The 2005 Inaugural Pollie Awards & Conference

JANUARY 21-23, 2005
RECOGNIZING THE BEST IN POLITICAL COMMUNICATION

AMERICAN ASSOCIATION OF POLITICAL CONSULTANTS
600 Pennsylvania Avenue, SE • Suite 330 • Washington, DC 20003
www.theapc.org

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January 21, 2005

Dear Conference Participant:

On behalf of the Conference Host Committee, welcome to Washington, D.C., and the Inaugural Pollie Awards & Conference! We’re following just one day after the Presidential Inauguration so it’s an exciting time to be in our nation’s capital.

Since the AAPC’s Public Affairs & Pollies Conference last March in Las Vegas, we’ve seen some great changes. This year’s conference is packed full of insightful panel discussions conducted by some of the top leaders in our field. We’ve surveyed our membership and are actively working to provide the necessary tools to better your business. We hope you’ll be pleased with our efforts and that you’ll keep the feedback coming.

Most important, we hope you find this year’s conference both stimulating and productive – and that it inspires you to become an even more active member of the AAPC.

It wouldn’t be an appropriate welcome without mentioning the overwhelming success of this year’s Pollie Awards. With a record number of online submissions, Saturday evening is guaranteed to be a great celebration of our industry. If you haven’t bought a ticket already, don’t miss out! This year’s ceremony concludes with a special presentation by one of the nation’s leading political entertainment troupes, the Capitol Steps. Visit the AAPC registration desk for more information.

During the conference, please contact either of us or other members of the committee for assistance or advice to make your stay more enjoyable. Welcome to the conference and enjoy!

Sincerely,

Nancy Todd Tyner
Conference Co-Chair

Art Hackney
Conference Co-Chair

In 2004, NRA Members, Gun Owners and Sportsmen played a deciding role in election victories across the nation.

This election season, the NRA and the NRA Political Victory Fund spread the truth across America... and helped decide the outcomes of the Presidential campaign and key U.S. Senate races across the nation.

<table>
<thead>
<tr>
<th>The Effort</th>
<th>The Result</th>
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<tr>
<td>6.5 million endorsement letters and postcards</td>
<td>President George W. Bush re-elected</td>
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<tr>
<td>4.6 million endorsement poly-bags in 107 newspapers in 12 states</td>
<td>14 of 18 endorsed U.S. Senate candidates elected</td>
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<tr>
<td>4 million “That Dog Don’t Hunt” fliers</td>
<td>241 of 251 endorsed U.S. House candidates elected</td>
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<tr>
<td>2.4 million endorsement phone calls</td>
<td>Pro-Second Amendment majorities in Congress preserved</td>
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<tr>
<td>1.6 million bumper stickers</td>
<td>Anti-sportsmen ballot initiatives defeated</td>
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<tr>
<td>28,000 television ads</td>
<td></td>
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<tr>
<td>20,000 radio ads</td>
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<tr>
<td>1,700 newspaper ads</td>
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<tr>
<td>510 billboard ads</td>
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NRA
National Rifle Association
11250 Waples Mill Road
Fairfax, Virginia 22030
www.NRA.org
THE AMERICAN ASSOCIATION OF POLITICAL CONSULTANTS WOULD LIKE TO THANK ALL THE SPONSORS AND EXHIBITORS WHO HELPED MAKE THIS CONFERENCE POSSIBLE.

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“Total [political] spending on newspapers more than doubled this year compared with 2000 expenditures.”
December 30, 2004

Smart consultants counted on newspapers in 2004.

Political consultants more than doubled the amount of money they spent on newspaper advertising in 2004. And it was a smart investment. Once again, newspapers delivered undecided voters and message credibility better than any other medium. And newspapers allowed political consultants to target their ads to the audiences they needed to reach, when they needed to reach them...proving once again that when it comes to political advertising, Newspapers Deliver.
CONTRIBUTIONS

THANK YOU TO THOSE WHO MADE THE INAUGURAL POLLIE AWARDS A SUCCESS!
Each year the AAPC is host to the world’s largest awards competition for political and public affairs communications, and it could not be done without the contributions of the many individuals and organizations listed below!

