



Connecting the Dots Productions present:

## HEIST: WHO STOLE THE AMERICAN DREAM?

There are only two kinds of power in America: organized money and organized people.

A film by Frances Causey and Donald Goldmacher  
USA - 76 minutes - Color - HD - Stereo

For Sales and Distribution:

Donald Goldmacher, Director/Producer

(510) 527-1761 || [donald.goldmacher@gmail.com](mailto:donald.goldmacher@gmail.com)

For Publicity:

Frances Causey, Director/Producer

520-990-8172 || [fcausey@gmail.com](mailto:fcausey@gmail.com)

[www.Heist-TheMovie.com](http://www.Heist-TheMovie.com)

[www.Facebook.com/Heist.the.Movie](https://www.Facebook.com/Heist.the.Movie)

# SYNOPSIS

## Short Synopsis

*Heist: Who Stole the American Dream?* reveals how American corporations orchestrated the dismantling of middle-class prosperity through rampant deregulation, the outsourcing of jobs, and tax policies favoring businesses and the wealthy. The collapse of the U.S. economy is the result of conscious choices made over thirty five years by a small group: leaders of corporations and their elected allies, and the biggest lobbying interest in Washington, the U.S. Chamber of Commerce. To these individuals, the collapse is not a catastrophe, but rather the planned outcome of their long, patient work. For the rest of the country, it is merely the biggest heist in American history.

## Medium Synopsis

*Heist: Who Stole the American Dream?* exposes the roots of the American economic crisis and the destruction of the American dream. With clear, fact-driven storytelling, *Heist* unflinchingly reveals the hollowing out of the U.S. economy - the result of four decades of deregulation, massive job outsourcing, and tax policies favoring mega-corporations and wealthy elites. Beginning with background on the New Deal, the film explores how FDR's progressive policies were derailed by Ronald Reagan and subsequent presidential administrations, benefiting only the wealthiest investors and CEOs. Through expert testimony, investigative filmmaking and key archival footage, *Heist* unfolds critical historical background, beginning with the dismantling of FDR's New Deal, uncovering the ideological influence of the infamous Powell Memo and the Heritage Foundation's Mandate for Leadership on government reform, and traces both Republican and Democratic allegiance to big business.

*Heist* exposes the full story: how corporate leaders worked with elected politicians of both major parties to create the largest transfer of wealth in history, looting the economy to create a gap between rich and poor previously seen only in impoverished colonial nations. Structured as a political thriller, *Heist* effectively connects the dots to show audiences how - and why - we live in an era of class warfare, and what we can do to restore democracy and economic fairness. The movie posits that a fair economy requires that those responsible for the crisis be held accountable; rigorous reforms must be enacted into law; too big to fail corporations must be dismantled; progressive taxation must be restored; and a fair, sustainable local model of economic resilience must be accelerated. *Heist* is the rallying cry of the 99%, who can take this moment in history and transform the American economic and political landscape through information-sharing and direct action.

## Long Synopsis

*Heist: Who Stole the American Dream?* is a feature documentary which investigates the roots of the current economic crisis, and the ongoing assault on working people in the United States. It tells the hidden story of the systemic, multifaceted corporate attack on the middle class that, starting in the 1970s, transformed America's well-regulated economy into a battlefield littered with foreclosed homes, runaway jobs, and broken dreams. The American economy has been eviscerated due to four decades of deregulation, the outsourcing of forty-million manufacturing jobs, and self-serving tax policies that have created a new class of robber barons. Today's news blames Americans' devastated 401(k)'s and collapsed home values on financial earthquakes within the last two years. But *Heist* traces these seismic shifts back to their roots in the early 1970s. It shows how large corporations - acting through lobbying organizations like the Business Roundtable and the U.S. Chamber of Commerce - began a political mobilization that would propel the largest transfer of wealth in history. The winners were the wealthiest 1% of our population. The losers were ordinary Americans, whose real income has barely increased since 1973.

Beginning with background on the New Deal, *Heist* explores how Franklin Delano Roosevelt's progressive policies were derailed by Ronald Reagan and subsequent presidential administrations, benefiting only the wealthiest investors and CEOs. *Heist* exposes the full story: how corporate leaders worked with elected officials of both major political parties to create the largest transfer of wealth in history, looting the economy to create a gap between rich and poor previously seen only in impoverished colonial nations. The film is structured as a political thriller, showing the shift from FDR's New Deal reforms to an ideology where the free market reigns. It reveals the impact of the infamous Powell memo of 1971 entitled "Attack on American Free Enterprise System," which was a call to the U.S. Chamber of Commerce for American business to defend its interests against criticisms of unregulated capitalism. The Powell Memo and the 1000 page Mandate for Leadership document published in 1980 by the conservative Heritage Foundation, which were written to promote business interests and deregulation, serve as the starting points of the story to show the roots of the class warfare unleashed by big business, and how wealth in the U.S. was transferred from workers to corporate interests over decades of policy shifts.

