

CAMPAIGN TRAINING ACADEMY

September 16 & 17, 2017 in Leesburg, FL

TRAINERS

Katy Burnett has been involved in Democratic politics all of her adult life, working on citizen petitions and local campaigns since middle school. After working to help Obama win in 2012, she has overseen a spectrum of community, advocacy, and political causes. In 2016, she worked as a national mail consultant and helped defeat off 15 Republican incumbents and helped dozens more candidates win on every level of government, from local to US Senate. She then turned around and helped flip Gainesville's entire city commission to solid blue. She is passionate about community-centered campaigns, thoughtful urban planning, and local food movements.

Selene Hofer-Shall is the Principal of Theseus Advisors, LLC, a Democratic consulting firm based in Burlington, Vermont founded in 2008. After years working as a crisis counselor for adolescents with behavioral and psychiatric disorders, Selene got involved in local politics in Burlington, VT, volunteering on a number of local city council and state house races. She joined the Operations Team of Vermont Governor Howard Dean's Presidential campaign in 2003, helping to compile the largest FEC reports in Presidential Campaign History. Selene was one of the founding staffers of Democracy for America, working as Operations Director and assistant to the Finance Director. She then went on to work and consult on numerous successful campaigns from city council to United States Congress, breaking fundraising records in races for Congress, Governor and State Treasurer. Selene works with campaigns, organizations and local Democratic parties across the country to train volunteers, staff and candidates in the science and art of campaign budgeting, finance, compliance and fundraising. She believes that fear of fundraising should never prevent a qualified candidate from running for office. Selene is the General Consultant to the Vermont Democratic Party, specializing in financial and legal compliance, operations, logistics and IT. She is an elected Justice of the Peace, serves on the Vermont Democratic Party State Committee, and is an elected member of the VDP's Executive Committee.

John Rowley runs CounterPoint a company focused on political and advocacy campaigns and is the founder of Crisis Red Team a crisis communications company. He has worked for over 100 corporate, nonprofit and advocacy and public affairs clients. Services for these clients include a) crisis management b) advertising and marketing campaigns c) video production d) branding e) and media buying. He has worked on over 500 political & advocacy campaigns in 47 states. He has worked with candidates from President and governor to city council. His commercials have been featured on NPR, PBS, CNN, FOX, MSNBC and on The Daily Show with Jon Stewart. Salon.com called one of his spots "Best Campaign Ad Ever". Congressional Quarterly called his work from "new breed of campaign consultants." The firm's campaigns have been described as "the perfect campaign," "A "Giant Killer" and a "Blueprint for Democrats." CNN called one commercial "the perfect ad at the perfect time." Rowley has lead message training for the U. S. Army, the Pat Tillman Leadership Institute, the Veterans' Campaign, National Women's Political Caucus, Democracy for America (DFA), and New Leaders Council (NLC). He has provided news analysis on CNN, FOX News and MSNBC. His firm appeared on AMC's reality/documentary show "The Pitch" about ad agencies. Campaigns and Elections magazine named Rowley a "Rising Star in Politics." Aristotle named him to the "Dream Team" of consultants. His firm has won over 30 national advertising awards for creative and effective advertising campaigns. He was selected "New Member" of the Army War College.

Helen Strain is a native Floridian who has worked in progressive organizations and politics for over 30 years. With Planned Parenthood of North Florida as the VP of External Affairs and the Florida Association of Planned Parenthood's Field Organizer, Helen developed and implemented public policy and advocacy programs and organized community and statewide coalitions. She lobbied on the local, state and national levels for reproductive justice as well as developing 501 C3 and C4 electoral campaigns throughout Florida. In her work as a Campaign Manager and Consultant, she was the House Victory 2000 Regional Manager for North Central Florida, the Campaign Manager for the only non-incumbent State Senate race to win in 2000- Dave Aronberg, Field Director for Janet Reno for Governor's campaign, Campaign Manager for Lois Frankel for West Palm Beach Mayor, Field Manager for the Angela Alioto for San Francisco Mayor and Sue Thorn for Congress in West Virginia. As the Program Manager for The Clinton Group, Inc. she developed 100's of candidate/issue phone programs throughout the US. During the 2016 Presidential Campaign, Helen served as the SC Training Director, ID Caucus Director, AK Caucus staff, WV State Director, KY GOTV staff and CA GOTV staff for the Bernie Sanders Presidential Campaign. She also served as MoveOn.org's Florida State Director for its United Against Hate Campaign. As the Program Manager for The Clinton Group, Inc. she developed 100's of candidate/issue phone programs throughout the US. Helen has trained grassroots organizers and candidates with Democracy for America all over the country. She has served as Vice Chair of Florida Democratic Party, a DNC member, a Chair and State Committeewoman of Alachua County Democratic Party, a board member of PP of North Central Florida, North Florida Aides Network, SPARC Domestic Violence Network, Children's Miracle Network, Human Rights Council of North Florida, Southwest Advocacy Group, Democratic Progressive Caucus of Florida, and Stonewall Democrats.

Ann Vanek-Dasovich started her policy career in 1999 when serving as the executive director of Citizens for a Rational Energy Policy. She was appointed by Governor Jeb Bush to serve on the Wekiva Springs Area Task Force, and under Governor Charlie Crist she served on the Climate Change Advisory Group to the Florida Energy Commission. Later she worked for the National Wildlife Federation to move federal climate policy and to build a network of influential Floridians, businesses and organizations to support federal action on climate change. Currently, she is the field media and communications coordinator for the Florida AFL-CIO where she is responsible for implementation of statewide communications strategy leveraging grass-roots actions to augment legislative initiatives. She received her B.A. in Philosophy from the University of Michigan, Ann Arbor.