MPLP Program Overview

The Michigan Political Leadership Program at Michigan State University is a bi-partisan program that identifies individuals from across the state committed to community service and brings them together to engage in a public policy and leadership curriculum.

The curriculum incorporates practical politics, public policy analysis and process, personal leadership development and effective governance. Since 1992, nearly 600 MPLP graduates have put the skills and relationships acquired through the program to work in their communities and in statewide office. MPLP Fellows gain the expertise to tackle public policy issues as candidates for office, as government officials or as citizen activists. Most notably, 15 MPLP graduates are now serving in the Michigan State Legislature.

This innovative program is directed by Anne M. Mervenne and Steve Tobocman. Ms. Mervenne is President of Mervenne and Company, a governmental relations consulting firm and is currently serving on the board of directors of Blue Cross Blue Shield of Michigan. Previously, she served for 12 years in the Engler Administration in a number of capacities including Chief of Staff to First Lady Michelle Engler, Director of the Governor’s Southeast Michigan office, Executive Director of the Michigan Women’s Commission, and Director of Appointments for the Governor. She has also held elected office as an Ingham County Commissioner. Mr. Tobocman is the managing partner at New Solutions Group, LLC and currently serves as the Director of Global Detroit, a regional economic development initiative focusing on Metro Detroit’s immigrant, international and global connections to create jobs and raise incomes. Mr. Tobocman served in the Michigan House for three consecutive two-year terms (the maximum allowed under Michigan’s term limits laws.) He was elected Majority Floor Leader, the second-highest position in the Michigan House, during his third term. Together, Mervenne and Tobocman use their considerable public service and government experience to guide 24 men and women chosen annually to participate in MPLP.

MPLP is a 501 (c)(3) non-profit organization and is a program of the Institute for Public Policy and Social Research (IPPSR) in MSU’s College of Social Science. The only bi-partisan public policy and leadership training program in Michigan, MPLP is distinguished as one of only a handful of such programs in the nation.
Advisory Board
2014-2015

Co-directors: Anne M. Mervenne and Steve Tobocman

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Gary Heidel,* Chief Placement Officer, Michigan State Housing Development Authority

Paul Hillegonds, Former Speaker, Michigan House of Representatives

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Dave Murley,* Deputy Legal Counsel, Office of Governor Rick Snyder

Nicole G. Nystrom, President, Midwest Strategy Group of Michigan

Aaron Payment,* Tribal Chairperson, Sault Ste. Marie Tribe of Chippewa Indians

Dan Pero, President, Pero Consulting

Dick Posthumus, President and CEO, Compatico Inc. and former Lt. Governor of Michigan

Scott Ray,* Director of Program Development, The Governor John Engler Center for Charter Schools, Central Michigan University

John T Reurink, Publisher and Co-Owner, Michigan Information & Research Service, Inc.

Douglas B. Roberts, Ph.D., Director, Institute for Public Policy and Social Research, Michigan State University and former State Treasurer, State of Michigan

Kelly Rossman-McKinney, CEO, Truscott Rossman

Ed Sarpolus, Target Insight

AnnMarie Schneider, Program Planning and Policy Education Director, Institute for Public Policy and Social Research and Canadian Studies Center Director, Michigan State University

Sam Singh,* State Representative, Michigan House of Representatives

Mark Skidmore, Ph.D., Professor, Michigan State University

Jacqueline Taylor, Ph.D., Consultant, Pondera Advisors, LLC

Steven Webster, Chief Executive Officer, Prima Civitas Foundation, and the Turkish Center of North America

Richard N. Wiener, Executive Director, Detroit Land Bank

MPLP Curriculum Outline

Defining Ourselves and Our Work
- Introduction of Fellows
- Determine Personal Leadership Style
- Review Program Goals and Curriculum
- Establish and Share Individual Goals
- Understanding the State Budget
- Authentic Leadership in Public Service
- The Election Cycle

