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The Little Blue Book

George Lakoff and Elisabeth Wehling's Guide to

Talking Democratic by Neesa Sweet

George Lakoff has a new book out, and I really hope that everyone working in progressive campaigns this fall reads it. He and his co-author literally provide a script for people to use when knocking on doors, making phone calls, and otherwise working for candidates.

Lakoff is the cognitive linguist from the University of California at Berkeley who realized that liberals and conservatives both value family but that liberals believe in the "nurturant parent" and conservatives the "strict

father" to organize both family and the larger society.

In *The Little Blue Book*, written with political strategist Elisabeth Wehling, Lakoff teaches the value of "framing" and the importance of words in elections. More important, the authors provide a phrasebook to use when talking about various issues.

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Event photos on pages 6,7,and 8



WHY YOU SHOULD VOTE FOR BRAD SCHNEIDER

by Eleonora di Liscia

Brad Schneider is Mr. Steady, that guy who asks you to the prom when you really hoped the groovy, flashy dude would ask you first. But after the groovy, flashy dude has walked out with the cool chick, you take a second look at Mr. Steady and start to realize that maybe decency and integrity are pretty exciting qualities after all.

After a divided primary, not everyone in the 10th was sold on Brad Schneider. But after taking a closer look, they've grown to like what they see.

As a passionate Ilya Sheyman supporter, Adrienne Kirshbaum originally questioned whether Brad Schneider was truly progressive. But after learning more about him at a candidate coffee, she now believes Brad is

sincere in his desire to bring progressive views to Congress.

What particularly impressed Adrienne, however, was how Brad handled her questions at the coffee.

"I questioned that he had given money to some Republican candidates in the past. This was a real issue for me. But he explained himself fully. Someone who gives 90 percent of his political contributions to Democrats is certainly not a Republican, and when he told me that he gave to a handful of Republicans because he was focused on maintaining bipartisan support for Israel, I felt better."

Adrienne already felt relieved, but then a couple days later, Brad called

her. "He asked me if what he had said had set my mind at ease. He really impressed me. I thought, why am I fighting against this?"

Another Ilya supporter, Sharon Narrod has also come to appreciate Brad's fine qualities. "I would feel very good knowing that somebody of his strong, decent character was representing our district and finally reflecting the concerns about the issues that matter to us most."

After the primary, Sharon had many opportunities to speak with Brad and found him very forthcoming about his views. "Not only that, but he has demonstrated his ability to hear vary-

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WHY YOU SHOULD VOTE FOR BRAD SCHNEIDER

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ing opinions and find a way to equally represent those that have what may seem to be different concerns," she said.

For example, Brad supports Obama's tax proposals which increase taxes on the very wealthy. At a recent event, Brad listened to an audience member who felt negatively impacted by the increase, and then explained how the tax proposal along with other actions would benefit all Americans.

Tenth News editor Barbara Altman also was impressed by the way Brad responded to a woman with an opposing view at a recent candidate event. Barbara found herself getting steamed at the woman, who seemed to be parroting Republican talking points. Brad was able to address the woman's concerns calmly and thoughtfully. And she listened to him.

Ilya Sheyman, one of Brad's former opponents, also supports Brad. He reminds voters about what's at stake in this election: "Rep. Robert Dold and this Republican Congress seem hell-bent on rolling back healthcare reform, eliminating Medicare, and destroying the foundations that built the middle class in this country. The path to a Democratic Congress runs right through the 10th District, and we need to send Brad to Washington to cast a vote for Speaker Pelosi and a progressive agenda."

Nancie Blatt believes the 10th may be the Congressional District most likely to go from red to blue. She believes that Brad draws support from a broad range across the community.

Nancie also likes the endorsements Brad has received, including big support from the environmental community. To date some of Brad's endorsers include National Abortion Rights Action League, League of Conservation Voters, and a host of unions including AFL-CIO, UAW, and Associated Firefighters of Illinois.

"Brad has come a long way, and I think he's doing well," she said. "In the beginning he had more difficulty speaking about issues, but as he grew into himself, since the primary, he's become really good."

Besides supporting his solid Democratic values, Priscilla Sperling, President of New Trier Dems, also observed that Brad has greatly improved in his ability to connect with an audience since he began to run. "He wasn't a full-time politician. It shows that he can learn and grow into a situation. This is a skill a Congressman needs to have."

Priscilla is particularly impressed with Brad's circle of friends. "Every time I have a contact with something he's connected with, there is someone who is his loyal supporter because of their experience with him, and to me that says something. He goes in, learns something, learns it well, makes friends with the people, and keeps these contacts going. He makes people feel that he thinks they're important. It's throughout the business community, the Jewish community, and the educational community.

Steve Sheffey, Tenth Dems Vice Chair for Communications, is one of those loyal friends who has supported Brad from the beginning. He wasn't surprised when Brad said he was running for office because of Brad's involvement in community and civic activities.

"I've known Brad for about 20 years in many different ways. He has incredible integrity, is extremely intelligent and very hard working, and he shares our progressive values. He's on the correct side of all the issues we care about," he said. "But what makes him such a strong candidate is that the rhetoric he uses is going to appeal to the voters across the 10th." Reflecting on their service together as officers on the Young Leadership Division of the Jewish United Fund, Steve described Brad as "someone you can disagree with, who won't hold a grudge. Brad would always say what he thought and would tell you when he disagreed, but he would still be on your side. I trust him."

I'm Voting for Brad Schneider by Adrienne Kirshbaum

In 2010, my candidate for Congress was in a primary battle and won. I remember being elated, and I couldn't understand why his opponent's supporters were so angry. I thought they were sore losers. I'm not sure that many of them ever came around and voted for my candidate. In the general election, he lost to Robert Dold.

