Today’s students are tomorrow’s voters, campaign managers, and elected officials

Do it bigger. Do it better.

The Leadership Institute’s mission is to increase the number and effectiveness of conservative activists and leaders in the public policy process.

To achieve this mission, the Institute focuses efforts in two areas. At colleges, your Institute staff organizes and trains conservative students to fight campus liberalism. In the political world, my staff and I train activists and leaders in more than 40 types of unique training schools how to win elections and advance conservative principles.

Two sides of the same coin – from college to the working world – your support trains conservatives for a lifetime of activism.

Training conservative students on college campuses

This fall semester, your Leadership Institute campus staffers helped conservative students at 483 colleges nationwide. They newly identified 24,818 conservative students and added 271 new clubs to the Institute’s unique national network of conservative student groups – now 1,568 groups strong.

The field staffers now prepare for their next deployment to campuses in the spring semester. Please see pages 4-5 for the field staffers’ progress, and recent conservative victories you helped us achieve against leftist bias and abuses on campus.

Leadership Institute graduates win elections

The Leadership Institute cannot endorse candidates as a non-profit educational organization.

But your support to the Leadership Institute trains thousands of candidates, staffers, and volunteers who go on to win elections for conservatives at the federal, state, and local levels.

Please see pages 2-3 for election victories you made possible in 2014. And with your help, the Institute has already hit the ground running on the road to 2016, training 83 activists in our Campaign Management School held just one month after the elections.

Thanks to you – victory on campus, victory on election day

Thanks to your help, 2014 was a great year for conservatives. With your continued help, victory in 2016 will help us further undo the damage Obama has inflicted on our beloved country.

Thank you for your support to train conservatives to win.

Cordially,

Morton C. Blackwell
President
Leadership Institute

Leadership Institute donors train young conservatives to win

Leadership Institute graduate Kyle Koehler (pictured center) won election to Ohio’s House of Representatives. His co-campaign managers included his daughter Jessica (pictured third from right), a former Institute intern and graduate of nine Institute training schools, and Britney Howland, a graduate of the Institute’s Youth Leadership School and four more Institute trainings. Together, Jessica and Britney organized young and energetic volunteers, defeated two opponents in a heated primary, and propelled Kyle to victory on election day.
The Leadership Institute hit the ground running on the road to 2016. One month after the November 2014 elections, Morton Blackwell (pictured above) and Leadership Institute staff trained 83 activists in a Campaign Management School.

Leadership Institute grads win in 2014

With the help of generous donors, the Institute trained thousands of conservatives who campaigned in the 2014 elections. Leadership Institute staff have identified 30 Institute graduates currently elected to the U.S. Senate and House, 15 elected to statewide office, and 421 elected to state legislatures. Leadership Institute graduates are now elected to office in all 50 states.

Many thousands more served as campaign staffers and volunteers across the nation.

Please see the list on the right of Institute-trained graduates who won election to the U.S. Senate and House, and notable election winners Morton Blackwell highlighted on the next page.

Hitting the ground running for 2016

In the first week of December 2014, just one month after the elections, the Leadership Institute has already held a Campaign Management School to train 83 conservative activists.

In order to get conservatives ready for the crucial 2016 elections, grassroots activists and conservative candidates must be equipped with training and strategies now to put them into practice over the next two years.

Many of the conservative activists who ran campaigns or won election this year took Leadership Institute training one, two, or three or more years ahead of time. And not only do Leadership Institute graduates get out in the political battlefield soon after they’re trained, they fight for conservative principles for years to come.

“Donor support today is crucial to train conservatives for election victories tomorrow,” said Morton Blackwell. “I’m grateful for the investment Leadership Institute donors have made. With their help, conservatives made great gains this year and will do so again.”

Leadership Institute-trained U.S. Senate and House election winners

**U.S. SENATE**
- Steve Daines - Montana
- Thom Tillis - North Carolina
- Andy Barr - Kentucky
- Mark Meadows - North Carolina
- Alex Mooney - West Virginia
- Bruce Poliquin - Maine
- Todd Rokita - Indiana
- David Rouzer - North Carolina
- David Schweikert - Arizona
- Bill Shuster - Pennsylvania
- Adrian Smith - Nebraska
- Chris Smith - New Jersey
- Steve Silvers - Ohio
- Joe Wilson - South Carolina
- David Young - Iowa