Understanding Leadership
- Learn the Power of Group Interaction
- Identify Influences Affecting Political Leadership Styles
- Develop Solid Presentation and Interaction Techniques
- Situational Leadership
- Global Michigan and Michigan’s Economic Future via Immigration

Local Government Leadership
- Understand the Evolution of Local Government in Michigan
- Examine How Local Governments Work And Why
- Discuss Key Issues Facing Local Government
- Explore Tribal Government and Development

Intergovernmental Relations, Urban Policy, and Social and Economic Development
- Explore Economic Development Strategies
- Consideration of Urban Strategies
- Examine Models of Intergovernmental Cooperation
- Detroit Consent Decree
- Woodward Corridor Initiative
- Anchor Institutions Strategy and Detroit Revitalization Fellows Program

Health Care and its Role in Michigan
- Examine Perspectives in Health Care
- Understanding Evidence Informed Health Policy
- End of Life and Health Policy

Campaign Development and Perspectives in Policy
- Perspectives on Decision to Run for Office
- Overview of the Kalamazoo Promise
- Prepare Yourself for Campaign Management
- Develop the Campaign Plan, Website and Literature
- Envision Michigan’s Future Economy
- Values Based Messaging

Politics and Media
- Understand the Role of the Media
- Practice Effective Media Techniques
- Learn to Present Yourself to the Electronic Media
- Experience Working with Media Professionals

Perspectives in Policy, Fundraising and Social Media
- Examine Models of Intergovernmental Cooperation
- Learn about the Changing Demographics in Michigan
- Grassroots and Online Activism
- Parliamentary Procedures

Ethics in Campaign and Governing, and Translating Knowledge Into Action
- Ethics in Campaigns and Governing
- Political Fundraising
- Understand the Role of Agriculture on Michigan’s Economy
- Understand Conflict Resolution and Negotiation Skills

Effective Governance
- Understand Institutional Change
- Understand the Role of Policy Advocates
- Review Michigan Citizens’ Priority Issues
The first class of MPLP fellows graduated in 1992. Since that time, MPLP is proud to report that nearly half of our alumni are serving or have served in an appointed or elected capacity. We congratulate those alumni, and invite you to view the latest updates at http://ippsr.msu.edu/mplp/MPLPElected.pdf

**TRIBAL GOVERNMENT**

- Terri Fitzpatrick - Former Board Secretary, Housing and Utility Authority, Sault Ste. Marie Tribe of Chippewa Indians
- DJ Hoffman - Tribal Board Secretary, Sault Ste. Marie Tribe of Chippewa Indians
- Aaron Payment - Chairman, Sault Ste. Marie Tribe of Chippewa Indians

**STATE GOVERNMENT**

- Theresa Abed - House of Representatives, District 71
- Jamie Clover Adams - Director, Department of Agriculture and Rural Development
- Richard Ball - Former House of Representatives, District 85
- Nannette Bowler - Former Director, Family Independence Agency
- Michael Calton - House of Representatives, District 87
- Philip Cavanagh - House of Representatives, District 17
- Ed Clemente - Former House of Representatives, District 14
- Rev. Robert Dean - Former House of Representatives, District 75
- Craig DeRoche - Former Speaker of the House of Representatives, District 38
- Pan Godchaux - Former House of Representatives, District 40
- Tim Greimel - House of Representatives, Minority Leader, District 29
- Gail Haines - House of Representatives, District 43
- Tricia Harney - Trustee, Board of Pharmacy
- Rudy Hobbs - House of Representatives, Democratic Floor Leader, District 35
- Kenneth Horn - Former House of Representatives, District 94
- Carolyn Kane - Former Advisory Board Member, Michigan Snowmobile and Trails Advisory Commission
- Wayne Kuipers - Former State Senate, District 30 and Former House of Representatives, District 90
- Peter MacGregor - House of Representatives, District 73
- Sean McCann - House of Representatives, District 60
- Marc Milburn – Member, Michigan Board of Social Work
- Margaret O’Brien – Associate Speaker Pro Temp, House of Representatives, District 61
- Amanda Price - House of Representatives, District 89
- Nida Samona - Former Chair, Liquor Control Commission
- Harvey Santana - House of Representatives, District 10
- Katherine Segal - Minority Floor Leader, House of Representatives, District 62
- Andrea Schroeder - Director, State Board of Cosmetology
- Wayne Schmidt - House of Representatives, District 104
- Deb Shaughnessy – Member, Child Abuse and Neglect Prevention Board, Former House of Representatives, District 71
- Sam Singh - House of Representatives, District 69
- Maureen Stapleton – Former House of Representatives, District 4, and Former Precinct Delegate, Wayne County
- Marc Shulman - Former Chair, Appropriations Committee, House of Representatives, District 39
- Tom Watkins Jr. – Former Superintendent, Michigan Department of Education

