

DEMOCRATIC PARTY OF WISCONSIN



2013 STATE CONVENTION

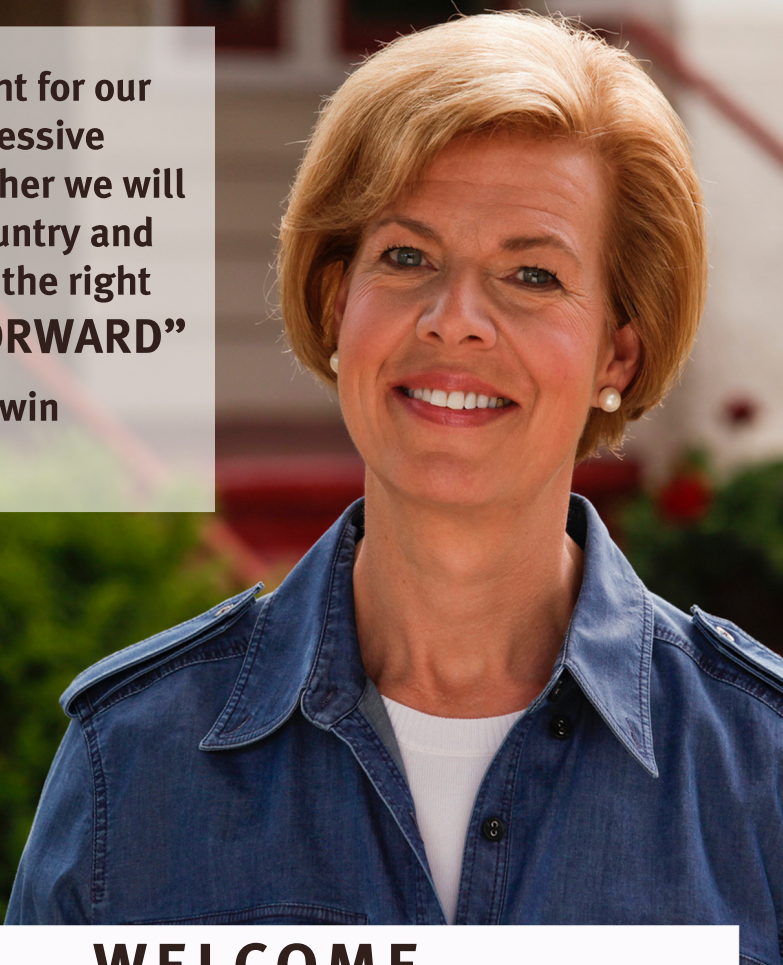
JUNE 7 & 8 OCONOMOWOC

CONVENTION PROGRAM

Forward, Together

Olympia Resort & Conference Center
Oconomowoc, WI

Paid for by the Democratic Party of Wisconsin, Mike Tate, Chair

A portrait of Tammy Baldwin, a woman with short blonde hair, smiling and wearing a blue denim jacket over a white shirt. She is wearing pearl earrings. The background is a blurred outdoor setting with green foliage and a red structure.

**“When we fight for our
shared progressive
values, together we will
move this country and
Wisconsin in the right
direction: FORWARD”**

**-Tammy Baldwin
U.S. Senator**

**WELCOME
WISCONSIN DEMOCRATS!**

**STAY IN TOUCH! VISIT US ONLINE TODAY AT
WWW.TAMMYBALDWIN.COM**

**... and don't forget to stop by Tammy's hospitality
suite after the program for a Spotted Cow!**

Paid for by Tammy Baldwin for Senate

Welcome to the Democratic Party of Wisconsin's 2013 State Convention

Having re-elected President Obama and elected Senator Tammy Baldwin last year we certainly have a lot to celebrate. But we must also use this weekend to turn our focus to the future. Convention is a time when we rally and plan for the fights ahead of us in 2014 and beyond. The only way we can continue to move forward as a Party is to do it together. That's why the theme of this year's convention is "Forward, Together." By embracing this theme in all we do during this off year, I know that we will continue to grow our progressive legacy for generations to come.



Our primary goal this year is to empower local communities through our 72 County Strategy. We are gathered here today in Waukesha County, which many consider the deepest Republican stronghold in the state. But we know that there are already great Democrats here, and many more who are primed to become Democrats - if we effectively reach them and proudly communicate our values. In order to win in 2014 and beyond, we need to, and will, carry our message into every corner of our great state.

During convention, we will share some of the new initiatives already in place or about to be in place. We'll also listen to new ideas from you, the members who make this Party all that it is, about how we can continue to work together to strengthen our Party. In doing so, we will empower Democrats all over Wisconsin with the resources and know-how to win elections and make a real difference on behalf of the middle-class.