**U.S. HOUSE OF REPRESENTATIVES**
- Raúl Labrador - Idaho
- Patrick McHenry - North Carolina
- Carlos Curbelo - Florida
- Jeff Duncan - South Carolina
- Blake Farenthold - Texas
- Scott Garrett - New Jersey
- Tom Graves - Georgia
- Andy Harris - Maryland
- Vicky Hartlter - Missouri
- Richard Hudson - North Carolina
- Tim Huelskamp - Kansas
- David Jolly - Florida
- Jim Jordan - Ohio
- Adam Kinzinger - Illinois

Candidates and campaigners learn how to win

“Conservatives have the right principles,” said Leadership Institute president Morton Blackwell. “But principles alone won’t advance conservatism and restore America. Conservatives must learn how to win.”

The Leadership Institute teaches students in more than 40 types of unique training schools how to win political battles.

The Leadership Institute’s cutting-edge political trainings include the Campaign Management School and Future Candidate School to help activists elect candidates of their choice, or run for political office themselves.

In these schools, candidates and campaign staff learn how to:
- Develop a comprehensive campaign plan
- Deliver a persuasive message
- Organize and motivate volunteers
- Rally voters to the polls
- Win elections

Leadership Institute graduates win in 2014

Leadership Institute graduates win elections, grassroots activists put Institute training into practice
ALEX MOONEY  
U.S. House of Representatives, West Virginia  
The son of a Cuban refugee who escaped persecution and imprisonment under Fidel Castro, Alex grew up with a deep appreciation for America’s freedoms. Thanks to Institute donors, Alex took nine Leadership Institute training schools and fought for conservative principles as a state senator for ten years. This year, Alex won election to the U.S. House of Representatives for West Virginia’s 2nd Congressional District.

JENNIFER SULLIVAN  
Florida State Legislature  
In November 2013, Jennifer Sullivan attended LI’s Youth Leadership School. Outspent more than 2-to-1, she used her Institute training to organize young volunteers and defeat four candidates in a heated primary election for Florida’s 31st State House District. Jessica stood unchallenged in the general election, and is now Florida’s youngest woman ever elected to the state legislature at 23 years old.

DAVID JOLLY  
U.S. House of Representatives, Florida  
A Leadership Institute-trained alum from 1994-1995, David ran in a special election in March 2014 in a Florida district Obama won twice. But David fired the opening salvo for conservatives this year against liberal Obamacare proponent Alex Sink and won. In November, David again won Florida’s U.S. House 13th District seat handily.

KYLE AND JESSICA KOEHLER  
Ohio State Legislature  
Jessica served as a Leadership Institute intern in 2013 and took 8 Institute political trainings in 2013. The 21-year-old served as campaign manager for her father Kyle – also an Institute grad – and achieved primary victory against two opponents in May. Kyle then won the general election to become Ohio’s 79th State House District representative.

ZACHARY WERRELL  
Dave Brat Campaign for U.S. House of Representatives, Virginia  
Conservative candidate Dave Brat had almost no name recognition and a paltry $206,663 compared to his opponent’s war chest of $5,464,290. Against all odds, Brat’s 23-year-old campaign manager Zachary Werrell used his Leadership Institute campaign training and rallied more than 200 Institute-trained campaign volunteers to propel Dave Brat over U.S. House Majority Leader Eric Cantor in a June primary. No sitting House Majority Leader had ever been defeated since the position was created in 1899. Brat then won the general election in November for Virginia’s U.S. House 7th District seat.

LEADERSHIP INSTITUTE GRADS WIN BIG!  
ELECTION HIGHLIGHTS  

My friend,  
Please read these highlights of several Leadership Institute graduates who won election to office or helped conservatives win in campaigns in 2014.  
You equipped them with the key to their campaign success: Leadership Institute training.  
Thank you for your help to achieve victory for conservatives.

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A rescue mission for conservative students

Conservative students on college campuses face an onslaught of liberalism. In the classroom, professors shove liberalism down students’ throats. In the student union, administrators peddle “diversity” and “tolerance” while barring conservatives from equal representation. On the campus quad, indoctrinated students ridicule their conservative peers.

But when conservative students are well-organized and well-trained, they fight back against the leftist campus monopoly and win.

Since 1997, the Leadership Institute has sent field staffers on a rescue mission to recruit conservative students, organize them into strong groups, and train them to advance conservative principles on campus.

Success in Fall 2014

In the Fall 2014 semester, the Leadership Institute’s campus staff newly identified 24,818 conservative students, helped conservatives on 483 campuses, and created 271 new groups in its network of campus clubs.

