

2009 PLA Agenda

Friday, November 13		
4:45 - 5:30 PM	VIP Reception (refreshments)	
5:15 PM	Registration	
5:45 PM	Welcome and Instructions	Amy Hawkins
6:00 - 7:00 PM	Laying the Moral Foundation for Political Involvement	James Muffett
7:05 - 8:00 PM	Communication Strategy	Mark Montini
8:10 - 9:05 PM	Counting the Cost: A Divine Mission & the Sacredness of the Office	1) Harold Voorhees (20 min) 2) Calley (10 min) 3) Q & A
9:10 - 10:00 PM	Communication Planning	Mark Montini
Sat Nov 14		
7:30 AM	Breakfast Served	
8:00 - 8:05 AM	Welcome, Preview of Day	Amy Hawkins
8:10 - 9:00 AM	The Nuts & Bolts of Campaigning 1	Mark Montini
9:00 - 9:50 AM	Fundraising: Raising, Managing Money, How to Keep Records, Direct Mail, How to balance Budget	Terri Reid
10:00 - 10:50 AM	The Nuts & Bolts of Campaigning 2	Mark Montini
11:10 - Noon	Governing FOR the Grassroots: Constitution & Its Principles & How to be a Conservative Leader	William Wagner (20 min) Scott Hagerstrom (20 min) & Q & A
12:00 - 1:00 PM	Lunch Break	
1:00 - 1:55 PM	How to Win in Michigan: Candidate Panel, What would you do differently, What did you do that engaged the key voters, Favorite Tips/Tools/Resources	Jase Bolger, Barb VanderVeen
1:55 - 2:05 PM	Final Break	
2:05 - 2:55 PM	Talking the Talk & Walking the Walk: Get the Inside scoop with the Latest on Key Issues. Then Learn how to work with the networks that matter with their (in YOUR) language	James Muffett
2:55 - 3:40 PM	Mistakes Incumbents Make	Mark Montini
3:45 - 4:00 PM	Closing	AJH