



Professional Fire Fighters Union of Indiana

Affiliated with International Association of Fire Fighters
Affiliated with Indiana State AFL-CIO

Brothers and Sisters,

The PFFUI invites you to participate in a unique educational and political opportunity. The PFFUI's second **Political Training Seminar (2.0)** will focus on the "ground game" of an election and will give insights into how members can be involved to make a difference in the outcome. The Thomas H. Miller Legislative Conference, which will cover the PFFUI's 2018 legislation, will be incorporated into the class.

Monday February 5, 2018
10:00 am – 6:15 pm Political Training Seminar Day 1

Tuesday February 6, 2018
9:00 am – 3:00 pm Political Training Seminar Day 2

All classes are located at the Indianapolis Hilton – Downtown (Illinois St & Market St)

There is a \$25.00 registration fee **per person** to attend the Political Seminar. Personal Checks made to Indiana Firefighters PAC are strongly encouraged as this is a political as well as educational event. Out of town members attending will have lodging provided as well.

- Each Local may register **two (2) individuals** for the Political Education Seminar. Each Local may send whomever they deem most appropriate: PAC Chairs, Political Action Members, etc, are welcome along with union officers.
- These individuals shall share a double occupancy room. **The PFFUI will make hotel reservations.**
- **These individuals must register by December 31 2017.**
- Individuals must attend all classes or forfeit the benefit of a paid hotel room.
- The Hilton is located at 120 W. Market Street Indianapolis, IN 46204. The parking garage entrance is located off W. Market Street with the main hotel entrance off Illinois Street. Individuals are responsible for parking charges.
- **Locals must have their per capita paid through December 2017 to be eligible for any lodging subsidy**
- **Professional business casual attire expected. We will have legislative speakers.**

Call S/T Michael Pinkham at (260) 414-6889 with questions.

The PFFUI Political Training Seminar

February 5 & 6, 2018

Fill out one form per Local.

CUTOFF FOR REGISTERING is December 31, 2017

Local Name and Number	
Participant #1	
PHONE	
EMAIL ADDRESS	
Participant #2	
PHONE	
EMAIL ADDRESS	
<p>Do you need a hotel room? <input type="checkbox"/> YES <input type="checkbox"/> NO</p> <p>*If you are attending from further than 2 hours away, there are a limited number of hotel rooms available for February 4th. If you are interested in this option, please contact the Michael Pinkham ASAP. These rooms will be first come, first serve.</p>	
<p><input type="checkbox"/> *Personal check or checks for PAC Contribution enclosed* (\$25 PER Participant) Make checks out to Indiana Firefighters PAC</p>	

Questions? Call S/T Pinkham (260) 414-6889 or email mikepinkham@aol.com

MAIL THIS FORM WITH YOUR CHECK TO:
 PFFUI, PO Box 15735 Fort Wayne, IN 46885

PFFUI Political Training Seminar 2.0 Schedule

Day One

The “Fire Fighter Party” - *When it comes to our politics we support those that support our members and our professional issues. This could be referred to as the Fire Fighter Party of politics. This session will discuss member involvement in local politics, how a vote cast can translate to a vote against our professional self-interests and what political spin is all about.*

Establishing a Political Program – *This session will take up the issue of how to develop a practical political program for any size local. Many union officers believe a political program is limited to a PAC. Presenters will provide real experiences to demonstrate how active and effective involvement with political leadership and elected officials can benefit our members’ professional interests and lead to big wins for our membership.*

Guest Speaker Abdul Hakim-Shabazz - *Abdul’s work focuses on local, state and national issues. In addition to his radio experience, Abdul is also an attorney and Of Counsel at the law firm of Lewis and Wilkins in Indianapolis. He is an adjunct faculty member at the University of Indianapolis and Ivy Tech Community College. He has written columns for both the Indianapolis Business Journal and the Indianapolis Star. He is a political analyst and commentator for WRTV-TV in Indianapolis. Abdul also is a regular panelist on Inside Indiana Business.*

Abdul holds a Master’s Degree in Public Affairs Reporting from the University of Illinois at Springfield and a law degree from St. Louis University.

Election 101 – *This session will discuss when to play in politics, Primary versus General elections, looking at candidates when there is an open seat versus incumbent candidates.*

Break Out Sessions

Media Insights – *How should you deal with media when interviewed? This session will provide some effective tips on how to get your message across with media and how to avoid some common “traps”.*

Election Day – *This session will provide great examples of how Fire Fighter involvement at the polls on Election Day can make a difference in your favor.*

Get Out the Vote (GOTV) – *Effective ways to get your supporters out to vote.*

Day Two

Recruiting and Endorsing Candidates – *This session will include step by step instructions on how to recruit candidates for a mayoral, council or trustee seat. We will go in depth on how to conduct candidate interviews to better vet out your issues and make an endorsement recommendation to your membership.*

Guest speaker The Honorable Dustin White, Jeffersonville City Council – *Councilman White received the endorsement of Local 558 when he ran as a candidate for city council. He was successful and won his election. Mr. White will discuss why the Fire Fighters were important in his campaign.*

The Value of an Endorsement – *This session will discuss how an endorsement by the Fire Fighters can be meaningful to a candidate and the cause. We will also discuss what traps to look out for when endorsing. This session will drive further into the different types of endorsements and how you can customize an endorsement for your specific local.*

The Fire Fighter Brand – *We may be our own political party... This session will provide insight and examples of how to use branding tools to promote your involvement in an election. Gold and Black anyone?*

IAFF Resources – *The IAFF has a number of creative resources for your use. A video description of these resources will be delivered.*

Advertising and Social Media – *The role and scope of paid and free media is ever-changing in each election. This session will discuss how to best utilize your time, money and effort to be most effective in advertising.*

Early Voter and Absentee Voting – *Many locations are making it easier than ever for voters to avoid lines on Election Day by casting votes early, even a month early. This session will discuss how we must consider this growing voter block in our election planning.*

Panel Discussion – *Local union leaders from around the state will discuss their political action experiences, the good, the bad and the ugly.*