

Every race requires the right training.

# Be in it to win it.

Do you want to run for office  
but don't know where to start?  
**We'll show you the way.**

## Schedule

All sessions are  
4:00 p.m. - 6:30 p.m.

### Session #1

**April 17**

*Developing the passion*

### Session #2

**April 24**

*Nuts & Bolts*

### Session #3

**May 1**

*Messaging, Marketing  
and the Media*

### Session #4

**May 8**

*Today's Challenges  
and Tomorrow's  
Opportunities -  
Issues you should know*

The academy will be held  
at the Carlsbad Chamber  
of Commerce offices

5934 PRIESTLY DRIVE  
CARLSBAD, CA 92008

SPACE LIMITED

## APPLICATION REQUIRED

All participants must complete  
an application to participate.

For application materials contact  
Toni Padron at [tpadron@carlsbad.org](mailto:tpadron@carlsbad.org)  
760.931.8400

**\$149 fee due  
with application**

Refunded if application is not accepted.

## The Carlsbad Chamber of Commerce's CANDIDATE ACADEMY

will educate, inform and prepare  
potential candidates on the realities of  
running for and serving in public office.

This nonpartisan seminar series  
will provide a wealth of training  
and resources and allow participants to  
interact with business and civic leaders.

## Confirmed panelists

### Sam Abed

Mayor  
City of Escondido

### Catherine Blakespear

Mayor  
City of Encinitas

### Francine Busby

Board  
San Diego County  
Democratic Party

### Joe Charest

Senior Strategic Advisor  
Katz & Associates

### Kent Davy

Former Editor  
North County Times

### Ben Haddad

Partner  
California Strategies

### Andy Hall

San Diego  
Workforce Partnership

### John Hoy

Associate  
California Consulting

### Tony Krvaric

Chairman  
Republican Party  
of San Diego County

### Terry Sinnott

Chairman  
San Diego Association  
of Governments

### Stephen Russell

Executive Director  
San Diego Housing Federation

### Kristin Huyck

Professor  
MiraCosta College