

PRESENTS



David Plouffe
The Obama Phenomenon: What's Next?

A Distinguished Speakers Series Event
Monday, October 5, 2009 • 8 p.m.
Jackson Hall, Mondavi Center, UC Davis

There will be no intermission.

Post-performance Q&A

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David Plouffe was the campaign manager for Barack Obama's 2008 presidential campaign. After winning the election, President-elect Obama credited Plouffe in his acceptance speech, calling him "the unsung hero of this campaign, who built the... best political campaign, I think, in the history of the United States of America."

Plouffe is credited with the campaign's successful overall strategy in the race for the Democratic Party presidential nomination. He was given credit by *The New Republic* for Obama's success in the Iowa caucus and for crafting a strategy to prolong the primary past Super Tuesday. The *Chicago Tribune* wrote, "Plouffe was the mastermind behind a winning strategy that looked well past Super Tuesday's contests on February 5 and placed value on large and small states."

Plouffe also maintained discipline over communications in the campaign by controlling leaks and releasing information about the campaign on its terms. Averse to publicity himself, Plouffe's control over the internal workings of the Obama campaign successfully avoided the publicly aired squabbles that frequently trouble other campaigns. Speaking to staff after the inauguration, President Obama said that it was in this sense that Plouffe "embodied the entire spirit of the campaign; that culture that he set at the top ended up permeating everybody."

In May 2008, David Axelrod praised Plouffe, stating that he had "done the most magnificent job of managing a campaign that I've seen in my life of watching presidential politics. To start something like this from scratch and build what we have built was a truly remarkable thing."

Plouffe began his political career working for Senator Tom Harkin's 1990 re-election campaign. He later worked as a state field director for Harkin's unsuccessful 1992 presidential campaign. In the same year, he successfully managed Congressman John Olver's first re-election bid in Massachusetts. In 1994, Plouffe managed Delaware Attorney General Charles M. Oberly's unsuccessful campaign against Senator William V. Roth. Plouffe then worked as campaign director for the Democratic Senatorial Campaign Committee in 1995. In 1996, he managed Bob Torricelli's successful campaign to fill Bill Bradley's New Jersey seat in the Senate.

From 1997 to 1998, Plouffe served as Deputy Chief of Staff for Democratic leader Dick Gephardt. From 1999 to 2000, as executive director of the Democratic Congressional Campaign Committee, Plouffe led a national campaign that led the Democrats closer to the majority. In 2000, Plouffe joined AKPD Message and Media, but left briefly to serve as a strategist for Gephardt's unsuccessful presidential bid. He returned to the firm and became a partner in 2004. Beginning in 2003, Plouffe and fellow AKPD partner David Axelrod worked on Barack Obama's 2004 Illinois Senate campaign, beginning Plouffe's association with Obama. Plouffe also worked with Axelrod on Deval Patrick's successful 2006 campaign for Governor of Massachusetts.





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