



Battleground Group

Full-Service Firm
45 Years of Combined Experience

Jamie Miller

Jamie Miller is a political consultant specializing in political campaign management, strategic planning, public relations, grassroots motivation, and crisis communications. He has been involved with running and managing political campaigns since 1994.

Jamie's experience includes serving as Regional Political Director for the Republican Party of Florida, Director of Field Operations for all of Florida's 67 counties, and Executive Director for RPOF. His service as director of field operations includes the recount that followed the disputed presidential election in 2000.

Miller has consulted for candidates to the Florida legislature and managed two state-wide campaigns and launched the Republican National Committee's inaugural 72-hour program for Collier, Lee and Charlotte counties.



Frequently called upon by Florida's political reporters, Jamie has been quoted in every major daily newspaper in the state and many national publications. He has been referred to as a "veteran Florida political operative" by the Tampa Tribune. His written work has been published in "Muth's Truths," a conservative internet magazine, and irreverentview.com, a new Internet start up that allows views from all political perspectives.

Jamie is frequently requested to speak at campaign schools and has also served as a guest lecturer for the University of Florida's Master level campaign management program.

Miller is the Vice-president of Communications for the Sarasota Area Gator Club (UF Alumni Association), a member of the Florida Public Relations Association — Central West Coast Chapter, and is a member of the Association of Fundraising Professionals.

After living in Tallahassee for more than six years, Miller moved with his wife of 24 years and two children to Sarasota in 2005.

Miller's client list includes non-profits, state government, candidates, political parties, and fortune 500 companies.

John Wehrung

John Wehrung currently serves as senior partner at the Battleground Group and Political Director for the Florida Chamber of Commerce.

John is a seasoned political strategist who has advised on many national, state and local campaigns on strategy and tactics in the election process.

Throughout his career, John has served numerous roles in Republican politics, serving as Political Director during his tenure at the Republican Party of Florida from 1993-1998 and as Chief of Staff to the General Counsel's Office at the Republican National Committee in the 1992 election cycle.

Mr. Wehrung's is best known for his part in directing the GOP takeover of the Florida House of Representatives in 1996 and recently for his role in making the Florida GOP legislature 'Veto-Proof' and for helping to take the North Carolina House of Representatives for the GOP in 2010.

An author and political commentator, John Wehrung often appears in state and local newspapers and on the Internet.



Battleground Group

Strategic Planning

Budgeting:

Research:

- Background checks
- Voting records
- Public records
- Data – voter file, demographic, historical analysis

Public Opinion:

- Benchmark polling
- Focus Groups
- Brushfire/Tracking polls

Grassroots Strategy – Door-to-door, volunteer phone plans, paid door-to-door component

Service Provided, cont.

Voter Contact

- Direct Mail
 - Professionally produced and printed
 - Consistency of message
 - Branding with full color and meaningful images
 - Any size available
 - Competitively priced
 - BIO
 - Issues
 - Opponent Clarification
 - Comparison
 - Response to attacks
 - GOTV
- Collateral Material
 - Signs
 - Banners
 - Palm Cards
 - Bumper Stickers
 - Other materials needed for events
- Media
 - TV Production and Buying
 - Radio Production and Buying
 - Create web site to collect media stories – www.ncpoliticalbeat.com

Voter Contact, cont.

- E-Campaigns
 - Web Site
 - Email accumulation and delivery
 - Online fundraising
 - Social Media
 - Facebook
 - Twitter
 - YouTube – production and presentation
 - Other Emerging technologies including foursquare and texting
- Phones
 - Live Operator
 - Robo Calls
 - Tele-Town Halls
 - BIO
 - Issue Advocacy
 - Opponent Clarification
 - GOTV
 - Pre-Event Teleconferencing
 - Crowd Building for events

North Carolina 2010 – A Case Study

Why it worked

- Economies of Scale
- We started early enough to implement entire plan
- Researched more than 36 Democrat incumbents for vulnerabilities
- Recruited candidates in EVERY potentially competitive race
- Benchmark polling mid-summer to determine initial allocation of resources
 - 12 Benchmark Polls
 - 24 Brushfire polls
 - 1st time in the history of NC GOP House Caucus where they had this level of information available
- Professional Products with a consistent message regardless of medium
 - Mail, TV, Radio, Email, Web, press releases, fundraising letters, grassroots, etc.
- Caucus and Candidate Discipline –
 - Required candidates to adhere to strict spending policies – Candidates did not blow money on meaningless events, signs, trinkets, etc. until campaign season (after Labor Day).
 - The Caucus recognized candidates who created an environment where they could win – G.L. Pridgen and re-allocated resources from winnable districts with unwinnable candidates – Steve Henion.
 - Caucus and candidates adhered to the strategic plan under crisis. We were flexible enough to change targets but never lost sight of the goal of a Republican Majority



Economies of Scale

Our unprecedented success in North Carolina came at such a low cost to the Republican House Caucus. When given the oversight of the direct mail, research, E-Campaign (web, email and social media), polling, television & radio advertising, and automated telephone calls, Battleground Group was able provide the most competitive prices available; providing more liquidity for direct voter contact.

We bring professional services like a U.S. Congressional Campaign and apply them to state legislative races.

Economies of Scale cont.

Research – While we knew there would be, at most, 20 targets, BGG researched more than 36 Democrats for vulnerabilities to ensure that we targeted using more than just PVI indexes to determine targets.

Polling – 12 Benchmark polls (these were 12 “must have” districts) and 24 Brushfire polls (in “must have” and “really wanted” districts).

Direct Mail – BGG mailed more than 85 mail pieces to more than 1 million households

Television – We produced 6 TV commercials where it made sense to use this medium

Email – We procured, using our extensive national contacts, email lists for more than 10 campaigns.

Web Sites – We built 5 web sites for campaigns that requested it.

Economies of Scale Cont.

Overall – By utilizing Battleground Group's extensive network of experienced, professional vendors, BGG saved the North Carolina Republican House Caucus more than \$200,000 through economies of scale. The caucus' overall budget was about \$1.2 million, so we increased the amount of money available for direct voter contact by more than 16 percent.

It is important to note that BGG consulted for the caucus and select Republican Campaigns that were targeting Democrat incumbent districts. Those candidates and elected officials who had consultants, continued to use the consultants they used in the past. BGG worked with all consultants to provide them 100 percent of all information that was available from the caucus which was mostly research and polling.

Research

Research was a key aspect to our North Carolina operation. Battleground Group has associates who conduct all aspects of research from candidate opposition, to on-the-ground, old-style research that can only be achieved by sifting through documents at courthouses. Our associates have more than 20-years experience in the field of investigative reporting and private investigation. Our findings were the basis for a direct mail and television campaign that won a republican majority in the State House.

Almost as important, our research allowed us to respond to Democrat and media cries that campaigns were inaccurate, biased, etc. With facts at our fingertips, we responded immediately and directly to voters and to the media; proving democrat allegations were unfounded.

Direct Mail

Direct mail was the most significant aspect of the campaign to gain the majority in the North Carolina House, in both voter conduct and budget. It was essential that Battleground Group provide the house caucus a quality product at the lowest possible price.

Examples are in the “campaign section” of this presentation.

Television & Radio

Battleground Group's experience provides the opportunity to bring in the nation's best TV producers to provide top-of-the-line television commercials at an affordable price. We then ensure proper placement and saturation in media markets. We were able to produce six commercials for targeted races.

In one case, a commercial was ordered, produced, and on the air in less than 72 hours.

Polling

Our North Carolina polling is best exemplified by the accuracy we were able to provide the caucus from baseline polling in the summer to brushfire polling leading up to election day.

Twelve of our thirteen final brush polls were within the margin of error; and the other erred on the conservative side with the GOP candidate winning by 30 points.

More importantly, we were able to identify Dr. Mott Blair's (D) campaign activity. The GOP candidate was winning this race during the summer's baseline, but the doctor ran an effective mail campaign and we were able to avoid a loss by moving resources to that race.

Focus Groups

Internal Focus Groups conducted by Battleground Group.

For instance, one mail piece was determined to be too harsh for the target group of senior women.

We were winning this race and we determined that the risk of this mail piece was not worth the potential back lash if we lost working women who were supporting the Republican candidate.

NC Republican Party State Executive Committee
1506 Hillsborough Street
Raleigh, NC 27605

NONPROFIT
U.S. POSTAGE
PAID
NC Republican Party
State Executive
Committee

**Cullie Tarleton doesn't
hear the needs of rape
victims...**

... And CULLIE TARLETON Wants to Allow Rapists Out of Jail Earlier

North Carolina's Rape Crisis program provides essential services for victims of sexual assault.

But **LIBERAL CULLIE TARLETON** voted to slash funding from the program. (www.wncn.com/stories/2009/08/10/08102009a)

And **CULLIE TARLETON** wasn't done.

He even voted to lessen the sentence of convicted rapists by up to three years. (SS 889 (2f), 8/10/2009)

Cullie Tarleton: Soft on Rapists, Tough on Rape Victims

** Paid for by the North Carolina Republican Executive Committee. Not authorized by any candidate or candidate committee.*

On November 2nd, Vote NO on Criminal Coddler Cullie Tarleton

Live and Automated Phone Calls

Automated telephone calls are a great resource when faced with little time or little money. We can provide calls to a large mass of voters for an affordable price with a one-day turnaround.

We also utilize automated-calls for tele-town halls, voter turnout, opposition clarification and issue advocacy.

We utilize live operator calls for all of the above as well as live operator introduced automated-calls and information gathering.

District 81

(A Case Study)

Rayne Brown vs. Hugh Holliman



Preface

The North Carolina House Democratic Majority Leader, Hugh Holliman, was serving his fifth term in the State House. Holliman raised more than \$335,000 for his campaign war-chest, to Rayne Brown's \$109,000. Polling showed that Holliman was vulnerable in this political climate but with his huge war chest, a nearly perfect campaign was needed to defeat him. Holliman not only claimed that he would be victorious but also that Democrats would increase their majority by more than 5 seats.

Holliman defeated Brown in 2008 – 53 to 47 percent.

The benchmark poll for the rematch showed Brown leading but within the margin of error.

