

Training *for* Action

if we organize, we win
April 23 • South Valley Academy • Noon-5pm

While many of us never formerly thought about being activists or organizers, the new presidential administration has evoked a mass response. In New Mexico, this is being felt in part by a surge in donations and volunteers to social justice and environmental organizations. But the shared question emerging is how can one be truly effective? In response, community members in Albuquerque have created an event to provide a toolbox of skills in organizing strategy, tactics, solidarity, and issues for all those wanting to ensure their actions are effective.

A handful of community members came together over the past few months not only because they wanted these skills themselves but they also wanted to help as many community members as possible to connect and gain these skills. A Training for Action has been organized by brand new and seasoned activists, including two co-organizers of the Jan. 21 Women's March in Civic Plaza, a member of the newly formed New Mexico Musicians Coalition, a well-known organizer who began during the Vietnam War, staff members of the Sierra Club, and others. The group has encouraged collaboration from a wide range of local organizations and individuals, and these shared efforts have resulted in A Training for Action, a volunteer-created and -run 40-workshop event, providing an array of organizing skills.

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Event Agenda

Noon – Registration, Grab-and-Go Lunch, Music*, and Yoga

12:30 – Opening Speakers

1:00 – 1:50 – Workshop Session #1

2:00 – 2:50 – Workshop Session #2

3:00 – 3:50 – Workshop Session #3

4:00 – 4:30 – Meeting on the Issue #4

4:30 – FIESTA – Food, Music*, Information Tables: Meet and talk with people from a variety of organizations

*Music provided by **New Mexico Musicians Coalition**

Session Schedule

	Room #	Wrkshop#	S/T/S	Trainer	Workshop Name	
Session #1 - 1:00 pm to 1:50 pm					Session #1 - 1:00 pm to 1:50 pm	
Session 1 1:00 pm - 1:50 pm	Strategy	Rm # 7	WS 1	Strategy	Sandra Duckert	Powerful Speaking and Writing to Your Legislators
		Rm # 4	WS 24	Strategy	Mark Rudd	Mapping a 20- to 40-Year-Long Strategy for Power
		Rm # 3	WS 28	Strategy	Jordan O. James	Working More Effectively in Indigenous Communities
		Rm # 8	WS 36	Strategy	Ivy Rizzo	"Representing Ourselves" Advocacy from within for small and underrepresented communities
	Tactics	Rm # 2	WS 4	Tactics	Heather Ailes	How to Plan a Meeting
		Rm # 1	WS 8	Tactics	Elinor Sue Coates	Commitments and Agreements
		Rm # 5	WS 13	Tactics	Laura Ramnarace	Group Decision Making and Meeting Facilitation
		Rm # 6	WS 22	Tactics	Mark Diaz Truman	Relational Organizing through One-to-One Person-to-Person Meetings
		Rm # Com Lab	WS 32	Tactics	Camilla Feibelman	How to Write an Effective Letter to the Editor and Other Communication to Reach the Public
		Rm # 9	WS 35	Tactics	Lucy Moore	A Mediator's Experience in Coalition Building
		Rm # 13	WS 40	Tactics	Rebecca Sobel	Introduction to Non Violent Direct Action
	Solidarity	Rm # 10	WS 7	Tactics	Roberta Rael Christina Rodriguez	"E.Woke": digital security with liberation visioning
Rm # 11		WS 16	Solidarity	Alicia Chavez	Understanding Intersectionality and Building Stronger Allyship	
Rm # 12	WS 20	Solidarity	Jaycee Lewis	Transgender 101		
						Session 1 1:00 pm - 1:50 pm

	Room #	Wrkshop#	S/T/S	Trainer	Workshop Name	
Session #2 - 2:00 pm to 2:50 pm					Session #2 - 2:00 pm to 2:50 pm	
Session 2 2:00 pm - 2:50 pm	Strategy	Rm # 7	WS 1	Strategy	Sandra Duckert	Powerful Speaking and Writing to Your Legislators
		Rm # 2	WS 3	Strategy	Heather Ailes	Power Research
		Rm # 5	WS 12	Strategy	Laura Ramnarace	Developing Teams and Leaders
		Rm # 6	WS 21	Strategy	Mark Diaz Truman	Constructing Creative Strategies
		Rm # 12	WS 31	Strategy	Camilla Feibelman	Workshop Description: How to Frame Your Message to Change Minds
	Tactics	Rm # 8	WS 15	Tactics	Maurreen Skowran	How to Work with the Media
		Rm # Com Lab	WS 18	Tactics	Maya Rommwatt	Ins and outs of the Tactical Technology Activists use to Organize Themselves and Others
		Rm # 4	WS 26	Tactics	Lissa Knudsen	How to Get Your Audience's Attention and Motivate Them to Take Action
		Rm # 9	WS 37	Tactics	Pat Davis	So, you want to run for office?!
	Solidarity	Rm # 13	WS 41	Tactics	Rebecca Sobel	Event Organizing - Best Practices
		Rm # 1	WS 10	Solidarity	Elinor Sue Coates	Applied Ethics
		Rm # 11	WS 19	Solidarity	Madeleine Carey	How to Organize in Communities that are Mostly Opposed to Your Message
		Rm # 10	WS 25	Solidarity	Hazel James + Robert Tohe	A Comparison between progressive groups' organizing and indigenous organizing..Solidarity now and solidarity later
		Rm # 3	WS 29	Solidarity	Jordan O. James	The Culture of One - Social Strength through Culturally Sustaining Pedagogy
						Session 2 2:00 pm - 2:50 pm

