Judy Gueron will talk about selected topics covered in her recent book, *Fighting for Reliable Evidence* (co-authored with Howard Rolston), that tells of the 45-year effort to develop and implement a reliable method for determining the effectiveness of welfare reform initiatives. She will focus on four topics: (1) why random assignment was essential to success, but that the story is about more than doing a large number of high quality experiments, (2) the two models of RCTs used (those centrally designed and those that reflect state partnerships), (3) why many thought the evaluations had an unusual influence on policy and practice, and (4) lessons and challenges for education and other fields.