*Heist* also reveals how corporate right-wingers such as Joseph Coors founded conservative think tanks, like the Heritage Foundation and the Cato Institute, that provided intellectual justifications for redistributing wealth upward. Their free market economists insisted that the only way out of the 1970s' crippling 'stagflation' was massive tax cuts for the wealthy, diminished power for unions, and broad deregulation of the economy. After years of constant repetition, this fringe prescription would become economic accepted 'wisdom.' The film shows how Ronald Reagan's presidency radically reshaped our government, and unraveled our social compact, to match these right-wing prescriptions. Corporate executives took over the very

regulatory agencies that had overseen their own industries. Markets were opened to a flood of imports from low-wage countries, decimating U.S. blue-collar jobs and labor unions. Congress enabled a dramatic transfer of wealth, through tax changes, to their wealthy patrons.

As the American manufacturing sector was being outsourced, Wall Street successfully lobbied Congress and successive presidents to drastically deregulate financial institutions and transactions. This fueled the mergers-and-acquisitions boom, leveraged buyouts, risky junk bonds, hedge funds, and exotic 'derivatives' that promised high returns on minimal underlying assets. The film reveals how corporations tore up jobs and communities to show profits that matched Wall Street's new short-term horizons. Meanwhile, secure pensions evaporated, replaced by 401k plans, as middle-class Americans were sold on an illusion of democratized wealth -- a mirage of an ever-rising stock market in which everyone could be a millionaire. The final effort to shift wealth to those who are already rich, was the effort to privatize Social Security by George W. Bush. Though that effort failed, there is again talk of cutting "entitlement" programs.

With clear, fact-driven storytelling, *Heist* calls into question the current structure of our economy, examining alternative pathways to economic justice for Americans. *Heist* posits that a fair economy requires that those responsible for the economic meltdown be held accountable, that rigorous reforms must be enacted into law, the American people must resist the takeover of our country by large corporations, wealth transfer to the very rich must be reversed, and a new, fair, sustainable local model of economic resilience be accelerated. The film's protagonists include a roster of characters doing critical work around rethinking the current American economic structure which allows the film to be solution-oriented and a beacon of hope and change for economic justice. U.S. Senator Bernie Sanders - a modern hero of the middle class - asks who is going to jail for the misdeeds of Wall Street. Political economist and historian Gar Alperovitz, author of *Unjust Desserts*, points to the remarkable growth of co-ops and worker-owned companies. Van Jones, former Senior Advisor on Green Jobs, Enterprise and Innovation for the White House Council on Environmental Quality and founder of Rebuild the Dream, talks about the "World War II-level mobilization" needed "to retrofit a nation, to re-power a nation," to "bail out the people and the planet too." Former American Airlines CEO Robert Crandall advocates an industrial policy demanding that companies receiving taxpayer bailouts begin making high-speed rail networks and electric vehicles in exchange. Jeff Faux, founding president and distinguished fellow of the Economic Policy Institute and author of *The Global Class War*, talks about the need to revitalize government, making "public service something that's respected, that's paid decently, that people can look up to, because those are the people who are going to have to get us out of here, not just in the next six months, but over the next 20, 30 years." Interviews with local organizers working for a green, resilient, locally sustainable economy illuminate paths to economic and political reform that can serve all Americans by creating a people-centered government.

*Heist* is structured as a political thriller, and the filmmakers effectively weave past and present throughout the film, connecting the dots for audiences who haven't been exposed to the full story of the American political economy. By revealing the perpetrators in the slide of the U.S. economy into a two class system and the dramatic political wins that began in the 1970s, *Heist* is a warning as well as a vision of a new future. The film will be indispensable in bridging the gap between economic experts and ordinary taxpayers, in demanding accountability and building support for economic justice. Viewers will come away from the film feeling that they understand who broke the economy and how, and knowing what is needed to fix it.

## FILMMAKERS STATEMENTS

Growing up in the South, I was horrified by the economic and racial injustices which were institutionalized. This experience instilled in me a deep sense of fairness and a strong belief that no one is above another. I knew in my heart that I could make a difference through journalism and storytelling by making people in positions of power accountable for their actions.



Frances Causey, *Director/Producer*

My father was a union organizer. I saw how hard he worked to make a living as we went through three periods of unemployment every year, and we had to scramble for money. So fighting for the underdog has always been my motor, my underlying engine of passion. My motivation in making this film is to give people a picture of how they can fight back, and not allow themselves to be bullied and pushed around by big corporations.