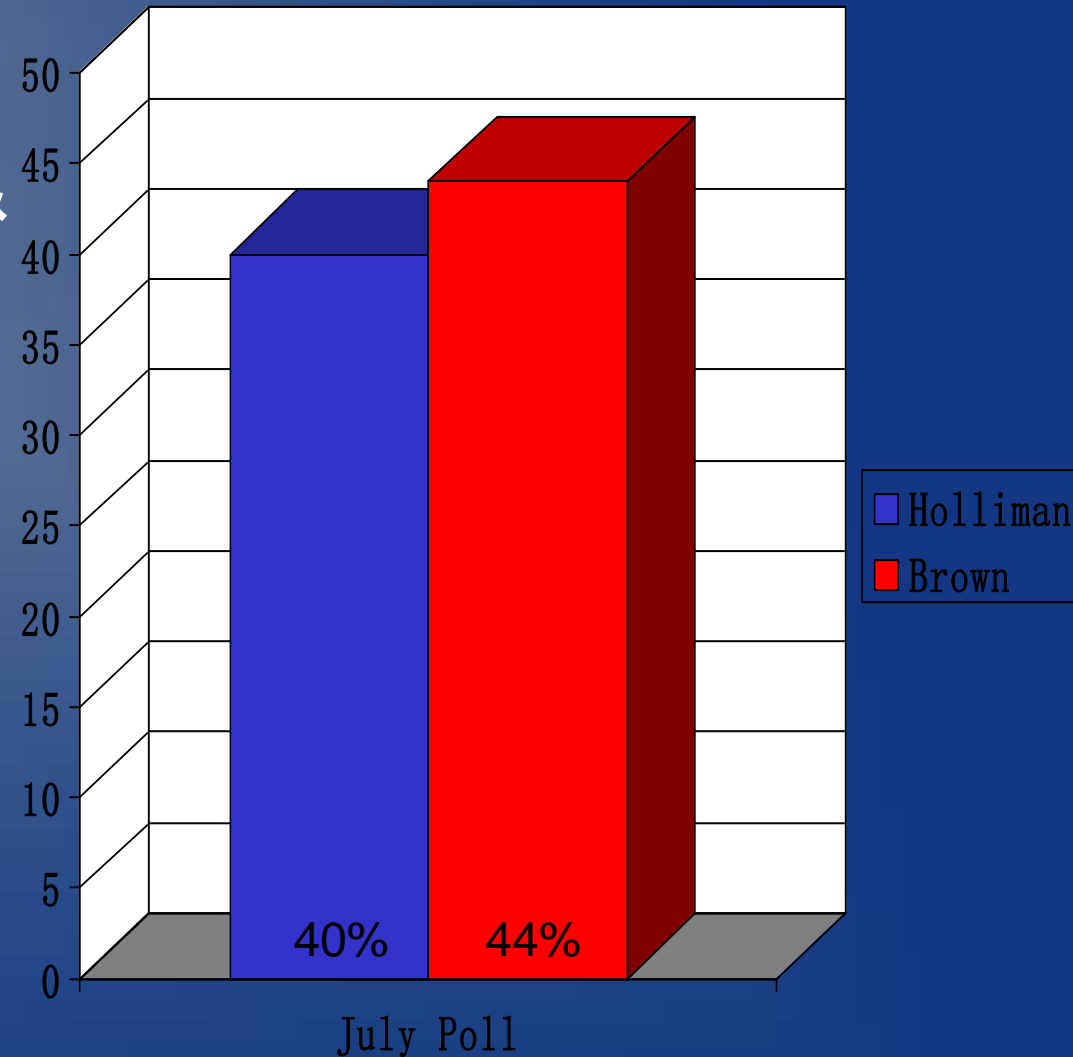
By the Numbers

- 49.17% Democrat
- 37.3% Republican
- Hugh Holliman beats Rayne Brown by a 15.3 point margin in 2008
- Holliman had no Republican challenger in 2004 and 2006



July Poll

- Conducted July 27th & 28th
- Brown led 44-40
- Holliman fav/unfav- 41/29
- Brown fav/unfav- 31/10



Initial Mail Program

We began this race like most in North Carolina – with three pieces that set the tone for the campaign.

1. Bio Piece – This allowed voters to get to know Rayne Brown
2. Jobs Piece – Obviously, the 2010 elections were about providing jobs and this piece showed how Rayne Brown had a plan to provide them.
3. Government Spending – This is a “soft” opposition clarification piece. We wanted to appeal to voter dissatisfaction with the amount of government spending conducted by Democrats.

Bio Piece

RAYNE BROWN for State House District 81

LET'S HELP NORTH CAROLINA FAMILIES GET BACK TO WORK!



PLEASE VOTE EARLY
October 14th

Paid for by the North Carolina Republican Executive Committee. Not authorized by any candidate or candidate committee.

North Carolina Republican Party
1506 Hillsborough Street
Raleigh, NC 27605

NONPROFIT ORG.
U.S. POSTAGE
PAID
NC Republican Party
State Executive
Committee

Rayne Brown will:

- Reduce government spending
- Balance the budget
- Focus on the needs of our citizens

www.rayne4house.com

RAYNE BROWN has the right ideas to get North Carolina working again!



Rayne Brown believes in family. She's a mother and a grandmother who truly cares about people, especially children and those who can't help themselves. She's been working in our Davidson County neighborhoods and helping folks here for over 34 years.

Rayne Brown's a friend to anyone who meets her. She's a member of Bethesda United Methodist Church. She's taught school, helped the disabled and those who are less fortunate, worked with the Animal Center and is a past Board Member of Friends of the Library.

Rayne Brown is one of us, not a career politician.

Rayne Brown is the people's candidate. She knows our government is broken and she has a plan to fix it.

- ☒ Smaller, Smarter Government
- ☒ Cut Spending and Create Jobs
- ☒ Quality Education

I pledge to bring our common sense values to Raleigh and get things done. When I make a promise, you can count on me to follow through.

Rayne Brown

LET'S GET NORTH CAROLINA FAMILIES BACK TO WORK!

RAYNE BROWN for State House District 81

Jobs Piece



Rayne Brown
A Better Way to Put North Carolina Back to Work!

**Vote Early
October
14th**

**Lower Tax Rates.
Eliminate
Wasteful
Spending!**

- More Jobs, Fewer Bureaucrats
- Lower Tax Rates
- Eliminate Wasteful Spending
- Help Small Business

"We need more paychecks and fewer unemployment checks!"
-Rayne Brown

Rayne Brown - Has a Plan to Put North Carolina Back to Work!

- ✓ Work with small businesses to reform job-killing regulations
- ✓ Cut taxes for small businesses and job creators
- ✓ Help existing local businesses instead of Hollywood studios

Reduce the tax burden on North Carolina families—North Carolina families pay the Highest Tax Rate of any neighboring state.

★ **Reduce state spending** ★

www.rayne4house.com

GROW AND EXPAND SMALL BUSINESSES—LET FAMILIES KEEP MORE OF WHAT THEY EARN!

Paid for by the North Carolina Republican Executive Committee.
Not authorized by any candidate or candidate committee.

North Carolina Republican Party
1506 Hillsborough Street
Raleigh, NC 27605

Non-profit
U.S. Postage
Paid
NC Republican Party
State Executive Committee



Rayne Brown is Fighting to Put North Carolina Back to Work!

**Vote Early
October
14th**

You've had to tighten your belt, now it's the government's turn!

Rayne Brown is the only candidate with a plan to fight for real jobs for all North Carolinians!

NO to ALL the Raleigh tax-and-takers job-killing lawmakers and it's time to say YES to new jobs and a better future for North Carolina.

Job Creator
Rayne Brown and family

Join Rayne Brown and your neighbors. Tell the politicians in Raleigh that enough is enough!

Government Spending Piece

CUT GOVERNMENT SPENDING

**VOTE EARLY
OCTOBER 14TH**

Out-of-touch, liberal politicians in Raleigh keep hiring more bureaucrats and growing the size of government!

We're deeper and deeper in debt and our Unemployment Rate is one of the highest in the nation!

North Carolinians pay the highest taxes in the southeast. **MORE THAN 30%** of their income goes to government!

IT'S TIME TO TAKE THE CHECKBOOK OUT OF HUGH HOLLIMAN'S HANDS!

PND FOR BY THE NORTH CAROLINA REPUBLICAN EXECUTIVE COMMITTEE. NOT AUTHORIZED BY ANY CANDIDATE OR CANDIDATE COMMITTEE.

North Carolina Republican Party
1506 Hillsborough Street
Raleigh, NC 27605

NEVER POSTED
U.S. POSTAGE
PAID
NC Republican Party State
Executive Committee

WASTEFUL SPENDING HALL-OF-FAME

HUGH HOLLIMAN
Champion Spender!

Government spending is way out-of-control!
Since 1990, North Carolina spending has skyrocketed by 41%! That's on top of the rate of growth and inflation!

In 2009, Tax-and-Spend Democrats in Raleigh voted to raise taxes by \$1.3 billion during the "greatest recession since the Great Depression."¹

**VOTE EARLY
OCTOBER 14TH**

IT'S TIME TO TAKE THE CHECKBOOK OUT OF HUGH HOLLIMAN'S HANDS!!

"Give me liberty, not debt!"

