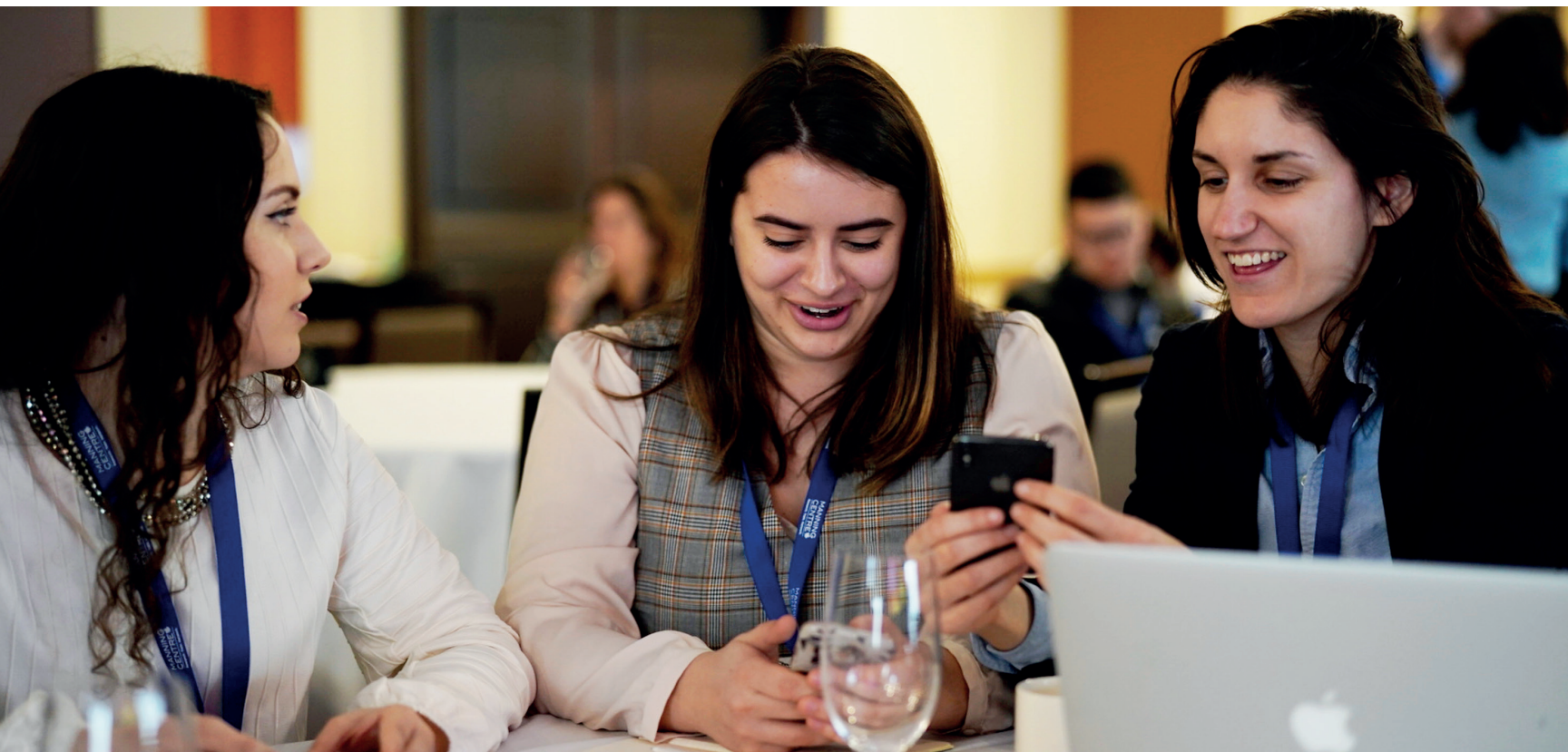


**MANNING  
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For Democratic Education

Is Pleased to Present:



# Best Practices Forum

ONLINE - 9 April 2021

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# Schedule – Best Practices Forum – 9 April 2021