Donald Goldmacher, *Director/Producer*

## PROJECT BACKGROUND

Every American, indeed every human being on the planet, is acutely aware of the current world-wide economic crisis. *Heist: Who Stole the American Dream?* is an investigation of the roots of this crisis which reveal important truths about the systemic and institutional changes that took place over forty years to create the largest transfer of wealth in modern history. We are a co-directing and co-producing team of myself, Donald Goldmacher, a longtime social issue filmmaker, and Frances Causey, a journalist and former CNN News Editor. *Heist* began in May 2006 as an investigative media piece on the massive influx of undocumented workers across the Arizona border, where Frances lives. But it soon became apparent that the issue of undocumented workers was part of a larger story about how the American economy had been transformed to serve the interests of a few at the expense of all workers at all rungs of the socio-economic ladder.

Fortunately, we stumbled on two newly written books - *The Global Class War* and *The Disposable American* - in summer 2006, which made it clear that American businesses had morphed into multi-national corporations with no allegiance to the success of the U.S. economy, and would do anything to increase their bottom line, even going so far as to impoverish the American middle class. To meet rising costs of basic needs such as housing and health care, the middle class has been going into ever deepening debt, because of wage stagnation that began in 1973 that were a result of economic policies favoring businesses and the wealthy. There has been very little discussion about income inequality in the U.S. or the prevailing two class system which has emerged with an ever widening gap between rich and poor. The need for this analysis on the wide scale became a great motivator for us to tackle a complex and multi-layered story that we believe has not been told to public audiences from start (the dismantling of the New Deal) to finish (an ongoing attack on the middle class.)

As we began to understand the scope of the story, we contacted thought leaders and experts on these issues, including the father of Reaganomics and key Clinton economic adviser, Alan Blinder, as well as other experts who were predicting a coming housing bubble collapse. As fate would have it, these interviews we had scheduled months in advance in New York City and Washington D.C. took place during the week that Wall Street collapsed. As the economy was crumbling before our eyes, we felt an even deeper urgency to explain how it happened and to address the fundamental institutional and political changes that had taken place over a period of decades in the U.S. which had created a bubble economy.

Beginning with the infamous Powell Memo of 1971, which called for corporate interests to prevail above all else - through the support of Republican and Democratic presidential administrations alike, millions of manufacturing jobs were outsourced, organized labor was decimated, industry was widely deregulated, and tax policies were implemented that favored corporate interests and the elite. In addition, media deregulation and consolidation created a situation where the American public was left out of any critical debate about what was going on

in the U.S., politically and economically. Once we understood the magnitude of these changes, the goal was to create a primer for the American middle class to understand the country's economic history, and to motivate audiences to redefine and rebuild the American Dream with local, sustainable green economies.

Ultimately, *Heist* can serve as a sober warning about what is happening to our country, and provide some ideas of how to restore fairness and community, while reigning in the power of corporations. The underlying idea of *Heist* is that knowledge is power, and that social change comes from the bottom up. Creating a social movement for a new economy is critical to reclaiming of quality of life for American workers, and compelling, fact-driven storytelling is an essential way to achieve this. What makes us an innovative and effective filmmaking team is the point of view that emerges when an activist and a journalist take on one of the most pressing issues of our time. The need to enlighten and educate is uniquely balanced so that audiences will gain both critical knowledge and invaluable inspiration about the U.S. economy and how we as a society can reclaim fairness and equality for the American people.

Donald Goldmacher, *Director/Producer*

## **PRODUCTION CREDITS**

Narration by Thom Hartmann

Directors - Frances Causey and Donald Goldmacher

Producers - Frances Causey and Donald Goldmacher

Writers - Frances Causey and Hollis Rich

Director of Photography - Rogelio Garcia

Editors - Rogelio Garcia and Maureen Gosling

Executive Producer - Earl Katz

Executive Producer - Sally Holst

Associate Producers - W. Wilder Knight, II, Tara Marchant, Jennifer Schmidt

Composer - David Raiklen

Music Supervisors - David Raiklen, Donald Goldmacher and Hollis Rich

Graphics - Matthew Baldwin, Signal Studio

Sound Design - Elise Lebec, Signal Studio

Sound Mixer - Fred Porter

On Line Editor - Ri Crawford

Color Grading - Leo Hallal

Community Outreach Strategist - Lisa Smithline

Community Engagement Director - Jennifer Schmidt

Legal Services - Wilder Knight, II, Esq.

Fiscal Sponsorship - Iris Arts and Education Group

## **ON-SCREEN CHARACTERS & EXPERTS (in order of appearance)**

Lou Mattis - Former Chairman, Sterling Winthrop Drug Co.

