

**From:** "Vestewig, Lauren J."  
**To:** "Willeford, Emily", "Hernandez, Israel"  
**Cc:** "Ullyot, Theodore W.", "Kavanaugh, Brett M."  
**Subject:** your finals  
**Sent:** Thu, 23 Sep 2004 19:35:07 -0500  
[09-24 BP for Focus on Education \(Janesville, WI\).doc](#)  
[09-24 BP for Statement on Beslan Fund.doc](#)  
[09-24 BP for Victory Rally \(Racine, WI\).doc](#)  
[09-24 BP for Taping.doc](#)

apparently i saved the national troopers paper in an unknown location. i'll send it as soon as i find it. thanks.

# THE WHITE HOUSE

WASHINGTON

## FOCUS ON EDUCATION WITH PRESIDENT BUSH

Friday, September 24, 2004

12:25 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; and (3) 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.

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**Note:** This event is in Congressman Paul Ryan's (R, WI-01) district, and he will emcee the pre-program 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 emcee the pre-program and introduce you)

#### Conversation Participants

Dr. Eric Larson, President, Blackhawk Technical College

Stephen "Steve" Scaccia, President, Freedom Plastics

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)

Kienow-Hilt 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.

#### VIPs in Audience

Janna Ryan, wife of Congressman Paul Ryan

State Assemblyman Steve Nass (R)

Ray Boland, Bush-Cheney '04 State Veteran Chair

Tami Doetch, Teacher, Wilson Elementary School (Janesville School District)

**Note:** Tami won the Department of Education (DoED)'s American Stars of Teaching Award. DoED is giving this award to exemplary classroom teachers who are successful in raising student academic achievement for all of their students and for implementing No Child Left Behind in the classroom. American Stars of Teaching have been identified in each state and the District of Columbia, and represent all grade levels and disciplines.

1,500 invited guests, including community leaders and grassroots activists

White House Staff

COS: Andrew Card, Chief of Staff  
Joe Hagin, Deputy Chief of Staff for Operations  
Event: Karl Rove, Senior Advisor  
Press: Scott McClellan, Press Secretary  
Staff Secretary: Brett Kavanaugh, Staff Secretary

Bush-Cheney '04 Staff

Karen Hughes  
Nicolle Devenish, Communications Director  
Steve Schmidt, Deputy Communications Director  
Merrill Hughes Smith, 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).

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- 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  
Political Briefing (to be provided when available)

## BACKGROUND ON CONVERSATION PARTICIPANTS

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

### Dr. Eric Larson, President, Blackhawk Technical College (Janesville, Wisconsin)

- Dr. Larson has been the President of Blackhawk Technical College (BTC) since August 1997. Prior to this position, he served as Dean of Business and Professional Development at Elgin [EL-jen] Community College in Illinois.
- BTC serves over 16,000 students. In addition to the Janesville campus, BTC also has a campus in Monroe.
- BTC is building additions to the Janesville and Monroe Campus sites to expand the College offerings in health and human services and protective services.
- Dr. Larson has worked hard to form partnerships with businesses in his community, including Freedom Plastics, as well as with the local high schools to create dual enrollment programs. He believes that technical colleges should work with businesses to make sure the curricula is appropriate for the local economy and that technical colleges must be flexible to meet the demands of a changing economy.
- Dr. Larson holds a Bachelor of Arts degree from Franklin Pierce College, a Masters of Business Administration degree from Syracuse University, and a Doctorate in Education from Northern Illinois University.
- He and his wife, Sharon, have three grown children.

