



MANNING  
**BEST  
PRACTICES  
FORUM IV**

# PROGRAM

ROOM 206 SHAW CENTRE, OTTAWA

**8:00AM – 9:00AM**

**Registration & Networking Breakfast**

**9:00AM – 9:05AM**

**Opening Remarks**

Troy Lanigan, President, Manning Foundation

**9:05AM – 10:15AM**

**Planning for Success (Strategic & Campaign Planning)**

Speaker: Ann Fitzgerald, Ann Fitzgerald and Associates

**10:15AM – 11:00AM**

**Networking Break**

**11:00AM – 12:00PM**

**Does Traditional Media Matter Anymore? New Strategies to Spread Your Message**

Speakers: Andrew Lawton, True North

Ryan Guptill, Loyalist Public Affairs

Michael Jahr, Badger Institute

Moderator: Scott Hennig

**12:00PM – 12:30PM**

**Networking Lunch**

*Do Something!* Book Signing, Preston Manning

**12:30PM – 1:30PM**

**Facebook & Instagram Best Practices Workshop**

Join Meta for a workshop on how to leverage Facebook and Instagram to build community, find new supporters, and keep constituents informed. This training session will cover new tools, security tips, advertising and answer your questions for both platforms.

Session Leaders: Lauren Jutai, Meta

Khalid Pagan, Meta

**1:30PM – 1:45PM**

**Networking Break**



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**1:45PM – 2:30PM**

**Navigating Canada's New Charitable Rules**

Speaker: Adam Aptowitz, Charities Lawyer

**2:30PM – 3:30PM**

**Addressing Donor Chill and Securing Your Database**

Speakers: Christine Van Geyn, Canadian Constitution Foundation

Jeff Bowes, Canadian Taxpayers Federation

Emrys Graefe, iPolitics

Greg Kaufman, iMarketing/RMG

Moderator: Scott Hennig

**3:30PM – 3:35PM**

**Closing Remarks**

Troy Lanigan, President, Manning Foundation

## Thank You to our Sponsors:





## **Adam Aptowitzer**

Adam Aptowitzer is a tax lawyer with special expertise in the law as it pertains to charities, not-for-profit organizations, and other non-taxable entities anywhere in Canada. He has been writing and speaking about charity law for several years and is often cited as an expert on the topic of charity law by the media. He regularly contributes to tax and charity law publications and has written a number of influential papers. His most recent publication is the second edition of his book “A Canadian Guide to Running a Charity”.

Adam’s practice is diverse and includes (amongst other areas) high level tax planning for charities engaged in business activities, operating overseas, corporate governance and gift planning. In addition to his legal practice, Adam is an Associate Professor of Law at the University of Ottawa. Adam is also a noted speaker and has presented to, amongst others, the C.D. Howe Institute, York University Continuing Legal Education Program, the Legal Education Society of Alberta, the Association of Fundraising Professionals, and the Canadian Bar Association. Adam has given expert opinion testimony on Parliament Hill and proposed the original idea which became bill C-458.

Adam regularly litigates tax matters and has appeared before the Tax Court of Canada, the Federal Court of Appeal and was lead counsel in the Guindon matter at the Supreme Court of Canada. In 2012 Adam was named the Heather McArthur Memorial Young Lawyer Award winner by the Ontario Bar Association recognizing his contributions to legal education and law reform. He was also named to the Top 40 Under 40 by the Ottawa Business Journal and Ottawa Chamber of Commerce and is an executive member of the Canadian Bar Association’s Charity and Not-for-Profit Law section as well as the Society of Trust and Estates Practitioners.



## **Andrew Lawton**

Andrew Lawton is a broadcaster and columnist and hosts The Andrew Lawton Show at *True North*, where he serves as a senior journalist. He publishes the ‘Andrew Lawton’ newsletter on Substack. He previously hosted a daily talk radio show on 980 CFPL in London and wrote a national column for *Global News*. His written work has been published across the world, including in the *Washington Post*, the *National Post*, the *Toronto Sun*, the *Edmonton Sun*, and *Global News*. Andrew has appeared as a commentator on *CBC*, *CTV*, *TVO*, *CTS*, and on *BBC World*.



## **Ann C. Fitzgerald**

As founder and president of AC Fitzgerald, Ann Fitzgerald has served as a trusted partner and adviser to dozens of nonprofits and funders. She holds a master's degree in philanthropic studies from Indiana University and brings nearly three decades of experience in sales, management, fundraising, publishing, and marketing. Her expertise in analyzing nonprofit performance and creating tailored solutions has allowed AC Fitzgerald's nonprofit clients to achieve their missions, raise more money, and maximize personnel resources.

Prior to starting the firm, Ann was director of development for The Heritage Foundation, where she helped increase contributions income by 20 percent by establishing integrated programs for direct marketing, major gifts, and planned giving. She started her career at BNA Software, now part of Bloomberg BNA, holding both sales and marketing positions.

Ann is an adjunct professor at The Catholic University of America's Busch School of Business and Economics, on the faculty of The Fund Raising School at the Indiana University Lilly Family School of Philanthropy, and regularly trains on a variety of topics affecting nonprofits.

Ann serves on several boards including the board of visitors at Indiana University's Lilly Family School of Philanthropy, the board of directors at St. Bernard Preparatory School, and the board of advisors for Talent Market. She holds a bachelor's degree from the Catholic University of America. Ann and her husband live in Alexandria, Virginia.