Jeff Faux - Founding President, Economic Policy Institute

Leo Gerard - President, United Steel Workers

Deepak Bhargava - Executive Director, Center for Community Change

Donna Edwards - U.S. Representative, (D) Maryland

Bernie Sanders - U.S. Senator, (I) Vermont

Jakada Imani - Executive Director, Ella Baker Center

Robert Kuttner - Economist

Kimber Lanning - Founder Local First Arizona

Robert Crandall - Former CEO, American Airlines

Nomi Prins - Former Managing Director, Goldman Sachs

Elizabeth Warren - Former Assistant to the President and Special Advisor to the Secretary of the Treasury for the Consumer Financial Protection Bureau

David Cay Johnston - Pulitzer Prize winning Journalist, Author of *Free Lunch*

Michael Lind - Former Neo-Conservative Writer; Co-Director, New America Foundation

David Brock - CEO, Media Matters for America

Drew Westen - Professor of Psychology and Psychiatry at Emory University

David John - Senior Research Fellow, Heritage Foundation

Leslie Griffith - Investigative Journalist, Huffington Post

Alan Blinder - Professor of Economics, Princeton University

Kim Berry - Computer Programmer

Lawrence E. Mitchell - Author and Professor of Business Law at the George Washington University

Van Jones - Founder, Rebuild the Dream; Author, *The Green Collar Economy*

Gar Alperovitz - Historian, Economist, Writer, Professor and Government Official

Jovanka Beckles - City Council Person, Richmond, CA

David Green - CEO, Contra Costa Employees Federal Credit Union



## KEY PERSONNEL

**Donald Goldmacher**, *Director/Producer*, is the President of PsychComp Associates and is both a psychiatrist and a filmmaker. He has served as director of Planning for the California Department of Health, and was the director of Mental Health, Alcohol, and Drug Abuse Services of Contra Costa County, CA. His earlier films include "Do No Harm," which revealed the controversial marketing and research practices of the pharmaceutical industry and "One Vote," a short video in 2004 encouraging single, unregistered women to vote, for which he created a then innovative internet outreach strategy. His most recent film, "Ruthie and Connie: Every Room in the House," won over 20 festival awards around the world, aired on HBO and television stations around the world. You can also see his co-production of "Helping Your Baby Sleep Through the Night" at <http://helpingyourbabysleep.com>

**Frances Causey**, *Director/Producer*, is a producer of television and film content, and advises non-profit clients on media and public relations matters. In 2004, Ms. Causey launched the exclusive historical DVD and online merchandising brand, *American Stock*, based on her award-winning original documentary series. The signature film of that series, *The Wendell Scott Story*, appeared on The History Channel and the Turner Networks. Ms. Causey began her career in broadcasting and film in 1987 as an entry-level video journalist at the global headquarters in Atlanta for Cable News Network (CNN). She worked her way through the ranks becoming Senior National Assignment Editor for the domestic newsgathering operation eventually moving to the New York City bureau as a producer. During her 14-year career with CNN, Ms. Causey covered the most important stories of the late eighties and nineties and was a senior member of a team honored with News and Documentary Emmys for team coverage of both the Olympic Park and Oklahoma City bombings in 1995 and 1996.

**Earl Katz**, *Executive Producer*, is the President of Public Interest Pictures, an activist/documentary producer, and has led several national and international peace and environmental initiatives, many under the aegis of Fellowship of Reconciliation. Earl recently completed "Broadcast Blues." Since 1970, his award-winning documentaries have been an adjunct to his career as a political, social justice, and environmental activist. Katz was Executive Producer of "Unprecedented: The 2000 Presidential Election" with Danny Glover (Sundance Channel), "Unconstitutional: The War on Our Civil Liberties" (Sundance Channel), and "Hacking Democracy" (HBO), for which he received an Emmy(C) award nomination. He was Executive Producer of several other documentaries including: "El Barco de la Paz - The Peace Ship to Nicaragua," "The CIA & World Peace," "Lanzo Del Vasto: Warrior For Peace," and "One Earth." He was the fundraiser for "Winter Soldier," a documentary film for Vietnam Veterans Against the War (Cannes Film Festival Award). Earl serves on the boards of: Earth Communication Office, and Free Speech TV.

**Hollis Rich**, *Writer*, has a 25 year career as a television writer and producer that spans both half-hour comedy and hour drama, including "Doogie Howser, MD," "Grace Under Fire,"

"Picket Fences" and "Party of Five." Hollis co-created and executive-produced ABC Family's "State of Grace" with colleague Brenda Lilly. The critically acclaimed dramedy featured Mae Whitman, Alia Shawkat and Academy Award-winning actress Frances McDormand as the series' off-screen narrator and earned Hollis four Jewish Image Awards and two Humanitas nominations for its humorous, authentic depiction of two girls of different faiths growing up in the 1960's South.