	Room #	Wrkshop#	S/T/S	Trainer	Workshop Name	
Session #3 - 3:00 pm to 3:50 pm					Session #3 - 3:00 pm to 3:50 pm	
Session 3 3:00 pm - 3:50 pm	Strategy	Rm # 1	WS 9	Strategy	Elinor Sue Coates	Inter-organizational Relations
		Rm # 4	WS 27	Strategy	Lissa Knudsen	Legislative Advocacy Training - How to Navigate the New Mexico Roundhouse
		Rm # 12	WS 30	Strategy	Camilla Feibelman	How to Plan an Effective Issue Campaign
	Tactics	Rm # 7	WS 2	Tactics	Sandra Duckert	How to Gain and Hold a Successful Meeting with Your Federal Legislators
		Rm # 3	WS 6	Tactics	Asha Canalos	Creative Tactics: Creating Graphics to Amplify Your Message
		Rm # 8	WS 14	Tactics	Makenzie Sanchez	The Power of Using Your Voice
		Rm # 9	WS 17	Tactics	Sarah Malone	How to Frame Narratives about Climate and the Environment to Change Hearts and Minds, and Spur People to Action
		Rm # 2	WS 33	Tactics	Avery Kalapa	Remaining Clear and Focused During Conflict
		Rm # 11	WS 34	Tactics	Karen Bentrup	Resistance 101: I Want to Protest, I Just Don't Know How
		Rm # Com Lab	WS 38	Tactics	Pat Davis	Digital Media to Win
		Rm # 10	WS 39	Tactics	Judy Calman	Navigating the Agency Process from Start to Finish
	Solidarity	Rm # 5	WS 11	Solidarity	Laura Ramnarace	How to Use Privilege to Create Opportunities for Others
		Rm # 6	WS 23	Solidarity	Mark Diaz Truman	Inclusive Meeting Design for Solidarity

	Room #	Trainer	Issue	
Session #4 - 4:00 pm to 4:30 pm			Session #4 - 4:00 pm to 4:30 pm	
Session 4 4:00 pm - 4:30 pm Talk about the issues	Rm #	Outdoors	Claudia Pavel	Changing Hearts and Minds
	Rm # 9		Sarah Malone	Climate Change
	Rm # 5		Laura Ramnarace	Inter-cultural communication
	Rm # 6		Dawn Ferguson	Energy Development and Indigenous Impacts
	Rm # 1		Elinor Sue Coates	Ethical dilemmas/Documenting
	Rm # 11		Madeleine Carey	Food
	Rm # 3		Asha Canalos	Fracking
	Rm # 10		Andrea Plaza	Immigration
	Rm # 4		Lissa Knudsen	Breastfeeding/Maternity & Paternity Leave
	Rm # 7		Ana Moran	Police Reform
	Rm #	Outdoors	Sandra Duckert	Poverty
	Rm #	Outdoors	Richard Barish	Protect the Bosque
	Rm #	Outdoors	Stephanie Maez	Public Financing of Elections
	Rm #	Outdoors	Heather Ailes	Racial Justice
	Rm # 2		Avery Kalapa	Self care
	Rm # 12		Jaycee Lewis	Transgender
	Rm #	ComLab	Maya Rommwatt	Wildlife
	Rm # 8		Makenzie Sanchez	Youth

Workshop Descriptions

WS1 - STRATEGY – Rm # 7 - Session# 1 and repeat in Session# 2

Powerful Speaking and Writing to Your Legislators

Sandy Duckert, RESULTS

Workshop Description: How to speak powerfully in 2 to 5 minutes before city councils or other governmental agencies, and how to write effective letters to the editor, opinion pieces. The premise is we can build powerful relationships with policy makers of all persuasions using the language of the listeners to create the changes we want for our world.

WS2 - TACTICS – Rm # 7 - Session# 3

How to Gain and Hold a Successful Meeting with Your Federal Legislators

Sandy Duckert, RESULTS

Workshop Description: How to schedule and hold meetings with members of Congress and their staffs to address specific issues. The premise is we can build powerful relationships with policy makers of all persuasions using the language of the listeners to create the changes we want for our world.

WS3 - STRATEGY – Rm # 2 - Session# 2

Power Research

Heather Ailes, SURJ

Workshop Description: How to do investigative research focused on power structures (often known as opposition research or muckraking). Power research helps you be strategic about targets and strategies when organizing to achieve a particular political or social change goal.

WS4 - TACTICS – Rm # 2 - Session# 1

How to Plan a Meeting

Heather Ailes, SURJ

Workshop Description: The nuts and bolts of planning, organizing, and running a meeting, either as an individual or a group.

WS6 - TACTICS – Rm # 3 - Session# 3

Creative Tactics: Creating Graphics to Amplify Your Message

Asha Canalos,

Workshop Description: New Mexico Story Power - This workshop will begin with a short digital slide presentation of historically important graphic works that have helped shape social progress in the United States. The presentation will be followed by a short talk detailing advantages, effective approaches, and specific concerns of implementing artwork into successful political and social organizing. Handouts will be distributed so participants can take home textual information and resources to support their work.

