

To: 'Ryan Murray' [REDACTED]
From: Deborah Jordahl
Sent: Sat 2/5/2011 4:46:58 PM

Hi Ryan,

I hope you got some good ideas from the focus group the other night. We got some really good feedback in Eau Claire and Green Bay in terms of testing messages and wording, and the themes and attitudes were consistent in all three markets.

It would be great if you could send me or direct me to statistics about public employee pay and benefits compared with the private sector and perhaps other states. It would also be good to put in perspective with medium family incomes in Wisconsin.

CFG will do everything we can to feed the grassroots, the party and talk with the truth. Fortunately people already believe it but I'm sure there are those who can still be shocked and outraged by it.

Thanks for your help.

Deb

Deborah H. Jordahl
Coalition Strategies
[REDACTED]
[REDACTED]
[REDACTED]

To: 'John Connors' [REDACTED]; 'Deb Jordahl' [REDACTED]; 'Stephan Thompson' [REDACTED]
Cc: mjseaholm [REDACTED]; 'Lorri Pickens'[LPickens@afphq.org]
From: R. J. Johnson
Sent: Sun 2/13/2011 5:27:59 PM
Subject: RE: Wausau Bus

Yes.

From: John Connors [REDACTED]
Sent: Sunday, February 13, 2011 5:16 PM
To: R. J. Johnson; Deb Jordahl; Stephan Thompson
Cc: [REDACTED] Lorri Pickens
Subject: Wausau Bus

Wausau people think we can fill one bus and a group from Eagle River/Rhinelandersaid they can fill a bus too. Can you budget another \$1k for Eagle River/ Rhinelanders?

To: R. J. Johnson[rj@rjjohnson.org]; Deb Jordahl [REDACTED] Stephan Thompson [REDACTED]
Cc: Matt Seaholm [REDACTED]; Lorri Pickens[LPickens@afphq.org]
From: John Connors
Sent: Mon 2/13/2011 10:34:13 PM
Subject: Bus Schedule & Registration
Hey Guys,

Here's what we have for bus schedule confirmed right now. Three buses, six pick-up locations. Will be in Madison by 9:30am Tuesday the 15th, departure no later than 1:00pm. Please have Senate staff save some space in hearing room with interns or bodies and keep doors open for our folks. They have been shut out before.

Please use link below and information to promote on websites, etc. Email me for changes, questions, suggestions.

Registration

Link: <https://spreadsheets.google.com/viewform?hl=en&formkey=dDIDVkotbzNsLThfS0NWSEhDb2h1bkE6MQ#gid=0>

Madison is Final Location for all Buses. Drop off & Pick-up Location:
188 East Main Street, Madison, WI (intersection of Main & King Street)
Drop Off: 9:30am CST
Pick Up: 1:00pm CST

POC: John Connors

Mobile: [REDACTED]

Email: [REDACTED]

Bus 1 Rhinelander-Wausau Pick-up & Drop off Location

Pick Up 1: Tuesday, Feb 15th @ 5:30am CST

Pick-Up 1: Parking lot of old Tru Value, 2181 Lincoln Street, Rhinelander, WI
Location: Old Tru Value lot

Pick Up 2: Tuesday, Feb 15th @ 7:15am CST

Pick-Up 2: Wausau Homes Education Center, 10805 Bus Hwy 51, Rothschild, WI
Location: Exit 185 off of I-39

POC: Meg Ellefson

Mobile: [REDACTED]

Email: [REDACTED]

Bus 2 Racine-Milwaukee Pick-up & Drop off Location:

Pick-Up 1: Tuesday, Feb 15th @ 7:30am CST

Pick-Up 1: Ives Grove Park & Ride- Racine County park and ride lot 51-20, Ives Grove

Location: Take I-94 exit 333, turn west onto WIS 20 and travel about one mile. The lot is located on the north side of WIS 20 near Ives Grove Golf Links.

Pick Up 2: Tuesday, Feb 15th @ 8:00am CST

Pick-Up 2 : State Fair Park & Ride- Milwaukee County park and ride lot 40-55

Location: Intersection of 76th Street & Kearney Streets, just South of I-94 near State Fair Park, West Allis, WI

POC: John Connors

Mobile: [REDACTED]

Email: [REDACTED]

Bus 3 Sheboygan-Fond du Lac Pick-up & Drop off Location:

Pick-Up 1: Tuesday, Feb 15th @ 7:00am CST

Pick-Up 1: Kohler Park & Ride at I-43 and State Hwy 28

Location: Kohler park and ride, motorists should take I-43 exit 123, head west on WIS 28, and turn left on County A. The park and ride is located to the left

Pick-Up 2: Tuesday, Feb 15th @ 8:00am CST

Pick-Up 2: Parking lot behind Rocky Rococo, 806 West Johnson Street, Fond du Lac, WI

Location: 806 West Johnson Street, Fond du Lac, WI

POC: Oriannah Paul

Mobile: [REDACTED]

Email: info@sheboyganlibertycoalition.org

Riteway Bus Service Waukesha 6:00am Scheduling Time

POC: Jim K. or Colleen McKay: [REDACTED]

colleen@ritewaybus.com

Phone: (414) 464-5911

Email: jimk@ritewaybus.com

Address: W201 N13900 Fond du Lac Ave.

Richfield, WI 53076

Sponsor:

Americans for Prosperity Foundation

Brenda Baas

1126 S 70th Street, Suite S219A

Milwaukee, WI 53214

(414) 476-7900

John Connors, Main Contact

Mobile [REDACTED]
[REDACTED]

Billing/ Payment By:

Wisconsin Club for Growth, Inc.
C/O Deborah Jordahl
1223 West Main Street, #304
Sun Prairie, Wisconsin 53590
Phone [REDACTED]

John Connors, Main Contact
Mobile [REDACTED]
[REDACTED]

To: 'Lorri Pickens'[LPickens@afphq.org]; 'R. J. Johnson'[rj@rjjohnson.org]; 'Matt Seaholm'
From: Deborah Jordahl
Sent: Wed 2/16/2011 5:22:27 PM
Subject: RE: Schultz

This is unacceptable. We gave you credit for the buses we paid for and you took sole credit, not mentioning us as cosponsors. It was completely inappropriate to run ads like this right now unless you're trying to undermine us.

It's like Mark Block never left.