Pacific	Mountain	Eastern	
8:00am	9:00am	11:00am	<b>Opening Remarks</b> <i>Speaker:</i> Troy Lanigan - Manning Foundation
8:05am	9:05am	11:05am	<b>Mind the Gap: Persuasive Communications</b> <i>Speaker:</i> Ron Nehring - Leadership Institute
9:20am	10:20am	12:20pm	<b>BREAK</b>
9:30am	10:30am	12:30pm	<b>Navigating the New Online Minefield</b> <i>Speakers:</i> Glenn Taylor - emediait, Rachel Curran - Facebook, Greg Colunga - NextAfter <i>Moderator:</i> Scott Hennig - Canadian Taxpayers Federation
10:30am	11:30am	1:30pm	<b>BREAK</b>
10:40am	11:40am	1:40pm	<b>Lessons I've Learned Fundraising</b> <i>Speakers:</i> Kevin Gentry - Koch Companies <i>Moderator:</i> Troy Lanigan - Manning Foundation
11:10am	12:10pm	2:10pm	<b>BREAK</b>
11:15am	12:15pm	2:15pm	<b>Panel: Designing Meaningful Gatherings in a Post-Covid World</b> <i>Speaker:</i> Chelsea Schick - Atlas Network <i>Moderator:</i> Kate Harrison - Summa Strategies
12:15pm	1:15pm	3:15pm	<b>BREAK</b>
12:25am	1:25pm	3:25pm	<b>Election Lessons from Down Under</b> <i>Speaker:</i> Brian Loughnane - International Democratic Union <i>Moderator:</i> Mark Spiro - Crestview Strategy
12:55pm	1:55pm	3:55pm	<b>Conference Close</b> <i>Speaker:</i> Troy Lanigan

Thank you to our partner organizations:



**IDU**  
The Global Alliance  
of the Center Right



# Speaker Bio's – Best Practices Forum – 9 April 2021



## Brian Loughnane

Brian Loughnane was Federal Director of the Liberal Party of Australia from 2002 until February 2016. In that time he ran four national campaigns as Coalition Campaign Director. He is currently a business and political strategic advisor. Brian was previously State Director of the Victorian Division of the Liberal Party from 2000-2003. He commenced his business career with Shell Australia in 1982 and worked in the oil and gas industry for 15 years until the mid-1990's. Brian has extensive international political experience with major centre-right parties around the world and is currently Deputy Chairman of the IDU.



## Chelsea Schick

As Director of Events, Chelsea Schick leads an incredible team that annually convenes thousands of Atlas Network's supporters and partners at conferences, trainings, and events around the world and online. Since joining Atlas Network in 2012, she has managed Atlas Network's annual Liberty Forum & Freedom Dinner, coordinated nearly a hundred donor events across the country, and planned The Atlas Network Experience tours in high-profile destinations around the world.

Chelsea graduated from Florida State University in 2012 with her bachelor's degree in international affairs, a double major in German & Spanish and a minor in business. While studying at FSU, Chelsea interned at the James Madison Institute, a Tallahassee-based think tank, for five semesters and taught Spinning for two years. She works remotely from the Philadelphia region and lives with her handsome and supporting husband, two extraordinary sons each named after Superman (Clark and Cal), and an adorable Australian Shepherd named Captain.



## Glenn Taylor

Glenn Taylor was born in Montreal Quebec at the tail end of baby boom generation.

Glenn left Quebec in 1980 as things began to get a little dicey for english Quebecers however the main reason for the move was the closure of the Montreal Star where his father worked. His father eventually landed at what became the Calgary Sun. What started as trickle migration turned into a flood as eventually all of Glenn's family from Quebec – including Grandma – made their way west.

Glenn spent many good years working at the Calgary Herald and eventually made his way into new media and started his own successful website development and hosting company in 2000 which he's been working at ever since.

Glenn now considers himself an Albertan through and through having lived in Alberta for many more years than he did in Quebec and has grown fond of the subtle beauty of the Prairie landscape and is addicted to Alberta's blue skies. Glenn is also the proud father of one son who now lives in BC.

Glenn lives happily in a small town north of Calgary where manages his business and is deep into a house renovation which is still a couple of years away from completion.



## Greg Colunga

As the EVP of Optimization & Strategy for NextAfter, Greg is responsible for leading client engagements, optimizing existing campaigns, identifying strategic opportunities to improve the effectiveness of digital fundraising programs and client results.

Before joining the NextAfter team, Greg most recently served as the Chief Strategy Officer at a publicly traded full-services digital marketing services agency and was a part of the executive leadership team that developed and oversaw a topline revenue growth of more than 200% over his three years of service there.

