

Campaign Insider

April 5, 2007

Published By

**CAMPAIGNS
& ELECTIONS**

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MAY 31-JUNE 2, 2007

WASHINGTON MARRIOTT
WASHINGTON, DC

Trivia

Which president first tossed the first pitch on baseball's opening day?

Be the first to send the correct answer to trivia@campaignline.com and win a C&E laptop bag. Last week's winner is **Devin Varsalona**, who correctly guessed that President Theodore Roosevelt founded the NCAA.

By the Numbers \$50,000

The amount Congress allows each presidential family for redecorating.

C&E Poll

Do you think candidates who raise the most money will ultimately win?

Yes 53% No 23% Don't Know 23%

Vote today at www.campaignline.com/poll

Industry News

Let's Play Hardball When you invite a lawyer for the Swift Boat vets, a Democratic consultant and an academic to talk about negative advertising, you'd better believe there will be a bit of hardball on display. Fortunately, the panelists at C&E's April lunch seminar, "The Ethics of Hardball Politics: How Far is Too Far" all agreed on two things: The Web is making negative campaigning easier, and the ethics are just getting fuzzier.

"It used to be that you would put a bomb in a room and run away," said Van Parish, principal of The Parish Group, a Democratic consulting firm. "Now you have to manage the reaction. It's no longer just the dirty tricks guy or gal, there's a whole new division in politics that tries to manage reaction to negative ads."

Continued on next page.

Insider Insights



Ron Butler is president of Creative Direct, a direct mail firm located in Richmond, Va., specializing in voter contact direct mail. Butler formed his firm with plenty of campaign management experience under his belt, as well as serving as political director for the Republican Party of Virginia and field

director for the Republican National Committee. Some of Creative Direct's 2006 clients included former Sen. George Allen, R-Va., Bob Corker and Vern Buchanan.

Q: What's the hardest race you've ever worked on?

A: The George Allen re-election was the hardest. The political environment was so bad, and there were so many things beyond our control.

Q: Do you think we'll see the winnowing out of any candidates who don't meet their fund-raising expectations?

A: Yes. You can't run a campaign in this day and age without tens of millions of dollars. Raising that much money is needed to make you a credible

candidate in this day and age.

Q: What do you think Republicans need to focus on to try to win back Congress in 2008?

A: Republicans need to focus on taxes, especially with tax cuts expiring in 2010. Also, keeping America safe from terrorists is still an important issue for the voters.

Q: What race that your client lost have you learned the most from?

A: You learn more from losing races than winning ones. In Jerry Kilgore's 2005 [Virginia gubernatorial] race, local issues mattered a lot. [Democrat Timothy] Kaine's campaign did a better job at localizing issues than we did, especially in Northern Virginia on the issue of transportation.

Q: What kind of direct mail trends do you think we'll see this cycle?

A: I think we will see more micro-targeting, more of an attempt to segment the electorate than before. People will do mail earlier to get their message out before the wave comes in the last two weeks. More of the mail will be tied to the Internet and other forms of communications.



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Industry News

Continued.

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New Jobs

Carole Goeas & Associates has hired Texas native **Meredith Mino** as a political fund raiser. Mino currently works for the National Marine Manufacturers Association, where she is a government affairs liaison. Prior to joining the association, Mino spent time on the Hill working for Sen. John Cornyn, R-Texas, as a legislative correspondent and as a staff assistant for Rep. Heather Wilson, R-N.M. In 2004, Mino worked on the Bush/Cheney 48-hour campaign task force in Miami-Dade, Florida.

Michael Correia has joined the American Legislative Exchange Council as the director of federal affairs. Correia worked on the Hill for the past nine years for the House Committee on Resources. He has handled legislation for three former committee chairmen. He started his political career working on statewide elections in his home state of California.

Abstinance Clearinghouse promoted **David Bloomer** from director of research to the director of government relations. Prior to joining Abstinance Clearinghouse, Bloomer was a legislative assistant at the Pennsylvania School Boards Association. In 2004, Bloomer worked for Republican Pat Toomey's U.S. Senate campaign in Pennsylvania.