The students in the Leadership Institute’s unique national network of 1,568 conservative campus clubs have access to the resources donors make possible with their support.

Support for students – on the ground and on the air

Leadership Institute campus staff support conservative students with training, activism, and other resources to equip them against campus leftists.

For example, Leadership Institute regional field coordinator Gabriella Hoffman and field representative Julia Schliesing visited the University of Delaware. They helped the Students for the Second Amendment club conduct “Criminals for Gun-Free Zones” street theater, where club members demonstrate around campus dressed in orange prison jumpsuits.

This activism event illustrates how restrictions on firearms increase criminal activity, put law-abiding citizens at risk, and trample on constitutional rights.

When activism on campus isn’t enough, students facing leftist professors have a powerful ally in the Leadership Institute’s campus news watchdog website. CampusReform.org publishes leftist bias, abuses, and indoctrination to a national audience. Exposure of campus leftists puts pressure on them and holds them to account.

See page 5 for how donor support has helped Campus Reform expose leftist activity on campus and promote conservative principles.

Gearing up for Spring 2015

The Spring 2015 semester is already at hand. Leadership Institute president Morton Blackwell plans to send field staffers again to visit college campuses across the country – from California to Maine – to form new conservative student groups and strengthen existing ones in the Institute’s network.

“You achieve a lot through your donations to the Leadership Institute,” said Institute president Morton Blackwell to donors. “You give conservative students hope to take back their campuses. And you’ve reversed leftist policies on college campuses to level the playing field for conservatives.”

— By Mitchell Nozka

Leadership Institute field representative Julia Schliesing and regional field coordinator Gabriella Hoffman help the University of Delaware’s Students for the Second Amendment club. Dressed in orange prison jumpsuits, this “Criminals for Gun-Free Zones” activism demonstrates how restrictions on firearms increase criminal activity, put law-abiding citizens at risk, and trample on constitutional rights.
Exposing Campus Liberalism Nationwide
The Institute’s CampusReform.org makes real impact

Leadership Institute forces campus policy changes

“This is what we’ve been waiting for,” said conservative commentator Glenn Beck about the Leadership Institute’s Campus Reform website. Thanks to donor support, the Institute’s watchdog website has become America’s largest campus news source – exposing liberal bias and abuses to a growing nationwide audience, and reversing leftist policies on college campuses.

Campus Reform’s coverage has resulted in 28 policy changes on college campuses, and the suspension, resignation, or termination of several professors and a chancellor. Here’s the impact of three recent Campus Reform stories from the past year:

- The University of South Carolina Upstate assigned 4,000 freshmen students pornographic books to read. Result of coverage: South Carolina lawmakers required the school to use the $70,000 originally allocated for the graphic materials to teach the U.S. Constitution, Declaration of Independence, and the Federalist Papers.

- Clemson University in South Carolina required students to take an online training course and answer a questionnaire about how often they had sex, with how many people, and more – or else face disciplinary action by the college. Administrators also claimed the questionnaire was anonymous, but they required each student to enter his or her student ID, name, residence, and email address. Result of coverage: Exactly five hours after the Leadership Institute exposed this outrageous questionnaire, and the story became international news on CNN, Time, Drudge Report, and UK Daily Mail, Clemson administrators said they would eliminate the invasive questionnaire.

- East Carolina University chemistry professor Eli Hvastkovs explicitly forbade students from thanking God in their graduation ceremony statements. Result of coverage: The college’s provost Marilyn Sheerer overruled the professor, stating “religious references of any type will not be restricted.”

Conservative radio host Rush Limbaugh called the Leadership Institute's CampusReform.org “one of my all-time, fast-becoming favorite websites,” and added Campus Reform to “Rush’s Blogosphere” on his website.

“The website Campus Reform – there’s your reason to be optimistic,” Limbaugh told his listeners. “Young people’s rejection of liberalism may just be a trickle now. But it’s going to become a flood. As they get older, they’re going to get wiser, and as they do, they’ll call liberals out for what they are doing all over this country.” Rush Limbaugh’s prediction is already becoming true.

The Leadership Institute’s Campus Reform editor-in-chief Caleb Bonham appeared on Fox News to expose the extent of Harvard’s indoctrination. Students at Harvard said America was a bigger threat to world peace than ISIS.