**COUNTY**

- Jamie Clover Adams - Former Commissioner, Clinton
- Christine Alwood - Planning Commission, Former County Commissioner, Isabella
- James Bailey - Former Chairperson, Barry
- William Barnett - Mayor, Cadillac and Former Commissioner, Wexford
- Ed Boettcher - Commissioner, Antrim
- Nannette Bowler - Former Chief Probate Judge, Ionia
- Robert Brackenbury - Former Commissioner, Washtenaw
- Karen Buie - Former Clerk, Muskegon
- Tom Cameron - Judge, 3rd Circuit Court, Wayne
- Leona Clark-Resteiner - Former Commissioner, Genesee
- Dale Copedge - Commissioner, Ingham
- Debbie De Leon - Commissioner, Ingham
- Susan Doherty - Commissioner, Macomb
- Brian Elder - Commissioner, Bay
- Roger Elkins - Commissioner, Oscoda
- Kathryn Elliott - Former Road Commissioner, Isabella
- Jennifer Flood - Member, Women's Commission, Ingham
- Sandra Frost Parrish - Commissioner, Kent
- Gary Giguere Jr. - Judge, 9th Circuit Court, Kalamazoo
- Tim Greimel - Former Commissioner, Oakland
- Mandy Grewal - Former Commissioner, Washita
- Mark Hackel - County Executive, Macomb
- Julia Heilig - Former Commissioner, Huron
- Jo Anne Holbert - Former Commissioner, Oakland
- Kenneth Horn - Former Commissioner, Saginaw
- David Jaroch - Former Commissioner, Huron
- Dichondra Johnson – Board Member, Women’s Commission, Ingham
- Kristin Judge - Former Commissioner, Washtenaw
- Nadine Klein - Former Commissioner, Kent
- Ken Lampar - Commissioner, Macomb
- Tina Leary - Clerk, Van Buren
- Jan Letzgus - Former Treasurer, Gladwin
- Judith Lincoln - Former Commissioner, Saginaw
- Lisa Lund - Former Commissioner, Montcalm
- Lynn Mason - Commissioner, Ionia
- Sean McCann - Former Commissioner, Kalamazoo
- Janice McCranner - Former Commissioner, Manistee
- Florene Mentel - Commissioner, Monroe
- Elizabeth Misuraca - Trustee, Wayne County Retirement Board, Chair, Wayne County Art Authority
- Marc Milburn - Commissioner, Roscommon
- Greg Moore - Former Commissioner, Calhoun
- Mark Neitzke - Former Commissioner, Gratiot
- Mary Nellenbach - Former Commissioner, Lapeer
- Camille Nerkowski - Youth & Recreation Committee, City of Alpena
- Denise (Massey) Noble - Former Commissioner, Van Buren
- Michael O’Hare - Commissioner Chair, Saginaw
- Debra Panuzzo - Commissioner, Berrien
- Roger Phillips - Former Commissioner, Alpena
- G. Scott Pierangelii - Probate Judge, Kalamazoo
- Robert Reddy - Former Commissioner, Wexford
- Amanda Roggenbuck - Former Chief Probate Judge, Family Court Judge, Tuscola
- Wayne Schmidt - Former Commissioner, Grand Traverse
- Katherine Segal - Former Commissioner, Calhoun
- Don Shemel - Former Commissioner, Branch
- Omar Sims - Commissioner, Genesee
- Bradley Slagh - Treasurer, Ottawa
- Connie Sysak - Planning Commission, Jackson
- Roger Trudell - Commissioner, Isabella
- Jon Van Allsburg - Circuit Court Judge, Ottawa
- Carol Vernon - Clerk, Gratiot
- Mark Vroman - Former Commissioner, Ionia