From: Lorri Pickens [mailto:LPickens@afphq.org]
Sent: Wednesday, February 16, 2011 5:09 PM
To: R. J. Johnson; 'Matt Seaholm'
Cc: 'Deb Jordahl'
Subject: RE: Schultz

Tim wanted to do ads to help and show AFP presence and apparently talked to someone in Walker's office. At the time they were done, Schultz was on board. I have pulled the rest of what I can. They were scheduled to run through tomorrow.

From: R. J. Johnson [mailto:rj@rjjohnson.org]
Sent: Wednesday, February 16, 2011 6:02 PM
To: 'Matt Seaholm'
Cc: Lorri Pickens; 'Deb Jordahl'
Subject: Schultz

Has bolted and AFP is running ads in Madison praising him. WTF?

R. J. Johnson

R. J. Johnson and Associates
N7130 North Lost Lake Road
Randolph, WI 53956
(Office) 920.326.5555 (Cell) [REDACTED]
In Hoc Signo Vincas

To: Alan Cobb[ACobb@afphq.org]; Tim Phillips[TPhillips@afphq.org];
jdegance@afphq.org[jdegance@afphq.org]; Lorri Pickens[LPickens@afphq.org]
Cc: John Connors [REDACTED]
From: Matt Seaholm
Sent: Thur 3/3/2011 6:45:06 PM
Subject: Proposed Wisconsin Budget
WI State Chapter Full Budget.xls

Hey Guys,

Per your request, Attached is a revised Wisconsin budget pushed to the max. Below are my thoughts on why it is necessary.

There are a couple realities that we still face in Wisconsin even beyond the stand with Walker effort. Democrats are looking at all of their options to try to beat what he is doing and here's what they are.

1) Supreme Court - Right now there is 4-3 conservative majority on the Court. Justice David Prosser is up for reelection on April 5th. While he did very well in the primary (55%), there will now be a renewed fight for the spot because unions know that if they take their fight to the current court, they will lose. If they take it to a court with Joanne Kloppenberg, a liberal, on it, they will win. This could stop everything that Walker is trying to accomplish and they know it. Goes without saying, that would be a bad thing.

3) Recall elections - We are hearing that unions are prepared to dump millions into the recall efforts of 4 Republican seats that they believe they can flip. One thought is that Democrats will stay in Illinois until this can happen. As many as 9 recall efforts against republicans have been launched. They have 60 days to collect signatures, the Government Accountability Board then will certify within 31 days, then 6 weeks later you will have an election. If they are able to flip 3 seats, they will control the Senate. To put it into perspective, a typical State Senate budget in Wisconsin is roughly \$250,000-\$300,000 because they have a max donation of \$1,000 per person. This gives outside groups incredible influence in an election. If the unions spend \$2 million without a counter, they can likely buy a race.

On the Republican side - there have been recall efforts launched in virtually all the districts of senators who are eligible for recall. Bottom line, the most likely for recall would be Jim Holperin, Dave Hansen, and Bob Wirth (these are the three we have been running radio ads against).

4) 94th Assembly District - This is the seat vacated by the new Department of Administration Secretary. While it's not integral to the number of votes in Madison, it would effectively be the equivalent of Scott Brown, Chris Christie, or Bob McDonnell to send a message to Scott Walker and Republicans in the Legislature. A typical targeted Assembly seat will have a budget of \$100,000-125,000. Again, outside influence can go a very long way. This seat is in the La Crosse media market, which has per point cost of roughly \$25-30.

5) Budget fight - New word is that Dem Senators will only come back if they get amendments as part of the Budget Bill that Walker introduced this week and will likely get final passage in June. That gives us roughly 4 months of fights over similar issues. Walker put \$1 billion in cuts to local aid (counties, municipalities, and school districts) in this budget. You can already hear the words, "draconian" "it will

kill our schools." etc. We need to be ready to continuously get the word out about this budget. The liberals will not be done if the budget repair bill is passed.

On a Federal Level:

Despite all of the attention that is currently on Madison, we have one of the brightest and strongest conservative minds in America in Paul Ryan. A poll just released today shows him with an approval rating at 38 percent in his district. While he is doing the heavy lifting for our cause in Washington, we can't let him slip back home. Supporting him through educational efforts across the state will help him and our two vulnerable freshman members of Congress (Duffy, Ribble) to vote for the bill and be a champion for Congressman Ryan's Budget bill.

And don't forget, we have a chance to send a message to 76 year old Herb Kohl that it is time to retire. My guess is he will run again unless he really has to work at it. That's why letting citizens know who Herb Kohl is and what his voting record has been can be a great way to pick up another seat in Washington. Kohl can self fund, but just like Congressman Obey did at the last minute, when faced with a tough reelection after a long career, he will have to ask himself, "Is it worth it?"

And one more thing...Wisconsin's 8 electoral votes could actually go for a Republican. While Obama won handily, Gore and Kerry won by roughly 1%. Now you have a Republican Gov, a Republican Senator, Republican Legislature...this state is at worst, a purple state and at best, slightly red. The Republican candidate for president will have to make inroads in the midwest to win. With all of the focus on Wisconsin, why not put the resources into this state and kill two birds with one stone.

From an AFP Organization perspective:

We can keep pushing hard because the conservative side is fired up. Let's keep them active by constant communication and giving them things to do. There is a common theme from the people attending the bus tour, "Thank you for doing this, we only wish we could do more." Let's arm them with the facts through education means, let's keep them involved through regular meetings, tours, rallies, etc. These things are labor intensive and costly, but as we have seen in just the past two weeks, people are engaged and ready to go. With additional staff and resources, we can make the AFP chapter in Wisconsin twice as large as it was before Scott Walker became Governor.

Bottom line: It's storming in Madison. If conservatives can't weather this storm, it will only make the other side emboldened. If they can, there will be a shock wave across the nation about reducing the size of government and enacting long-term reforms that put our state and nation, back on a path to fiscal health.

If you have any questions regarding these thoughts, please give me a call at [REDACTED]

Thanks,
Matt

Cc: Keith Gilkes [REDACTED]; Mike Huebsch [REDACTED]
To: Scott Walker[swalkerwi@gmail.com]; RJ Johnson[rj@rjjohnson.org]
From: JV
Sent: Mon 3/21/2011 11:33:05 AM

FYI The political natives are restless. Lots of smart people on the sidelines wondering how the war is being fought, what's next, etc. Even if some would dismiss them out of hand we need to remember they are investors. I highly recommend reinstating the Sunday night phone call.

