



FORWARD2004!

GREEN NATIONAL CONVENTION

Campaign School

CAMPAIGN SCHOOL
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1:30 pm - 2:45 pm

Room 201 AB, Midwest Center

Panel: How to Run as a Green and Win

- Matt Gonzalez, President, Board of Supervisors; San Francisco, CA
- Brenda K. Konkol, President, Common Council; Madison, WI
- Jason West, Mayor; New Paltz, NY

3:00 pm - 4:15 pm

Lakeshore Room C, Hyatt

Raising the Green: Fundraising Tools and Techniques

- Pete Karas, Alderperson; Racine, WI

Room 201 AB, Midwest Center

Campaign Strategy

- Lynne Serpe, Campaign Manager
- Ross Mirkarimi

Room 201 CD, Midwest Center

Green Campaigns and the Media

- GPUS Media Committee – Panelists TBA

Milwaukee Room, Hyatt

Campaign Outreach to Latinos and Other People of Color

- Christina Olague, GPCA

4:30 pm – 5:45 pm

Room 201 AB, Midwest Center

Raising the Green: “The Ask”

- Susan King, Co-Chair, GPCA Campaigns and Candidates





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Working Group

4:30 pm – 5:45 pm

Lakeshore Room C, Hyatt

Campaign Finance 101: Good Bookkeeping Practices and FEC Requirements

- Ginny Bormann, Treasurer, Wisconsin Green Party
- Doug Malkan, GPUS Accountant
- Lynne Serpe, Campaign Treasurer
- Mike Wyman, Treasurer, California Green Party

Room 201, CD, Midwest Center

The Formula For Winning: Voter Contact, Field Organizing, and GOTV

- Brenda Konkel, President, Common Council; Madison, WI

Milwaukee Room, Hyatt

Developing a Theme and Message: Your Campaign's Most Important First Step

- Kara Mullen, GPUS Fundraising Director
- Charles Shaw, Editor and Publisher, Newtopia Magazine, Member, GPUS Media Committee

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