

CAMPAIGNS & ELECTIONS

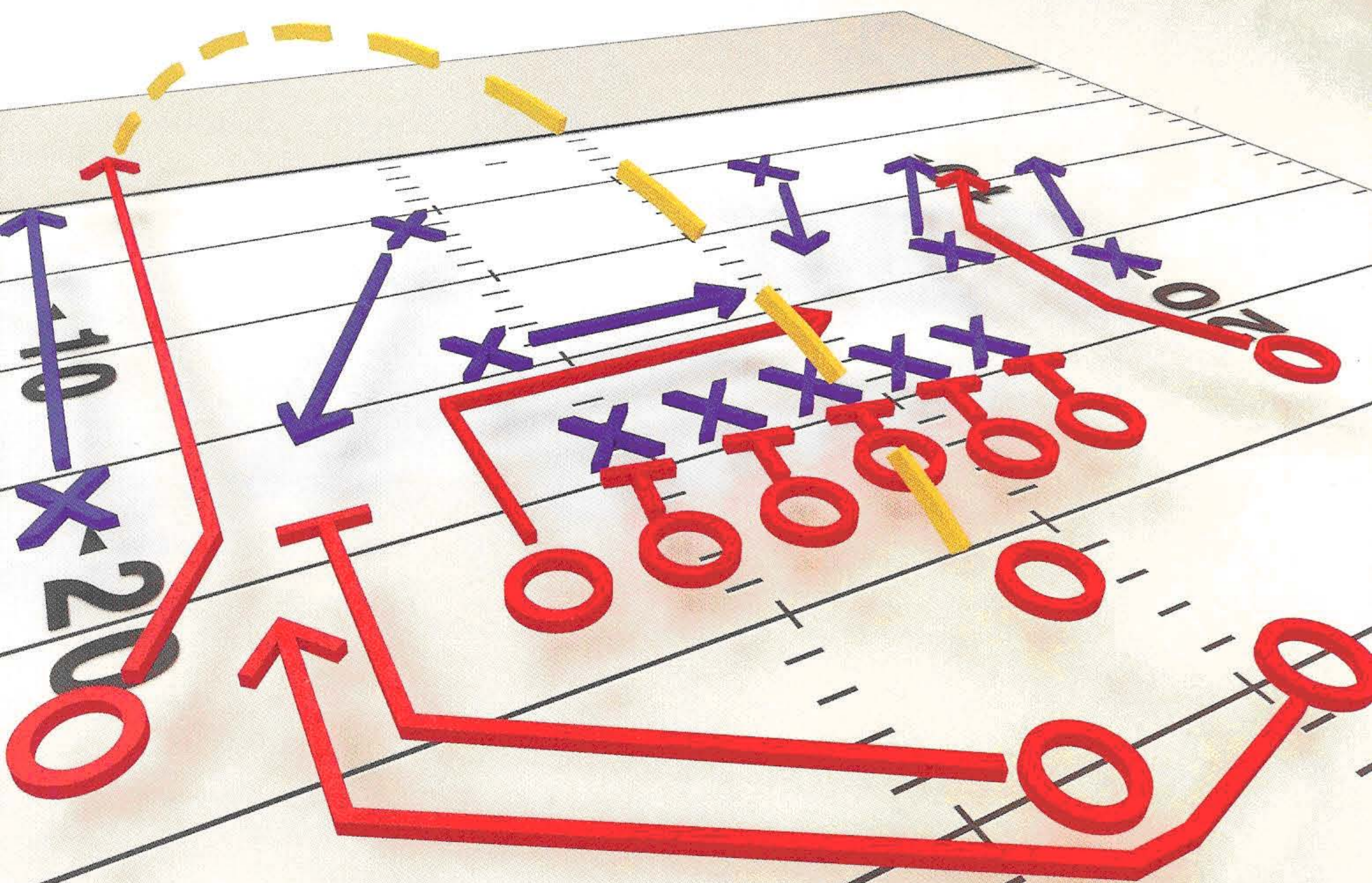
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RISING STARS

Each year *Campaigns & Elections*' selects its Rising Stars, up-and-comers of the political world.

Some have made their mark by turning losing campaigns into winners, or demonstrating excellence working on direct mail, polling, get-out-the-vote operations, fund raising or political advocacy.

We selected 10 Democrats, 10 Republicans and four others all younger than 35.

You can expect to hear about these Rising Stars in future campaigns. We're betting that they will form the and will form the next generation of standouts in the political consulting industry.

MICHAEL BASSIK (D), 27, is the vice president of Internet marketing for MSHC Partners, Inc, a voter contact firm that offers mail, targeting and Internet marketing services.