To: John Hogan [REDACTED]
Cc: Stephan Thompson [REDACTED]
From: mjefferson@wisgop.org
Sent: Sun 5/15/2011 11:13:56 AM
Subject: Fw: WisPolitics.com: Harsdorf Campaign: Shelly Moore moves in with the special interests

John,

Is there some potential illegality?

-----Original Message-----

From: D Jordahl
To: 'Murray, Joe - Director of Political and Governmental Affairs'
Cc: RJ Johnson
Cc: 'Stephan Thompson'
Cc: MJ work
Subject: RE: WisPolitics.com: Harsdorf Campaign: Shelly Moore moves in with the special interests
Sent: May 15, 2011 11:03 AM

Thanks Joe.

This is a 501 group and the RPW should file a complaint. Imagine if a GOP candidate opened up shop with Club for Growth.

Check out their partners. We can use this against her but a complaint must be filed.

http://advancingwisconsin.org/index.php?option=com_content&view=category&layout=blog&id=50&Itemid=226

-----Original Message-----

From: Murray, Joe - Director of Political and Governmental Affairs
[mailto:jmurray@wra.org]
Sent: Sunday, May 15, 2011 10:15 AM
To: 'Deborah Jordahl'
Subject: WisPolitics.com: Harsdorf Campaign: Shelly Moore moves in with the special interests

<http://wispolitics.com/index.lml?Article=236384>

Sent from my iPad

Sent from my U.S. Cellular BlackBerry® smartphone

To: John Hogan [REDACTED]
From: Matt Seaholm
Sent: Thur 5/19/2011 9:17:37 AM
Subject: Re: call

sure...just call my cell

From: John Hogan [REDACTED]
To: Matt Seaholm [REDACTED]
Sent: Thursday, May 19, 2011 8:56 AM
Subject: call

can you and I talk today at 9:30?

To: 'Ryan Murray' [REDACTED]
From: R. J. Johnson
Sent: Thur 6/30/2011 8:12:53 AM
Subject: Ban

Pollster likes. Base won't. You will not get what you are looking for in terms of credit and you will look like you just crapped on a bedrock principle.

R. J. Johnson
R. J. Johnson and Associates
N7130 North Lost Lake Road
Randolph, WI 53956
(Office) 920.326.5555 (Cell) [REDACTED]

In Hoc Signo Vincas

To: mdhuebsch [REDACTED]
From: R. J. Johnson
Sent: Wed 8/10/2011 8:14:26 AM
Subject: RE: Thanks

Thanks Mike. Whew!

-----Original Message-----

From: mdhuebsch [REDACTED]
Sent: Wednesday, August 10, 2011 12:45 AM
To: RJ Johnson
Subject: Thanks

RJ

For all you did to make tonight the success it is, thank you! We could not have hoped to be where we are without you and CFG. Thanks, again!

Mike

Sent on the SprintR Now Network from my BlackBerryR

To: Mark Neumann[mark.neumann@neumanncompanies.com]
From: Keith Gilkes
Sent: Thur 10/31/2011 9:09:16 AM
Subject:Follow up

Mark-

Governor Walker asked that I follow up with you in regards to your calls to the office to help on the recall.

Please direct those calls to me and I can chat with you further about our efforts. I am handling all the political efforts on behalf of the Governor so the preference is that you call my phone over calling the Governor's office. We like to keep a bright line.

You can reach me on my cell at [REDACTED] or use this e-mail - [REDACTED]

Thanks.

Keith Gilkes

To: Peter Valcarce[valcarce@winningmail.com]
From: Keith Gilkes
Sent: Tue 11/1/2011 1:05:20 PM
Subject: Re: Quick question

We are uncertain at this time whether the recalls on the state Senate side will move forward. It will just be Republicans - we don't have good options for districts for us to recall nor the money.

If we do anything with the GOP State Senate, it will be a modest program and RJ runs that world.

KG

On Tue, Nov 1, 2011 at 12:36 PM, Peter Valcarce <valcarce@winningmail.com> wrote:

I'm working on your mail plan, but was also wondering what's the status of other legislative recalls? How many will there be? Just Republicans or some Democrats?

To: Matt Seaholm [REDACTED]
From: Stephan Thompson
Sent: Thur 11/10/2011 10:53:01 AM
Subject: RE: Give me a call

Thanks! And yes he did.

From: Matt Seaholm [REDACTED]
Sent: Thursday, November 10, 2011 11:16 AM
To: Stephan Thompson
Subject: Re: Give me a call

checked with the guy...he will be in contact with your vendor today and you should have your domain by early next week.

Did Brett Healy drop off any DVDs of It's Working for you to take to the county chairs meeting?

From: Stephan Thompson <SThompson@wisgop.org>
To: [REDACTED]
Sent: Thursday, November 10, 2011 9:56 AM
Subject: Give me a call

Office: 608-257-4765

Cell: [REDACTED]

Stephan Thompson
Executive Director
Republican Party of Wisconsin

To: Keith Gilkes [REDACTED]; R. J. Johnson[rj@rjjohnson.org]
From: Ryan Murray
Sent: Mon 11/14/2011 5:23:58 PM
Subject: Property Taxes Information

Keith & RJ-

Just an FYI that we'll be posting on our reforms and results website this week a comprehensive list of the new school tax levies. As a result of Act 10, many of these will go down, likely for the first time in history. The information is going to be posted interactively, but also as a spreadsheet. I know there had been some discussion earlier about doing targeted mail into some of the districts with lower levies, thanking the governor for lowering their taxes. Just wanted you to know that if there is still a desire to do something like that, the information will be available publicly this week.

Ryan

To: Susan Oergel [REDACTED] Andrea Boom [REDACTED]

From: Keith Gilkes

Sent: Mon 12/12/2011 1:08:00 PM

Subject: Thursday, Dec. 22nd

Please place a hold from 9:00 am until 9:30 am for "Personal 1 - WMC Conference Call" for Thursday, December 22nd.

The point of contact for this meeting is Jim Pugh, Communications Director, from Wisconsin Manufacturers and Commerce.

The Governor will be dialing in for this - Jim will provide further information. Andrea, we should work together on getting the talking points pulled together with Jim Pugh for the call.