Greg has nearly 20 years of marketing, sales and consulting experience, working across the B2B and B2C for-profit and nonprofit segments. Within the nonprofit industry, he's experienced with developing strategies and overseeing the execution of name and email acquisition campaigns through content marketing, online fundraising, donor cultivation and donor upgrade programs.

He brings a knowledge and skillset of being on the front lines of a for-profit marketing services organization and is excited to bring innovative opportunities to driving program performance improvements to nonprofit organizations, along with leveraging his passion in data-driven strategies to generate ROI and extending brand reach for his customers at NextAfter.

Greg has worked as a strategic consultant with some of the largest brands spanning a myriad of industry categories, including: The Heritage Foundation, Operation Smile, the Children's Hospital of Philadelphia (CHOP), Project HOPE, EDS, AT&T, Sprint, ExxonMobil and Dairy Queen.



# Speaker Bio's – Best Practices Forum – 9 April 2021



## Kate Harrison

Kate Harrison is a public affairs professional and a long-time member and activist in Canada's conservative movement. As a partner at Summa Strategies – one of Canada's leading government relations firms – Kate advises clients ranging from non-profits to Fortune 500 companies on how to navigate the complexities of Parliament Hill and Queen's Park. She is a regular political commentator offering right-of-centre perspective on CTV, CBC, Sirius XM, CFRA, 1310 News and Mississauga 960, speaking on politics and current affairs. She is also a weekly columnist for the Niagara Independent, writing about federal government activities. Kate serves as Program Lead and Advisor to the Canada Strong and Free Network (formerly the Manning Centre) and Chair of the Canadian Advocacy Network (CAN), a pro-bono organization dedicated to providing public affairs help to organizations who cannot afford traditional advocacy services. She lives in Ottawa with her young family and enjoys craft beer and Sunday Football.



## Kevin Gentry

Kevin Gentry is vice president for special projects at Koch Companies Public Sector and a member of Stand Together's board of directors. Previously, Kevin served as vice president of the Charles Koch Foundation, the Institute for Humane Studies and the Mercatus Center at George Mason University. Prior to that he was executive vice president of the Leadership Institute.

Kevin leads an informal network of fundraisers for free-market, conservative and classical liberal think tanks and advocacy groups around the world. For his contributions to the free market movement, Gentry was presented with the Roe Award by the State Policy Network, to "recognize individuals who exhibit leadership, innovation and achievement in promoting free markets and less intrusive government at the state and local level."



## Mark Spiro

Mark Spiro founded Crestview in 2004. Having worked in a senior capacity in both the public and corporate sectors, Mark brings clients a unique insight into managing and mitigating public affairs risks using an evidence-based approach to managing opinions. Over the past twenty-five years, Mark has organized and executed campaigns for both political and corporate clients which rely on the practical application of understanding the dynamics of opinion and how it can impact the public policy process. Whether for approvals of large-scale mergers or asset acquisitions, regulatory reforms or legislative changes, Mark has delivered winning outcomes for clients in Canada, the United States, Australia and Israel. Mark's passion lies in analyzing, affecting and mobilizing opinion to create public affairs victories. He has pioneered techniques for effectively measuring opinions among key audiences and, in particular, using research to identify when and how opinions can be leveraged and mobilized for their greatest political impact. Using the latest technology and battle-tested tactics, Mark has crafted winning campaigns based around mobilizing public opinion in practical terms by connecting voters directly with their elected representatives.



## Rachel Curran

Rachel Curran is a lawyer by training, and has nearly 15 years of experience in public affairs, including extensive experience providing strategic and policy advice to the Prime Minister of Canada and federal and provincial Cabinet ministers.

As Director of Policy to the Prime Minister, Rachel was closely engaged in all matters involving the federal government, including foreign and defence policy, trade negotiations, economic affairs, immigration, transportation, energy and the environment, indigenous affairs, social development and intergovernmental relations. She was directly responsible for setting and implementing the government's policy agenda over the course of four years, and oversaw all major governmental initiatives including the preparation of the annual federal budget.

At the provincial level, as Chief of Staff and advisor to two senior Cabinet ministers, Rachel provided advice on a range of political, policy and legislative issues related to public safety, including law enforcement, residential tenancy, consumer protection, automobile insurance, road safety, gaming, liquor licensing and distribution, and provincial emergency management.

