

John D. Villarreal

Campaign for the Chairman
of the California Republican Party
How Republicans can win in CA again!

Who am I?

- Lifelong Republican & Very Successfully Politically Involved
 - GOP campaign manager & consultant
 - Went to the 1988 RNC in New Orleans as a special delegate and helped with the Bush Sr. Campaign before I could even vote. Singled out & given advice by the late Lee Atwater.
 - Worked with many top Republican leaders and officials all my life
 - Worked &/or helped many top races around the country to victory all my life
 - Attended the 1996 RNC in San Diego as “Special Press” as designated by Victoria Herrington of the CA GOP Communications chair
 - Worked with John Herrington, former Chair of the CA GOP
 - Vice President of the Federalist Society at UC Berkeley School of Law
- Founder & CEO of Conservative New Media (Full YouTube Partner)
 - Soon to be the 2nd most-viewed mainstream conservative channel in the World on YouTube and constantly ranked as one of the most viewed “Reporter” channels in the World on YouTube. All done with just talent and money (about \$60K) in an extremely short period of time. We didn’t have promotion/appear on Fox News, Rush, etc. (as many of our competitors did), nor major funding, nor infrastructure. Nothing, just me, my ideas, focus, determination to combat the liberal new media advantage, and talent. This tells you we know what works, can execute it, and people love it. We do about 1.35 million hits per month on our videos and growing fast!!
- National TV & major market talk radio host. Communicated & supported conservative messaging all my life.
- 4X National Powerlifting Champion, was national to World-Class in 3 sports.
- UC Berkeley trained lawyer/venture capitalist/investment banker/CEO
- Please see more at www.JohnDVillarreal.com or on my Facebook page.

The current problem

- In CA in the 2010 election, the GOP got blown out. Basically, we lost all state and national races where we weren't already an incumbent &/or favored heavily to win.
- The CA GOP is known as an “insiders only” club that seems to “bench much of their team” if they are not in the “insider club.”
 - * http://www.weeklystandard.com/articles/gop-s-california-blues_520709.html
Fred Barnes on CA GOP
 - * <http://www.halfwaytoconcord.com/michelle-malkin/>
MM smells a rat in CA (GOP) (2009)
Vs Nehring, ...
 - * <http://michellemalkin.com/2009/05/04/what-george-will-missed-the-decrepit-state-of-the-california-gop/>
Ripping CA GOP (2009)
 - * <http://www.capitolweekly.net/article.php?xid=z2hmz24n9h5vmg>
CA GOP fundraising lagging (2010)
 - * <http://www.washingtontimes.com/news/2010/oct/7/rnc-reports-new-money-woes/>
Mentions how CA GOP backing off of Palin before election 2010

My Solution

- No more “insiders only club”
 - ANYONE who wants to help the Republican party win is welcome
 - All good ideas and assistance are desired and very welcome!
- No litmus tests. We need a “big tent” and we will have it. We will STRONGLY push our conservative views, but will also communicate them well and in a compelling and enticing way to ALL voters. All who would vote GOP are welcome!!
- We will demand a fair and open process with everything. No “back room deals.”
- We will be VERY modern in our communication
 - Heavy use of technology and new media to do much more for much less \$\$.
- We will be efficient and show measurable ROI
 - We will have definable and measurable goals that people can judge our success by & we will win races, increase registration, and improve our communication and programs!
- We will help candidates and potential candidates from day 1!

My Solution – Increasing Registration

- STRONG voter reg & messaging outreach to the dispirited conservatives, minorities, independents, and yes even Democrats. We will take our message anywhere & everywhere we can successfully pick up new voters, of course starting with the “low hanging fruit” first
- Better messaging
 - Cool
 - Hip
 - Young
 - Targeted
 - Why being Republican is right, cool, hip, & YOU. The “I’m a Republican” & “You’re a Republican” campaign.
 - We go to them (into the Hispanic community, African American & Asian communities, etc.)
- Better & more frequent events
 - I want mixers & frequent major events with the sole goal of getting new voters, explaining our message and making it fun, while also registering new voters.
 - Shopping weekends
 - Parties
 - Charity assistance days
 - Mentoring days kind of “like take your kids to work” where CEO’s/executives open up their companies to us and the media to show people that business isn’t bad, it’s GREAT and so is being a Republican and here’s how we create jobs, etc.
 - Sporting events
 - Online campaigns
- Facebook apps
 - Take the “GOP quiz” and see if you don’t agree with us more than you think! If you do, please join our mailing list, volunteer list, and/or fill out a GOP voter registration form RIGHT NOW!!