Now it is 2012, and we Democrats have a chance to defeat Mr. Dold. Our candidate is Brad Schneider, but he was not the candidate I chose a year ago, when the primary campaign began. I was strongly in support of Ilya Sheyman. I thought he was a once-in-a-lifetime candidate, and nobody else would do. He lost. Now I was faced with the same predicament as those sore losers of 2010. Should I support Brad Schneider, the winner of the Democratic primary, or

turn away and sulk and watch while Dold pulled out another victory?

I chose Brad Schneider! In the first place, I'm a strong Democrat. I have identified myself as one since long before my first election. We have a system, here in the U.S. When two or more candidates vie for the same nomination, only one can win. Members of his party should get behind the winner, no matter whom they supported in the primary campaign.

But more important, I have come to believe in Brad Schneider. He's not Ilya. He hasn't his passion or his message. But I think he will be a progressive vote in Congress. I think he is honest and fair. I believe he stands for all that is good in America, that he will be a reliable representative of our district, and most of all, that I will be

proud to cast my vote for him. I have no doubt that Brad Schneider will be an excellent congressman, and I hope that he will enjoy the support of all my fellow Sheyman Democrats.

A Blueprint for Justice by Chris Kennedy

On November 6, Lake County voters will have the opportunity to select a new face to lead the State's Attorney's office for the first time in 22 years. When I talk with voters all across the county, one message comes through time and time again. They want someone to fix our broken criminal justice system. They are tired of what seems to be a never-ending cycle of missteps that have made our State's Attorney's office a national example of what can go wrong.

The central goal of my campaign is to rebuild a criminal justice system for Lake County that is worthy of its citizens and of its many law enforcement professionals who are dedicated to doing what's right. To do this, we need a new perspective and new ideas that will transform the office into something we can be proud of

and, more important, that will keep our communities safe.

I'm ready to take on this challenge. I have spent my entire career fighting for Lake County victims, children, and families. I've built a solid reputation as an accomplished leader, a fair and tough prosecutor, and an advocate for our state's most vulnerable citizens.

For more than a year, I have outlined a detailed set of measures that would restore public trust, an agenda that focuses on protecting the public, not an insider culture.

My Blueprint for Justice would:

Create a Conviction Integrity Unit to review DNA evidence and prevent wrongful convictions.

Enhance the focus on victims and their rights by establishing a Sex Crimes Unit to provide the appropriate attention these cases deserve.

Demand accountability and transparency in an office that has isolated itself from the very people it is supposed to protect.

The time has come for a new start. We need to move beyond the missteps of the past and become a model for fair justice. On day one as State's Attorney, I'll get to work on fixing our broken system. However, between now and November 6, I need your help. Get involved in our campaign by visiting www.ChrisKennedy2012.com.

The Little Blue Book

George Lakoff and Elisabeth Wehling's Guide to Talking Democratic

(continued from page 1)

Working with Our Brains

Lakoff and Wehling back up their tactics by tying them to what is now known about how our brains work—through framing, metaphors, emotion, narratives, and imagery. Our brains are full of neural circuitry that is primed to be receptive to what we already believe. Usually, different moral systems coexist in our brains. This means that when the all-important swing voters hear conservative language it activates the conservative frameworks in their brains. The same would be true if swing voters heard progressive framing, but all too often liberals adopt conservative language. This loses the voter without the voter or the campaigner understanding why.

This is how it happens: Our brains, according to Lakoff and Wehling, are structured in hierarchically organized “cascades,” networks of neurons that link brain circuits. Political ideas are not dealt with one at a time, but within related cascade systems, in a nested structure like this:

Moral values framing
General frames exemplifying those values
Specific frames using those values
Specific issues

When you mention a specific issue, you activate all the frames and values higher up in the hierarchy. For example:

PROGRESSIVE	CONSERVATIVE
Moral value Democracy requires that citizens care about each other and take responsibility to act on that care.	Moral value Democracy guarantees liberty to all citizens to pursue their own interests freely with limited commitment to the interests of others.
General frame Government should provide public resources to protect and empower everyone equally.	General frame Privatization of public resources should be maximized since no one should be forced to pay for resources going to anyone else.
Specific frame Government should assure affordable healthcare for all, including medications.	Specific frame Government should have no role in healthcare since no one should have to pay for anyone else's healthcare.
Specific issue Government should require that health insurance plans and employers include coverage for birth control pills.	Specific issue Government should not require health insurance plans to cover or employers to pay for birth control pills.

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SEPTEMBER ISSUE

The Little Blue Book

George Lakoff and Elisabeth Wehling's Guide to Talking Democratic

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Source: The Little Blue Book, Lakoff and Wehling

Use Progressive Frames

When progressives adopt conservative frames, they lose ground from the beginning. Instead of making the point they intend to make, what they actually do is activate the neural networks that reinforce the conservative frames.

For example, progressives adopt conservatives' language of "tax relief," talking about middle-class or small-business tax relief, which only reinforces the frame that taxation is an affliction. A better way might be to talk about neutral sounding "revenue." Progressives also adopt conservative language about "cutting government spending" when they might better talk about "investments in America" and "maintenance costs."

Here is a sampling of the authors' suggestions of what to say about various issues:

On public vs. corporate government:

"Privatization is the replacement of elected governments with unelected corporate governments,

which run more and more aspects of American life for their own profit, not for the public good."

On labor issues:

"Workers are profit creators. Corporations can profit only if people work for them."