Jim's Contact information is:

E-mail: jpugh@wmc.org

Work: (608) 221-1902

Cell: [REDACTED]

Thanks.

KG

To: Ryan Murray [REDACTED]; Eric Schutt [REDACTED]; Mike Huebsch [REDACTED]; Jim Villa [REDACTED]; RJ Johnson[rj@rjjohnson.org]; Stephan Thompson[sthompson@wisgop.org]; Brad Courtney [REDACTED]; Dan Blum[dan@scottwalker.org]
From: Keith Gilkes
Sent: Tue 3/13/2012 10:56:14 AM
Subject: Thursday Luncheon Cancelled in Madison

Everyone-

The campaign is going to be in Milwaukee on Thursday this week conducting a Victory Program/GOTV meeting so we will be unable to have lunch back in Madison.

Please plan to resume our normal meeting schedule on Thursday, March 29th.

Thanks.

KG

From: R.J. Johnson
Sent: Wed 4/4/2012 6:23:43 PM
Subject:Re: conf call

That would provide me with some cover. I'm involved directly in the Senate Stuff. We're way underfunded there so anything you can do will help.

R. J. Johnson
R. J. Johnson and Associates
N7130 North Lost Lake Road
Randolph, WI 53956
Voice (920) 326-5555 Cell [REDACTED]
In Hoc Signo Vincas

To: R.J. Johnson[rj@rjjohnson.org]
Cc: Bob Seitz[bob@arrowheadstrategies.com]; Larry McCarthy[mccarthy@mhmediadc.com]; Dave Whalen[whalen@mhmediadc.com]
From: Brian Baker
Sent: Wed 4/4/2012 6:02:22 PM
Subject:Re: conf call

Will circulate a call-in.

Mr Ricketts said he may wish to join; he indicated that he was thinking also about how we can help the LtGov and state Senators, so please give some thought as to those aspects of the recall campaign.

On Apr 4, 2012, at 6:11 PM, "R.J. Johnson" <rj@rjjohnson.org> wrote:
Let's do the earlier option.

R. J. Johnson
R. J. Johnson and Associates
N7130 North Lost Lake Road
Randolph, WI 53956
Voice (920) 326-5555 Cell [REDACTED]
In Hoc Signo Vincas

From: Bob Seitz <bob@arrowheadstrategies.com>
Date: Wed, 4 Apr 2012 16:29:14 -0500
To: <[REDACTED]>, "R.J. Johnson" <rj@rjjohnson.org>
Cc: 'Larry McCarthy' <mccarthy@mhmediadc.com>, 'Dave Whalen' <whalen@mhmediadc.com>
Subject: RE: conf call

That works for me. Earlier is better. Bob Seitz

From: bricbaker [REDACTED]
Sent: Wednesday, April 04, 2012 4:01 PM
To: R.J. Johnson
Cc: Larry McCarthy; Dave Whalen; Bob Seitz

Subject: Re: conf call

How's either 10:30 am or 11am ET?

On Apr 4, 2012, at 9:40 AM, "R.J. Johnson" <ry@rjjohnson.org> wrote:

I'm reasonably open that day. I've included Bob Seitz on this email, he should be on the call.

R. J. Johnson
R. J. Johnson and Associates
N7130 North Lost Lake Road
Randolph, WI 53956
Voice (920) 326-5555 Cell [REDACTED]
In Hoc Signo Vinces

From: Larry McCarthy <mccarthy@mhmediadc.com>
Date: Wed, 4 Apr 2012 13:29:30 +0000
To: Brian Baker [REDACTED], "R.J. Johnson" <ry@rjjohnson.org>, Dave Whalen <whalen@mhmediadc.com>
Subject: Re: conf call

Friday works better for me than Thurs

Larry McCarthy
McCarthy Hennings Media, Inc.
1850 M Street, NW
Suite 235
Washington, DC 20036
202-296-9030 direct
[REDACTED] cell

From: Brian Baker [REDACTED]
Date: Tue, 3 Apr 2012 20:33:39 -0400
To: Larry McCarthy <mccarthy@mhmediadc.com>, "R.J. Johnson" <ry@rjjohnson.org>, Dave Whalen <whalen@mhmediadc.com>
Subject: conf call

Larry/Dave & RJ—

Can we have a call tomorrow and/or Friday with regard to the project I have asked Larry & Dave to help us with? RJ is an experienced hand in the midwest and a colleague from our good/bad ol' days at the RNC.

Please let me know your times and I will set-up a bridge.
Brian

=====

Email scanned by PC Tools - No viruses or spyware found.
(Email Guard: 9.0.0.888, Virus/Spyware Database: 6.19580)

To: Ciara Turns[ciara@scottwalker.org]
Cc: Dan Blum[dan@scottwalker.org]; Keith Gilkes[keith@scottwalker.org]
From: Scott Walker
Sent: Wed 4/11/2012 5:08:35 PM

This is the screen shot from MacIver. We could ask them for the original (without the crossed out parts). Brian Fraley should be able to help.

<http://maciverinstitute.com/wp-content/uploads/2011/12/Screen-shot-2011-12-01-at-9.42.17-AM.png>

Sent from my Verizon Wireless BlackBerry

To: Deborah Jordahl [REDACTED]; RJ Johnson[rj@rjjohnson.org]
Cc: Keith Gilkes [REDACTED]; Ciara Matthews[ciara@scottwalker.org]
From: Dan Blum
Sent: Mon 4/16/2012 3:56:43 PM
Subject: convention speech

All-

As we start to prepare for the convention, it is time to start thinking about the speech. I would like to run by you guys the construct that I am envisioning and would like to have an initial discussion with the gov about tonight.

Essentially, the speech can be broken into thirds.

- * In the first third, he can talk about the reforms, how they have worked, and other promises that he kept. In other words, not much different from where he is at today.
- * In the middle third he can have a contrast section where he talks about his opponent. Obviously we don't know who that is right now.
- * Finally, the last third of the speech will be forward focused. While we don't have many policy ideas for the future right now, those will be developed in the coming weeks.

Wanted to make sure everyone is good with this general construct before going the gov. Let me know.