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…AND TO THE STAFF MEMBERS WHO OVERSAW ITS IMPLEMENTATION

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CONFERENCE AGENDA

FRIDAY, JANUARY 21, 2005
REGISTRATION/VENDOR SET-UP
3:00 p.m. – 6:00 p.m.
Tivoli Room – Lower Level

POLIE KICKOFF RECEPTION
7:00 p.m. – 9:00 p.m.
Park Ballroom – Lower Level
Join your friends and colleagues to kick off the Inaugural Polie Awards & Conference. Featuring special guests: Ken Mehlman, Bush-Cheney ’04 Campaign Manager, and a Representative from the Ukrainian Presidential Campaign of Victor Yushchenko.

REFRESHMENT BREAK WITH EXHIBITORS
10:15 a.m. – 10:30 a.m.
Tivoli Room – Lower Level

Concurrent Session:
“THE BUSINESS OF CONSULTING: PRICING & CONTRACTS”
10:45 a.m. – 12:00 p.m.
Hyde Park Room – Lower Level
Learn how a good contract can help protect you, what the most important clauses are and other steps you can take to ensure you collect your fees and/or commissions. Also, you will gain insight on what you can do if a client defaults on your contract and how to determine your compensation.

Speakers:
Ben Burger
Stevens Reed Curcio & Potholm
Barry Fadem
Fadem & Associates
Brett Sciotto
American Strategies
Beth Miller Malek
Wilson Miller Communications
Moderator:
Bob Kaplan
The Robert Kaplan Company

NETWORKING BREAK WITH EXHIBITORS
12:00 p.m. – 12:30 p.m.
Tivoli Room – Lower Level

Luncheon:
“THE ATTACK OF THE POLITICAL CARTOONISTS”
12:30 p.m. – 2:15 p.m.
Park Ballroom – Lower Level
Through the ages, political cartoons have been used to deflate the pretentious, skewer the pompous and unspin the spinners – and 2004 proved to be a target-rich environment for editorial inksters. This panel discussion is a celebration of the presidential campaign, as seen through the eyes of America’s political cartoonists. This panel will be followed by a presentation of the Polie Award winners in newspaper.

Speakers:
TBA
Moderator:
Bill Schneider
CNN
Sponsored by:
The Newspaper Association of America

SATURDAY, JANUARY 22, 2005
CONTINENTAL BREAKFAST & MEMBERSHIP MEETING
8:00 a.m. – 9:00 a.m.
Hyde Park Room – Lower Level

“527s: THE INFLUENCE OF INDEPENDENT EXPENDITURES”
9:00 a.m. – 10:30 a.m.
Park Ballroom – Lower Level
Some of the top producers of independent expenditure ads confront the good, the bad and the ugly of the first election cycle where 527s ruled the day.

Speakers:
Brian McCabe
Progress for America
Steve Moore
Club for Growth
Jonathan Prince
Citizens for a Strong Senate
Erik Smith
Media Fund
Moderator:
Chris Arterton
Graduate School of Political Management, The George Washington University

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REFRESHMENT BREAK WITH EXHIBITORS
10:15 a.m. – 10:30 a.m.
Tivoli Room – Lower Level

Concurrent Session:
“MICRO-TARGETING IN THE 2004 ELECTIONS: REACHING YOUNG VOTERS”
10:45 a.m. – 12:00 p.m.
Park Ballroom – Lower Level
Micro-targeting of very small segments of the electorate came into its own in the 2004 campaign. Join in a discussion of the techniques, research and communication vehicles necessary for effective micro-targeting with a special emphasis on youth voting.

