

2019 WLN Conference Agenda "Take the Offensive"

February 2, 2019 at the Crowne Plaza Hotel

14811 Kruse Oaks Drive, Lake Oswego, Oregon 97035

Contents Subject to Change Without Notice

- **BLUE TRACK** **How to be Effective as a Citizen Lobbyist**
- **RED TRACK** **How to get Elected to and Serve in Local Office**
- **GREEN TRACK** **Running Local Campaigns and Building Your Organization**
- **YELLOW TRACK** **Defeating Liberal Attempts to Silence Free Speech**

9:00A – 10:05 OPENING CEREMONIES FEATURED SPEAKER NOAH WALL

- Flag Pledge and Moment of Prayer and/or Reflection
- Richard P. Burke, WLN Exec. Dir. -- Greeting, Introductions, Opening Statement
- Speaker – Noah Wall, FreedomWorks National Director of Campaigns
- Speaker – Bill Currier, Current ORP Chair, Businessman, and Fmr. Mayor of Adair Village
- Speaker – Sam Carpenter, Author, Businessman, and Former Cand. for Statewide Office
- Preview of the Day and Review of Conference Materials / Evaluation Sheets

10:15 - 11:05 BREAKOUT SESSION ONE

- How to Lobby State Legislators and Other Public Officials (Beginning)
- Assessing Yourself as a Candidate for Local Non-Partisan Office
- What Inspires, Excites, and Motivates Campaign Volunteers
- The Tactics of Saul Alinski and How to Stop Them Cold

11:15-12:05 BREAKOUT SESSION TWO

- How to Testify Before Public Boards, Legislative Committees and Commissions
- How Board/Staff Governance Works in Local Government
- Writing and Executing a Successful Campaign Plan
- Countering Groundless Charges of Racism and Sexism in the Public Forum

12:10-1:40 WORKING LUNCH / FEATURED SPEAKERS

- Conference Updates, Announcements and Sponsor Recognition
- WLN Annual Awards
- Speaker – Lars Larson, Talk Show Host and Fox News Contributor
- Featured Presentation – Oregon Citizens' Lobby



1:50 – 2:40

BREAKOUT SESSION THREE

- How to Lobby State Legislators and Other Public Officials (Advanced)
- Tips on Dealing with the Media as a Candidate and a Local Office Holder
- How to Write and Distribute a Good Press Release
- How to Actually Persuade People in Discussions and Debates

2:50 – 3:40

BREAKOUT SESSION FOUR

- Regulatory Action Training (Put on by FreedomWorks)
- Participating Effectively in Local Budget Processes – START EARLY
- Making Social Media a Part of Your Political Activism
- Holding Public Officials to a Higher Standard – Oregon Ethics Laws

3:50 – 4:30

BREAKOUT SESSION FIVE

- Education Savings Account Legislation
- Designing and Executing individualized Media and GOTV Campaigns
- Raising Money for Your Campaigns and Organizations
- People of Color Who Are Heroes in the fight for Limited Government

4:40 - 5:30

AFTERNOON ASSEMBLY / AND ADDRESS BY KATHERINE “KAT” TIMPF

- Conference Updates, Announcements, Evaluation Sheet Reminder
- Speaker – Katherine “Kat” Timpf of the National Review and Fox News
- Thank You / Conference Conclusion

OTHER EVENTS AND LUNCH BUFFET INFORMATION

FRIDAY NIGHT RECEPTION. *At 7:00 p.m. in the conference hotel, on the night before the conference, WLN will host a reception featuring live music and hot appetizers. This is a great chance to meet featured speakers, fellow activists, activist leaders, and friends. This event is a lot of fun, breaks the ice for the next day, and has become a highlight of the WLN Annual Conference. Speaking at the Reception will be **John Tamny**, Director of FreedomWorks Center for Economic Freedom. Tamney is also the editor of RealClearMarkets and the senior advisor to Toreador Research and Trading.*

SATURDAY AFTERNOON RECEPTION. *Right after the conference adjourns for the day on Saturday, join us for a brief reception with Fox News personality **Katherine “Kat” Timpf** to enjoy good fellowship and get some final pictures for the day.*

LUNCH BUFFET. *“Texas Ranch BBQ Buffet” lunch to be served during the lunch assembly. The buffet includes corn on the cob, chophouse salad, Yukon gold potato salad, sharp cheddar macaroni & cheese, boneless BBQ chicken thighs, slow roasted smoked BBQ beef brisket, bison chili, corn bread with butter & honey, dessert, and iced tea or water. NOTE: Let us know in advance if you have dietary restrictions so an alternative meal can be arranged.*

(FINE PRINT: *All aspects of this conference and its planned agenda are subject to change without notice. Individual presenters may be affiliated with or employed by other organizations. Their participation in this conference or associated events is not to be construed as constituting a formal association with or endorsement of WLN or vice versa. WLN is a 501(c)3 non-profit, non-partisan, tax-exempt organization. Although WLN works to advancing limited-government principles, it does not support or oppose any candidate for public office, legislation, or ballot measure.)*



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