



2017 IDAHO FEDERATION OF REPUBLICAN WOMEN "Women Raising the Bar in Politics" Gate City in Pocatello IFRW FALL Conference Agenda

Friday, October 13, 2017

Red Lion Hotel. 1555 Pocatello Creek Road. Pocatello. Idaho. Rooms - TBD

The Draft agenda may be adjusted to accommodate the schedule of our honored guest speakers.

** Committee Chair will give a presentation instead of a brief update.*

- 8:30 am-9::30 am Call to Order - IFRW President Charlene Matheson
- Invocation - IFRW Chaplain Cathy Roemer
- The Pledge of Allegiance to the United States of America - SEIdahoRW President Char Tovey
- National Anthem - The Star Spangled Banner - Lori Walla
- IFRW Presentation - NFRW Convention
- Welcome and Opening Statement - IFRW President Charlene Matheson
- IFRW Secretary Cathy Roemer
 - Roll Call
 - Approval of IFRW 2017 Spring Meeting Minutes
- IFRW Treasurer Kay Bradford
 - Treasurer's Report
 - Treasurer - NFRW Update
- IFRW 1st Vice President Amy Taylor
- IFRW 2nd Vice Membership President Tana Cory
 - IFRW 1st District Membership Director Mary Jo Ambrosiani
 - IFRW 2nd District Membership Co-Directors Kathryn Hitch and Billee Dinges
- 9:30 am-9:40 am - Break
- 9:40 am-10:30 am - Standing Committee Reports - 3-5 Minutes Each for Brief Update
 - ❖ ***Bylaws Chair Coleen Erickson**
 - ❖ ***Campaign Chair - Ann Rydalch**
 - ❖ ***Finance Chair Kitty Kunz (IFRW Immediate Past President)**
 - ❖ ***Legislative Co-Chairs - Senator Shawn Keough, Representative Wendy Horman
Representative Kelley Packer**
 - ❖ ***Programs Chair Melinda Smyser**
 - ❖ **Public Relations Chair Cindy Jesinger**
- 10:30 am -11:30 am - **Special Guest Speaker NFRW Fundraising Chair Heidi Parker Martin**
"If It Ain't Fun, It Ain't Worth Raising"
- 11:30 am -11:45 am - Break
- 11:45 am -1:20 pm - SEIdahoRW Stars and Pinstripes Luncheon
- 12:00 pm -1:00pm - **Special Guest Speaker Cameron Taylor - "6 Steps to Lasting Excellence"**
- 1:20 pm -1:30 pm - Break



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Friday, October 13, 2017 - Continued

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- 1:30 pm -2:30 pm - IFRW Programs Chair Melinda Smyser Hosting a Panel
"Women Raising the Bar in Politics"
- 2:30 pm -3:30 pm - Special Committee Reports
 - ❖ ***Achievement Awards Chair - Darlene Simpson for Sue Pring**
 - ❖ Agriculture Chair - this is a newly created position by the NFRW
 - ❖ Audit Chair Nancy Baxter
 - ❖ ***Americanism Chair Val Brooks - Flag Presentation**
 - ❖ ***Armed Services Chair Cec Tyler**
 - ❖ ***Budget Chair Kay Bradford**
 - ❖ ***Caring for America Chair Shirlayne Corder - Mary with Ronald McDonald House**
 - ❖ Community Engagement/Outreach Chair Marti Orwig
 - ❖ Communications Chair Kitty Kunz (IFRW Immediate Past President)
- 3:30 pm-3:45 pm - Break
- 3:45 pm -4:00 pm - Continue Special Committee Reports - 3-5 Minutes Each for Brief Update
 - ❖ Health Issues - this is a newly created position by the NFRW
 - ❖ ***Historian - Darlene Simpson for Mary Ruth Hassett**
 - ❖ Leadership Development Chair – Charlene Matheson
 - ❖ ***Literacy/MELP Chair Billee Dinges**
 - ❖ Homeland Security - Military Liaison Chair Priscilla Giddings
 - ❖ Scholarships Co-Chairs Coleen Erickson and Sheila Olsen
 - ❖ Technology Chair Amy Taylor
- 4:00 pm - **Adjournment**
- 4:00 pm -5:30 pm - Preparation for ***As Time Goes By - Republican Presidents and First Ladies Pearls, Lace, and Grace Theme***
- 6:00 pm-8:00 pm - IFRW Gala Dinner Event

