

Enrollment is Limited to 25!!

Unlock the secrets of a successful political campaign with insider knowledge from this acclaimed campaign management seminar!!

The American Farm Bureau Federation, an organization noted for its understanding of the political process, has developed this seminar with the help of professional political consultants, and staff members of Democratic and Republican parties.

The instructor, a member of the American Farm Bureau Government Relations staff, will lead participants through exercises using DVDs, case studies and computer exercises to test a candidate's campaign techniques, tools and methods.



**Double Tree Hotel
210 Holiday Court
(Riva Road & Forest Drive)
Annapolis, Maryland 21401
(410) 224-3150**

Here's what previous participants said about the program:

*"I had no idea how to get started before attending the seminar. This is great preparation for what to expect."
- Candidate for County Council*

*"The best part about the seminar was the fact that it explained how to run a campaign in an organized manner, with specific timeframes for accomplishing tasks."
- County Commissioner Candidate*

"The most helpful part of the program was the 'video interview'. The seminar was well worth the time and money!" - Member of the Maryland House of Delegates

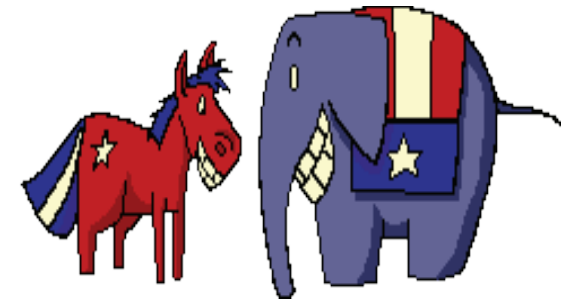
*"The 86/14 theory was the most helpful part of the seminar. I liked that the program addressed smaller campaigns too."
- Candidate for State's Attorney*



Maryland Farm Bureau,
8930 Liberty Road
Randallstown, MD 21133
(410) 922-3426
www.mdfarmbureau.com

**How to
Win an
Election**

A two-day strategy seminar open only to candidates, their spouses and campaign managers.



**October 7-8, 2009
Double Tree Hotel
Annapolis, Maryland**

Reservation Form

Learn The Secrets Of A Winning Campaign!

The Candidate

- Evaluate the candidate and the electorate

The Issues

- Selecting the campaign theme
- Selecting the campaign issues
- Handling aggressive interviewers

The Campaign Strategy

- Identifying the voters
- Targeting the precincts
- Targeting special interest groups
- Developing a calendar to win
- Election Day Activities

The Organization

- Campaign structure
- The role of the campaign manager
- The use of a support committee
- Headquarters selection & operation
- Working with the news media
- Promotional activities
- Volunteer recruitment/coordination
- Allies and coalitions

The Money

- Budget preparation
- Raising money
- Using a finance committee
- Government reports

Costs

Candidate	\$185
Spouse (with candidate).....	\$150
Spouse (without candidate).	\$185
Campaign Manager	\$185
MD Farm Bureau member....	\$125

Fee **includes** continental breakfast, lunches, breaks, reception and take-home campaign planning material. **Expenses for lodging are not included.** Participants should contact the DoubleTree in Annapolis at (410) 224-3150 to reserve a room in the "Farm Bureau" bloc for \$106 per night.

The program schedule:

9am—5pm on Wednesday and 8am to 4pm on Thursday

Call the Double Tree in Annapolis at (410) 224-3150 for Hotel Reservations.

Be sure you are among the 25 people to learn the formula for winning elections! Send your reservation form today! Reservations are due September 2nd for the October 7-8 seminar.

Yes, I want to learn how to win elections!
Reserve ____ spaces for me at the
campaign management seminar!!

Name: _____

Email: _____

Address: _____

County: _____

Phone: _____

Office Sought: _____

____ Candidate (\$185) ____ MFB Member (\$125)

____ Spouse (\$185 alone, \$150 w/candidate)

____ Campaign Manager (\$185)

Total: \$ _____

Please make check payable to **Maryland Farm Bureau**. Fee includes meals, breaks and materials. Lodging is not included.

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**Registration Deadline is
September 2, 2009.**

Mail your registration form and check to:

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8930 Liberty Road
Randallstown, MD 21133**