My Solution – better messaging

- Complete overhaul and tune up of our messaging to make sure it is current and effective!
- Do serious analysis to make sure we are getting the most “bang for our buck!”
- MAJOR YouTube, Facebook, and Twitter efforts. Run the party like a campaign, major promotion, and brand establishment. We ARE a party. So, let’s MAKE IT A PARTY & INVITE EVERYONE to our party(-ies)!!
- We need to make being a Republican in CA be fun, relevant, and effective. Meaning, we discuss topics people care about, we go to them & recruit, we pound the message home, we make the \$ flow in using a business model that becomes self-sustaining, and most of all we WIN!!
- We look to establish a CA GOP technology center in Silicon Valley that can help us with these goals and getting the message out.
- We make sure the top team is excellent on the media & are out there with messaging often that is effective
- We recruit media surrogates & volunteers that (after being trained and showing that they can execute and stay on message) can multiply and assist us in carrying our message out there to the masses in an effective way!

My Solution – better candidates

- We offer training programs and videos on “how to run for ‘X’ seat in CA” and allow anyone access to it. We “open up” the process!
- We send this video to great potential candidates aggressively. We “recruit!”
 - Have a “jobs board” of open & targeted races the CA GOP wants to win online so people have a “one stop shop” to see what they want to run for!!
- HOWEVER, there will be NO “back room deals.” The GOP voters will decide who they want their nominees to be. We are simply here to help them win!
- We will offer training and assistance from Day 1!

My Solution – better help for candidates

- Training guide to show them how to run
- Year-round candidate & potential candidate training seminars/conventions with DVD's/videos available that will include coaching on
 - Media
 - Messaging
 - Fundraising
 - Winning debates
 - Positions and issues
 - How to build your campaign team
 - How to run a winning campaign
 - Etc.
- As much financial assistance as possible
- Have ongoing volunteer recruitment that can be constantly placed in campaigns.
- Have ready made data, polling, and analysis (a “data bank”) of potential races to best help candidates in their races & potential races
 - # breakdown of political races, analysis, what kind of \$ we project it will take to win, local resources, subjective analysis of “best practices/positions” for a certain district, etc..

My Solution – Better State Party

- Open large internship and volunteer program
 - Focus on 8 major centers in CA for “field offices” for staff, volunteers, &/or tech centers. Try to get space donated if possible.
 - Sacramento
 - LA
 - San Diego
 - Fresno
 - Silicon Valley
 - Northern CA
 - Bakersfield
 - Inland Empire
- Weekly addresses with videos
- Monthly conventions, meetings, or parties with specific goals and agenda & action items to advance our cause and WIN!!
- Regular conference calls/strategy sessions that are open to all
- “training ladder/”career track” for people wanting to get involved in politics. We can build our farm team, show and train our great future leaders to move from say the Young Republicans to a county or state leadership or public elected position, and similarly how to move to the next national level, etc. We always will let the voters decide who they want their nominees to be, but we can train and build our next great leaders!

My Solution – A Better State Party – Part 2

- Recognize we have different elements in the party & work to make sure all voices are heard, respected, and we all work together to win. Some “sides” or people even “hate” each other. So what? We all have to be pros & work **TOGETHER** to win!
 - Best way to accomplish this is to have a fair & open process so people feel like the nominees are “legit” and to support each other & show as much data and metrics as possible so people can understand how we can best reach our goals & what is & isn’t working.

My Solution – More help for GOP incumbents

- FULL assistance to GOP incumbents
 - Funding
 - Data
 - Research
 - Volunteers
 - Build aggressive volunteer program for all GOP incumbents! State party can be massive clearing house for incumbents to assist in gathering volunteers for incumbents.
 - Media interview opportunities
 - Database & coordination of possible media opportunities to help campaigns and GOP incumbents with messaging. The goal: ALL GOP incumbents get promoted and NO media opportunity goes unfilled if possible.
 - Weekly conference call with GOP incumbents
 - How do we best serve YOU!!

My Solution – A Clear Compelling Platform

- Here is our platform clearly explained
 - Here's why
 - Here's why it works best for CA (with examples, videos, charts, data, etc. done in a compelling way)

My Solution – Accountability

- Make our metrics, goals, and success/record transparent.
 - Put as much as possible for all to see on our website.
 - Races won
 - Registration numbers
 - Money raised
 - Other success metrics (successful events, messaging, etc.)
 - Judge us by results!

My Pledge – To WIN and be accountable!

- I pledge to:
 - Increase Hispanic CA GOP registration by at least 20%
 - Increase overall CA GOP minority registration
 - Increase overall CA GOP registration by at least 5%
 - Significantly Improve our messaging
 - Substantially Improve our brand
 - Dramatically improve our state party
 - Spend our money more effectively (bigger ROI)
 - Achieve many of the goals laid out in this PPT
 - Raise more money during my term than the previous term.
 - Win more races during my term than the previous term (pro-rata adjustment as needed for Congressional Seat # adjustment).

If I do not achieve at least 2/3 of these goals, or are not recognized having succeeded via other successes/metrics not mentioned here, as demonstrated by some kind of legitimate popular vote of CA GOP voters, then I WILL NOT RUN for a second term. I challenge my rivals for this office to make the same pledge and BE ACCOUNTABLE!!

Signed – John D. Villarreal