

MEMORANDUM

DATE: DECEMBER 17, 2010

FROM: ADAM SANDS, CAMPAIGN MANGER – Paul Chabot for Assembly

TO: INTERESTED PARTIES

SUBJECT: FINAL CAMPAIGN REPORT – Paul Chabot for Assembly

(#) indicates Chabot's placement

San Bernardino County (2)

| City | 1st Businessman Morrell | 2nd Military Officer Chabot | 3rd Mayor Kurth | 4 th Mayor Warren | 5th Mayor Gilbreath | 6th Teacher Bolda | 7th Gvmt Analyst Nickel |
|----------------------|-------------------------------------|-----------------------------------|------------------------|------------------------------------|---------------------------|-----------------------------------|------------------------------------|
| Colton (1) | 35% | 45.00% | 5.00% | 0% | 10% | 5.00% | 0% |
| Fontana (2) | 16.99% | 18.14% | 16.63% | 38.78% | 3.51% | 4.09% | 1.86% |
| Grand Terrace (2) | 30.78% | 26.00% | 14.22% | 12.00% | 9.22% | 4.44% | 3.33% |
| Highland (1) | 23.50% | 24.10% | 20.81% | 10.78% | 11.53% | 5.54% | 3.74% |
| Loma Linda (3) | 20.20% | 19.85% | 28.26% | 11.64% | 14.10% | 3.79% | 2.17% |
| Rancho Cucamonga (2) | 32.58% | 24.08% | 24.03% | 11.23% | 3.73% | 2.59% | 1.76% |
| Redlands (3) | 29.38% | 19.93% | 13.66% | 8.69% | 24.75% | 2.00% | 1.59% |
| San Bernardino (1) | 21.16% | 24.67% | 19.05% | 14.96% | 12.52% | 4.30% | 3.35% |
| Upland (2) | 39.49% | 22.02% | 15.04% | 15.32% | 3.95% | 2.58% | 1.60% |
| Yucaipa (2) | 34.06% | 18.16% | 17.63% | 10.14% | 14.13% | 3.99% | 1.93% |
| Unincorporated (2) | 30.94% | 23.05% | 19.24% | 14.34% | 7.62% | 2.09% | 2.72% |
| | 31.08% | 22.29% | 18.92% | 12.89% | 10.10% | 2.80% | 1.93% |
| Riverside County (1) | 1 st Chabot 28.44% | 2nd Morrell 23.79% | 3rd Kurth 17.71% | 4th Gilbreath 11.81% | 5th Warren 8.59% | 6 th Bolda 5.90% | 7 th Nickel 3.76% |

| Candidate | Votes Received | Expenditures | Cost Per Vote |
|---------------|----------------|--------------------|----------------|
| Chabot | 8,049 | \$90,086.49 | \$11.19 |
| Kurth | 6,796 | \$365,480.45 | \$53.78 |
| Morrell | 11,135 | \$286,027.82 | \$25.69 |
| Gilbreath | 3,641 | \$181,822.72 | \$49.94 |
| Warren | 4,611 | \$246,099.03 | \$53.37 |

* All calculations are based on financial reports filed through CA Secretary of State, as of 6/30/10. Information obtained through <http://cal-access.ss.ca.gov>. Vote totals include San Bernardino and Riverside Counties. Independent expenditures were not accounted for in these calculations.

Chabot Endorsements included:

California Police Chiefs Association
 California Narcotic Officers Association
 California Peace Officers Association

Crime Victim United of California
 Riverside Sheriff's Association
 Riverside Police Officers Association

San Bernardino School Police Association
San Bernardino Probation Officers Association
Los Angeles Professional Peace Officers Association
National Defense Political Action Committee
Riverside County Young Republicans
Inland Empire Taxpayers Association
Inland Empire Veterans Coalition
Save our Society from Drugs
Los Angeles District Attorney Steve Cooley
Assemblyman Steve Knight
Assemblyman Jim Nielsen
Assemblyman Danny Gilmore
Assemblyman Ted Weggeland
Deputy Drug Czar Scott Burns
Cal Gang Investigators Assn. President Wes McBride
Riverside County Supervisor John Tavaglione
Councilmember Rusty Bailey
Councilmember Wendy McCammack
Councilmember Jason Desjardins
President Bush Drug Czar John Walters'
Deputy Drug Czar Dr. Barthwell
Admiral John Carey
Admiral / Reserve Forces Commander John Cotton

US State Dept. Secretary for L.E. / Christy McCampbell
HUD Assistant Secretary Susan Pepler
Parole Board Chairman James Davis
Parents of Murdered Children Ellie Rossi
CNOA Grand President Tom Gorman
CNOA Grand President Bob Cooke
Founder/Partnership for Responsible Parenting Ron Cuff
San Bernardino Undersheriff Pepler
San Bernardino Undersheriff Beemer
San Bernardino Deputy Chief Paul Cook
Rancho Cucamonga Police Chief Bieberdorf
Riverside Sheriff's Chief Bill Reynolds
Amador County Sheriff Prizmich
Los Angeles County Probation Chief Taylor
California Fire Chiefs Association President M. Warren
Firetrucks Plus Corporation
On-Point Classrooms Corporation
Author Tom Ruck
Radio Host Colonel Tom Freeman
School Board Member Ben Johnson
USC Police Captain Randy Burba
USC Police Chief Joe White
(partial listing)

Paul received the majority vote from the California Republican Assembly

An enormous volunteer base saturated the district – over 300 volunteers took part in precinct walks, phone banking and special events under the leadership of three talented deputy campaign managers:

- Deputy Campaign Manager Karen Deaquino for the Eastern Region (college student & small business owner)
- Deputy Campaign Manager Anthony Garcia for the Western Region (college student & fraternity president)
- Deputy Campaign Manager Keith Patterson for the Southern Region (experienced campaign leader)

The campaign raised over \$90K in cash, plus an additional \$28K in “non-cash” donated items and services.

In reflection:

The campaign could not keep up with the direct mail from other candidates. Funding should have been allocated to a minimum of 3-pieces of direct mail (approximately \$15,000 in total). Other candidates in the race sent over a dozen mailers to high propensity voters. No matter how many doors a campaign knocks on, to be competitive in such a hotly contested race, the inevitable “direct mail” is needed to supplement the ground game.

It was difficult to raise the needed funds in the final stretch to afford direct mail. Initially, Paul was not considered a contender for this seat – he never held office and was up against 2 mayors, a mayor pro-tem and an experienced professional businessman who ran for the same seat prior. Despite lots of positive comments about Paul's campaign, the cash-flow never fully materialized, which was badly needed in order to afford direct mail. It wasn't until the final days of the campaign that a 3rd party conducted a poll. The results were clear; we came out of nowhere and were surprising even the most seasoned political savvy experts. While this was great news, it was simply too late for our campaign to utilize as a selling point with potential large-dollar donors.

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