



Featured speakers include: Attorney and Fox News Contributor Emily Compagno, Fmr. President Trump's Sr. Economic Advisor and Fox News Contributor Steve Moore, Grover Norquist of Americans for Tax Reform, and state senator Dennis Linthicum representing parts of southern Oregon.

TAKE THE OFFENSIVE!

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

**Attend WLN's 13th Annual
Leadership and Conference on
February 3rd, 2024!**

PORTLAND • FEB 3rd • 9:00 AM

Total Package w/Hot Lunch Only \$125

SOME of the other speakers/trainers include...



Richard Burke is the Exec. Dir. of WLN, elected to local office seven times, is a former candidate for governor, and serves on the state ethics board.



Kathy McDonald is one of the nations most experienced and skilled fundraisers who has worked for Americans for Prosperity, charities, and candidates.



Janice Dysinger is the Executive Director of Oregonians for Fair Elections and is one of the region's leading experts in the field of election integrity.



Kim Thatcher is a state senator from Kaiser who represents Dist. 13. She has four children and owns a construction company with her husband.



Suzanne Gallagher is the Nat'l Exec. Dir. of Parents' Rights in Education, former state chair of the OR GOP and a former candidate for the Oregon senate.



Mike Nearman is a former state representative in the Oregon legislature, is a community activist, and an enthusiastic hockey player!



Jeff Helfrich is a former cop, served in the US Air Force, is the current minority leader in the Oregon House, and will speak at the Friday night reception!



Tom Cox is a professional executive and leadership coach, a former candidate for Oregon governor, and a former technologist for Oracle and IBM.

BREAKOUT SESSIONS

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

■ BE AN EFFECTIVE ACTIVIST FOR 2024

- How to Gather Signatures on Initiative Petitions
- How to Canvass Your Precinct or Neighborhood
- How to Leverage Social Media for a Campaign
- Dealing with Traditional Media and Being a Source
- Designing and Executing Personal GOTV Campaigns

■ BE AN EFFECTIVE CITIZEN LOBBYIST

- Testifying Before Public Boards and Commissions
- Lobbying Public Office Holders in Person
- Planning / Executing a Statewide Campaign Tour
- Advanced Lobbying (Seeing Things From Their Side)
- Dealing with Ballot Harvesting in Today's Elections

■ BUILD / FUND YOUR CAMPAIGN OR GROUP

- The Basics of Fundraising Person to Person
- Actually Persuading People Who Disagree with You
- Hosting Private Fundraising Coffees/Get-Togethers
- Dealing with Faction/Divisions in Your Organization
- Organizing Around Projects to Build Membership

■ TACTICS / STRATEGIES FOR CAMPAIGNS

- Designing/Executing an Effective Campaign Plan
- Building an Effective Campaign Team
- Making Election Integrity a Part of Your Campaign
- The Difference Between Strategies and Tactics
- Recruiting and Managing Volunteers

Friday Night Mixer: Attend our reception in the hotel lounge at 7pm on Fri., Feb. 3rd before the conference with hot appetizers, a no-host bar, and Jeff Helfrich!

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 tri-top sirloin, cedar plank salmon, ravioli stracciatella, three salads, a dessert assortment, roasted veggies and great sides!

Holiday Inn Columbia Riverfront Hotel

909 N Hayden Island Drive / Portland, Oregon 97217

Free Parking for the Entire Day

FREE Reception at 7PM on Feb. 2nd at the Conference Hotel

All details subject to change without notice

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

2024 WLN Conference Agenda

"TAKE THE OFFENSIVE!"

February 3rd, 2024 at the Holiday Inn Columbia Riverfront Hotel
909 N Hayden Island Dr, Portland, OR 97217
Contents Subject to Change Without Notice

■ BLUE TRACK	How to Be Effective Volunteer for 2024 Candidate/Ballot Measure Campaigns
■ RED TRACK	How to be an Effective Citizen Advocate in the Legislature or in Your City
■ GREEN TRACK	How to Build and Fund Your Campaign or Political Organization
■ YELLOW TRACK	How to Run Campaigns and Build Winning Strategies for Them

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 – Grover Norquist, Exec. Dir., Americans for Tax Reform**
- Preview of the Day and Review of Conference Materials / Evaluation Sheets

10:00-10:50 BREAKOUT SESSION ONE

- How to Correctly Gather Signatures on Initiative Petitions
- Testifying Before Committees, Boards, and Commissions
- Basics of Fundraising When Appealing to Individuals
- Designing and Executing an Effective Campaign Plan

11:00-11:50 BREAKOUT SESSION TWO

- How to Canvass a Precinct or Neighborhood
- Lobbying Public Office Holders in Person
- How to Actually Persuade People Who Disagree With You
- Building an Effective Team for Candidate or Ballot Measure Campaigns

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

- Conference Updates, Announcements and Sponsor Recognition
- Annual Award Presentations
 - Don McIntire 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 – Dennis Linthicum, Oregon State Senator**
- **SPEAKER – Steve Moore, Fmr. Senior Economic Advisor to President Trump**

1:30 – 2:20 BREAKOUT SESSION THREE

- How to Leverage Social Media When Supporting a Campaign
- Advanced Lobbying – Seeing Things from THEIR Perspective
- Hosting Private Fundraising Coffees or Get-Togethers
- Making Election Integrity a Part of Candidate or Ballot Measure Campaigns



2:30 – 3:20 BREAKOUT SESSION FOUR

- Dealing with Traditional Media and Becoming Their “Go-To” Person
- How to Plan and Execute a Statewide Campaign Tour
- Dealing with Faction and Division Within Your Organization
- The Difference Between Thinking Tactically and Strategically

3:30 – 4:20 BREAKOUT SESSION FIVE

- Designing and Executing Personal GOTV Campaigns
- Dealing with Ballot Harvesting in Today’s Electoral Landscape
- Using Projects to Build Your Organization’s Membership and Effectiveness
- Recruiting and Managing Volunteers

4:30 - 5:30 AFTERNOON ASSEMBLY

- Conference Updates, Announcements and Evaluation Sheet Reminder
- **SPEAKER – Emily Compagno, Attorney, Fox News Contributor and Co-Host**
- 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, Oregon GOP House Minority Leader **Jeff Helfrich**. 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 marinated tri-tip steak, cedar plank salmon, ravioli stracciatella, sun dried tomato pasta salad, warm Yukon & red potato/bacon salad, Northwest kale salad, with roasted garlic mashed potatoes, caramelized wild mushroom quinoa, roasted vegetables, 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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