

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 – TBA**
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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**

- Writing Press Releases and Dealing With the Media
- 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 – TBA**
- 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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P 503.970.1876 | F 503.268.1305
E execdir@westernlibertynetwork.org
www.westernlibertynetwork.org
7100 SW Hampton, Suite 201
Tigard, OR 97223