On education:

"Public education is necessary for a democracy and a vibrant economy.... No society can be free without freethinking people and freedom of access to knowledge."

On food:

"The Farm Bill should become the Healthy Food Bill."

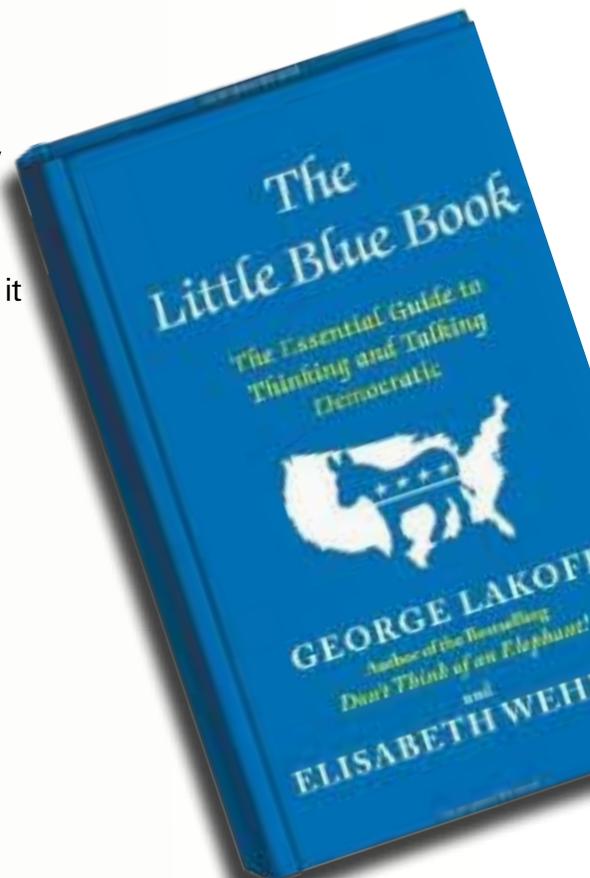
"Sun food is grown organically and locally. Oil food is grown with petroleum based pesticides and insecticides or uses a lot of oil to be shipped long distances. Most funding goes to oil food and almost nothing to sun food. That should be reversed."

On energy:

"Dirty energy industries—oil, coal, and natural gas—make a lot of their money by not cleaning up. They profit by not paying the full costs of doing business and placing those costs on the public." "Phase out dirty energy. Don't prolong it with subsidies."

Since the battleground in this election

is the undecided voter, Lakoff and Wehling's work becomes even more crucial. Take a look at *The Little Blue Book*, and consider its thesis, before you hit the phones and the streets.



Suburban Democrats Attend Convention in Springfield by Stephen Ark

More than 50 activists from the 10th Congressional District were delegates at the Illinois State Democratic Convention in Springfield on Wednesday, August 15. The delegation of former candidates and elected officials, longtime volunteers, and high school and college students met prominent Democrats and voted on Illinois Electoral College representatives and the Democratic Party platform.

“Early to bed, early to rise, work like hell and organize,” said Gov. Pat Quinn. The Governor stressed the importance of this year’s congressional races in his speech at the convention, and Illinois’ role in determining the control of Congress.

“It was exciting to not only watch, but to be a part of the political process,” said Marissa Bohrer, a Tenth Dems summer intern

“We know our President has a tough election coming up. It’s not going to be an easy win and the Democratic convention served as a platform for Democrats from all over the state to come together and rally in support of President Obama,” said Dulce “Candy” Ortiz, a Tenth Dems volunteer and one of the delegates.

The 10th District delegates were appointed by State Central Committeewoman and Tenth Dems Chair Lauren Beth Gash (D-Highland Park)

and State Central Committeeman Dan Pierce (D-Highland Park). Tenth Dems sponsored carpools to Springfield from several locations in the northern suburbs.

State-wide elected officials, including Lt. Gov. Sheila Simon and Attorney General Lisa Madigan, joined Gov. Quinn and greeted the crowd at the Crowne Plaza Hotel. A Democratic rally with free food and entertainment at the Illinois State Fair followed the convention.



Photos by Sharon Narrod & Stephen Ark

Meet Some Tenth Dems Summer Interns by Marissa Bohrer

Every summer, a number of enthusiastic young adults, ranging in age from high schoolers to law students, volunteer at Tenth Dems as interns. This year has been no exception. Here's some more information about some of this summer's interns:

Marissa Bohrer is beginning her junior year as a political science major at Washington University in St. Louis. While she enjoyed every aspect of her internship at Tenth Dems, she became especially involved in communications and social media. Still unsure about what path she wants to take after graduating college, she's considering working in Washington, D.C, or, alternatively, the film and television industry.

Meredith Fischer will be a freshman this fall at Stanford University. Although Meredith, a human biology major, plans to become a doctor, she became interested in politics after taking AP Government her senior year at New Trier Township High School. Meredith has become highly valued around the office for her many skills, most notably the arts and crafts talents she used to create a widely admired series of Tenth Dems posters.

Jeremy Fuller is a rising junior at Kenyon College in Gambier, Ohio, studying political science and interested in

getting involved with politics at a local level. This is Jeremy's first experience in the political field. Jeremy has participated in a wide variety of tasks at Tenth Dems, and he particularly enjoyed working in outside events. He planned our evening at Ravinia where scores of Tenth Dems gathered on August 19 to enjoy conversation, a picnic, and music by Mary Chapin Carpenter and Arlo Guthrie and family. (See photos on p. 8)

Jinyoung Lee will be starting her sophomore year at Georgetown University, majoring in international politics in the School of Foreign Service. Born in South Korea, Jinyoung has been politically interested since she was little; experiencing both Korean and American cultures piqued her interest in the area. After graduation, Jinyoung would love to work at the 2018 Winter Olympics in Pyeongchang.