**TOWNSHIP**

- Vance Bates - Supervisor, Almira
- Eric Bacyinski - Former Deputy Clerk, Plymouth, Trustee, Plymouth District Library
- Rick Bernhardt - Former Supervisor, Kinross
Paul Bigford - Supervisor, Sweetwater
Ann Bollin - Clerk, Brighton
Kevin Bowman - Former Supervisor, Blackman
Mike Brady - Former Trustee, Chesaning
Susan Burton - Clerk, Ada
Marlene A. Chockley - Planning Commission Chair, Northfield
Ronald Cischke - Supervisor, Goodland
Brenda DeKuiper - Treasurer, Blair
Elke Doom - Supervisor, Huron Charter
Joseph G. Ferrari - Treasurer, Oxford Charter
Mandy Grewal - Supervisor, Pittsfield
Maggie Grobben - Former Clerk, Wakeshma
Joel Hondorp - Clerk, Byron
Ray James - Zoning Board of Appeals, and Former Chair, Cascade
Douglas W. Jones - Former Supervisor, Grosse Ile
Todd Kaminski - Former Trustee, Marengo
Daniel Kelly - Former Trustee, Independence
Julie Knight - Former Treasurer and Trustee, Dexter
Tracey Schultz Kobylarz - Supervisor, Redford
Tina Leary - Former Trustee, Hamilton
Deborah Macon - Former Trustee, West Bloomfield
Delmar Martin - Former Supervisor, Fabius
Gerald Masters - Former Trustee, Richfield
Rusty Merchant - Trustee, Grand Rapids
Sheryl Mitchell - Parks & Recreation Commissioner, West Bloomfield
Dwayne Parker - Supervisor, Buena Vista
Mary Pitcher - Trustee, Lake, Former Commissioner, Benzie
Amanda Price - Former Supervisor, Park
Patricia Raab - Supervisor, Porter, Former Deputy Clerk
Robert Randall - Former Supervisor, Wearsaw
Scott Ray - Former Trustee, Bath
Michael Rochholz - Former Clerk, Prairie Ronde
Milton L. Scales - Trustee, Meridian
Andrea Schroeder - Trustee, Independence
Bradley Slagh - Former Supervisor, Zeeland
Sherri Solomon - Former Zoning Board of Appeals and Planning Commission, Oneida
Kurt Soper - Supervisor, Davison
Roger Swaim - Former Trustee, Grand Blanc
Marie Twite - Supervisor, Alpena
Andrew F. Wardach - Former Supervisor, Brighton
Pat Watkins - Former Clerk, Buena Vista
Angela Wilson - Trustee, Meridian
Terry Wright - Supervisor, Grayling

Katheryn Elliott - Former Councilperson, Shepherd
David Wineman - Former Councilperson, Sebewaing