**Rogelio Garcia**, *Director of Photography and Editor*, brings a wealth of experience and creativity to the project. As a senior videographer for both KUAT and KVOA in Tucson for ten years, Rogelio won numerous awards including 9 Associated Press Awards for Videography and Editing and one Emmy nomination in 2002. Rogelio has also worked on three feature films and in 2007 he worked as Cinematographer for the short film, "The Runners" which was screened at the Lone Star International Film Festival and the Santa Fe Film Festival. Rogelio served as Director of Photography for the Bravo reality series "Show Dog Moms & Dads" in 2005. Rogelio is a Broadcast Television Production Journalism Instructor at the University of Arizona.

**Lisa Smithline**, *Outreach & Engagement Consultant*, will collaborate with our team to design and implement our outreach and community engagement campaign. Lisa is an innovative leader in the cause marketing field. Her current career integrates a successful career in television and commercial production with a strong commitment to social change. As a founding partner and VP of Marketing & Distribution at Brave New Films and director of alternative marketing at Focus Features, Lisa pioneered new models of community-based distribution. Lisa has produced successful engagement campaigns for many films including Academy Award nominated Trouble the Water, Walmart: The High Cost of Low Price, Crips & Bloods: Made in America, Dirt! The Movie and The People Speak. Lisa has also been a featured speaker on alternative distribution and community engagement campaigns at leading conferences across the country including American Film Market, Sundance Film Festival, Westdocs and The Center For Social Media's Making Your Media Matter Conference.

**Jennifer Schmidt**, *Associate Producer/Community Engagement Director*, has extensive experience in the film business. Born and raised in Los Angeles, her first position was at art-house distributor Strand Releasing, which was followed by several years in commercial and film production on such indie features as "Chuck and Buck." In graduate school at UCLA she ran a prominent film series, which parlayed into programming positions with the California Film Institute in the Bay Area. Now a resident of San Francisco, Jennifer has also worked at Active Voice and Katahdin productions on film-based outreach and social action campaigns. Most recently, she associate produced "The Power Of Two," a feature documentary about cystic fibrosis and organ donation which premiered at IDA's DocuWeeks and is screening in festivals internationally.

## EXPERT BIOS

**Alan Stuart Blinder** is a Professor of Economics and Public Affairs at Princeton University. Since 1978 he has been Research Associate of the National Bureau of Economic Research. He is among the most influential economists in the world according to IDEAS/RePEc, and is "considered one of the great economic minds of his generation." Blinder served on President Bill Clinton's Council of Economic Advisors (Jan 1993 - June 1994), and as the Vice Chairman of the Board of Governors of the Federal Reserve System from June 1994 to January 1996. Blinder's recent academic work has focused particularly on monetary policy and central banking, as well as the "offshoring" of jobs, and his writing for lay audiences has been published in *The New York Times*, *Washington Post* and *Wall Street Journal*.

**David Brock** is the author of four political books, including *The Republican Noise Machine: Right-Wing Media and How It Corrupts Democracy* (Crown, May 2004). In his preceding book, *Blinded by the Right: The Conscience of an Ex-Conservative* (Crown, March 2002), a 2002 *New York Times* best-selling political memoir, he chronicled his years as a conservative media insider. Brock was the recipient of the New Democrat Network's first award for political entrepreneurship. He currently serves on the board of Progressive States Network, an organization created to support progressive state legislators. He is the CEO of Media Matters for America.



**Robert Lloyd "Bob" Crandall** (born December 6, 1935) is the former president and chairman of American Airlines. Called an industry legend by airline industry observers, Crandall has been the subject of several books and is a member of the Hall of Honor of the Conrad Hilton college. He received an MBA from the Wharton School of the University of Pennsylvania, and an undergraduate degree from the University of Rhode Island. Robert Crandall was raised in Rhode Island. Before the passing of the 1978 Airline Deregulation Act, Crandall was one of the act's loudest opponents. In 1985, Crandall succeeded Albert Casey as American's chairman and CEO. During the latter period of Crandall's tenure as CEO, investor concern over airline bankruptcies and falling stock prices caused Crandall to remind his employees about the dangers of investing in airline stocks. Known for his candor, Crandall later told an interviewer, "I've never invested in any airline. I'm an airline manager. I don't invest in airlines. And I always said to the employees of American, 'This is not an appropriate investment. It's a great place to work and it's a great company that does important work. But airlines are not an investment.'" Crandall noted that since the airline deregulation of the 1970s, some 150 airlines had gone out of business. "A lot of people came into the airline business. Most of them promptly exited, minus their money," he said.

**Donna F. Edwards** is the U.S. Representative for Maryland's 4th congressional district, serving since a special election in 2008. A lawyer and long time community activist, she defeated 15-year incumbent Albert Wynn in the 2008 Democratic primary and won a special election to fill the remainder of his term. She was officially sworn in two days later, becoming the first African American woman to represent Maryland in the United States Congress. She is working to help pass an amendment to the U.S. Constitution that would effect a repeal of the 2010 Supreme Court ruling in Citizens United v. Federal Election Commission. Edwards earned her first degree from Wake Forest University, where she was one of only six black women in her class. After working for Lockheed Corporation at the Goddard Space Flight Center with the Spacelab she attended and earned a law degree from Franklin Pierce Law Center in New Hampshire.

