

Seminar

from page A1

Seminar coordinator Barbara Moorhouse, who belongs to both groups, said the partnership blended the League's goal of promoting citizenship and the Network's emphasis on encouraging women to run for office.

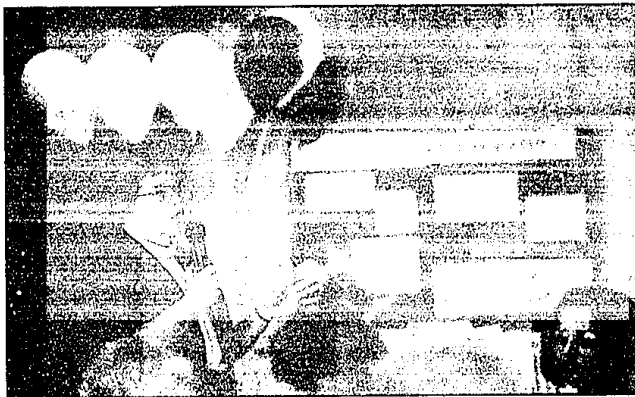
"With term limits, we're going to have a lot of rollover at the state level," she said. "We think it's a good model to start at the local level, and then work your way up."

The idea for the seminar sprang from discussions last year about how to encourage that kind of participation, Packard said. The organizations co-hosted a panel discussion at the Bloomfield Township Library in November called, "Me: Run for Public Office" which included officials serving on library and township boards, city councils and school boards.

Given the success of the panel, the seminar seemed a natural follow-up.

"Those who had experience in office said the three most important things were money, organization and the media, so we targeted those," Packard explained.

Guest speakers included experienced campaign managers and strategists Al Lanstra, Tim Donovan and Rich Polling, professional fund-raiser Denise Sloan and Tim Skubick, senior capital correspondent and pro-



STAFF PHOTO BY BILL BREWER

What to do: Barbara Moorhouse of the Women Officials' Network offers advice on campaign finance reporting.

ducer/anchor of PBS' "Off the Record," a weekly public affairs show. Their lively, informative presentations did more than just encourage those who came with the idea of seeking public office.

"I thought it was wonderful," said Farmington resident Suzanne Paul. "It was very informative for anyone who doesn't have any experience in government."

Paul said a series of articles

profiling women in local government inspired her to attend. The biographies showed how each woman first sought election, and Paul noticed they weren't career politicians but people who got involved at a grass-roots level.

"I thought it was very inspiring for other women who may think this is a male-dominated field," she said.

Erik Bacon of Novi isn't running for office and doesn't plan

to, but he coordinates election volunteers for the National Rifle Association, a grass-roots effort to get out the word about issues important to the organization. He found the seminar unlocked some of the "secrets" behind political campaigns.

"It kind of demystified the process for me," he said. "It shows it's the people who run this government, and any person can do just that."

Run

from page A1

sequences (of your opinion). If you believe passionately in an issue and you know 80 percent of the people in your electorate feel differently, you're probably going to lose." — Al Lanstra

On endorsements: "The number one no-no is Dr. Kevorkian, but endorsements are important. Names are important. They tell (voters) which parts of the community are

endorsing you." — Rich Polling

There's nothing worse than a weak handshake. And look the other person in the eye." — Al Lanstra

On safety: "I carry a can of Mace, and I also advise women never to go into a house," — panel moderator and Farmington City Council member JoAnne McShane.

United Way board elected

Community leaders gathered recently at Pontiac's Pike Street Restaurant to vote on United Way of Oakland County's new board officers and directors.

New board officers with their elected positions include: Thomas Feurig, president and CEO of St. Joseph Mercy-Oakland, chairperson; Kathleen Schwartz, community volunteer, vice chairman; Susan Ebeling, vice president of national City Insurance, treasurer; Gerardo Espinoza, manager of procurement and facilities of Ameritech Advertising Services, assistant treasurer; and Mary Beth Snyder, vice president for student affairs of Oakland University, secretary.

The following individuals were elected to the board of directors for three year terms: Dianne Addington, T&C Federal Credit Union; Michael Dengate, Nation-

al City Bank; David Downing, Oakland University; Kathleen Jenkins, Jenkins Magnus Volk & Carroll; John Klamanski, Oakland University; Gail Novak, Oakland County Emergency Management; Norman Stephens, Oakland Community College-Auburn Hills Campus; Mary Ann Tyler, community volunteer and Patricia Verduin, community volunteer.

The following individuals were appointed to the board of directors for a one year term: Ronald Borgess, OLHSA; Karen Cain, city of Pontiac; Donna Cunningham, community volunteer; Susan Ebeling, National City Insurance; Lindon Feun, Oakland Schools; David Ford, UWUA Local 105; David Geen, Great Lakes Bank; Douglas Williams, Oakland County and Audrey Wittrup, Oakland Schools.

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