## SPECIAL REPORT OF LATE INDEPENDENT EXPENDITURE

## INDIVIDUAL / COMMITTEE / 1.91 ORGANIZATION INFORMATION

Filing Period Name:	Special Pre-Election 2011			
Candidate/Committee/Individual Name:	GAB ID:			
We Are Wisconsin PAC	0501500			
Address (Number, Street):				
6333 W. Bluemound Rd.				
City, State and Zip:	Telephone Number:			
Milwaukee WI 53213	(414) 771-0700			

Date Paid	Name and Address of Person or Business to Whom Payment Was Made	Name and Address of Vendor	Purpose	Candidate(s) Affected by Disbursement (s) (Include Office Sought)	Support	Oppose	Comment(s)	Amount This Period
Notified Da	te: 08/02/2011							
08/01/2011	The New Media Firm, Inc. 1730 Rhode Island Ave. NW, Washington, DC 20036		Media - TV	Simac, Kimberly Jo		V		\$76,792.36
08/01/2011	International Union of Painters and Allied Trades Political Action Together Political Committee 7234 Parkway Drive, Hanover, MD 21076		Wages - Campaign Staff	Nusbaum, Nancy				\$2,666.40
08/01/2011	International Union of Painters and Allied Trades Political Action Together Political Committee 7234 Parkway Drive, Hanover, MD 21076		Wages - Campaign Staff	Cowles, Robert L.		✓		\$2,666.40
08/01/2011	International Union of Painters and Allied Trades Political Action Together Political Committee 7234 Parkway Drive, Hanover, MD 21076		Wages - Campaign Staff	Pasch, Sandra	✓			\$3,999.60

Notified Da	te: 08/02/2011					
08/01/2011	International Union of Painters and Allied Trades Political Action Together Political Committee 7234 Parkway Drive, Hanover, MD 21076	Wages - Staff	Campaign Darling, A	lberta	✓	\$3,999.60
08/01/2011	International Union of Painters and Allied Trades Political Action Together Political Committee 7234 Parkway Drive, Hanover, MD 21076	Wages - Staff	Campaign Clark, Fre	d 🔽		\$3,999.60
08/01/2011	International Union of Painters and Allied Trades Political Action Together Political Committee 7234 Parkway Drive, Hanover, MD 21076	Wages - Staff	Campaign Olsen, Lu	ther S	✓	\$3,999.60
08/01/2011	International Union of Painters and Allied Trades Political Action Together Political Committee 7234 Parkway Drive, Hanover, MD 21076	Wages - Staff	Campaign King, Jes:	sica J.		\$2,666.40
08/01/2011	International Union of Painters and Allied Trades Political Action Together Political Committee 7234 Parkway Drive, Hanover, MD 21076	Wages - Staff	Campaign Hopper, F	Randy	✓	\$2,666.40
08/01/2011	International Union of Painters and Allied Trades Political Action Together Political Committee 7234 Parkway Drive, Hanover, MD 21076	Wages - Staff	Campaign Moore, SI	nelly		\$2,666.40
08/01/2011	International Union of Painters and Allied Trades Political Action Together Political Committee 7234 Parkway Drive, Hanover, MD 21076	Wages - Staff	Campaign Harsdorf, E.	Sheila	✓	\$2,666.40
08/01/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Ba	nk Nusbaum Nancy	, <b>v</b>		\$217.00
08/01/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Ba	Cowles, F L.	Robert	✓	\$217.00
08/01/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Ba	ank Pasch, Sa	andra 🔽		\$732.00

