

April 3, 2009



Shepperd e-Leader: Perfect Timing



Changing the Future of Leadership

POTUS 44 Welcomes Obama's Deputy Campaign Manager

In the historic 2008 presidential campaign, Steve Hildebrand served as the deputy national campaign manager for Barack Obama. Joining with Obama in September 2006, before the senator made the decision to seek the presidency, Hildebrand was at the forefront of all strategic decisions and helped to craft the groundbreaking grassroots campaign strategy from the very beginning. From savvy marketing to the use of the internet and small donors, Hildebrand's strategy helped raise an astonishing \$750 million for the candidate, shattering records and changing the political landscape forever.



Hildebrand's extensive political career has included managing races in South Dakota, Iowa, and Minnesota. He oversaw the Midwestern states for the Clinton-Gore re-elect in 1996 and served as political director of the Democratic Senatorial

Campaign Committee from 1997-1998. In 1999 and 2000, Hildebrand ran the Iowa caucuses for Vice President Gore and the Women Vote! program for EMILY's List. He also managed Senator Tim Johnson's campaign in 2002 and Senator Tom Daschle's campaign in 2004.

In 2005, Hildebrand and Paul Tewes founded Hildebrand Tewes Consulting, a full-service consulting firm with a specialty in communications, candidate research, and grassroots strategy. The firm was built on the success of one of the most heralded grassroots issues campaigns in recent history – the campaign that defeated President Bush's plan to privatize Social Security. With 22 employees in Washington, DC and Sioux Falls, South Dakota, the firm has grown quickly and is considered one of the premier political firms in the country.

John Ben Shepperd
Public Leadership
Institute

"If you wait for inspiration you'll be standing on the corner after the parade is a mile down the street."

-Ben Nicholas

"If at first you don't succeed, you're running above average."

-M.H. Alderson

"There are two kinds of people, those who finish what they start, and so on...."

-Robert Byrne

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Date: Wednesday, April 22, 2009

Time: 11:45 A.M.

Where: Library Lecture Hall 001

FREE LUNCH FOLLOWING LECTURE

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Shepperd Distinguished Lecture Series



Malcolm Gladwell has an incomparable gift for interpreting new ideas in the social sciences and making them understandable, practical and valuable to business and general audiences alike.

Gladwell's most recent book promises to have an even greater impact on both business and society. In ***Outliers: The Story of Success***, Gladwell suggests an exciting new approach to helping people succeed by using the factors that really foster success. *Outliers* debuted as a #1 bestseller for *The New York Times*, *The Wall Street Journal*, *The San Francisco Chronicle*, Barnes & Noble, and *Publisher's Weekly*.

With his first book, Gladwell embedded the concept of ***The Tipping Point*** in our everyday vocabulary and gave organizations new tools for understanding how trends work. In his second book, ***Blink***, he analyzed first impressions—the snap judgments that we all make unconsciously and instinctively—and he explores how we can master this important aspect of successful decision-making.

Gladwell is a staff writer for the *New Yorker* magazine. His editor describes his work as a new genre of story, an idea-driven narrative that's focused on the everyday and combines research with material that's more personal, social and historical. He was previously a reporter for the *Washington Post*.

When: April 14, 2009 at 7 P.M.

Where: UTPB Gymnasium

Cost: Free

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