WS7 - TACTICS - Rm # 10 - Session# 1

"E.Woke": digital security with liberation visioning

Roberta Rael and Christina Rodriguez, Generation Justice

Workshop Description: "E.Woke" is an intergenerational, hands-on session that incorporates digital security with liberation visioning. What are the digital implications of the moment we are in, and how

do we prepare for the future? Journalists, activists, organizers, and media-makers are invited to learn about how technology can be a tool for both liberation and oppression. Participants will walk away with a deeper understanding of surveillance, as well as specific tools and resources for digital security self-defense.

WS8 - TACTICS - Rm # 1 - Session# 1

Commitments and Agreements

Sue Coates

Workshop Description: Smaller non-profit organizations and individuals often have misunderstandings about commitments. In most cases, it is not necessary to have an attorney write up an intimidating contract, but it is essential to write down what each expects of the other. I will explain what the key points in such agreements are, how to document them, and what to do if something changes. This technique can also prepare the parties to make efficient use of an attorney's time if the need arises.

WS9 - STRATEGY - Rm # 1 - Session# 3

Inter-organizational Relations

Sue Coates

Workshop Description: Collaborations can be very powerful, but the complexities they entail can be difficult to manage. When the collaborators know how compatible they are, they can enhance their effectiveness and avoid conflicts. I will explain a simple organizational culture profile technique I developed after 20 years of managing sponsored projects in which some of the sponsors were incompatible.

WS10 - SOLIDARITY - Rm # 1 - Session# 2

Applied Ethics

Sue Coates

Workshop Description: Too often, we rely on rules and regulations to guide our actions, and find them inadequate, especially when values collide. I explain the difference between codes of ethics and codes of conduct, and the philosophical principles underlying them, so people can make difficult decisions together based on standards of belief about right and wrong. This technique can be used for decisions such as whether to engage in whistleblowing when improprieties are discovered.

WS11 - SOLIDARITY - Rm # 5 - Session# 3

How to Use Privilege to Create Opportunities for Others

Laura Ramnarace, Nonviolent Action New Mexico

Workshop Description: Nonviolent Action New Mexico - We will define privilege and address what it means to be a good ally, and ways to implement these behaviors in such a way as to create and support opportunities for others.

WS12 - STRATEGY - Rm # 5 - Session# 2

Developing Teams and Leaders

Laura Ramnarace, Nonviolent Action New Mexico

Workshop Description: We will talk about and demonstrate group-building and explore the pros and cons of various leadership styles and leadership structures.

WS13 - TACTICS - Rm # 5 - Session# 1

Group Decision Making and Meeting Facilitation

Laura Ramnarace, Nonviolent Action New Mexico

Workshop Description: This workshop will focus on maximizing inclusive input with optimal efficiency. We will share tips and tricks for gaining the most input from your group while dealing effectively and respectfully with people who tend to dominate, and drawing forth valuable input from the shyest participants.

WS14 - TACTICS - Rm # 8 - Session# 3

The Power of Using Your Voice

Makenzie Sanchez, Sierra Student Coalition –

Workshop Description: This workshop will be based on Makenzie sharing her own experiences as a young person creating social and environmental change. She will focus on how to communicate with adults effectively, how to write emails/letters, the timeline of making change, and using one's resources to one's advantage in bringing about change.

WS15 - TACTICS - Rm # 8 - Session# 2

How to Work with the Media

Maureen Skowran, Albuquerque Indivisible

Workshop Description: Learn to think like a reporter, so you can make your publicity appeal to them. Get an introduction to journalistic news values and how they drive news coverage. Practice writing a press release, incorporating basic structure used for news stories.

WS16 - SOLIDARITY - Rm # 11 - Session# 1

Understanding Intersectionality and Building Stronger Allyship

Alicia Chavez, Young Women United

Workshop Description: Participants will have an opportunity to discuss race, gender, sexuality, class, age, religion, etc., to sharpen their analysis of intersectionality, unpack the impact of systemic oppression, and understand ways privilege can be used to build stronger allyship among movements.

WS17 - TACTICS - Rm # 9 - Session# 3

How to Frame Narratives about Climate and the Environment to Change Hearts and Minds, and Spur People to Action

Sarah Malone, Storytellers of New Mexico

Workshop Description: This workshop will share specific storytelling strategies and provide the opportunity to practice narrative framing skills together.

WS18 - TACTICS - Rm # Com Lab - Session# 2

Ins and outs of the Tactical Technology Activists use to Organize Themselves and Others

Maya Rommwatt, New Mexico Story Power

Workshop Description: You'll sharpen your abilities in the world of Google docs/sheets/forms and Doodle polls to make better use of your time and communicate like a pro. And you'll learn the basics of Facebook groups to promote your grassroots organization and develop better social media skills.

WS19 - SOLIDARITY - Rm # 11 - Session# 2

How to Organize in Communities that are Mostly Opposed to Your Message

Madeleine Carey, WildEarth Guardians

Workshop Description: This session will use storytelling and personal experience to workshop constructive ways of working through hostile conversations with the rural agricultural community.

WS20 - SOLIDARITY - Rm # 12 - Session# 1

Transgender 101

Jaycee Lewis, Transgender Resource Center of New Mexico

Workshop Description: Transgender 101 will be an introduction to transgender people, our lives and issues. Our objective is to personalize transgender folks and to increase visibility and awareness while decreasing the discrimination, fear, hostility, and violence routinely directed toward members of our population. We also encourage our audiences to examine their own gender identity and the cultural norms and expectations we hold surrounding gender and sexuality. Did you know transgender folks are twice as likely to experience homelessness as the general population? We are also three times as likely to experience unemployment. For transgender people of color that goes up to a staggering four times! Transgender people experience discrimination and even physical violence on a consistent basis. This basic training includes a chance to engage in dialogue and have your questions answered directly.