**Leo W. Gerard** is the International President of the United Steel, Paper and Forestry, Rubber, Manufacturing, Energy, Allied Industrial and Service Workers International Union, AFL-CIO, CLC. The U.S.W is the dominant union in paper, forestry products, steel, aluminum, tire and rubber, glass, chemicals, and petroleum.

**David M. Green** is President/CEO of Contra Costa Federal Credit Union, a \$590 million credit union headquartered in Martinez, CA. He began his credit union service in 1981 as a staff auditor with Roe, O'Rourke & Clark (now McGladrey & Pullen), one of the largest CPA firms in the nation specializing in credit unions, in the Brisbane and Los Angeles offices. David was steadily promoted until he was appointed Audit Manager in which he managed and directed credit union audits, IT reviews, and consultation engagements. David has been with Contra Costa Federal Credit Union since 1992 when the Credit Union was \$120 million in assets and as Vice President and Chief Financial Officer was instrumental in introducing to the members a full array of electronic services, including debit cards, home banking, bill payment, mobile banking and electronic statements while maintaining an above-average return on assets and net worth to asset ratio. David is a CPA licensed in the state of California. He is also committed to the spirit of volunteerism by serving as the Audit Committee Chairman of the California Credit Union League and previously served on the board of directors and finance committee of a nonprofit social services agency. David was also a member of Toastmasters for twelve years and attained the level of Advanced Toastmaster.

**Jakada Imani** is working to help bring an end to the cycle of violence that plagues much of urban America and promote reinvestment in our cities using smart solutions and uplifting alternatives to violence and incarceration. A long-time community activist, Jakada became the Ella Baker Center's Executive Director in 2007, after serving as a lead strategist and chief team member on some of their most high profile campaigns. Before joining the Ella Baker Center he helped launch or lead a number of important Bay Area organizations, including Empowered Youth Educating Society (EYES). Born and raised in Oakland, California, Jakada

is the father of four powerful and creative young girls. You can read his articles in *Ella's Voice* as well as follow his contributions to *City Brights* and *Huffington Post*.

**David Cay Johnston** is the Pulitzer Prize-winning reporter for *The New York Times* who revealed that Enron did not pay taxes, that some companies use a Bermuda mail box to escape American taxes and that Congress raises your income taxes if you get seriously ill, using the money to finance tax cuts for the richest Americans. He retired from *The Times* in April 2008 after 13 years there. His acclaimed book *Free Lunch*, is a national bestseller exposing the massive transfers of wealth from the poor, middle class and affluent to the super rich. He is also the author of *Perfectly Legal: The Covert campaign to Rig Our Tax system to Benefit the Super Rich and Cheat Everyone Else*, a national best seller on our tax system that won the 2004 Investigative Book of the Year award. His first book was *Temples of Chance*, an expose of the casino industry. He began his journalism career at *The San Jose Mercury & News* in Santa Cruz, Monterey, Gilroy, Los Altos and Redwood City, California. He covered student radicals, land use and local governments from 1968 to 1973. Born in San Francisco on December 24, 1948, Mr. Johnston studied economics and law at the University of Chicago in 1973. He also studied at Michigan State and San Francisco State University in 1972 and 1973 to 1975.



**Van Jones** is the Co-Founder and President of Rebuild the Dream. Van is also a Senior Fellow at the Center for American Progress, and American Progress Action Fund. He is focusing on “green-collar jobs” and how cities are implementing job-creating climate solutions. Van Jones is a globally recognized, award-winning pioneer in human rights and the clean energy economy. He is a co-founder of three successful nonprofit organizations: the Ella Baker Center for Human Rights, Color of Change, and Green For All. He is also the best-selling author of the definitive book on green jobs,

*The Green Collar Economy*. Jones served as the green jobs advisor in the Obama White House in 2009 and is currently a senior policy advisor at Green For All. He also holds a joint appointment at Princeton University as a distinguished visiting fellow in both the Center for African American Studies and in the Program in Science, Technology and Environmental Policy at the Woodrow Wilson School of Public and International Affairs.