In the last five years, Rachel has worked as a senior associate with Harper & Associates Ltd., an international consulting firm led by former Prime Minister Harper, and as an instructor at Carleton University's Riddell Program in Political Management. She also appeared as a regular panelist and commentator on CBC's Power & Politics, and was a recurring contributor to the Institute for Research on Public Policy's Policy Options magazine. Rachel currently works for Facebook Canada as part of the public policy team. He has served as an international election observer in Kenya and Honduras.

# Speaker Bio's – Best Practices Forum – 9 April 2021



## Ron Nehring

Ron Nehring, Director of International Training at The Leadership Institute, is a Republican strategist and communications expert who served as National Spokesman in the 2016 Presidential campaign of Senator Ted Cruz.

Prior to stepping onto the national stage in 2016, Ron was elected the Republican nominee for Lt. Governor of California, earning the support of the California Republican Party, the Howard Jarvis Taxpayers Association, the National Rifle Association, the California Republican Assembly, and more than 3 million voters.

Ron's parents came to America from Europe as immigrants in 1961. Ron's father traveled the world as a sailor from 1954 to 1960, and of all the countries he saw, he decided along with Ron's mother to move to the United States and raise their new family in freedom. They arrived in New York without knowing a word of English -- they learned the language by watching cartoons and commercials on television.

Ron's mother and father never had the opportunity to attend college, but they insisted he get a college education. Ron attended the State University of New York at Stony Brook and in 1992, he became the first member of his family to earn a university degree.

As a communicator and Republican Party Chairman, Ron Nehring has made the advancement of the principles of effective and limited government, individual liberty and freedom his life's work. These are the principles that produce prosperity wherever they are tried around the world.

A former Chairman of the California Republican Party, Nehring inherited an organization millions of dollars in debt and ensured that upon leaving office all bills were paid, there was no debt, and a substantial cash reserve in the bank. Financial controls were improved and a professional staff put in place.

Governor Arnold Schwarzenegger appointed him to the **California Board of Forestry and Fire Protection** in 2005 in the aftermath of the Cedar Fire, the largest and most destructive wildfire in American history. During his tenure, Ron participated in the development of new regulations to improve management of lands and property to reduce wildfire threats to families and communities.

He served as a Trustee for the Grossmont Union High School District in San Diego County – a large district with 11 high schools, 24,000 students at the time and a budget in excess of \$170 million. He chaired the Audit Committee and was a strong proponent of expanding charter schools.

To promote the principles of democracy and liberty around the world, he has served as a volunteer expert lecturer and trainer in the areas of governance and communications for government officials and candidates in



## Scott Hennig

A long-time supporter of the Canadian Taxpayers Federation, Scott worked as a speechwriter and public policy researcher before joining the Canadian Taxpayers Federation in 2005 as the Alberta director.

He served as the CTF's Alberta director until 2012 when he was promoted to Vice President, Communications. He was appointed President and CEO on January 1, 2019.

He is a graduate of the University of Alberta where he received his degree in Economics.

Scott currently serves on the Fort Saskatchewan Boys and Girls Club capital campaign committee and on the North Zone Referee Committee executive. Scott previously served on the Fort Saskatchewan Minor Hockey Association Executive and is a founding member of the Fort Saskatchewan Urban Forest Committee.

Scott enjoys running, golf and coaching his kids in whatever sports they choose to play.

## Troy Lanigan

Troy Lanigan is a consultant who works with clients supportive of limited-government principles in the fields of political advocacy and public policy reform.

Troy is president of both the Canada Strong and Free Network (formerly the Manning Centre); Manning Foundation and CEO/Founder of a new storytelling think tank SecondStreet.org. Troy serves on the boards of the Justice Centre for Constitutional Freedoms, Institute for Liberal Studies and World Taxpayers Associations.

For 26 years Troy served in various capacities with the Canadian Taxpayers Federation including 10 as president. In 2015 he authored the book *Fighting for Taxpayers: Battles Fought and Battles Ahead* on occasion of the CTF's 25th anniversary.

Prior to the CTF Troy served as National Education Director for the Virginia-based Leadership Institute. Troy is a member of the Washington DC-based Atlas Network's Council of Mentors.

Troy holds a degree in economics. He and his wife Erika live in Victoria and have four children.