



MANNING  
FOUNDATION

**BEST  
PRACTICES  
FORUM III**

**20  
21**

**OCT 1 2021 • 9AM – 3:45PM MST • ONLINE**

# FRIDAY OCT 1

## START

MOUNTAIN STANDARD TIME

## END

## DESCRIPTION

9:00 AM

9:10 AM

**Welcome Comments**

9:05 AM

10:30 AM

**Winning the Story War**

Kevan Kjar

Moderator: Troy Lanigan

10:30 AM

10:45 AM

**Break**

10:45 AM

11:45 AM

**Innovative Ways to Grow your List and Manage Your Database**

Scott Hennig  
Haley Love  
Stephen Rowe

Moderator: Matt Gelinas

11:45 AM

1:00 PM

**Lunch**

1:00 PM

2:15PM

**M&Zs: Understanding and Reaching Younger Audiences**

A presentation from David Coletto of Abacus Data

Response:  
Kieran Mathew  
Ginny Roth

Moderator: Landon Tulk

2:15 PM

2:30 PM

**Break**

2:30 PM

3:30 PM

**So, You Want to be a Candidate?**

Rebecca Schulz  
Preston Manning  
Hon. Lisa Raitt, P.C

3:30 PM

**Closing Comments**

Troy Lanigan

# SPEAKERS



## DAVID COLETTA

David Coletto is CEO and a founding partner of Abacus Data a full-service market research and strategy firm based in Ottawa and Toronto. With over a decade and a half of experience in the industry, David and his partners founded Abacus eleven years ago and since then it has grown into one of Canada's most respected market research firms.

David has worked with many of Canada's leading associations, corporations, and non-profits including Cooperation Canada, Oxfam, Shaw Communications, the Canadian Medical Association, the Bank of Canada, and the Canadian Real Estate Association.

He earned a PhD in Political Science from the University of Calgary in 2010 and is an adjunct professor at Carleton University. He is the host and producer of inFocus with David Coletto a new podcast that explores the intersection of public opinion, politics, public policy, and consumer behaviour.

He's a Millennial, a foodie, a cyclist, and an avid traveller. He's been tracking Canadian public opinion and consumer trends on technology, news consumption, and public policy for years and is one of Canada's leading experts on generational change and Millennials in particular.

# SPEAKERS



## MATTHEW GELINAS

Matthew Gelinias specializes in direct marketing, strategic analysis, and voter contact campaigns. Matthew was a senior member of Jason Kenney's PC and United Conservative Party Leadership campaigns. During the 2019 United Conservative Party election campaign he was responsible for direct voter contact and get-out-the-vote activities which saw a record number of votes cast for the United Conservative Party.



## SCOTT HENNING

A long-time supporter of the Canadian Taxpayers Federation, Scott worked as a speechwriter and public policy researcher before joining the Canadian Taxpayers Federation in 2005 as the Alberta director.

He served as the CTF's Alberta director until 2012 when he was promoted to Vice President, Communications. He was appointed President and CEO on January 1, 2019.

He is a graduate of the University of Alberta where he received his degree in Economics.

Scott currently serves on the Fort Saskatchewan Boys and Girls Club capital campaign committee and on the North Zone Referee Committee executive. Scott previously served on the Fort Saskatchewan Minor Hockey Association Executive and is a founding member of the Fort Saskatchewan Urban Forest Committee.

Scott enjoys running, golf and coaching his kids in whatever sports they choose to play.

# SPEAKERS



## KEVAN KJAR

Kevan began his career as regional manager for a small software company in Washington, D.C. serving clients such as NASA, the House and Senate, Supreme Court, USDA and the Smithsonian.

Kevan founded ArrowHead3 in 2007 and created the ArrowHead story process to help his clients win more business with clear and compelling messages and stories.

ArrowHead has led messaging projects and sales trainings for clients such as Schlumberger, Johnson & Johnson and the State Policy Network, and many others. Their products have included oil & gas exploration tools, surgical instruments, social media analytics, and over four dozen public policies for clients as varied from the progressive Move-on.ORG to the conservative Koch Foundation.

Kevan now lives in Eagle, Idaho with his wife of 37 years and are the happy empty-nester parents of five children and eleven grandchildren. He loves making chips in his woodshop called, MyBula.com. Kevan is the author of “The ArrowHead: Winning the Story War.”



## ANDREW LAWTON

Andrew Lawton is a broadcaster and columnist, currently serving as a fellow at True North and writing a weekly column for Loonie Politics.

Most recently, he hosted The Andrew Lawton Show on 980 CFPL in London, and wrote a national column for Global News. His written work has been published across the world, including in the Washington Post, the National Post, the Toronto Sun, the Edmonton Sun, and Global News. Andrew has appeared as a commentator on CBC, CTV, TVO, CTS, and on BBC World.

