



# **SUCCESSFUL CAMPAIGN STRATEGIES**

**JUNE 22, 2017  
8:30 AM TO  
3:30 PM**

**TIES**

**1667 Snelling Ave. N.  
St. Paul, MN 55108**

**COST PER TEAM:**

**\$75 for first  
person,  
\$50 for second,  
\$25 for each  
additional team  
member**

## **Workshop features:**

- **Legislative context and session update;  
Scott Croonquist, AMSD**
- **Statewide context - Facts, trends, rules,  
timelines ; Greg Abbott, MSBA**
- **Election environment and research;  
Morris Leatherman Company**
- **Formulas for creating a citizen  
committee; Don Lifto, Springsted**
- **From levy losses to wins;  
Christine Osorio, North St. Paul-  
Maplewood-Oakdale Schools**
- **And much more!**

**Register and learn  
more at [minnspra.org](http://minnspra.org)**

## Successful Campaign Strategies Referendum Workshop

### Agenda

- 8:30-9:00 Registration
- 9:00-12:00 Legislative context and session update - *Scott Croonquist, AMSD*
- Statewide context - facts, trends, rules and timelines - *Greg Abbott, MSBA*
- Election environment and research - *Bill Morris, Morris Leatherman*
- District communication plan: Key components of district campaign plan: structure, roles and messages - *Susan Brott, Edina Public Schools*
- 12:00-1:00 Lunch and panel discussion: Strategies for engaging community, staff, parents - *Becca Neuger (Westonka), Tami Deland (St Cloud), Gary Kubat (Orono), Brett Johnson (Eastern Carver County), Jeff Dehler (Dehler PR)*
- 1:00-2:45 Facing organized opposition - *Barb Brown, South Washington County Schools*
- Leadership lessons: From levy losses to levy win - *Christine Osorio, North St. Paul-Maplewood-Oakdale*
- Formula to pull together a citizen committee and role of citizens group - *Don Lifto, Springsted*
- Identifying voters and getting out the vote - *Andy Kubiak, chair of Stillwater Our Schools, Our Valley citizen committee*
- 2:45-3:30 Team Time: Work with your team and/or ask questions of roaming school PR experts

**NOTE: There is extensive road construction near the workshop location at TIES, so allow extra time travel time.**

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