

# BUSINESS DAY IN MADISON

February 16, 2012

In 2012, America will decide if we stay the course or go in a new direction. Dominating the landscape will be the economy, the price of energy, and the elections – the three E’s of America’s future.

This year’s Business Day in Madison event will give business leaders from all sectors of the economy the opportunity to hear from experts and share ideas to shape the debate.



## TO ATTEND

Join us at Business Day  
in Madison at the  
Monona Terrace Community  
and Convention Center on  
Thursday, February 16 to  
hear more from energy expert  
Robert Bryce, economist  
Todd Buchholz, and  
Frank Luntz, pollster and  
communications consultant  
and author.

www.businessdayinmadison.com  
(608) 258-3400



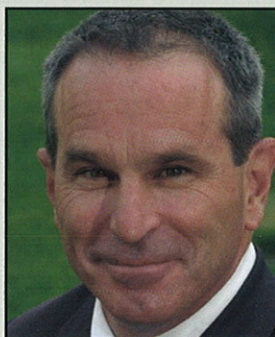
### “Hope and Change” by Todd Buchholz

Hope and Change were the two watchwords of President Obama’s totemic 2008 election campaign. Today, with public debt exceeding \$14 trillion, a potential trade-war with China on the horizon and – across the Atlantic – the Eurozone staring into the precipice, the United States economy needs a large dose of both.

Unfortunately for Mr. Obama, the political environment in which he now operates is less than propitious for a man with little more than 12 months to convince the American electorate that he has what it takes to save the economy. Since the 2010 mid-terms, the Republican Party has controlled the House of Representatives, whilst Democrat control of the Senate hangs by a thread. An extraordinary and dangerous row over White House plans to raise the debt ceiling in July of this year brought the world’s largest economy to the brink of bankruptcy, whilst other major spending programs including the president’s health care bill and his jobs bill have run into major political difficulties. Beyond Capitol Hill, the anti-debt backlash known as the Tea Party movement has grown from a widely dismissed coterie of right-wing ‘fanatics’ into a major political force that any political leader dismisses at their peril.

Todd Buchholz, former Director of Economic Policy at the White House, and economics professor at Harvard University is a featured speaker at Business Day in Madison.

*Excerpt taken from transcript, HJS Event: “Obama’s America: Change or Chaos?” October 20, 2011. Todd Buchholz has written articles for the New York Times, Wall Street Journal, Forbes, and Reader’s Digest. His editorials in The Wall Street Journal correctly forecasted the 2001 slowdown in the United States.*



### “Five Truths about Climate Change” by Robert Bryce

It’s time to acknowledge five obvious truths about the climate-change issue:

1. The carbon taxers/limiters have lost.
2. Regardless of whether it’s getting hotter or colder – or both – we are going to need to produce a lot more energy in order to remain productive and comfortable.
3. The carbon-dioxide issue is not about the United States anymore.
4. We have to get better – and we are – at turning energy into useful power.
5. The science is not settled, not by a long shot.

It’s time to move the debate past the dogmatic view that carbon dioxide is evil, and toward a world view that accepts the need for energy that is cheap, abundant and reliable.

Robert Bryce, Senior Fellow at the Manhattan Institute, energy expert, author, and journalist, is a featured speaker at Business Day in Madison.

*Excerpt taken from “The Wall Street Journal, Opinion” October 16, 2011. Robert Bryce’s latest book, “Power Hungry: The Myths of ‘Green’ Energy and the Real Fuels of the Future” (PublicAffairs 2010), recently issued in paperback.*