



DFA Training Academy Agenda
Rochester, New York – May 3rd & 4th

Saturday Morning

Introduction & Overview w/ Special Guest Eric Massa
Field Planning and Targeting
Volunteer Recruitment

Lunch

Saturday Afternoon

Fundraising Strategies
Voter Contact Tactics
Campaign & Event Planning
Developing Your Message

Sunday Morning

Getting Out The Vote (GOTV)
Fundraising Tactics
Working with the Media

Lunch

Sunday Afternoon (choose 4)

Precinct Organizing
Volunteer Management and Development
Running Phonebanks and Canvasses
Fundraising: Call Time
Fundraising: Mail & Events
Drawing Contrasts w/ in the Media
Working with the Media II

Training Presenters

Matt Blizek – Field

A veteran of training in the political and corporate worlds, Matt Blizek began organizing in student and local politics and was elected vice president of the University of Iowa Student Body. Since then he has done field and fundraising work for numerous campaigns including the DNC, MoveOn.org, Russ Feingold, and Jon Tester. Matt joined Democracy for America in 2007.

Michael Cook

Michael Cook is a veteran of more than 25 political campaigns at the local, state and federal level. During his tenure as Executive Director of the Democratic Party of Arkansas he helped revitalize and re-organize the state party. His work there earned him recognition by the National Journal's "Hotline" as one of Arkansas' Rising Stars in 2003, and the Arkansas Times proclaimed him the "Wizard of Voter Turnout" during the hotly contested 2004 campaign season. He is the only Arkansas Executive Director who has simultaneously served as Coordinated Campaign Director, overseeing the Democrats' most intensive field operation ever in a presidential election year. He was a member of then-Governor Clinton's campaign staff during the 1992 presidential race, serving both in New Hampshire and at the fabled Little Rock headquarters. Michael previously served as consultant with Southern Strategy Group, a political and governmental consulting firm in Little Rock. In 2006, he managed the first winning Democratic campaign for Arkansas Lt. Governor in sixteen years. Michael is a veteran of the United States Army Reserves and holds a bachelor's degree in History from the University of Arkansas at Little Rock.

Don Weigel

Don Weigel has been in professional politics since 2002. In 2003 he helped coordinate the first ever full ticket campaign for Peekskill City Council, efforts which elected the second Democrat in over twenty-five years to the City Council. In 2004, Don served as Press Secretary for Samara Barend for U.S. Congress in New York's 29th district. In 2006 he won a special election in Buffalo, NY before moving on to be Deputy Exec. Director for the House Caucus in Colorado. Don has worked in campaign communications, field, or management consultant for numerous national Democratic / progressive organizations and causes, four congressional races, and dozens of state senate and house races. He currently is managing the campaign of Josh Segall for U.S. Congress in Alabama's 3rd District.

More presenters and training sessions to be announced soon...