Anne Brady was hired as vice president for the National Association of Broadcasters. She recently worked for the Democratic Congressional Campaign Committee as the deputy Western finance director. Before the DCCC, Brady served as the director of the Capitol Hill Heart Health campaign.

Fund Raising Wrap Up Democrats

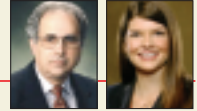
Barack Obama \$25 million
Hillary Clinton \$26 million
John Edwards \$14 million
Chris Dodd \$9 million
Joe Biden \$4 million

Republicans

Bill Richardson \$6 million
John McCain \$12.5 million
Rudy Giuliani \$15 million
Mitt Romney \$21 million

Poll Vault

with Zogby International's John Zogby & C&E Editor Morgan E. Felchner



CNN/WMUR/UNH poll/ conducted March 27 - April 2 / 339 likely New Hampshire Democratic primary voters

	March/April 2007	February 2007
Clinton	27%	35%
Edwards	21%	16%
Obama	20%	21%
Gore	11%	8%
Richardson	4%	1%
Biden	2%	3%
Kucinich	1%	1%
Dodd	1%	*
Clark	*	1%
Gravel	*	0
Someone else	*	0
Sharpton	0	0
Don't know yet	12%	14%

FoxNews/Opinion Dynamics poll/ March 27-28/ 900 RVs

In general, do you think the best candidates win elections or is it the candidates who raise the most money that get elected?

	All	D	R	I
Best Candidates	25	22	32	20
Candidates with most money	59	65	51	64
Depends	9	9	8	10
Don't Know	7	5	8	6

Regardless of how you plan to vote, which political party do you think is most likely to win the White House in 2008: the Democrats or the Republicans?

	D	R	(Don't know)
All	67%	22	11
Democrats	90%	6	5
Republicans	44%	45	11
Independents	60%	22	18

From the Experts:

No matter which way you cut it, the Democrats have a three-way race in both Iowa and New Hampshire. My polling is consistent with the numbers featured here. Iowa will take on special importance this year as a table-setter for New Hampshire, but for now Clinton's lead is too small to be significant, and either an Edwards or Obama win in Iowa can erase this tiny Clinton advantage. My new numbers do not include Gore, but the numbers for the top three are nearly the same. No other candidate even scores a blip on the screen.

Good thing that all the major candidates in both parties are raising record amounts of money. They will need it to prove that they are electable—and this notion comes from the public, not from the power brokers, if you believe the numbers in the Fox poll. And I do.

Are Republicans so demoralized that they will achieve a self-fulfilling prophecy? Strange, because all the major national polls show the two parties' candidates to be about tied in the general election match-ups. While Democrats say they want a more moderate candidate, Republicans are holding out for a conservative. And if they don't get Mr. Conservative, are they ready to give up? Strange. Very strange.

—John Zogby

This poll illustrates the importance of local polls. Although John Edwards is typically a distant third in national polls, he is polling well in New Hampshire and Iowa which could be the ticket to victory for him, although he has to catch up in fund raising. With Clinton and Obama with a near tie, he will face an uphill battle in the early states. He trails in fund raising by over \$10 million.

The results of the poll questioning which candidate voters think wins the election shows the growing cynicism with the American political process. More people think that the candidate with the most money wins the election than the best candidate. Although not surprising, it is an interesting finding right after the candidates released their fund raising numbers. By this logic, Clinton and Romney are the nominees and Clinton is the next president. We'll see...