Speakers:
Ivan Frishberg
New Voter Project
Ed Goeas
The Tarrance Group
Celinda Lake
Lake Snell Perry & Associates
Adrian Gray
Republican National Committee
Moderator:
Chris Arterton
Graduate School of Political Management, The George Washington University

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TBA
Moderator:
Bill Schneider
CNN
Sponsored by:
The Newspaper Association of America

WANT TO KNOW WHAT GETS THEIR ATTENTION?

House Majority Leader Tom DeLay (R-Tex):
“The Hill has become a Capitol Hill institution and a must-read for everyone on Capitol Hill. Your thorough coverage of congressional affairs has made The Hill one of the most reliable and important sources of news.”

House Minority Leader Nancy Pelosi (D-Calif.):
“The increase in your circulation and publishing schedule are a testament to how valuable your readers find your publication.”

Senate Majority Leader Bill Frist (R-Tenn.):
“The Hill has provided a valuable behind-the-scenes look at Congress and the inner workings of Capitol Hill.”

Senate Minority Leader Harry Reid (D-Nev.):
“The Hill has become a staple of working life in Congress. Your insightful stories and solid reporting have earned you the well-deserved respect of your colleagues.”

Sen. Pete Domenici (R-N.M.):
“The Hill has become a must-read for its insight on policy, politics and local coverage.”

Sen. Edward Kennedy (D-Mass.):
“I’m addicted to your weekly e-mail from The Hill.”

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**SUNDAY, JANUARY 23, 2005**

**COFFEE BREAK**

Hyde Park Room – Lower Level

**CASE STUDY: HOW TO DEFEND AGAINST NEGATIVE AIDS**

9:00 a.m. – 10:30 a.m.

Hyde Park Room – Lower Level

Every campaign faces the same decision – what tone and message is appropriate for drawing contrasts. The Oklahoma Senate race is used to highlight the decisions campaigns must make and the reaction voters can have to contrast communications.

**Speakers:**

- Brad Carson
  Former Senatorial Candidate

**MODERATOR:**

- Jennifer Duffy
  The Cook Political Report

**SPEAKERS**

**BRANCH:**

**WHAT’S NEXT? ELECTION 2006**

10:45 a.m. – 12:00 p.m.

Park Ballroom – Lower Level

What will happen on the political playing field over the next 18 months and what issues will shape the 2006 cycle? Hear what the most knowledgeable political insiders have to say.

**Speakers:**

- Matt Schlapp
  White House

- Sara Taylor
  Republican National Committee

**MODERATOR:**

- Carl Cannon
  National Journal

**INAGURAL POLLIE AWARDS & CONFERENCE**

**DAVID BEATTIE**

As President of Hamilton Beattie & Staff, David Beattie combines experience in both public sector research and strategic campaigns.

Dave's experience includes providing strategic research for U.S. Senators, members of Congress, Fortune 500 companies and interest groups.

He has also conducted polling for the Florida, Georgia and Oklahoma Democratic Parties, qualitative studies for the Democratic National Committee, the AFL-CIO and EMILY's List, and evaluation studies for the CDC and the South Carolina Department of Education.

In 2000, Dave was named “Pollster of the Year” by the American Association of Political Consultants, and a “Rising Star” by Campaigns & Elections magazine. In 2001, he was named a “Mover & Shaker” by Campaigns & Elections magazine. He is now a member of the board of the American Association of Political Consultants.

Dave was elected to the Board of Education in Vestal, New York, in 1988 and has worked in politics ever since, managing local campaigns and advising on strategy for statewide campaigns.

Dave's experience providing both qualitative and quantitative research has seen him advise with HB&S's commitment to helping clients effectively and efficiently answer and act upon questions that arise throughout a campaign.

In addition to campaign and research work, Dave trains the next generation of campaign professionals as an instructor on political campaign strategy for the University of Florida's graduate program in Political Campaign Communication. Dave's formal education includes a master's degree in political science from the University of Florida and a bachelor's degree in political communications from The George Washington University in Washington, D.C. Dave currently lives in Fernandina Beach, Florida, with his wife, Robin, and their daughter, Skyler.