WS21 - STRATEGY - Rm # 6 - Session# 2

Constructing Creative Strategies

Mark Diaz Truman, New Mexico Progressive Coalition

Workshop Description: Come to this session to learn the basics of people-powered strategy, including tools that organizers use to build a theory-of-change that can turn a constituency's resources into the power it needs to make change.

WS22 - TACTICS - Rm # 6 - Session# 1

Relational Organizing through One-to-One Person-to-Person Meetings

Mark Diaz Truman, New Mexico Progressive Coalition

Workshop Description: While we use the phrase "relational organizing," often it's not always clear how those relationships are built. This workshop will focus on how to build intentional, explicit relationships through one-to-one meetings that support effective organizing.

WS23 - SOLIDARITY - Rm # 6 - Session# 3

Inclusive Meeting Design for Solidarity

Mark Diaz Truman, New Mexico Progressive Coalition

Workshop Description: Meetings are the flesh and blood of a movement. This workshop will teach you how to run effective meetings that make it possible for all to contribute their voices on equal footing.

WS24 - Strategy - Rm # 4 - Session# 1

Mapping a 20- to 40-Year-Long Strategy for Power

Mark Rudd, New Mexico Progressive Coalition

Workshop Description: Most of us believe that "We're in this together, and time is short." But a small minority is in power that believes that government is bad and free markets can solve all problems.

What will it take to put sanity and reality back into power, in order to create economic and other forms of justice and save the planet?

WS25 - SOLIDARITY - Rm # 10 - Session# 2

A Comparison between progressive groups' organizing and indigenous organizing...Solidarity now and solidarity later

Robert Tohe, Sierra Club & Hazel James

Workshop Description: Participants will learn about an emerging practice that indigenizes progressive organizing styles to build strong relations for solidarity and mutuality. What are the connections that support community resistance, indigenous self-determination, and propel the movement?

WS26 - TACTICS – Rm # 4 - Session# 2

Public Speaking - How to Get Your Audience's Attention and Motivate Them to Take Action

Lissa Knudsen

Workshop Description: Like most people, you may suffer from communication anxiety, have trouble organizing your thoughts, or get so tongue-tied the words just won't come. If you're the type of speaker who occasionally "ums" your way through a presentation, this workshop is just what you need to boost your confidence and credibility. We will discuss what causes communication anxiety and what you can do about it, audience analysis and why it is central to speaking effectively, what goes into an effective introduction and conclusion, and presentational aids. This workshop also will give you an opportunity to practice your skills and to receive real time feedback on what you are doing well, what areas you can work on, and strategies to strengthen your public speaking.

WS27 - STRATEGY - Rm # 4 - Session# 3

Legislative Advocacy Training - How to Navigate the New Mexico Roundhouse

Lissa Knudsen

Workshop Description: Are you interested in learning how to get legislation passed through the New Mexico State Legislature? If so, attend this skills-building workshop where we will uncover the New Mexico state political process. You will gain skills in message crafting, media advocacy, relationship building, and community organizing. Please bring policy ideas you are interested in having introduced so we can directly apply them to the training.

WS28 - STRATEGY - Rm # 3 - Session# 1

Working More Effectively in Indigenous Communities

Jordan O. James, Indigenous Training Collaborative

Workshop Description: This workshop speaks to the historical context regarding how Native American communities came to be established here in the U.S. and best practices to work together with members from those communities. The workshop relates and interweaves within communities of color, where many members of the community come from a wide variety of indigenous backgrounds, and how they can work together. Participants will come away with having learned about the historical context, use of language and power dynamics which provides a foundation to work more effectively with indigenous communities.

WS29 - SOLIDARITY - Rm # 3 - Session# 2

The Culture of One - Social Strength through Culturally Sustaining Pedagogy

Jordan O. James, Indigenous Training Collaborative

Workshop Description: This workshop speaks to the concept of how heritage has been traditionally sustained in education here in the U.S. We will celebrate the ways which this social strength provides a framework to help us understand the dynamics of culture and identity amidst today's changing census demographics. Participants will come away with having learned about evolving changes in the U.S. population and how all individuals and communities can speak to these changes as a way to understand and sustain both their heritage and culture.

WS30 - STRATEGY - Rm # 12 - Session# 3

How to Plan an Effective Issue Campaign

Camilla Feibelman, Sierra Club

Workshop Description: How many times have you started a meeting with a group concerned about an issue by deciding what color the tee-shirts you should be. This workshop will teach you how to create a strategic campaign around an issue. We'll review setting goals, evaluating them, selecting the proper forum for your work, identifying a target, identifying tactics and crafting a work plan.

WS31 - STRATEGY - Rm # 12 - Session# 2

How to Frame Your Message to Change Minds

Camilla Feibelman, Sierra Club

Workshop Description: How often do you talk with people who don't agree with you. How can you enter their frame of mind and of reference to speak and listen in ways that might be meaningful to them? This workshop will help you communicate in a way that will help your audience hear you.