### Stephen “Steve” Scaccia [SKAY-sha], President, Freedom Plastics (Janesville, Wisconsin)

- Steve is the President of Freedom Plastics, an S Corporation with \$96 million in revenues in 2003 and 300 employees.
- Freedom Plastics is a manufacturer of PVC (Polyvinyl Chloride) pipe and fabricated fittings for the sewer, water, and plumbing industries. The company is headquartered in Janesville, Wisconsin, but it also operates in Fort Pierce, Florida, and Preston, Idaho.
- Freedom Plastics has an on-going relationship with Blackhawk Technical College (BTC). They have partnered to create an education center at the Freedom Plastics headquarters that offers their employees individual courses and training to complete their GEDs. They also partnered with BTC to provide a ten-week course in supervisor training. In addition, Freedom Plastics pays 100 percent of the tuition for its employees to further their training and education. Children of Freedom Plastic’s employees are offered \$1,500 a year for higher education at any institution (although it is often used at BTC).
- Steve works with BTC to develop curricula that are applicable to the manufacturing sector. He says, “Dr. Larson knows the importance of working with the business community to ensure the skills being taught at BTC will be applicable in the workforce. He develops important relationships with local businesses and remains flexible to the changing economy.”
- Steve and his wife, Judy, have five grown children from previous marriages.

Jessica Palmer, Student (19 years old), Blackhawk Technical College (Janesville, Wisconsin)

- Jessica participated in a dual enrollment program during the second semester of her senior year of high school. The partnership between Craig High School, Blackhawk Technical College (BTC), and a local health system allows high school students to attend college classes and receive college credit in an effort to become certified nurse assistants (CNAs), while also receiving high school credits.
- Jessica completed the prerequisite classes for the program as part of her high school curriculum and attended classes three nights a week. The health system provides the facilities for the classes and the instructors, while BTC oversees the curriculum. Janesville School District covers the cost of tuition for the high school students.
- When Jessica completed the CNA program in May 2003, she was a certified nurse assistant (she graduated from high school in June 2003). The program allowed her to spend the end of her senior year gaining skills and knowledge that put her ahead of her high school peers.
- In the fall of 2003, Jessica enrolled at BTC in the Registered Nurse program. She attends school full-time and works part-time as a CNA.

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## BACKGROUND ON GREETERS

**Stan Jones** is president of the Midwest Hotel and Conference Center.

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**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.

## STATEMENT ON BESLAN RELIEF EFFORTS

Friday, September 24, 2004

11:00 a.m.

South Portico

Karl Rove

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You will meet with the following guests in the Diplomatic Room and walk out with them to the South Portico to make a brief statement on the Beslan Relief Efforts:

- 1) Yuri Ushakov, Ambassador of the Russian Federation to the United States
- 2) Svetlana Ushakova, spouse, Ambassador of the Russian Federation to the United States
- 3) Marty Evans, President and CEO, American Red Cross
- 4) Sue Huddle, Second-grade teacher, John Quincy Adams Elementary School
- 5) Students from John Quincy Adams Elementary School
- 6) Kelsey O'Marra, seventh-grader, Connelly School of the Holy Child  
**Note:** Cheryl O'Marra, Kelsey's mom, and her six-month old sister Grayson will accompany Kelsey to the White House.
- 7) Students from the Russian Embassy School

### White House Staff

Lezlee Westine, Director, Office of Public Liaison

Matt Smith, Associate Director, Office of Public Liaison

**PURPOSE:** To acknowledge the International Federation of Red Cross and Red Crescent Societies and Washington, D.C., area students for their efforts to aid the victims of the Beslan tragedy.

**BACKGROUND:** On September 1, 2004, Chechen terrorists seized 1,181 hostages and began a 62-hour siege of Beslan Middle School No. 1. By the end of the stand-off, 335 hostages were killed, including 160 children. Four hundred twenty people, including 237 children, required hospitalization, 58 of them in critical condition, and many other hostages were missing in the rubble of the school.

**Note:** You and Mrs. Bush visited the Russian Embassy on Sunday, September 12, 2004, to express the United States' sympathies for the Beslan tragedy.

The initial contributions goal of \$680,000 has been met. These funds will be used to provide 2,000 beneficiaries with psychological support and emergency health care for 12 months.