Notified Da	ite: 08/02/2011					
08/01/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Darling, Alberta		✓	\$732.00
08/01/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Moore, Shelly	✓		\$225.00
08/01/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Harsdorf, Sheila E.		lacksquare	\$225.00
08/01/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Holperin, Jim	✓		\$225.00
08/01/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Simac, Kimberly Jo		✓	\$225.00
08/01/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Clark, Fred	✓		\$225.00
08/01/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Olsen, Luther S		<b>V</b>	\$225.00
08/01/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	King, Jessica J.	✓		\$601.50
08/01/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Hopper, Randy		✓	\$601.50
08/01/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Shilling, Jennifer	✓		\$347.50
08/01/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Kapanke, Dan		✓	\$347.50
08/01/2011	GRS Consulting, LLC 2828 University Ave SE #150, Minneapolis, MN 55414	Consulting Fees - General	Holperin, Jim	✓		\$38,500.00
08/01/2011	GRS Consulting, LLC 2828 University Ave SE #150, Minneapolis, MN 55414	Consulting Fees - General	Simac, Kimberly Jo		✓	\$38,500.00
08/01/2011	GRS Consulting, LLC 2828 University Ave SE #150, Minneapolis, MN 55414	Consulting Fees - General	Clark, Fred	✓		\$16,500.00
08/01/2011	GRS Consulting, LLC 2828 University Ave SE #150, Minneapolis, MN 55414	Consulting Fees - General	Olsen, Luther S		✓	\$16,500.00

Notified Da	te: 07/31/2011					
07/29/2011	Service Employees International Union Committee on Political Education 1800 Massachusetts Avenue, NW, Washington, DC 20036	Wages - Campaign Staff	Clark, Fred	✓		\$3,654.56
07/29/2011	Service Employees International Union Committee on Political Education 1800 Massachusetts Avenue, NW, Washington, DC 20036	Wages - Campaign Staff	Olsen, Luther S		lacktriangle	\$3,654.57
07/29/2011	The New Media Firm, Inc. 1730 Rhode Island Ave. NW, Washington, DC 20036	Media - TV	Darling, Alberta		$\triangleright$	\$249,871.98
07/29/2011	The New Media Firm, Inc. 1730 Rhode Island Ave. NW, Washington, DC 20036	Media - TV	Darling, Alberta		✓	\$243,992.82
07/29/2011	The New Media Firm, Inc. 1730 Rhode Island Ave. NW, Washington, DC 20036	Media - Radio	Darling, Alberta		$\triangleright$	\$19,534.13
07/29/2011	The New Media Firm, Inc. 1730 Rhode Island Ave. NW, Washington, DC 20036	Media - Radio	Harsdorf, Sheila E.		$\triangleright$	\$55,770.00
07/29/2011	The New Media Firm, Inc. 1730 Rhode Island Ave. NW, Washington, DC 20036	Media - TV	Harsdorf, Sheila E.		✓	\$256,387.21
07/29/2011	The New Media Firm, Inc. 1730 Rhode Island Ave. NW, Washington, DC 20036	Media - Radio	Olsen, Luther S		ightharpoons	\$24,534.33
07/29/2011	The New Media Firm, Inc. 1730 Rhode Island Ave. NW, Washington, DC 20036	Media - TV	Olsen, Luther S		$\triangleright$	\$273,912.98
07/30/2011	AFSCME Ohio Council 8 WI PAC 6800 North High Street, Worthington, OH 43085- 2512	Wages - Campaign Staff	Pasch, Sandra	<b>V</b>		\$4,983.37
07/30/2011	AFSCME Ohio Council 8 WI PAC 6800 North High Street, Worthington, OH 43085- 2512	Wages - Campaign Staff	Darling, Alberta		<b>V</b>	\$4,983.37
07/30/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Pasch, Sandra	✓		\$225.00
07/30/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Darling, Alberta		ightharpoons	\$225.00