**BEN BURGER**

Ben Burger is the Senior Vice President at Stevens Reed & Co., a communications firm. Burger was part of the ad team that produced the TV and radio ads for Missouri Governor Matt Blunt. His congressional clients include Majority Leader Tom DeLay, Congresswoman Cathy McMorris, Congressman Mike Oxley and Congressman Ed Whitfield.

He has developed the advertising strategy and produced commercials for the American Medical Association Political Action Committee's federal independent expenditure campaign and issue advocacy programs, the Republican National Committee, the National Republican Senatorial Committee, and the National Republican Congressional Committee, as well as several other advocacy groups.

In 2004, Burger was named a “Rising Star” by Campaigns & Elections magazine.

**CARL M. CANNON**

Carl M. Cannon covered President Clinton for eight years, and is now on his fifth year covering George W. Bush. He is the White House correspondent for National Journal, Washington's authoritative, non partisan weekly journal on politics and government. Before joining the magazine in May of 1998, he worked for six newspapers over a 20-year span.

While on vacation in San Francisco in 1989 to see the Bay Area World Series, Mr. Cannon found himself covering the Loma Prieta earthquake instead of watching baseball – and was a member of the San Jose Mercury News staff assigned the Pulitzer Prize for that coverage. As a reporter in the Washington bureau of Knight-Ridder Newspapers from 1982 to 1993, Mr. Cannon covered the California congressional delegation, technology policy and western land issues before being named chief political writer on the bureau's national staff. He covered the presidential campaigns of 1984, 1988 and 1992.

In 1993, he was hired by the Baltimore Sun to cover Bill Clinton. He remained on the White House beat after moving over to National Journal, where he has covered the White House for a decade. The following year, Mr. Cannon was honored for his White House coverage by winning the prestigious Gerald R. Ford Prize for Distinguished Reporting of the Presidency.

Mr. Cannon recently completed a term as president of the White House Correspondents' Association and also serves as the in-house writing coach at National Journal. He is a co-author of “Boy Genius,” a biography of White House aide Karl Rove, which is being reissued this month after being updated to reflect the 2004 elections. He is also the author of “The Pursuit of Happiness in Times of War,” a study of how Presidents and other American political leaders have employed the language of the Declaration of Independence during times of war or national crisis.


A native of San Francisco, Carl attended the University of Colorado, majoring in journalism; he lives in Arlington, Va., with his wife, Sharon, and they are the parents of three
children ranging in ages from 9 to 24. Carl’s hobbies include thoroughbred racing, fly fishing in Montana, and playing baseball in an over-30 hardball league.

PATRICK DAVIS
The U.S. Senate Republican majority increased from 51 to 55 and Tom Daschle was defeated while Patrick Davis was the Political Director of the National Republican Senatorial Committee during the 2004 election cycle. From 1999 to 2002 Patrick represented the NRSC as the Western Regional Political Director. He has been directly involved in the competitive winning U.S. Senate campaigns for John Thune, Norm Coleman, Wayne Allard, Gordon Smith, Conrad Burns, Tom Coburn, Mel Martinez, Richard Burr, David Vitter, Johnny Isakson and Lisa Murkowski.

Prior to joining the NRSC, Patrick was the Executive Director of the South Dakota Republican Party from 1995 to 1999. During this time South Dakota Republicans increased their majorities in both houses of the state Legislature, elected John Thune to the U.S. House and re-elected Governor Bill Janklow.

During the 1992 Bush-Quayle presidential campaign, Patrick served as the field desk coordinator for 11 Northwestern states, and in 1999 he was the Assistant to the Deputy Director of White House Political Affairs. Patrick and his wife, Jo Ann, live in Colorado Springs, Colorado, with their twins, Ben and Kate, and their two dogs, Sam and Gerta.

JENNIFER E. DUFFY
Jennifer Duffy is the Managing Editor for The Cook Political Report, where she is responsible for U.S. Senate and Governor races. Founded in 1984, The Cook Political Report provides analyses of presidential, U.S. Senate, House and gubernatorial races. The New York Times has called The Cook Political Report “a newsletter that both parties regard as authoritative.”

