

# 2023 WLN Conference Agenda

## "TAKE THE OFFENSIVE!"

February 4th, 2023 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 Run for and Get Elected to Local Office in 2023
- **RED TRACK**      How to be an Effective Citizen Lobbyist
- **GREEN TRACK**    How to be an Effective School Board and School Choice Activist
- **YELLOW TRACK**    How to Manage and Execute Local Candidate and Ballot Measure Campaigns

### 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 - Cesar Ybarra, FreedomWorks Vice President of Policy**
- Preview of the Day and Review of Conference Materials / Evaluation Sheets

### 10:00-10:50 BREAKOUT SESSION ONE

- Candidate Self-Assessment and Picking an Office to Run For in 2023
- Testifying Before Committees, Boards, and Commissions
- Knowing the Rights of Parents of Parents with Students in the Govt. Schools
- Designing and Executing an Effective Campaign Plan

### 11:00-11:50 BREAKOUT SESSION TWO

- Building an Effective Campaign Team for Your Campaign
- Lobbying Public Office Holders in Person
- The Basics of Robert's Rules of Order as Used in Public Meetings
- Organizing a Precinct and Canvassing Neighborhoods

### 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 – State Senator Dennis Linthicum (Klamath Falls)**
- **SPEAKER – Marc Thielman, Chief Petitioner, Education Freedom for Oregon**

### 1:30 – 2:20 BREAKOUT SESSION THREE

- Raising Money for Your Campaign for Local Office
- Avoiding and/or Monitoring for Violations of Ethics Laws
- Current and Possible Alternatives to Govt. Schools in OR and WA
- Making Election Integrity a Part of a Campaign for Public Office



**2:30 – 3:20 BREAKOUT SESSION FOUR**

- Dealing with Traditional Media and Becoming Their “Go-To” Person
- Using Social Media to Support Lobbying Efforts
- How Board / Staff Governance Works on Local Governing Boards
- Recruiting and Managing Campaign Volunteers

**3:30 – 4:20 BREAKOUT SESSION FIVE**

- Designing and Executing Personal GOTV Campaigns
- Designing and Executing Personal Earned Media Campaigns
- The Basics of Critical Race Theory and How to Stop It
- Using Social Media to Support Campaigns for Local Office

**4:30 - 5:30 AFTERNOON ASSEMBLY**

- Conference Updates, Announcements and Evaluation Sheet Reminder
- **SPEAKER – Kurt Volker, fmr. Ambassador to NATO and presidential envoy to Ukraine**
- 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, former candidate for Oregon governor and school board activist **Brandon Merritt**. 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](http://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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