

OUR MISSION:

To increase the number and influence of Oregon Republicans in government, both elected and appointed, at the local, state and federal levels.

History

In 1989, a small group of Indiana women in business who recognized the need for a political leadership development program founded the Richard G. Lugar Excellence in Public Service Series. They agreed that partnering a prestigious training partner with a successful legislator would be effective in increasing participation in government. Senator Lugar gave his full and immediate endorsement for the project, and it was enthusiastically received by Republicans around the state who shared the founders' vision of improving government by enlarging the pool of qualified leaders for public service.

Achievements

Since its inception in 1990, similar programs have trained many outstanding leaders in states around the country who are now serving as mayors, state legislators, state office-holders, White House staff members and appointees of the President as well as county commissioners, school board members, etc. One is even Governor of Alaska!

Let's Grow Excellent Leaders in Oregon!

Now's the time for Oregon's resource of leadership talent to secure in-depth training.

Success requires preparation, and by providing education in government, Republican principles of leadership, and the skills of communication and campaign management, we can build the pool of leaders we need to improve our country at every level!

Oregon needs Republican leadership, and, now's the time to provide the training necessary to make that possible.

By engaging in over 70 hours of training spread over a series of monthly weekends, students will be immersed in the knowledge and skills needed for successful entry into Oregon leadership.

By partnering with Oregon's finest leaders such as Congressman Greg Walden and House Minority Leader Bruce Hanna, we can build upon their leadership model.

Kerry Ferguson

Oregon Republican Leadership Excellence Series



THE OREGON REPUBLICAN LEADERSHIP EXCELLENCE SERIES

Victory Partners

Congressman Greg Walden
State House Republican Leader Bruce Hanna
State Senator Larry George
Representative Sherrie Sprenger
ORP Vice Chairman Russ Walker
ORP Communications Chair Greg Leo
Lane County Republican Vice Chair Sean Van Gordon

Master Instructors

Veteran Investigative Reporter Rick Dancer
Public & Government Affairs Counsel Greg Leo
Back to Basics for the Republican Party's Michael Zak
15 Leadership Principles & Ronald Reagan's Larry Dennis, Sr.
ORP Resolutions Chair, Jeffrey Grossman
New Media Specialists Sean & Elaine Van Gordon
Public Speaking Specialists
A team of Elected Officials
A team of Campaign Specialists
Campaign Law Specialists

Contact:

Kerry Ferguson
Oregon Republican Leadership Excellence Series
2588 Ridgmont Drive
Eugene, OR 97405
541-344-5954H 541-513-3955
kkferg2588@comcast.net



THE OREGON REPUBLICAN LEADERSHIP EXCELLENCE SERIES

DEADLINE EXTENDED:
AUGUST 25TH

*Training Republicans
For Leadership
In the
21st Century*



PROGRAM OBJECTIVES

To provide a first-class leadership training experience on a fellowship basis for outstanding Oregon Republicans.

To encourage, mentor and prepare selected leaders to seek new levels of involvement in politics and government.

To provide the participants access to political and governmental leaders responsible for recruitment and appointments.

To establish an active core of highly qualified women and men, who are educated and motivated, to assume key roles in public service.

To provide key communications and campaign skills to those who would seek to work on campaigns.

To form an effective and diverse statewide political network for women and men.

Dates and Venues

The program comprises four two-day weekend sessions and a graduation session on the weekend of the Dorchester Conference in Seaside.*

- September 18th- 20th—Salem
- October 16th-18th—Bend/Redmond Area
- November 13th-15th—Eugene/Springfield
- December 11th-13th—Portland
- March 5th-7th—Seaside

*not connected with the Dorchester Conference

PROGRAM CURRICULUM

Course Outline

History of the Republican Party

-Learn the unique history of the Republican Party in order to help shape its future.

Ethics & Public Policy Formation in Government

-Interact with a panel of outstanding Republican legislators and learn to apply Republican principles to ethical challenges and the formation of public policy.

The US Constitution as the Basis for Government

-Gain knowledge of the principles embedded in the US Constitution and the Oregon Constitution.

-Learn to use Constitutional principles in government at all levels.

The Principles of Great Leadership

-Examine the habits of great leaders.

-Learn to apply effective leadership principles in relevant situations.

Presenting Yourself

-Write effective speeches.

-Learn the secrets of great speakers.

-Learn to speak extemporaneously.

-Deliver your message effectively.

-Relate well to cameras and other media.

-Use New Media—Blogs, Facebook, Twitter to present yourself and build a network.

Successful Campaigns

-Panel of Winners: Elements of Successful Campaigns

-Craft winning messages.

-Create useful networks .

-Learn from Experts to Choose the Best Help

- Consultant
- Marketer
- Staff
- Polling

-Structure an Effective Campaign.

- Know the Voters
- Raise Funds
- Campaign Door-to-Door
- Build Positive Name Recognition
- Signage
- Collateral Literature
- Advertising
- Using New Media
- Organize Volunteers

-Learn to handle public relations effectively.

Laws and Regulations Governing Campaigns

-Plan for compliance.

-Know when to seek help.



JOIN THE LEADERSHIP TEAM!

In order to create the highest caliber program, the Oregon Republican Leadership Excellence Team requests your participation. We would like to hear from you about the program and encourage your support and participation.

-Please send me an application for the upcoming Series. Applications are due August 10th, 2009.

-I know a talented leader who I recommend for this program. Please send an application to:

-I am interested in financially supporting the program in the amount of:

<i>Premier Sponsor</i>	\$10,000
<i>Sponsor</i>	\$5,000
<i>Charter</i>	\$1,000
<i>Friend</i>	\$500
<i>Associate</i>	\$250
<i>Supporter</i>	\$_____

Each donor will receive a plaque of appreciation.

-Check Enclosed

-Charge to: MC/Visa

Name_____

Acct No._____

Exp Date_____ VEE Code_____

Address_____

Phone_____

Email_____

Occupation_____

Send to:

Oregon Republican Leadership Excellence Series
 2588 Ridgmont Drive
 Eugene, Oregon 97405