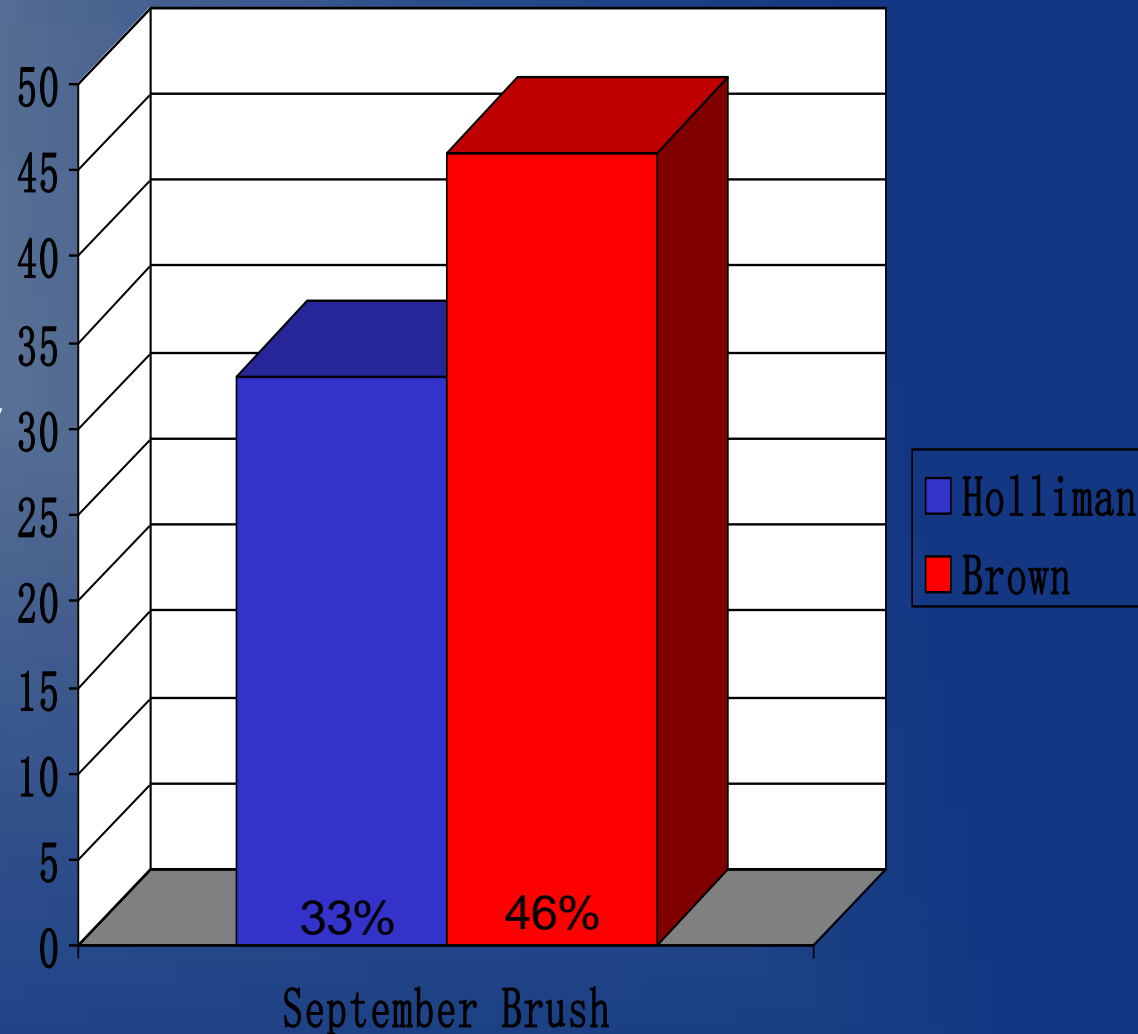
We all have to control spending and balance our family budget at home - why should government be any different?

1 www.ncrta.org

The State of North Carolina
OVERDRAWN
Get the checkbook before they completely bankrupt North Carolina!

September Brush

- Conducted October 2nd & 3rd
- Brown led 46-33
- Holliman's fav/unfav 32/36
- Brown's fav/unfav 32/17



2nd Phase of Mail

After the second round of polling showed the race moving in Brown's favor, with our experience, we knew it wasn't time to take the foot off the pedal.

1. Democrats passed, as part of stimulus, a bill that would give tax dollars to Hollywood, so we informed voters about "Hollywood Hugh"
2. Democrats also tried to eliminate the popular death penalty in NC by passing the "Racial Justice Act" that would have given criminals on death row the ability to move their sentences to life in prison which would allow some criminals parole after 20 years, several already had 20 years and could have moved in next door.

Hollywood Hugh

NC Republican Executive Committee
1506 Hillsborough Street
Raleigh, NC 27605

Non-Profit Org.
U.S. Postage
PAID
NC Republican Party
State Executive
Committee

Politician **Hugh Holliman** voted for huge tax breaks for Liberal Hollywood Elitists...

HOLLYWOOD

The Dispatch
Davidson County's News Source

"Annual tax breaks beginning next year to these **Hollywood big shots** are estimated by the General Assembly's Fiscal Research Division to come to around **\$100 million per year.**"

June 2, 2010

But when it comes to Hollywood bigshots, Hugh Holliman gives away our tax money and rolls out the red carpet.

HOLLYWOOD'S LIBERAL WALK OF FAME

Moore Taxes

198815 CLEVELAND 16 9 8 125 MAY 3 1975

Hanoi Jane... Is Fonda Higher Taxes

NORTH CAROLINA'S LIBERAL WALK OF SHAME

Hugh Holliman Winner for Voting Liberal in Raleigh and Acting Conservative at Home

But when it comes to North Carolina small business, Holliman raises our taxes and rolls out the red tape!
It's time to yell "CUT" on Hollywood Hugh Holliman!

Paid for by the North Carolina Republican Executive Committee, Committee. Not authorized by any candidate or candidate committee.

Racial Justice Act

NC Republican Executive Committee
1506 Hillsborough Street
Raleigh, NC 27605

Non-Profit Org.
U.S. Postage
PAID
NC Republican Party
State Executive
Committee

Meet Your New Neighbors...

You're not going to like them very much



Thanks To Hugh Holliman, death row inmates could leave prison early and move in next door....



WAYNE A. LAWS
MURDER FIRST DEGREE
DOC NUMBER: 0234897
SENTENCE TYPE: DEATH ROW



HENRY L. MCCOLLUM
MURDER FIRST DEGREE; CHILD RAPE
DOC NUMBER: 0266106
SENTENCE TYPE: DEATH ROW

jdnews.com

"The law would also allow some convicted killers to go from death row to parole almost immediately."
The Daily News, Jacksonville, N.C., 08/10/2009

Meet Wayne Laws. He brutally **MURDERED** two people. And get to know Henry McCollum. He **RAPED AND MURDERED AN 11 YEAR OLD CHILD**. Both are on Death Row today.

But thanks to ultra-liberal **Hugh Holliman**, they might be moving out of jail and into Your neighborhood sometime soon.

Holliman voted to allow activist judges to weaken the sentence of Death Row inmates... making some eligible for parole immediately.¹

1. 8/3/2009 SB 461 (2R) North Carolina Racial Justice Act

Keep Death Row Inmates Where They Belong And Get Rid of Criminal Coddler Hugh Holliman

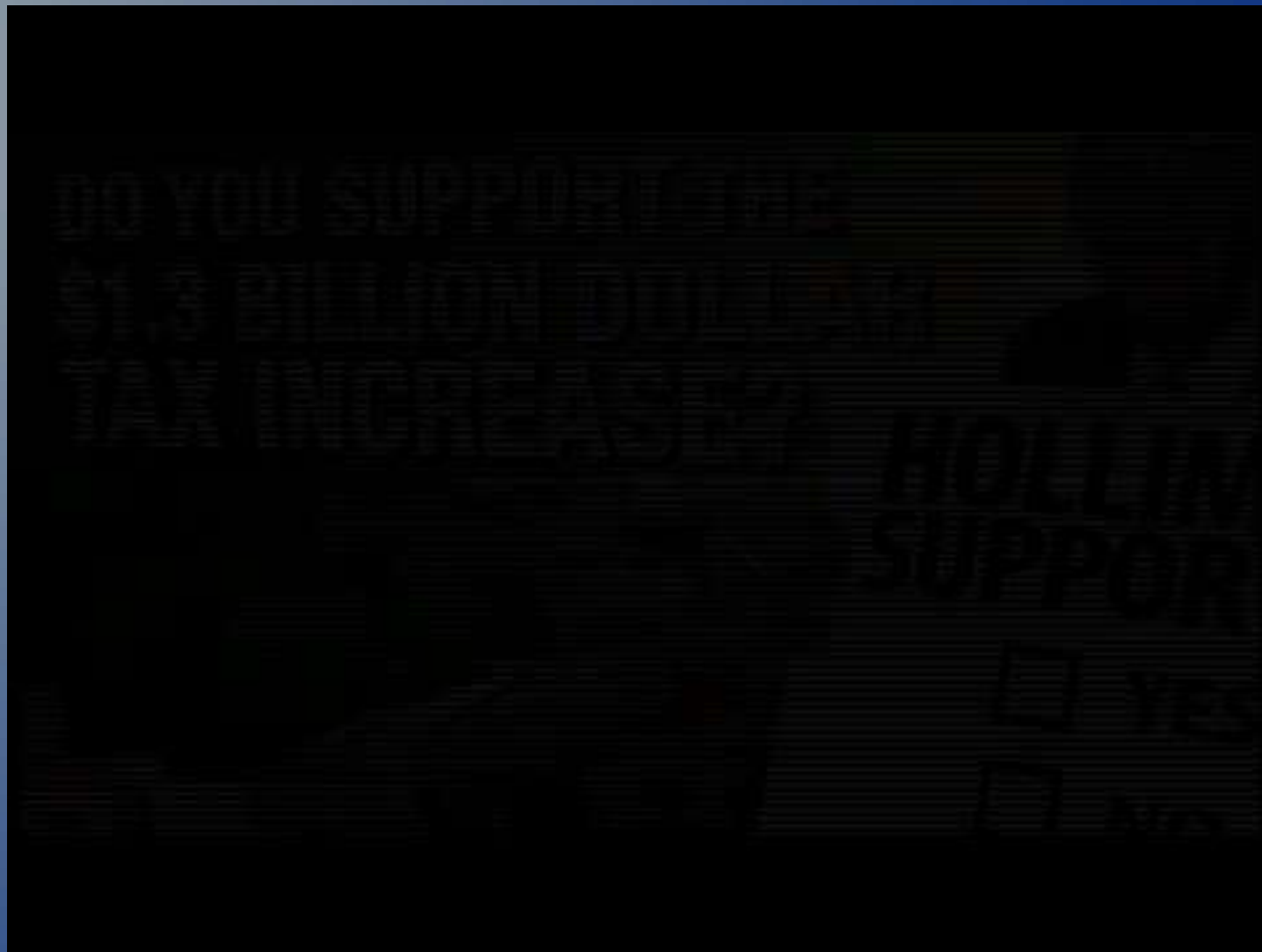
Paid for by the North Carolina Republican Executive Committee.
Not authorized by any candidate or candidate committee.

TV

During the second phase of mail we started the first phase of television.