Cheers,

DDB

Dan Blum | Deputy Campaign Manager | Friends of Scott Walker
dan@scottwalker.org<mailto:dan@scottwalker.org> | O: 608.441.1646 | C: [REDACTED] |
@DanDoranBlum<http://twitter.com/#!/dandoranblum>

To: Ryan Murray [REDACTED]
From: Keith Gilkes
Sent: Sat 4/21/2012 9:31:50 PM
Subject: Fwd: New Start Time - Debate Prep

Can you forward over to Waylon as well.

Thanks.

KG

----- Forwarded message -----

From: Keith Gilkes [REDACTED]
Date: Sat, Apr 21, 2012 at 9:30 PM
Subject: New Start Time - Debate Prep
To: Dan Blum <dan@scottwalker.org>, Ciara Matthews <ciara@scottwalker.org>, Nathan Conrad <Nathan@scottwalker.org>, Casey <casey@scottwalker.org>, Tom Evenson <tom@scottwalker.org>, RJ Johnson <rj@rjjohnson.org>, Deb Jordahl [REDACTED], Eric Schutt [REDACTED], Mike Huebsch [REDACTED], Ryan Murray [REDACTED], Stephan Thompson <sthompson@wisgop.org>, liz@mairstrategies.com

Everyone-

I wanted to make everyone aware that we have pushed back debate prep start time to 5:00 pm tomorrow, Sunday April 21st. I apologize for the late notice, been traveling and it has been difficult to get an e-mail out.

We will still be looking to wrap the session at 7:30 pm. Governor will arrive at 5:15 pm so we will have some time to discuss objectives and set up the room.

Our session will be hosted at WMC, 501 East Washington St, Madison, WI 53703.

Call my cell if you need anything - [REDACTED]

Thanks.

KG

To: Eric Schutt [REDACTED]; Ryan Murray [REDACTED]; Mike Huebsch [REDACTED]
From: Keith Gilkes
Sent: Sun 4/22/2012 3:36:09 PM
Subject: Fwd: debate prep q's
Debate questions.docx

Here is the debate question sheet that we will be working off of for the session tonight.

KG

----- Forwarded message -----

From: Dan Blum <dan@scottwalker.org>
Date: Sat, Apr 21, 2012 at 4:37 PM
Subject: debate prep q's
To: "Deborah Jordahl" [REDACTED], RJ Johnson <rj@rjjohnson.org>, "Keith Gilkes" [REDACTED], [REDACTED], "sthompson@wisgop.org" <sthompson@wisgop.org>

I have attached a list of debate questions for tomorrow's prep session that I have put together. I'm sure I'll come up with some more before tomorrow, but if you have any additions, changes, or thoughts in general, please get them to me by tomorrow at NOON, or forever hold your peace.

Cheers,

DDB

Dan Blum | Deputy Campaign Manager | Friends of Scott Walker
dan@scottwalker.org<mailto:dan@scottwalker.org> | O: 608.441.1646 | C: [REDACTED] |
@DanDoranBlum<http://twitter.com/#!/dandoranblum>

To: RJ Johnson[rj@rjjohnson.org]
From: Scott Walker
Sent: Wed 4/25/2012 8:13:17 AM
Subject:Re: Jobs #s

I agree but I still think we need some explanation with the stepping point that the things have quieted down, our reforms are working and now jobs are going up in 2012. Why then do we want to go back to the same battles again?

-----Original Message-----

From: RJ Johnson
To: swalkerwi@gmail.com
Subject: Re: Jobs #s
Sent: Apr 25, 2012 7:48 AM

I think we need to shift the narrative. We have gained jobs in 2012. No one looks at March to March and neither should we.

Sent from my iPad

On Apr 25, 2012, at 7:16 AM, "Scott Walker" <swalkerwi@gmail.com> wrote:

> The decline started in March 2011 and it got better at the start of the year. I think we need to push the narrative that the job loss started when the protests peaked. Now, Tom Barrett wants to fight that battle again. Things are just starting to get better. Why would we want to go back?

> *Sent from my Verizon Wireless BlackBerry*

Sent from my Verizon Wireless BlackBerry

To: Ryan Murray [REDACTED]
From: Keith Gilkes
Sent: Fri 4/27/2012 10:03:42 AM
Subject: Re: Who's the WI Recall Action Find?

Yeah - it's Brian Chatwin's group. Old Kapanke hand who is playing around in Wisconsin.

Annoying but he is being managed by the RGA.

KG

On Thu, Apr 26, 2012 at 7:04 PM, Ryan Murray [REDACTED] wrote:

Got a fundraising letter in the mail and hadn't heard of them. It's signed by a Jeff McGowan.

Sent from my iPhone

To: 'R. J. Johnson'[rj@rjjohnson.org]; kgilkes@ChampLLC.com[kgilkes@ChampLLC.com]
Cc: swalkerwi@gmail.com[swalkerwi@gmail.com]
From: R. J. Johnson
Sent: Tue 3/29/2011 1:25:01 PM
Subject: RE: April 14th - RSLC DC Event

Also, to remind you and Fitz, all the positive radio and TV was from Scott through the club. Also the negative against the three. He needs to know that.

To: kgilkes@ChampLLC.com[kgilkes@ChampLLC.com]
Cc: swalkerwi@gmail.com[swalkerwi@gmail.com]
From: R. J. Johnson
Sent: Tue 3/29/2011 11:33:36 AM
Subject: RE: April 14th - RSLC DC Event

I just locked in Eric O'Keefe to head up our national fundraising operations with donors we know from the Koch seminar and across the country as we discussed at the residence. I am hopeful that Nick will stay to his commitment to call his folks, tell them we are the group, and that they should contribute liberally to what we propose. I haven't spoken to him because I was waiting to nail down Eric. We will be hiring a key person in each state to hit our goals.

As I told you on the phone, putting Scott in that room will take major chunks of money off the table for an effort under our control. What is going on is an attempt to raise the resources under the RSLC in an alternative way to what Nick Ayers had proposed, but with the same effect. This isn't simply about being a team player, we will end up getting rolled. Every major hitter in the room will now NOT be contributing to our effort, because they believe they have already done so or have been waived in by us to the RSLC. Maybe you believe you have this worked out behind the scenes, and if somehow you can get an assurance that won't happen more power to you. I don't trust these people as far as I can throw them. As far as Fitzgerald, I would tell him the Governor will be raising 5 million plus under Wisconsin control.