WS32 - TACTICS - Rm # Com Lab - Session# 1

How to Write an Effective Letter to the Editor and Other Communication to Reach the Public

Camilla Feibelman, Sierra Club

Workshop Description: The Opinion section of the newspaper is the most read. Decision makers, elected officials, reporters and editorial page editors pay close attention to what is being said by the public and how many letters come in on each issue. Learn how to write a powerful letter on your issue and how to get it published.

WS33 - TACTICS - Rm # 2 - Session# 3

Remaining Clear and Focused During Conflict

Avery Kalapa, Yoga with Avery

Workshop Description: A short talk about the nervous system and how yoga can help one to remain clear and focused, followed by experiential yoga based practices and breath. This workshop will provide tools to use for feeling powerful and ready for a challenging situation, for staying centered during conflict or a stressful encounter, to replenish energy and calm down to avoid fatigue, and to connect from an embodied heart-centered way vs. mental way with the self and others.

WS34 - TACTICS - Rm # 11 - Session# 3

Resistance 101: I Want to Protest, I Just Don't Know How

Karen Bentrup

Workshop Description: Millions of Americans are engaging with civil protest actions across the nation. Want to get into this democratic movement but you're not sure how? This session will guide you through the basics of getting from the on-ramp into effective and fun protest actions. We will review online resources and text communications, local and national activities, your constitutional rights, and finding the right resistance organizations for you. We will also role play calling Congress,

email the White House, make protest signs, and share terrific ideas in this interactive session. As activist Dolores Huerta said, "Every moment is an organizing opportunity, every person a potential activist, every minute a chance to change the world."

WS35 - TACTICS - Rm # 9 - Session# 1

A Mediator's Experience in Coalition Building

Lucy Moore

Workshop Description: Lucy will offer 2-3 stories from her mediation practice that illustrate efforts at coalition building that were successful....and not. There will be time for questions and discussion.

WS36 - STRATEGY - Rm # 8 - Session# 1

"Representing Ourselves" Advocacy from within for small and underrepresented communities.

Ivy Rizzo

Workshop Description: I founded and run our state's food allergy support group for people with life-threatening food allergies. Nmfaso.com. I'll use that experience to training you on: defining our needs, finding our cohorts, building an organization, gaining national and local resources/support. The training would really focus on starting at the feeling of being a part of an underrepresented group with real needs and finding ways to push past overwhelm and isolation to a place of pride, solidarity, and power.

WS37 - TACTICS - Rm # 9 - Session# 2

So, you want to run for office?!

Pat Davis, Progress Now

Workshop Description: Who we elect matters, but winning a campaign today takes a lot of work. Since 2012, ProgressNowNM's programs and campaigns have been helping progressive candidates win and fight back against conservative PACs. Come with your questions and learn how to: analyze voter lists, fundraising basics, public financing basics (it's not as easy as you think), organizing volunteers, when to hire staff (and when to do it yourself!). City Councilor Pat Davis (also the executive director of ProgressNowNM) and his team of campaign experts will walk you through the basics of preparing to run for office and answer your questions.

WS38 - TACTICS - Rm # Com Lab - Session# 3

Digital Media to Win

Pat Davis, Progress Now

Workshop Description: In the era of smartphones, social media and shrinking traditional newsrooms, digital media can either be a tool for fake news or movement building. ProgressNow New Mexico runs New Mexico's most read network of progressive news sites and has used digital media in New Mexico to outmaneuver conservative campaigns and push progressive actions quickly when it counts. Learn the 5 tricks to make Facebook and Twitter work for you and your campaign without spending a dime.

WS39 - TACTICS - Rm # 10 - Session# 3

Navigating the Agency Process from Start to Finish

Judy Calman, NMWild

Workshop Description - This workshop will focus on advocating for your issues through both the federal and state agency processes. While the emphasis will be on environmental law and policy,

similar processes occur in most federal agencies. Learn how to find out what agencies are doing, how to submit comments the agency will listen to, and how to appeal agency decisions when necessary.

WS40 - TACTICS - Rm # 13 - Session# 1

Introduction to Non Violent Direct Action

Rebecca Sobel, WildEarth Guardians

Workshop Description - Understanding and challenging principles and practices for non violent direct action.

WS41 - TACTICS - Rm # 13 - Session# 2

Event Organizing - Best Practices

Rebecca Sobel, WildEarth Guardians

Workshop Description - Toolkits and best practices to make the most of your event including engaging the media and fulfilling event roles.

Trainer Profiles

Heather Ailes is a middle school teacher with Albuquerque Public Schools and a founding member of SURJ (Showing Up for Racial Justice) ABQ. As a local organizer for anti-racism, she believes strongly in the responsibility of white people to dismantle white supremacy in our institutions and communities.

Karen Bentrup has been a public health and AIDS educator for 20 years, a yoga and dance instructor for 30 years, and a regenerative agriculture educator for 15 years. She has decades of experience teaching using interactive, hands-on learning. Karen has worked in social justice movements since she was a child in the 1970s, starting with early pro-Environmental Protection Agency and recycling campaigns, women's choice, the Equal Rights Amendment, international healthcare, People Living with AIDS and LGBTQ rights, and the intersections of food production, environmental care, carbon sequestration, and climate change.

Judy Calman moved to New Mexico towards the end of 2001, inspired by a life-long fascination with the West. After completing degrees in Biology and Philosophy and working on several political campaigns, she realized her true passion to be environmental policy. She completed her law degree at the University of New Mexico, as well as a Masters in Environmental Law and Policy at the Vermont Law School. She has worked at the City of Albuquerque as an Energy and Wildlife Consultant, at WildEarth Guardians on endangered species litigation, and at an environmental law firm in Atlanta opposing new coal plants. Since 2010, she has been helping the New Mexico Wilderness Alliance ensure that federal agencies are complying with environmental laws, working to propose more federal lands for administrative protections, and appealing agency actions that are particularly damaging to public lands

Asha Canalos is an interdisciplinary artist, writer, community organizer, and climate justice advocate. Her work is focused on anti-colonization, social justice, hybrid communities, and the borders of natural and urban worlds. In 2011, Canalos began working as a community organizer when a fracked gas compressor station was proposed near her farm in Minisink, New York; she

served as a press coordinator and delegate to meetings with the Federal Energy Regulatory Commission. She moved to Albuquerque in 2015 where she continues to create interdisciplinary social history-based work, and to help collaboratively develop art, writing, and public outreach interventions for communities facing takeovers by the oil and gas industry. As a socially-engaged artist, Canalos has been a visiting artist at Pace University, New York University, and the Bronx Museum. She is currently an artist-in-residence at Santa Fe Art Institute and co-editor of New Mexico Story Power.

Madeleine Carey is the WildEarth Guardians' Greater Gila Guardian. Born and raised in Albuquerque, Madeleine spent her childhood exploring the Rio Grande and its bosque on foot and on horseback. In May 2014, she graduated from Tufts University with a degree in Biology and Urban Studies. During college, Madeleine spent her summers working for the Bosque Ecosystem Monitoring Program, researching American Pika in the Valles Caldera National Preserve, and working with NM State Forestry to create a post-wildfire assistance guide. An avid runner and pie baker, Madeleine is always looking for ways to combine adventures with brunch.

Alicia Sofia Chavez is a Xicana from Pecos, New Mexico. Her life's work has been dedicated to educating and empowering marginalized youth to build and reach their goals. As Young Women United's youth and community organizer she organizes with young people to get them the knowledge, resources, and tools to make the changes they want to see in their communities. Through Young Women United's sister circles, she builds trust and relationships with our communities. She is currently pursuing her Masters in Community and Regional Planning at University of New Mexico.

Sue Coates, a PhD candidate in Organizational Learning in the Organization, Information, and Learning Sciences Program at University of New Mexico, worked in contract management for 35 years in both public and private sectors, and owned a small business for 15 years. She is a frequent speaker and trainer.

Pat Davis is an Albuquerque City Councilor and Executive Director of Progress Now NM. At PNNM, Davis has led dozens of campaigns for progressive causes including Constitutional amendments to improve indigent defense for the accused, marijuana decriminalization and ongoing work to challenge right-wing misinformation in New Mexico media. In 2015, he joined Albuquerque's City Council where he co-sponsored legislation to create the city's first solar/renewable energy standard, police oversight reforms and new property crime and firearms crime investigation tools.

Mark Diaz Truman is a community organizer, social entrepreneur, and native Burqueño who specializes in narrative-based organizing. Mark lives and works in Albuquerque, returning in 2014 after training with Marshall Ganz—a key organizer for the United Farmworkers in the 1960s—at the Harvard Kennedy School. Mark is currently the co-chair for the Training and Leadership Committee of the New Mexico Progressive Coalition and regularly advises a diverse set of local organizers from SWOP, Retake Our Democracy, and more.

Sandy Duckert, an educator with her doctorate in educational leadership, is a volunteer with RESULTS working to end domestic and global poverty. She has taught advocacy skills to both low income and privileged individuals, lobbied members of Congress both locally and in Washington, D.C., and helped start two RESULTS groups in New Mexico. She is currently volunteering with

Indivisible groups and others in the Albuquerque area offering advocacy training skills for speaking, writing, and meeting with legislators and policy makers.

Camilla C. Feibelman has served as Director of the Rio Grande Chapter of Sierra Club since May 2013. Since joining the Sierra Club in 2000, she has held positions including: Field Organizer in Puerto Rico (where she helped protect the Northeast Ecological Corridor, nesting ground for the endangered Leatherback turtle, as a nature reserve), Deputy Press Secretary for Diversity Programs (providing environmental justice communities with media support and creating a Spanish-language environmental column syndicated throughout the country), and National Director of the Sierra Club's Sierra Student Coalition. Camilla was a Fulbright Scholar in 1998, studying the impact of urbanization on the fishery in the Peruvian Amazon and a Morris K. Udall Scholar in 1997. She received a B.A. in Environmental Biology from Columbia University and an M.P. in Urban Planning from the University of Puerto Rico. She was recently nominated by President Obama to serve on the Board of Trustees of the Morris K and Stewart L. Udall Foundation.

Hazel James currently works for San Juan Collaborative for Health Equity, as a Coordinator. She is a community advocate in addressing issues of social, environmental, health justice, racial healing, and working with youth leadership activities, with the foundation of Diné Centered-Indigenous base-perspectives. Recently in a community health effort working with Navajo Communities effected by Oil and Gas development in Northwestern New Mexico. Her prior experiences in community organizing lead to the establishment of Diné Bidziil Coalition (Strength of the People), a grassroots group, that successfully ban uranium mining on Navajo Nation.

Jordan O. James, an enrolled member of the Grand Portage Band of the Minnesota Chippewa Tribe, is a Native American social scientist and educator. He is an instructor at the University of New Mexico's School of Architecture and Planning, a graduate research assistant and is pursuing his PhD which focuses on culturally sustaining adult education pedagogies. Previously, Jordan worked for the New Mexico State Government where he taught various courses for state and federal employees. He is founder of the Indigenous Training Collaborative.

