



Featured presenters include: Economist and fmr. Presidential Advisor Steve Moore (via Zoom), Turning Point USA National High School strategist Austin Erickson, Former GOP nominee for Oregon governor and Portland Trailblazer Chris Dudley, and State Representative Ed Diehl.

TAKE THE OFFENSIVE!

Tired of being at the mercy of events?
Learn to TAKE THE OFFENSIVE!

Attend WLN's 16th Annual Leadership Conference on January 31st, 2026!

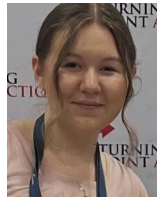
PORTLAND • JAN 31st • 9:00 AM

Total Package w/Hot Lunch Only \$125

SOME of the other speakers/trainers include...



Kim Thatcher is a current state senator. She is considered one of the most consistent and ardent supporters of limited government in the state senate.



Ruby Ruiz works for Turning Point USA High School in Washington state as an organizer and trainer who works with students to build new TPUSA chapters.



Kathy McDonald is the former Senior Officer of External Affairs at Americans for Prosperity and is now WLN's Development Director.



Matt Rowe has served as a city councilor and the mayor for Coquille, Oregon and works with political candidates statewide.



Ben West is a Clackamas county commissioner, a registered nurse working in cardiology, and serves as an officer in the U.S. Navy.



Jeff Kropf is a former state representative, former Oregon Director for Am. for Prosperity, and current Exec. Dir. of the Oregon Capitol Watch PAC.



Ken Morse is WLN's WA State Director and is an expert in Roberts Rules of Order. He is a veteran activist and Chairs the Informed Citizens' Network.



Aly Petre is the NW Regional Manager for TPUSA High School. She has owned a marketing business and has been a successful event coordinator.

BREAKOUT SESSIONS

20 training sessions along four tracks will be offered throughout the day. Mix and Match!

■ RUNNING WINNING CAMPAIGNS IN 2026

- Designing a Winning Written Campaign Plan
- Building a Winning Campaign Team
- Raising Money From Individual Donors
- Complying With Campaign Finance Rules
- Using Social Media to Promote Your Campaign

■ GOVERNING ONCE ELECTED OR APPOINTED

- How Board/Staff Governance Works
- How to Win When in the Minority on a Board
- Using Robert's Rules of Order in Public Meetings
- Fighting the Power of Public Employee Unions
- Avoiding and Detecting Ethics Law Violations

■ BECOMING EFFECTIVE CITIZEN ACTIVISTS

- Testifying In Person Before Boards and Committees
- Lobbying Public Officials In Person – Their Perspective
- How to Run Your Own Personal Media Campaign
- Canvassing Your Neighborhood or Precinct
- Running Information, Recruitment, or Petition Tables

■ HAZARDS AND CHALLENGES IN POLITICS

- Protecting or Fixing Your On-Line Reputation
- Dealing With Factionalism in Your Organization
- Resolution-Based Solutions to Homelessness
- Mobilizing Young People With Social Media
- Limited-Govt Approaches to Fighting Food Insecurity

Friday Night Reception: Held at the conference hotel at 7pm on Fri., Jan. 30th with hot appetizers, live music, a no-host bar, access to presenters and fun for all!

Featured Speakers and More: Featured speakers will make their presentations during three assemblies to be held through the day and at the Friday reception.

Lunch: The lunch assembly will feature BBQ brisket, BBQ chicken breast, BBQ cedar plank salmon, two salads, a dessert assortment, great sides and drinks!

Holiday Inn Columbia Riverfront Hotel

909 N Hayden Island Drive / Portland, Oregon 97217

Free Parking for the Entire Day

FREE Reception at 7PM on Jan. 30th at the Conference Hotel. All details subject to change without notice

TICKETS AND LODGING with special conference rates at:
www.westernlibertynetwork.org

WLN Annual Conference Agenda

"TAKE THE OFFENSIVE!"