Jennifer has more than 18 years of experience in campaign politics, the last 15 of which have focused on nonpartisan political analysis. In 1985, she served as Press Secretary for the National Republican Senatorial Committee; she joined The Cook Political Report in 1998 as its first Assistant Editor. While continuing to work as the Report’s contributing editor, Jennifer also was a Senior Account Executive with Hill and Knowlton Public Affairs Worldwide and an associate with the lobbying firm of Cassidy & Associates.

In 1995, Jennifer rejoined Cook & Company full time. She has served as an off-air analyst for NBC News on election nights from 1996 through 2004. Jennifer has been quoted in numerous publications and has appeared on ABC, NBC, CBS, CNN, PBS, “The NewsHour with Jim Lehrer” and the Washington Journal.”

A native of Rhode Island, Jennifer received a bachelor of arts degree in American government from Georgetown University in 1988.

TOM EDMONDS
Tom Edmonds has over two decades of experience in advertising, marketing and political media. Tom began developing successful political media strategies in the late 1970s and early 80s when he served as a consultant for the National Conservative Political Action Committee (NCPAC), one of the first independent political action committees.

Today, as Chief Executive Officer of Edmonds/Hackney and Associates, Inc., Tom develops and executes media campaigns for candidates at all levels of government, and implements independent expenditure campaigns for major conservative political organizations. Most recently, he helped coordinate and produce the media for the National Rifle Association’s 2000 campaign, an effort that was recognized as “decisive” in the defeat of Al Gore by a number of publications, including Fortune, Newsweek and USA Today.

In addition to his work with political candidates and organizations, Tom has produced several acclaimed documentaries, including the award-winning television mini-series “Campaigns in American History,” and the official documentary of the Reagan presidency, “Ronald Reagan: An American President.”

Tom is a past President of the American Associations of Political Consultants and is currently on the Board of Directors of the International Association of Political Consultants. He is also a member of the Advisory Board of Campaign & Elections magazine. He has provided political insight for CNN, “Nightline” and National Public Radio, and his work has been featured on “60 Minutes,” “20/20,” “Dateline,” “Primetime Live,” “Today,” “NBC Nightly News” and “The MacNeil-Lehrer NewsHour.” Tom has also penned articles and op-eds for such noted publications as The Washington Post, The Washington Times, Campaigns & Elections magazine and Advertising Age.


ED GOEAS
Ed Goeas is President and CEO of The Tarrance Group, one of the most respected and successful Republican survey research and strategy teams in American politics today. Widely recognized as one of the country’s leading political strategists, Goeas, along with his partners Dave Sackett and Brian Tringali, serve as pollsters to three Republican Governors, 11 Republican U.S. Senators, and over 30 Republican members of Congress. His clients have included: former Senate Minority Leader Trent Lott, former House Majority Leader Dick Armey and Idaho Governor Dirk Kempthorne. Goeas and his firm have helped to elect three new Republican Senators and two new Governors, including Tim Hutchinson of Arkansas – the first Republican elected to the U.S. Senate from the state since Reconstruction – and Bill Owens, the first Republican Governor of Colorado in nearly three decades.

In addition to his campaign work, Goeas, along with Democratic pollster Chris Lehane, heads up the “Battleground” poll – one of the country’s leading national political research programs. Lake and Goeas also serve as the pollsters for the highly respected news magazine U.S. News & World Report.

Goeas has been widely published in professional and academic journals, including the Yale Law & Policy Review, on a variety of public policy issues based on his national research. Goeas has also worked on a number of foreign campaigns in Russia, Hungary, France and the Philippines.