“I planned and hoped Campus Reform would have the impact it does today,” said Morton Blackwell, president of the Leadership Institute. “I can’t thank our donors enough for their support to make a visible and measurable impact to help conservative students. Our donors have built a powerful resource where students can blow the whistle on leftist abuses perpetrated by their professors, expose them publicly, and hold their feet to the fire.”

Leadership Institute exposes pervasive leftist indoctrination at Harvard University

“What’s a greater threat to world peace – America or ISIS?” The Leadership Institute’s Campus Reform editor-in-chief Caleb Bonham asked students at Harvard this question. What he heard was appalling.

“Frankly, I was surprised at the students’ answers,” said Bonham. “I thought they would roll their eyes at the question and say, of course, ISIS – the radical terrorist organization killing people in the Middle East – is the greater threat to world peace.”

Instead, many students said America is a greater threat. One Harvard student (pictured above) said, “American imperialism and our protection of oil interests in the Middle East are destabilizing the region and allowing groups like ISIS to gain power.” That student parroted liberal talking points like she’s reading from a script word-for-word. One can imagine her professor spoon-feeding this to her.

Caleb posted the Harvard interviews on Campus Reform. Fox News, Glenn Beck, and other national networks broadcasted the story. “The more the Leadership Institute exposes leftist indoctrination, the more often conservatives can stop it,” said Morton Blackwell. “When Campus Reform coverage goes national, America-at-large sees just how bad our colleges have become. And in many cases, that exposure holds professors and administrators to account – reversing leftist policies and even getting professors fired.” — By Mitchell Nozka

“The website Campus Reform – there’s your reason to be optimistic. ... One of my all-time, fast-becoming favorite websites.” — RUSH LIMBAUGH
Defend faith, engage the culture

Seventy dedicated Christian youth aged 14-19 spent five days at the Leadership Institute to train for a lifetime of activism and leadership.

With a strong commitment to advancing faith and freedom through community and civic engagement, these students came from 41 states for their annual adventure known as ’Back to DC’ – a program run by TeenPact. Founded in 1994 and based out of Richmond, Virginia, TeenPact is a dynamic, hands-on leadership school for Christian students. TeenPact works to train youth to understand the political process, value their liberty, defend their Christian faith, and engage the culture. The Leadership Institute has partnered with TeenPact for 19 years to help these students achieve those goals.

Five intense days of training at the Leadership Institute

During the five-day program in October, experienced Leadership Institute faculty taught students political lessons, including:
- The Real Nature of Politics
- Campaign Structure and Organization
- Developing Effective Speeches and Literature
- Voter Outreach
- Media and Public Relations

“Every year, this is the only group of students that intimidates me,” said Steven Sutton, the Leadership Institute’s Vice President of Development. “They’re razor sharp and brilliant.”

After addressing the group, Sutton asked if there were any questions – nearly every hand in the room went up.

“Each student showed a level of maturity and intellect well beyond their years,” said Sutton. “They process information quickly, add context from their personal experiences, and extrapolate to the next level. You can practically see their brains growing right in front of you.”

TeenPact’s training program also included several visits to Washington, D.C., to meet with members of Congress and visit the institutions that comprise America’s constitutional government.

Turning campaign knowledge into experience

Students participated in campaign exercises where they applied their political lessons to run mock presidential campaigns – complete with press conferences, letters to the editor, and targeted voter outreach.

The culminating activity was a presidential debate where each team uniquely and creatively put their theories into practice. Five Leadership Institute and TeenPact judges rated six teams based on performance in all areas of their campaigns.

Outstanding young graduates win elections

Several outstanding Institute graduates got their start through TeenPact, including:
- Jessica Koehler – After an internship and several trainings with the Leadership Institute, Jessica went home to manage her father’s campaign – and propelled him to election victory to the Ohio House of Representatives this past November.
- Jennifer Sullivan – This 23-year-old took the Leadership Institute’s Youth Leadership School and learned how to organize volunteers for campaign victory. Jennifer is now the youngest woman ever elected as a state representative in Florida.

Youth already putting their training into practice

TeenPact students filled the Leadership Institute’s classroom with energy, enthusiasm, and determination to make a difference – ready to apply their training in their communities.

“I learned so much this week and I’m really motivated to become more active in my state’s government,” said Rachel Bass. “I’ve already started helping on my lieutenant governor’s campaign for re-election in 2016. I wouldn’t have gotten involved in the campaign if it hadn’t been for TeenPact and all the Leadership Institute speakers we heard from.”