Notified Da	nte: 07/31/2011					
07/30/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Moore, Shelly	<b>V</b>		\$225.00
07/30/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Harsdorf, Sheila E.		$\triangleright$	\$225.00
07/30/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Clark, Fred	$\triangleright$		\$225.00
07/30/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Olsen, Luther S		$\checkmark$	\$225.00
07/30/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	King, Jessica J.	✓		\$225.00
07/30/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Hopper, Randy		✓	\$225.00
Notified Da	ite: 07/30/2011	<u>.</u>				
07/29/2011	Revolution Messaging, LLC 1730 Rhode Island Ave. NW, Washington, DC 20036	Media - Online Advertising	Harsdorf, Sheila E.		✓	\$4,500.00
07/29/2011	Revolution Messaging, LLC 1730 Rhode Island Ave. NW, Washington, DC 20036	Media - Online Advertising	Hopper, Randy		✓	\$4,500.00
07/29/2011	Envision Communications 2715 M Street, NW, Washington, DC 20007	Media - TV	Darling, Alberta		✓	\$9,394.95
07/29/2011	Envision Communications 2715 M Street, NW, Washington, DC 20007	Media - TV	Harsdorf, Sheila E.		✓	\$8,025.04
07/29/2011	Envision Communications 2715 M Street, NW, Washington, DC 20007	Media - TV	Olsen, Luther S		$\checkmark$	\$10,552.02
07/29/2011	Envision Communications 2715 M Street, NW, Washington, DC 20007	Media - TV	Hopper, Randy		$\checkmark$	\$9,879.05
07/29/2011	The New Media Firm, Inc. 1730 Rhode Island Ave. NW, Washington, DC 20036	Media - TV	Harsdorf, Sheila E.		✓	\$255,375.58
07/29/2011	The New Media Firm, Inc. 1730 Rhode Island Ave. NW, Washington, DC 20036	Media - Radio	Harsdorf, Sheila E.		✓	\$5,619.90
07/29/2011	The New Media Firm, Inc. 1730 Rhode Island Ave. NW, Washington, DC 20036	Media - TV	Steitz, Jonathan		✓	\$137,569.45

Notified Da	te: 07/30/2011					
07/29/2011	The New Media Firm, Inc. 1730 Rhode Island Ave. NW, Washington, DC 20036	Media - Radio	Steitz, Jonathan		V	\$24,570.00
07/29/2011	The New Media Firm, Inc. 1730 Rhode Island Ave. NW, Washington, DC 20036	Media - Newspape	er Harsdorf, Sheila E.		✓	\$11,981.81
07/29/2011	The New Media Firm, Inc. 1730 Rhode Island Ave. NW, Washington, DC 20036	Media - Newspape	er Olsen, Luther S		<b>V</b>	\$11,981.82
Notified Da	te: 07/29/2011					
07/28/2011	United Domestic Workers of America Action Fund 2760 5th Ave, #300, San Diego, CA 92103	Wages - Campaigi Staff	n Pasch, Sandra	✓		\$26,182.50
07/28/2011	United Domestic Workers of America Action Fund 2760 5th Ave, #300, San Diego, CA 92103	Wages - Campaigi Staff	n Darling, Alberta		✓	\$26,182.50
07/28/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Pasch, Sandra	✓		\$225.00
07/28/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Darling, Alberta		✓	\$225.00
07/28/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Moore, Shelly	✓		\$225.00
07/28/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Harsdorf, Sheila E.		<b>V</b>	\$225.00
07/28/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Holperin, Jim	✓		\$225.00
07/28/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Simac, Kimberly Jo		<b>V</b>	\$225.00
07/28/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Clark, Fred	✓		\$225.00
07/28/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Olsen, Luther S		<b>V</b>	\$225.00
07/28/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	King, Jessica J.	✓		\$225.00
07/28/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Hopper, Randy		✓	\$225.00