CITY
Elizabeth Agius - City Councilperson and Former Chair, Dearborn Heights
Laurie Arora - Councilperson, Grosse Pointe Park
Michael Armitage - Mayor, Milan
Nancy Banks - Clerk, Southfield
Bryan Barnett - Mayor and Former Councilperson, Rochester Hills
William Barnett - Mayor, Cadillac
Kevin Beard - Councilmember, East Lansing
Jill Brandana - Former Chair Pro Tem, Taylor
Chris Brown - Former Councilperson, Coopersville
Marlon Brown - Councilperson, Mason
Mary Bush - Former Mayor and Councilperson, Farmington
Kenneth V. Cockrel, Jr. - Former Mayor and Councilperson, Detroit
Sarah Bydak - City Clerk, Walker
Fred Collins - Former Councilperson, Berkley
Robert Coughlin - City Commissioner, Kentwood
John Daly, III - Former City Manager, Three Rivers
Burnet Davis - Former Mayor and Former Councilperson, Alma
Rev. Robert Dean - Former Commissioner, Grand Rapids
Craig DeRoche - Former Councilperson, Novi
Robert Dickerson - Former Mayor and Former Councilperson, Wayne
Jane Drake - Councilperson and Former Planning Commissioner, Fremont
Terri Fitzpatrick - Former Planning Commissioner, St. Ignace
Randolph Gear - Mayor Pro Tem, Romulus
Vicki Granger - Mayor Pro Tem, Grosse Pointe Woods
Stella Greene - Commissioner and Former Mayor, Plymouth
Gail Haines - Former Councilperson, Lake Angelus
Gail Haines - Board Member, Grand Haven Brownfield Redevelopment Authority/Economic Corporation
Diontrae Hayes - Trustee, Charter Twp of Lansing
James Heath - Inspector General, City of Detroit
Brad Heffner - Former Manager, Ithaca
Jo Anne Holbert - Former Deputy, Pontiac
Mary Kerwin - Former Mayor Pro Tem, Troy
Jeff Jenks - Former Mayor Pro Tem and Former Commissioner, Huntington Woods
Shauna Johnston - Planning Commission,

Grand Rapids
Dave Lambert - Former Councilperson and Mayor Pro Tem, Troy
David Lossing - Mayor, Former Councilperson, Linden
JoAnne McShane - Councilperson and Former Mayor, Farmington
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Barbara Miller - Commissioner, Kalamazoo
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Milton L. Scales - Former Road Commissioner, Portage
Elizabeth Schweitzer - Former Mayor, East Lansing
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Amna Sebold - Mayor and Former Commissioner, East Grand Rapids
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Omar Sims - Former Councilperson, Flint
Sam Singh - Former Mayor and Councilman, East Lansing
Heather Spielmaker - Councilperson, Charlotte
Kyle Stack - Mayor and Former Clerk, Trenton
Nathan Triplett - Mayor, East Lansing
David Walker - Councilperson, Benton Harbor
Tony Walker - Vice Mayor, Battle Creek
Michael Webber - Councilperson, Rochester Hills

COLLEGE/UNIVERSITY
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Andrew Everman - Trustee, C.S. Mott Community College
Bob Guyot, III - Former Trustee, Northwestern Michigan College
Chris Laverty - Trustee, Lansing Community College
Garnet Lewis - Trustee, Northern Michigan University
Robert Proctor - Trustee, Lansing Community College

SCHOOL BOARD
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VILLAGE
Frederick J. Borowski - Former Councilperson, Estral Beach

CITY
Elizabeth Agius - City Councilperson and Former Chair, Dearborn Heights
Laurie Arora - Councilperson, Grosse Pointe Park
Michael Armitage - Mayor, Milan
Nancy Banks - Clerk, Southfield
Bryan Barnett - Mayor and Former Councilperson, Rochester Hills
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Jo Anne Holbert - Former Deputy, Pontiac
Mary Kerwin - Former Mayor Pro Tem, Troy
Jeff Jenks - Former Mayor Pro Tem and Former Commissioner, Huntington Woods
Shauna Johnston - Planning Commission,
Hey, you! Want to help run Michigan?

By Doug Roberts

It’s the Friday night opening of the famed Media Weekend at the Michigan Political Leadership Program.

Two of the state’s sharpest wits – PR star Kelly Rossman-McKinney of Truscott Rossman and veteran journalist John Lindstrom of Gongwer News Service – are preparing the 24 MPLP Fellows to meet the press.