This election is all about jobs, so we created a fun commercial that informed voters about the job killing record of Hugh Holliman.

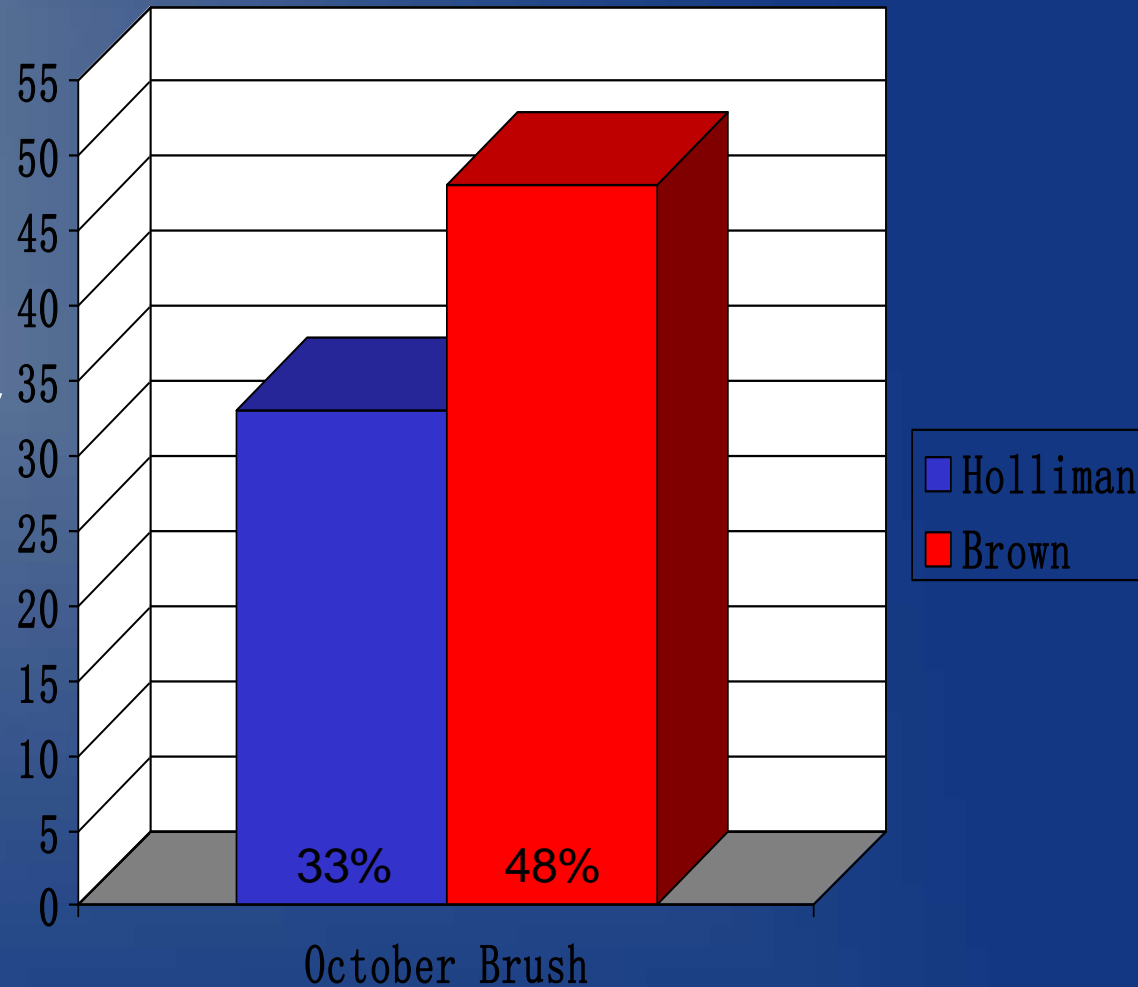
This commercial was a low-cost production compared to some you see with statewide campaigns, but it had an effective message that reinforced the direct mail campaign.



Hugh Holliman- Job Killer

October Brushfire

- Conducted October 18th-20th
- Brown led 48-33
- Holliman's fav/unfav 34/38
- Browns fav/unfav 44/16



3rd Phase of Mail

After the 3rd poll, the race was not won. Brown had yet to reach the important 50 percent level, and we knew we could get outspent 3-1 in the final 2 ½ weeks.

This final phase had four pieces of mail:

1. Tax and Spending – A creative piece that shows that Holliman taxes everything whether it's dead or alive.
2. A corruption piece that plays on "Cool Hand Hugh's" prison theme (the previous speaker and Holliman's mentor was indicted, convicted and jailed).
3. A piece that showed Holliman's liberal record about private property and finally,
4. A positive piece to Get out the Vote (GOTV)

Tax & Spending

NC Republican Party State Executive Committee
State Executive Committee
1000 Watauga Street
Raleigh, NC 27601

WANTED
for Taxing Whether You're
DEAD OR ALIVE

REWARD:
Workers get to keep
more of their
paycheck

He had a
\$10 Stetson
on a 5¢ head

LAST SEEN
Fleeing
Raleigh With
Your Money!

HUGH HOLLIMAN
"The Tax Hike Kid"
Member of the notorious
Tax & Waste Gang

Fastest
Tax Grabber in
the West

REPRINT
U.S. POSTAGE
PAID
1000 Watauga Street
Raleigh, NC 27601

"The Tax Hike Kid" Hugh Holliman is Wanted for Wasting Your Money

HUGH HOLLIMAN is a member of Raleigh's notorious **Tax & Waste Gang**. North Carolina families are struggling but the "Tax Hike Kid" **HUGH HOLLIMAN** voted to increase your taxes by \$1 billion to fund his wasteful spending spree: (www.wastv3.com)

- **\$1 billion in new state spending** (North Carolina State Budget)
- **\$25 million for a pier to nowhere** (Roll Call Vote #1202)
- **\$6 million for the NC Symphony** (HB 1550)
- **\$1.3 million for a museum** (North Carolina State Budget)

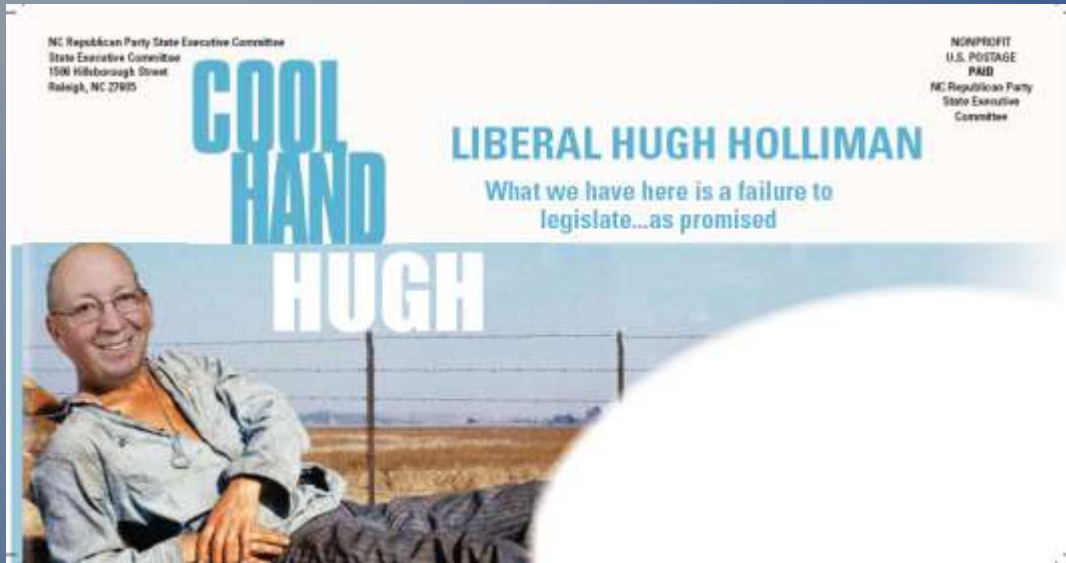
It's Time to Run "The Tax Hike Kid" HUGH HOLLIMAN Out of Town!

Paid for by the North Carolina Republican Executive Committee. Not authorized by any candidate or candidate committee.

The Tax & Waste Gang

"Calamity" Roy Perdue
Big Spender Joe Hackney
"The Tax Hike Kid" Hugh Holliman

Corruption Piece



The back cover of the political pamphlet. At the top, it says 'HUGH HOLLIMAN: Best Political Pretender' next to a small image of an Oscar statue. Below this, it says 'HUGH HOLLIMAN shines in his award winning performance about a politician who acts conservative at home while voting liberal in Raleigh.' Then, 'But he's been caught red-handed and now he's trying to smooth-talk his way out of it. That's why they call him COOL HAND HUGH.' Then, 'COOL HAND HUGH has a real knack for shaking the money tree. In fact, he voted to raise your taxes by \$1 billion.' Then, 'COOL HAND HUGH might not be able to eat 50 eggs, but he can definitely eat through your tax dollars!' Then, 'COOL HAND HUGH'S SPECIAL SPENDING FEATURES:' followed by a list of bullet points: '\$1 billion increase in government spending (North Carolina State Budget)', '\$25 million for a pier to nowhere (Roll Call Vote #1202)', '\$21 million for prisoner education programs... it sure beat the chain gang!'. At the bottom, there is a box with a large 'R' and the text 'Raleigh's Best Political Pretender Cool Hand Hugh Holliman is just another liberal tax-and-spender'. Below this box, it says 'Paid for by the North Carolina Republican Executive Committee. Not authorized by any candidate or candidate committee.' At the very bottom, it says 'Vote No On Hugh Holliman on November 2.'

Private Property



GOTV

NC Republican Party State Executive Committee
1506 Hillsborough Street
Raleigh, NC 27605

Hugh Holliman

Rayne Brown

This November, the differences are clear...