Melissa Lee-Litowitz is entering her sophomore year at Haverford College in Philadelphia and is spending her fourth consecutive summer at Tenth Dems. Melissa has been interested in politics since high school, where she was involved in the speech team. In the future, Melissa would love to travel to Egypt, and she is considering joining the Peace Corps after graduation.

James O'Brien is about to begin his senior year as a political science major at the University of Dayton. At Tenth Dems, James has found event staffing to be among his favorite activities, especially the one for Pat Quinn, who he worked for in 2010. Although James does not yet know what his post-graduation plans are, he's thinking about running for office someday.

Michelle Patiño is an incoming senior at Warren Township High School. As the daughter of immigrant parents, Michelle's experience growing up in the Waukegan area led her to become passionate about issues involving immigration and the Latino community. Working mostly out of our Community Connection office in Waukegan, she has become actively involved in voter registration efforts, a cause that she finds especially fulfilling.

Rian Watt, a rising junior at Clark University in Worcester, Massachusetts, is the intern coordinator at Tenth Dems. Rian has been politically active as long as he can remember, from volunteering to do small tasks with the Clinton/Gore campaign in '96 to interning in 2011 for Congresswoman Jan Schakowsky. This upcoming year Rian, an economics/political science double major, will be studying abroad at the London School of Economics.



Summer 2012 T.D. Interns

Ravinia Photo essay

Tenth Dems, including congressional candidate Brad Schneider and family, picnic at Ravinia;
Brad talks with constituents; music Inspires some dancing. Photos by Ron Altman



Jobs Creation vs. Wealth Creation: Romney, Bain Capital, and Ampad

by Eleonora di Liscia



Republican Mitt Romney claims he is qualified for the presidency because of his job creation record at Bain Capital. But what Romney really created at Bain was wealth, and if jobs happened to get in the way of that, oh well, that wasn't his problem.

Romney likes to claim Bain's investments created 100,000 jobs. This figure comes from current employment records taken long after Romney stopped running Bain. (http://www.washingtonpost.com/blogs/fact-checker/post/mitt-romney-and-bain-a-fact-checker-collection/2012/07/19/gJQAsihcwW_blog.html.) While Romney cannot claim credit for the jobs created long after his departure, neither should he be blamed for the demise of companies such as KB Toys that occurred after he left. (Romney allegedly left Bain's management in 1999 but was still invested in the company until at least 2001, leaving some ambiguity about when or if he really gave up control.)

Romney can be held accountable, however, for the fate of companies such as American Pad and Paper (Ampad), which took place on his watch. Ampad provides a case study on the type of "job creation" the country can expect in a Romney

presidency. The company is also the subject of an Obama campaign video. (See <http://www.barackobama.com/romney/economics/ampad/ampad-intro/video>.)

In 1984, Bain & Company, a management consulting group, promoted Romney to head its spin-off, Bain Capital, a venture capital firm, which provides start up funding and management services for businesses.

In 1992, Bain bought Ampad, an office supply company, for \$5 million. Ampad was then subjected to a roll-up in which similar industries are purchased, combined, and then streamlined to increase profits in part by cutting jobs. As part of the roll-up in 1994, Bain bought a Marion, Indiana factory, which was part of the office supply division of Smith-Corona. The 350 union plant workers returned from their 4th of July holiday to find their jobs terminated as of 3:00 p.m. July 5th with health insurance only provided through the end of the week. Workers were allowed to reapply for cut-rate pay with diminished benefits. Plant worker Randy Johnson saw his wages drop 21.6 percent, from \$10.05 to \$7.88 per hour. (Factcheck.org does indicate that Romney was on a leave of absence during this period because he was running for the Senate.)

After months of failed negotiations with Bain, the workers went on strike. Bain responded by closing the plant in 1995. Ampad paid Bain \$2 million in

annual management fees along with extra fees for any companies Ampad purchased.

Johnson wrote Romney, "We really thought you might help, but instead we heard excuses that were unacceptable from a man of your prominent position." ("As Bain Slashed Jobs, Romney Stayed to Side," by Robert Gavin, *The Boston Globe*, January 27, 2008.)

Observers of Romney's presidential campaign will not be surprised at Romney's waffling response. According to *The Boston Globe*, Romney said that he wanted to settle the strike and privately urged Bain to do so, but had been advised not to intervene.

And yet, Romney could have settled the strike, said Marc B. Wolpov, a former managing director at Bain Capital who reported to Romney at that time. ("To Assess Romney, Look Beyond the Bottom Line," by Bob Drogin, *Los Angeles Times*, December 16, 2007.) Wolpov said: "He was in charge. He could have ordered me to settle with the union. He didn't order me to do that. He let me make decisions that would maximize the value of the investment. That was the right business decision as CEO



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Jobs Creation vs. Wealth Creation: Romney, Bain Capital, and Ampad

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of Bain Capital.”

In the meantime, Ampad, under Bain management, borrowed money to acquire other office supply brands and companies, paying Bain investors \$60 million in 1995, a return of 1200 percent in five years over the original \$5 million investment.

In 1996, the formerly private company made its initial public offering. Stock prices nearly doubled in less than seven months. Bain made \$2 million for arranging the IPO and another \$45 to \$50 million for selling its three million shares—an additional 1000 percent profit. Break out the champagne!

But nine months later, stock prices dropped below the IPO value and continued falling until Ampad’s bankruptcy in 2000.

