

## Thursday, August 7, 2008

### A.M.

9:00 Leave Arkansas Electric Cooperatives Corporation (AECC) for the Capitol by Vans #1 Cooperative Way, Little Rock, AR  
Contact Person: Alice Eason, 570-2200  
**Barbara Mathes**, Presiding

9:30 Media Activity, Room 130:

- Elizabeth Fortune
- Kevin Quinn

10:30 Governor's Conference Room – Governor Mike Beebe

11:00 Continue Media Activity

11:40 Depart for AECC

### P.M.

12:00 Lunch – The AECC Dining Hall  
**Don Crabbe**, Presiding

Welcome to AECC: Doug White

12:45 Seminar Homework Discussion – Dr. Joe Waldrum

1:30 Working with Television and Radio Media – Bob Steel

3:00 BREAK  
(**NOTE:** See Don Crabbe to get keys for lodging at the Airport Holiday Inn Express, 501-490-4000.)

3:15 When The Media “Comes A Calling”:

- Elizabeth Fortune
- Kevin Quinn

4:30 Parliamentary Procedure Briefing – Dr. Joe Waldrum

5:00 Adjourn/Dinner in The AECC Dining Hall  
**John Rima**, Presiding  
(Catered by Star of India, 301 N. Shackelford, Little Rock, Contact: Semi Lal)

- A TASTE of India – Semi Lal
- Homework Assignment for December – Dr. Joe Waldrum

6:30 Depart for Airport Holiday Inn Express – 3121 Bankhead Drive, Little Rock, AR 72206, 501-490-4000, 490-0423 FAX

Evening On Your Own!

## Friday, August 8, 2008

### A.M.

7:00 Continental Breakfast – Airport Holiday Inn

**Michelle Kitchens**, Presiding

7:30 ExpressLoad Vans/Depart for AECC Boardroom

8:00 LeadAR General Assembly – Tom L. Riley, Jr.  
(**NOTE: Lobby for your bill!**)

\* Overview

\* The Role of The Lobbyist – Sylvester Smith

9:00 BREAK (**NOTE: Lobby for your bill!**)

9:10 Legislative Committee Meetings

**NOTE:** Please welcome Lamar James as your LeadAR General Assembly Reporter!

10:00 BREAK (**NOTE: Lobby for your bill!**)

10:10 Legislative Committee Meetings Continue

### P.M.

12:00 Lunch – The AECC Dining Hall  
(**NOTE: Lobby for your bill!**)

1:00 LeadAR General Assembly Convenes – Herschel W. Cleveland, Speaker of the House

3:00 Break

3:30 LeadAR General Assembly Debriefing

Dinner AND Evening On Your Own!

## Saturday, August 9, 2008

### A.M.

7:00 Continental Breakfast – Airport Holiday Inn

**Lois Boyd**, Presiding

**NOTE:** Pack up and check out of the hotel. ExpressPlease return keys to the front desk.)

7:30 Depart for AECC Boardroom

8:00 Freedom of Information Act – Colin Jorgensen

9:15 BREAK

9:30 Writing Great Press Releases – Joan I. Duffy

11:00 BREAK

11:15 Extemporaneous Speaking – LeadAR CI. 13

### P.M.

12:00 Lunch – The AECC Dining Hall

12:45 Seminar Evaluation/October Seminar Plans/ Wrap-Up – Dr. Joe Waldrum and Dot Temple

2:00 Adjourn – Have A Safe Trip Home!!!

## Dates To Remember

**October 9-11, 2008**

*Economic and Community Development*  
Newport/Jackson County

**December 11-13, 2008**

*International Marketing & Study Tour Orientation*  
Paragould/Greene County

## Program Participants

**The Honorable Mike Beebe** – Governor of the State of Arkansas, Little Rock

**Herschel Cleveland** – Assistant to the Director, Arkansas Department of Information Systems, and LeadAR Cl. 1, Little Rock

**Joan I. Duffy** – Media Relations Manager, University of Arkansas at Little Rock, Office of Communications

**Mrs. Alice Eason** – Manager - Training and Special Services, Arkansas Electric Cooperative Corporation, Little Rock

**Mrs. Elizabeth Fortune** – Communications Specialist, UA Division of Agriculture, Cooperative Extension Service, Little Rock

**Lamar James** – Communications Specialist, UA Division of Agriculture, Cooperative Extension Service, Little Rock

**Colin Jorgensen** – Assistant Attorney General, Civil Litigation Department, Arkansas Office of the Attorney General, Little Rock

**Kevin Quinn** – Video Specialist, UA Division of Agriculture, Cooperative Extension Service, Little Rock

**Tommy L. Riley, Jr.** – Director - Public Policy, and LeadAR Cl. 1, UA Division of Agriculture, Cooperative Extension Service, Little Rock

**Sylvester Smith, III** – State Director/Lobbyist, National Federation of Independent Businesses, Little Rock

**Bob Steel** – News Director, KARN, Little Rock

**Mrs. Dot Temple** – LeadAR Program Coordinator, UA Division of Agriculture, Cooperative Extension Service, Sherwood

**Dr. Joe D. Waldrum** – Professor - Leadership Development, UA Division of Agriculture, Cooperative Extension Service, Little Rock

**Doug White** – Vice President - Systems Services, Arkansas Electric Cooperative Corporation, and LeadAR Advisory Council Member, Little Rock

## Sponsor Note

### **Special Recognition To Arkansas Electric Cooperative Corporation**

Arkansas Electric Cooperative Corporation (AECC) is the power supplier for the 17 electric distribution cooperatives in Arkansas. It is a generation and transmission (G&T) cooperative with 2,977 mega-watts of generation resources. Those 17 electric distribution cooperatives serve more than 468,000 homes, farms, businesses and industries covering more than 60 percent of the state's land area.

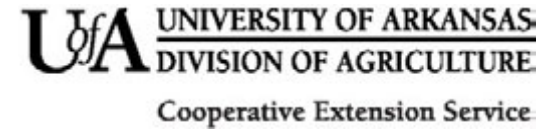
AECC is a vital link in the state's development. The cooperative furnishes a dependable supply of wholesale electric power, works with rural fire departments and rural water systems to provide service and protection, and is actively involved in economic development in Arkansas.

The member distribution cooperatives in Arkansas were established by visionary leaders who recognized that all areas of the state must have electric service to develop a better quality of life for each resident.

Today AECC is still dedicated to improving the quality of life for its members. The cooperative's leadership regularly contributes to the educational development and economic growth of the state by funding a variety of programs and projects, such as LeadAR, as well as participating in leadership development.

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The Arkansas Cooperative Extension Service offers its programs to all eligible persons regardless of race, color, national origin, religion, gender, age, disability, marital or veteran status, or any other legally protected status, and is an Affirmative Action/Equal Opportunity Employer.



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## **The Press and Public Policy Issues**

**Class 13 – Seminar 10  
August 7-9, 2008  
Arkansas Electric Cooperative Corp.  
Little Rock/Pulaski County**

***“Learning Today ~ Building Tomorrow”***

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