This Friday night, the Fellows are paying close attention, anxious about tomorrow. That’s when they’ll be interviewed, videotaped and critiqued over and over again until their presentation is well-polished.

This is the latest class of the Michigan Political Leadership Program, a program that has helped prepare many of the state’s top leaders over the past 20 years. Among them are a former mayor of Detroit and a former Speaker of the Michigan House of Representatives.

This class includes a former West Michigan mayor, an outreach director, a self-employed attorney, a public health educator, an automotive marketing manager, a board-certified dermatologist and two members of the National Guard who’ve seen service in Afghanistan.

The Fellows are Republicans, Democrats and Independents, and they hail from all corners of Michigan. This group drove from as far away as Gladwin, Kalamazoo, Traverse City and southeast Michigan to spend the weekend training for public service.

Learning to govern

Before next February’s gala graduation, this group of 12 men and 12 women will spend two days a month for 10 months training for public office at every level. They’ll earn a certificate of participation from Michigan State University and bring MPLP’s alumni to just shy of 600.

Sessions will take them from Lansing to Grand Rapids to Detroit and back again, on tours of economic development and community revitalization, and in spirited discussion with each other and some of the state’s leading authorities on the economy, campaign finance, media relations, social media practices and personal leadership.
As this Friday winds up, I can’t resist sharing a story or two of my own. After nearly 30 years in state government, 10 of them as State Treasurer, I have a few stories I can tell.

One of my first television interviews lasted 20 minutes – forever to me – and left my stomach in knots. I needn’t have worried: those 20 minutes were cut to eight seconds. As I told Friday night’s group, there wasn’t enough of my time on TV to justify the butterflies.

Now, as I plan for retirement in 2015, this Media Weekend opening night was bittersweet, cause for quiet reflection and just a little pride.

During my 11 years as Director of the Institute for Public Policy and Social Research where MPLP makes its home at MSU, I’ve seen MPLP nearly double in alumni. MPLP’s two fundraising events – a late February dinner in Livonia followed the next day by a breakfast in Grand Rapids – are among the state’s largest bipartisan events.

We bring in nationally known speakers to the fundraisers, and the events are great draws for the must-see speakers. We also know that the dinner and breakfast are must-attend events for the networking opportunities alone!

**Record of success**

Our MPLP graduates include former Detroit Mayor Kenneth V. Cockrel, Jr., former House Speaker Craig DeRoche, former Sen. Wayne Kuipers, House Minority Leader Tim Greimel and Aaron Payment, chairman of the Sault Ste. Marie Tribe of Chippewa Indians.

During the election of 2012, 14 MPLP graduates were elected to Michigan’s House of Representatives – all serving at the same time.

Our Co-Directors have extensive experience in state House leadership and state executive administration. Co-Director Anne Mervenne was a member of Gov. John Engler’s executive office, and Steve Tobocman, a former state House Majority Floor Leader. Our Fellows benefit from their bipartisan approach. Anne is a Republican. Steve is a Democrat.

This summer, we are welcoming applications for the MPLP Class of 2015. Applications are due Friday, Sept 5. There’s more information, plus application forms, [on our website](#). Each applicant is interviewed and the next class announced before a new year of training starts in February.

An MPLP Fellow’s cost is a $1,000 administrative fee, incidental costs and the time and energy to invest in an excellent program. Each fellowship is valued at $12,000, money raised through MPLP’s dinner and breakfast, sponsorships and donations.

I’m proud of our Fellows and our graduates, and I’m proud of our program as it continues to grow and prosper.

* Doug Roberts is director of Michigan State University’s Institute for Public Policy and Social Research, where the Michigan Political Leadership Program makes its home. He is also a former state treasurer.
The Michigan Political Leadership Program at Michigan State University is a bipartisan fellowship program designed for those seeking greater involvement in the public policy process, through elective office or through citizen activism.

