

# Resource Bank 2011


STRATEGIES TO LEAD 

Thursday, April 28 – Friday, April 29, 2011  
Hilton Anatole  
Dallas, Texas

## 34th Annual Resource Bank Meeting

### IDEAS AND STRATEGIES THAT WILL LEAD THE WAY

THURSDAY, APRIL 28, 2011

8:30 a.m.	<b>EARLY REGISTRATION OPENS</b>	<b>ATRIUM II</b>
	<b>WELCOME AND CONTINENTAL BREAKFAST</b> <i>Hosted by the Dallas/Fort Worth Committee for Heritage</i>	
10:00 a.m.	<b>EXHIBIT AREA OPENS</b>	<b>ATRIUM II</b>
	<b>BOOKSTORE OPENS</b>	<b>PLUM BLOSSOM B</b>
12:00 – 1:30 p.m.	<b>OPENING LUNCHEON AND PRESENTATION OF THE SALVATORI PRIZE FOR AMERICAN CITIZENSHIP</b>	<b>KHMER BALLROOM</b>
<a href="#">click to watch</a> 	Bridgett Wagner – Director, Coalition Relations, The Heritage Foundation, <i>Master of Ceremonies</i> Danny Wettreich – Chairman, Dallas/Fort Worth Committee for Heritage, <i>Welcome</i> Edwin Meese III – Ronald Reagan Distinguished Fellow in Public Policy and Chairman, Center for Legal and Judicial Studies, The Heritage Foundation Matthew Spalding – Vice President, American Studies, and Director, B. Kenneth Simon Center, The Heritage Foundation	
1:30 – 1:45 p.m.	<b>COFFEE BREAK AND BOOKSTORE</b>	<b>PLUM BLOSSOM B</b>
	<b>BOOK SIGNING</b> Matthew Spalding – <i>We Still Hold These Truths:</i> <i>Rediscovering Our Principles, Reclaiming Our Future</i>	
1:30 p.m.	<b>TECH LAB OPENS – ASK THE EXPERTS</b> <i>Sponsored by AT&amp;T</i>	<b>PLUM BLOSSOM A</b>

1:45 – 3:00 p.m.

**STRATEGY SESSION I – A  
INNOVATIONS IN EDUCATION REFORM AND  
HOW WE CAN GET WASHINGTON OUT OF THE WAY**

**GRAND BALLROOM E**

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Jennifer Marshall – Director, Domestic Policy Studies, Richard and Helen DeVos Center for Religion and Civil Society, The Heritage Foundation, *Moderator*  
The Honorable Pete Hoekstra – Visiting Distinguished Fellow, Government Studies, The Heritage Foundation  
Matthew Ladner – Director of Policy and Research, Foundation for Excellence in Education  
William Mattox – Resident Fellow, The James Madison Institute

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**STRATEGY SESSION I – B  
ADVANCING HEALTH CARE FREEDOM**

**GRAND BALLROOM A/B**

Nina Owcharenko – Director, Center for Health Policy Studies, The Heritage Foundation, *Moderator*  
John Goodman – President and Founder, National Center for Policy Analysis  
The Honorable John Shadegg – Visiting Distinguished Fellow, Government Studies, The Heritage Foundation  
Arlene Wohlgemuth – Executive Director, Texas Public Policy Foundation

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**WORKSHOP I  
MAJOR GIFTS FUNDRAISING: BUILDING A SUCCESSFUL PROGRAM**

**GRAND BALLROOM D**

John Von Kannon – Vice President and Senior Counselor, The Heritage Foundation, *Moderator*  
William Sturtevant – Senior Principal Gifts Consultant, University of Illinois Foundation, and Author, *The Artful Journey: Cultivating and Soliciting the Major Gift*

3:00 – 3:15 p.m.

**COFFEE BREAK AND BOOKSTORE**

**PLUM BLOSSOM B**

**BOOK SIGNING**

William Sturtevant – *The Artful Journey: Cultivating and Soliciting the Major Gift*

3:15 – 4:30 p.m.

**HOW CONSERVATIVES CAN NAVIGATE THE  
MEDIA LANDSCAPE**

**GRAND BALLROOM A/B**

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Rory Cooper – Director, Communications, The Heritage Foundation, *Moderator*  
Erick Erickson – Editor, RedState.com, CNN Contributor, and Host, “Erick Erickson Show,” WSB Radio in Atlanta  
Kevin Madden – Executive Vice President for Public Affairs, JDA Frontline

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**STRATEGY SESSION II  
A CALL FOR REFORM: REINING IN SPENDING  
AND TACKLING THE DEBT**

**GRAND BALLROOM E**

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Stuart Butler – Distinguished Fellow and Director, Center for Policy Innovation, The Heritage Foundation, *Moderator*  
Alison Fraser – Director, Thomas A. Roe Institute for Economic Policy Studies, The Heritage Foundation  
Clark Judge – Managing Director, White House Writers Group, Inc.  
Nicholas Thompson – Vice President, The Tarrance Group

4:30 – 4:45 p.m.