January 31st, 2026 at the Holiday Inn Columbia Riverfront Hotel
909 N Hayden Island Dr, Portland, OR 97217
Contents Subject to Change Without Notice

■ BLUE TRACK	Running Winning Campaigns in 2026
■ RED TRACK	Governing Once Elected or Appointed to Local Office
■ GREEN TRACK	Becoming an Effective Citizen Activist and Lobbyist
■ YELLOW TRACK	Overcoming Hazards and Challenges in Politics

9:00A – 9:50AM OPENING CEREMONIES / FEATURED SPEAKER PRESENTATION

- Flag Pledge and Moment of Prayer and/or Reflection
- Richard P. Burke, WLN Exec. Dir. -- Greetings, Introductions, Opening Statement
- **SPEAKER – Steven Moore, Fox News Contributor and Economist**
- Preview of the Day and Review of Conference Materials / Evaluation Sheets

10:00-10:50 BREAKOUT SESSION ONE

- Designing a Winning Written Campaign Plan
- How Board/Staff Governance Works In Local Governments
- Testifying in Person Before Boards and Committees
- How to Assess if Someone is Lying to You

11:00-11:50 BREAKOUT SESSION TWO

- Building a Winning Campaign Team
- How to Win When You Are In the Minority On a Public Board
- Lobbying Public Officials In Person – Seeing Things From Their Side
- How to Deal With Faction in Your Organization

12:00-1:20 WORKING LUNCH / AWARDS / FEATURED SPEAKERS

- Conference Updates, Announcements and Sponsor Recognition
- Charlie Kirk Memorial Award for Outstanding Activist
- Milton Friedman Award for Outstanding WLN Affiliate
- Ayn Rand Award for Key WLN Support
- Adam Mayer Memorial Award for Outstanding Public Office Holder
- **SPEAKER – Austin Erickson**, Turning Point USA High School Strategic Director
- **SPEAKER – Ed Diehl**, State Representative and Chief Petition Sponsor

1:30 – 2:20 BREAKOUT SESSION THREE

- Raising Money from Individual Donors
- Learning and Using Robert's Rules of Order in Public Meetings
- How to Run Your Personal Earned Media Campaign
- Solving Homelessness in Our Communities Without Enabling



2:30 – 3:20

BREAKOUT SESSION FOUR

- Complying With Campaign Finance Rules
- Participating in the 2025 Local Budget Process
- How to Canvass Your Neighborhood and/or Precinct Door-to-Door
- Protecting or Fixing Your Reputation on the Internet

3:30 – 4:20

BREAKOUT SESSION FIVE

- Using Social Media to Promote Your Campaign
- Avoiding / Detecting Violations of Ethics and Public Meeting Laws
- How to Run Your Own Personal Get Out The Vote (GOTV) Campaign
- Enhancing Public Safety in Our Communities While Protecting Rights

4:30 - 5:30

AFTERNOON ASSEMBLY

- Conference Updates, Announcements and Evaluation Sheet Reminder
- **SPEAKER – Chris Dudley, Former GOP Nominee for Governor and Portland Trailblazer**
- Thank You / Conference Concludes

OTHER EVENTS AND LUNCH BUFFET INFORMATION

FRIDAY NIGHT RECEPTION. At 7:00 pm in the lounge of the conference hotel, on the night before the conference, WLN will host a reception featuring good fellowship and hot appetizers. There will be a featured speaker to be announced. 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.

LUNCH BUFFET. For lunch, we will be serving a top-notch buffet including Smoked BBQ brisket, BBQ chicken breast, cedar plank BBQ salmon, roasted garlic mashed potatoes, BBQ baked beans, roasted corn on the cob, a “farmer salad,” red potato salad, and chef-selected desserts. To drink there will be coffee, water, iced tea, hot tea, and lemonade. As we say, NO RUBBER CHICKEN AT WLN EVENTS! WOW! NOTE: Let us know in advance if you have dietary restrictions so an alternative meal can be arranged.

FINE PRINT: The agenda and other offerings are subject to change without notice. Individual presenters may be affiliated with or employed by other organizations. Their participation is not to be construed as constituting a formal association with or endorsement of WLN by these organizations. Each speaker and presenter may express their own ideas and opinions, none of which necessarily reflects those of Western Liberty Network.

Consider making a tax-deductible contribution to Western Liberty Network, a 501(c) charitable organization, using the envelope included with your attendee packet or online by going to the SUPPORT tab on the www.westernlibertynetwork.org website.

By working from the grassroots, we will empower individuals and thereby re-weave the fabric of our political culture in support of enduring change in favor of limited-government ideals!

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