



MANNING
FOUNDATION

**BEST
PRACTICES
FORUM V**

SEPTEMBER 23, 2022

RED DEER, ALBERTA

IN-PERSON AND ONLINE

MANNING FOUNDATION

PROGRAM

All sessions, refreshments, meals and movie screening held in Events Centre.
Cambridge Hotel and Conference Centre, Red Deer, Alberta

8:00AM - 9:00AM

REGISTRATION, REFRESHMENTS & NETWORKING

9:00AM - 9:05AM

WELCOME COMMENTS

Troy Lanigan - Manning Foundation

9:05AM - 10:15AM

SESSION #1: FUNDRAISING TIPS FROM THE EXPERTS

FIRST POWERPOINT

Chris Matthews (Direct Mail) - CDM Direct Mail

SECOND POWERPOINT

Kevin Gentry (Major Gift) - Koch Companies Public Sector

Chad Bowie (Digital) - The Bowie Group

Moderator: Larry Gray - Modern Miracle Network

10:15AM - 10:30AM

NETWORKING BREAK

10:30AM - 11:15AM

SESSION #2: MAKING EFFECTIVE USE OF ATI AND FOI

FIRST POWERPOINT

James Wood - Canadian Taxpayers Federation

SECOND POWERPOINT

Bruce Hallsor - Crease Harman LLP

Moderator: Colin Craig - SecondStreet.org

11:15AM - 12:00PM

SESSION #3: KEYNOTE INTERVIEW: FORMULAS FOR WINNING

Hamish Marshall - ONE Persuades

Moderator: Kate Harrison - Summa Strategies



12:00PM - 1:15PM

NETWORKING LUNCH

1:15PM - 2:00PM

[CLICK HERE FOR POWERPOINT](#)

SESSION #4: COLLECTING DATA & USING DATA TO ADVANCE A CAUSE OR CANDIDATE

Devin Drover

Moderator: Larry Gray – Modern Miracle Network

2:00PM - 2:15PM

NETWORKING BREAK

2:15PM - 3:00PM

[CLICK HERE FOR POWERPOINT](#)

SESSION #5: THE DO'S & DON'TS OF THIRD PARTY ADVOCACY AROUND ELECTIONS

Bruce Hallsor – Crease Harman LLP

Moderator: Lindsay Wilson – Alberta Proud

3:00PM - 3:05PM

CLOSING REMARKS

Troy Lanigan – Manning Foundation

6:00PM - 8:00PM

MOVIE SCREENING

[The Hong Konger](#)

(Film will be screened in the Events Centre, a pizza dinner will be provided)

SPEAKERS



CHRIS MATTHEWS

Chris owns and operates a direct mail fundraising business that provides services for several non-profit public policy organizations. He mails millions of letters and raises millions of dollars for his clients. Chris holds a BA in history and political science from King's College, University of Western Ontario, and an MA in political science from the University of Calgary. He learned about direct mail from the Washington based Leadership Institute. Prior to starting a direct mail business in 2009, Chris gained valuable experience working on campaigns in Canada, the US and the UK. He lives in Airdrie, Alberta with his wife Robin and daughter.



KEVIN GENTRY

Kevin is vice president for special projects and development at Koch Companies Public Sector, LLC. In this capacity, Kevin works to build the fundraising and marketing capabilities for organizations that are dedicated to advancing the principles of human progress.

Previously, Kevin served as vice president of the Institute for Humane Studies and the Mercatus Center at George Mason University, and prior to that he served as executive vice president of the Leadership Institute. Kevin and his wife, Anne, are both graduates of the College of William and Mary, and together with their two children they have lived in Virginia all their lives. They are active members of The Falls Church Anglican.



LARRY GRAY

With decades of experience in start-ups, sales, marketing, political strategy and campaign preparation, Larry Gray is plugged in when it comes to cross-country strategy, planning and execution. He has raised cash from investors, angels and venture capitalists for many of the projects he's been involved with.

Larry has been an entrepreneur representing many products like 511 Tactical in Canada as a manufacturer's representative setting up dealer networks. He has held various senior level positions at the firms of: OptiMEDirect Corporation, ACL, PeopleSoft, DigiTerra and 15 years as President and CEO of Connect Lease Corporation. More recently, Larry owned an oil and gas services company, in Edson, Alberta for nine years which he sold in 2021.

Larry is active in The BC Liberal Party at the executive level, the federal Conservative Party as a fundraising chair and is Past President of the Gyro Club of North America.

Larry's service on not-for-profit boards includes the Silver Lake Forest Education Society, ten years with the Central Okanagan Hospice Association and as a fundraiser on numerous community and civic boards. Larry currently serves as National Director of Special Projects for the Modern Miracle Network and as an advisor to the Manning Foundation for Democratic Education.



JAMES WOOD

James joined the Canadian Taxpayers Federation as its investigative journalist in 2019, after five years of working and managing in newsrooms across Canada.

Originally from Ajax, Ont., he started his career in the Prairies working for Postmedia and later turned to broadcast journalism with Vista Radio.

His positions took him across Western Canada, as far as the West Coast. He made his way back to Ontario after serving as a News Director for Vista's radio stations on northern Vancouver Island and Ontario's cottage country, before moving to join the CTF in Ottawa.

Throughout his career, James has covered multiple levels of government and witnessed mismanagement of taxpayer dollars and flagrant displays of non-transparency. Nothing motivates him more than keeping governments honest about how they're spending taxpayers' money.

James and his wife Meghan live in Kanata with their two children. In between family time, filing access to thousands of access to information requests, and writing stories about government waste, he explores the Ottawa area by bike.