NONPROFIT
U.S. POSTAGE
PAID
NC Republican Party
State Executive
Committee

... Between Conservative Rayne Brown and Liberal Hugh Holliman

Vote November 2nd

Liberal Democrat Hugh Holliman

- ✗ Voted for a \$1 billion tax increase
- ✗ Voted to increase government spending by \$1 billion
- ✗ More of the same failed, corrupt, liberal agenda in Raleigh

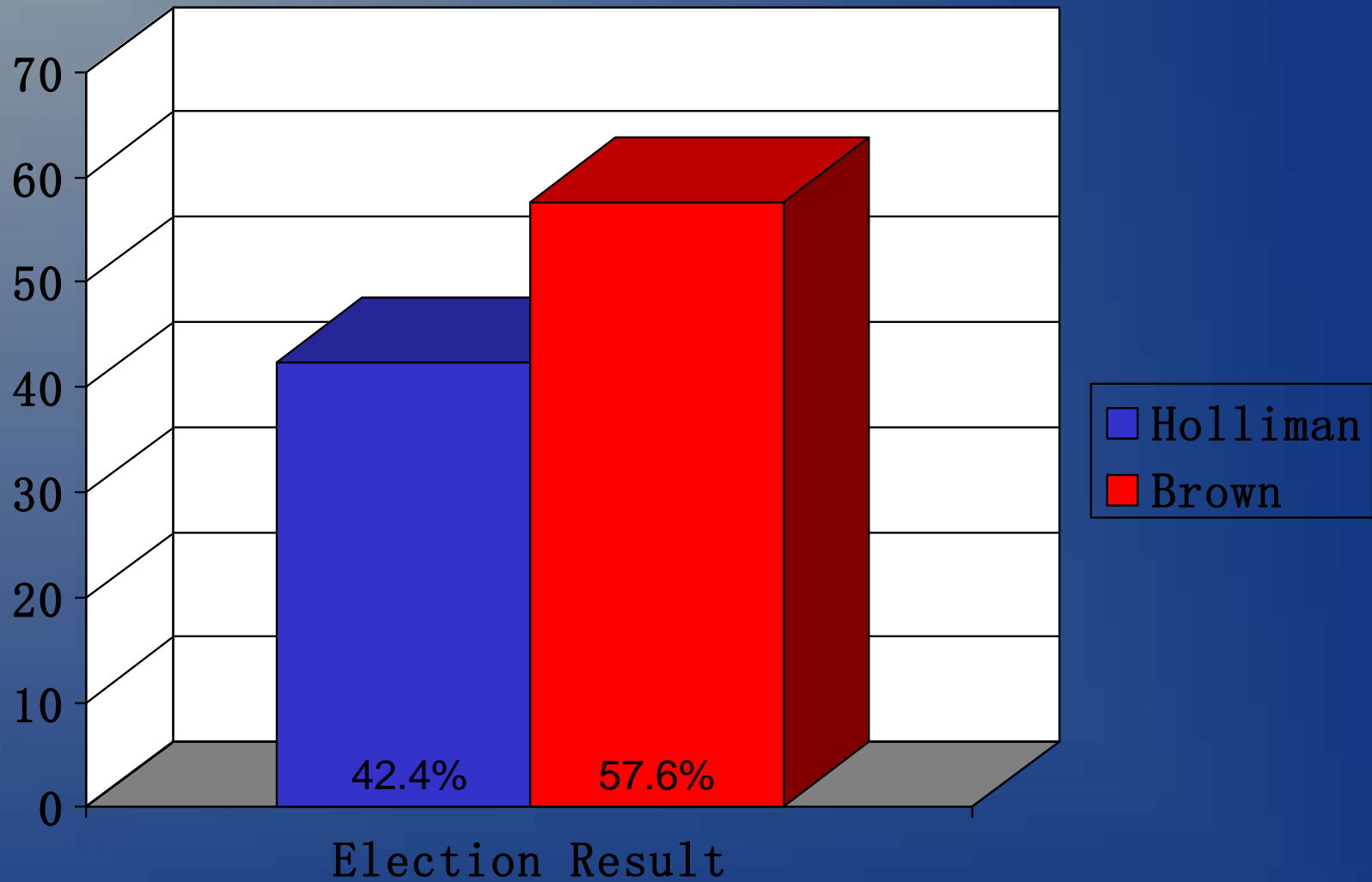
Conservative Republican Rayne Brown

- ✓ Tax relief for working families and small businesses
- ✓ Cut wasteful government spending
- ✓ A new, conservative direction for North Carolina

Paid for by the North Carolina Republican Executive Committee, authorized by Rayne Brown, Candidate, House District 1

The Choice is Clear – Vote for Rayne Brown on November 2nd!

Election Result



District 4

Jimmy Dixon vs. Dr. Mott Blair



Preface

Dr. Mott Blair had raised \$230,000 to Jimmy Dixon's \$56,000. Blair also had the advantage of the powerful medical lobby working (and funding) on his behalf. The following is Battleground Group's work in one of the most hotly contested races in N.C.

If Dixon won this race, it would secure a majority for Republicans in the House.

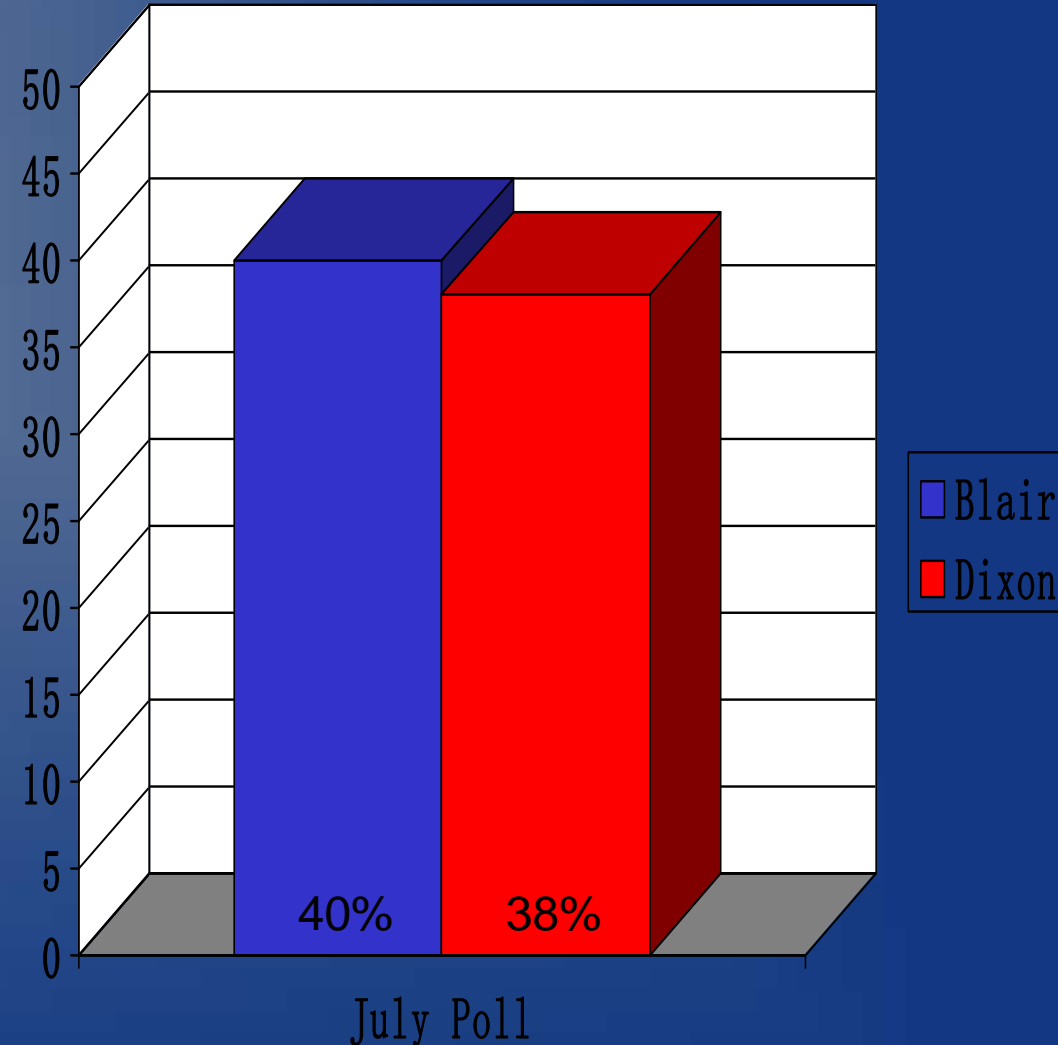
By the Numbers



- 58.54% Democrat
- 27.34% Republican
- No Republican challenger in 2008
- Democrat Russell Tucker wins by a 26.4 point margin in 2006

