

2019 MLWPC
Political Skills Campaign School

WOMEN LEADERS: TODAY AND
TOMORROW

8:00 – 8:30 Registration – Continental
Breakfast

8:30 Opening Plenary Session:
“Lessons Learned in Cracking
the Glass Ceiling” -
Keynote Speaker-
Representative Attica Scott

8:45– 9:30 Panel Discussion. “Lessons
Learned That No One Else Will
Tell You”
The panel will be comprised of
women elected officials and
women who have run and lost

9:30 -11:00 - Workshop I - " Managing
Campaigns"

A variety of campaign managers
will walk you through the
process to answer questions
about hiring or doing it yourself

11:00–12:00 Workshop II –“Precincts and
Targeting: It’s Still About
Grassroots”

A Kentucky expert will discuss
the latest technology to identify
votes and get them to the ballot
box

11:00 -12:00 Workshop III- “Media and How
To Get Heard”

Moderated by Pam Platt, a panel
of media representatives will
share their insight on getting the
best media exposure for your
campaign

11:45 – 1:00 Information Tables

12:15 - 1:30 Groundbreakers Luncheon and
Keynote Speaker-
Lt. Colonel Amy McGrath (Retired)
2018 Congressional Candidate

1:30 – 2:30 Workshop VI – “The Face of
the Campaign: direct mail,
Websites, Digital and Social
media”

Experts will discuss the fine
points and what they will bring
to your campaign

1:30 –2:30 Workshop V – "Endorsements:
How Do You Get Them and
Who Do You Want?"

Representatives of various
progressive organizations
who endorse will discuss their
criteria and process

2:30 – 3:30 Workshop VI – “Show Me the
Money: Fund Raising”

A panel of experts will talk about
the dos and don’ts of fund
raising for a campaign

2:30 -3:30 Workshop VII – “So You Want To
Be a Judge”

Appeals Court Judge will
moderate a panel of sitting
judges to discuss the special
nuances of the judiciary today,
ethics, fund raising and issues

2:30 – 3:30 Workshop VII - "Nuances of
Running as a Woman of Color"

Metro Councilwoman Paula
McCraney will moderate a panel
discussing the challenges and
barriers seen and unseen while
running in diverse areas

2019 MLWPC Political Skills
Campaign School
Registration

Name _____

Address _____

City _____ State _____

Zip Code _____

Email address _____

Home Phone _____

Work Phone _____

Occupation _____

_____ \$85 Campaign School and MLWPC
Membership (*Conference Special*)

_____ **\$65 Conference w/meals registration**

_____ \$35 Lunch only with speaker

_____ **Carolyn Shaw Scholarships are
available upon request, based
on need and approval**

*Contact Bobbi Jo Weber at 502-645-7340 or
bobbijow@bellsouth.net*

**Make check payable to: MLWPC
18521 Bridgemore Lane
Louisville, KY 40245
www. MLWPC.com for – online pay**

**Email MLWPC2011@gmail.com for e-
registration brochure**

Registration ends March 15th !!!

2019 Sponsors

Anonymous

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Network*

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February 5th

*Metropolitan Louisville Women's
Political Caucus*

WOMEN LEADERS: Today and Tomorrow

Political Skills Campaign School



***National trainers, State experts
and much more....***

Saturday, March 23, 2019

8:00 a.m. to 4:00 p.m.

University Club

Belknap campus

200 East Brandeis

Louisville, Kentucky 40208