

Participant's Comments



"This was the best preparation I believe any potential candidate could have to prepare for a campaign."

State Rep. Tom Hooker
2009 Attendee

"The campaign training is valuable for anybody with an interest in politics, not just candidates."
- J.R. Grand Rapids

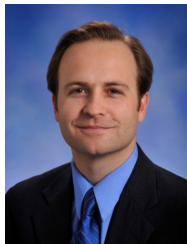
"...the perfect blend of tactics and issues. I found it most informative and inspiring."
- J.G. Clarkston

"As a candidate, the forum helped me to define the ethical lines by which I can live and measure my progress."
- S.D. Gaylord

"I already feel an urgency to run for office but CTV increased that urgency by 100%."
- K.M. Ypsilanti

"This was my first campaign school and [it] gave me exactly the foundation I was looking for."
- A.S. Lansing

"Too bad my opponent was here too!"
-Anonymous



"CTV is a faithful, conservative voice in Michigan politics that effectively utilizes grassroots power to achieve a value driven agenda. This organization is bold and successful. Michigan needs CTV now more than ever."

Lt. Governor Brian Calley
2005 Attendee

Location

We are excited to host the academy this year at the beautiful Great Lakes Christian College located in Lansing, Michigan.

Schedule

FRIDAY NIGHT

5:00 PM: Registration Opens
5:45 PM: Welcome, Orientation
6:00– 10:00 PM: Sessions
*Light snacks and beverages will be served.

SATURDAY

7:30 AM: Continental Breakfast
8:00 AM - 5:00 PM: Sessions

About CTV

Citizens for Traditional Values (CTV) is a statewide nonprofit civic league that has been working for 25 years with grassroots and state leaders to promote, preserve and defend traditional family values, limited government and conservative principles.

One of CTV's goals is to identify, recruit and educate the next generation of conservative leaders who represent these values, and the school is a means to this end. Many leaders of the current Legislature have attended the *Political Leadership Academy*.



"CTV remains a voice of reason and a strong advocate for traditional family values at a time when our country needs it the most. We need to rally behind them to ensure their leadership continues in the future."

Former Senate Majority Leader
Mike Bishop



Presents our 8th bi-annual

Political Leadership Academy

**Campaign & Local
Leadership School**

December 9 - 10, 2011
Great Lakes Christian College
Lansing, Michigan

www.ctvmichigan.org

Who Should Attend?

Candidates and Their Teams:

Are you a candidate who is considering a run for local, state, judicial or federal office? Or are you a member of the candidate's staff or a spouse eager to know how to move your candidate to victory? Are you interested in working with and understanding the process candidates and elected officials go through to win?

By attending this training, you will be able to use this knowledge to help recruit, support and elect a candidate that will make a positive impact in your area for conservative principles regarding economic and traditional family values.

Experienced Citizen Leaders:

Are you a leader who wants to understand how to influence the local, not just state or federal, government? Do you want to know how to address non-partisan local issues, especially radical leftist agendas, that undermine your values and principles? Would you like to learn about the judicial process, starting at your local courthouse, and how to identify the judicial philosophy of sitting judges or judicial candidates?

****Note: Space is limited to 32 seats for this track.****

If you answered YES to any of these questions, then we want YOU to join us! You can register and pay via the attached form, or online at www.ctvmichigan.org/pla.

Session Topics

Past schools have included the following:

- Making the decision to run
- Developing a campaign plan
- Developing effective communication strategies
- Understanding the "hot button" issues
- Conveying core values to a secular audience
- Fundraising & more!

Why This School?

The PLA uniquely combines campaign essentials and grassroots strategies with powerful coaching for effective communications and messaging - all presented from a pro-life, pro-family and limited government philosophy. CTV is a non-partisan organization guided by Judeo-Christian and conservative principles. We believe in proactive long-term engagement, not short-term reactive politics. Our ambition is to provide effective and winning strategies while promoting an attitude of service!

Join us as we learn from experts in the political arena who are not only great communicators but who are also committed to the cause. This is definitely a school you do not want to miss!

Featured Speaker



Mr. Matt Robbins, National Executive Director with **American Majority**, will join us as our 2011 main presenter!

Previously, Matt was the political director for the California Republican Party, Director of Training at the Leadership Institute, an analyst in the Office of the

Secretary of Defense at the Pentagon and a founding partner in a grassroots advocacy firm where he helped clear the Supreme Court nominations of Chief Justice John Roberts and Associate Justice Samuel Alito.

Matt has personally trained thousands of political activists nationwide and in several foreign countries on campaign management, communications and party and candidate development.

You will also hear from: Seasoned Consultants, Policy Experts, Proven Leaders, Campaign Operatives, and Elected Officials.

Registration Form

Please register by Friday, November 30

Name _____

Address _____

City/ST/Zip _____

Phone _____

Email _____

Select from two available tracks:

Campaign School

Local Leadership Track

Please check all boxes that apply:

I am currently a candidate for political office.
Office: _____ Dist. # _____

I am considering running for political office.
Office: _____ Dist. # _____

I am interested in working on a campaign

I am interested in learning grassroots politics

Schedule, location, map and other details will be sent upon receipt of registration.

Enclosed is \$89.00 for registration.

Register online at www.ctvmichigan.org or return this form with a check in the amount of \$89.00 (includes materials, continental breakfast and lunch on Saturday) to:

Citizens for Traditional Values
PO Box 80295, Lansing, MI 48908-0295

For more information:

Call 517-321-1390; email ctv@ctvmichigan.org; or visit www.ctvmichigan.org