

Political Campaign Boot Camp:

How to Gain the Winning Edge

February 22 - 23, 2008

San Diego State University
Extended Studies Center
5701 Hardy Avenue, Room 210

A fast-paced, two day seminar that will give you the tools to plan and win your bid for public office!

From initial planning to ethics to dealing with the media, we have assembled a team of industry experts, including consultants and current and past elected officials to provide you with practical advice and useful tools to use in preparing for a political campaign.

Political Campaign Boot Camp is appropriate for those considering running for public office now or in the future, campaign volunteers, and anyone interested in public service in the San Diego Region.

Friday, February 22 **1:00 pm - 5:00 pm**

- To Run or Not to Run?
- The Nuts & Bolts of Planning a Winning Campaign
- The Realities of Getting Elected
- Reception for Participants

Saturday, February 23 **8:00 am - 3:00 pm**

- Panel: Ethics and Election Law
- Raising Money for Your Campaign
- Public Opinion & Polling
- Communicating with Your Constituency
- Campaigns and the Media: An Insider's View

Cost: \$75

Includes Friday reception and continental breakfast and lunch on Saturday

Register online at www.sdchamber.org
or call Brooke Palmer at (619) 544-1309

Register early as seating is limited
Deadline to register: February 15, 2008

Confirmed speakers include:

Paul Bloom, Anchor, KUSI
Midge Costanza, President & Chair, The Midge Costanza Institute for the Study of Politics and Public Policy
Greg Cox, Chair, San Diego County Board of Supervisors
Stacy Fulhorst, Executive Director, City of San Diego Ethics Commission
Lynn Schenk, attorney, former member, U.S. House of Representatives
Tom Shepard, CEO, Tom Shepard & Associates
and more!

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