Frequently sought as a political analyst, Goeas regularly appears on national public affairs programs including: “Meet the Press,” “This Week,” “Good Morning America,” “Today,” “The NewsHour with Jim Lehrer,” FOX News with Brit Hume, MSNBC’s “Equal Time,” America’s Talking, C-Span and CNN’s “Inside Politics.” During the 1994 election cycle, Ed was recognized by Democratic and Republican members of the American

IVAN FRISHBERG
Ivan Frishberg has more than 10 years of experience conducting and managing large-scale grassroots campaigns. Frishberg has most recently been the Senior Legislative Advocate for the state Public Interest Research Group (PIRG), based in Washington, D.C. The state PIRGs are an alliance of state-based, citizen-funded organizations that advocate for the public interest, using the time-tested tools of investigative research, media exposure, grassroots organizing, advocacy and litigation. From 1994 to 2001, Frishberg was the Higher Education Project Director at the state PIRGs, advocating on a wide range of higher education policy issues.

Frishberg has been a Senior Advisor to the Center for Campus Free Speech and the National Student Campaign Against Hunger and Homelessness. He was a founder of the Youth Vote Coalition and currently is an Advisory Board Member of the Center for Information and Research on Civic Learning and Engagement (CIRCLE).

Frishberg coordinated communications and political strategy for the New Voters Project, a project of the state PIRGs and The George Washington University Graduate School of Political Management to increase voter turnout among 18- to 24-year-olds in the coming election cycles. This project is funded in part by the Pew Charitable Trusts.

Watch the Gold and Silver Winners for Radio and TV Online at www.theaapc.org, Powered by Online Video Service.
Association of Political Consultants as “Pollster of the Year.” In 1996, *National Journal* reported that the 1996 campaign season “proved that the Alexandria (Va.)-based firm, headed by Edward A. Goeas III, is now unquestionably the premier Republican polling firm.”

In his more than 25 years of working professionally in politics, he has managed the National Political Director of the National Republican Congressional Committee (NRCC), a field operative for the Republican National Committee, candidate campaigns, and several campaigns, and Chief of Staff to a U.S. Congressman.

Goeas is married to Lisa Goeas and has two daughters, Jeun (20) and Emma (2).

**FRANK GUERRA**

Frank Guerra is founder and CEO of Guerra DeBerry Cooey, a full-service advertising, marketing and public relations firm based in San Antonio, Texas, with an office in Phoenix, Arizona. Now in its tenth year, GDC offers general market as well as Hispanic capabilities for regional and national clients.

Most recently, Frank served on the national Bush/Cheney re-election team, working on general market as well as Hispanic advertising. In the 2002 election cycle, GDC served as the Hispanic agency of record for the Jeb Bush for Governor campaign in Florida and the Rick Perry for Governor campaign in Texas, garnering record-setting votes for both candidates.

Previously, Frank spent 10 years in television news at the CBS affiliate in San Antonio, where he quickly progressed from reporter to executive producer, gaining an intimate understanding of the media from an editorial perspective. Frank left journalism to serve as campaign manager for Henry Bonilla in his first race for Congress. Bonilla won the race and went on to become a leading advocate against an incumbent in the country. Frank then transitioned to the field of advertising, marketing and public relations.

**ROBERT KAPLAN**

Specializing in fundraising for initiative campaigns, trade associations, political action committees and not-for-profit organizations, Tom has developed or implemented by Kaplan have raised more than $120 million through direct mail, telemarketing, award-winning videos, events and public-private partnership programs.

Named a “Rising Star,” “Mover & Shaker” and “America's #1 Growth Industry,” Mr. Moore’s columns appear regularly in *National Journal* and *The Los Angeles Times*. He has also written extensively on politics and public opinion for *The New Republic*, *The Atlantic Monthly*, *The Washington Post*, *Time*, *The Wall Street Journal*, *Human Events*, *The Washington Times*, *The Washington Post*, *The Weekly Standard*, *National Review*, *Investor's Business Daily* and *The Hill Street Journal*. He is the co-author of “It’s Getting Better All the Time: 100 Greatest Trends of the Last 100 Years” and “Still an Open Door? U.S. Immigration Policy and the American Economy.” He is also the editor of “Dollars and Nonsense: An Expert in developing targeting programs, voter contact and GOTV programs, his campaign and election skills include: political and grassroots organizing and training; electoral targeting, polling development, analysis and use; message development and strategic public relations; voter identification and personalized and electoral systems establishment and redistricting law and practice. Recognized as a leading expert in targeting, GOTV message

**TOM LINDENFELD**

Tom Lindenfeld serves as the President of LSG Strategies, a grassroots organizing and political telemarketing firm based in Washington, D.C.

