

Walker Attack on Trek Backfires

Written by Joe Zepecki, Burke for WI

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MADISON - One week into career politician Scott Walker's ongoing attack against Trek, a review of media coverage and statements from CEOs and opinion leaders across Wisconsin underscores the lengths to which his callous attacks on a great Wisconsin company are backfiring.

Walker's strategy has been referred to as " [strange](#) " and " [crazy](#), " been called out for being both [hypocritical](#) and a [politically motivated flip flop](#) - and been criticized by the conservative [Wall Street Journal](#).

"It's no surprise that Scott Walker doesn't want to talk about his abysmal record on job creation – which includes the fact that Wisconsin is one of just five states that lost private sector jobs in each of the last two months," said Burke for Wisconsin Communications Director Joe Zepecki, "But it is absolutely shameful that a sitting Governor would attack a company his own flagship economic agency held up as a shining example of Wisconsin's best less than a year ago – and the people of Wisconsin know it."

See below for a sampling of headlines and stories over the last week exposing the backlash Walker is facing:

[Milwaukee Journal Sentinel: "Scott Walker criticized by Wall Street Journal over Trek ad"](#)

The Wall Street Journal suggests that Walker "focus on his jobs record rather than criticizing Trek..."

[Associated Press: "Burke: Walker's ad criticizing Trek Bicycle shows he doesn't understand global marketplace"](#)

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Mary Burke: "Walker is dragging a great Wisconsin company through the mud for political reasons... if he knew more about global economies he'd understand how a company is supposed to compete worldwide."

[Milwaukee Journal Sentinel: "Trek President John Burke hits back at Walker over ad on outsourcing"](#)

John Burke: "Trek, like many great Wisconsin companies, sources product from all over the world. Is the governor suggesting that each of these other Wisconsin companies should also stop competing in a global market?"

Conroy: "The governor should be working with companies like that to help them grow, not trying to attack them. He doesn't understand the economic realities of that particular company, Trek, which wouldn't be in business if it made all of its bikes in the U.S."

[Associated Press: "Walker takes risk with attack on respected Trek"](#)

Richard Gallun, a prominent former Republican fundraiser who now calls himself an independent Burke supporter, called Walker's attack a "bad strategy" and was surprised Walker would attack such a well-known Wisconsin business.

Madison businessman Kevin Conroy: "In a million years, I don't know why a governor of a state who has stated his goal is to create jobs would go after one of the finest companies in the state. It doesn't help any of us who are out there fighting every day to add jobs to the Wisconsin economy every day."

And even the conservative Wisconsin State Journal opinion page has taken to mocking Walker for his strategy...

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