Donor support makes this exceptional teenage training possible and allows the Leadership Institute to cultivate conservatism in teens before they meet with the onslaught of liberal bias and indoctrination on college campuses.

— By Elizabeth McCullough
DONOR PROFILE

WINTER 2015

FROM INDOCTRINATED LIBERAL TO CONSERVATIVE STALWART

Michael Rydin puts the Leadership Institute in his will to fight campus liberalism

Mr. Rydin throws off his liberal indoctrination

Leadership Institute donor Michael Rydin was not always a conservative.

At Oklahoma State University, Mr. Rydin – as an apolitical philosophy major – didn’t realize he was being spoon-fed leftism until his third year of college.

Mr. Rydin attended an anti-military protest on campus in his junior year. “I only went to the protest because everyone else did, not because I cared about the actual protest,” he said. “So I started considering my other thoughts and actions, and came to the conclusion that I didn’t actually believe any of what I had been taught – I was being indoctrinated.”

Fortunately, Mr. Rydin rejected the liberal agenda before he graduated and incorporated his conservative viewpoint into his philosophy major – the only one in his philosophy class to do so.

Michael Rydin stands with his wife, Sophie. Mr. Rydin first became a donor to the Institute in 1996 to fight liberalism on college campuses. Today, he has included the Leadership Institute in his will, replacing his alma mater which used his previous donations for liberal indoctrination.

No, President Obama — Mr. Rydin built that

As founder and president of Heavy Construction Systems Specialists, Inc., a software company in Sugar Land, Texas, Mr. Rydin knows what it’s like for big government to encroach on small businesses and strangle their prosperity.

Mr. Rydin decided to become more engaged in politics after the 2010 election when he realized the country was taking a turn for the worse under the Obama administration. He discovered the Leadership Institute through an event held at Rice University.

“I started giving to the Leadership Institute because they are working to influence our youth for the better,” he explained. “The Institute is counteracting college indoctrination in an effective, systematic way.”

A generous host to Leadership Institute donors

“I told my wife I want to save the world, and she said, ‘Why don’t you let someone else save the world?’ But I just have to help however I can.”

Mr. Rydin does exactly that. Now that his business has grown, he provides office space to many conservative groups in the Houston area to use for meetings and events.

In June of this year, Mr. Rydin generously hosted the Leadership Institute’s Lone Star Dinner. Several Institute-trained graduates shared with an audience of donors how their support of the Leadership Institute made a tremendous, successful impact in their on-campus and political activism.

Stopped giving to his alma mater — now gives to the Leadership Institute

Like many Leadership Institute donors have experienced, Mr. Rydin realized his alma mater was not always honoring his intent when he gave them donations.

Although Oklahoma State University is not the most liberal university in America, Mr. Rydin said he simply cannot give to institutions that allow the undermining of the values he believes in through liberal indoctrination of their students. He intends to be a part of the solution rather than contribute to the problem.

Thus, he now helps his alma mater by donating to the Leadership Institute because he knows his support helps conservative students on his college campus. “Because of my experience in college, I wish people who support their colleges would consider taking their money and giving it to the Leadership Institute instead,” he encourages. “We have an opportunity to make sure colleges promote thinking instead of indoctrination.”

Mr. Rydin to donors: “Put the Leadership Institute in your will”

In addition to his annual giving to the Leadership Institute, he wishes more donors would do what he has done: Mr. Rydin put the Leadership Institute in his will.

“Donors should consider taking their alma maters out of their estate plans and replacing them with the Leadership Institute instead,” Mr. Rydin encourages. “Put that money in a conservative organization you believe in.”

— By Bethany Jones
UPCOMING SCHOOLS

JANUARY 2015
7  Wednesday Wake-Up Club Breakfast with Tom Fitton, Judicial Watch president
13-14 Written Communications Workshop
14  Writing Your Campaign Plan
17-18 Youth Leadership School
26-29 Campaign Management School
28  Women, Power, & Politics: Why You Should Lead and How to Succeed

FEBRUARY 2015
2-4 Public Relations School
10-11 Women’s Leadership Training
12  Public Speaking Workshop
13  Advanced Public Speaking Workshop
14-15 Youth Leadership School
17  Conservative Intern Workshop
18-19 Career Skills Workshop – Management & Leadership

MARCH 2015
3  On-Camera Television Workshop
9-12 Comprehensive Fundraising Training
14-15 Youth Leadership School
20  Debate Workshop

For a complete list of classes and locations, visit: www.leadershipinstitute.org/training