Prayer

Pledge

Aria "O Mio Babbino Caro" - Solist Lori Walla

Introduction to Guest Speaker - Erstwhilst IDGOP Chairman Steve Yates

Special Guest Speaker - Harmeet Dhillon, Trial Lawyer

CA - RNC National Committeewoman

Fundraising - Auction

Closing Remarks



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Saturday, October 14, 2017

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- 8:30 am-8:45 am - Call to Order - IFRW President Charlene Matheson
- Invocation - IFRW Chaplain Cathy Roemer
- The Pledge of Allegiance to the United States of America - Bonneville President Stephanie Mickelson
- God Bless America - Lori Walla
- IFRW Secretary Cathy Roemer
 - Final Roll Call
- 8:45 am -9:30 am - Representative Kelley Packer - How a Bill Becomes Law?
- 9:30 am -9:40 am - Break
- 9:40 am -10:30 am - Guest Speaker Kent Kunz - Lobbying Effectively - The Why's and Wherefore's
- 10:30 am -11:20 am - IFRW Club President Reports - 3-5 Minutes Each
 - ❖ Ada CRW
 - ❖ Blaine CRW
 - ❖ Bonneville CRW
 - ❖ Canyon CRW
 - ❖ Clearwater CRW
 - ❖ Fremont CRW
 - ❖ Jefferson CRW
- 11:30 am -1:20 pm - SEIdahoRW Tea Luncheon - Off to the Races - "The Winner's Circle"
- 11:45 am -12:15 pm - **Guest Speaker - TBA**
- 12:15 pm -1:20 pm - NFRW and IFRW Awards Presentation
- 1:20 pm -1:30 pm - Break
- 1:30 pm -2:45 pm - IFRW Club President Reports - 3-5 Minutes Each
 - ❖ Kootenai CRWF
 - ❖ Magic Valley RW
 - ❖ Nez Perce CRW
 - ❖ North Idaho FRW
 - ❖ South East Idaho RW
 - ❖ Southern Idaho RW
 - ❖ Valley CRW
- 2:45 pm -3:15 pm - New Business
 - Collection of IFRW 2017 Fall Meeting Evaluation Forms
 - VCRW Host 2018 IFRW Fall Convention - Determine Dates - September 2018
 - IFRW Red Jacket Day at The Capitol - March 14-16, 2018
- 3:15 pm - Announcement and Closing Remarks - IFRW President Charlene Matheson
- 3:30 pm - Adjournment
- 3:45 pm - Executive Committee Meeting immediately following Adjournment



2017 IDAHO FEDERATION OF REPUBLICAN WOMEN

A Glorious Presence for a Prospective Future Journey

IFRW FALL Campaign Management School Agenda

Thursday, October 12, 2017

Red Lion Hotel. 1555 Pocatello Creek Road. Pocatello. Idaho. Room - Washington

This Draft Agenda may be adjusted.

This 1/2 day Campaign Management School explains how to win elections from the ground up. The campaign training provides IFRW members, future candidates, campaign managers, and staff with the tools necessary to organize a winning campaign with a strong grassroots organization and a proven media strategy.

Regardless of the level of your political experience, discover experts' secrets for a victorious campaign from announcement to Election Day. Our speakers include seasoned and experienced campaign professionals.

3:00 pm - Call to Order - IFRW 1st Vice President Amy Taylor

3:00 pm - 3:30 pm - Representative Dustin Manwaring

MAKING IT HAPPEN - DEVELOP THE POSSIBILITIES

The Campaign Foundation, Campaign Structure, Scheduling, Headquarters, Recruiting Volunteers, Targeting

3:30 pm - 4:00 pm - IDGOP Executive Director Nick Wren

GROWING THE MOMENTUM - STRATEGIES FOR SUCCESS

Voter Contact, List Development, Software, Social Media, Organizing Precincts, Voter Canvassing - telephoning, door to door, Voter Registration, Early Voting & Absentee Ballot Program, Get Out The Vote

4:00 pm - 4:45 pm Chief Deputy to Ada County Clerk Phil McGrane

GAINING THE EDGE - SHOW ME THE MONEY

Fundraising, Fundraising Guidelines, Finance Chair and Committee, Asking for Money, Developing a Finance Plan, Political Action Committees, Events and more...

4:45 - 5:00 p.m. - Break - Light Snack



2017 IDAHO FEDERATION OF REPUBLICAN WOMEN

A Glorious Presence for a Prospective Future Journey

IFRW FALL Campaign Management School Agenda

Thursday, October 12, 2017 continued
Red Lion Hotel.1555 Pocatello Creek Road. Pocatello. Idaho. Room - Washington

5:00 - 5:30 p.m. Owner Brown Agencies Steve Brown

GOING THE DISTANCE - PUTTING PLANS INTO ACTIONS

Communications, *Paid Media, Radio, Newspaper, TV, Cable Graphics, Direct Mail - Targeting, Copywriting, Design and Artwork, Photography, Blogs, Podcasting, Social Media, FB, Campaign Website*

5:30 - 6:00 p.m. IFRW Legislative Chair Representative Wendy Horman

GETTING THE ATTENTION YOU DESERVE

Earned Media, Communication Basics, 5 Elements of Political Communication, Dealing w/ Reporters, Developing Media Lists, News Releases, News Conferences, Public Speaking and Presentations

6:00 pm - 7:00 pm - Roundtable Discussion (all presenters)

ATTRIBUTES OF A SUCCESSFUL CANDIDATE - GO FORTH AND SHINE!

You as the Candidate, Building the Foundation - Preparing to be a candidate - intellectually, financially, emotionally, physically, Tips for the Spouse of the Candidate, How to run a winning campaign

Thursday, October 12, 2017 - Campaign Management School Attendees - unconfirmed

Club Presidents or their Members should attend to meet the NFRW Awards Requirement

Ada - Janalee Woolf
Bonneville - Stephanie Mickelsen
Blaine - Bonnie Hovencamp
Canyon - Shirlyne Corder
Clearwater - Donna Curfman
Fremont - Bonnie Burlage
Jefferson - Kaye Field
Kootenai - Teri Duke
Magic Valley - Marie Silver
Nez Perce - Darlene Simpson
NorthIdahoFRW - Mary Jo Ambrosiani
SouthernIdaho - Doriene Knight
SEIdaho - Char Tovey
Valley - Cec Tyler