BRUCE HALLSOR

Bruce Hallsor, Q.C., is a commercial lawyer in Victoria BC and is managing partner of the oldest law firm in Western Canada.

Bruce has worked on free speech, electoral, and constitutional cases for almost thirty years, and has represented and advised the Canadian Taxpayers Federation, Manning Foundation/CSFN, the Justice Centre for Constitutional Freedoms, other advocacy organisations, and dozens of political parties and candidates.

Bruce is a former Chairman of the Board of the Justice Centre for Constitutional Freedoms, a past Vice President of Fair Vote Canada, and has been a national spokesman for the Monarchist League of Canada. Bruce also sits on the boards of the Royal British Columbia Museum Foundation, President of the Victoria Open Golf Society, The Vancouver Island Salvation Army, and is a past Chief Electoral Officer and National Deputy Commissioner for Scouts Canada, and is currently Honourary Legal Counsel for Scouts Properties BC/Yukon.



LINDSAY WILSON

A journalist by trade, Lindsay is an award-winning reporter who spent a decade working in Alberta weekly newspapers before embracing her passion for politics and resource advocacy.

She is currently the president and spokesperson of Alberta Proud – a grassroots advocacy group that stands up for everyday Albertans, the unique entrepreneurial spirit of the province and its western roots. With one of the largest social media followings of its kind in the province and through its umbrella network, the Canada Strong & Proud Network, Alberta Proud reaches millions of people each week. Wrapping everything with a touch of humour and a bold tone, Alberta Proud resonates with everyday Albertans

Growing up on a cattle ranch, Lindsay has also spent many years running businesses and is a mother of three. Lindsay is a graduate of the Mount Royal post-grad journalism program with an English/Communications undergraduate degree from the University of Calgary. Her mentors are many, but most notably her late mother, Beata, who was a refugee from communist Eastern Europe and the late Alberta newspaper giant Jack Tennant.



COLIN CRAIG

Colin Craig has 20 years of public policy experience and has helped shape government decisions at the municipal, provincial and federal level. He was hired as SecondStreet.org's first president in 2018 and previously worked for the Canadian Taxpayers Federation. Colin holds an MBA and a bachelor of arts degree (economics) from the University of Manitoba and is the author of *The Government Wears Prada* – a book that examines how governments can prepare for the nation's aging population. Most recently, he authored several chapters for the eBook, *Life After COVID: What's next for Canada?*



HAMISH MARSHALL

Most people tell stories with words. Hamish is a strategist, pollster and demographic expert who tells stories with numbers. He helps his clients maximize their budget and reach their targets by using innovative research and advertising strategies. Marshall served as the Manager of Strategic Planning to Prime Minister Stephen Harper, was the pollster for the successful 2008 national Conservative election campaign, Campaign Manager for the 2019 national Conservative election campaign, and has advised political parties from Vancouver Island to Bangladesh.

When not advising campaigns, Hamish has been known to read and even write books. He is the author of the bestselling book *"Everyone... but the people"*, about winning a referendum campaign against overwhelming odds. In the private sector Hamish was the Research Director for Angus Reid Public Opinion. He has an MBA from the University of Oxford.



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 the 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 (Go Bills!).



DEVIN DROVER

Devin Drover is a political organizer, activist and lawyer. He has advised on political campaigns across Canada, with a focus on mobilizing grassroots activism through digital communication and data collection. His commentary on public policy and politics has appeared in publications including the National Post, C2C Journal, True North, and the Saltwire Network.

In addition to his political activism, Devin maintains a legal practice in his hometown of St. John's, Newfoundland, with a particular focus on litigating employment and municipal disputes.

He holds a Master of Business Administration and Juris Doctor from Dalhousie University, and a Bachelor of Science in Economics from Memorial University of Newfoundland and Labrador.



CHAD BOWIE

Chad Bowie is the Principal of The Bowie Group (TBG). He is an award-winning direct marketing consultant, political strategist, opinion researcher, and communications professional with political, non-profit, and corporate clients across North America.

His direct marketing fundraising strategies have helped many political and non-profit organizations smash records - and bring in of millions of dollars!

As a political strategist, he's helped candidates across Canada win election to municipal, provincial, and federal offices. In 2017, he became the youngest person to run a province-wide political campaign in Nova Scotia's history. Prior to that, he served as the National Manager of Election Readiness for one of Canada's major federal political parties.

He is considered an expert in persuasive communications, with experience in narrative development, campaign storytelling, and leveraging words to illicit an emotional response.

Bringing together sophisticated public opinion research, proven voter contact techniques and disciplined, comprehensive narratives, Chad develops hard-hitting, effective campaign strategies. As a qualitative researcher, he zeroes in on his client's research needs and works directly with them to develop a fulsome strategy to obtain the insights they need to make decisions.

Drawing on his years of experience in the non-profit, not-for-profit, and political spaces in Canada and the United States, Chad knows how to communicate and probe complex ideas, analyze data, adapt to unexpected or rapidly changing environments, and think critically on

behalf of his client.

In the private sector, his communications and marketing skills have helped small, medium, and large businesses connect with tough-to-reach audiences, grow their brand, and attract new clients and customers. Chad is a member of the Association of Fundraising Professionals and the Marketing Research and Intelligence Association. He is a graduate of the University of Kings College in Halifax and completed the Washington-based Leadership Institute Comprehensive Fundraising School.



TROY LANIGAN

Troy is president of the Manning Foundation for Democratic Education and CEO/Founder of the storytelling think tank SecondStreet.org. Troy serves on the boards of the Institute for Liberal Studies and World Taxpayers Associations of which he is past president.

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 Kelowna, BC and have four children who have left the nest :)

THANK YOU

to our 2022 Sponsors and Partner Organizations:

