

CAMPAIGN FINANCE REPORT
STATE OF WISCONSIN
GAB-2

COMMITTEE IDENTIFICATION

Filing Period Name:	Fall Pre-Election 2014 Covers all activity from 07/29/2014 through 10/20/2014	OFFICE USE ONLY GAB ID: 0501405
Name of Committee/Corporation:	Right Direction Wisconsin PAC	
Street Address:	1747 Pennsylvania Avenue NW Suite 250	
City, State and Zip:	Washington, DC 20006	

<i>SUMMARY OF RECEIPTS AND DISBURSEMENTS</i>	Column A This Period	Column B Calendar Year-To-Date
1. RECEIPTS		
1A. Contributions (Including Loans) from Individuals	\$0.00	\$0.00
1B. Contributions from Committees (Transfers-In)	\$0.00	\$0.00
1C. Other Income and Commercial Loans	\$0.00	\$0.00
TOTAL RECEIPTS (Add totals from 1A, 1B and 1C)	\$0.00	\$0.00
2. DISBURSEMENTS		
2A. Gross Expenditures	\$2,851,003.91	\$5,061,244.31
2B. Contributions to Committees (Transfers-Out)	\$0.00	\$6,000.00
TOTAL DISBURSEMENTS (Add totals from 2A and 2B)	\$2,851,003.91	\$5,067,244.31

CASH SUMMARY

Cash Balance Beginning of Report *	\$0.00	
Total Receipts	\$0.00	
Subtotal	\$0.00	
Total Disbursements	\$2,851,003.91	
CASH BALANCE END OF REPORT *	\$0.00	
INCURRED OBLIGATIONS		
(Balance at the Close of This Period-3A)	\$0.00	
LOANS (Balance at the Close of This Period-3B)	\$0.00	

**Cash Balance as reported by committee*

I certify that I have examined this report and to the best of my knowledge and belief it is true, correct and complete.

Type or Print Name of Candidate or Treasurer: Adams, Michael	Signature of Candidate or Treasurer: Michael G. Adams	Date:	Daytime Phone:	Email: madams@RGA.org
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NOTE: The information on this form is required by ss.11.06, 11.20, Wis. Stats. Failure to provide the information may subject you to the penalties of ss.11.06, 11.61, Wis. Stats.

This form is prescribed by the Government Accountability Board, P.O. Box 7984, Madison, WI 53707-7984, 608-266-8005.

SCHEDULE 1-A**RECEIPTS
Contributions From Individuals****Complete Committee Name:** Right Direction Wisconsin PAC

Date	Full Name	Address	Occupation	Employer Name	Employer Address	Amount	YTD
Total Unitemized Contributions						\$0.00	
Total Anonymous Contributions						\$0.00	
Grand Total						\$0.00	
Non-Monetary (-):						\$0.00	
Loan Forgiven (-):						\$0.00	
Total						\$0.00	

SCHEDULE 1-B**RECEIPTS
Contributions from Committees
(Transfers-In)****Complete Committee Name:** Right Direction Wisconsin PAC

Date	Full Name	Address	Amount	YTD
Grand Total			\$0.00	
Non-Monetary (-):			\$0.00	
Total			\$0.00	

SCHEDULE 1-C**RECEIPTS****Other Income and Commercial Loans**

Complete Committee Name: Right Direction Wisconsin PAC

Date	Full Name	Address	Amount	YTD
Total			\$0.00	

SCHEDULE 2-A**DISBURSEMENTS
Gross Expenditures**

Complete Committee Name: Right Direction Wisconsin PAC

Date	Full Name	Address	Vendor Name	Vendor Address	Expense Purpose	Amount
Monetary						
07/31/2014	Fabrizio, Lee & Associates, LLC	11 Castle Harbor Isle Drive, Ft Lauderdale, FL 33308			Research - Survey	\$43,500.00
09/24/2014	Fabrizio, Lee & Associates, LLC	11 Castle Harbor Isle Drive, Ft Lauderdale, FL 33308			Research - Survey	\$48,000.00
10/14/2014	Fabrizio, Lee & Associates, LLC	11 Castle Harbor Isle Drive, Ft Lauderdale, FL 33308			Research - Survey	\$44,500.00
08/18/2014	Republican Party of Wisconsin	PO Box 628250, Middleton, WI 53526			Media - Videos	\$3,543.11
	Comment(s): Footage Purchase					
09/09/2014	Republican Party of Wisconsin	PO Box 628250, Middleton, WI 53526			Media - Videos	\$1,559.86
	Comment(s): Footage Purchase					
10/14/2014	Republican Party of Wisconsin	PO Box 628250, Middleton, WI 53526			Media - Videos	\$2,441.94
	Comment(s): Footage Purchase					
09/04/2014	Fabrizio, Lee & Associates, LLC	11 Castle Harbor Isle Drive, Ft Lauderdale, FL 33308			Research - Survey	\$49,500.00
09/04/2014	Amazon.com Inc.	PO Box 81226, Seattle, WA 98108			Media - Videos	\$149.00
	Comment(s): Video Equipment					
10/09/2014	WMC Issues Mobilization Council, Inc.	PO Box 352, Madison, WI 53701			Media - Issue Ads	\$400,000.00
10/15/2014	WMC Issues Mobilization Council, Inc.	PO Box 352, Madison, WI 53701			Media - Issue Ads	\$315,000.00

