

## The Leadership Institute trains conservatives.

Founded in 1979 by its president, Morton C. Blackwell, LI provides training in campaigns, fundraising, grassroots organizing, youth politics, and communications. The Institute teaches conservatives of all ages how to succeed in politics, government, and the media.

The Institute offers more than 50 types of training schools, workshops, and seminars; a free employment placement service; and a national field program that trains conservative students to organize campus groups.

Since 1979, LI has trained more than 250,000 conservative activists, leaders, and students. The Institute's unique college campus network has grown to more than 2,300 conservative campus groups and newspapers. At the MFRW Convention we will be training on Get Out the Vote and How you can be a Volunteer. There are many levels of helping in the upcoming Election.



### **Heather Sellers**

Faculty at the Leadership Institute

Heather Sellers has over twenty years of marketing, advertising, and public relations experience encompassing all aspects of consulting, budgeting, media buying and planning, branding of a new name for a company, lobbying, and serving as a company spokesman. She was elected to an office which allows her to have a valuable perspective of inside elections and campaigns. Each year she represents over 50+ campaigns across the country, from U.S. Senate to Local City and County races. No race is too large or small for her to give them her complete and undivided attention. She has worked for Sinclair Broadcasting Group for over 8 years and is now a Political Media Consultant.

She attended Mary Baldwin College in Staunton, VA for 2 years, and then transferred to the University of Mississippi where she graduated on the Dean's List in 3 years. Senator Thad Cochran introduced her to her husband who she has been married to 32 years in October. Rick Sellers, at the time they met, was the nominee for the Alabama U.S. Senate. They now live in Ridgeland, MS with their daughter and son.



## Margot Crouch

Margot Crouch is a State and Local Leader Deputy in Pennsylvania. She has spent the last decade working in State Party Politics in Pennsylvania and Maryland. She first started in politics at the Heritage Foundation as an intern and as an Administrative Assistant at the Center for Health Policy Studies.

Margot has spent most of her career as a fundraiser. She was the Deputy Finance Director and later the Finance Director at the Republican Party of Pennsylvania. She also served as the Finance Director at the Maryland Republican Party. Margot was also the Deputy Finance Director at the Pennsylvania House Republican Campaign Committee.

Prior to joining the Leadership Institute, Margot served as the Central Regional Political Director for the Oz for Senate campaign. She worked with elected officials, local leaders, and hundreds of volunteers in 20 counties for the Oz campaign.

Margot grew up in Pittsburgh, Pennsylvania, and is an avid fan of the Pittsburgh Steelers and Penguins. She attended Michigan State University where she earned a dual degree in International Studies and French. In the Fall of 2024, Margot will be a second-year law student in the Part-Time program at Widener University Commonwealth Law School. In her spare time, she enjoys bass fishing with her Boxer dogs, Dozer and Harley.