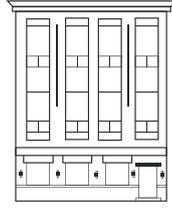




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# Best Practices Forum

ONLINE - 6 Nov 2020

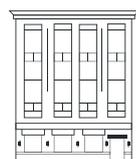
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# Schedule – Best Practices Forum – 6 Nov 2020

| Pacific | Mountain | Eastern |   |
|---------|----------|---------|---|
| 8:00am  | 9:00am   | 11:00am | <b>Welcome Comments</b><br><i>Speaker:</i> Troy Lanigan   |
| 8:10am  | 9:10am   | 11:10am | <b>Session #1: Keynote</b><br>How Social Change Happens<br><i>Speaker:</i> Dr. Lyall Swim (Atlas Network)<br><i>Moderator:</i> Troy Lanigan   |
| 8:50am  | 9:50am   | 11:50am | <b>Session #2: Election Lessons from The Practitioners: What Worked; What Didn't</b><br><i>Panelists:</i> Wes Maclean (NB), Jordan Bateman (BC), Derek Robinson (SK), Fred DeLorey (Federal)<br><i>Moderator:</i> Kate Harrison |
| 10:00am | 11:00am  | 1:00pm  | <b>Session #3: Communications: Tactics and Strategy in Changing Times</b><br><i>Panelists:</i> Scott Hennig, Tracey Wilson, Jeff Ballingall<br><i>Moderator:</i> Troy Lanigan   |
| 11:10am | 12:10pm  | 2:10pm  | <b>Session #4: Keynote</b><br>Is it Time for a Free Speech Advocacy Group in Canada?<br><i>Speaker:</i> Toby Young (Free Speech Union - UK)<br><i>Moderator:</i> Troy Lanigan   |
| 11:45am | 12:45pm  | 2:45pm  | <b>Session #5: Fundraising and List Building</b><br><i>Presenter:</i> Brady Josephson<br><i>Moderator:</i> Scott Hennig   |
| 12:50pm | 1:50pm   | 3:50pm  | <b>Session #6: Keynote</b><br>Growing and Networking the Conservative Coalition<br><i>Speaker:</i> Grover Norquist (Americans for Tax Reform)<br><i>Moderator:</i> Troy Lanigan   |
| 1:25pm  | 2:25pm   | 4:25pm  | <b>Closing Comments</b><br><i>Speaker:</i> Troy Lanigan   |



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# Speaker Bio's – Best Practices Forum – 6 Nov 2020



## Brady Josephson

Brady Josephson is a charity nerd, entrepreneur, digital marketer, professor, and writer. He's on a mission to see more people giving and more causes thriving. At NextAfter, Brady focuses on business development and partnerships, content creation, and marketing.

Before coming to NextAfter, Brady worked for the company he started, The Josephson Group, which founded Shift, a digital agency, and Non-profit Supply Co., a Google Ad Grant advertising service.

His work and writing have been featured in CBC, Christianity Today, NPR, and The Chronicle of Philanthropy among others. He has also been a speaker and presenter at conferences in Canada, the US, and Europe including Social Media for Non-profits, AFP Congress, CyberGrants Conference, RaiseNow Inspire, and BBCON.

He is also an adjunct professor at North Park University's School of Business and Non-profit Management, contributes to The Huffington Post, is the creator of The Good Journey Pod podcast, and is founding editor of re: charity — a top non-profit and fundraising blog.

Brady began his career at Spark Ventures, a start-up non-profit doing development work in Zambia, after receiving his Masters in Non-profit Administration. He oversaw fundraising and marketing there before moving to Opportunity International, the world's largest Christian microfinance organization, where he worked in digital fundraising and then served as National Marketing Director in Canada.

Originally from BC, Brady lives in Texas with his young family.



## Derek Robinson

Derek Robinson is a storyteller at heart with a passion for branding and using the power of digital tools to grow businesses and change lives.

Derek served as the Chief, Digital Strategy for Premier Brad Wall from December 2011 until his retirement in 2018 helping him reach millions of people online every month.

Robinson also lead the digital effort during two successful provincial election campaigns in 2011 and 2016, in which Premier Wall and the Saskatchewan Party received over 60 per cent of the popular vote.

He now works with a variety of businesses, politicians, and non-profits to help them spread their message, generate leads and grow their organizations.

Robinson has experience in videography, photography, design, political messaging, fundraising, web design, email marketing, Facebook and Google Adwords marketing funnels with lead generation and more.



## Dr. Lyall Swim

Dr. Lyall Swim is the Chief Operating Officer at Atlas Network. In his role, Lyall leads the organization's team and systems development as Atlas Network continues to grow in size, reach, and impact. For the past 17 years, he has engaged with more than 20,000 adult learners in dozens of organizations around the world. His focus has been to build increased leadership and operational capacity and enable organizations to successfully navigate various forms of change. He is a sought-after speaker on ethics, leadership, innovation adoption, and education innovation.

As the director of operations for Sutherland Institute, Lyall helped lead a redesign of the organization that enabled the Institute to better leverage the strengths of each staff member and increase the profile and influence of the Institute in Utah. Lyall holds a Doctorate of Education with an emphasis in organizational leadership from Pepperdine University. He also holds a bachelor's in communications and an M.B.A. from Brigham Young University. His research and writing on leadership, ethics, education reform, adult learning, and innovation adoption have been published in a range of peer-reviewed journals and various local and national outlets. Above all, Lyall enjoys spending quality time with his wife and three teenage children.