MPLP is distinguished as one of only a handful of programs of its kind in the nation. Since its 1992 inception, over 500 MPLP fellows have participated in our 10-weekend curriculum which focuses on practical politics, public policy analysis and process, personal leadership development, and effective governance. More than half of MPLP’s graduates have served in elected office and/or assumed leadership positions.

Each year, fundraising events take place in Grand Rapids and the Detroit area to raise the necessary funding to support the 24 fellowships that are awarded to aspiring policy leaders. Each fellowship is valued at approximately $12,000.

During the event’s history, MPLP has hosted an impressive group of our nation’s top political and policy leaders. Dignitaries such as Robert Gibbs, Karen Hughes, Ari Fleischer, Eugene Robinson, Dana Perino, Michael McCurry, Governor Jim Blanchard, Governor John Engler, Haley Barbour, Paul Begala, Bill Bradley, Pat Buchanan, Tucker Carlson, James Carville, Lynne Cheney, Mario Cuomo, Howard Dean, Geraldine Ferraro, Marlin Fitzwater, Harold Ford, Jr., Ed Gillespie, Jack Kemp, Bill Kristol, Mary Matalin, Terry McAuliffe, George Mitchell, Mike Murphy, Dee Dee Myers, Leon Panetta, Warren Rudman, Alan Simpson, George Stephanopoulos and J.C. Watts have served as MPLP’s guest speakers.

MPLP is a program of the Institute for Public Policy and Social Research in MSU’s College of Social Science.

For More Information

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Program Administrator  
Michigan Political Leadership Program  
(517) 353-0891

CAROL CONN and  
REBECCA BAHAR-COOK  
Capitol Fundraising Associates  
(517) 485-9127

SPONSOR LEVELS  
$10,000  
$5,000  
$2,500

TABLE PRICE  
$1,500

DRESS  
Business Attire
Doug Sosnik  
Former Clinton White House Advisor

SPEAKER BIO

Few people know their way around the West Wing as well as Douglas Sosnik. He served for six years as senior advisor to President William Jefferson Clinton, and played a key role in policy, strategy, and communications decisions. A consummate Washington insider and represented exclusively by Leading Authorities, Sosnik draws on his years in the political arena to take audiences inside the White House, and offers numerous practical examples of how leaders earn the loyalty and support of people.

In times of crisis, he knows the play-by-play. His vast experience and leadership has taken Sosnik to new and varied heights. He currently advises prominent U.S. Fortune 100 corporations, the National Basketball Association, as well as U.S. Senators and Governors, in crisis management and strategic planning. His expertise has made him an MVP in his field.

Putting his experiences into practical lessons, Sosnik is the coauthor of the New York Times best-selling book Applebee’s America: What Political, Business, and Religious Leaders Can Learn from Each Other. He teamed up with senior George W. Bush strategist Matthew Dowd and award-winning Associated Press political reporter Ron Fournier to write a tome that explains how politicians, business leaders, and religious leaders must adapt in order to succeed in this era of immense change.

Policy and Strategy in Washington. During the 1996 presidential reelection campaign, Sosnik was the White House political director. For Clinton's second term, he served as senior advisor for policy and strategy. He is a valued advisor to any campaign, governing body, business leader, or organization. His passion and drive have taken him on a fast break to the top. He speaks with enthusiasm about his own success in politics and the public sector, and offers sound advice on how others can strive for a similar fate.
Nicolle Wallace
Best-Selling Author, Co-Host of The View, and Former Assistant to the President and White House Director of Communications

SPEAKER BIO

Nicolle Wallace is a best-selling author, a political analyst for MSNBC, a co-host on ABC's The View, a top strategist for the GOP, and the former special assistant to the president and director of communications at the White House under President George W. Bush. The New York Times called her a "tough, savvy, and hard-charging conservative political operator," and her White House colleague, presidential political advisor Mark McKinnon, called her a "rare talent in politics." Funny and charming, she shares fascinating stories from her time in the White House, on the campaign trail with Sarah Palin, and from the studios at MSNBC and ABC. Exclusively represented by Leading Authorities speakers bureau, Wallace is a master storyteller as she looks at the latest in politics and the media and offers audiences the rundown on today's biggest players and issues.

