

# Sheila White seminar series

**Municipal:** 12 years as Mel Lastman's right hand and communications ace.

**Provincial:** 12 years at the executive level for the NDP at Queen's Park.

**Black History:** The story of White's nationally famous family of Black Canadians.

**Media Relations:** Get the attention you want.

**Government Relations:** Precious insights from a five-time candidate and former provincial campaign communications director.

Motivate and  
inform your team!

(416) 321-0633



SHEILA AS FEDERAL CANDIDATE IN 2004  
WITH JACK LAYTON, NDP LEADER

## Experience

- ⇒ 3 decades in media and politics
- ⇒ Adviser to political leaders
- ⇒ Communications strategist and analyst
- ⇒ Seasoned pundit, debater, facilitator and emcee
- ⇒ Bright, witty, topical, informed, never dull
- ⇒ All substance, no spin



**SHEILA WHITE**  
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Informed  
commentary

**SHEILA  
WHITE**

For your next  
panel,  
workshop or  
conference



416.321.0633

words@rogers.com



### HIGHLY RECOMMENDED

*Sheila and MPP Andrea Horwath in 2007. Sheila was a key member of Horwath's NDP leadership victory in '09.*



*Sheila's work wins glowing praise in a reference letter from City of Toronto Mayor Mel Lastman in 1998, below.*

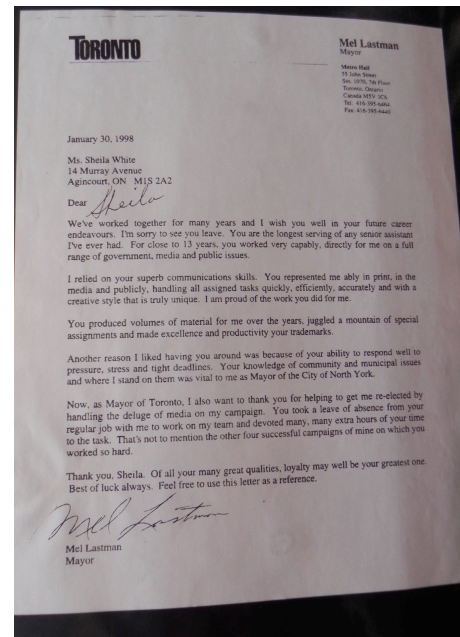
**SHEILA WHITE**  
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## Attract positive feedback for your work

After spending your time and effort organizing a workshop or retreat for staff and colleagues, you want to know things will go well. With Sheila White they will. Phone Sheila at **416-321-0633** or email her at **words@rogers.com** for a free and personalized consultation tailored to your needs.

Sheila offers a wide range of interesting seminars and instructive presentations. Everything from tips on making your communications great to Black history, the fascinating family story of Canadian hero Rev. Capt. Wm. Andrew White. Sheila will grab and keep audience attention. There's nothing worse than a boring presentation. Sheila keeps it fresh and always interesting, drawing on her near-30 years of experience upfront and behind the scenes assisting well known elected officials and speaking on their behalf.



### **FREE CONSULTATION, NO OBLIGATION**

When programming your next workplace event or training day, leave room for a session with Sheila White. Sheila is a multi-talented consultant whose input is guaranteed to contribute to the success of your undertaking.

**(416) 321-0633**