Before joining MSHC Partners, he was the director of political advertising at America Online. In his work at AOL and MSHC Partners, Bassik worked on concept of Internet advertising as a key part of political campaigns. He helped launch the first large-scale and successful use of banner advertising to recruit new donors to John Kerry's campaign. During the 2004 election cycle, he implemented Internet advertising campaigns for 50 candidates and organizations, launching animations and political quizzes as campaign techniques. He also co-founded the Online Coalition to educate bloggers and online activists about their rights under the Bipartisan Campaign Reform Act of 2002. Bassik graduated from the University of Pennsylvania with honors in political science and a minor in Spanish. His thesis "The Effectiveness of Political Advertising on the Internet" is a trusted resource for political marketers. Bassik is currently pursuing his J.D. at the American University Washington College of Law.



MORTON BRILLIANT (D), 34, is the campaign manager for Cathy Cox for Governor of Georgia.

As communications director for Christine Gregoire for Washington Governor in 2004, the brilliant Brilliant created and executed a message strategy that lasted through the campaign's two recounts and reversed the election's initial outcome, leading to victory 10 weeks after the election. In 1998, Brilliant used Internet communications to overcome a 40-point disadvantage and elect Jim Hodges as governor of South Carolina. He was also the political director for the South Carolina Democratic Party.

Brilliant got a B.A. in classical studies with high honors from Brandeis University and a J.D. with honors from the George Washington University School of Law.

JEFFREY COLEMAN (R), 30, is owner of Churchill Strategies LLC, a political consulting firm based in central Pennsylvania. With his firm he has consulted on numerous campaigns relying on traditional grass root techniques such as door to door campaigns, town hall forums and a de-emphasis on polling. He has worked for Bill Scranton for Governor and various state House and Senate campaigns.

At 25, Coleman became the youngest member to serve in the Pennsylvania state House of Representatives. In his campaign for the seat, he unseated an 11-year incumbent. Coleman served in the House until 2004 until he left to start his consulting firm.

He has a B.S. from Liberty University in Lynchburg, Virginia.





MAX PULSINELLI (N), 32, is the founder of Maximum Impact Public Relations, a public relations and publicity firm which focuses on political books and authors as well as political advocacy organizations.

It is not uncommon for Pulsinelli's publicity campaigns to land books on the New York Times or USA Today's bestseller lists, including Bernard Goldberg's 100 People who are Screwing Up America (And Al Franken is #37).

Prior to establishing his own firm, Pulsinelli worked at Shirley & Banister Public Affairs, Griffin Communications and Jack Horner Communications.

Pulsinelli earned his B.A. in communications from the University of Pittsburgh.

FRANK SALAZAR (D) Frank Salazar, 31, campaign manager for Bob Filner for Congress. Salazar jumped into politics feet first when he was elected to the city council in his hometown of Calexico, Calif. From there, he went on to become a presidential appointee to the U.S. Department of Agriculture in the Clinton administration. He worked on Vice President Gore's presidential campaign in 2000 as a Hispanic media coordinator and then joined James Carville's firm as an associate. While there, he worked on presidential campaigns in three South American countries. Currently, Salazar is working on U.S. Re. Bob Filner's re-election to California's 51st District seat.



HEATHER SMITH (N), 30, is the director of Young Voter Strategies, a project of the Graduate School of Political Management at George Washington University that provides candidates, parties, consultants and nonprofits with data on young voters and tools that they can use to mobilize the demographic.

Smith was the national field director for the New Voters Project, the largest nonpartisan grassroots effort in history to register 18-to 24-year-old voters. During the 2004 campaign, Smith trained and managed a staff of 150. They built a coalition of more than 700 businesses, nonprofits and elected officials and recruited more than 4,000 volunteers nationwide. The project registered 349,000 18- to 24-year-olds in its six core states.

Smith earned her B.A. in economics and public policy at Duke University. She has also studied at Oxford University. She is currently pursuing her masters at George Washington University.

GIOVANNA GRAYTORCHIO (D), 26, is the senior vice president of business development at NorthTrack Media, an integrated strategic communications and media firm in New York City.

Torchio, a deputy finance director for the New York arm of Howard Dean's campaign. On Dean's campaign, Torchio established one of New York City's first low-dollar fund-raising networks, raising high-dollar results of over \$1 million for the campaign. Torchio translated that success into her start-up political software company I Stand For and had 35 clients in less than a year. She is the youngest board member of the Women's Leadership Forum Network and served as campaign manager for Andrew Rasiej for New York City Public Advocate.

Torchio holds a B.A. in gender and women's studies and history from Connecticut College.



JIM WILSON (N), 34, is the manager of political education programs for the American Medical Association's PAC, where he conducts political education programs to teach political action techniques to the medical community.

From 2001 to 2005, Wilson worked for the information division at the Federal Elections Commission. He provided training on federal campaign finance law to candidates, political parties and political action committees. His work at the FEC made him a sought-after expert in independent expenditures and national and state political party committee regulation. He was an adviser to several state agencies regarding provisions of the McCain-Feingold bill.

Wilson received his B.A. from Georgetown University and a masters and PhD in rhetoric and political communications from the University of Pittsburgh.