

WISPOLITICS.COM

Wisconsin's Premier Political News Service

For Immediate Release

August 22, 2019

Contact: Jeff Mayers, president, WisPolitics.com, mayers@wispolitics.com

Midwest Polling Summit Set for Oct. 9 in Madison

MADISON - An array of top pollsters and public opinion researchers will highlight WisPolitics.com's inaugural Midwest Polling Summit at the Madison Club on Wednesday, Oct. 9.

The all-afternoon event is an opportunity to see top experts talk about the issues and trends that will affect campaign 2020 and key Midwest battlegrounds, including Wisconsin.

The afternoon begins with a primer on Midwest views on health care issues from nonpartisan Kaiser Family Foundation polling expert Ashley Kirzinger, and then gets the political perspective from top campaign advisers with strong Midwest ties: Celinda Lake, Paul Maslin, B.J. Martino and Sarah Simmons. A "future of polling" panel sponsored by Wisconsin Manufacturers & Commerce will be led by Marquette University Law School Poll Director Charles Franklin and include Mike Podhorzer, the former political director of AFL-CIO and now senior adviser to the president, as well as Ashlee Rich Stephenson, vice president and national political director, U.S. Chamber of Commerce.

This will be followed by closing thoughts on public opinion research from UW-Madison political scientist and author Katherine Cramer.

Subscribers and members each pay: \$65

Non-subscribers each pay: \$80

To reserve a table of eight or sponsor this event, contact Colin Schmies:

schmies@wispolitics.com.

The fee includes the entire afternoon of programming plus: lunch, coffee and cookies and appetizers.

REGISTER NOW: https://wispolitics_midwest-polling-summit-tickets.eventbrite.com

WisPolitics.com, launched in June 2000, is a nonpartisan online news service based in Madison serving thousands of subscribers and viewers. WisPolitics and its sister publication WisBusiness.com also stage events around Wisconsin and in D.C.

WISPOLITICS.COM

Wisconsin's Premier Political News Service

TENTATIVE AGENDA: Wednesday, Oct. 9, Madison Club

- 11:30 a.m.: Check-in and buffet lunch

- Noon: Introductions and first keynote from [Ashley Kirzinger](#), associate director of public opinion and survey research at the nonpartisan Kaiser Family Foundation, on health care as a 2020 issue and Midwest health care views from KFF polling data.

- 12: 45 p.m.: Questions from audience

- 1 p.m.: Conclusion of first keynote and immediate lead-in to campaign pollster panel on top issues in pivotal November 2020 states with:
 - Dem pollster [Celinda Lake of Lake Research Partners](#)
 - Dem pollster [Paul Maslin of FM3](#)
 - GOP pollster [B.J. Martino of The Tarrance Group](#)
 - and GOP pollster-analyst [Sarah Simmons of Purple Strategies](#)

- 2 p.m.: Audience questions

- 2:30 p.m.: Conclusion of section one and half-hour break

- 3 p.m.: Panel on the future of polling led by [Marquette University Law School Poll Director Charles Franklin](#):
 - [AFL-CIO Senior Adviser to the President Michael Podhorzer](#)
 - [U.S. Chamber Political Director Ashlee Rich Stephenson](#)
 - [Nick Mastronardi, CEO, Polco](#)

- 4:15 p.m.: Audience questions

- 4:30 p.m.: Closing thoughts from [Dr. Katherine Cramer](#), former head of the UW-Madison survey research center, author of "The Politics of Resentment," and a leader of new techniques in public opinion research.

- 5:15 p.m.: Conclusion of summit and reception