What happened? Ampad struggled under the debt it had assumed to acquire those brand names and companies at great profit to Bain. Ampad’s debt had increased from \$11 million in 1993 up to \$400 million in 1999 per *The Boston Globe*. Such debt is only workable if income sustains and the company can pay down their debt. But instead, as of 1998, sales fell, and so did earnings. (1999 Annual Report for Ampad, <http://google.brand.edgar-online.com/DisplayFilingInfo.aspx?Type=HTML&text=%2526lt%253bNEAR%252f4%2526gt%253b%28%22JILL+W.%22%2C%22AKRE%22%29&FilingID=1086765&ppu=%2FPeopleFilingResults.aspx%3FPersonID%3D2950858%26PersonName%3DJILL%2520W.%2520AKRE>.) According to a Bain representative, Ampad suffered in part because of pressure from “big box” stores, reduced demand for paper, and price competition from foreign suppliers.

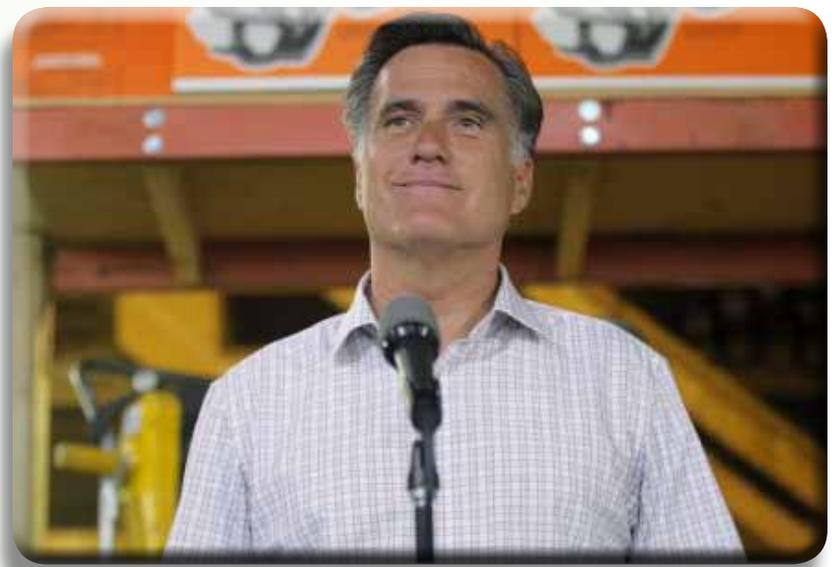
As it happens, one of the big box

stores pressuring Ampad was Staples, the largest office supply chain today. And guess who was sitting on the board of Staples at that time? Hello, Mitt Romney! And what about that price competition from foreign sources? Staples, which purchased its paper from Ampad, used its buying power to force Ampad to lower prices in order to compete with Asian paper suppliers.

So after presiding over Ampad’s spiral into debt in order to buy companies and generate profits for Bain investors, friendly “job creator” Mitt Romney sat on the board of a competing firm that undermined Ampad’s market. Higher debt and lower income resulted in the death of a company that had paid Bain handsome management fees for the privilege.

Ampad may have lost hundreds of jobs, but Bain Capital made more than \$100 million on its original \$5 million outlay.

Romney can certainly stake a claim for wealth creation. Job creation? Not so much.



Dold Votes Against the Environment 96 Percent of the Time

Incumbent Congressman Robert Dold uses all sorts of ploys to make voters think he's committed to protecting the environment. In public statements, campaign literature, and on his website, he touts his support for conservation, clean air, and renewable energy. Dold also likes to highlight his sponsorship of legislative proposals (all of which have gone nowhere) aimed at protecting the environment, particularly Lake Michigan.

But given a real opportunity to help enact laws that address global warming and protect our air, water, and ecosystems, Dold quickly doffs his pro-environment mask and reveals his first and foremost priority: helping his party weaken, if not dismantle, decades of hard-won environmental protections.

Since the start of this term in Congress on January 4, 2011, freshman Congressman Dold has voted in virtual lock-step with the House Republican leadership as it waged an unprecedented assault on the environment. In the process, Dold voted for numerous pieces of legislation aimed at stripping the Environmental Protection Agency of its authority to enforce water pollution standards; halting efforts to address climate change; undermining science; and defunding programs that protect air, water, wildlife, and delicate ecosystems.

Among the examples of anti-environment legislation Dold supported in the first session of the 112th Congress are:

- **McKinley Amendment to the 2011 Continuing Appropriations Act**, which proposed preventing the EPA from continuing to use its authority under the Clean Water Act to prohibit or restrict projects that would have an "unacceptable, adverse effect" on water, fish, and wildlife. The EPA has reserved this authority for extraor-

dinarily environmentally-destructive projects, using it only 13 times in the entire 39-year history of the Clean Water Act.

- **H.R. 1: The Full Year Continuing Appropriations Act of 2011:** One of the most egregious legislative assaults on the environment and public health in the nation's history, the bill includes massive funding cuts and policy assaults on our air, water, wildlife, and wild places.

- **H. R. 872: The Reducing Regulatory Burdens Act of 2011** proposes preventing the EPA from protecting our waterways from the discharge of toxic pesticides that can contaminate drinking water, severely harm fish, and work their way up the food chain. More than 1,000 U.S. waterways are already impaired by pesticides. This legislation would remove the EPA's tools under the Clean Water Act for controlling this pollution, instead relying on weak laws that currently fail to protect our waters.

