



ABOUT

AMY J. HAWKINS

Amy Hawkins, entrepreneur and owner of *Generation Strategies*, has been involved in statewide politics for twenty years.

Her business, launched in 2015, exists to serve causes, conservative campaigns, and clients towards more effective communications.

Residing in Jackson County Michigan, she is currently founder and chair of *Police Week Michigan*.

Amy has managed communications, built coalitions, and grown outreach for Republicans and conservatives throughout the state with recent statewide efforts including *Let MI Kids Learn*, *Secure MI Vote*, and *Unlock Michigan*.

She has developed relations with media, created and managed programs, trained candidates, coordinated events, fundraised for causes and candidates, managed teams, orchestrated administration operations, and produced multi-faceted strategic plans. She has worked extensively in social media, built websites, and overseen email campaigns.

She graduated from *Spring Arbor University* in 2003, receiving the prestigious Concept in Action award. Amy served in student leadership and as a Presidential Ambassador. Her BA was a double major in Communications (public speaking concentration) and Psychology.

"Communication changes things. We are here for a purpose and we can bring solutions - but we have to know how and where to start. With consistency and wisdom we can have incredible results!"

In 2004 she oversaw the church and college outreach for the *Michigan Republican Party*, managing a team of 17. They turned out this base for the re-election of President George W. Bush.

Her previous experience also includes the role of Political Director and then Executive Director with *Citizens for Traditional Values*.

She has worked closely with organizations serving home school communities producing large conferences. She has helped coordinate and build coalitions for national groups in state like *Moms for Liberty*. She has launched and organized local efforts serving the conservative voters in her county. She has hosted, managed, and initiated collaboration efforts for her local Sheriff Office between community members and law enforcement.

Amy received the *2022 Civilian of the Year Award* with her local Sheriff department because of her work on their behalf.

She believes that with better communication, effective public relation initiatives, and strategic grassroots efforts, much can be improved in our nation.

Her time is spent running, reading, writing, supporting her extended family, traveling, and antique shopping looking for old books.

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