

About the trainers:

MICHAEL COOK – FINANCE (LITTLE ROCK, AR)

Michael Cook is a veteran of more than 25 political campaigns at the local, state and federal level. During his tenure as Executive Director of the Democratic Party of Arkansas he helped revitalize and re-organize the state party. His work there earned him recognition by the National Journal's "Hotline" as one of Arkansas' Rising Stars in 2003, and the Arkansas Times proclaimed him the "Wizard of Voter Turnout" during the hotly contested 2004 campaign season. He is the only Arkansas Executive Director who has simultaneously served as Coordinated Campaign Director, overseeing the Democrats' most intensive field operation ever in a presidential election year. He was a member of then-Governor Clinton's campaign staff during the 1992 presidential race, serving both in New Hampshire and at the fabled Little Rock headquarters. Michael previously served as consultant with Southern Strategy Group, a political and governmental consulting firm in Little Rock. In 2006, he managed the first winning Democratic campaign for Arkansas Lt. Governor in sixteen years. Michael is a veteran of the United States Army Reserves and holds a Bachelor's degree in history from the University of Arkansas at Little Rock. He most recently served as the Chief of Staff for Arkansas Lieutenant Governor Bill Halter and was Deputy Campaign Manager during Lt Gov. Halter's US Senate run.

LAURA PACKARD – COMMUNICATIONS ()

Laura has consulted for and trained progressive non-profits, political campaigns, and small businesses around the country for the past several years, specializing in online strategy development, organizing and outreach, fundraising, messaging, internet advertising and social media. She is a veteran of numerous political campaigns and organizations, including serving as new media director for the Bill Halter for Senate primary campaign which used the Internet in innovative ways and raised over 3.5 million dollars online in 4 months. She served as the director of the Secretary of State Project national 527 in the remainder of the 2010 cycle. Laura currently serves as Senior Digital Strategist for PowerThru Consulting.

MATTHEW "MUDCAT" ARNOLD – FIELD (BOONEVILLE, MS)

Matthew "Mudcat" Arnold has developed sophisticated voter contact and volunteer engagement programs for Democratic candidates and progressive advocacy groups from coast to coast. In 2008, he designed and implemented the field program for Darcy Burner's congressional campaign that made over half a million voter-contact attempts. Prior to the Burner campaign he worked with the MoveOn.org election team to design the organization's 2008 GOTV plan and innovative persuasion modeling program. He was a core of the Progressive Change Campaign Committee (PCCC) and in 2010, he served as Field Director for Rep. Mary Jo Kilroy's election campaign. He currently directs the online outreach efforts for wilderness and public lands protection at the Sierra Club.

MONIQUE TEAL – NATIONAL FIELD ORGANIZER, DEMOCRACY FOR AMERICA (BURLINGTON, VT)

Monique began organizing while attending college- working on a number of city and statewide issues and for progressive candidates ranging from former Ashland City Councilor, Cate Hartzell to Oregon's current Secretary of State, Kate Brown. Monique joined DFA in 2011 after two years as the National Field Director for the US Student Association (USSA). While with USSA, she worked to hold state and national leaders accountable on key progressive issues, such as education, healthcare, immigration reform and labor rights. For the 2010 election, she organized

voter registration, education and get-out-the-vote efforts on over 100 college campuses resulting in over 70,000 registered voters. Monique now works as the National Field Organizer for the South.