Notified Da	ite: 07/29/2011					
07/29/2011	Gumbinner & Davies 2001 S Street NW, Ste 301, Washington, DC 20009	Printing - Brochures	Moore, Shelly	✓		\$7,243.68
07/29/2011	Gumbinner & Davies 2001 S Street NW, Ste 301, Washington, DC 20009	Postage	Moore, Shelly	✓		\$4,947.50
07/29/2011	Gumbinner & Davies 2001 S Street NW, Ste 301, Washington, DC 20009	Printing - Brochures	Clark, Fred	✓		\$6,794.22
07/29/2011	Gumbinner & Davies 2001 S Street NW, Ste 301, Washington, DC 20009	Postage	Clark, Fred	✓		\$4,608.70
Notified Da	te: 07/28/2011					
07/27/2011	Revolution Messaging, LLC 1730 Rhode Island Ave. NW, Washington, DC 20036	Media - Online Advertising	Harsdorf, Sheila E.		✓	\$17,802.50
07/27/2011	Envision Communications 2715 M Street, NW, Washington, DC 20007	Media - Radio	Harsdorf, Sheila E.		<b>V</b>	\$2,252.03
07/27/2011	Envision Communications 2715 M Street, NW, Washington, DC 20007	Media - Radio	Darling, Alberta		<b>V</b>	\$2,296.03
07/27/2011	Envision Communications 2715 M Street, NW, Washington, DC 20007	Media - Radio	Hopper, Randy		<b>V</b>	\$1,875.03
07/27/2011	Envision Communications 2715 M Street, NW, Washington, DC 20007	Media - TV	Hopper, Randy		<b>V</b>	\$7,276.74
07/27/2011	Envision Communications 2715 M Street, NW, Washington, DC 20007	Media - TV	Darling, Alberta		✓	\$7,874.50
07/27/2011	Envision Communications 2715 M Street, NW, Washington, DC 20007	Media - TV	Harsdorf, Sheila E.		✓	\$7,852.84
07/27/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Pasch, Sandra	✓		\$225.00
07/27/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Darling, Alberta		✓	\$225.00
07/27/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Moore, Shelly	✓		\$225.00
07/27/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Harsdorf, Sheila E.		<b>V</b>	\$225.00

Notified Da	te: 07/28/2011						
07/27/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Holperin, Jim	<b>&gt;</b>		\$	\$225.00
07/27/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Simac, Kimberly Jo		✓	\$	\$225.00
07/27/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Clark, Fred	$\triangleright$		\$	\$225.00
07/27/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Olsen, Luther S		✓	\$	\$225.00
07/27/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	King, Jessica J.	ightharpoons		\$	\$242.50
07/27/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Hopper, Randy		✓	\$	\$242.50
Notified Da	te: 07/27/2011				•		
07/26/2011	Service Employees International Union Committee on Political Education 1800 Massachusetts Avenue, NW, Washington, DC 20036	Wages - Campaign Staff	Pasch, Sandra	✓		\$3,	3,826.62
07/26/2011	Service Employees International Union Committee on Political Education 1800 Massachusetts Avenue, NW, Washington, DC 20036	Wages - Campaign Staff	Darling, Alberta		✓	\$3,	3,826.61
07/26/2011	Service Employees International Union Committee on Political Education 1800 Massachusetts Avenue, NW, Washington, DC 20036	Wages - Campaign Staff	King, Jessica J.	✓		\$6.	6,572.64
07/26/2011	Service Employees International Union Committee on Political Education 1800 Massachusetts Avenue, NW, Washington, DC 20036	Wages - Campaign Staff	Hopper, Randy		✓	\$6,	6,572.63
07/26/2011	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Nusbaum, Nancy	$\triangleright$		\$	\$139.15

Notified Dat	te: 07/27/2011						
	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Cowles, Robert L.		V		\$139.15
	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Pasch, Sandra	$\checkmark$			\$402.10
	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Darling, Alberta		V		\$402.10
	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Moore, Shelly	✓			\$402.10
	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Harsdorf, Sheila E.		V		\$402.10
	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Clark, Fred	$\checkmark$			\$313.55
	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Olsen, Luther S		V		\$313.55
	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	King, Jessica J.	✓			\$364.15
	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Hopper, Randy		V		\$364.15
	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Shilling, Jennifer	✓			\$177.10
	AFSCME-WI Special Acct. 1625 L Street, NW, Washington, DC 20036	Phone Bank	Kapanke, Dan		<b>V</b>		\$177.10
						Total	\$2,013,082.67

I. We Are Wisconsin PAC		
certify that the information in this report is true, correct and complete	e.	
Signature of Candidate or Treasurer		Date

THE INFORMATION ON THIS FORM IS REQUIRED BY ss. 11.12(5), 11.23(6), STATS. FAILURE TO PROVIDE THE INFORMATION MAY SUBJECT YOU TO THE PENALTIES OF ss. 11.60, 11.61, 11.66, STATS.

THIS FORM IS PRESCRIBED BY THE WISCONSIN GOVERNMENT ACCOUNTABILITY BOARD, 212 East Washington Avenue, 3rd Floor, MADISON, WI 53707-7984 (608) 266-8005

GAB-7s (Rev. 11/03)