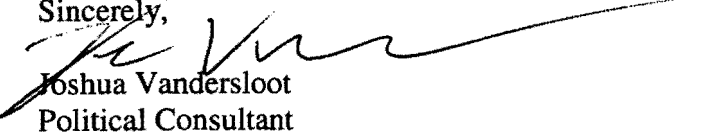


Part I.

Anthony Gardez,

My name is Joshua Vandersloot. I am a consultant from Palomino Strategic Consulting Partners. It is my privilege to be on the team assigned to getting Representative Van Vleet of Wyoming reelected this general election season. Our findings from his previous term are highlighted below. Feel free to contact me with any questions you might have.

Sincerely,



Joshua Vandersloot
Political Consultant
Palomino Strategic Consulting Partners
206-555-2356

Keeping the concerns of his "re-election constituency" at the forefront of his campaign, my firm believes the following actions of Rep. Van Vleet should be included in his reelection bid:

①
talking points?

- Keeping America Safe
- Supporting our troops
- Defending Wyoming's families
- Improving Wyoming's schools
- Fighting for gun rights
- Preserving Wyoming's land and wildlife

Highlight this amazing feat!
This was a Democrat controlled Congress
See Franetich to Benbe or why this is so strange!
- Washington

In his first term in office, Rep. Van Vleet was elected Chairman of the U.S. House Committee on Homeland Security by his peers. As Chairman, Rep. Van Vleet took the business of keeping America safe very seriously. He supported H.R. 31, which called for a new temporary guest worker program to help prevent the growing problem of illegal immigration. We all know that illegal immigrants present potential security risks to America and its people. His amendment to H.R. 31, H. AMDT 68, fixed the vagueness of H.R. 31 and called for increased penalties for those trying to enter our country illegally. Rep. Van Vleet co-sponsored H.R. 38, calling for GPS devices to be installed on American aircraft to prevent another disaster like 9/11. He also co-sponsored H.R. 122, a bill that put facial recognition devices in America's airports and sports stadiums. These devices are put in place to identify criminals and or terrorists to eliminate the potential threat they pose in these places. Rep. Van Vleet co-sponsored H.R. 70, calling for increased border security. As an opposition leader on House floor debate, Rep. Van Vleet

warned his colleagues of the security issues H.R. 11 would pose by ending the U.S.'s trade embargo with Cuba. He did this by using "linkage strategies" as identified by R. Douglas Arnold to present the "undesirable ends" of H.R. 11.¹⁰ Voters must be informed of the steps he took as a representative and committee chair to protect America. John W. Kingdon, a respected political scientist, has conducted a great deal of research on how and why legislators vote the way they do. He argues that certain individuals make a great deal of their voting decisions based on overarching goals.¹¹ This, most definitely, characterizes Rep. Van Vleet. He made many decisions with America's security as his top priority and goal.

OK

Great!

Wyomingites, like many Americans, value the sacrifice that our men and women in uniform have made and continue to make at home and abroad. Military service is something that Rep. Van Vleet truly appreciates as well. Thus, he voted in favor of H.R. 14, increasing pay and medical benefits for the personal of the armed forces. He wanted the troops at Francis E. Warren Air Force Base in Wyoming to know he wholeheartedly appreciated the work they do for the State of Wyoming and America as well.

Good!

Families and schooling in Wyoming are of paramount importance to its citizens. Being a small state in population does not mean Wyoming has to settle for second-rate schools. Valuing schooling and education, Rep. Van Vleet voted in favor of H.R. 121 to increase federal funding to the public school system across the nation. As far as families are concerned, Rep. Van Vleet defended traditional family values. He voted against H.R. 103, calling for the federal government to require states to teach comprehensive sex

¹⁰ R. Douglas Arnold, "Strategies for Coalition Leaders," *The Logic of Congressional Action* (New Haven: Yale University Press, 1990), 440.

¹¹ John W. Kingdon, "Models of Legislative Voting," *The Journal of Politics* 39, no. 3 (1977): 567.

education. If a community in Wyoming overwhelmingly does not want comprehensive sex education in its schools, it should not be forced upon them. Rep. Van Vleet understood and defended this. He also voted against H.R. 76, allowing gay and lesbian couples to adopt children. Rep. Van Vleet felt this legislation altered the “traditional” family and was not in line with the majority of Wyoming’s families.

Undoubtedly, guns are a part of many Wyomingites’ lives. Whether used for home/personal defense, hunting or sport, many residents of Wyoming are thankful for their second amendment rights. Wyoming does permit certain individuals, complying with state requirements, to carry a concealed weapon. On university and college campuses, however, this right can become null and void. Consequently, Rep. Van Vleet sponsored a federal mandate, H.R. 119, prohibiting American institutions of higher education to supercede their states’ laws regarding the concealed carrying of weapons by responsible citizens. While the bill never made it to the house floor for consideration, Rep. Van Vleet attempted to build a strong coalition around this bill. He did so by contacting the Republican Party, as a whole, and asking for support. He also contacted the committees the bill was referred to and offered to appear before the committee to present his case for the legislation’s importance. As an effective legislator, Rep. Van Vleet understood the findings of the political scientist Kingdon and knew that if he merely submitted this bill and did not put in the legwork to gain support, it would fail.¹² The bill simply did not make it on the Union Calendar due to time constraints.