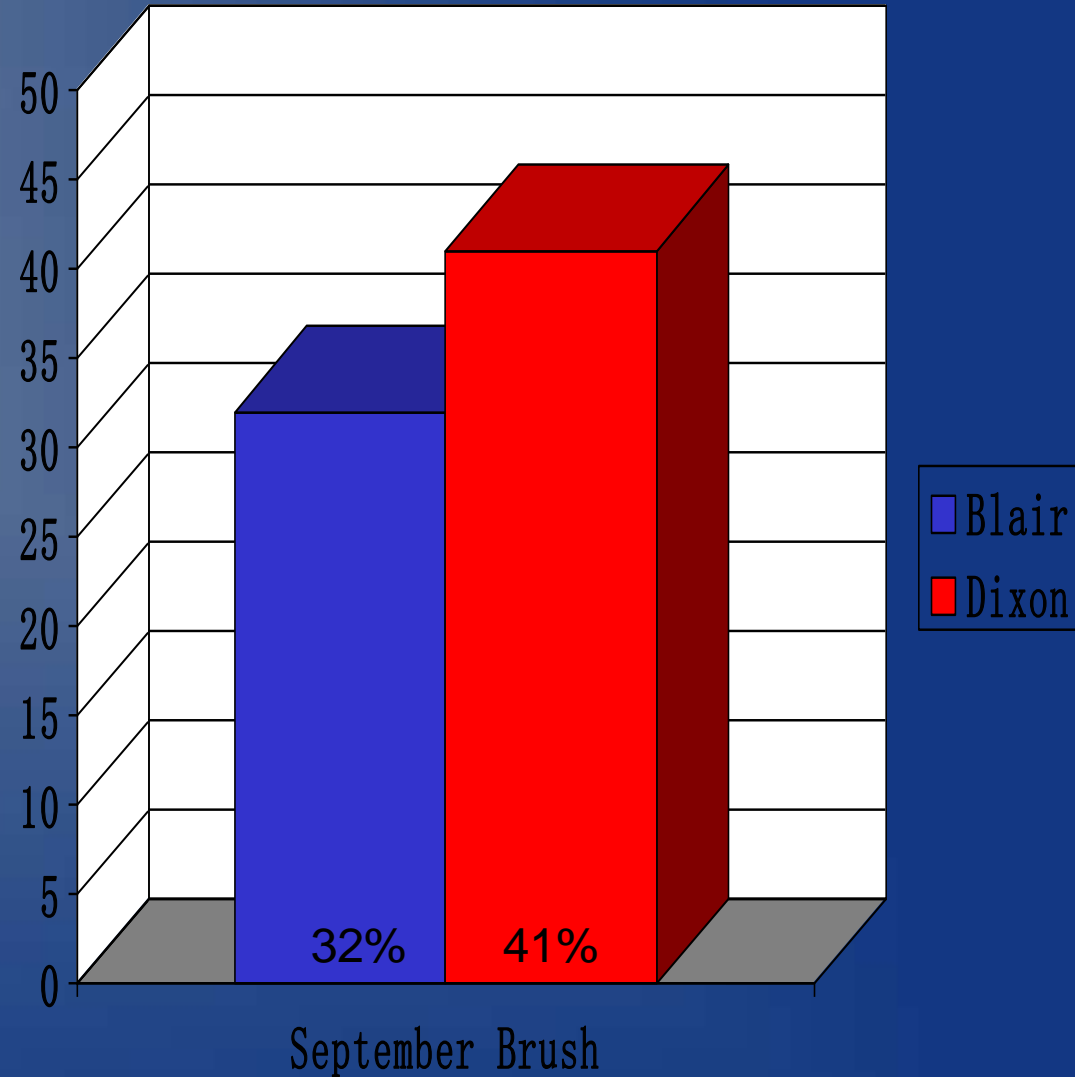
July Polling

- Conducted July 20th & 21st
- Blair led 40-38
- Blair's fav/unfav 20/6
- Dixon's fav/unfav 18/7



September Brush

- Conducted September 27th
- Dixon led Blair 41-32



Bio Piece

Jimmy Dixon
for State House District 4

NC Republican Executive Committee
1506 Hillsborough Street
Raleigh, NC 27605

Non-Profit Org.
U.S. Postage
PAID
NC Republican Party
State Executive
Committee

**Vote Early
October 14**

Jimmy Dixon Will Fight To:

- ✓ Stop liberal taxation
- ✓ Reign in excessive government
- ✓ Reduce bureaucratic regulation and corruption.

Jimmy Has the Right Plan to Get North Carolina Working

BRINGING JOBS BACK TO NORTH CAROLINA!


Out-of-control career politicians in Raleigh are out of touch with the people of North Carolina.

They just don't understand that we have a spending problem, not a revenue problem.

Jimmy Dixon was raised in Duplin County and he has always raised his voice against tax-and-spend politicians.

As an experienced small businessman, **Jimmy Dixon** knows how to create jobs and balance a budget.

Jimmy Dixon will lead the fight in Raleigh to reign in government spending, cut taxes and get North Carolinians back to work.



About Jimmy Dixon:

- Raised in Duplin County; Graduate of James Kenan High School
- Married to wife Bobby Jean, three children Jimmy, Jeffrey and Jennipher
- Four Grandchildren
- Small Agri-Business owner for 35 years; Lanefield LLC, Poultry and Vegetables
- Running to create jobs by opposing liberal taxation, excessive government, bureaucratic regulation and corruption.

Let's Throw Out The Politicians and Send A Businessman To Raleigh

Paid for by the North Carolina Republican Executive Committee, authorized by Jimmy Dixon, Candidate, House District 4

Jobs Piece

NC Republican Executive Committee
1506 Hillsborough Street
Raleigh, NC 27605

Jimmy Dixon

A Real Job Growth Plan

Vote Early
October 14

Jimmy Dixon has a Plan to Create Jobs!

- ✓ Reduce taxes on families and small businesses
- ✓ Reign in out-of-control government spending
- ✓ Incentives for small businesses, not Hollywood liberals
- ✓ Encourage entrepreneurship; slash red tape

Conservative Republican
Jimmy Dixon

Rec. Postage & Fees
U.S. Postage
PAID
NC Republican Party
State Executive
Committee

Jimmy Dixon: New Leadership To Get North Carolina Back to Work

Vote Early
October 14

You've had to tighten the family budget
and now it's the government's turn.

Jimmy Dixon is the only candidate fighting for a
plan to create real jobs in North Carolina.

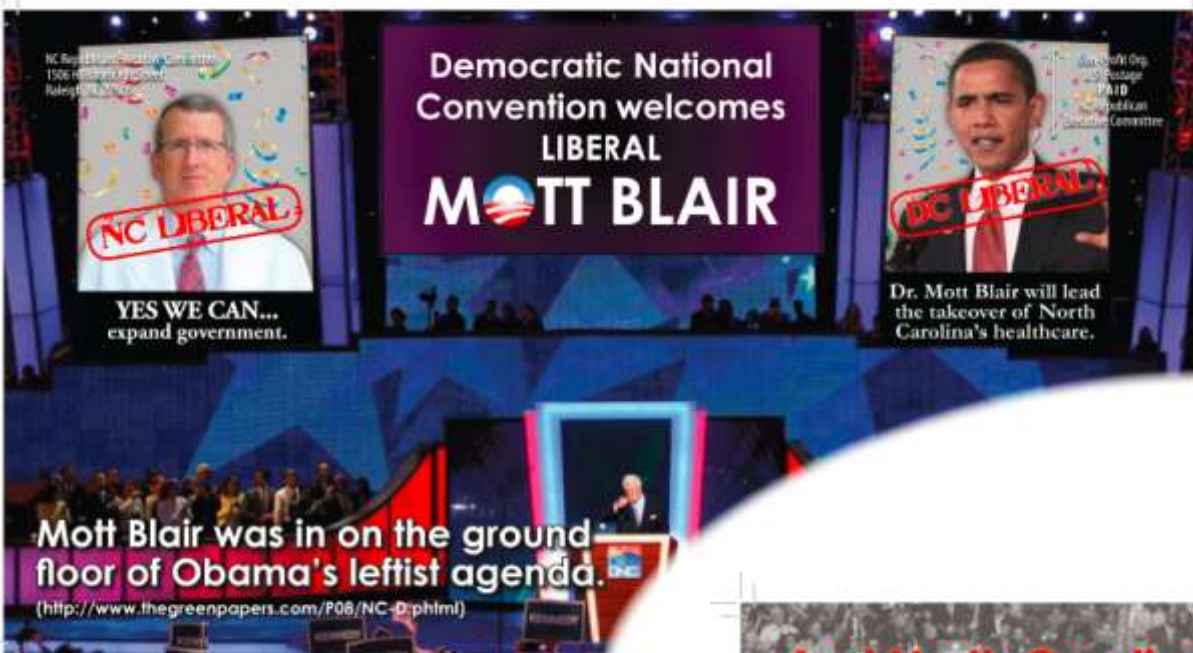
It's time to **get rid of the same old
big government tax takers in Raleigh.**

APRIL 12th 17

Paid for by the North Carolina Republican Executive Committee, authorized by Jimmy Dixon, Candidate, House District 4.

Join Jimmy Dixon and Let's Get to Work.

Mott Blair Convention



And North Carolina families have paid the price ever since

Liberal Mott Blair backed the Obama-Pelosi Tax-and-Spend Agenda.
THE RESULTS?

- ✓ Record Job Loss & Sky-High Debt
- ✓ Out-of-Control Government Growth
- ✓ Bailouts & Massive Spending

OBAMA BLAIR

VOTE EARLY OCTOBER 16TH

It's our buddy Mott Blair!

I love that guy!

Obama knows • He can count on Mott • To Tax-and-Spend • Everything you've Got

Blair- No to Patients

U.S. House of Representatives
North Carolina Votes on Obamacare

Liberal Lobbyist
MOTT BLAIR
advocated the
government takeover
of health care...

THE CHANGE WE
CAN'T AFFORD

Mott Blair
Lobbyist

U.S. HOUSE OF REPRESENTATIVES
NORTH CAROLINA VOTES ON OBAMACARE

<input checked="" type="checkbox"/> DAVID PRICE	<input checked="" type="checkbox"/> BRAD MILLER
<input checked="" type="checkbox"/> BOB ETHERIDGE	<input checked="" type="checkbox"/> MEL WATT
<input checked="" type="checkbox"/> G.K. BUTTERFIELD	

THESE FIVE VOTES GAVE OBAMA AND PELOSI THE
MARGIN THEY NEEDED TO TAKEOVER HEALTH CARE!

And **MOTT BLAIR** is already starting
to ration health care in North Carolina

Dr. Mott Blair was a lobbyist for
a group that was key in passing
Obamacare and recently even
said "we do not need to repeal the
health care bill." (N. C. House Candidates
Forum at River Landing,
Wallace N. C. 10/12/10)

Now, Mott Blair is turning away
patients by rationing his "Medicare
patient load to no more than 15%
because they are more costly and
time consuming." (Interview in Raleigh
News and Observer,
January 16, 2013)

No More
Medicare
Patients!

Dr. Mott Blair is bad for patients and
bad for North Carolina's future.

"Note To Self:
Remember to
ration health care."

DR. MOTT BLAIR — A Passion to Ration!

Blair Knows Best

North Carolina Republican Party
1506 Hillsborough Street
Raleigh, NC 27605

**Don't Worry...
Doctor Mott Blair Knows What's Best
For You!**

NONPROFIT
U.S. POSTAGE
PAID
NC Republican Party
State Executive
Committee

Dr. Mott Blair
✗ Left-wing Democrat
✗ Liberal Lobbyist
✗ Obamacare Enthusiast



Dr. Mott Blair Is A Bad Dose of Medicine for North Carolina

Liberal Doctor **Mott Blair** served as the top lobbyist for an organization fighting to pass Obamacare.

Thanks to **Mott Blair's** efforts, North Carolina's "Yes" votes gave Obama and Pelosi the votes they needed to ram it through Congress.

Now patients are feeling the side effects.

Tell Obama and Pelosi to stay out of your doctor's office!

