



Campaign Rally and Training Seminar

Saturday, September 13, 2008

Montclair State University ★ University Hall Conference Center

PROGRAM

REGISTRATION AND PLENARY SESSION: CONFERENCE CENTER, 7TH FLOOR

- 8:30 A.M.** Registration and continental breakfast
- 9:00 A.M.** Welcome, Marcia Marley, President of BlueWaveNJ
- 9:10 A.M.** Opening remarks, Joseph P. Cryan, Chairman
NJ Democratic State Committee
- 9:15 A.M.** Opening address: Honorable Jon Corzine,
Governor of New Jersey
- 9:30 A.M.** Keynote address Senator Frank Lautenberg
- 9:45 A.M.** Congressional candidates Congressman Bill Pascrell,
Congressman S. Rothman, Assemblywoman Linda Stender,
Dr. Dennis Shulman, and others
- 10:35 A.M.** Instructions for the breakout rooms, Cary Chevat
- 10:45 A.M.** Leave for breakout sessions

TRAINING SEMINAR I: 2ND FLOOR CLASSROOMS

- 10:50 A.M.** Breakout Field Training Sessions

TRAINING SEMINAR II: CONFERENCE CENTER 7TH FLOOR

- 11:40 A.M.** Communicating Obama's message

Framing the issues

Persuading Independents and Republicans

Letters to the editor

Blogging

CLOSING REMARKS: CONFERENCE CENTER, 7TH FLOOR

- 12:40 P.M.** Mark Alexander for the Obama campaign

FIELD WORKSHOPS FOR OBAMA & CONGRESSIONAL CANDIDATES 10:45–11:30 A.M.

Basic field training includes: voter registration, canvassing, phone banking, and Election Day activities. All workshops will cover field training for Obama as well as for Congressional candidates running in that district. Obama staff and volunteers will attend the breakout sessions in order to sign up volunteers to work in that district, to go on weekend trips to Pennsylvania and other battleground states, and to attend more extensive training sessions.

- 1. Reaching Latino Voters—Hudson County, Newark, and Parts of Middlesex & Union Counties: Room 2002**
Congressional candidate Congressman Albio Sires—District 13
- 2. North Jersey Training—Bergen & Warren Counties, parts of Passaic, Hudson, Sussex Counties: Room 2004**
Congressional candidates Congressman Steven Rothman and Dennis Shulman—Districts 9 & 5
- 3. North Central Jersey Training—Most of Essex County and parts of Passaic, Union, & Hudson Counties: Rooms 2006 & 2007**
Incumbent Congressional candidates Donald Payne and Bill Pascrell—Districts 8 & 10
- 4. Central Jersey Training—Morris, Somerset & Hunterdon Counties, parts of Middlesex, Monmouth, Union, Essex, Sussex, & Mercer Counties: Rooms 2010 & 2011**
Congressional candidates Linda Stender & Tom Wyka and incumbents Frank Pallone Jr. & Rush Holt—Districts 7, 11, 6, & 12.
- 5. South Jersey Training—Burlington, Camden, Gloucester, Atlantic, Cape May, Cumberland, Salem, & Ocean Counties, parts of Mercer & Monmouth Counties: Room 2025**
Incumbent candidate Robert Andrews, Congressional candidates David Kurkowski, State Senator John Adler, Josh Zeitz—Districts 1, 2, 3, & 4
- 6. TEAM LEADERSHIP TRAINING FOR OBAMA: ROOM 2026**

INFORMATION ON SPEAKERS AND SESSION LEADERS

OBAMA CAMPAIGN OFFICIALS

MARK ALEXANDER is Senior Advisor to Barack Obama, having worked on the Obama presidential campaign since January 2007, serving as Policy Director and then as New Jersey State Director. He is on leave from Seton Hall Law School, where he writes and teaches in the areas of Constitutional Law, Law & Politics, Criminal Procedure, and the First Amendment. Professor Alexander has had extensive political experience and was General Counsel to Cory Booker and the Booker team during and after the 2006 Newark municipal election. Other political work includes serving as Issues Director for the Bill Bradley for President Campaign in 1999–2000 and for Senators Edward Kennedy and Howard Metzenbaum.