Andrew ran as a Progressive Conservative candidate in Ontario’s 2018 provincial election.

# SPEAKERS



## HALEY LOVE

Haley has spent the last five years specializing in digital outreach, persuasion and mobilization. Prior to joining Wellington Advocacy, she found her passion for the intersection of digital affairs and politics through her work at an innovative media group and an Alberta digital firm. She is a recent graduate of the University of Ottawa where she pursued a Joint Honours in Political Science and Communications.



## PRESTON MANNING

Preston Manning is the founder and the only leader of the Reform Party of Canada, a Canadian federal political party that evolved into the Canadian Alliance which in turn merged with the Progressive Conservative Party to form today's Conservative Party of Canada. Manning represented the federal constituency of Calgary Southwest in the Canadian House of Commons from 1993 until 2002. He served as Leader of the Official Opposition from 1997 to 2000.

Upon his retirement from elected office he founded the Manning Foundation for Democratic Education and the Manning Centre for Building Democracy, not-for-profit organizations dedicated to strengthening Canadian democracy in accordance with conservative principles. Manning has received the Queen's Privy Council for Canada, The Order of Canada, and the Alberta Order of Excellence.



## KIERAN MATHEW

Kieran Mathew is a 25-year-old entrepreneur, startup advisor, and leading Gen Z marketer behind many notable Fortune 500 marketing campaigns. He is a recipient of the Forbes 30 Under 30 award in Marketing & Advertising, and has worked with the likes of Unilever, Procter & Gamble, CIBC, and The Globe & Mail. Born and raised in Port Hope, Ontario, Kieran now lives and works in Toronto.

# SPEAKERS



## HON. LISA RAITT, P.C

The Honourable Lisa Raitt joined CIBC Capital Markets in January 2020, having previously worked in both the public and private sectors. Ms. Raitt's current focus is on senior client coverage and business development with clients in the energy, infrastructure and industrial sectors, which align closely with her deep expertise.

Prior to her current role, Ms. Raitt was the President and CEO of the Toronto Port Authority. She was elected into the House of Commons in 2008, where she went on to hold three senior portfolios serving as Minister of Natural Resources, Minister of Labour, and Minister of Transport. Most recently, Ms. Raitt was the Deputy Leader of the Official Opposition and the Conservative Party of Canada.

Ms. Raitt holds a Bachelor of Science degree from St. Francis Xavier University and a master's degree in Chemistry from the University of Guelph. She possesses an LL.B from Osgoode Hall Law School and was called to the Ontario bar in 1998. In 2020 Ms. Raitt was named a Woodrow Wilson Center Global Fellow of the Canada Institute.



## GINNY ROTH

Ginny Roth is the National Practice Lead for Government Relations at Crestview Strategy and a long-time conservative activist. She is a regular contributor to the National Post and The Hub and appears frequently on Canadian television and radio as a political pundit.



## STEPHEN ROWE

Stephen Rowe is the Director of Digital Training at Leadership Institute where he's trained 15,000+ activists, students, and leaders on digital and political technology.

Stephen has been listed on multiple 30 under 30 awards. His work has been featured on Fox News, Fox Business, The Daily Caller, The Washington Times, Breitbart, The Daily Wire, and more.

Stephen grew up in Montana, the "Treasure State".

# SPEAKERS



## REBECCA SCHULZ

Rebecca Schulz was elected to the Legislative Assembly of Alberta on April 16, 2019, as the MLA for Calgary–Shaw and shortly after was appointed Alberta’s Minister of Children’s Services.

She began her political career working on the education file in the office of Premier Brad Wall in Saskatchewan and subsequently led communications for the Education department. She holds a master’s degree in political communications from Johns Hopkins University and a Bachelor of Arts from the University of Saskatchewan.

Rebecca is a committed conservative with experience in sectors ranging from energy to education. She is proud to advocate for the types of common-sense policies that will grow Alberta’s economy and encourage investment and jobs to return to the province. As a mother of two, she is also passionate about getting more women and young people engaged in politics and the conservative movement.

Since being appointed to Cabinet, Schulz has served in progressively senior roles within government, including on Treasury Board, chairing the Communities and Families Cabinet policy committee and recently being asked to serve as a co-chair for the Child and Youth Well-Being Review. In her portfolio, she introduced and passed child care legislation that reduced red tape and enshrined parent choice in law, and has been a steady hand ensuring that Alberta’s most vulnerable children were protected throughout the pandemic. Rebecca lives in South Calgary with her husband and two kids.



## LANDON TULK

Landon Tulk is an entrepreneur and strategist, with a deep understanding of Gen Z and Millennial culture. Prior to joining a management consulting team in Toronto, Landon was elected to lead the Western University Students’ Council where he worked with Municipal, Provincial, and Federal Government policymakers to advance student interests. Landon also previously served as a policy advisor in the Government of Premier Ford.