



**THE MANUFACTURERS' ASSOCIATION**  
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**MEDIA INFORMATION**

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**Karl Rove, Noted Political Strategist and Best-Selling Author,  
to Keynote Manufacturers' Association's 2016 Annual Event Gala**

(York, Pa.) – Noted iconic political strategist and analyst Karl Rove has been selected by The Manufacturers' Association as its keynote speaker for its 2016 Annual Event set for April 20.

Having served for many years as Deputy Chief of Staff and Senior Advisor to President George W. Bush, Rove has been widely-acclaimed as 'The Architect' of President Bush's highly successful 2000 and 2004 campaigns. More recently, as a best-selling author and political commentator appearing on the FOX News network, Rove is noted for his keen observation and analysis of campaign strategy – and for his predictions regarding motivations of the American electorate in selecting its leaders.

Rove released his latest book, *The Triumph of William McKinley: Why the Election of 1896 Still Matters*, published by Simon & Schuster, on November 24, 2015.

The Association's 2016 annual gathering – hosted at The Pullo Center on the York campus of Penn State University – will again bring together nearly 1,000 business and community leaders for an evening of great cuisine, social networking and the opportunity to enjoy Rove's keynote address. Past notable speakers for the event have included Dr. Ben Carson, Newt Gingrich and Stephen Forbes – as well as James Franklin, head coach of the Penn State University football program.

The Association brings Rove to the south-central Pennsylvania region at a time when a dynamic and hotly-contested national Presidential campaign will be underway. Rove's appearance on April 20th will occur just before the critical primary contests in the northeast on Tuesday, April 26<sup>th</sup>.

Details regarding tickets and pricing for the 2016 Annual Event will be announced soon at the Association's website, at [www.mascpa.org](http://www.mascpa.org). Event sponsorships are also available for the April, 2016 Annual Event. For more information call (717) 843-3891, or email The Manufacturers' Association at [office@mascpa.org](mailto:office@mascpa.org).



**Karl Rove, Iconic National Political Strategist**

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*The Manufacturers' Association is the partner and advocate for manufacturing, production and logistics in Pennsylvania and Maryland, serving 370 member companies.*

*Founded in 1906 within the strength of the region's strong industrial roots, today the Association actively works with many types of organizations – offering member benefits such as employee education, training and workforce development, group benefit insurance, professional HR and search services, networking events, and much more.*

Visit our website at [www.mascpa.org](http://www.mascpa.org)