BASIC FIELD TRAINING—REACHING LATINO VOTERS

ROBERTO FRUGONE is a member of the compliance team at the New Jersey Democratic State Committee. He served as the statewide Latino base vote director for the following campaigns: Senator Menendez's Coordinated Campaign (General Election 2006), NJ for Hillary Clinton for President (February primary 2008), and Lautenberg for Senate (June primary 2008). Roberto is also active with a number of groups pushing for La Causa ("the cause" in Spanish), an effort to help unify and empower New Jersey's Latino community in the political arena.

COMMUNICATING OBAMA'S MESSAGE—MODERATOR

MARCIA MARLEY is a founding member and President of BlueWaveNJ. She serves on the boards of New Jersey Citizen Action and Ceasefire New Jersey, and is an active community and election organizer. Trained as an economist, she has taught macroeconomics, written on inequality, and worked in the financial sector on emerging economies.

COMMUNICATIONS: FRAMING THE MESSAGE

SAM WANG is an associate professor of neuroscience and molecular biology at Princeton University. He has written extensively on how the brain learns, remembers, and forms beliefs. He is co-author of *Welcome to Your Brain: Why You Lose Your Car Keys but Never Forget How to Drive and Other Puzzles of Everyday Life*. In addition to his scientific research, he has developed a new method for understanding presidential election polls using statistical meta-analysis. He was able to correctly predict the outcome and electoral vote total in the 2004 U.S. presidential election. Websites: <http://welcometoyourbrain.com>, <http://election.princeton.edu>

COMMUNICATIONS: PERSUADING INDEPENDENTS AND REPUBLICANS FOR OBAMA

JOHN MARTIN is the Co-Founder and Director of Republicans for Obama. He recently returned home from a tour of duty in Afghanistan. John

has worked on both local and national election campaigns including Senator James Jeffords of Vermont. He currently lives in the Bronx, where he is a law student and a U. S. Navy Reservist.

COMMUNICATIONS: OBAMA'S MESSAGE

CINDY SCHWEICH HANDLER is a writer whose work has appeared in the New York Times, Newsweek, O: the Oprah Magazine, Redbook and a number of other national publications. She blogs for Huffington Post and has written a comic political novel, "The Beginner's Guide to World Domination," about a grassroots volunteer (such as herself) who saves an election (wishful thinking). She is also a contributor to Montclair Magazine.

JOANNE ZIPPEL is a member of the BlueWave New Jersey Steering Committee. She is a manager of playwrights and screenwriters and is a certified Life Coach. She has been a life-long advocate for progressive causes and has worked on numerous grassroots GOTV efforts.

COMMUNICATIONS: LETTERS TO THE EDITOR

LUCY O'BRIEN is a founding member of BlueWaveNJ and on its steering committee, and is a vice chair of Garden State Equality. She has worked in nonprofit communications for nearly two decades and has been active in local, state, and national politics.

COMMUNICATIONS: BLOGGING

BRIAN MCGINNIS, a veteran of the Menendez and Whelan campaigns, was named one of PolitickerNJ.com's 2007 Rising Stars. He currently works full-time as the South Jersey director for Garden State Equality and is a BlueJersey.com contributor in those rare instances he can find a free minute.

TEAM LEADERSHIP TRAINING FOR OBAMA

GARY CHEVAT is a longtime community organizer and one of the founding members of BluewaveNJ. Chevat was the Obama Precinct Captain for Montclair during the primary. He has worked on every presidential campaign since 1972 (for George McGovern) and has trained thousands of volunteers.

FIELD TRAINING FOR OBAMA WORKSHOPS

MARJORIE HORNE has an extensive background in politics, events, and theater. She has held positions in many state races in New York, including Geraldine Ferraro's Senate races. As an associate of McEvoy & Associates, she has worked on fundraising for many incumbents, including Carolyn McCarthy. Ms. Horne was also the Director of the New York State Democratic Convention in 2000.

OTHER WORKSHOP LEADERS INCLUDE: experienced field operators from BlueWaveNJ, the Obama campaign, and Congressional staff members.

SIGN LANGUAGE TRANSLATOR

Alexs Birdsall Griffiths, Signer
State of New Jersey Department of Human Services
Division of the Deaf and Hard of Hearing

TRAINING SEMINAR COMMITTEE

Avery Brown Marcia Marley
Cary Chevat Alan Myers
Linda Halper