five: Affordability

- Lynda Tran, Lincoln Room Strategies

### Take Five: Rural

- Xochitl Torres Small, Former Congresswoman

## **All About That Base: Who Powers the Party**

- Doug Thornell, SKDK (moderator)
- Shauna Daly, Speaking with American Men
- Josh Doss, HIT Strategies
- Clarissa Martinez, UnidosUS

## **You're Gonna Flip: New Strategies for Effective Persuasion**

- Lanae Erickson, Third Way (moderator)
- Yasmin Radjy, Swing Left

## **Take Five: Foreign Policy**

- Matt Bennett, Third Way

## **Don't F it Up: Restoring the Brand by Governing Well**

- Matt Yglesias, Slow Boring (moderator)
- Rep. Jake Auchincloss (MA-04)
- Mayor Justin Bibb, City of Cleveland
- Brooke Jenkins, San Francisco DA

## **Break**

### **Take Five: The Groups**

- Tré Easton, Searchlight Institute

### **"Affordability": Buzzword or Breakthrough**

- Gabe Horwitz, Third Way (moderator)
- Angela Kuefler, Global Strategy Group
- Melissa Morales, Somos Votantes
- Matt Morrison, Working America/AFLCIO

### **Take Five: Faith**

- Robert Raben, Raben

### **The Red Zone: Making Your Case in MAGAland**

- Sarah McCammon, Third Way (moderator)
- Yemisi Egbewole, Former Biden White House
- Joe Walsh, The Social Contract

### **Take Five: Patriotism**

- Jason Mangone, More in Common US

### **X'd Out: Elevating Moderate Voices Online**

- Jamal Simmons (moderator)
- Caitlin Legacki, Legacki Communications
- Brin Merkle, American Hunters & Anglers Action Network
- Ethan Wolf, Democratic Wins Media

### **Reclaiming the White House: Interview with Jim Messina**

- Jon Cowan, Third Way (moderator)
- Jim Messina, The Messina Group