

Presenter	Sectional	Bibliography
Bob Crego	WGN – Your Role in Advancing the Movement - Session 3	Bob Crego has been a community organizer with the Wisconsin Grassroots Network (WGN) for the past four years. He is WGN's Information Coordinator. He brings his expertise regarding Web Development and "relational database" data gathering to community organizing.
Charles Uphoff	Organizing Around Issues and Candidates - Session 2	Charles Uphoff has spent more than 40 years working with grassroots groups around issues and in political campaigns. His experience includes organizing a Student Peace Union chapter and Teach-ins at the University of Colorado, working as a field organizer in the 1968 presidential campaign of Sen. Eugene McCarthy, and as a volunteer in numerous Democratic local, state and national campaigns. He also served as both a program and Associate Director for the Dane County Community Action Commission and was a member and President of the Fitchburg City Council. From 1979-81 he served as coordinator of the Wisconsin Governor's Conference on Children and Families and was subsequently elected chair of the Wisconsin delegation to the White House Conference on Families. He served three terms on the Oregon School Board and was appointed to two terms on the Dane County Ethics Board. He currently serves on the Board of The Madison Institute.
Christine McDonough	Your Role In Messaging Through Signage - Session 3	Christine McDonough is a member of the Wisconsin Grassroots Network Task Force and Web Development team. As a member of the web team Chris has contributed to the development of the Wisconsin Sign Information website. This sign information site provides information about the issues in the messaging campaigns, a space to collaborate with other activists and resources for further action. In addition to working with the Wisconsin Grassroots Network, Chris is also a member of her local grass-roots group, Sun Prairie Action Resource Coalition aka SPARC.
Dan Fary	Move to Amend – How to Organize - Session 3	Dan Fary is the leader of the Move To Amend Rock River Affiliate (Fort Atkinson/Jefferson County area). The group began forming in February, 2012 and affiliated with national MTA in October, 2012. The group carried out subsequent successful petition efforts in the cities of Fort Atkinson and Whitewater, and resolutions, supporting an Amendment to overturn Citizens United , in Jefferson County and eight towns. Dan is a retired ophthalmologist. As a professed Catholic-Christian, Dan is opposed to moral and social injustice, from either/any party."
Ed Prell	Your Role In Messaging Through Signage - Session 3	Ed Prell is a retired Mechanical Engineer with a lifelong interest in and concern with public affairs.  Since retiring, Ed has promoted progressive ideals and actions in a variety of ways. he has participated in protest marches, written to editors and public officials, organized writers for concerted actions, and designed road signs for issues and candidates.  He is currently working to start up a program to install Burma Shave style signage along the rural roads and an initiative to organize grassroots activity by using computer aided mapmaking.

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Forest Jahnke	Standing Against the Sand Storm-the Sequel - Session 2	<p>Forest Jahnke (pronounced yahn-kee) was born and raised on a permaculture cooperative in SW Wisconsin. She attended Eckerd College in St Petersburg, FL, where she studied Communications, International Relations, and Spanish. An avid traveler, she has been to 26 countries on three continents, but return every time to her home nestled in the driftless hills. She is currently working with Crawford Stewardship Project full time as co-coordinator trying to keep this ecological jewel intact and sustainable, empowering local communities to protect themselves from frac sand mines, factory farms, and other extractive and potentially destructive industries. As time allows outside of her activism (and to retain her sanity), she farms, gardens, practice woodlot improvement on our budding forests, raises animals, cooks well, eats well, and sleeps well.</p>
George Lakoff	Value Based Messaging – Creating the Message - Session 1	<p>George Lakoff is the country’s leading expert on the framing of political discourse. His books on politics include the best-selling “Don’t Think of an Elephant!,” “The Political Mind”, “Moral Politics,” “Thinking Points“, and “Whose Freedom?”</p> <p>One of the world’s most renowned linguists, he is Richard and Rhoda Goldman Distinguished Professor of Cognitive Science and Linguistics at the University of California Berkeley, where he has taught since 1972. Before that, he taught at Harvard and the University of Michigan, and was a Fellow at the Center for Advanced Study in the Behavioral Sciences at Stanford.</p> <p>Professor Lakoff is a founder of the fields of Cognitive Science and Cognitive Linguistics. He has published hundreds of technical articles, as well as books on Linguistics, Politics, Psychology, Poetics, Philosophy, and Mathematics. He specializes in the study of the mind and language, and has published the following books in that area: Metaphors We Live By (with Mark Johnson); Women, Fire, and Dangerous Things; More than Cool Reason (with Mark Turner); Philosophy in the Flesh (with Mark Johnson); and Where Mathematics Comes From (with Rafael Núñez).</p> <p>For over two decades, he was Co-Director of the Neural Theory of Language Project at the International Computer Science Institute at Berkeley. His current technical research is on the theory of how the neural circuitry of the brain gives rise to thought and language.</p>