—Morgan E. Felchner

The Political Jobline

The United Steelworkers (USW) is the largest industrial union in North America and represents more than 850,000 members in the United States and Canada. The USW Political Department is looking for an experienced Call Center and Data Coordinator who will report directly to the National Political Director, at our International Headquarters in Pittsburgh, Pennsylvania. This is an extraordinary opportunity for the right person at a critical time in the life of North America's labor movement. Candidate must possess a four-year degree in either Political Science or Information Systems. The ideal candidate must possess at least two to five years experience in: Call Center and predictive dialer concepts; Cisco IPCC experience; General database management; Data manipulation including SQL, database scripting and reporting DBMS environments include MSSQL and Oracle; Scripting and Data Manipulation Languages. Must be proficient in scripting languages that will give them a head start for Call Center and IVR scripting. Due to the potential necessity to troubleshoot the Call Center, candidate must be on call evening hours, up to 9:00 pm. Must be willing to work weekends if necessary. Ability to manage multiple assignments and evaluate assignment priority. Strong commitment to labor movement and social justice a must. Benefits package includes: Health insurance package, paid vacations and paid holidays. E-mail or fax resume to Kyle McDermott, kmcdermott@usw.org, fax: 412-562-2266

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In the Lobby

Annie Caputo has registered to lobby under a new firm, Nuclear Energy Strategies. She previously was with Exelon Corporation, where she was the manager of congressional affairs.

Regence Blue Cross Blue Shield of Oregon has established a Washington office, and **Jason Daughn** recently registered to lobby on behalf of the organization. Daughn is the director of federal public policy with Regence.

TerreStar Networks has hired several new staff members to lobby on behalf of the company: **Donald LeFevre**, previously with Alcalde and Fay; **Courtney Stadd**, previously chief of staff and White House liaison at NASA; and **Greg Malranga**, former VP of communications for InphoMatch.

Kate Eltzroth has registered to lobby with American Defense International, where she is the senior advisor for health programs.

The following people registered to lobby with the Friends Committee on National Legislation: **Ruth Flower, Patricia Powers, David Culp, Jeanne Herrick-Stare, Scott Stedjan, Laura Weis, Bob Alpern, Jay O'Hara and Dan Smith.**

The following people have registered to lobby with the Environmental Defense Fund: **Scott Faber, Tim Male, Tim Searchinger, Joanne Solezzo, Carol Adress, John Mimikakis, John DeCicco, Amanda Leland, David Festa, Elizabeth Thompson, Mark McLeod, Melissa Carrey, Sara Hessenflow, Bill Charmerdes, Sara Hopper, Robert Bonnie, Jennifer Warren and Becky Goldberg.**

Henry "Jim" Schweiter has joined McKenna Long and Aldridge as of counsel. He previously served on the House Armed Services Committee as Democratic staff director and senior counsel, and most recently was senior counsel for the Commission on the National Guard and Reserves.

Jake Michael Ward has joined Qorvis Communications as a director. He comes to Qorvis after serving as press secretary for Sen.

cover letter, resume and salary history to jslieberman@campaignline.com or fax 202-318-0077. No phone calls, please.

The California Teachers Association has an exciting opportunity for an experienced hands-on manager for our Communications Department in Burlingame, Calif. For a complete position description and to apply, please visit our Web site, www.cta.org.

VICE PRESIDENT FOR DEVELOPMENT AND STRATEGIC PARTNERSHIPS: Twenty-First Century Democrats catalyzes quantum leaps in society by electing and empowering extraordinary, visionary leaders who have a compelling, hopeful vision for the future, bold ideas to achieve that vision, and the audacity, authenticity, and integri-

ty to make it happen. We believe empowering visionary leaders in politics is the most highly leveraged method we can employ to catalyze the change we want to see in the world. Therefore, what we do is: (1) Find bold, visionary candidates who want to lead quantum change in the country. We support candidates from any state and at all levels of government. (2) Win elections by building effective field campaigns, training candidates and staff, providing staffing, fundraising and strategic support, and building year-round state infrastructure to support candidates. (3) Support elected officials once they are in office by networking visionary leaders with each other and providing executive coaching opportunities. The Vice President for Development and Strategic Partnerships will be responsible for 1)

Judith Meritz has joined Blank Rome LLP as a partner after a stint with the American Red Cross.

Jill Segal has joined the energy company EnergySolutions as its new senior vice president of government relations. She was previously with the Department of Energy.

Lloyd Hand has joined King & Spalding. He was previously with DLA Piper.