**COFFEE BREAK AND BOOKSTORE**

**PLUM BLOSSOM B**

**BOOK SIGNING**

Rick Baker – *The Seamless City: A Conservative Mayor’s Approach to Urban Revitalization that Can Work Anywhere*

Erick Erickson – *Red State Uprising*

Steven Greenhut – *Plunder: How Public Employee Unions Are Raiding Treasuries, Controlling Our Lives and Bankrupting the Nation*

4:45 – 6:00 p.m.

**STRATEGY SESSION III – A**

**GRAND BALLROOM D**

**LEADERSHIP AT THE LOCAL LEVEL:  
BUILDING A “SEAMLESS CITY”**

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Brian Anderson – Editor, *The City Journal*, Manhattan Institute for Policy Research, *Moderator*

Rick Baker – Adjunct Fellow, Center for State and Local Leadership, Manhattan Institute for Policy Research

Omar Jahwar – Founder and Executive Director, Vision Regeneration

Robert Woodson – President, Center for Neighborhood Enterprise

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**STRATEGY SESSION III – B**

**GRAND BALLROOM A/B**

**CONSTITUTIONAL STRATEGIES TO ADVANCE FEDERALISM**

Matthew Spalding – Vice President, American Studies, and Director, B. Kenneth Simon Center, The Heritage Foundation, *Moderator*

The Honorable Tom Feeny – Visiting Distinguished Fellow, Government Studies, The Heritage Foundation

Michael Franc – Vice President, Government Studies, The Heritage Foundation

The Honorable John Shadegg – Visiting Distinguished Fellow, Government Studies, The Heritage Foundation

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**STRATEGY SESSION III – C**

**GRAND BALLROOM E**

**REINING IN PUBLIC SECTOR INC., PROMOTING  
TRANSPARENCY AND REFORM**

Josh Barro – Walter Wriston Fellow, Manhattan Institute for Policy Research, *Moderator*

Steven Greenhut – Director, Journalism Center, Pacific Research Institute

E.J. McMahon – Senior Fellow, Empire Center for New York State Policy, and Senior Fellow, Tax and Budgetary Studies, Manhattan Institute for Policy Research

6:00 – 7:00 p.m.

**RECEPTION**

**ATRIUM I**

**BOOK SIGNING**

The Honorable Rick Perry – *Fed Up: Our Fight to Save America from Washington*

Arthur Laffer – *Return to Prosperity: How America Can Regain Its Economic Superpower Status*

7:00 – 9:00 p.m.

**ROBERT H. KRIEBLE DINNER**

**KHMER BALLROOM**

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Edwin J. Feulner, Ph.D. – President, The Heritage Foundation, *Master of Ceremonies*

The Honorable Rick Perry – Governor, Texas, *Opening Address*

Arthur B. Laffer – Distinguished Senior Fellow of Economics, The Laffer Center for

Supply-Side Economics, Texas Public Policy Foundation, and Founder and Chairman, Laffer Associates, *Keynote Address*

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**TOAST CELEBRATING THE CENTENNIAL OF RONALD REAGAN**

Edwin Meese III – Ronald Reagan Distinguished Fellow in Public Policy and  
Chairman, Center for Legal and Judicial Studies, The Heritage Foundation

9:00 – 10:00 p.m. **DESSERT NETWORKING RECEPTION** **ATRIUM I**  
*Co-Hosted by The Foundry and RedState.com*

## **FRIDAY, APRIL 29, 2011**

7:45 – 9:15 a.m. **CONTINENTAL BREAKFAST** **KHMER BALLROOM**

8:00 – 9:15 a.m. **PLENARY SESSION** **KHMER BALLROOM**

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**TEXAS LEADS: WHAT CAN OTHER STATES  
LEARN FROM THE LONE STAR STATE?**

*A Discussion with Texas Leaders*

Jeff Sandefer – Founder and Master Teacher, Acton, *Moderator*

Brooke Rollins – President and Chief Executive Officer, Texas Public Policy Foundation

Michael Quinn Sullivan – President, Empower Texans/Texans for Fiscal Responsibility