After having been totally screwed by the U.S. Chamber I am more convinced than ever that we cannot put our fate in the hands of others. Their first negative add is finally going up this morning. 1.5 million in media available and it stalled. They likely have cost us any chance we had at keeping the court. They all start with "we are here to help." The problem is it's as much helping themselves as us, both in terms of skimming dollars for other efforts and skimming off of the buys. And then it's where when and how it is spent. That's reality. I have seen it happen on at least six occasions this year. The only way to succeed is as Reagan said trust but verify. Verification is we control the resources. As far as Reince entering the fray, in terms of the meeting suggested this week with them, us and Gillespie, ask yourself where the RNC has been on resources to underwrite the recall effort. Better yet, ask Jefferson. It's zero. Same story different day. Reince has raised a ton of dough on this for the RNC here. It may be as much as 7 figures.

With Eric now on board, I need the Governor on probably 7-8 trips to get us where we need to be along with some in-state stuff. It's the answer I have been waiting on and couldn't pressure time wise because I needed to raise half a million last week to run a flight of TV on Kloppenburg and try to do what the chamber was failing to do. That ad is up now under Citizens for a Strong America. Given that we have already raised 3 million for efforts in state from a variety of sources for the court, senate, and budget, I am not concerned that we can make our targets. What we don't need is donor confusion by the RSLC.

If you can't wait until we have an understanding with Nick and the RSLC, you are in effect committing to their program and control of our destiny. As I told you yesterday, the donors in the room will see our Governor, get the major ask for our program here, and will be off the table. Pretty simple math.

R.J.

From: Keith Gilkes - The Champion Group [mailto: [REDACTED]]
Sent: Tuesday, March 29, 2011 9:11 AM
To: RJ Johnson
Subject: April 14th - RSLC DC Event

I am going to have to commit the Governor this am on this - Fitz is putting the hard press on this.

As long as we get the plan put together this week, I think we will be fine. We have not done a lot to help Fitz so far so this is his big ask at the moment and I have a hard time saying no.

KG

--

Keith Gilkes, President
The Champion Group, LLC
E-mail: kgilkes@ChampLLC.com

From: Keith Gilkes [REDACTED]
Sent: Thursday, August 18, 2011 6:18 AM
To: Scott Walker

Subject: Comments for Donor Call - Please review...

Scott - below are some suggested remarks by RJ for the call. RJ is in the hospital so he will be unable to join on the call. I will pinch hit for him as best I can to give some follow up comments and help answer any questions that may come up. I will bring a copy of this with me to the residence.

KG

We needed to hold four of the six Republican Senators facing recalls last week in order to maintain our conservative majority in the state senate. With your help and against the odds, we beat back the national unions and held our majority by a margin of 17-16.

Early polling told us that we would almost surely lose two of the six GOP seats. Two more seats were within the margin of error and trending the other way.

Thanks to your quick and very generous response to our call for help, we were able to frame the debate and define our opponents before they had a chance to define themselves.

And we managed to win in an environment where we were outspent more than 2-1, withstanding a massive influx of union organizers and an estimated 30 million dollars.

Wisconsin was declared ground zero by President Obama and the National Unions who wanted to stop similar collective bargaining reforms in states like Ohio and Florida. And they also turned the recalls into class warfare as a practice run for the 2012 Presidential race. If they could make us pay the ultimate price for our bold reforms, they believed they could stop reform efforts in Washington and around the country.

Wisconsin Democrats abdicated control of their campaigns to national consultants and Washington D.C. Unions, with heavy assistance from Barak Obama's Organizing for America, Moveon.org, The AFL-CIO, SEIU and others.

Our efforts were run by Wisconsin Club for Growth and operatives R.J. Johnson and Deb Jordahl, who coordinated spending through 12 different groups. Most spending by other groups was directly funded by grants from the Club.

We tactically outmaneuvered them.

By defining Democrat Shelly Moore early, we took a race that started at only plus 2 (and where the Governors numbers were upside down) off the table and kept it there. Moore was a board Member of the NEA and the State teachers union. We used her radical views and footage of her

7/20/2012

EXHIBIT

28

union speeches to disqualify her and turn off independent women and older voters. We knew women and older voters would reject her. We kept the pressure on through the election and won this seat by 16 points.

We also defined Democrat Fred Clark early. We used his horrendous driving record, failure to pay child support, and a recording of him saying he wanted to call a female constituent back and smack her around, to illustrate how Clark behaves when he thinks no one's watching. This angle was particularly helpful in eliminating Clark's advantage with independent women. We were behind by 2 points when we started this race and we won by 4.

Wisconsin Club for Growth raised 12 million dollars and ran a soup to nuts campaign. Every target was researched utilizing a top notch opposition researcher and Club advisors. Polling, focus groups and message development was a collaborative effort with help from Neil Newhouse and Pat Caddell.

An aggressive issue-based absentee ballot program was launched through direct mail and boots on the ground. Pro life, pro family and second amendment rights activists helped collect and process thousands of absentee ballot requests through a central operation.

These activists were joined on the ground by dozens of volunteers from Ralph Reed's Faith and Family organization through a grant from the Club.

The statewide voter list was enhanced with district specific micro-targeting data and 3.5 million pieces of issue-specific mail was sent to targeted voters.

From the beginning we knew conservatives suffered from of a double digit intensity gap that favored the Democrats. To address this, we ran a two week radio and Fox TV News admonished voters not to let the Madison liberals take us back. Simultaneously we ran generic television ads talking about the progress made balancing the state budget without raising taxes or cutting essential programs.

Targeted districts had as much as 8 weeks of heavy network and cable television and radio. Ads were run on poll tested issues, including fiscal responsibility, tax hikes, wasteful spending and spending priorities that moved independent swing voters to the GOP candidate.

To: Scott Walker[swalkerwi@gmail.com]
Cc: rj@rjohnson.org[rj@rjohnson.org]; Deb Jordahl [REDACTED] 'Kelly
Rindfleisch' [REDACTED]
From: Mary Stitt
Sent: Wed 5/18/2011 12:14:39 PM
Subject: Dick Uihlein

Governor,

Dick evidently called the office and Dorothy passed on to Kelly. Kelly and I spoke as to the follow up for Mr. Uihlein. I just talked with him. He said that he had a great evening with you and thoroughly enjoyed your company and appreciates all that you do. He was with pen in hand and I gave him the CFG address... he clarified that it is unlimited and I replied with yes. (sorry gang, wasn't so bold to ask what his pen had in mind... but he's sending it today).