A politician in Wyoming cannot overlook the importance of land and wildlife to residents. Knowing this, Rep. Van Vleet sponsored H.R. 132. This bill called for the

¹² Ibid, 437.

National Museum of Wildlife Art in Jackson Wyoming to become the National Museum of Wildlife Art of the United States. This bill simply tried to increase the popularity of one of Wyoming's most popular tourist attractions. It also had a provision to further protect the adjacent elk refuge to the museum. By introducing this legislation, voters can see Rep. Van Vleet's commitment to Wyoming's pride in its land and wildlife.

OK

While Rep. Van Vleet might have done a lot of things to please his constituency, he does have some areas of vulnerability that should be highlighted. First off, his bill, H.R. 119, allowing citizens permitted by their state laws to carry a concealed weapon onto college campuses is very controversial. This bill did not receive widespread support at all. Only one member of the Republican Party co-sponsored the bill. Rep. Van Vleet's opponent will most likely use these facts to say that Rep. Van Vleet does not value security on our country's institutions of higher education and/or is taking gun rights to an unhealthy level. The opponent's camp might go so far as to say that this bill was radical and failed to use Arnold's "strategies of modification" to form a piece of legislation that more legislators could support and get onboard with.¹³ Also, the opponent will, most likely, highlight the fact that none of Rep. Van Vleet's sponsored legislation passed. One failed and two never made it out of committee. These facts could, potentially, be used to frame Rep. Van Vleet as an ineffective legislator who does not take the time to gather support to get his legislation passed. Our firm envisions the opponent to use the "ineffective legislator" argument to attack Rep. Van Vleet.

OK
but if constituency likes it - rest of nation doesn't matter.

In response to the biggest area of vulnerability, Rep. Van Vleet as an ineffective legislator, our firm will respond to this allocation by pointing out the fact that he was

¹³ Ibid, 439.

Chairman of the House Committee on Homeland Security. As chairman, he constantly reached across party lines to get legislation passed that helped ensure America's security. In addition to this, his committee reported a plethora of bills to the House Floor in comparison to other committees in the past legislative session. This can greatly be attributed to his effective leadership skills in the committee. There is nothing "ineffective" about doing that.

The overarching theme of Rep. Van Vleet's reelection campaign is going to be focusing on his commitment to America's security as Chairman of the Committee on Homeland Security and his connection to the people of Wyoming. Our firm believes this should be achieved through presenting Rep. Van Vleet as a cowboy, a true Wyomingite, while at the same time presenting a sheriff aspect to promote his concern for the safety, security, and happiness of his people. We want voters to see Rep. Van Vleet as not having lost his connection with the state of Wyoming while being away from it half of the time as a federal legislator. This strategy draws off of Fenno's ideas of "home style." Essentially, an effective legislator is one who can identify with his or her constituents and present him or her self in a manner that is attractive to constituents.¹⁴ In this case, presenting Rep. Van Vleet as being just another cowboy will help spark voter emotion in support of Rep. Van Vleet. As the respected political scientists Frantzich and Berube of the U.S. Naval Academy would say, "candidates must get voters to act on their feelings in the voting booth."¹⁵ Focusing on Rep. Van Vleet as a Wyomingite cowboy will help

Good

¹⁴ Richard F. Fenno, Jr., "U.S. House Members in Their Constituencies: An Exploration," *The American Political Science Review* 71, no. 3 (1977): 898.

¹⁵ Stephen E. Frantzich and Claude Berube, *Congress: Games and Strategies*, (Mason, OH: Thomson, 2008), 80.

voters feel a connection with him that they opponent was not able to establish. This connection will win him votes and the election.

Part II.

Annette Chaques,

My name is Jonathan McLeerey from The Lancet Group. It is my privilege to be on the team assigned with getting Rep. Valencia unseated this general election season. The research my team conducted on his pervious term is below. Please contact me with any questions you may have.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jonathan McLeerey', with a long horizontal flourish extending to the right.

Jonathan McLeerey
Political Strategist
The Lancet Group
206-555-6678

Representative Tonahuac Valencia is an Independent politician who has been Representing Washington's 2nd Congressional district for the past two years. His website does not provide any type of a constituency description. After conducting research of our own, The Lancet Group found Washington's 2nd Congressional district to be very geographically diverse. The district has large cities, coastlines, beaches, farmlands and forests. The district is made up of five of the State's counties: Snohomish, Skagit, Island, San Juan, and Whatcom. The district also encompasses the U.S.-Canadian border. It has two U.S. Navy bases; one in Everett and one in Whidbey Island. Boeing has the largest single airplane factory in the world here. Lastly, Washington's 2nd is home to Western Washington University and a few community colleges. The Lancet Group would like to thank Congressman Rick Larsen's website for helping us learn more about Washington 2.¹⁶

Great!

