



## **WHEN**

**Saturday, May 11, 2013**

**8am - 5pm**

## **WHERE**

**Kentucky Horse Park**

**Thoroughbred Room**

**Iron Works Park, Lexington, Kentucky**

**FEATURING • Adam Finkel & Dave Wenhold, NCRA**

## **CEU'S**

**.65 NCRA Approved**

## **QUESTIONS**

**Georgene Scrivner    [scriv2@aol.com](mailto:scriv2@aol.com)**

**Clarice Howard        [clarice@aplusreporting.com](mailto:clarice@aplusreporting.com)**

## **COST**

**\$65 KyCRA members**

**\$75 non members**

**\$75 if paid after 5/5/13**

**Includes Lunch**

## **HOSPITALITY SUITE**

**Friday, May 10, 2013**

**7:30 pm—9:30 pm**

**Embassy Suites**

**Newtown Pike**

**Lexington, Kentucky**

## **HOTEL**

**Embassy Suites**

**Newtown Pike**

**Lexington, Kentucky**

**A block of rooms held**

**until 4/17/13 \$136.95**

**plus tax**

# Boot Camp – Kentucky

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8:00 – 8:30 AM	Registration
8:30 – 9:30 AM	<b>Let Me Hear Your Body Talk</b>  Learn what everybody is saying to you and how to utilize those subtle signals to judge any situation. Whether it is in the elevator, the office, a courtroom, or a boardroom, the unconscious signals that a person’s body sends out will allow you to better read them. This session will show you how to make an impact with others through nonverbal communication. Studies show that 93% of communication effectiveness is based upon nonverbal cues.
9:30 – 10:30 AM	<b>Politics 101</b>  This is the nuts and bolts of how legislation is made. You will learn how bills become laws, how to interact effectively with staff and how to advocate for your ideas!
10:30 – 10:45 AM	Break
10:45 – 11:45 AM	<b>Utilizing Grassroots in Your Efforts for Maximum Success</b>  This session will give you the tools for your advocacy toolbox and help you construct a full scale grassroots campaign that will knock your legislators over! In this day and age, you must incorporate grassroots lobbying into your overall strategy to have the maximum impact.
11:45 – 12:45 PM	<b>Kentucky Political Update</b>  An update on the current “state of the state”, key players, make-up of the legislature, opportunities for legislation, and much more.
12:45 – 1:45 PM	Lunch
1:45 – 3:15 PM	<b>Analyzing the Issue: Court Reporter Certification and Third-Party Contracting</b>  This session will provide an in-depth understanding of the arguments for court reporter certification and third-party contracting as well as details on how to best counter opposition to the issue. The presentation will focus on what has worked, what key messages to stick to, and what pitfalls to avoid.
3:15 – 3:30 PM	Wrap-up and final questions
3:30 – 4:30 PM	Town Hall Meeting – Anti-contracting