

GOT A HEAD FOR BUSINESS, THINK ABOUT RUNNING FOR PUBLIC OFFICE?

Clallam County Republican Party
March 21, 2011

Presented by:
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www.enterprisewashington.org



The Political Landscape

2010

Governor

- D

Senate

- 31D
- 18R

House

- 61D
- 37R

2011-2012

Governor

- D

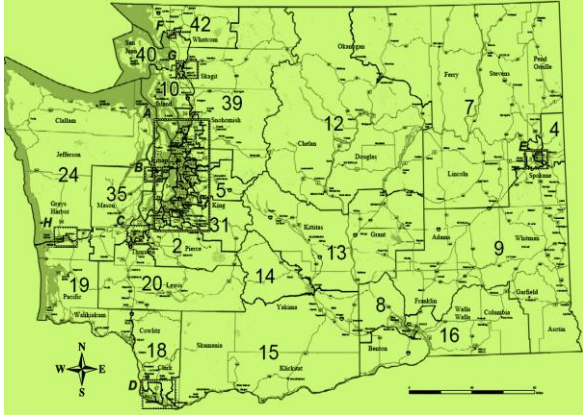
Senate

- 27D
- 22R

House

- 56D
- 42R

WASHINGTON STATE



FEDERAL



2010

Senate

- 2D

House

- 3R
- 6D

2011-2012

Senate

- 2D

House

- 4R
- 5D



Mission

Recruiting, Training &
Electing Business Minded
Lawmakers.

Programs

- Demographic analysis
- Opinion research
- Recruitment
- Grassroots education & communication
- Political action

Legal Entities

Enterprise Washington
(C-6)

Enterprise Washington's
Jobs PAC (527
committee)

Business Institute of
Washington (C-3)

Moving the needle for Washington's Business Community in 2 election cycles

2011

Governor

•D

Senate

•27D

•22R

House

•56D

•42R

**Data-driven strategy
to select candidates
and focus resources**

**Facilitated
recruitment of
pro-business
candidates**

**Independent
expenditures**

**Won 11 of 16 races
through efforts taking 3
open seats and
unseating 8 incumbents**

Enterprise Washington's election results

72% success rate in Enterprise Washington's work

State Senate

2nd: Randi Becker
6th: Michael Baumgartner
41st: Steve Litzow
45th: Andy Hill
47th: Joe Fain

State House

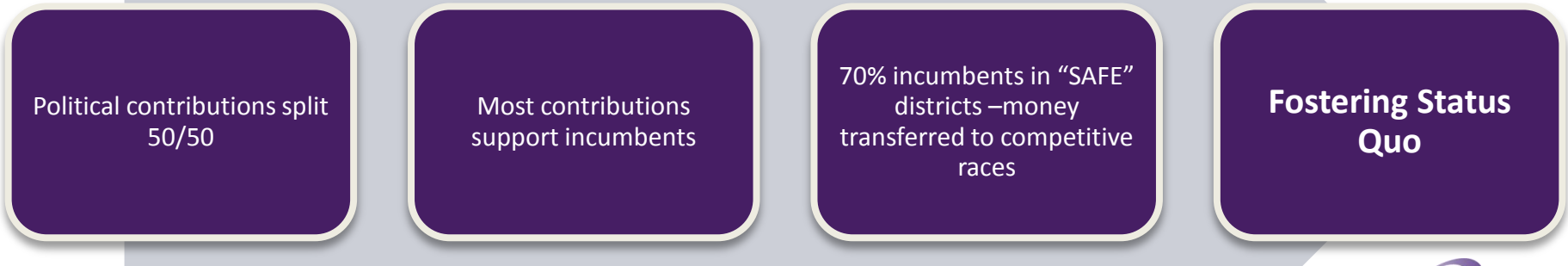
2nd: JT Wilcox
6th: Kevin Parker
16th: Terry Nealey
26th: Jan Angel
36th: Reuven Carlyle
40th: Kristen Lytton

Who has a successful political strategy?