Peggy Venable – State Director, Americans for Prosperity–Texas

9:15 – 9:30 a.m. **COFFEE BREAK AND BOOKSTORE** **PLUM BLOSSOM B**

**TECH LAB OPENS – ASK THE EXPERTS** **PLUM BLOSSOM A**

*Sponsored by AT&T*

9:30 – 10:30 a.m. **NEW LEADERS WITH A TIMELESS MESSAGE** **GRAND BALLROOM E**

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*A Panel Hosted by Libertad.org, The Americano, Hispanic Leadership Fund,  
and Latino Partnership for Conservative Principles*

Israel Ortega – Editor, Heritage.org/Libertad, Spanish Media Associate,  
The Heritage Foundation, *Moderator*

Sylvia Garcia – Hispanic Outreach Director, Gingrich Communications

Allegra Hewell – Project Director, Latino Partnership for Conservative Principles

Mario Lopez – President, Hispanic Leadership Fund

George Rodríguez – President, San Antonio Tea Party

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**WORKSHOP II – A** **GRAND BALLROOM A/B**  
**HOW TO LEVERAGE DIGITAL MEDIA TO ADVANCE  
POLICY CHANGE: LESSONS FROM THE FRONT LINES**

Tracie Sharp – President, State Policy Network, *Moderator*

Brett Healy – President, MacIver Institute

Drew Ryun – President, American Majority Action

Jason Stverak – President, Franklin Center for Government and Public Integrity

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**WORKSHOP II – B**  
**FUNDRAISING BASICS: MEETINGS, PROPOSALS, AND ORGANIZATION**

**GRAND BALLROOM D**

John Von Kannon – Vice President and Senior Counselor, The Heritage Foundation, *Moderator*  
Nick Reid – Director of Major Gifts, The Heritage Foundation

10:30 – 10:45 a.m.

**COFFEE BREAK AND BOOKSTORE**

**PLUM BLOSSOM B**

**BOOK SIGNING**

James Delingpole – *365 Ways to Drive a Liberal Crazy*  
John Fund – *How the Obama Administration Threatens to Undermine Our Elections* and  
*Stealing Elections: How Voter Fraud Threatens Our Democracy*  
Stanley Kurtz – *Radical-in-Chief: Barack Obama and the Untold Story of American Socialism*

10:45 a.m. –  
12:00 p.m.

**STRATEGY SESSION IV**  
**REGULATE, LEGISLATE, AND TAX: WHAT DO**  
**LIBERALS HAVE PLANNED NEXT?**

**GRAND BALLROOM A/B**

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John Fund – Columnist, *The Wall Street Journal*, *Moderator*  
James Delingpole – Writer, Journalist, and Broadcaster  
Stanley Kurtz – Senior Fellow, Ethics and Public Policy Center

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**WORKSHOP III – A**  
**EFFECTIVE GOVERNANCE: GETTING THE RIGHT BOARD**  
**DOING THE RIGHT THINGS**

**GRAND BALLROOM E**

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Adam Meyerson – President, Philanthropy Roundtable, *Moderator*  
H. Edward DeBee – President, DeBee Gilchrist, and Legal Counsel,  
Oklahoma Council of Public Affairs  
Calvin Edwards – Founder and Chief Executive Officer, Calvin Edwards & Company

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**WORKSHOP III – B**  
**HOW TO DESIGN AN EFFECTIVE MESSAGE AND**  
**COMMUNICATIONS PROGRAM**

**GRAND BALLROOM D**

Michael Gonzalez – Vice President, Communications, The Heritage Foundation, *Moderator*  
Patrick Ruffini – Partner, Engage  
John Tillman – Chief Executive Officer, Illinois Policy Institute

12:15 – 1:45 p.m.

**CLOSING LUNCHEON**

**KHMER BALLROOM**

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Becky Norton Dunlop – Vice President, External Relations, The Heritage Foundation,  
*Master of Ceremonies*  
Hon. Jim Jordan (R–OH) – Chairman, Republican Study Committee,  
United States House of Representatives, *Keynote Address*

2:00 – 3:30 p.m.

**BREAKOUT SESSIONS**

**TRANSPORTATION**

**GRAND BALLROOM D**

Ron Utt – Herbert and Joyce Morgan Senior Research Fellow,  
The Heritage Foundation  
Wendell Cox – Principal, Demographia

**BEYOND LIST RENTALS: FINDING NEW AUDIENCES**

**GRAND BALLROOM E**

Jeff Noble – Director, External Relations, Themis

3:00 p.m.

**BOOKSTORE CLOSES**