

OREGON  
WOMEN'S  
CAMPAIGN  
SCHOOL

2012 Schedule  
World Trade Center, Portland

SATURDAY, February 4, 2012

|                     |  |   |  |
|---------------------|--|---|--|
| 7:45 am – 8:30am    | <b>Registration</b>  |   |  |
| 8:30am- 8:45am      | <b>Welcoming Remarks</b> by Co-Chairs Amelia Porterfield and Stacy Shaffer   |   |  |
| 8:45 am – 9:45 am   | <b>Politics of Choice</b> with Kate Newhall, NARAL Pro-Choice Oregon and Maura Roche, Planned Parenthood Advocates of Oregon |   |  |
| 9:45 am – 10:00 am  | Break  |   |  |
| 10:00am – 10: 50 am | <b>Oregon Politics 101 &amp; the Lay of the Land</b> with Kristen Leonard and Melissa Unger                                  |   |  |
| 10:50 am – 11:00 am | Break  |   |  |
| 11:00 am - 12:00 pm | Candidate:<br><b>Living the Campaign Life</b> with Paige Richardson and Cyreena Boston                                       | Advanced Staff:<br><b>Living the Campaign Life</b> with Christine Lewis and Aisling Coghlan |  |
| 12:00 pm – 1:30 pm  | Luncheon with <b>Keynote Speaker Kate Chapek</b>   |   |  |
| 1:30 pm – 2:50 pm   | <b>Political Speed-dating</b> with Potential Endorsers   |   |  |
| 2:50 pm-3:00 pm     | Break  |   |  |
| 3:00 pm – 4:00 pm   | Candidate: <b>Outreach and Knowing Your District</b> with Andrea Cooper and Adam Villareal                                   | Advanced Staff:<br><b>Campaign Planning</b> with Felisa Hagins and Margi Hoffman            | Staff & Activists: <b>Volunteer Recruitment and Management</b> with Jennifer Keenan and Caitlin Campbell |
| 4:00 pm – 4:10 pm   | Break  |   |  |
| 4:10 pm – 5:10 pm   | Candidate<br><b>Fundraising</b> with Libby Batlan and Liz Fuller   | Advanced Staff:<br><b>Volunteer Management</b> with Jennifer Keenan and Caitlin Campbell    | Open to All:<br><b>Messaging and Media</b> with Shauna Ballo and Becca Uherbelau                         |
| 5:15 pm – 7:00pm    | <b>Cocktail Reception</b> at Hotel Monaco, 506 SW Washington St, Portland  |   |  |

SUNDAY, February 5, 2012

|                     |   |  |  |  |
|---------------------|---|--|--|--|
| 8:30 am – 9:00 am   | <b>Registration</b>   |  |  |  |
| 9:00 am – 11:00 am  | <b>Mentor Brunch</b> with Pro-Choice Political Veterans   |  |  |  |
| 11:00 am - 12:00 pm | Candidate (also Open to All): <b>Messaging &amp; Media</b> with Shauna Ballo and Becca Uherbelau    | Advanced Staff: <b>Field Metrics</b> with Jenny Smith and Tom Powers | Open to All: <b>Staff Fundraising</b> with Eryn Mitchell and Ellen Flenniken | Open to All: <b>Candidate Fundraising</b> with Libby Batlan and Liz Fuller |
| 12:00 pm – 12:10 pm | Break   |  |  |  |
| 12:10 pm – 1:00 pm  | Panel Discussion on <b>E-Advocacy and New Media</b> with Jeff Lennan, Alina Harway, and Rose Kelsch |  |  |  |
| 1:00 pm – 1:15 pm   | <b>Closing Remarks</b>  |  |  |  |