Organized labor's strategic approach:



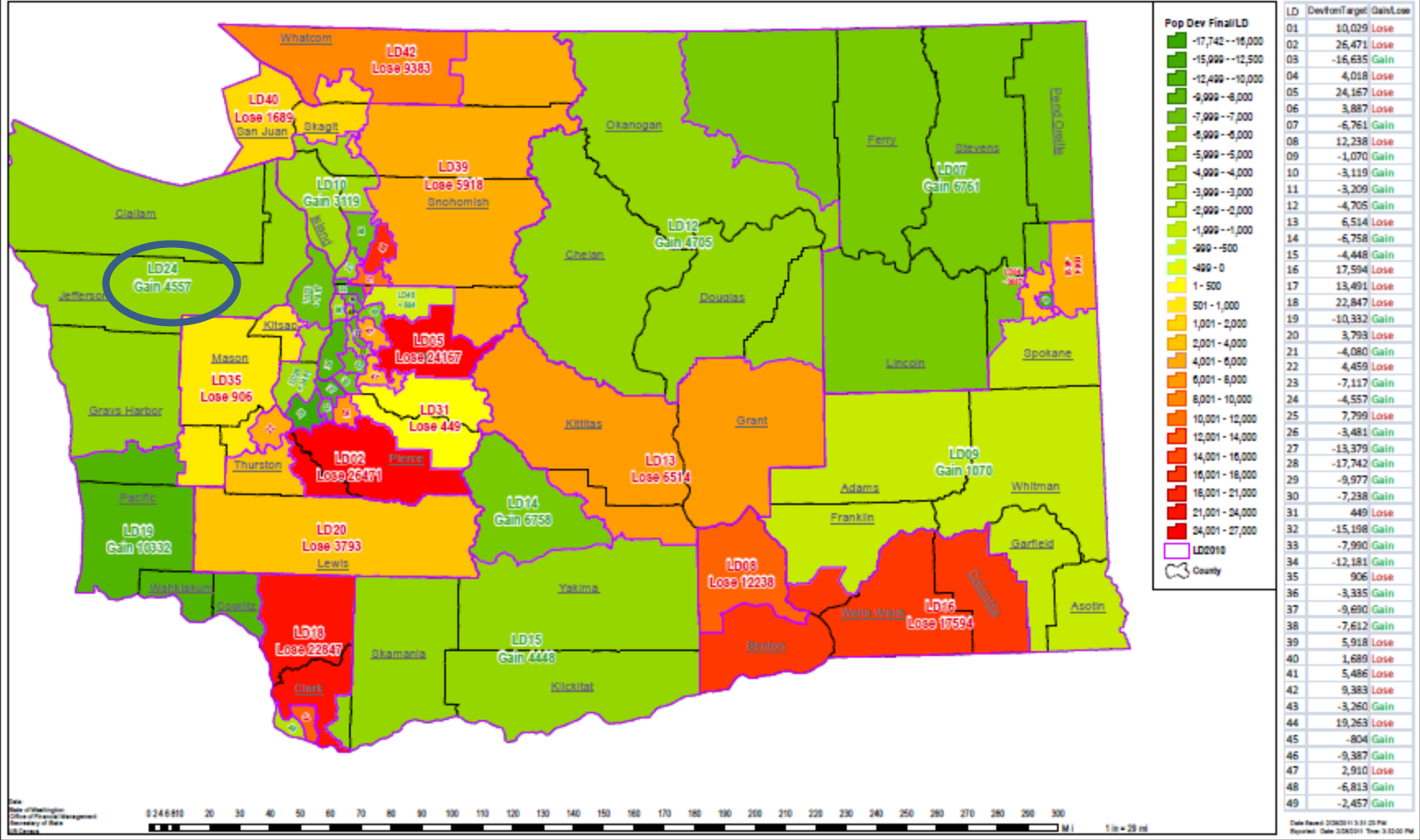
The private sector pays for access, not success:



REDISTRICTING

2011 Redistricting

Legislative District Gain-Lose Final Data



RECRUITING PEOPLE WHO FIT THEIR DISTRICT

All Politics is Local

1. What are the local races this year?

- City Council
- County Commissioner
- School Board
- Water District
- Fire District

2. Who is measuring the incumbent's performance on business, economic issues?

3. Once an opportunity is determined, who (team) is going to help educate the community, press, opinion leaders that incumbent is doing an excellent job or is not serving well?