**Robert Kuttner** is a founding co-editor of *The American Prospect* and a contributing columnist to *Business Week's* "Economic Viewpoint." His editorial column on political economy originates in the *Boston Globe*, and is syndicated nationally by *The Washington Post* to about twenty major daily papers. His commentaries are heard on National Public Radio and he regularly appears on TV programs such as and "NewsHour with Jim Lehrer." Previously, Kuttner was the longtime economics editor of *The New Republic* and taught at Brandeis, Boston University, the University of

Massachusetts, and Harvard University's Institute of Politics. He was a founder of the

Economic Policy Institute, and serves on its board. His other positions have included national staff writer on the Washington Post, chief investigator of the U.S. Senate Banking Committee, and economics editor of The New Republic. For four decades, Bob's intellectual and political project has been to revive the politics and economics of harnessing capitalism to serve a broad public interest. He has pursued this ideal as a writer, editor, teacher, lecturer, commentator and public official. *The Squandering of America*, exploring the political roots of America's narrowing prosperity and the systemic risks facing the U.S. economy, is Bob's seventh book.



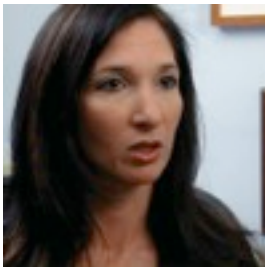
**Kimber Lanning** is an entrepreneur and economic specialist who works to cultivate vibrant, sustainable communities and inspire a higher quality of life throughout Arizona. Lanning is actively involved in fostering cultural diversity, economic self-reliance, regional planning, and responsible growth in the greater Phoenix area. She is the founder and Executive Director of Local First Arizona, a non-profit organization dedicated to raising public awareness of the positive economic and environmental impacts of supporting locally owned businesses.

**Michael Lind** is the Whitehead Senior Fellow at the New America Foundation. He is the author, with Ted Halstead, of *The Radical Center: The Future of American Politics* (Doubleday, 2001). He is also the author of *Made in Texas: George W. Bush and the Southern Takeover of American Politics* (New America Books/Basic, 2003) and *What Lincoln Believed* (Doubleday, 2005). Mr. Lind has been an editor or staff writer for *The New Yorker*, *Harper's Magazine*, and *The New Republic*. From 1991 to 1994, he was executive editor of *The National Interest*. He has also been a guest lecturer at Harvard Law School. Mr. Lind has appeared on C-SPAN, National Public Radio, CNN and PBS. Mr. Lind's first three books of political journalism and history, *The Next American Nation: The New Nationalism and the Fourth American Revolution* (Free Press, 1995), *Up From Conservatism: Why the Right Is Wrong for America* (Free Press, 1996), and *Vietnam: The Necessary War* (Free Press, 1999) were all selected as *New York Times Notable Books*. His ground-breaking study of American grand strategy, *The American Way of Strategy: U.S. Foreign Policy and the American Way of Life* was published by Oxford University Press in October 2006.

**Lou Mattis** is the retired Chairman, President and Chief Executive Officer of Sterling Winthrop, Inc. a global research based pharmaceutical, consumer and household product manufacturing and marketing company and Co-Chairman of Sanofi Winthrop, a global pharmaceutical Joint Venture. His professional career spanned over three decades of international business leadership from marketing management to start ups in developing countries to general management of businesses in Asia, Europe and Latin America to leadership of a \$3 billion global corporation. Lou participated in the design and implementation of four major corporate mergers, led several international joint ventures and the conceptualization and execution of a \$4 billion multinational alliance which was the first of its kind in the industry. In 1993 he was named "Pharmaceutical Executive of the Year" by *Pharmaceutical Executive* magazine and "Outstanding Alumnus" by The A.B. Freeman School of Business at Tulane University. He

served as a director of Solomon Brothers Asset Management and on a number of corporate, association, non-profit and philanthropic boards including chairing The Advisory Board of the A.B. Freeman School of Business at Tulane University; Governor of The Center For Creative Leadership; The National Council for Health Education; The Pharmaceutical Manufacturers Association and The Non-Prescription Drug Manufacturers Association.

**Lawrence E. Mitchell**, an internationally prominent business law scholar, is the Dean and Joseph C. Hostetler- Baker & Hostetler Professor of Law at Case Western Reserve University School of Law. He is the author of [The Speculation Economy: How Finance Triumphed Over Industry](#) (2007), which was awarded ForeWord Magazine's 2007 Gold Medal as Best Book of the Year in Business and Economics and a 2008 "IPPY" Silver Medal in Finance and Economics. Dean Mitchell is the author of several books, including [Corporate Irresponsibility: America's Newest Export](#) (2001) and is the author of many law review articles and two casebooks. Dean Mitchell has written extensively on matters of corporate governance, law, and ethics, among other things, and is a founder of the Progressive Corporate Law school, named after his 1995 anthology, *Progressive Corporate Law*. A graduate of Williams College and Columbia University Law School, Dean Mitchell practiced corporate law in New York from 1981 to 1987.