While Scott Walker continues to jet-set across the country in his Tea Party bid for President, we gather here today to show where real movements start - in local communities and with grassroots enthusiasm. As we gear up for the coming high-stakes elections before us, I ask that you reflect during this convention about how we can work together to build on our success last November, and move Forward, Together.

Thank you so much for your commitment, and enjoy the convention.

Mike Tate
Chair, Democratic Party of Wisconsin

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Convention Agenda

Friday, June 7

- | | |
|---------|---|
| 2:00 PM | Democratic Unity Fair Begins
(Ballroom – Wisconsin Side) |
| 3:00 PM | Registration Opens (Ballroom – Illinois Side)
American Indian Caucus Meeting
(Broadmoor B)
Black Caucus Meeting (Crown)
Latino Caucus Meeting (Bonaventure)
Rural Caucus Meeting (Aspen) |
| 4:00 PM | County Chairs Association Meeting (Westlake)
Platform & Resolutions Committee Meeting
(Milwaukee) |
| 4:30 PM | Welcome Hospitality Suite with
Congressman Kind (Cricket's Lounge)
New Delegate Orientation (Crown)
LGBT Caucus Meeting (Broadmoor B)
Veterans Caucus Meeting (Aspen)
Women's Caucus Meeting (Bonaventure) |
| 5:00 PM | Convention Hall Doors Open
(Olympia Center Ballroom) |
| 6:00 PM | General Session Begins with the Call to Order,
Presentation of Colors, Pledge of Allegiance,
Invocation, and National Anthem
(Olympia Center Ballroom) |

Friday, June 7 Continued

- 6:10 PM Speeches & Reports by Democratic Party
Officers, Local Elected Officials, State
Legislative Leaders, Congressional Delegation,
Statewide Leaders
- 8:00 PM Registration Closes (Ballroom – Illinois Side)
- 9:00 PM General Session Ends and
(Approx.) Hospitality Suites begin

Saturday, June 8

- 8:00 AM Registration Opens (Ballroom – Illinois Side)
Convention Hall Doors Open
(Olympia Center Ballroom)
- 8:30 AM Convention Reconvenes with
Resolutions Debate
- 10:00 AM Convention Reports
- 10:15 AM Speeches Begin
- 11:00 AM Registration Closes (Lawrence Room)
- 11:30 AM Elevating Alternates to Delegates Opens
(Ballroom – Illinois Side)
- 12:00 PM Elevating Alternates to Delegates Closes
(Ballroom – Illinois Side)
- 12:30 PM DPW Officer Elections: Voting Opens
(Ballroom – Illinois Side)
- 2:00 PM Voting Closes (Ballroom – Illinois Side)
Raffle Winners Announced
- 2:30 PM Election Results Announced
(Approx.) Convention Ends

The 72 County Strategy

Growing Wisconsin's Progressive Legacy

When Wisconsin Democrats woke up on November 7, 2012, we were delirious with joy, having secured our electoral votes for President Obama and sending Tammy Baldwin to the US Senate. But we were disappointed too, knowing that while legislative Democrats received hundreds of thousands more votes than Republicans, we were still deep in the minority thanks to the new maps rammed through by the Republican legislature.



As we debriefed and dissected the results over the next few months, we came to some important conclusions that are guiding our work this year.

- 1. Wisconsin is a swing state, not a red state, and Wisconsinites cast significantly more votes for Democrats statewide in the last election.**
- 2. State legislative districts are less favorable to Democrats after GOP-controlled redistricting, but we can win back the State Senate and make significant gains in the State Assembly if we start working in 2013.**

3. Doing this work in 2013 - talking to voters, training our grassroots leaders, recruiting and supporting local candidates and building up a local media presence - will not only help all Democratic candidates win in 2014, but will help us build our long-term strength for 6, 8 and 10 years down the road.

4. This work has to happen in each and every one of the 72 counties in our state.

And thus, the 72 County Strategy was born

Regional Political Director Program

Through the 72 County Strategy, the Democratic Party of Wisconsin is making an unprecedented off-year commitment to taking backing critical State Assembly and State Senate districts, defeating Scott Walker in 2014 and laying the groundwork for Democratic victories for the next decade.

Regional Political Directors - currently based in Fox Valley, Chippewa Valley and Southwestern Wisconsin - are the first boots on the ground in this new effort. Working with local leaders, they have been tasked with creating a regional campaign plan that pairs the most sophisticated campaign practices with local knowledge about what works and what doesn't in each community in our state.