Avery Kalapa has been teaching yoga since 2003, and has yoga several certifications, including in trauma-informed yoga. Avery also has been involved in various types of activism and queer community organizing. She is always seeking ways to integrate her love for the immense subject of yoga with her passion for social justice.

Lissa Knudsen is chair of the New Mexico Breastfeeding Task force and has successfully advocated for multiple state-level bills over the past 10 years. She is also a PhD student in Communication at University of New Mexico and has taught public speaking at Central New Mexico Community College for the past several years.

Jaycee Lewis, a certified trainer for the Transgender Resource Center of New Mexico, has taught the Trans 101 training 100+ times, is a Safe Zone trainer for UNM's LGBTQ Resource Center, and teaches sexual violence prevention to middle schoolers in Santa Fe.

Sierra Logan is a facilitator with the outreach/education working group of Northern New Mexico SURJ. She is working to be of greater service to those engaged in ongoing struggles for the health, safety, and autonomy of their communities.

Sarah Malone is a weaver of tales for young and old alike and a bilingual teller whose repertoire includes world tales, from the Hispanic Southwest to the Middle East, Africa, Asia, and beyond. She has shared her stories in libraries, schools, museums, community centers, conferences, on safari in Africa, and at the United Nations. She is currently president of Storytellers of New Mexico.

Lucy Moore is one of the country's leading mediators dealing with public policy and natural resource issues. For the past 25 years she has worked regionally and nationally on conflicts that involve a wide variety of complex issues, including water rights, endangered species protection, forest planning, hazardous waste disposal, and more. Having lived in Navajo Country for 7 years and then in New Mexico for the last 40 years she has a depth of experience working cross-culturally and offers training in cross-cultural alliance building with colleagues Roberto Chene and Nadine Tafoya. Lucy believes deeply in the right of all citizens to participate fully in decision-making that affects them and strives to help those in conflict build productive relationships. She is the author of "Into the Canyon: Seven Years in Navajo Country," and "Common Ground on Hostile Turf: Stories from an Environmental Mediator."

Laura Ramnarace has provided training on conflict related topics and conflict intervention services to a wide variety of groups, including schools, businesses, non-profit organizations, and through the court system. She has also provided decision making and strategic planning facilitation for ad hoc community groups, non-profit organizations, and agencies such as Nonviolent Action New Mexico. She is author of the assessment and planning workbook for non-profit and community organizations titled "Organizational Cultural Competency." Her book, *Getting Along: The Wild, Wacky World of Human Relationships*, is being published by the American University of Sovereign Nations in 2017.

Ivy Rizzo founded Food Allergy Support New Mexico, her advocacy group, out of feeling alone and overwhelmed by a medical disability diagnosis. She now has over a hundred New Mexican families co-creating her support group and while she still feels overwhelmed she rarely feels alone in her advocacy work.

Roberta Rael is the Founder and Director of Generation Justice, which is an intergenerational multimedia project that is committed to social change.

Christina Rodriguez is a Senior Fellow at Generation Justice, and a UNM student majoring in Journalism and Mass Communication.

Maya Rommwatt is an experienced environmental organizer who works for wildlife conservation by day and climate justice mobilization by night. She spends far too much of her time in the world of Google docs and social media, and she loves to help other activists become more fluent in that world in order to become more efficient in their work and more effective at communicating within their networks. She represents New Mexico Story Power.

Mark Rudd is a long-time organizer and teacher in Albuquerque. He has worked in the anti-Vietnam war movement, anti-nuclear movement, Native American solidarity movement, peace movement, Central American solidarity movement, union movement, environmental justice movement, and for progressive Democratic candidates. Currently he's a member of the Sierra Club's Bosque Action

Team and the leadership team of the New Mexico Progressive Coalition. His main interest is in training young organizers.

Makenzie Sanchez is a senior at Sandia High School and represents Sierra Student Coalition. She has been working with Albuquerque's urban wildlife refuge, Valle de Oro, for the past three years and helping run student organizations at school and her own projects advocating for equity of environmental education in public schools. Makenzie has created a team of like-minded students to make real changes throughout Albuquerque, including launching a Sandia High School Earth Day Festival, an event in its second year that is now open to all public schools for participation and attendance.

Maureen Skowran worked as a journalist for more than 15 years. Her experience focused on copy editing but also included reporting and other duties. She worked at newspapers ranging from the weekly Apache Junction Independent to the Albuquerque Journal and The (Raleigh) News & Observer, one of the nation's top newspapers. Skowran served on the board of the American Copy Editors Society and taught editing at the University of North Carolina at Chapel Hill. She represents Albuquerque Indivisible.

Rebecca Sobel believes in people power. She is the Senior Climate and Energy Campaigner at WildEarth Guardians in Santa Fe, NM and works to build environmental justice campaigns across the intermountain West. Rebecca has extensive organizing experience working with environmental and social justice groups including Greenpeace, 350.org, Hispanic Communications Network, National Science Foundation, and more. Rebecca started with WildEarth Guardians in 2007 as Grassroots Director. After some time away, as Principal of the campaigning firm "Action Oriented" and a stint as the Executive Director of the New Mexico Coalition for Clean Affordable Energy, Rebecca returned to Guardians in 2016 to continue building the Greater Chaco campaign and advance opportunities for just transitions.