**Nomi Prims** is a journalist and Senior Fellow at Demos. Her latest book is: *It Takes a Pillage: Behind the Bonuses, Bailouts, and Backroom Deals from Washington to Wall Street* (Wiley, September, 2009). She is the author of *Other People's Money: The Corporate Mugging of America* (The New Press, October 2004), a devastating exposé into corporate corruption, political collusion and Wall Street deception. *Other People's Money* was chosen as a Best Book of 2004 by *The Economist*, *Barron's* and *The Library Journal*. Her book *Jacked: How "Conservatives" are Picking your Pocket (whether you voted for them or not)* (Polipoint Press, Sept. 2006) catalogs her travels around the USA; talking to people about their economic lives. Before becoming a journalist, Nomi worked on Wall Street as a managing director at Goldman Sachs, and running the international analytics group at Bear Stearns in London. Nomi has appeared in numerous television programs internationally and her writing has been featured in major news publications, including the *New York Times*, *The Guardian UK*, and *The Nation*.

**Bernie Sanders** was elected to the U.S. Senate in 2006 after serving 16 years in the House of Representatives. He is the longest serving independent member of Congress in American history. Born in Brooklyn, Bernie was the younger of two sons in a modest-income family. After graduation from the University of Chicago in 1964, he moved to Vermont. Early in his career, Sanders was director of the American People's Historical Society. Elected Mayor of Burlington by 10 votes in 1981, he served four terms. Before his 1990 election as Vermont's at-large member in Congress, Sanders lectured at the John F. Kennedy School of Government at Harvard and at Hamilton College in upstate New York. The *Almanac of American Politics* has called Sanders a "practical" and "successful legislator." He has focused on the shrinking

middle class and widening income gap in America that is greater than at any time since the Great Depression. Other priorities include reversing global warming, universal health care, fair trade policies, supporting veterans and preserving family farms. He serves on five Senate committees: Budget; Veterans; Energy; Environment; and Health, Education, Labor and Pensions.

**Drew Westen**, Ph.D. is a clinical, personality, and political psychologist and neuroscientist, and Professor in the Departments of Psychology and Psychiatry at Emory University. He formerly taught at the University of Michigan, Harvard Medical School, and Boston University. Dr. Westen is the author of three books and over 150 scholarly articles. He frequently comments on political and psychological issues on radio, television, and in print. He is the author of *The Political Brain: The Role of Emotion in Deciding the Fate of the Nation*, and is the founder of Westen Strategies, LLC, a strategic messaging consulting firm. He has advised a range of candidates and organizations, from presidential and congressional campaigns to major progressive organizations to the House and Senate Democratic Caucuses.

## **DISTRIBUTION, OUTREACH AND AUDIENCE**

“Heist: Who Stole the American Dream” had its World Premiere at the Mill Valley Film Festival in California on October 13th, 2011 followed by screenings at the 2012 Santa Barbara International Film Festival and 2012 Cleveland International Film Festival. It subsequently screened at a number of domestic and international film festivals, including festivals in Sofia, Bulgaria and Brussels, Belgium. In addition to screenings at Occupy Marin, Occupy Los Angeles, and other select community screening venues, “Heist” played for a week in early March 2012 at the Quad Cinema in New York City, opening to an excellent review by Stephen Holden in the New York Times. “Heist” was acquired by Bullfrog Films for educational distribution in the U.S. and is being represented by Outlook Film Sales for distribution internationally and Canamedia in North America.

Concurrently, a robust outreach and engagement campaign with online initiatives, short form content and resource materials was developed for implementation in 2012 with partnerships with strong economic justice organizations and unions, for community screenings of the feature documentary across the country. In addition to the feature length version of the film, a one-hour version for classroom use and a 22 minute version for use by organizers in both the labor and economic justice arenas was created to reach diverse audiences. In April 2012, the 22 minute version was adopted by the Spring 99% for trainings across the country, which subsequently resulted in several hundred additional screenings across the United States. As part of the film's outreach efforts, several major unions in the United States were approached, which resulted in sales of our DVDs to the UAW, the USW and the CWA. All of these unions provided individual DVDs to all of their locals across the country.

Press reviews of the film have been very positive, and labor reviews have applauded the film for its unique perspective on the economy and organized labor. Those reviews can be found here. <http://heist-themovie.com/newsReviews.html>

In the summer of 2012, we received a community outreach grant from the Arca Foundation which enhanced our efforts to do further outreach to organizations such as Move to Amend, the Unitarian Universalist Church, Local Councils of MoveOn, and Rebuild the Dream.



Social media has been an integral part of the Heist campaign, including Facebook and Twitter, where we are followed by thousands of people. Heist was successfully used as a pledge premium by the Pacifica radio network, as well as Link TV, and other community radio and television stations across the country in the fall of 2012. Internationally, the film has been broadcast on Canadian, Spanish, Portuguese, French, German, Austrian, Finnish television stations, among others. It is currently playing on RT (Russia Today) around the world.

<http://www.Heist-TheMovie.com>  
<http://www.Facebook.com/Heist.the.Movie>