

From: "Vestewig, Lauren J."
To: "Willeford, Emily"
Cc: "Ullyot, Theodore W.", "Kavanaugh, Brett M."
Subject: WI.BC04.Janesville.FocusonEducation.092404.Briefing2.doc
Sent: Thu, 23 Sep 2004 10:49:46 -0500
[WI.BC04.Janesville.FocusonEducation.092404.Briefing2.doc](#)

edits. thanks.

THE WHITE HOUSE

WASHINGTON

FOCUS ON EDUCATION WITH PRESIDENT BUSH

Friday, September 24, 2004
12:35 p.m. – 1:50 p.m.
Janesville Conference Center
Indoors
Janesville, Wisconsin
Karl Rove

I. PURPOSE

To participate in a conversation on education.

II. BACKGROUND

You will participate in a conversation with (1) the president of Blackhawk Technical College; (2) a small business owner; (3) the vice president of Mercy Health Systems; and (4) a student who participated in a dual-enrollment program. (**Note:** The conversation participants will be seated on stage, and you will not take questions from the audience.)

Located in southeast Wisconsin on the west bank of the Rock River, Janesville is the county seat of Rock County. According to the 2000 Census, Janesville had a population of 59,498, and Rock County had a population of 152,307. In 2000, you lost Rock County by 13,005 votes (39.0 percent to 57.5 percent) and lost Wisconsin by 5,708 votes (47.61 percent to 47.83 percent).

Janesville's economy is based predominantly on manufacturing. General Motors (GM) is the city's largest employer. Wisconsin's unemployment rate stands at 4.8 percent as of August 2004, 1.0 percentage point below its peak of 5.8 percent in July 2003. As of August 2004, the national unemployment rate was 5.4 percent.

b(6)

Note: This event is in Congressman Paul Ryan's (R, WI-01) district, and he will attend and introduce you.

Note: In Janesville, a loaf of bread costs \$1.10, a gallon of milk costs \$2.76, and a gallon of gas costs \$1.85.

Note: One Wisconsinite has died serving in Operation Enduring Freedom. Twenty Wisconsinites have died serving in Operation Iraqi Freedom.

Note: Wisconsin is a same-day registration state. Citizens can register to vote on Election Day and can vote absentee or postmark their absentee ballot by the day before the election.

III. PARTICIPANTS

Congressman Paul Ryan (R, WI-01), Bush-Cheney '04 State Campaign Co-Chair (will introduce you and emcee)

Conversation Participants

Dr. Eric Larson, President, Blackhawk Technical College

Stephen "Steve" Scaccia, President, Freedom Plastics

Peggy Sebastian, Vice President and Chief Nursing Officer, Mercy Health Systems

Jessica Palmer, Student, Blackhawk Technical College

Pre-Program Participants – in order of sequence

Pastor Paul Garchow, St. Paul's Lutheran Church (will deliver the Invocation)

Keinow-Holt VFW Post 1621 Members (will present the Colors)

Steve Sarow, American Legion Post 237 Commander (will lead the Pledge of Allegiance)

Brian Hansen, Owner, Hansen Funeral Home (will perform the National Anthem)

Tim Michels, Republican candidate for U.S. Senate (will deliver remarks)

Note: Tim Michels is running against Senator Russ Feingold (D) in November. He will participate in the pre-program but will not be present for your remarks.

State Representative Debi Towns (R) (will deliver remarks)

Dave Magnum, Republican candidate for Wisconsin's Second Congressional District (will deliver remarks)

Note: He is running against Congresswoman Tammy Baldwin (D, WI-02) in November.

State Assemblyman John Gard (R), Speaker; Bush-Cheney '04 State Campaign Co-Chair (will deliver remarks)

Congressman Jim Sensenbrenner (R, WI-05), Bush-Cheney '04 State Campaign Co-Chair (will deliver remarks)

VIPs in Audience

Janna Ryan, wife of Congressman Paul Ryan

State Assemblyman Steve Nass (R)

Ray Boland, Bush-Cheney '04 State Veteran Chair

Casey Perry, President, National Troopers Coalition

1,700 invited guests, including community leaders and grassroots activists

White House Staff
TBD

Bush-Cheney '04 Staff
Karen Hughes
Nicolle Devenish, Communications Director
Merrill Hughes, Regional Spokesperson

Republican Party of Wisconsin Staff
Darrin Schmitz, Executive Director

IV. PRESS PLAN

Open

V. SEQUENCE OF EVENTS

Note: Prior to your arrival, a pre-program will have taken place (see order of participants above).

b(6)

b(6)

- You arrive and meet greeters (see attached bios).
Note: Greeters will proceed to their seats in the audience.
- You meet conversation participants.
Note: Conversation participants proceed to their seats on stage.
- You proceed to offstage announce.
- Congressman Paul Ryan is announced on to stage.
- You are announced on to stage.
- Congressman Ryan introduces you.
- You begin remarks and conversation with participants seated on stage.
Note: Congressman Ryan will take his seat in the audience during the conversation.
- You conclude conversation and depart.

VI. REMARKS

Provided by Speechwriting

VII. ATTACHMENTS

Background on Conversation Participants
Background on Greeters

BACKGROUND ON CONVERSATION PARTICIPANTS

Note: A condensed version of this background is included on the large-print cards for use at the event.

TBD

BACKGROUND ON GREETERS

b(6)

George Steil, Sr., is a lawyer specializing in estate planning, business law, and government relations with Brennan, Steil & Bastings, SC. He also serves as a director of Acuity Insurance Company of Sheboygan, chairman of Acuity Bank of Tomah, and chairman of the University of Wisconsin Hospital Authority. He is Secretary Tommy Thompson's personal attorney and a member of the Republican Party of Wisconsin.