Robert Tohe, a Senior Organizing Representative for the Sierra Club's Dirty Fuels Campaign in New Mexico, Robert works with Indigenous and non-Indigenous communities affected by oil and gas extraction and uranium mining legacy issues and in stopping new threats from renewed mining. It's rewarding and important work because it helps support Indigenous communities defend important cultural landscapes. Whether it's special places like Mount Taylor in Northwest New Mexico or Greater Chaco Canyon Area, they deserve protection for future generations to enjoy. In 2012 the Obama Administration in its final environmental impact statement proposed a 20-year "mineral withdrawal" across the 1 million-acre area, banning new claims and blocking new uranium mining on existing, unproven claims. We saw the success of our organizing work, which resulted in the Navajo Nation government passing a permanent uranium mining ban, contributing to the federal Grand Canyon mineral withdrawal.

Organization Profiles

Albuquerque Indivisible is dedicated to opposing the Trump agenda by applying pressure to members of Congress. We emphasize calling and visiting their offices, participating in rallies and participating in town halls.

New Mexico Food Allergy Support and Outreach currently meets once a month in Albuquerque or Santa Fe to give members a chance to share stories and provide support as well as community. We do not offer medical advice as we are a peer support group only, but we do have three volunteer medical advisors who are board certified allergists and we work with the national groups FARE and FAACT to stay up to date on evidence based practices and new research into life threatening food allergies.

The **Indigenous Training Collaborative's** mission is to deliver meaningful adult learning experiences focused on complex, professional, and personal cultural issues.

New Mexico Progressive Coalition is a coalition of members of a wide variety of progressive organizations and individuals working to make our government more progressive.

New Mexico Story Power aims to amplify and bring public attention to environmental issues in New Mexico, particularly social justice issues related to fracking and extraction industries. We access the power of art and personal narratives.

The **New Mexico Wilderness Alliance** is a grassroots organization dedicated to the protection, restoration, and continued enjoyment of New Mexico's wildlands and wilderness areas. Founded in 1997, we achieve our mission through administrative protection, federal wilderness designation, and ongoing stewardship. Our organizing efforts span the state and involve many diverse groups, including ranchers, sportsmen, land grants, acequia communities, tribal and religious leaders, scientists, youth, and community leaders.

Nonviolent Action New Mexico envisions a New Mexico where needed societal and political change happens in a constructive, unifying, and effective manner. The organization's mission is to provide training on strategic nonviolent action and to facilitate collaboration among organizations across New Mexico.

ProgressNow New Mexico is a non-profit, non-partisan, grassroots communications and advocacy organization working to unite, empower, and enhance the progressive voice in the Land of Enchantment. We function as a progressive communications hub and our mission centers on the promotion of progressive issues and policies, correcting conservative misinformation, and holding elected officials and corporations accountable. ProgressNow New Mexico is a proud member of the national [ProgressNow](#) network of organizations.

RESULTS is a movement of passionate, committed everyday people. We use our voices to influence political decisions that will bring an end to poverty. Volunteers receive training, support, and inspiration to become skilled advocates. We learn to effectively advise policy makers, guiding

them towards decisions that improve access to education, health, and economic opportunity. We are backed by the in-depth research and legislative expertise of staff in Washington D.C.

The **San Juan Collaborative for Health Equity's** purpose is to work with rural and metropolitan communities that are impacted by social, economic and health disparities stemming from environmental racism, lack of unity or apathy in tribal and urban communities and in working together in addressing issues of the disadvantaged Native Americans/Navajos/Dine'. The SJCHE has priority community engagement projects to include: Homeless Task Force; Race Healing; Dine' Food Sovereignty; Dine' Youth; and the impacts of environmental fracking. Hazel James, a full blood Diné woman, serves as the San Juan Coordinator. She works with community advocates who address; Social Justice, Racial Justice, Environmental and Health Justice issues. She actively engages communities in the use of Indigenous Knowledge of Hozhoogo na ada Research and Evaluation epistemology & pedagogy with scholars/professors/elders.

Showing Up for Racial Justice (SURJ) is a national network of organizations and individuals organizing white people for racial justice. Its aims are anti-racism, ending white supremacy, educating, and organizing white folks to fight racism in white communities.

The Rio Grande Chapter of the **Sierra Club** is a volunteer-led organization representing more than 7,000 members in New Mexico and West Texas. Our mission is to explore, enjoy, and protect the planet. We prioritize action on protecting our climate, clean air, clean water, and conservation of wildlife and public lands in New Mexico and West Texas.

Sierra Student Coalition is a youth-generated support and action group addressing local issues within the Rio Grande area and geared toward student involvement by encouraging young people to have a voice in the environmental issues they face.

Storytellers of New Mexico uses narrative to move people to action.

The **Transgender Resource Center** of New Mexico is a community-based organization serving the transgender community in New Mexico.

WildEarth Guardians protects and restores the wildlife, wild places, wild rivers, and the health of the American West. The organization envisions a world where wildlife and wild places are respected and valued and our world is sustainable for all beings.

Young Women United is focused on policy change, community organizing, leadership development, and culture shift by and for young women of color in New Mexico. We work alongside LGBTQ youth of color across a range of issues areas including improving access to reproductive health, access to midwifery models of care, education equity for young parents, de-criminalizing substance use and pregnancy through criminal justice reform, and de-stigmatizing mental health.