Precedent
It is the vehement opinion of The Lancet Group that Rep. Valencia should not be reelected. He is simply the wrong fit for Washington 2 and did little to please his constituency. We feel that he did more to serve himself as opposed to his constituents. This is an unfortunate reality in government today. Jacobson and Dimock argue that it is not uncommon for a legislator's actions to be hidden from their constituents. When that happens, it is easy for the politician to fall into a pattern of looking out for his or her own interests instead of those of their constituents.¹⁷ We all know that politicians should be in the business of serving others as opposed to themselves. A perfect example of Rep.

¹⁶ *Congressman Rick Larsen's Online Office*, <http://www.house.gov/larsen/washington/>.

¹⁷ Gary C. Jacobson & Michael A. Dimock, "Checking Out: The Effect of Bank Overdrafts on the 1992 House Elections," *American Journal of Political Science* 38, no. 3 (1994): 603.

Valencia's self serving tactics was his vote against H.R. 70 calling for an increase in border security to make America's borders stronger and prevent illegal aliens from crossing into our country. Considering the fact that Rep. Valencia's district encompasses the U.S.-Canadian border, one would imagine he would vote to increase border security as to help ensure his constituents are better protected. He, however, did not vote logically on this issue. ^{Dissonant vote} It seems as if Valencia had been drawn in by some of what Kingdon refers to as "Intra-Washington Influence." This is when an individual refuses to consider their constituency and instead votes based off other considerations such as party preference, vote bargaining with other legislators, or voting with a committee chair, party leader, etc.¹⁸ This type of strategy goes back to what Jacobson and Dimock were referring to, as cited above, when legislators put their interests above constituents'. This is not the type of behavior that warrants a reelection.

Paralleling the topic of not representing his constituents, one vote, in particular, stood out like a sore thumb. This was, of course, Rep. Valencia's "Present" vote on H.R. 14, which called for an increase in pay and medical benefits for American military personnel. The firm was surprised to see Rep. Valencia not support this bill. Because Washington 2 has two military bases on it, one would think that Rep. Valencia would have been inclined to support some of his constituents and their families by giving them a wage and benefit increase. From a reelection standpoint, Rep. Valencia obviously had no clue who his constituents were when he made this decision. Fenno's notion of "home style" obviously held little weight with Rep. Valencia. If it did, he would have concerned

¹⁸ John W. Kingdon, "Models of Legislative Voting," *The Journal of Politics* 39, no. 3 (1977): 570.

himself with the importance of what effect his decisions had on his constituents.¹⁹

Perhaps, Rep. Valencia needed to better manage his time between Washington D.C. and Washington State.

One last flaw that Rep. Valencia is guilty of is not attempting to build strong coalitions. He only sponsored one bill in his pervious term. That said, he was not able to get the bill out of committee. He obviously did not have the will to talk with committee chairs, party leaders or other legislators to support his bill in order to get it to the House Floor for debate. In this way, he was the type of legislator that the political scientist R. Douglas Arnold describes as being disappointed after simply submitting legislation without working to promote it and having it go nowhere. Indeed, it takes a lot of work to get bills passed out of committee and onto the House Floor.²⁰ Washington's 2nd deserves a representative that is willing to put in the time to get legislation passed.

OK

The biggest flaw of Rep. Valencia in his previous term was not connecting with his constituency. He acted independently of them almost all the time. Due to the fact that Rep. Valencia is an Independent politician, our firm has been able to develop a catchy slogan: "independent in his politics, independent of Washington's 2nd." This is going to be the major focus of our attack ads this electoral season. There are a lot of forests in Washington's 2nd Congressional District. Consequently, our attack ads are going to feature a dark burning forest in the background. This will set a threatening tone for the ad. The firm will then site two of Rep. Valencia's most illogical votes in the past legislative session: voting against border security and not supporting pay and benefit

OK
Trustee -
FamBtch
Bembe?

¹⁹ Richard F. Fenno, Jr., "U.S. House Members in Their Constituencies: An Exploration," *The American Political Science Review* 71, no. 3 (1977): 890.

²⁰ R. Douglas Arnold, "Strategies for Coalition Leaders," *The Logic of Congressional Action* (New Haven: Yale University Press, 1990), 437.

increase for military personal. Political scientists Stephen E. Frantzich and Claude Berube argue, with excellent data, that it is extremely difficult to unseat an incumbent in the U.S. House of Representatives.²¹ While historically true, our firm is confident that our campaign against Rep. Valencia will make it significantly easier for the challenger to unseat him. As Jacobson and Dimock note in their research, challengers to any incumbent have the ability to unseat them as long as they successfully highlight and “exploit” the mistakes made by the incumbent.²² With all the mistakes Rep. Valencia has made, our firm is confident our propaganda campaign against him will help the challenger come out victorious.

²¹ Stephen E. Frantzich and Claude Berube, *Congress: Games and Strategies*, (Mason, OH: Thomson, 2008), 84.

²² Gary C. Jacobson & Michael A. Dimock, “Checking Out: The Effect of Bank Overdrafts on the 1992 House Elections,” *American Journal of Political Science* 38, no. 3 (1994): 604.