Lindenfeld campaign experience comes from over 25 years of working in local, state and federal elections of all sizes and scales. In 1992, Lindenfeld served as the Director of National Coordinated Campaigns for the Democratic National Committee on behalf of the Clinton presidential effort and other state and local campaigns. Following the Clinton victory, Tom served as the Democratic National Committee as the Director of Elections.

Before joining the Democratic National Committee, Tom served as Political Director for the Campaign to Achieve a Effective Congress (NCEC). In this capacity, he served as campaign advisor to Democratic, gubernatorial, federal and state legislative candidates, consulting on redistricting and providing campaign resource targeting, vote goal and voter behavior models.

In 1988, Lindenfeld managed Frank Pallone’s first congressional campaign in New Jersey; at age 26, he became New Jersey’s youngest Congressman. Following Pallone’s victory, Tom became his Chief of Staff. Lindenfeld’s political career was kicked off with 15 years of running campaigns in New Jersey at all levels of government.

Before joining Mark Sump in 2000 to form LSG Strategies, Tom was a partner and was elected to the Washington office of the Chicago-based political media consulting firm of Axelrod and Associates. During those six years, he was instrumental in the election of candidates across the country, including Congressman Patrick Kennedy, New York State Comptroller Carl McCall, Iowa Governor Tom Vilsack, Houston Mayor Lee Brown, Washington, D.C. Mayor Anthony Williams and Philadelphia Mayor John Street.

An expert in developing targeting programs, voter contact and GOTV programs, his campaign and election skills include: political and grassroots organizing and training; electoral targeting, polling development, analysis and use; message development and strategic public relations; voter identification and personalized and electoral systems establishment and redistricting law and practice. Recognized as a leading expert in targeting, GOTV message

**STEPHEN MOORE**

Stephen Moore is President of the Club for Growth and a contributing editor of National Review. He was previously the Cato Institute’s Director of Fiscal Policy Studies, and continues to serve as the co-author of “It’s Getting Better All the Time: 100 Greatest Trends of the Past 100 Years” and author of “Government: America’s #1 Growth Industry.”

Moore served as a Senior Economist at the Joint Economic Committee under Chairman Dick Arney of Texas. There, he focused on budget, tax and competitiveness issues. He was also an attorney of the Arnold flat tax proposal.

From 1983 through 1987, Mr. Moore served as the Grover M. Hermann Fellow in Budgetary Affairs at the Heritage Foundation. Mr. Moore has worked on two presidential campaigns. In 1988, he was a Special Consultant to the Bush/Quayle Campaign. In 1987, he was a Research Director of President Reagan’s Campaign on Privatization.

Moore also serves on the economic board of advisors for Time magazine, the CEO’s Council for The Hill Street Journal, Human Events, *The Washington Times* and *The Washington Post*. He is also the Co-Founder of The Greater New York City Economic Council. In this capacity, he served as a Research Director of President Reagan’s Campaign on Privatization.

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Mr. Moore is the author of “Bullish on Bush: How George Bush’s Ownership Society Will Make America Stronger and Privatization: A Strategy for Taming the Deficit.” He is the co-author of “It’s Getting Better All the Time: 100 Greatest Trends of the Last 100 Years” and “Still An Open Door? U.S. Immigration Policy and the American Economy.” He is also the editor of “$20 Billion and Nonsense: Correcting the Negative Growth Cycle: Myths That Have Gained Respectability in Recent Years,” and “Restoring the Dream: What House Republicans Plan to Do Next to Strengthen the Family, Balance the Budget and Replace Welfare.”