They're working right now on organizing volunteers to talk to Wisconsinites about the key issues facing our state, building local media teams that can bring the Democratic message to every region of the state and training grassroots volunteers to use the powerful data tools we have at our disposal to win campaigns.

By the end of 2013, we've asked our Regional Political Directors to identify Community Captains who will take ownership over getting out the vote in key swing wards statewide. To do that, they'll be working closely with our new in-house Data Director to identify the wards that we'll need to carry in order to win in our highest priority targets, using the advanced targeting practices employed by the Obama campaign.



Winning at the Local Level

Our regional staff are also working with county party leaders and other progressive organizations on a series of specialized trainings for candidates and campaign managers on the fundamentals of winning spring races.

Throughout this summer and fall we'll be working with local leaders on assessing and targeting races for April 2014 and developing the plans we need to win.

Winning locally not only builds the bench for future elections, but also strengthens our county party infrastructure and gives activists a way to ensure that their progressive values are reflected at every level of government.

Red to Blue Badgers

The DPW's commitment to Democrats in every corner of the state continues to grow every single day. Through the development of an innovative new Red to Blue Badger Program, the DPW is training and supporting grassroots candidates in conservative districts, to keep pressure on Republicans and spread our progressive message to the reddest corners of the state.

The Red to Blue program is designed to help Democratic candidates in these overwhelmingly red districts by giving them the resources and infrastructure to build a successful campaign. By creating benchmarks in key organizational areas such as field and finance, this initiative aims to not only assist these candidates, but also establish a more efficient and successful working relationship between party and candidates in these tough districts.

The 72 County Strategy marks a turning point for Democratic grassroots organizing in Wisconsin. While the Republicans may be able to outspend us, they will never be able to out organize us. By working to win now, the DPW is committed to helping every Democrat up and down the ticket be ready to win in 2014 and beyond.



YOUNG LEADERS

NETWORKING RECEPTION



Join our sponsors for an opportunity to connect with elected officials and organizations that will inspire you and give you the tools to make your mark on Wisconsin politics.

At the

Democratic Party of Wisconsin's
2013 State Convention

Royal Cellar at the Olympia Resort
Friday, June 7th

Beginning at the close of the general convention session

Thank you to our Sponsors:



Visit the Democratic Unity Fair

Exhibitors from various progressive organizations are assembled outside of the ballroom. Participants in this year's Democratic Unity Fair include:

- Center for Progressive Leadership
- College Dems of WI
- Emerge
- Equality Wisconsin
- Fair Wisconsin
- Jessica King
- Mike Tate for State Chair
- New Leaders Council
- Northern Sun
- One Wisconsin Now
- Planned Parenthood
- Progressives United
- SEIU
- Tammy Baldwin for Senate
- United Wisconsin
- Waukesha County Dems
- Wisconsin Grassroots Network
- Wisconsin Progress
- WisPolitics

AND MORE!



Please Join
Sen. Jessica King
For a reception
honoring the
women of the
WI Senate Recalls



Rep. Sandy Pasch
Sen. Jennifer Shilling

Lori Compas
Shelly Moore

Rep. Kristen Dexter
Rep. Donna Seidel

County Exec
Nancy Nusbaum

Join us in Cricket's Lounge
Cash Bar
Live jazz music
Complimentary Spotted Cow

Paid for by Friends of Jessica King, Rich Norenberg, Treasurer

FEELING LUCKY?

**BUY YOUR TICKETS FOR A CHANCE TO WIN
ONE OF OUR GREAT PRIZES**

**Milwaukee Bucks
Basketball Tickets**

Courtesy of Senator Herb Kohl

**UW Badgers Men's
Basketball Tickets**

Courtesy of Laurene Bach

**Milwaukee Brewers
Baseball Tickets**

Courtesy of Jeff Christensen

**Assorted County Party
Prize Baskets**

*Courtesy of local county
parties*

And more!

Tickets at 2 for \$5, 5 for \$10

- Raffle winners will be drawn at approximately 2:00PM on Saturday afternoon
- The winning ticket must be presented in person on Saturday afternoon following the raffle drawing to redeem a prize
- All proceeds go to the Democratic Party of Wisconsin

