

NEWS RELEASE

FOR IMMEDIATE RELEASE
June 20, 2016

Contact: Tammi Boozer, Vice President-Communications & Public Relations,
(806) 761-7008, cell (806) 787-5662, tammi.boozer@lubbockbiz.org

Chamber to Host Political Leadership Institute on July 12

LUBBOCK, Texas – The Lubbock Chamber of Commerce will host a Political Leadership Institute on Tues., July 12, from 11 a.m.-5 p.m. at the FirstBank and Trust Operations Center. The workshop will not be focused on specific policy issues, but will instead emphasize public service and candidacy process.

If you are considering running for office, then this crash course might be right for you.

The program will be non-partisan in nature and provide a nuts-and-bolts overview of what Lubbock County residents need to know to run for office, or how to participate in campaigns for issue-based ballot measures.

Facilitators and guests speakers will be Mike Steve, co-owner of Action Printing; Benji Snead, Executive Vice President/Chief Marketing Officer at FirstBank & Trust; and Kim Davis, owner of Nomiss Communication.

Topics will include:

Deciding to Run: Receive a personal checklist of questions potential candidates should ask themselves about their motivation for seeking an elected position. Examine the responsibility and commitment necessary to hold a public office, including the strain it may place on your family and job.

Legal Issues: Rules and Regs: Learn the rules and regulations for campaigns, including reporting requirements for contributions, dos and don'ts for signage, and more.

Starting and Running a Campaign: Putting together a comprehensive plan is one to the first steps in running. Candidates also need to know about such items as social media, phone banks, signage and media relations.

Research and Polling: Effective polling starts with asking the right questions. Find out how to develop a comprehensive research plan that pushes your campaign forward.



WORKING FOR BUSINESS. BELIEVING IN LUBBOCK.

www.lubbockchamber.com

The cost of the workshop is \$25 and it is open to any civically-minded citizen of Lubbock County. Registration is required as space is limited. To register, visit LubbockChamber.com or call (806) 761-7000.

For more information, please contact Stevie Poole at (806) 761-7000 or stevie.poole@lubbockbiz.org.

The Lubbock Chamber of Commerce represents over 2,000 businesses and over 79,000 employees on the South Plains which accounts for over \$2 billion in annual household earnings in Lubbock and West Texas. The Chamber has twice earned the distinguished 5-Star Accreditation from the U.S. Chamber of Commerce and is a two-time Chamber of the Year recognized by the Association of Chamber of Commerce Executives.

###