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Jay Heck	Why We Need Non-Partisan Redistricting Reform - Session 1 & Your Role In Disseminating the Value Based Message - Session 2	<p>Jay Heck became the executive director of Common Cause in Wisconsin in 1996 and was hired by former Wisconsin Governor Tony Earl, a Democrat, former State Representative May Lou Munts, also a Democrat, and by Bill Kraus, a former Republican strategist and top advisor to Republican Governors Lee Sherman Dreyfus and Warren Knowles. Heck moved to Wisconsin in 1988 from Washington D.C. to serve as a top assistant to the Wisconsin Senate Majority Leader, Joseph Strohl.</p> <p>Heck was also was the Director of Communications for the Senate Majority Democratic Caucus. He had previously spent seven years as Legislative Director and campaign fund raiser for U.S. Congressman Peter H. Kostmayer (D-PA). In 1980, Heck served on the national campaign staff of Independent U.S. Presidential candidate, Congressman John B. Anderson (R-IL) He is a native of Cleveland, Ohio and graduated with honors from Miami University in Oxford, Ohio. He resides in Madison and has a son, Gabriel, who is a senior at Cornell University and a daughter, Emily, who is a freshman at Oberlin College.</p> <p>Under Jay's leadership, Common Cause led the successful legislative effort to enact into law Wisconsin's "lobbyist-on-line" legislation which requires lobbyist to report activity with 15 days – the most stringent such law in the nation; the 2007 law requiring paper ballots to accompany optical scan voting in the state, the establishment of the non-partisan Government Accountability Board in 2007, which CC/WI devised with legislators of both political parties, and the Impartial Justice law of 2009 which CC/WI developed with State Sen. Pat Kreitlow and State Rep. Mark Pocan, which provided full public financing to candidates for the Wisconsin Supreme Court who abided by spending limits of \$400,000. Governor Scott Walker repealed this law in 2011. In 2013-2014 CC/WI has led the effort to bring non-partisan redistricting reform to Wisconsin. CC/WI also leads efforts to require electioneering disclosure of special interest "dark" money and is very active in opposing attempts to make it more difficult for Wisconsinites to vote.</p> <p>Common Cause in Wisconsin is the state's largest non-partisan political reform advocacy organization with about 3,000 members and is affiliated with national Common Cause, which was founded in 1970 by the late John Gardner and is one of the nation's pre-eminent citizens lobbying organizations</p>
Jen Miller	Move to Amend – How to Organize - Session 3	<p>Jen Miller, a graduate of University of Wisconsin Law School and former social worker in Milwaukee County, is among the founding members of South Central Wisconsin Move to Amend in Madison. Last fall, Jen helped organize a Get Money Out! educational forum in Appleton as well as Move to Amend workshops in both Appleton and Fond du Lac to facilitate organizing in the Fox Valley Area. Currently, Jen is helping organize efforts for local referenda in Neenah-Menasha, Fond du Lac, Appleton, Green Bay, and Portage County supporting an Amendment to overturn Citizens United. In addition to working with Move to Amend, Jen is active in efforts to restore integrity to Wisconsin elections and protect voters' rights.</p>
Jim Mueller	Empowering the Voter Through Greater Choice - Session 3	<p>Jim Mueller is an Attorney who has been a political activist for over 40 years and has represented and worked for Town government and the State Senate. He has been a candidate 7 times (twice successfully) for Town, County, Legislative and State Wide offices and has worked on numerous other campaigns.</p>