## **Christine Van Geyn**

Christine Van Geyn is an outspoken advocate for freedom in Canada. She is currently the Litigation Director for the Canadian Constitution Foundation, a legal charity that fights for the fundamental freedoms of Canadians in the courts of law and public opinion. She is also host of the national television show "Canadian Justice", that covers Canada's most important legal news stories.

Christine earned her undergraduate degree at the University of Toronto, Trinity College. She earned her JD at Osgoode Hall Law school, and also studied at New York University School of Law. She was called to the bar in Ontario in 2012.



## **Emrys Grafe**

As one of Canada's top digital campaign experts, Emrys headed the digital campaign that made Doug Ford leader of the Ontario PC Party. His digital campaigns then won majority governments for the Ontario PCs in 2018 and Alberta's United Conservative Party in 2019. In 2009 he started his career in federal politics inside Stephen Harper's government, eventually becoming the Deputy Director of Political Operations of the Conservative Party of Canada and Deputy Director of the 2015 national campaign. Emrys is currently serving as the Chief Technology Officer at iPolitics and QP Briefing, where he is leading the charge to modernize the technology relied upon by Canadian news agencies.

# Speaker Bios – Best Practices Forum May 5th, 2022



## Greg Kaufman

iMarketing/RMG's Chief Knowledge Officer since 2007, Greg Kaufman oversees all IT and data management infrastructure and staff, ensuring the firm stays on the cutting edge of data management and client service.

A graduate of McMaster University, Greg has over twenty-five years of experience in IT Management, much of it in the political arena. For five years he worked for the Ontario PC Party as part of the IT / Direct Voter Contact Team where he helped develop CIMS, a revolutionary political database tool that is still in wide use today.

Following his time with the Ontario PC Party, Greg spent three years working for Elections Ontario as a manager in the register division, where he compiled and managed the Provincial Voters List. This role offered Greg a balanced view of the inner workings of the political process and complemented his partisan political experience.

Greg's most valuable asset is his ability to balance expert-level hands-on technical skills with the ability to define and communicate intricate business requirements.

In his spare time, Greg enjoys cooking, golfing and playing poker, particularly when he can do these activities with his wife, son and daughter.



## Jeff Bowes

Jeff joined the Canadian Taxpayers Federation in 2014 as the Research Director. In 2018 he changed roles becoming the CTF's first Director of Digital Marketing. In that role he runs the CTF's social media campaigns and manages their websites. He grew up in Perth, Ontario and moved to Ottawa to attend Carleton University. There he received a Bachelor of Arts in Political Science and worked with the CTF during the 2007 Ontario provincial election. He reminded Dalton McGuinty of his broken promises by following him across the province dressed as Fibber, the Honesty in Politics mascot.



## Khalid Pagan

Khalid Pagan is a member of Meta's Politics and Government Outreach team. He works with government agencies, political candidates and officeholders to ensure they are implementing best practices for reaching their communities using Meta's suite of products. Khalid is a New York City native who lives in Washington DC.



## Lauren Jutai

Lauren has been at Meta for nearly 5 years – first working on content moderation in Europe and now supporting government and political advertisers in Canada. Prior to joining Meta, she worked for startups in the fields of market research, social listening and digital advertising. Lauren is from Ottawa and holds a Bachelor's degree in social science from the University of Ottawa, as well as a Master's degree from the London School of Economics.



## Michael Jahr

Michael Jahr is the vice president of communications and government relations of the Badger Institute. Jahr is an experienced communications strategist who uses storytelling and networking to build movements, inform public opinion and improve lives.

From 2012 to 2015, he served as communications director at The Kern Family Foundation. Prior to that, he was vice president for communications at the Mackinac Center for Public Policy, a Michigan-based, free-market think tank. He spent 10 years as a communications director and press secretary on Capitol Hill working for a U.S. congressman who championed limited government and constitutional fidelity.

Jahr's work in the policy arena spans a wide array of issues. He has written on subjects ranging from corrections reform to school collective bargaining, and his work has appeared in *The Wall Street Journal*, *The Weekly Standard*, *Milwaukee Journal Sentinel*, *The Detroit News* and other outlets.

Jahr serves on the board of God Touch Milwaukee, a ministry that provides housing, mentoring and employment to men coming out of incarceration or struggling with addiction. He is also a founding board member of Launch MKE, a nonprofit organization that delivers high-quality entrepreneurial development services to underserved communities in Milwaukee.



## Ryan Guptill

Ryan has spent his career managing complex public policy issues, with a focus on strategic communication and issue management, ensuring organizations effectively manage how they publicly share their message, engage their audiences, and interact with stakeholders. He ensures that organizations always clearly and concisely communicate their brand and values.

Ryan is the Vice President of Strategic Communication at Loyalist Public Affairs. Previously, he was the Associate Director of Public Affairs for Alphabet's Sidewalk Labs, a company focused on using forward-thinking urban design and cutting-edge technology to tackle modern urban challenges. There, he worked with stakeholders, government and media to build support, and dispel inaccuracies about a first-of-its-kind project that attracted worldwide attention. Before his time at Sidewalk, Ryan spent four years working at a national issues management and strategic communication firm.

Ryan has also served as a political advisor to federal and provincial elected officials. Ryan holds a B.A. in History and Political Science from the University of Toronto.



## **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.