## Fred DeLorey

Fred DeLorey, Managing Partner of DesLauriers Public Affairs / Affaires publiques, has a proven track record of success in Canada as a campaigner and government relations specialist. Playing leading roles on many high-profile political campaigns, Fred knows how to win the tough campaigns.

Fred has worked effectively with companies, associations and stakeholders to create policy solutions and legislative opportunities, respond to investigations, and mitigate the effects of harmful legislation and regulations. In a survey conducted by the Hill Times he was named the best communicator in Ottawa, earning most votes in the category of "Best Adept at Spin." He was also named one of the Top 25 staffers in federal politics in 2012 and 2013. Fred is regularly sought out by the major media outlets in Canada to comment on national, provincial, and local politics.

Fred has managed winning campaigns at all levels of Canadian government – municipal, provincial, and federal – and served as Director of Communications and National Spokesperson for the Conservative Party of Canada's majority-winning election in 2011.

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On the legislative side, he is a former senior advisor to former Prime Minister Stephen Harper, serving as his advisor on Atlantic Canada affairs. He also worked for several federal cabinet ministries and even assisted in writing a Private Member's Bill on fisheries issues that became law.

Fred is currently the National Campaign Manager for the Conservative Party of Canada.

A graduate of St. Francis Xavier University in his hometown of Antigonish, Nova Scotia, Fred has a degree in Political Science and Sociology.



## Grover Norquist

Grover Norquist (Twitter: @GroverNorquist) is president of Americans for Tax Reform (ATR), a taxpayer advocacy group he founded in 1985 at President Reagan's request. ATR works to limit the size and cost of government and opposes higher taxes at the federal, state, and local levels and supports tax reform that moves towards taxing consumed income one time at one rate.

ATR organizes the Taxpayer Protection Pledge, which asks all candidates for federal and state office to commit themselves in writing to the American people to oppose all net tax increases. In the 115th Congress, 212 House members and 45 Senators have taken the pledge.

Norquist chairs the Washington, DC - based Wednesday Meeting, a weekly gathering of more than 150 elected officials, political activists, and movement leaders. The meeting started in 1993 and takes place in ATR's conference room. There are now 48 similar center-right meetings in 40 states and many modelled along the same line internationally.

Mr. Norquist is the author of four books: *Rock the House*; *Leave Us Alone – Getting the Government's Hands Off Our Money, Our Guns, Our Lives*; *Debauch: Obama's War on Jobs and Growth* and *What We Can Do Now to Regain Our Future* (with co-author John Lott) and *End the IRS Before it Ends Us — How to Restore a Low Tax, High Growth, Wealthy America*.

Mr. Norquist holds an MBA and a BA in Economics, both from Harvard University. He lives in Washington, DC with his wife, Samah, and two daughters.



## Jeff Ballingall

Jeff is the founder of Mobilize Media Group. He has extensive experience in digital public affairs and politics, with previous employment with Navigator Ltd., Sun Media, Toronto City Hall and Parliament Hill.



## Jordan Bateman

Jordan Bateman is the Vice President, Communications and Marketing, for the 3,000-member Independent Contractors and Businesses Association, after working six years as the B.C. Director of the Canadian Taxpayers Federation. He is a prominent voice in provincial public policy, was the leader of the successful campaign to defeat a Lower Mainland TransLink sales tax, and a fully recovered municipal politician, having served on Langley Township Council for two terms.



## 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.

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## 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.



## Toby Young

Toby Young is the chief executive of the Free Speech Union, a non-partisan, mass membership public interest body that stands up for the speech rights of its members. He co-founded the West London Free School, the first free school to sign a funding agreement with the British government, and is the author of four books, the best known of which is *How to Lose Friends & Alienate People* (2001). His teaching experience includes working as a teaching fellow at Harvard and a teaching assistant at Cambridge. He is an associate editor of the *Spectator*, where he's written a weekly column since 1998. Most recently, he set up a blog called *LockdownSceptics.org* that has received over four million unique visitors.



## Tracey Wilson

Tracey Wilson is the Vice President of Public Relations for the Canadian Coalition for Firearm Rights, an Ottawa-based registered in-house lobbyist for the organization. Her role as one of the founders of this rapidly growing NFP has seen her grow into a powerful, public-facing advocate thanks to her political influence and tenacious spirit. Wilson has testified as an expert witness for both House of Commons and Senate Standing Committees, is a regular on the talk radio, TV and the MSM circuit and she has done multiple syndications with CBC. She is a trusted voice on liberty-minded issues and has an impressive social media footprint. Messaging excellence from Tracey and the CCFR has changed the conversation on firearms, a very polarizing topic, in Canada.



## 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 the 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.



## Wes McLean

Wes McLean has served as Deputy Chief of Staff to New Brunswick Premier Blaine Higgs since 2018. He began working in politics in 2003 for former New Brunswick Premier Bernard Lord. He later worked for the Senate Conservative Leader, then as special assistant in the PMO, and as Senior Policy Advisor to the Minister of Veterans Affairs.

From 2010 to 2014, he was a Member of the New Brunswick Legislative Assembly for the electoral district of Victoria-Tobique. During that time, he served as Deputy Government House Leader, and Legislative Secretary to the Premier. He also chaired the PC Caucus Committee for Legislative Review. He authored the Organ and Tissue Donation Strategy Act, which received unanimous approval of the Assembly in 2014.

He returned to the Senate Conservative Leader's Office, and in late 2016, began as Senior Advisor for Legislative Affairs in the Office of the Premier of Manitoba, then worked as Special Assistant to Premier Brian Pallister.