Vote no on Mott Blair--- a dangerous doctor with a passion to ration!

Paid for by the North Carolina Republican Executive Committee. Not authorized by any candidate or candidate committee.



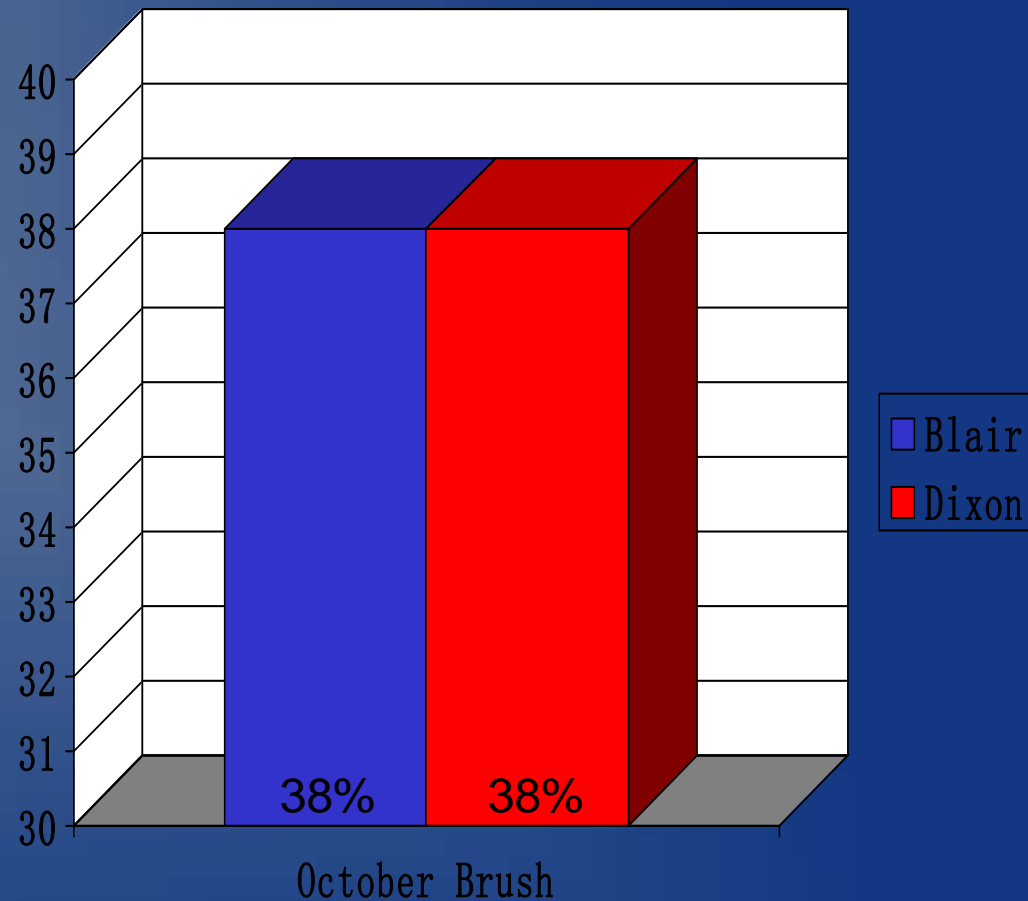
POSSIBLE SIDE EFFECTS

- Loss of current health insurance plan
- Rise in cost of insurance
- 22,000 senior citizens losing Medicare Advantage
- Sky-rocketing deficits.

WARNING
Keep out of your doctor's office!

October Brush

- Conducted October 20th & 21
- Blair and Dixon tied
- Blair's fav/unfav 34/12
- Dixon's fav/unfav 25/11



Inept Schools

NC Republican Party State Executive Committee
1506 Hillsborough Street
Raleigh, NC 27605

NONPROFIT
U.S. POSTAGE
PAID
NC Republican Party
State Executive
Committee

**Dr. Mott Blair failed miserably
as a member
of the school board...**

REPORT CARD

GRADING PERIOD	1	2	3	4
HEALTH	F	F	F	

During **Dr. Mott Blair's** tenure as a Duplin County School Board member, three schools received failing health grades...

Dr. Mott Blair took an oath to take care of people, but he failed to protect the health of our school children.

- ✗ The floors and ceilings were crumbling.
- ✗ No hot water for cleaning.
- ✗ Filthy drinking fountains, walls, and toilets.



"Among the problems cited were ceiling and floor tiles needed replacement, drinking fountains with inadequate water pressure and dirty walls, toilets, and fixtures in restroom."

"Failing health grade."

"There was no hot water for cleaning."

"Violations that led to low health grades for three Duplin County schools."

(Source: Wilmington Morning Star-News: November 13, 1998)

F



**FAILED 3
TIMES!**

**DR. MOTT BLAIR Failed Us Before. Don't Give Him Another Chance
Vote No On November 2**

Paid for by the North Carolina Republican Executive Committee. Not authorized by any candidate or candidate committee.

Tax Parity



...and to our Neighbors to the West and North.

When it comes to small business taxes, North Carolina ranks 39th nationally and well behind our neighboring states.

High taxes are killing jobs and driving away small businesses.

But liberal **MOTT BLAIR** supports the same old tax-and-spend agenda in Raleigh.

And North Carolina keeps falling further behind our neighboring states.

The unemployment rate is above the national average and North Carolina's business tax climate ranks dead last in the southeast.

Small Business Tax Climate Index

State	Rank
VA	15 th
NC	39 th
SC	26 th
GA	29 th
TN	22 nd

"Mucho Taxo"

Señor **MOTT BLAIR** IS DRIVING JOBS SOUTH OF THE BORDER

It's Time to Say Adios to Señor Mott Blair and His Job Killing Policies

Paid for by the North Carolina Republican Executive Committee. Not authorized by any candidate or candidate committee.

Blair- No to Patients Part 2



**And Mott Blair thinks
it's the right prescription
for North Carolina**

Mott Blair is a longtime leader and activist member of a group that was key in passing
Obamacare and recently said that it doesn't need to be repealed.
(www.ncrfp.org; N. C. House Candidates Forum at River Landing, Wallace N. C. Oct 12, 2010)

Mott Blair even supports rationing his Medicare patients to no more
than 15% because he says they are too costly and often time consuming.
(Interview in Raleigh News and Observer, January 16, 2009)

Really Mott Blair?

**Obamacare is wrong for America
and Mott Blair is wrong for North Carolina**

Paid for by the North Carolina Republican Executive Committee. Not authorized by any candidate or candidate committee.

Dr. Jekyll & Mr. Hide His Leftist Agenda



MOTT BLAIR has refused to discuss his secret experiment to expand government and take over health care.

That's right! **BLAIR** has come out of surgery and is ready to start operating on his leftist scheme to let government bureaucrats start picking who does and doesn't get health care treatments! Here's what the "good doctor" had to say about it:

Dr. Mott Blair was a lobbyist for a group that was key in passing Obamacare.

**Refusing to take medicare patients?
That Doctor must be a Quack!**

"We don't need to repeal the health care bill." ¹

"I limit Medicare patient load to no more than 15%." ²

**Mott Blair's cure is worse than the disease!
Vote No on Mott Blair November 2nd**

¹ (M. C. House Candidate) Interview with Waller N. C. Oct 12, 2009. ² Interview in Raleigh News and Observer, January 15, 2009.

Paid for by the North Carolina Republican Executive Committee. Not authorized by any candidate or candidate committee.

GOTV



NC Republican Party State Executive Committee
1100 Hillsborough Street
Raleigh, NC 27605

“Just as I have done in Duplin County, I will raise my voice and cast my vote against the liberal agenda in Raleigh!”

Vote November 2nd

Jimmy Dixon
Republican • N.C. House District 4

NONPROFIT
U.S. POSTAGE
PAID
NC Republican Party
State Executive
Committee

Liberals in Raleigh don't have a revenue problem; they have a spending problem

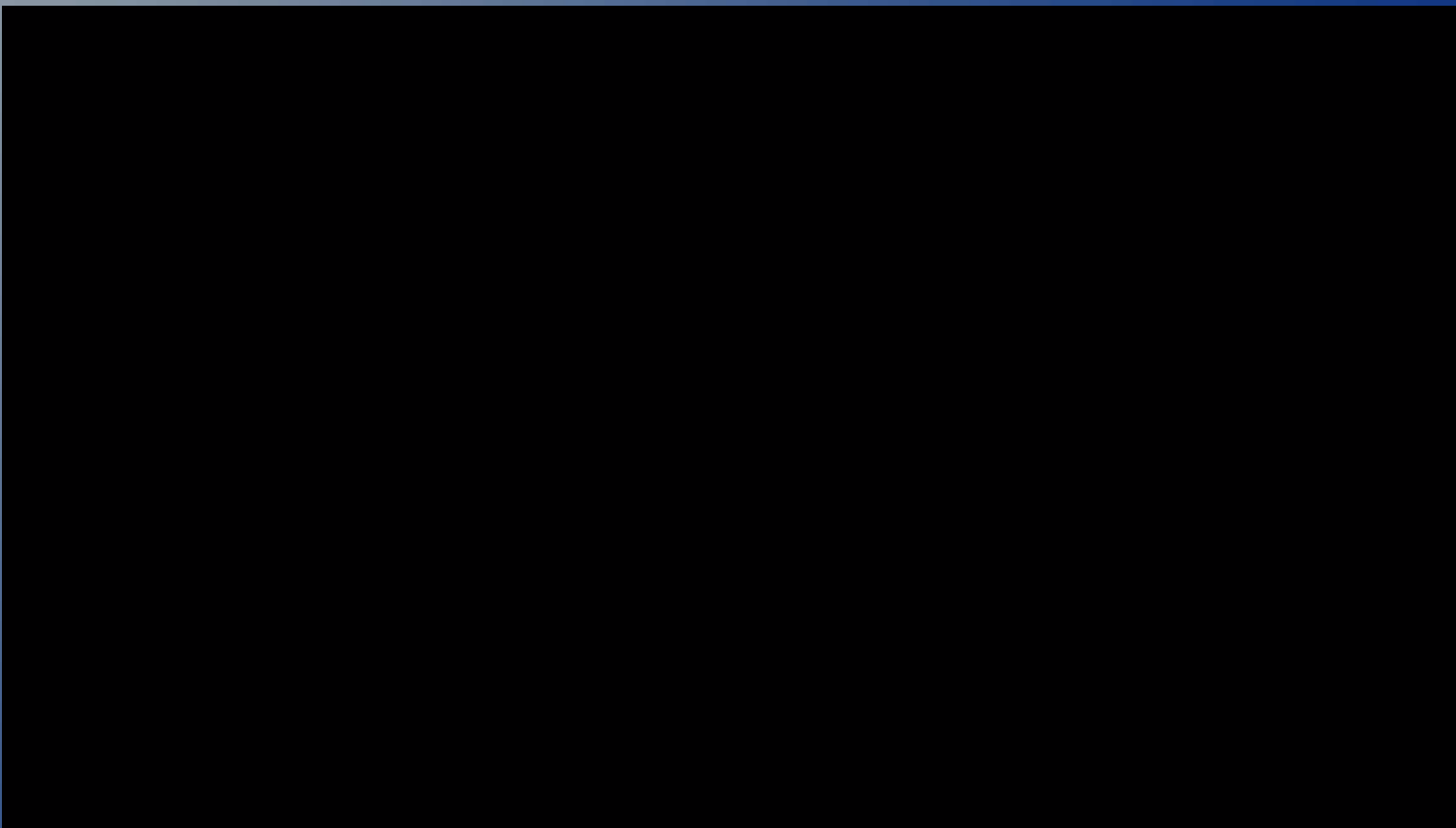
I'm a farmer and small business owner.
You and I are over-taxed, over-regulated, over-looked and under-represented!