- **H. R. 910:** The Energy Tax Prevention Act of 2011 legislatively repeals the EPA's scientific finding that greenhouse gasses endanger human health

and the environment and permanently blocks the EPA from regulating greenhouse gasses under the Clean Air Act.

Of course, this is just a small sample of the numerous pieces of anti-environment legislation Dold has supported. For additional information on these bills and others, see the House Votes Descriptions on pages 16 through 25 of the League of Conservation Voters (LCV) Scorecard (<http://www.lcv.org/scorecard/scorecard-web.pdf>).

In the LCV 2011 Scorecard, Dold receives a 34 (out of 100) rating, revealing the hard truth that he is among the most anti-environment members of what both the LCV and the Democrats on the House Committee on Energy and Commerce have called "the most anti-environment House of Representatives in the nation's history." (http://democrats.energycommerce.house.gov/sites/default/files/image_uploads/_Anti-Environment%20Report%20Final.pdf)

A similar analysis of Dold's environmental voting record in the first session of the 112th Congress—this one



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Dold Votes Against the Environment 96 Percent of the Time

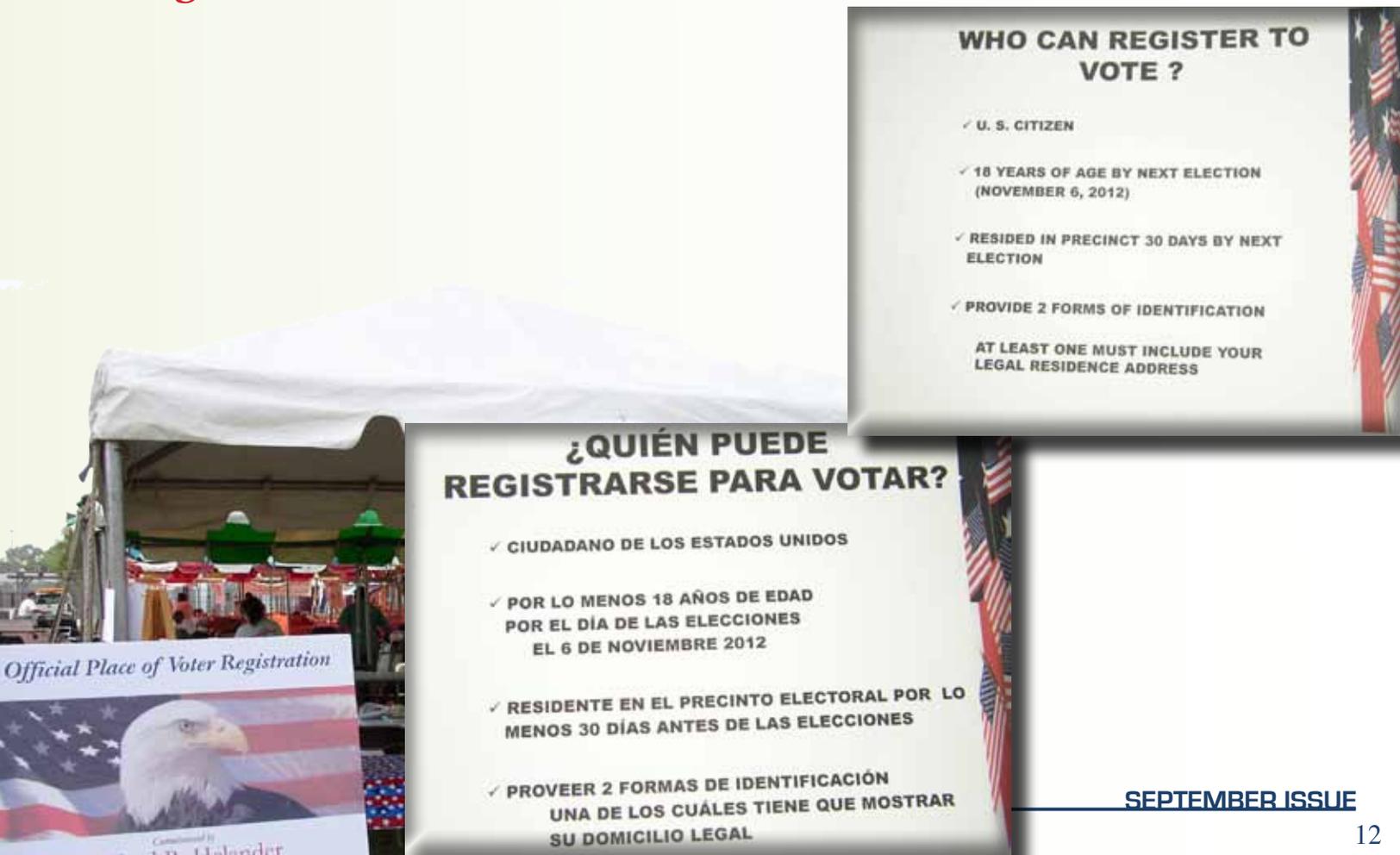
(continued from page 11)

conducted by the Tenth Congressional District Democrats—shows that Dold voted the anti-environment position on 142 out of 167 roll call votes, or 85 percent of the time. To make matters worse, the frequency with which Dold voted the anti-environment position jumps to 96 percent when one excludes votes on legislation that failed in the House. In the case of failed legislation, Dold may have been released by the Republican leadership to vote to support the pro-environment position his constituents favor since the bills would fail, regardless of Dold's vote.