From Inside the White House. Wallace served as the communications chief for George W. Bush's White House and re-election campaign and was credited with "injecting a tremendous amount of realism" into White House deliberations. According to the Washington Post, she served as "a voice for more openness with reporters." The New York Times story announcing her presidential appointment carried the headline: "New Aide Aims to Defrost the Press Room," and she was described by former colleagues as "very persuasive in the halls of the West Wing."

Wallace also served as senior campaign advisor for the McCain-Palin campaign in 2008. She appeared frequently on network and cable news programs as the campaign's top spokesman and defender. In the 2012 film Game Change, she was portrayed by Sarah Paulson.

Before her time in the White House, she was a press secretary for Governor Jeb Bush (R-FL). She is also a former political analyst for CBS Evening News.

Best-Selling Political Author. Wallace is the author of a series of New York Times best-selling contemporary political novels, which includes Eighteen Acres, It's Classified, and Day in the Life. The books feature women in top political roles, including president, secretary of defense, chief of staff, and White House correspondent.

She is a California native and graduate of the University of California, Berkeley and Northwestern University's Medill School of Journalism.
20th Annual MPLP Fundraising Dinner Sponsorship Levels

$10,000
- Two seats at head table with Nicolle Wallace or Doug Sosnik
- Table of Ten
- Six invitations to sponsor reception with Nicolle Wallace or Doug Sosnik
- Photo opportunity with speakers
- Recognition at MPLP fundraising events
- Recognition in program booklet
- Listing on sponsorship recognition poster
- Verbal recognition from stage
- Table sign

$5,000
- Table of Ten
- Four invitations to sponsor reception with Nicolle Wallace or Doug Sosnik
- Photo opportunity with speakers
- Recognition at MPLP fundraising events
- Recognition in program booklet
- Listing on sponsorship recognition poster
- Verbal recognition from stage
- Table sign

$2,500
- Table of Ten
- Two invitations to sponsor reception with Nicolle Wallace or Doug Sosnik
- Photo opportunity with speakers
- Recognition at MPLP fundraising events
- Recognition in program booklet
- Listing on sponsorship recognition poster
- Verbal recognition from stage
- Table sign

$1,500
- Table of Ten
- Recognition at MPLP fundraising events
- Recognition in program booklet
- Listing on sponsorship recognition poster
- Table sign

$150  Individual Dinner Ticket
Sponsor Commitment Form

20th Annual MPLP Dinner
Thursday, February 26, 2015
Laurel Manor, Livonia, Michigan

Business/Organization: ________________________________________________________________

Address: __________________________________________________________________________

City: _______________________________ State: _______________ Zip: _______________

Business Phone: ___________________________ Fax: ____________________________

Contact for follow up should be made with: ____________________________________________

E-mail for follow up contact: _________________________________________________________

(E-ticket will be forwarded) (Please print)

Telephone number for follow up contact: _____________________________________________

_____ Yes, I/we agree to be a sponsor for the 20th Annual MPLP Dinner.

Business/Organization name: ________________________________________________________

__________________________________________________________

(As it should appear in the program booklet)

Sponsorship Levels

☐ $10,000
☐ $5,000
☐ $2,500
☐ $1,500
☐ $150 – Individual Ticket

_____ tickets for a total of ________ dollars

__ Please find check made payable to MSU/MPLP enclosed.
__ Check to be mailed within the next two weeks.
__ Please send an invoice.

OR Payments can now also be made online at: https://commerce.cashnet.com/msu_3040

Return this form via email, regular mail or fax to:
MICHIGAN POLITICAL LEADERSHIP PROGRAM
Michigan State University
509 E. Circle Drive
Berkey Hall, Room 301
East Lansing, MI 48824-1111
Phone: 517/353-0891  Fax: 517/432-1544
Email: clearyl@msu.edu