



GOLDEN STATE REPUBLICAN WOMEN



TAKING FLIGHT

GOLDEN STATE REPUBLICAN WOMEN
LEADERSHIP CONFERENCE

April 13, 2024
BEL AIR CHURCH

WELCOME From the President



Greetings, Golden State Republican Women and Friends!

This year, 2024, is the one we have been anticipating for over three long years.

Now that November is just a few months away, the excitement is palpable!

I am grateful to the Leadership Institute for hosting our first in-person event and to Bel Air Church for providing the lovely venue.

The program on Saturday, April 13th, will be informative on a vast range of important issues. What has become apparent, though, is that the abysmal lack of leadership in Washington D.C. and our current president has brought our country to the despairing state it is now in.

But we Republican Women are not without hope. In fact, that is when we are at our best!

Your GSRW team has been working hard on this conference and we have a great day in store for you! It will include excellent speakers, a delicious lunch, vendors for fun shopping and, best of all, a full day of fellowship with each other!

There are many interesting places to visit in the area, so also consider taking a hotel room for a night or two. Inside this invitation you will find exciting choices!

On behalf of the GSRW Board, we look forward to seeing you there!

Janet Price



GOLDEN STATE REPUBLICAN WOMEN



Founded in 1979 by its president, Morton C. Blackwell, LI provides training in campaigns, fundraising, grassroots organizing, youth politics, and communications. The Institute teaches conservatives of all ages how to succeed in politics, government, and the media.

The Institute offers more than 50 types of training schools, workshops, and seminars; a free employment placement service; and a national field program that trains conservative students to organize campus groups.

Since 1979, LI has trained more than 290,000 conservative activists, leaders, and students. The Institute's unique college campus network has grown to more than 2,300 conservative campus groups and newspapers.

GUEST SPEAKERS



Ernesto Diaz
Texas Deputy Director of Grassroots



Stephen Aaron
Georgia Deputy Director of Grassroots



TENTATIVE AGENDA

Saturday, April 13, 2024,

7:30am-3:00pm

7:30am	Registration and Coffee
8:30am	President's Welcome and Introduction of the Leadership Institute
9:00am	<p>WORKSHOP 1 HERE TODAY AND GONE TOMORROW Do your new members sing I Only Have Eyes for You when they join your club then a year later it's "Gone With the wind? " Join us as we discuss attracting and retaining members, equipping yourself with proven strategies to drive sustained growth and engagement within your club.</p> <p>WORKSHOP 2 ELECTIONS AND CAMPAIGNS Empower yourself with practical knowledge and skills for becoming involved in local-level elections and campaigns at our informative workshop.</p> <p>WORKSHOP 3 CLUB TREASURY Strategies in setting up and maintaining your club's treasury with essential tips and best practices.</p>
10:00am	<p>WORKSHOP 4 PRESIDENTS WORKSHOP In this interactive session, discover essential strategies, best practices, and insider tips for effective club leadership. Whether you're a new president or seasoned leader, this workshop will equip you with the knowledge and skills needed to lead your club to success. Don't miss this opportunity to elevate your leadership and make a meaningful impact in your community!</p> <p>WORKSHOP 5 FUNDRAISING Join this Session to learn practical strategies, tips, and best practices tailored to regional clubs looking to boost their fundraising efforts and make a big impact.</p> <p>WORKSHOP 6 EMPOWERMENT THROUGH DIGITAL COMMUNICATIONS: ZOOM AND WEBSITE BASICS Explore the basics of Zoom and website management, specifically for independent clubs. Learn essential skills and strategies to enhance your online presence and effectively engage with members and supporters in the digital sphere. Bring your laptop to this session.</p>