Not surprisingly, Dold's website highlights *only* the handful of proposed bills for which he cast pro-environment votes. It's worth repeating that *not one* of these bills had a chance of actually passing in the House—with or without Dold's vote. Similarly, most, if not all, of the seemingly pro-environment legislation sponsored by Dold has gone nowhere. Not a single one has made it to the House floor. Perhaps Dold never intended otherwise but simply introduced such legislation to provide evidence to support his false, pro-environment image. We'll continue to examine Dold's

environmental votes in future issues of this newsletter. Meanwhile, Dold's voting record leaves little room to doubt that his only true priority is protecting the profits of the industries that have the most to gain from dismantling environmental protections, regardless of the cost to the environment and public health. His willingness to serve his party's regressive agenda to undermine decades of environmental protections makes it essential for 10th District voters to race to the polls in record numbers on November 6 to help elect Democratic challenger Brad Schneider—someone we are confident will consistently vote to protect the environment.

TD organizes numerous completely non-partisan voter registration drives



WHO CAN REGISTER TO VOTE ?

- ✓ U. S. CITIZEN
 - ✓ 18 YEARS OF AGE BY NEXT ELECTION (NOVEMBER 6, 2012)
 - ✓ RESIDED IN PRECINCT 30 DAYS BY NEXT ELECTION
 - ✓ PROVIDE 2 FORMS OF IDENTIFICATION
- AT LEAST ONE MUST INCLUDE YOUR LEGAL RESIDENCE ADDRESS

¿QUIÉN PUEDE REGISTRARSE PARA VOTAR?

- ✓ CIUDADANO DE LOS ESTADOS UNIDOS
- ✓ POR LO MENOS 18 AÑOS DE EDAD POR EL DÍA DE LAS ELECCIONES EL 6 DE NOVIEMBRE 2012
- ✓ RESIDENTE EN EL PRECINTO ELECTORAL POR LO MENOS 30 DÍAS ANTES DE LAS ELECCIONES
- ✓ PROVEER 2 FORMAS DE IDENTIFICACIÓN UNA DE LOS CUÁLES TIENE QUE MOSTRAR SU DOMICILIO LEGAL

Volunteer of the Month: Eleonora di Liscia

Words Matter to This Can-Do Woman by Jane Goldenberg



Regular readers of this newsletter who are well-acquainted with Eleonora di Liscia's byline probably don't know that Eleonora's singular empathy – a quality we Democrats tend to have in abundance – can actually bring her to her knees.

At a recent break at a local Starbucks, Eleonora (pronounced el-AH-ah-nora), while reading a particularly graphic passage about the after-effects of a woman's clitoridectomy in the novel *Cutting for Stone* by Abraham Verghese, felt such anguish and physical discomfort that before she knew it, she was on the floor, with the manager at her side, offering to call an ambulance. She had fainted.

But she was fine, ready to carry on her mission to rally the complacent to reelect President Obama. Eleonora has for more than a year been writing the "Yes, We Did" columns, offering

in-depth analyses of Obama's accomplishments.

"I don't know why I care so passionately, but I almost feel personally responsible," she said on a recent visit to a different Skokie coffee shop. "I do feel really driven to try to make things better."

Even if that means crossing district or even state lines. Eleonora, who lives in Skokie and has volunteered for Congresswoman Jan Schakowsky, now regularly commits her time to Tenth Dems. She offered to write the "Yes, We Did" column after a meeting in which folks were lamenting the difficulty of getting people out to vote. Since then the columns have covered such topics as ethics reform, the Supreme Court, executive orders, and gay rights. Usually, Eleonora has at least two articles in every issue.

"She's amazing," exclaimed Barbara Altman, now consulting editor to the *Tenth News*. "When we need her, she's always there."

Sometimes the newsletter has to actually hold Eleonora's articles, since there are so many of them. Altman noted that it's hard to believe that Eleonora only started volunteering for Tenth Dems in 2011. "It seems like forever because she's made herself indispensable."

For Eleonora, it's about helping people understand why they need to quit bellyaching and show up at the polls.

"I tend to write to some extent to the disappointed progressives," she said, "to get them to realize that there's a lot of good stuff that's been done.

"You have to get on board," she continued. "There's just too much at stake."

Healthcare, for one. "If we lose it, we're not going to get it back."

The lively 53-year-old woman, who sports a wild shock of gray curls, is the mother of high school student Bridget and wife of fellow attorney Matt Keenan, with whom she penned an article last year in the *Illinois Bar Journal*: "Representing Students and Parents in School Residency Challenges." Besides working with her husband in his practice (Eleonora practices real estate law and estate planning) and volunteering for the Democrats, Eleonora edits *Bird Calls*, the newsletter of the Evanston North Shore Bird Club.

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SEPTEMBER ISSUE

Volunteer of the Month: Eleonora di Liscia

Words Matter to This Can-Do Woman *(continued from page 13)*

The environment is a core issue for Eleonora, who has been an avid birder for many years. In fact, her love of nature and habitat conservation drew her into the animal rights movement before she turned more single-mindedly to Democratic politics.

Eleonora joined on-the-ground canvassing efforts during the initial Wisconsin recall election, as well as the Wisconsin governor's recall election last June, which, she notes, often felt like a depressing slog. To keep herself going and help rally the troops, she penned the "Progressive's Manifesto" for the Tenth Dems blog last year. Her message holds doubly true today:

"And so, it is not enough to say 'I'll vote, but do no more.' We must fight. We must fight by ringing phones and knocking on doors. We must fight by donating our money if we can, and our time if we cannot. Or both. We must fight by taking all the little steps that lead to change" (<http://www.tenth-dems.org/2011/08/a-progressives-manifesto>).