Courtney English has joined the American Council of Life Insurers as its grassroots director. She previously was on the staff of Rep. Todd Tiahrt as his press secretary.

William Otis has joined the American Civil Rights Union as its director of legal affairs. He previously was with the Drug Enforcement Agency.

Claude E. Bailey has joined Venable LLP as a partner. He previously was with the D.C. Sports and Entertainment Commission and the Washington Convention Center Authority, and was a legislative associate at Akin Gump Strauss Hauer & Feld.

Debra Campbell has joined the Juvenile Diabetes Research Foundation International as its director of government relations. She was director of government affairs with the American Association of Colleges of Nursing.

Two lobbyists formerly with Hunton & Williams have moved on to Alston & Bird. **Eric Shimp** was director of the strategic international business practice at Hunton & Williams, and is currently a policy advisor with Alston & Bird. **Naotaka Matsukata** was chairman of the strategic international business practice at Hunton & Williams, and is now a senior policy advisor with Alston & Bird.

Erin Book is lobbying with Williams & Jensen, where she is an associate.

—Provided by Columbia Books

The Political Jobline *Continued.*

raising the profile of Twenty-First Century Democrats; and 2) the development of financial resources necessary to successfully achieve the goals of Twenty-First Century Democrats. He/she will be instrumental in creating strategic partnerships, representing the organization to elected officials and opinion leaders, and leading major fund-raising activities.

Please e-mail a resume and cover letter outlining how your skills and background qualify you for this position with a subject line of "Vice President for Development and Strategic Partnerships" to Hayley Dierker, at Hayley@21stdems.org. Applications will be accepted until position is filled.

DEVELOPMENT CONSULTANT: Twenty-First Century Democrats is also seeking a Development Consultant. The consultant will be responsible for 1) raising the profile of Twenty-First Century Democrats; and 2) the development of financial resources necessary to successfully achieve the goals of Twenty-First Century Democrats. He/she will be instrumental in creating strategic partnerships, representing the organization to elected officials and opinion leaders, and leading major fundraising activities.

Please email a resume and cover letter outlining how your skills and background qualify you for this position with a subject line of "Development Consultant" to Hayley Dierker, at Hayley@21stdems.org. Applications will be accepted until position is filled.

AARP is seeking a Senior Legislative Representative—Advocacy Campaign Manager to lead teams and support other parts of the organization (particularly state offices) in achieving legislative and electoral objectives. In this role, you

will analyze the political landscape and draw upon both internal and external resources to develop and implement strategies to achieve campaign objectives. This position is based in Washington, D.C.

Requires:

- Bachelor's degree in a public policy-related discipline. Master's degree preferred.
- 6-8 years of substantive experience in a legislative/campaign management capacity.
- In-depth experience in grassroots organizing and field campaigns, campaign development and management, coalition building and management, campaign communication, event planning and management, volunteer management, and message development.

Qualified candidates are invited to apply online at: www.aarpjobs.com (see State and National Initiatives / Senior Legislative Representative - Advocacy Resources). We are an Equal Opportunity Employer that values workplace diversity.

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All workshops take place at The George Washington University Campus in Alexandria,

VA. Registration information at www.traversesolutions.com/campaignworkshop or call 703-685-0176.

National Trade Association's PAC seeks Political Programs Specialist with 2+ years experience in Democratic campaigns or PACs to manage fundraising and political action programs. The position will manage implementation of PAC fundraising programs, track event invitations and contribution requests, and disbursement process. The Specialist will liaise with Democratic campaigns and national party committees and assist in GOTV and political action efforts on behalf of supported candidates. Position is also responsible for daily payroll deduction transactions, political database and other day-to-day administration of PAC. Bachelors degree required; excellent organizational, written and communication skills. Knowledge of FEC law and/or PAC experience strongly preferred. Superb benefits package. Submit resume, cover letter and salary requirements to dchr@cuna.com.

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Theodora A. Blanchfield, Associate Editor

Christie Findlay, Managing Editor

Morgan E. Felchner, Editor

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