Before you vote...
stop, think, and ask...

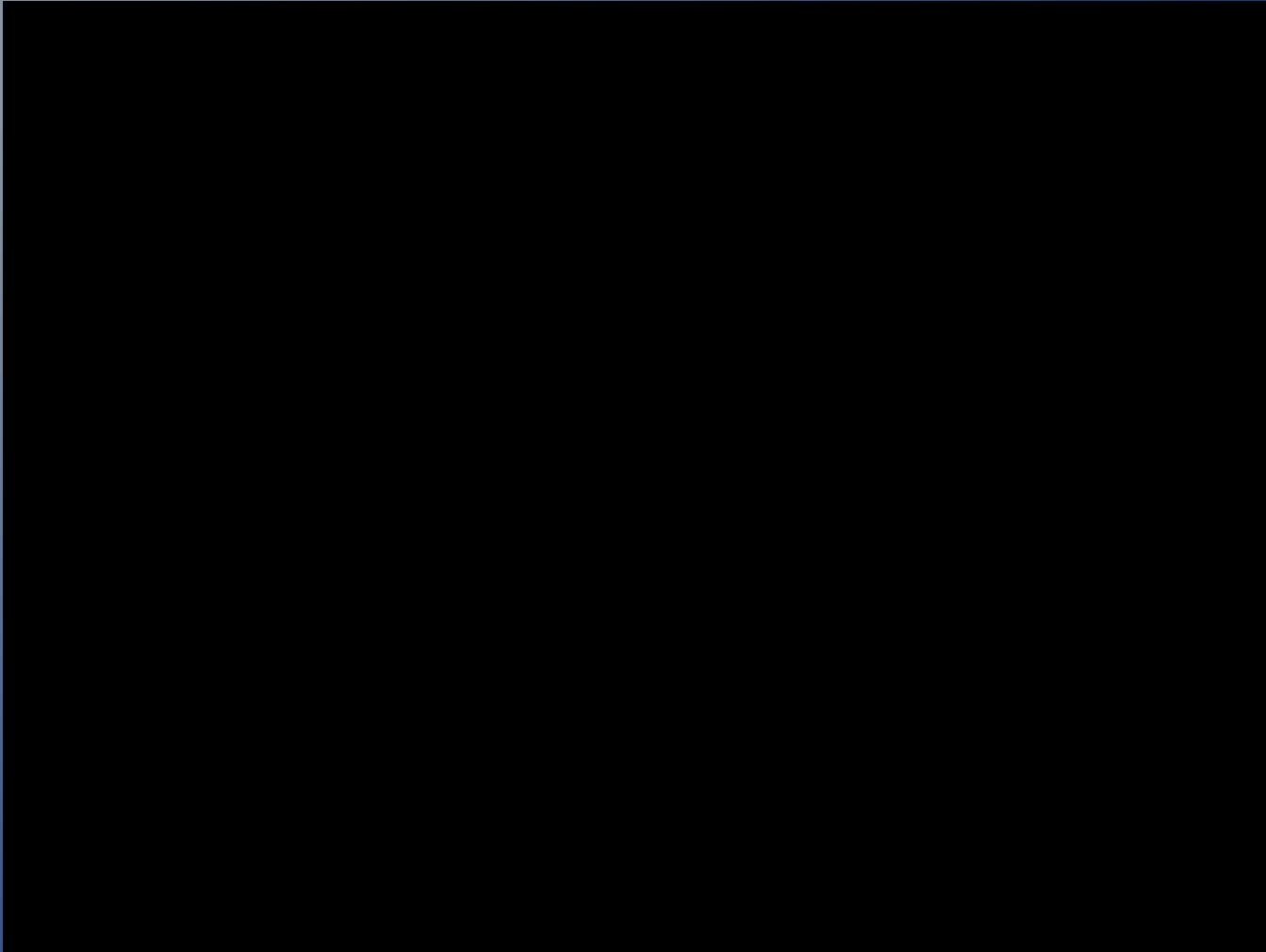
After decades of liberal taxation, excessive government and corruption,
“Can I make a difference?”

I say YES you can...

Vote **JIMMY DIXON** on November 2nd.
He's a Real Conservative who Can
Cure The Liberal Spending Disease

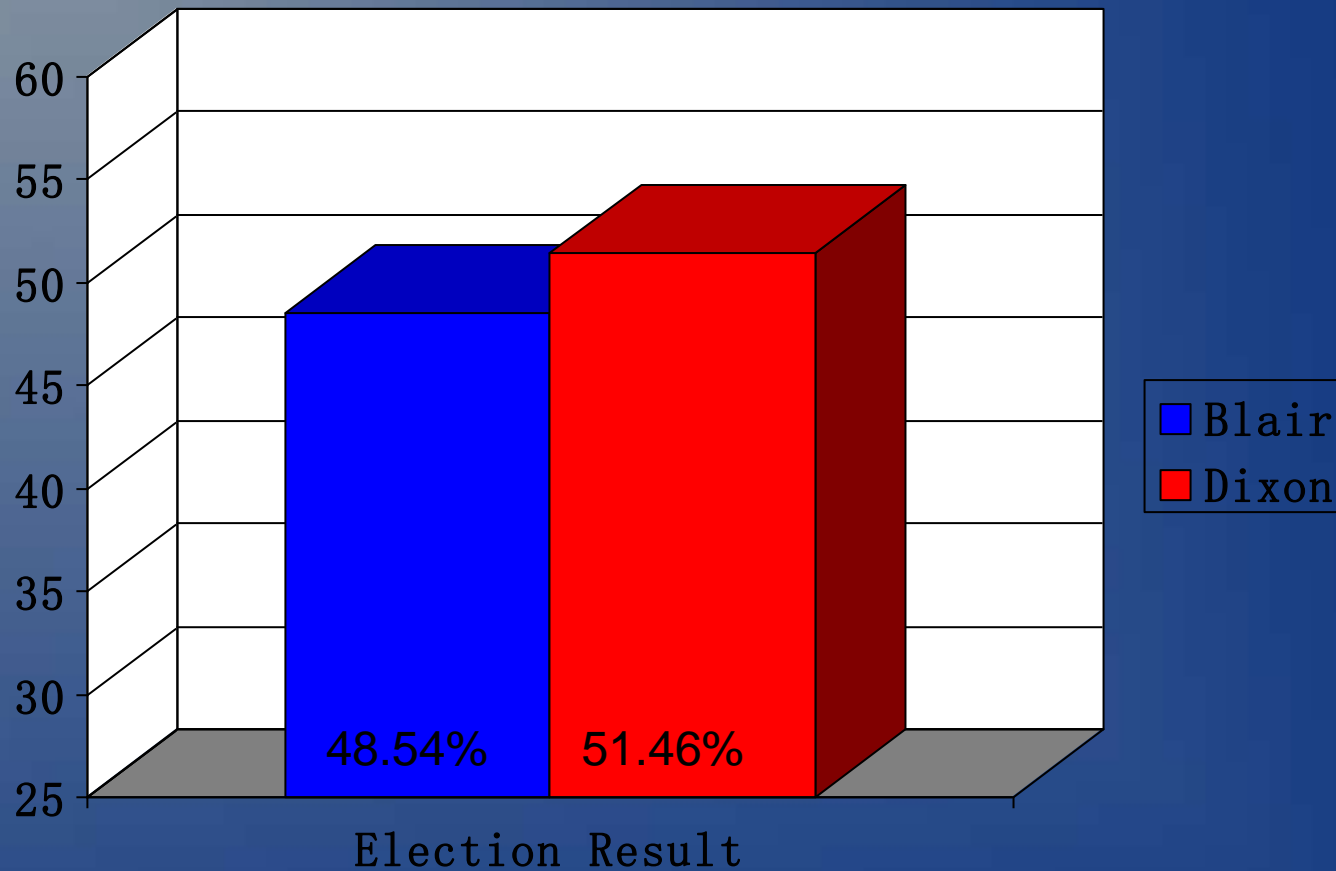


Mott Blair- The Cure is Worse than the Disease



Mott Blair- Caught Hiding

Election Result



Conclusion

Battleground Group ended up working extensively with 20 campaigns in North Carolina and we won 16 of these races. The four races that were lost, the campaigns had their own consultants.

The NC GOP went from a 52-68 minority in the House to a 68-52 majority during this election cycle.

To achieve this success, it took discipline from the caucus, campaigns and Battleground Group

Conclusion Cont.

These successes were also achieved through economies of scale. Instead of individual campaigns hiring consultants and paying top dollar for every service, Battleground Group was able to give significant discounts that benefited the campaigns and the caucus allowing more dollars for direct voter contact by packaging all services for the caucus and targeted Democrat incumbent districts.