Together with the International Federation of Red Cross, the Russian Red Cross is developing a plan for long-term support for the victims of the Beslan tragedy. The American Red Cross is working with other international relief agencies to provide support, and an additional appeal is being formulated in anticipation of ongoing need and interest.

Washington, D.C., area students

Second-grade teacher Sue Huddle and four students will represent John Quincy Adams Elementary school in Washington, D.C. Sue and the Adams students have organized a toy and school supply drive for the children of Beslan.

Kelsey O'Marra, a seventh-grader at Connelly School of the Holy Child in Potomac, Maryland, organized a fundraiser for the students in Beslan, Russia. On Wednesday, September 22, 2004, students at her school enjoyed a "Tag Day" where students who made a minimum donation of \$1 could attend school out-of-uniform.

Students from the Russian Embassy School (on the grounds of the Russian Embassy) will accompany Russian Ambassador Yuri Ushakov and his wife to the White House.

## **BIOGRAPHIES OF AMBASSADOR USHAKOV AND MARTY EVANS**

### Yuri Ushakov, Ambassador of the Russian Federation to the United States

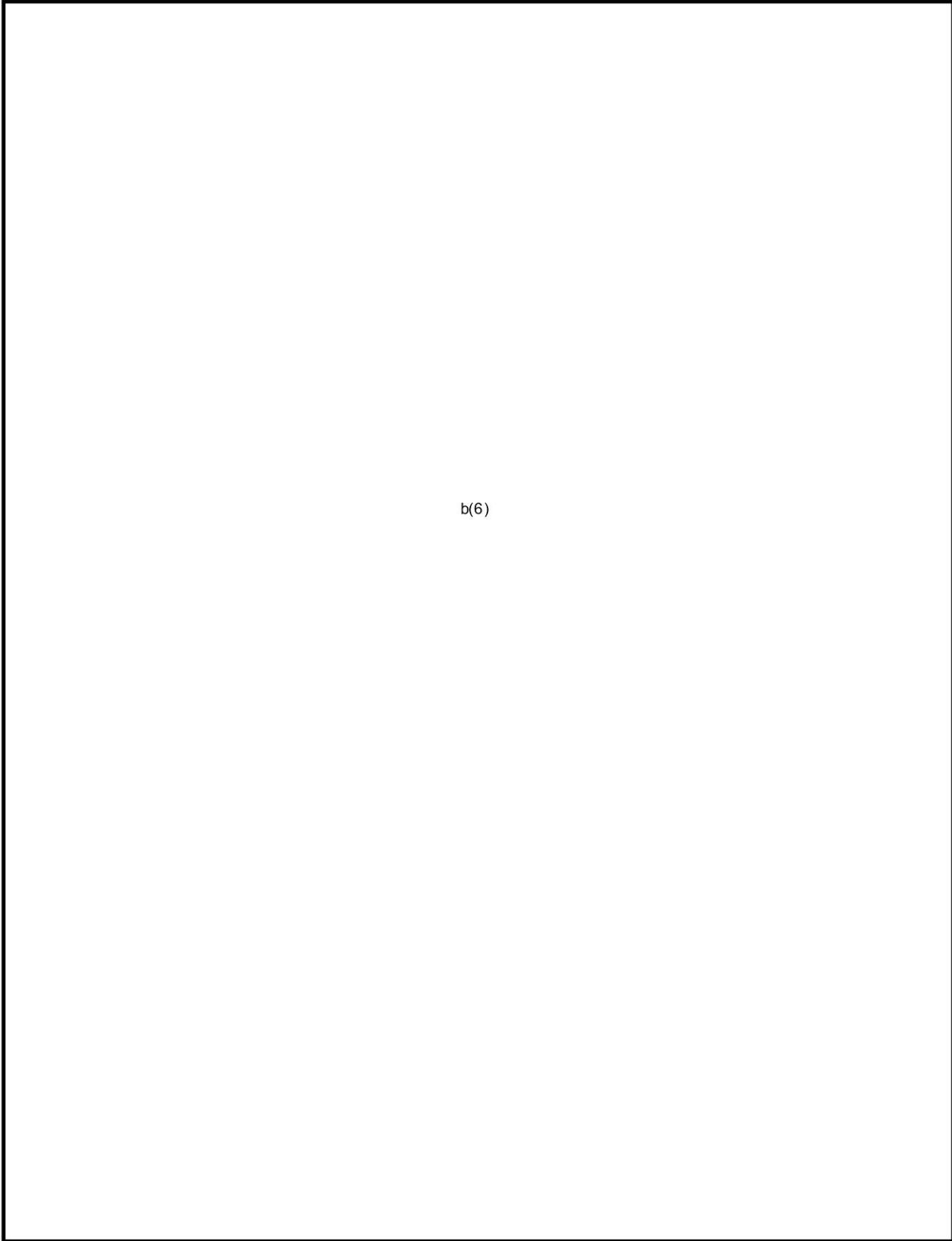
Yuri Ushakov was born in Moscow on [REDACTED] b(6) He is a graduate of the Moscow State Institute of International Relations (MGIMO) and immediately joined the Ministry of Foreign Affairs of the USSR. From 1970 to 1986, he held various positions in the Soviet Embassy to Denmark, in the Scandinavian Department, in the General Secretariat of the Ministry of Foreign Affairs of the USSR. From 1992 to 1996, he served as Director of the Department of All European Cooperation in the Ministry of Foreign Affairs of the Russian Federation (in charge of the OSCE, EU, NATO, NACC, WEU, Council of Europe, European regional organizations). From 1996 to 1998, he served as Ambassador, Permanent Representative of the Russian Federation to the Organization of Security and Cooperation in Europe (OSCE) in Vienna, Austria. From 1998 to 1999, he was Deputy Minister of Foreign Affairs of the Russian Federation (in charge of the U.N., legal, humanitarian affairs, human rights, linguistic services and archives). He was named Ambassador to the United States in 1999. He is married and has one daughter.