Eleonora started out to be a journalist, getting her bachelor's degree at the

University of Michigan in Ann Arbor, her hometown. She started freelancing for the *Jackson Citizen Patriot* (about 35 miles west of Ann Arbor) and moonlighting as a legal secretary. A highlight of her reporting days was an interview with actor Jeff Daniels, about his then-new release, Woody Allen's *The Purple Rose of Cairo*. Daniels lived in the area and founded a local theater named for the film – the Purple Rose Theater Company.

In 1988, Eleonora moved to Madison, Wisconsin, where she entered law school. As she explained: "I'm writing all these motions; I might as well get paid."

But she couldn't stay away from her love of writing for long. In her free time, she also writes a blog for her husband's law practice. She even wrote the lyrics for a Tenth Dems parody song, "Right Wingers (Let me Vote)" to the tune of Simon and Garfunkel's "Cecilia," and is at work on another.

Eleonora can't contain her passionate defense of progressive ideas leavened with a dose of pragmatism.

Between newsletters, you'll often find her words on the Tenth Dems Blog, most recently with her creative little ditty, "Really Destitute (Under Republican Rule) Richard's Almanac," a follow-up of her "Even Poorer... Richard's Almanac."

Spooning out a little castor oil to her Democratic friends, Eleonora starts out, passing on a hard lesson learned in Wisconsin: "There is no silent progressive majority." But please remember Obama's many real accomplishments, which she lists over the next two long paragraphs. And, as she writes in her Manifesto, "Let us not lose sight that much good has been done and more needs to be done. But only if we keep on going."



My friend Jane wept when the Supreme Court upheld the Affordable Care Act (ACA, a.k.a. Obamacare).

Jane had recently lost her job of 20 years. As she struggles to find new employment, her COBRA is set to expire in September. Jane suffers from deadly allergies—the kind that put you in the hospital for days. She carries an epi pen, but sometimes even that is not enough.

What Obamacare means to Jane is that soon she won't have to depend on a job for life-saving insurance coverage. In 2014, insurance companies can no longer deny her a policy or refuse to renew based on her preexisting conditions. Already, insurance companies are barred from rescinding your policy based on technicalities in order to get out of paying when you really need them.

Sam and Ginny have a daughter who suffers from multiple health compli-

cations. By the age of 10 she had tallied 30 separate overnight hospital stays. While their daughter is now thriving, Sam was forced to stay in a job he disliked because the couple could not afford to lose their insurance. What the ACA means to them is 1) their daughter can stay on their insurance until she is 26; 2) their daughter cannot be refused coverage; and 3) Sam can start his own business since insurance will no longer be an issue. (Ginny's job eventually offered insurance, and Sam became self-employed, but thanks to Obamacare, Sam's business will no longer have to depend on Ginny's job.)

I changed my friends' names to protect their privacy. However, their stories are entirely true and all too typical of millions of other Americans' experiences. I, myself, fell through the cracks of the insurance system.

When I first became an attorney, I had health insurance coverage through

a bar association policy. But after paying out large claims, the insurer dropped the association. We were required to apply individually for our own policies. Unfortunately, I had just been diagnosed with infertility. Not because I was sick. Because I was aging. And I had no plans to pursue fertility treatments. I also have some elevated cholesterol, but mostly it was the good kind so my doctor wasn't concerned.

I was refused health insurance.

Eventually, I was added to my husband's insurance policy. But his insurer excluded caesarian-section deliveries. My daughter had been a C-section. So if we'd had a second baby, I would have been overjoyed. And I would have been terrified of impending financial ruin.

My husband and I now have a Health Savings Account with high deductibles. I always paid all of our check-ups and vaccines out of pocket. But now preventative care is covered for us and our daughter. I estimate we have saved almost \$2,000 in wellness costs. And have my premiums skyrocketed? Not at all. If anything, they may have risen more slowly than they used to.

What the ACA also means to me is if I'd had a second child, the financial sword of Damocles would not have hung over my head. Plus, I no longer have to think twice before getting the check-ups and immunizations my family needs.

The ACA is loaded with goodies. President Obama has diligently publicized them, but still the message doesn't seem to be getting out. (See <http://www.healthcare.gov/>.) Note that the ACA only applies to policies in effect after September 23, 2010.

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YES, WE DID! HEALTHCARE REVISITED *(continued from page 15)*

To come under the law, however, you need only make a change to your old policy. Consult your insurance agent. Below are the ACA's highlights:

ALREADY IN EFFECT:

Small businesses may receive tax credits for providing health insurance to workers.

Funding is available for businesses that provide insurance to early retirees (ages 55 to 65).

The ACA provides coverage for those with preexisting conditions who have been uninsured for at least six months.

Your children can stay on your plan until age 26, if they do not have their own employer-based plan. Free preventive care is required. Insurance companies cannot rescind coverage based on technicalities. Lifetime caps on insurance are abolished.

Annual caps on benefits for necessities such as hospital stays are prohibited.

Children cannot be denied coverage based on preexisting conditions

Insurance companies must justify their premium rate hikes.

Seniors receive a 50 percent discount on covered drugs after they reach the donut hole.

Free preventive care for seniors on Medicare is guaranteed.

Now 80 to 85 percent of premiums must be used on healthcare. (Acts as a cap on rising insurance prices.)

STILL TO COME IN 2014:

1) Members of Congress will get their coverage through health insurance exchanges, and so can you. If you do not have employer coverage, the exchanges will provide an affordable alternative.

2) No annual insurance limits will exist. Period.

No discrimination based on gender

will exist.

You can no longer be denied coverage based on preexisting conditions.

Republicans have promised to repeal the Affordable Care Act. That alone demands that we keep Obama in office.



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