Governor, I did tell him that you wished to call him personally to follow up on your great discussion. He welcomes that... 262-612-4200 X 5201. Deb, it's coming to your attention.

Mary

Mary Crutchfield Stitt
Mary Stitt & Associates

[REDACTED]
[REDACTED]
262-268-6859 Office
[REDACTED] Cell

To: kmrindfleisch [REDACTED]
Cc: 'Scott Walker'[swalkerwi@gmail.com]
From: Deborah Jordahl
Sent: Wed 5/18/2011 6:26:01 PM
Subject: RE: Address for CFG

Wisconsin Club for Growth
1223 W. Main Street #304
Sun Prairie, WI 53590.

Please let me know if you need me to follow up on anything.

Thanks,

Deb

To: Ryan Murray [REDACTED]
From: Keith Gilkes
Sent: Sun 7/24/2011 4:04:38 PM
Subject: Mining Account
20110718094515.pdf

Can you have someone on the policy staff research this with the Budget Office - we should find out exactly what is in our mining account. Get me back ground on this.
Thanks.

KG

To: Scott Walker[swalkerwi@gmail.com]
From: Keith Gilkes
Sent: Thur 8/18/2011 6:18:21 AM
Subject:Comments for Donor Call - Please review...

Scott - below are some suggested remarks by RJ for the call. RJ is in the hospital so he will be unable to join on the call. I will pinch hit for him as best I can to give some follow up comments and help answer any questions that may come up. I will bring a copy of this with me to the residence.
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To: 'Scott Walker'[swalkerwi@gmail.com]; 'Kelly Rindfleisch' [REDACTED] 'Keith Gilkes' [REDACTED] 'R. J. Johnson'[rj@rjjohnson.org]
Cc: 'Jennifer Bannister, Doner'[jennifer@donerfundraising.com]
From: Kate Doner
Sent: Thur 8/18/2011 8:34:07 AM
Subject: Donor Call Details

Wisconsin Conference Call Brief
Leader: Governor Scott Walker, Wisconsin
Date/Time: Thursday, August 18th 9:30 am CENTRAL)

Agenda

- I. Welcome – Governor Walker - 10 mins max
 - a. Thank everyone for joining the call.
 - b. Gov. Walker will provide an overview of the Wisconsin recall election results.
- II. Political Update and Future Ramifications – RJ Johnson 5 – 8 mins
 - a. How was your money spent
 - b. National ramifications
 - c. Future ramifications
 - d. Petition Drive and Recall
- III. We are in Debt \$800k – Governor Walker – 3 mins
 - a. Discuss how we made the investment based on keeping the Senate. And participation from other groups didn't materialize like we hoped.

WICFG carried the bulk of the investment at \$12m.

FYI:

- AFP - \$1m
- RSLC - \$500k
- Crossroads - \$0

- IV. Open discussion and questions – Governor Walker 10 mins.
 - a. The operator will then explain how to ask a question.
- V. Governor Walker concludes call

Kate Doner
Doner Fundraising, Inc.
815 Brazos, Suite 701
Austin, Texas 78701
512.476.4403 office
512.233.2246 fax
[REDACTED] cell
kate@donerfundraising.com

To: 'Keith Gilkes' [redacted]; rj@rjjohnson.org[rj@rjjohnson.org]; 'Scott Walker'[swalkerwi@gmail.com]
Cc: 'Jennifer Bannister, Doner'[jennifer@donerfundraising.com]; 'Kelly Rindfleisch' [redacted]
From: Kate Doner
Sent: Wed 9/7/2011 6:39:02 AM
Subject: Walker Recall Fundraising Efforts - thoughts

Gentlemen,

Here are my quick thoughts on raising money for Walker's possible recall efforts. I am happy to put into an official "plan".

CFG:

- Make nice with RSLC
- Lock down \$ commitments from RGA, RNC, AFP now
- Take Koch's money
- Get on a plane to Vegas and sit down with Sheldon Adelson. Ask for \$1m now.
- Corporations. Go heavy after them to give. Didn't give much to the recall effort this summer.
- Create a new c4. Club for Growth name has issues.

Walker:

1) Finance Chair

- Get a kick ass finance chair who can do peer to peer asks.
- Once Keith moves to the campaign -- have him rally the lobby/business community where Walker can't ask

2) PAC's

- Only one PAC has maxed out in 2011 to Walker. Not good
- You have raised \$237,036.75 from PAC's. Collect the other \$248,153.25 now. Invite them all to lunch with you for \$25k each and make them ham sandwiches. Get firm. No need to do anything expensive.

3) Corporations

- Pulled Fortune's top 10 companies in Wisconsin. With a quick glance, only two have supported Walker (NW Mutual maxed out. American Family gave little).

1	Johnson Controls	83	Milwaukee	28,497.0	
2	Northwestern Mutual	115	Milwaukee	21,602.6	
3	Kohl's	135	Menomonee Falls	17,178.0	
4	Manpower	143	Milwaukee	16,038.7	
5	American Family Insurance Group	344	Madison	6,453.4	
6	Oshkosh	386	Oshkosh	5,433.3	
7	Harley-Davidson	430	Milwaukee	4,838.6	
8	Rockwell Automation	476	Milwaukee	4,332.5	
9	Fiserv	491	Brookfield	4,224.0	
10	Wisconsin Energy	496	Milwaukee	4,193.2	

- Focus on getting CEO's working for Walker. Jobs Jobs Jobs is #1 and we want to keep Walker. Have them each personally give and get their leadership to give to Walker. Have them bundle and raise money for Walker.

4) Wisconsin Elected Officials -- create a Victory Fund

- Have the statewide and legislators work to keep you in office. Helps them. Helps you. Set fundraising goals for each. Put a statewide office holder in charge of the end goal.
- Put a WI fundraiser in charge of the end goal. Hold them accountable.
- 5) Legislative Success. Create a list of legislation that passed and benefits whom.
- Example – National Tort Reform community. Civil Justice Reform Group, ILR, AJP etc should give significant money
- Lobby push
- Associations and Professional Trade Groups need to step up and dig deep
- 6) National Groups. Lock them down and make them work for you.
- RGA
- RNC
- Heritage
- RSLC
- AFP/Koch

Fundraising Staff:

- 1) Have them coordinate efforts. Set goals. Divide efforts.
- 2) Create a finance plan and work it.
- 3) Hold weekly or bi-weekly fundraising calls

Just my two-cents.

