



2021 Political Leadership Academy

Tentative Schedule

Friday, October 22 – Saturday, Oct. 23, 2021

Friday, Oct. 22

4:00 p.m. Welcome and Announcements.....James Muffett/Eileen McNeil
HOST– Incoming President, Michigan Chamber of Commerce.....Jim Holcomb

Issues and Messaging

4:10 p.m. Framing the DebateJames Muffett

4:15 p.m. Understanding Good Governance & Constitutional Rule of Law.....William Wagner

- Individual Liberty
- Religious Freedom
- Freedom of Speech

4:55 p.m. Moderated ISSUE panel

- Life.....Genevieve Marnon (RTL)
- Family/SOGL.....David Kallman (Great Lakes Justice Center)
- Critical Race Theory (CRT).....Dr. Tamara Mitchell (KALEAT)

6:00 p.m. **DINNER - Onsite**

VIP Dinner Speaker: Cong. Bill Huizenga – TENTATIVE

7:00 p.m. Laying the Foundation.....James Muffett

7:30 p.m. Planning to WIN – Building your Campaign Plan (part 1).....American Majority

8:30: p.m. BREAK

8:45 p.m. Planning to WIN – Building your Campaign Plan (part 2).....American Majority

10:00 p.m. Dismiss

Saturday, October 23

MORNING SESSION

- 8:30 a.m. Doors and Registration Open
- 8:45 a.m. Campaign School Resumes.....James Muffett/Eileen McNeil
- 9:00-9:20a.m. How to Message to the Heart.....American Majority
- 9:20 – 10:00 Telling your Story (break up in groups)American Majority
- 10:00 a.m. Counting the Cost.....Senator Tom Barrett
- 10:30 a.m. Break
- 10:45 a.m. Fundraising / Campaign Finance Reporting.....Heather Lombardini
- 11:15 a.m. Moderated ISSUE panel
- Michigan Budget (tent.).....Jim Holcomb
 - Election Reform..... Senator Tom Barrett
 - ReDistricting..... Meghan Reckling
 - Educational Choice.....Beth DeShone
- 12:15 p.m. Lunch Break

AFTERNOON SESSION

- 12:45 p.m. Biggest Mistakes.....James Muffett
- 1:00 p.m. Campaign Communication and Crisis.....American Majority
- 1:30 p.m. Break
- 1:45 p.m. Win Online – Do and Don'ts of Social Media.....American Majority
- 2:15 p.m. Get Out The VOTE.....American Majority
- 2:50 p.m. CTV – Pews to the Polls James Muffett
- 3:00 p.m. Conclusion.....Eileen McNeil