HOTEL MAP

OLYMPIA
Resort ♦ Hotel ♦ Spa
CONFERENCE CENTER

Olympia Gardens
Outdoor Pavilion

Olympia Center Foyer

Restrooms

Ballroom

Catering Office

Business Center

Stairs Down To
Bonaventure
Boardroom

Polo

Lobby

Front Desk

Main Entrance

Overlooking
Indoor
Pool

Gift Shop

Court
Yard

Rick's
American
Cafe

Overlooking
Outdoor
Pool

Cabana

Terrace
Patio

Stairs to
Westlake
& Aspen

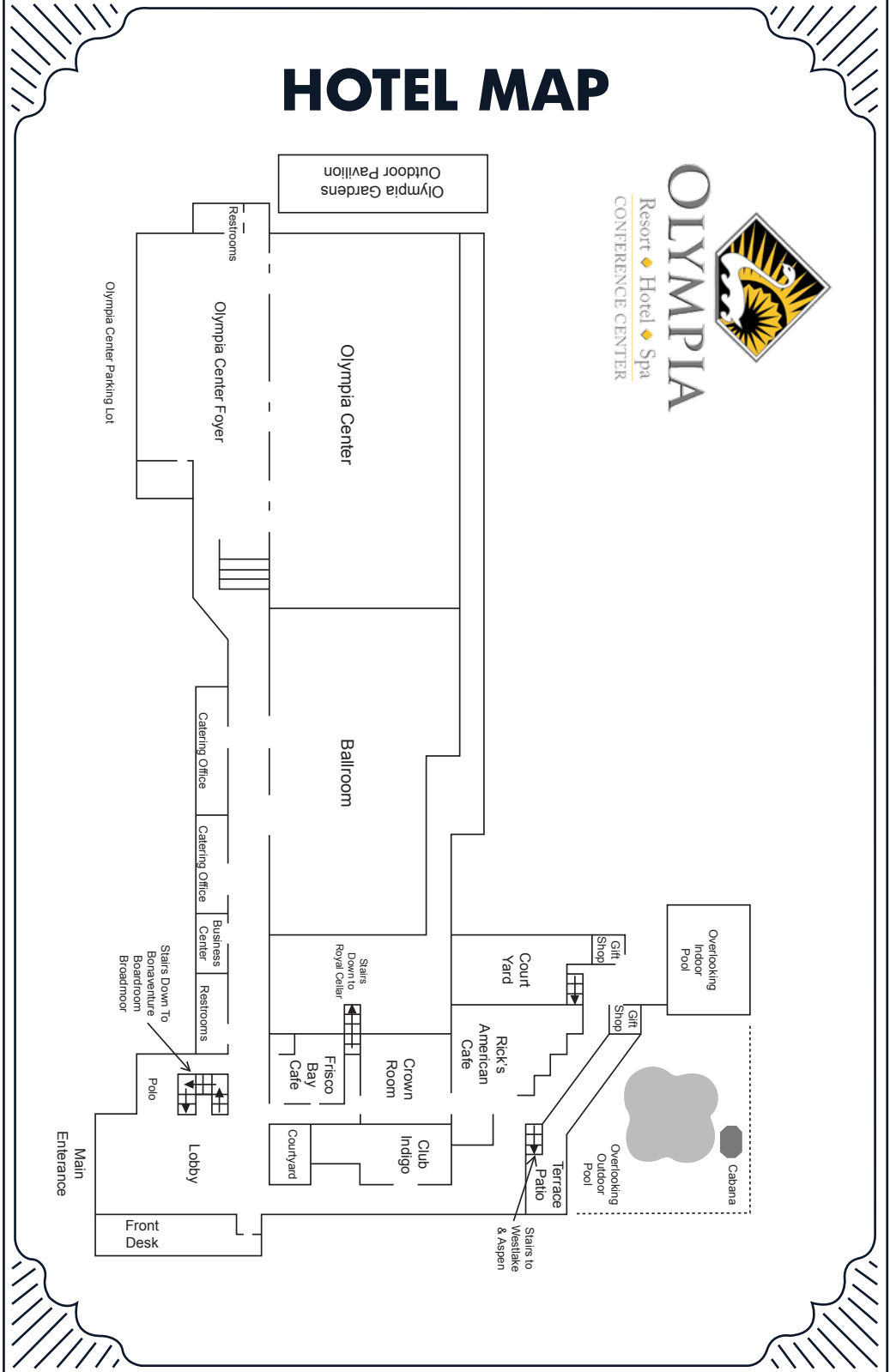
Club
Indigo

Crown
Room

Frisco
Bay
Cafe

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Royal Cellar

Courtyard



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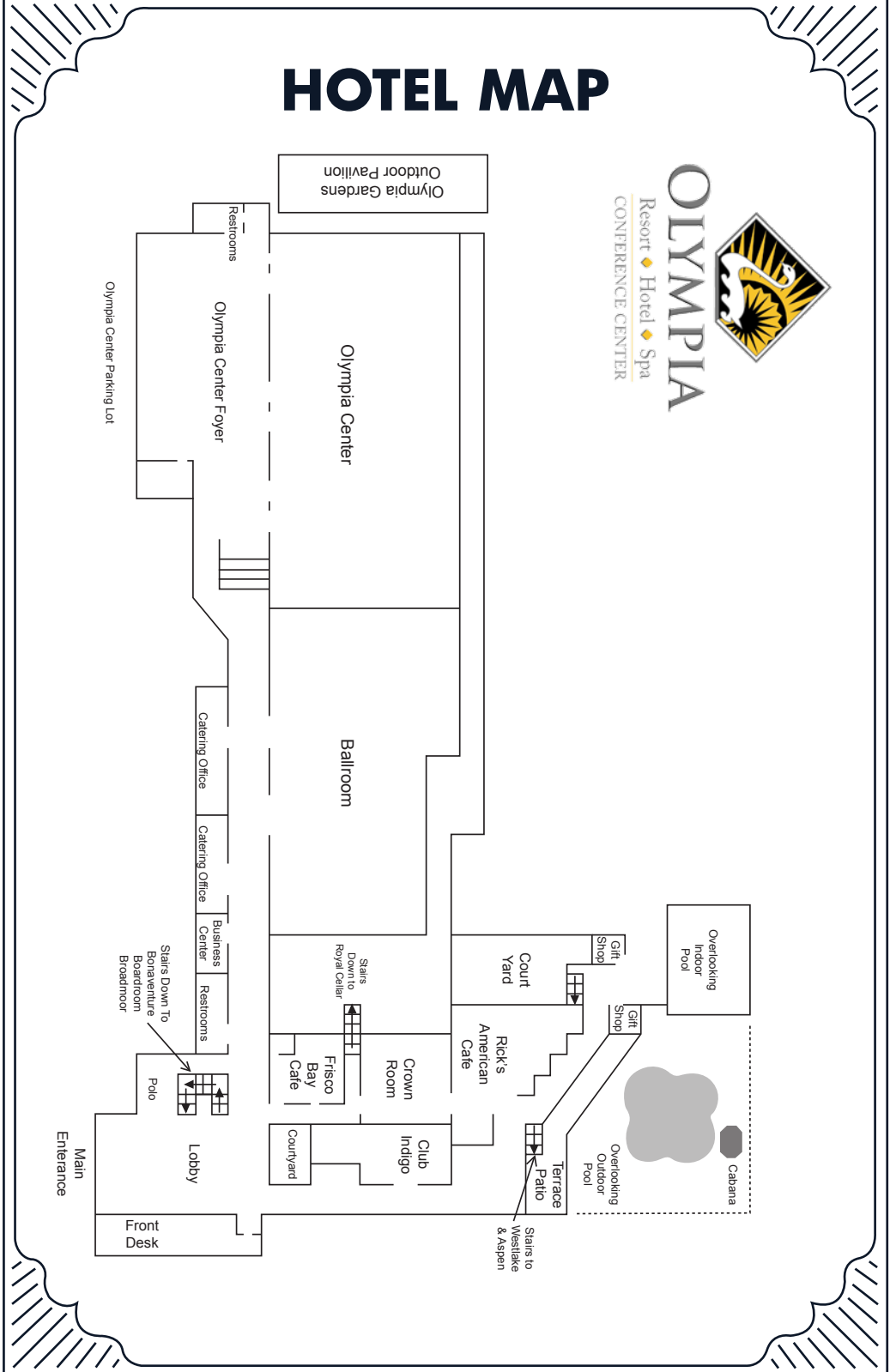
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News from the 4th Congressional District

Greetings to Delegates and Guests,

I proudly represent the 4th Congressional District of Milwaukee County which includes Bayside, Brown Deer, Cudahy, Fox Point, Glendale, Milwaukee, Saint Francis, South Milwaukee, Shorewood, West Milwaukee and Whitefish Bay.

I am pleased we are meeting in Oconomowoc for the 2013 State Democratic Convention on June 7 and 8. We must continue the fight for progressive values.

Congresswoman Gwen Moore

www.gwenmooreforcongress.com

PAID FOR BY MOORE FOR CONGRESS, ELLEN BRAVO, TREASURER



JOIN RUSS FOR SLOPPY JOES

**FRIDAY NIGHT
AFTER THE SPEECHES**

**JOIN US AT:
PROGRESSIVESUNITED.ORG**

Progressives[★]United

AUTHORIZED AND PAID FOR BY PROGRESSIVES UNITED POLITICAL ACTION COMMITTEE, CHRISTOPHER LOUDERBACK, MIDDLETON, WI, TREASURER.