Kate Doner
 Doner Fundraising, Inc.
 815 Brazos, Suite 701
 Austin, Texas 78701
 512.476.4403 office
 512.233.2246 fax
 [REDACTED] cell
kate@donerfundraising.com

From: Keith Gilkes [mailto: [REDACTED]]
Sent: Monday, October 10, 2011 9:50 AM
To: Mary Stitt
Subject: Re: Barry McLean

Mary-
We should do this - I will work toward pulling together options for such a meeting.
KG

On Wed, Sep 21, 2011 at 11:35 AM, Mary Stitt <marystitt@ [REDACTED]> wrote:

Keith,

Barry McLean is interested in meeting with Governor Walker when he might be in Milwaukee or Pleasant Prairie. He lives in Lake Forest so getting to WI is easy... the company also has a subsidiary in northern WI. He comes to me via Lisa Wagner. He is passionately anti-union. I'm told the meeting would be a minimum of \$25K to support the efforts if we can make it happen.

An interest?

Subject: Gov. Walker follow up

Jay,

Thanks for visiting with R.J. Johnson this morning. We truly appreciate your support. I have included RJ on this email for additional questions. Our goal is \$9m in the next 6 weeks. We have a number of people helping who are give/raise money for the effort. With the huge influx of cash from the Union's – we need add the business communities help.

As the Governor discussed with Mr. Pickens, he wants all the issue advocacy efforts run thru one group to ensure correct messaging. We had some past problems with multiple groups doing work on "behalf" of Gov. Walker and it caused some issues. In Wisconsin, a 501(c)4 is the legal vehicle that runs the media/outreach/GOTV campaign. The Governor is encouraging all to invest in the Wisconsin Club for Growth. Wisconsin Club for Growth can accept Corporate and Personal donations without limitations and no donors disclosure. We are a separate group from the national Club for Growth and do not have any Koch money involvement.

Political Background:

Eight Republican Wisconsin State Senators are facing recall elections due to their vote to end collective bargaining. Governor Walker is personally helping to raise the money to keep them in office. Walker is committed to helping all 8 State Senators – regardless of their polling numbers. Walker feels he must stand strong by his Senators and it will send a horrible message to other legislators. The Governor feels strongly that the campaign needs to be run in-state due to past fumbles by outside groups. Lots of groups are using his name to raise money -- but are not helping Walker directly.

Here is the breakdown of those who are facing recall:

16 are facing possible recalls

8 GOP

8 Dem

7 GOP seats, the numbers were good.

1 GOP seat, the numbers weren't good, but the Senator won in 2008 when Obama did better in that district than the recent liberal supreme court candidate did.

2 Dem seats, the numbers indicate a GOP candidate would beat the incumbent.

Appreciate your support and hope you can help. Let us know if you need additional information. Every dollar will be key. Thank you!

Kate Doner

cell

[REDACTED]

From: rj@rjjohnson.org
Sent: Wednesday, April 06, 2011 10:13 AM
To: swalkerwi@gmail.com; Keith Gilkes
Subject: Re: Meeting

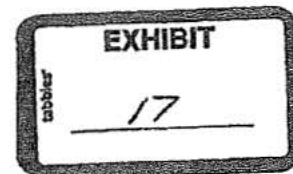
What gang?

-----Original Message-----

From: swalkerwi@gmail.com
To: Keith Gilkes
To: rj
ReplyTo: swalkerwi@gmail.com
Subject: Meeting
Sent: Apr 6, 2011 9:25 AM

I think we need to bring the gang together tonight.
Sent from my Verizon Wireless BlackBerry

Sent from my U.S. Cellular BlackBerry® smartphone



[REDACTED]

From: Keith Gilkes - The Champion Group [REDACTED]
Sent: Wednesday, April 06, 2011 2:15 PM
To: Chris Jankowski; Nick Ayers; RJ Johnson; Michael Grebe; Stephan Thompson; Mark Jefferson; Scott Walker; Jim Villa
Subject: Meeting and Call in Information: Thursday, April 7th
Everyone-

Our meeting on the Wisconsin State Senate recall effort will be tomorrow, Thursday, April 7th at 6:00 pm CST. Below is the call in information for those who cannot attend in person as well as the physical location of the meeting spot in Milwaukee for those in attendance. Please e-mail or call [REDACTED] with questions.

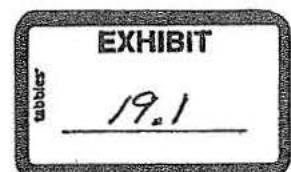
Dial In: (218) 862-1001
Passcode: 1023320#

Tool Service Corporation
2942 N. 117th Street
Milwaukee, WI 53222

Owner and On-site Point of Contact:
Lisa Mauer - cell [REDACTED]

Keith Gilkes, President
The Champion Group, LLC
E-mail: kgilkes@ChampLLC.com

8/29/2012



[REDACTED]

From: JV [REDACTED]
Sent: Thursday, April 07, 2011 5:44 PM
To: kgilkes@ChampLLC.com
Cc: Eric Schutt; Scott Walker; RJ Johnson; Nick Ayers; Chris Jankowski; Michael Grebe; John Hogan; Stephan Thompson; Mark Jefferson
Subject: Re: Agenda for 6 pm CST meeting with Governor Walker
Thanks Keith. I'll be on for the first 30 minutes - dinner with Fuzzy Zoeller tonight!

On Apr 7, 2011, at 1:59 PM, Keith Gilkes - The Champion Group [REDACTED] wrote:

Agenda for Recall Update Efforts

Update on recall signatures – status for GOP and DEM districts (RPW)

Background and game plan on recall signature gathering for DEM Senators (RPW)

Plan for review and legal challenges on signatures filed against GOP Senators (RPW/CERS)

Additional options for legal strategy to delay recall efforts (CERS/RPW)

Update on Senate GOP Campaigns/Plan for DEM Senate Campaigns (CERS)

Fundraising Efforts (CERS/RPW)

GOTV Plans/Absentee Ballot Program

Governor Walker Efforts both National and State

--
Keith Gilkes, President
The Champion Group, LLC
E-mail: kgilkes@ChampLLC.com

7/20/2012