4. Who is going to help recruit?

- Behind the scenes work – developing the case to run
- Identifying the proper person (team) to cultivate potential candidate
- Follow-up and close

5. How is such a person found to run for office?

Business develops skills that help elected leaders

- 1. Fair and objective...business employees cannot bow to only the most powerful, but must do what's right for their customers (ie voters).**
- 2. Private sector employees must carefully balance short and long term needs to ensure survival.**
- 3. Must know where they stack up-private sector employees must be keenly aware of their competitive position, and always adapt to change; These are good skills for municipal leadership.**
- 4.They are not swayed by emotions...or the loudest voice in the room that day...but operate on sound data, objective measurements and performance-driven results**
- 5. They understand budget sustainability...that the organization must live within its means. Failure to do so results in difficult expense reductions and a reduction in trust by those whom they serve.**
- 6. They understand that investments must have a strong potential for Return on Investment, and are held accountable for these decisions.**

Recruitment is like everything else, you have a plan and you work it!

1. **Identify** potential opportunities - Local chambers of commerce inventory local leaders. What is their stance on business issues? What relationship do they have with the business community?
2. **Collaborate** with Enterprise Washington – understand their district profiles, fundraising analysis to help local chambers develop a candidate profile for that local office opportunity (age, gender, affiliations, etc.). Enterprise Washington will provide tips and some training on how to these prospective individuals.
3. **Create** a recruiting strategy for prospective candidates. Take advantage of Enterprise Washington resources such as the [candidate recruitment handbook](#). Such a resource should be easily adopted for local opportunities.
4. **Work** in partnership with Enterprise Washington to equip recruited candidates with the tools to run successfully and be elected.

GRASSTOPS & GRASSROOTS

GROW: Growing Roots for Our Workforce

Online grassroots tools you can use:

- Issue Information
- Candidate Information
- Register to Vote Tools
- GOTV Tools

Helping
businesses

- Identify
- Facilitate
- Educate
- Encourage

The screenshot displays the Enterprise Washington website. The header features the logo and a navigation bar with links for HOME, ABOUT THE GROW PROGRAM, LINKS, and CONTACT. A central banner image shows a scientist in a lab coat. Below the banner, a navigation bar contains the text: HOME | ABOUT THE GROW PROGRAM | LINKS | CONTACT. The main content area is titled "Welcome to the GROW Program" and "Growing Roots for Our Workforce in Washington". It includes a welcome message and a list of resources: 2009 Legislative Priorities, Weekly Legislative Updates, and Your 2009 Legislators. A "Bill Spotlight" section highlights the Employer Gag Rule (HB 1528 and SB 5446). The left sidebar contains sections for Election Resources, Elected Officials, Top Issues, Take Action, and Your Candidates.

Enterprise Washington
Smart politics for business

One vote makes a difference.
It's EZ to register & vote.

Enter Zip Code Go!

HOME | ABOUT THE GROW PROGRAM | LINKS | CONTACT

Welcome to the GROW Program
Growing Roots for Our Workforce in Washington

Welcome to GROW. The Washington State Legislative Session begins Monday, January 12, 2009. In preparation for this session, we begin by posting 2009 legislative priorities that will serve as guide for lawmakers interested in making private sector jobs a priority this year.

- [2009 Legislative Priorities](#)
by The Washington Alliance for Competitive Economy [More on WashACE](#)
- [Weekly Legislative Updates](#)
Click to view this weeks legislative update: [Monday, April 20, 2009.](#)
- [Your 2009 Legislators](#)
[Get to know your elected officials and review their 2008 voting records today!](#)

Bill Spotlight: Employer Gag Rule (HB 1528 and SB 5446)
With the current state of our economy, everyone is nervous about the job market. Yet, our state's organized labor forces are putting full force behind legislation that puts our state's workforce at a competitive disadvantage. Right-to-work states in the Southeast are courting Washington businesses to relocate, and if these bills were to pass, it would strengthen their argument that Washington state is not business friendly. [Click here to tell your legislators about the negative impacts of this legislation on your business.](#)

HB 1528 SB 5446

Election Resources
REGISTER TO VOTE
VOTING IN WASHINGTON

Elected Officials
FIND YOUR ELECTED OFFICIALS AND
VIEW VOTING RECORDS
JUDICIAL

Top Issues
FEDERAL
WASHINGTON STATE

Take Action
SPEAK OUT ON CURRENT ISSUES

Your Candidates
PRE-SIDENTIAL
CONGRESSIONAL

How can you help?

Activism

Become an ambassador the private sector in your community;

- Be a Grass Top, and encourage Grassroots movements in your town
- Take advantage of GROW Program tools for organizing grassroots

Engage

Consider running for public office?

Become a member of Enterprise Washington

Support the statewide organization that is *Recruiting, Training and Electing Business-Minded Legislators*, www.enterprisewashington.org

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