" *I would absolutely recommend the New York Farm Bureau Campaign School to anyone interested in running for office at any level of government - from the town board to Congress. The presentations on message, media and political environment, along with the interactive nature of the school, will help any candidate navigate the complex territory of running a winning campaign and avoid the many pitfalls that can sink your effort from the start."*

Eric Ooms
Vice President, New York Farm Bureau

the purpose

The NYFB Campaign School is designed to help those interested in public service succeed at the ballot box.

the audience

We welcome potential candidates who are interested in running for public office now or at some point in the future, as well their spouses and campaign managers. We encourage—if possible—the candidate, the spouse and the campaign manager to attend together in order to work as a team.

the seminar

The Bipartisan Campaign Management Training Seminar was developed by the American Farm Bureau Federation with input from political consultants and staff of both political parties. Videotapes, case studies and computer simulations have been developed to assist in the presentation of the seminar. This will allow participants the opportunity to have meaningful hands-on experience and to test techniques, tools and methods used in campaigning.

New York Farm Bureau Campaign School
159 Wolf Rd. P.O. Box 5330
Albany, NY 12205-0330

NEW YORK
FARM BUREAU
CAMPAIGN SCHOOL
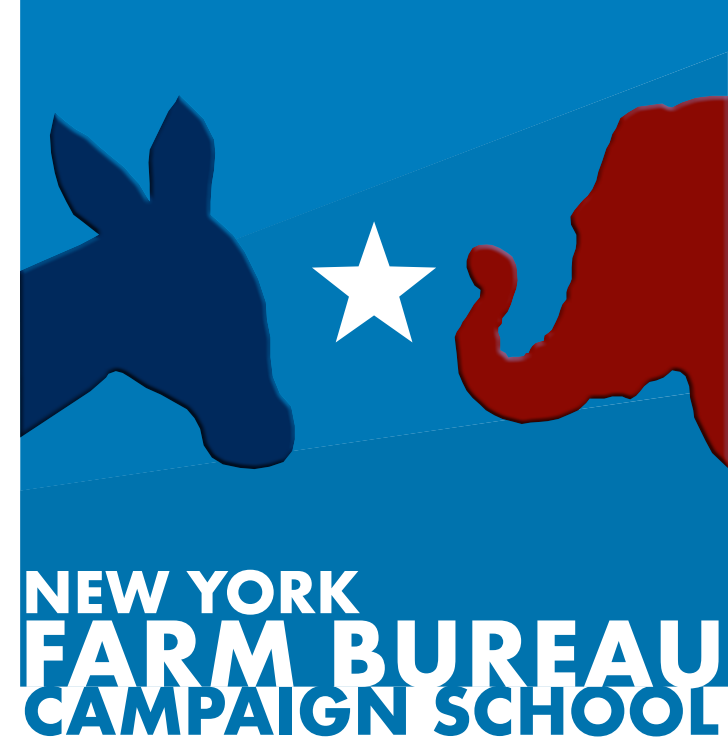
October 20-21, 2011

New York Farm Bureau State Office
159 Wolf Road
Albany, New York

*Running a campaign is an educational, challenging and rewarding experience in itself, but **winning** is even better.*

Campaign Management Seminars

the formula for winning

THURSDAY, OCTOBER 20

9:30 a.m. REGISTRATION & LIGHT BREAKFAST

SESSION I THE CANDIDATE
- Evaluate the candidate and electorate
- Candidacy announcement and filing
- Role of the candidate's spouse

12:00 p.m. LUNCH

SESSION II THE ISSUES
- Selecting the campaign theme
- Selecting the campaign issues
- Handling aggressive interviewers

SESSION III THE MONEY
- Budget preparation
- Fundraising
- Using a finance committee
- Government reports

SESSION IV THE MEDIA
- Dealing with the media
- Mock interviews (videotaped)

6:30 p.m. RECEPTION/DINNER

LODGING

Hotel Indigo
254 Old Wolf Rd.
Latham, NY 12110
518.869.9100

The room rate is $110 per night, which is **not** included in the registration fee. Please reserve your room by Thursday, September 29 to receive this rate.

FRIDAY, OCTOBER 21

7:00 a.m. BREAKFAST

SESSION I THE ORGANIZATION
- Campaign structure
- The role of the campaign manager
- The use of support committees
- Headquarter selection and operation
- Working with the media
- Promotional activities
- Volunteer recruitment/coordination
- Allies and coalitions

12:00 p.m. LUNCH

SESSION II THE CAMPAIGN STRATEGY
- Identifying the voters
- Targeting precincts
- Developing a calendar to win
- Using polls
- Election day activities

3:00 p.m. WRAP UP

REGISTRATION

The cost to attend is $140.00 per person (NYFB member) or $180.00 per person (non-member). Spouses may attend for a cost of $60 (NYFB member) or $80 (non-member).

Please complete the attached form with payment to the NYFB state office. The registration deadline is Monday, October 3.

REGISTRATION FORM

Please make _____ reservation(s) for the 2011 NYFB Campaign School at $140 per person (member) or $180 per person (non-member).

_____ Register my spouse at $60 (member) or $80 (non-member).

Enclosed is a check made payable to New York Farm Bureau for $_____. This fee covers the cost of seminar materials, four meals, and refreshments for both days. This fee **does not** include the cost of overnight lodging. Please see the inside of the brochure for lodging information.

Mail this form and your check by **October 3** to:
New York Farm Bureau
ATTN: Dawn Perreault
159 Wolf Rd., P.O. Box 5330
Albany, NY 12205

Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Spouse's Name: _____

Business Name: _____

County: _____ Phone: (___) _____

Candidate for the office of: _____

Spouse of candidate for the office of: _____

Campaign manager for candidate for the office of: _____

E-mail address: _____