Mr. Moore is a graduate of the University of Illinois and holds an M.A. in Economics from George Mason University.

**WILLIAM SCHNEIDER**

William Schneider, a leading political commentator in the U.S., is the Cable News Network’s senior political analyst. He is also a contributing editor to *The Los Angeles Times*, *National Journal* and *The Atlantic Monthly*.

Schneider has been labeled the “nation’s election-meister” by *The Washington Times* and "the Aristotle of American Politics" by *The Boston Globe, Campaigns & Elections" magazine called him “the most consistently intelligent analyst on television" by "The Atlantic Monthly." Schneider has been awarded one of the 50 most influential Washington journalists by *Washingtonian* magazine.

In 2003, the Graduate School of the Arts and Sciences at Harvard University awarded Professor Schneider the Centennial Medal for contributions to society. In 2001, he received the Julian P. Kantor Award for Excellence in Television from the American Association of Political Consultants. He is also the recipient of the Brandenburg University Prize Award and the Alumna Achievement Award.

Schneider received his B.A. from Branden University and his Ph.D. in political science from Harvard University, where he subsequently taught in the Department of Government. From 1991 through 1998, he was the Speaker Thomas P. O’Neill Jr. Visiting Professor of American Politics at Boston College. In 2002, he was the Fred and Rita Richman Distinguished Visiting Professor at Brandeis University.


**BRETT A. SCIOTTO**

A graduate of the United States Military Academy at West Point and former Army Intelligence Officer, Brett Sciotto began his career in government and politics at an early age. Serving as White House intern on the Vice President’s National Performance Review staff, he quickly developed an appreciation for the power of politics, the challenges of governing, and the need to replace growing bureaucracies with sound management principles. As an Army Captain in the 101st Airborne Division (Air Assault), Brett honed his leadership skills by leading 300 men in complex, high-stress organizational structure and function. This understanding allowed him to restructure and relearn combat units, making them more effective and efficient on the battlefield. He quickly became renowned in the 101st Airborne Division for being an innovative leader who challenged conventional wisdom and dramatically enhanced the capabilities of the units he led.

Upon completing his tour of duty with the Army, Brett transitioned to civilian life and was immediately asked to manage a mayoral challenger campaign in adjacent Clarksville, Tennessee, a city of 103,000 people. He...
In between stints with *The Hotline*, Todd was on the cutting edge of publication creations, including *The Sports Business Daily*. Founded in 1994, *The Sports Business Daily* has done for the sports world what *The Hotline* has done for politics. In ’95, he was on the forefront of making political news accessible on the web, as a member of the team that created the award-winning political web site PoliticsNow.com.

Before coming to the world of political reporting and analysis, Todd earned practical political experience on initiative campaigns in Florida and various national campaigns based in Washington. Todd, a native of Miami, Fla., majored in political science and music performance at The George Washington University. He, his wife, Kristian, and daughter, Margaret, reside in Arlington, Va.

**EVAN TRACEY**

Evan Tracey is the Chief Operating Officer and founder of TNSMI/Campaign Media Analysis Group, the leading custom media research company for politics and public affairs advertising. Since 1996, his clients have included major national trade associations, foundations, Fortune 100 companies, national media organizations, academic institutions, and hundreds of national, statewide and local political campaigns. Evan Tracey has over 15 years of political, legislative and issue research experience and appears weekly on CNN’s “Inside Politics.”

Tracey has been a featured speaker at forums sponsored by the Center for Politics at the University of Virginia, Campaigns & Elections magazine, the American Association of Political Consultants (AAPC), the New Hampshire Institute of Politics (NHIOP) at Saint Anselm College, and the E-Voter Institute, and has provided written commentary to a number of groups including the Television Bureau of Advertising (TBA). He is often quoted on issues and trends in political and issue advertising.

Evan Tracey received an M.A. from George Mason University and a B.A. from West Virginia Wesleyan College.
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