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7:30am-3:00pm

Ongoing	Support patriot business! There will be a variety of Vendors throughout the day.
11:00am	<p>WORKSHOP 7 MIND THE GAP</p> <p>This session provides valuable insights on tailoring your messaging to connect with voters of all backgrounds, emphasizing the power of storytelling over statistics and techniques to evoke emotional engagement for effective communication along with the exploration of the six moral foundations critical for resonating with diverse audiences.</p> <p>WORKSHOP 8 PARLIAMENTARY BASICS: LAYING THE FOUNDATION FOR ORGANIZATIONAL SUCCESS</p> <p>With a focus on Robert's Rules of Order, this session delves into the roles, rules, and basic procedures essential for effective meeting organization. Whether you're new to parliamentary procedure or seeking a refresher, learn how to conduct business meetings efficiently and the significance of employing Robert's Rules of Order to ensure fairness and productivity.</p>
12:00pm	LUNCH Catered by Stonefire Grill
1:00pm	<p>WORKSHOP 9 GROWING LA FAMILIA: HOW TO REACH HISPANIC VOTERS</p> <p>This session provides insightful strategies and tactics on effectively engaging and mobilizing hispanic communities. Learn how to navigate cultural nuances, craft targeted messaging, and build meaningful connections in your community that expand your political reach.</p> <p>WORKSHOP 10 PARLIAMENTARY BASICS PART 2: GOING WITH THE MOTIONS.</p> <p>Join us for an engaging conference session where you will learn about the different types of motions, how to effectively utilize them, and the appropriate times to apply them. This interactive session may even include practical exercises to reinforce your understanding. Part 1 is recommended.</p> <p>WORKSHOP 11 UNLOCK THE POWER OF SIDEKICK CAMPAIGNS</p> <p>Learn how to Harness the Full Potential of This Dynamic Tool. Whether You're a Novice or Seasoned User, This Session Will Provide Practical Tips, Tricks, and Best Practices to Maximize Your Efficiency and Effectiveness. Please bring your laptop to this session.</p>

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Saturday, April 13, 2024,

7:30am-3:00pm

2:00pm	Closing Session: The Value of Belonging
3:00pm	CONFERENCE ADJOURNS
	Continue the dialogue and fellowship at a no-host dinner following the conference.

REGISTRATION INFORMATION

Location

The Bel Air Church
16221 Mulholland Drive
Los Angeles, CA 90049



CONFERENCE PRICING

GSRW Members: \$50.00

Non-Members: \$65.00

Students: \$25.00

Price includes a full day of workshops, and lunch catered by Stonefire Grill.

[REGISTER NOW](#)

REGISTRATION IS REQUIRED, NO WALK-INS



The Bel Air Church

LAX is 17 miles from the church, approx. a 25 minute drive.

Bob Hope Airport is 16 miles from the church, approx. a 20 minute drive

Santa Monica Pier is 13 miles from Bel Air Church, approx. a 20 minute drive

Beverly Hills is 10 miles from the church, approx. a 20 minute drive

HOTELS

BOOK NOW!

Reserve by April 2

LUXE HOTEL SUNSET

11461 Sunset Blvd., Los Angeles, 90049

310-476-6571- www.luxehotels.com

Limited block available.

Deadline to book is April 2 - first come, first serve.

Additional rooms based on availability.

King or Superior 2 double- Discounted rate of \$229.00 + tax

JR. Double suite -\$249+tax

Discounted parking of \$39.00/night includes tax and in/out privileges.

BOOK NOW!

COURTYARD BY MARRIOTT

15433 Ventura Blvd, Sherman Oaks, Los Angeles, Ca.-818-981-5400.

<https://www.marriott.com/en-us/hotels/laxsf-courtyard-los-angeles-sherman-oaks/>

HOTEL ANGELINO

170 N. Church Ln., 310-483-7206

<https://www.hotelangelino.com>. Approx. \$230.00

HOLIDAY INN EXPRESS

11250 Santa Monica Blvd., Los Angeles

Rates approximately \$245-\$265

Explore Los Angeles



THE GETTY CENTER

1200 Getty Center Dr N Sepulveda Blvd & Getty Center Dr, Los Angeles, CA 90049-1657

[+1 310-440-7300](tel:+13104407300)

Opening hours 10:00 AM - 5:30 PM, Closed Mondays

Free Admission

Admission is free, though temporarily requires a timed-entry reservation.



SKIRBALL CULTURAL CENTER

2701 N. Sepulveda Blvd.

Los Angeles, CA 90049

(310) 440-4500, press 2

info@skirball.org

Hours and Admission- Tuesday–Friday, 12:00–5:00 pm Saturday–Sunday, 10:00 am–5:00 pm, Closed Mondays. Reservations are recommended for exhibitions and programs. [Get ticketonline.](#)

General Admission-\$18 General, \$13 Seniors, Full-Time Students with ID, and Children 2–17

FREE to Members and Children under 2

FREE to all on Thursdays. Included with general admission:



UNIVERSAL STUDIOS

100 Universal City Plaza, Universal City, CA