

ARE YOU READY for 2012?

The Florida Chamber Political Institute is proud to host an exciting and informative Political Campaign Seminar:

October 24 - 25, 2011

Orlando Airport Marriott

7499 Augusta National Drive, Orlando

Phone: 407.851.9000

Room Rate: \$139; Deadline: September 30

For candidates, campaign managers, lobbyists, consultants and others with varying levels of expertise and experience - this event features some of the top political minds in Florida and will provide priceless information and networking opportunities.

For more information on the Campaign Seminar and sponsorship opportunities, please call:

Ben Parks • 850.222.2557
Florida Farm Bureau

Mark Landreth • 850.224.8925
Florida Association of Professional Lobbyists

**SIGN UP TODAY AND
GET THE WINNING EDGE
ON YOUR COMPETITION!**

To register, call Tracy Price at
850.521.1263 or visit
www.PoliticalInstitute.com/CampaignSeminar

First Registration: \$199,
Additional Registrations: \$189

136 South Bronough Street
Tallahassee, Florida 32301

**FLORIDA
CHAMBER
of Commerce**

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Political Institute

POLITICAL EDUCATION AND CAMPAIGN SEMINAR

CO-HOSTS





FLORIDA CHAMBER POLITICAL INSTITUTE'S *Political Campaign Seminar*

MONDAY, OCTOBER 24

Noon	Registration
2:00 - 2:15 p.m.	Welcome <i>Marian Johnson, Executive Director Florida Chamber Political Institute</i>
2:15 - 3:15 p.m.	"Know Thy District" <i>Rich Heffley</i>
3:15 - 4:00 p.m.	"Working Tallahassee" Political Action Committee <i>Mark Landreth</i>
4:00 - 5:00 p.m.	"Using Social Media" <i>Teri Cardin</i>
6:00 - 8:00 p.m.	Networking Reception

TUESDAY, OCTOBER 25

7:30 - 8:30 a.m.	Breakfast
8:30 - 10:30 a.m.	"Nuts & Bolts of a Campaign" <i>Sally Bradshaw Screven Watson</i>
10:30 - 11:00 a.m.	Break
11:00 a.m. - Noon	"Nuts & Bolts II/Q&A"
Noon - 1:15	Lunch Buffet: "You Said What?" <i>Daniel Ruth</i>
1:30 - 3:00 p.m.	Media & Polling "Working Hand in Hand" <i>Adam Goodman Jim Kitchens</i>
3:00 - 4:30 p.m.	"Do It Right" Florida Elections Law <i>Gary Holland</i>

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MARIAN JOHNSON serves as executive director of the Florida Chamber Political Institute and senior vice president of political strategy for the Florida Chamber of Commerce. Johnson is perhaps Florida's most seasoned political advisor with over 45 years of campaign experience, most notably, Ronald Reagans presidential campaigns.

RICH HEFFLEY is a veteran lobbyist and political operative with more than 27 years experience at every level of the legislative and executive branches of government in Florida and Illinois. He also has extensive political experience in federal, state and local campaigns.

MARK LANDRETH For more than two decades Mark has served as a deputy CEO, a CEO and staff specialist with multiple organizations, as well as serving as a volunteer and board chair for a myriad of not-for-profit organizations. As a CEO, he led the Florida Optometric Association, and now leads the Florida Association of Professional Lobbyists.

TERI CARDEN is the director of Marketing & Technology for the Florida Society of Association of Executives where her role is to stay current with technology that impacts the association industry and implement FSAE's marketing strategy.

SALLY BRADSHAW has an extensive career in federal and state government and the political arena. She served as senior advisor to the Republican Party of Florida during the 2010 election and Governor Mitt Romney's 2008 Presidential campaign. Most recently she advised Governor Haley Barbour and his political action committee. She is a frequent guest on political talk shows.

SCREVEN WATSON Senior Democratic Campaign Strategist associated with VancoreJones Communications, Inc. Screven has managed the campaigns of numerous local, state and federal candidates. Screven is often seen on "Facing Florida" and "The Pundits."

DANIEL RUTH has been scribbling away for 38 years as a reporter, film critic, television critic and columnist for the *Tampa Tribune*, the *Chicago Sun-Times* and the *St. Petersburg Times*. He has also worked as a radio talk show host as well as an adjunct professor for the University of South Florida, the University of Tampa and Columbia College in Chicago.

JIM KITCHENS Founder of The Kitchens Group, Jim is an attitude and mass persuasion specialist with a Ph.D. in political communication. Jim's clients include more than 40 members of Congress, FORTUNE 500 companies, and numerous issue campaigns.

ADAM GOODMAN A nationally known media consultant, Adam has propelled politicians such as Rudy Guiliani to the top. In 2000, Adam founded the successful political consulting firm, The Victory Group.

GARY HOLLAND serves as the assistant general counsel, Florida Department of State, advising the Florida Division of Elections. Before his present position, Mr. Holland served as the general counsel for Florida's Agency for Workforce Innovation.

What is the Florida Chamber Political Institute?

It's the network of over 70 of Florida's most politically active companies and associations. FCPI strives to politically unite the business community and preserve Florida's economic future for years to come.

For more information, please contact:

Marian Johnson • 850.521.1241
mjohnson@flchamber.com

Register Today at www.PoliticalInstitute.com/CampaignSeminar or for more information, call Chris Scovotto at 850.222.2057.