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John Simonson	The Economics of Immigration - Session 1 & Walker Economics - Un-intimidated but Wrong - Session 2	John Simonson is an emeritus professor of economics, University of Wisconsin--Platteville. During nearly 40 year's affiliation with UW-P, I also served half dozen, year-long stints in Washington DC, as a public policy analyst with various government and non-profit agencies.
John Waelti	The Economic Cost of Income Inequality - Session 3	John Waelti  <ul style="list-style-type: none"> <li>*Raised on a 220 Wisconsin dairy farm near Monroe</li> <li>*U.S. Marine Corps (three years)</li> <li>*Following military service,</li> <li>*B.S., University of Wisconsin, Madison</li> <li>*M.S. University of Arizona, Tucson</li> <li>*Ph.D. University of California, Berkeley</li> <li>(All degrees in Agricultural Economics)</li> <li>*One year as legislative intern with the California Legislature, Sacramento.</li> <li>*University of Minnesota, Professor of Agricultural and Applied Economics (23 years)</li> <li>Including – One year on leave to the feds as Economic Advisor to Assista</li> <li>*Secretary of the Army (Civil Works)</li> <li>*Two year as Visiting Professor, University of Nairobi, Kenya</li> <li>*New Mexico State University, eleven years as Head, Department of Agricultural Economics</li> <li>*Sultan Qaboos</li> <li>*University, Sultanate of Oman, Four years as Head, Department of Agricultural and Resource Economics</li> <li>*Retired back to roots in Monroe in 2005</li> <li>*Served on numerous boards and commissions, including Monroe School Board</li> <li>*Monroe Library Board, Blackhawk Technical College Board, and Southwest Wisconsin Regional Planning Commission</li> <li>*2008 Democratic candidate for Assembly, Wisconsin 80th District</li> <li>*Currently, Free</li> <li>*Lance Columnist, weekly column appearing in the Monroe Times.</li> </ul>
Karen Edson	Standing Against the Sand Storm-the Sequel - Session 2	Karen Edson is a retired corporate personnel manager, computer specialist and technical writer. Currently environmental activist specializing in anti-frac sand mining but using time to be actively FOR voter rights, women's rights, local government rights, living people's rights and FOR the rights of the 99% against the 1%. In my free time I work on three websites, eat, sleep and watch the Olympics. I was recently elected Treasurer of the Wisconsin Grassroots Network.
Keith Schmitz	Organizing With Social Media: - Session 2	Keith Schmitz is one of the founding members of Grassroots North Shore, one of the largest all volunteer progressive grassroots organizations in Wisconsin. This year marks the tenth year for Grassroots North Shore. A life-long Wisconsin resident, as his day job Keith handles national public relations programs for a variety of business to business clients and has been involved with social media both professionally and politically.

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Matt Joseph	<p>The Future Concept of Work - Who Gets What How - Session 1 &amp; Is the Self Driving Car the Future of Personnel Transportation?The Future Concept of Work - Who Gets What How - Session 2</p>	<p>Matt was born in 1944 in New York City and grew up there and in Bennington, Vermont. He attended Deerfield academy and the University of Chicago, and did graduate work at the University of Wisconsin--Madison in U.S. History. He is married and has three children, ages: 32, 40 and 43.</p> <p>Matt has taught on eight campuses of the University of Wisconsin System. He was employed as an Assistant Professor of History and Program Coordinator at U.W.--Extension from 1971 through 1983.</p> <p>Matt's passion for automobiles and automotive history dates from the 1950s, when, with his father, he began collecting and restoring cars. Since 1983, he has published over 1,600 feature articles on a wide variety of automotive topics in many automotive trade, consumer, travel and general periodicals and newspapers.</p> <p>His book, The Standard Guide to Automotive Restoration, (Krause Publ., 1992), was in print for over a decade and became the standard reference in its field. His newest book on automobile restoration, Collector Car Restoration Bible, was released in 2006.</p> <p>Matt's most recent books are, Automotive Body Work and Rust Repair and Sheet Metal Forming and Fabrication, CarTech, Inc., 2009 and 2011, respectively. He is working on a new book on cleaning metal for CarTech.</p> <p>Matt was a contributing editor to the automobile restoration magazine, Skinned Knuckles, from 1983-2005. He wrote a monthly restoration column for Cars &amp; Parts magazine from 1987 to 1996 and was an associate editor of C&amp;P from 1997 to 2002. He has written regular columns on automotive topics for Madison Magazine and Dealer Point and writes freelance columns for several other monthly publications.</p> <p>Matt's writes about a wide variety of topics: industry economics, technical innovation, biography, history and product reviews. For seven years, he authored a weekly column for an Illinois-based newspaper and for the 70+ paper Northwest Newspaper Group.</p> <p>Matt was also a member of the Antique Automobile Club of America's Industry Centennial Committee.</p> <p>He served on the board of directors of the Society of Automotive Historians, Inc. and chaired that group's Publications Awards Committee from 1981 through 1989. In 1989 he was elected to a 2-year term as President of the Society, after which he was elected to a 3-year term on the SAH Board. He is also a founder, former board member, and past president of the Wisconsin Chapter of SAH. He belongs to several other automobile and automotive history organizations.</p> <p>Matt has addressed numerous groups on a variety of automotive topics. He has worked as an industry consultant, providing services to corporate, financial and government clients on various aspects of automotive design, marketing, advertising, publications and policy.</p> <p>For almost six years Matt co-hosted the popular weekly radio program, About Cars, on the [then]12-station Wisconsin Public Radio Network, at which point he was fired. In July, 1996 he</p>

