



Wider Opportunities for Women



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## Release of County-by-County Data

### Reveal a Persistent Pattern of Elders Coming Up Short in Wisconsin

Elder Economic Security Initiative Offers a Realistic Measure of What it Takes to Make Ends Meet

**Wisconsin State Capitol, Madison, Wisconsin**  
**Tuesday, July 8, 2008 – 10:00 AM – Press Briefing**

*Welcome to the Wisconsin Elder Economic Security Initiative*  
**Moderator: Sharyn Wisniewski, Chair, Wisconsin Women's Network Board**

*The National Elder Economic Security Initiative™*  
**Ramsey Alwin, Director of the National EESI, Wider Opportunities for Women**

*What Does the Data Tell Us?*  
**Alison Gottlieb, PhD, Gerontology Institute at the University of Massachusetts Boston**

*Putting a Face on the Numbers: A Dane County Family's Story*  
**Linda Marty Schmitz, daughter of Lincoln and Maxine Marty**

*Economic Security and the Value of Data-Driven Policy in Tough Budget Times*  
**Representative John Townsend, Chair, Wisconsin Assembly Aging & Long Term Care Committee**

*The Importance of Health Care Supports in Achieving Elder Economic Security*  
**Senator Jon Erpenbach, Chair, Wisconsin Senate Committee on Health, Human Services, Insurance and Job Creation**

*Value of County-Specific Data and the Intergenerational Compact to Support Elders' Independence*  
**Nell Mally, Chair, Dane County's Human Services Board**

*Advocates Speak out on the Need to Maintain and Expand Supports for Economic Security*  
**Al Majkrzak, AARP State President**

*Conclusion*  
**Betsy Abramson, Wisconsin EESI State Project Coordinator**

*Question and Answer Session*



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For more information on the Wisconsin Elder Economic Security Initiative or to be listed as an endorser of the Wisconsin Elder Economic Security Standard Index, please contact: Wisconsin State Project Coordinator: **Betsy Abramson** at [abramson@mailbag.com](mailto:abramson@mailbag.com) or 608-332-7867.

Information on the project and the full reports are available at:  
<http://www.wowonline.org/ourprograms/eesi/state-resources/wisconsin.asp>