### Marsha “Marty” Evans, President and CEO, American Red Cross

Marty Evans became President and Chief Executive Officer of the American Red Cross on August 5, 2002. Last year, the American Red Cross assisted the victims of more than 70,000 natural and human-caused disasters; collected and processed 7.2 million blood donations – nearly half the Nation’s blood supply; trained almost 12 million people in lifesaving skills; transmitted 14 million emergency messages for more than half a million military families; and responded to international humanitarian emergencies. Previously, Evans served as the President of Girl Scouts of the USA from January 1998 to July 2002, after a 29-year career in the U.S. Navy where she retired as Rear Admiral. Marty grew up in Springfield, Illinois, the daughter of a Navy chief petty officer. She entered the Navy immediately after graduating from Occidental College in Los Angeles with a B.A. in Law and Diplomacy. She lives with her husband, Jerry Evans, a retired Navy jet pilot.

**THE WHITE HOUSE**

WASHINGTON



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# THE WHITE HOUSE

WASHINGTON

## TAPING

Thursday, September 23, 2004

9:55 a.m. – 10:00 a.m.

Map Room

Dan Bartlett / Karl Rove

### I. PURPOSE

To record a message for Hispanic Heritage Month.

### II. BACKGROUND

Your message in celebration of Hispanic Heritage Month (September 15 - October 15, 2003) will reach Hispanics in the United States and Latin America. The greeting will be distributed to Spanish radio stations and Hispanic organizations. You recorded a videotaped version of this message in English on Wednesday, September 23.

### III. PARTICIPANTS

Maria Tamburri, Director of Specialty Media

### IV. PRESS PLAN FOR TAPING

Closed

### V. PRESS PLAN

Open Press

### VI. SEQUENCE OF EVENTS

None

### VII. REMARKS

Prepared by White House Communications in consultation with others.

### VIII. ATTACHMENTS

None