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		<p>radio network, at which point he was fired. In July, 1990 he moved his program to a Madison commercial radio station, WTDY-1670 AM. That 2-hour Saturday program, All About Cars, was syndicated on three radio stations in Wisconsin and streamed onto the web through Oct., 2003</p> <p>Matt is a recognized automotive authority. He has worked on automotive textbooks and been a guest on regional and national radio and television talk and news programs. He has advised and worked on-camera on several television production assignments and is a regular commentator on and consultant to Madison television station, WISC-TV (channel3000.com).</p> <p>In addition to his broadcasting, consulting, writing and speaking activities, Matt has sold rights to his automotive inventions. He owns and operates a small automotive research and consulting firm, MATTCO. MATTCO also operates a small auto restoration shop in south central Wisconsin.</p>
Nate Timm	Organizing Around Issues and Candidates - Session 2 & WGN – Your Role in Advancing the Movement - Session 3	Nathan (Nate) Timm is the Founder and Co-Chair of Wisconsin Grassroots Network. He grew up on a dairy farm in Central Wisconsin. His professional career focused on public education as a H. S. Social Studies teacher and Administrator. Since 2008 he has devoted his volunteer efforts full time to grassroots organizing. He also facilitates the WGN Task Force of citizen volunteers which manage the planning, funding and implementation of numerous projects.
Pam Cashman	Your Role In Messaging Through Signage - Session 3	Pam Cashman is the State Signage Coordinator for Wisconsin Grassroots Network. The local grassroots group she belongs to in Mazomanie, "People 4 Progress", has been actively positing signage for the past 4 years.
Pat Popple	Standing Against the Sand Storm-the Sequel - Session 2	Pat is a retired elementary school administrator and teacher. For almost 6 years, she has actively been involved in the study of silica sand mining, processing and trans load, heading up the Concerned Chippewa Citizens and the transition to Save the Hills Alliance, Inc. She has been instrumental in making connections and assisting others at the grassroots level to organize groups throughout the state and region. She has also encouraged educational events, freely shares materials developed, and acts as editor of the FRAC-SAND SENTINEL and contributor to the website <a href="http://www.ccc-wis.com">www.ccc-wis.com</a> .
Rob Danielson	Understanding How to Change Energy Policy - Session 1	Rob Danielson is a board member, researcher and strategist with the non-profit organization SOUL of Wisconsin that promotes efficient and responsible management of electrical power for the public good, while protecting natural, social and economic environments. He is Secretary of the Energy Planning and Information Committee of the Town of Stark in Vernon County that conveys the energy priorities of more than 90 Wisconsin municipalities to state agencies and privately He worked in public policy as a researcher, documentarian and professor of media arts at the University of Wisconsin in Milwaukee from 1976 to 2007 before retiring and taking these interests to La Farge, WI and the Kickapoo River Valley region in Southwest Wisconsin.