Monetary						
10/17/2014	WMC Issues Mobilization Council, Inc.	PO Box 352, Madison, WI 53701			Media - Issue Ads	\$125,000.00
09/05/2014	CHAIN BRIDGE BANK, N.A.	1445-A Laughlin Avenue, McLean, VA 22101			Bank Charges	\$10.00
09/18/2014	CHAIN BRIDGE BANK, N.A.	1445-A Laughlin Avenue, McLean, VA 22101			Bank Charges	\$10.00
10/03/2014	CHAIN BRIDGE BANK, N.A.	1445-A Laughlin Avenue, McLean, VA 22101			Bank Charges	\$10.00
10/09/2014	CHAIN BRIDGE BANK, N.A.	1445-A Laughlin Avenue, McLean, VA 22101			Bank Charges	\$10.00
10/15/2014	CHAIN BRIDGE BANK, N.A.	1445-A Laughlin Avenue, McLean, VA 22101			Bank Charges	\$10.00
10/17/2014	CHAIN BRIDGE BANK, N.A.	1445-A Laughlin Avenue, McLean, VA 22101			Bank Charges	\$10.00
Sub Total						\$1,033,253.91
Independent Expenditure						
09/05/2014	Target Enterprises, LLC	15260 Ventura Blvd, Suite 1240, Sherman Oaks, CA 91403			Media - TV	\$468,635.00
09/18/2014	Target Enterprises, LLC	15260 Ventura Blvd, Suite 1240, Sherman Oaks, CA 91403			Media - TV	\$520,885.00
10/03/2014	Target Enterprises, LLC	15260 Ventura Blvd, Suite 1240, Sherman Oaks, CA 91403			Media - TV	\$638,352.50
09/05/2014	FP1 Strategies LLC	PO Box 16504, Alexandria, VA 22302			Consulting Fees - Media	\$24,665.00
09/18/2014	FP1 Strategies LLC	PO Box 16504, Alexandria, VA 22302			Consulting Fees - Media	\$27,415.00

Independent Expenditure						
09/24/2014	FP1 Strategies LLC	PO Box 16504, Alexandria, VA 22302			Media - TV	\$20,000.00
10/03/2014	FP1 Strategies LLC	PO Box 16504, Alexandria, VA 22302			Consulting Fees - Media	\$33,597.50
10/01/2014	FP1 Strategies LLC	PO Box 16504, Alexandria, VA 22302			Media - TV	\$12,000.00
10/09/2014	FP1 Strategies LLC	PO Box 16504, Alexandria, VA 22302			Media - TV	\$59,700.00
10/17/2014	FP1 Strategies LLC	PO Box 16504, Alexandria, VA 22302			Media - TV	\$12,500.00
Sub Total						\$1,817,750.00
Grand Total						\$2,851,003.91
Non-Monetary (-):						\$0.00
Total						\$2,851,003.91

SCHEDULE 2-B**DISBURSEMENTS
Contributions To Committees
(Transfers-Out)**

Complete Committee Name: Right Direction Wisconsin PAC

Date	Full Name	Address	Vendor Name	Vendor Address	Amount
Grand Total					\$0.00
Non-Monetary (-):					\$0.00
Registrant In-Kind Sub Total (-):					\$0.00
Total					\$0.00

SCHEDULE 3-A**ADDITIONAL DISCLOSURE
Incurred Obligations Excluding Loans****Complete Committee Name:** Right Direction Wisconsin PAC**Beginning Incurred Obligation Amount:** \$0.00

Date	Full Name	Address	Amount
Grand Total			\$0.00

Date	Full Name	Amount Paid
Grand Total		\$0.00
Outstanding Incurred Obligations End of Report		\$0.00

SCHEDULE 3-B**ADDITIONAL DISCLOSURE**
Loans
Individual, Committee or Commercial**Complete Committee Name:** Right Direction Wisconsin PAC**Beginning Loan Balance:** \$0.00

Date	Full Name	Address	Amount
Grand Total			\$0.00

Date	Full Name	Amount Paid
Grand Total		\$0.00
Outstanding Loans End of Report		\$0.00