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Robert Kraig	An Update On the War Over Healthcare - Session 3	<p>Dr. Robert Kraig Executive Director (PhD, University of Wisconsin-Madison; M.A. University of Georgia; B.A. University of Pittsburgh)</p> <p>Over the past 14 years, Robert has played a significant role in the Wisconsin public policy arena. Robert is a leading strategist in the Wisconsin progressive movement, and is especially known for developing innovative approaches to promote health care reform. Robert is leading in the development of new progressive communications models which are more effective and fully integrate traditional organizing with earned, social, and new media strategies. Robert frequently appears in Wisconsin media. He has also appeared on major national media outlets such as Fox News, MSNBC, Al Jazeera, Democracy Now, and many syndicated radio programs, and has been quoted in national newspapers and magazines such as the New York Times, Washington Post, The American Prospect, The Atlantic, and Mother Jones. In October of 2011 Robert was one of the recipients of the Citizen Leadership Award from the Campaign for America's Future. In January of 2009 Families USA, the national organization for health care consumers, presented Robert with its "Consumer Health Advocate of the Year Award." Also in 2009, the Wisconsin State Assembly gave Robert a special citation for his work in promoting health care reform in Wisconsin. In 2007 Kraig shared, with his colleague Matt Brusky, the "Progressive Innovation Award" from the Ballot Initiative Strategy Center. He is also a policy expert, authoring eleven reports on various aspects of the health care crisis, and speaking throughout the country on reform legislation. Robert earned a Ph.D. at the University of Wisconsin-Madison, holds a B. A. from the University of Pittsburgh, and an M.A. from the University of Georgia. He is the author of several major academic articles on American political rhetoric and a well-regarded book, Woodrow Wilson and the Lost World of the Oratorical Statesman (Texas A&amp;M Press). The book topped a Wall Street Journal list of the five best books on presidential rhetoric. From 1999-2005 he was the Wisconsin Political Director for SEIU, where he helped develop and win the passage of several policy innovations which enabled over twelve thousand low- wage workers to form unions. He grew up in Oak Park, Illinois, and has lived in Wisconsin since 1989.</p>
Robert Nehman	The Economic Impact of Fracking	

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Scott Wittkopf	Value Based Messaging – Creating the Message - Session 1	<p>Scott Wittkopf is the co-founder and Chair of Wisconsin’s first independent think tank for progressive public policy and communications, Forward Institute (<a href="http://www.forwardinstitutewi.org">www.forwardinstitutewi.org</a>). Since fall of 2012, he has authored three studies on Wisconsin Education Policy which have had significant influence on the current policy debate and received statewide media coverage: “Wisconsin School Report Card Study 2012,” “Budget Policy and Poverty in Education,” and “Habitual Truancy and School Report Cards in Milwaukee.” In addition, Forward Institute is conducting a longitudinal study of the Wisconsin school funding formula which is due for publication in the spring.</p> <p>Scott is also leading the “Wisconsin Freedom Campaign” along with a diverse group of partner organizations in consultation with George Lakoff. The project is the first to bridge the gap between grassroots organizations and progressive non-profits through a values-based framing and messaging organization. The mission of the Wisconsin Freedom Campaign is empowering people to act on their values to move policy forward.</p> <p>Scott is a graduate of Brookfield East (WI) High School and the University of Wisconsin – Madison.</p>
Sondy Pope	Vouchers, Charters, Common Core; Your Changing Schools - Session 2	<p>State Representative Sondy Pope is a leading voice for public education in the State Assembly as the ranking member of the Education Committee; a member of Gov. Walker’s School and District Accountability Design Team; member of the Legislature’s Special Committee on Improving Educational Opportunities in High School; member of the Educator Effectiveness Coordinating Council; member of the Committee on Common Core State Standards; and member of the Rural Schools Committee. She serves the 80th Assembly District and was first elected to the legislature in 2002.</p>
Tanya Lohr	The Importance of Challenging Incumbents In Red Districts - Session 3	<p>Tanya Lohr has been a public school teacher for 17 years, and first became politically active in February of 2011 when Scott Walker “dropped the bomb”. She responded by taking a leadership role in the Grothman Recall effort, creating and leading Washington County for Pasch, co-founding Washington County Recalls Walker, being elected Chair of the Washington County Democratic Party, and being selected for the prestigious Emerge Wisconsin program. In 2012, Lohr ran for State Senate in District 20 against long-time incumbent Glenn Grothman. Although Lohr did not win, many viewed her campaign as an important step towards change in Wisconsin’s traditionally red districts. Since that election, Lohr has been elected Vice-Chair of the County Chair’s Association, appointed to the Administrative Team for the Democratic Party of Wisconsin, and selected to be a member of the Executive Board for Wisconsin Progress. In October of 2013, she was chosen as the 2013 Eleanor Roosevelt Grassroots Activist of the year.</p>



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Tim Sager	WGN – Your Role in Advancing the Movement - Session 3	Tim Sager, Retired and looking for trouble, became an activist when ALEC and other corporate and monied interests took over our Wisconsin. Served as Green County Co-Coordinator with United Wisconsin. Founded the County Line Progressives in the Belleville area. Serve the Wisconsin Grassroots network on the Task Force and on the Web team. Member of South Central Wisconsin Move to Amend, Money in politics may not be the worst issue, it is the first issue before we can make permanent progress on the worst.