
From: Steve Michael [REDACTED]
Sent: 10/16/2013 3:02:42 AM
To: Eric Greitens [eric.greitens@gmail.com]
CC: Krystal Taylor [ktaylor@greitensgroup.com]
Subject: Re: 60 Minutes
Attachments: Schweich.xlsx

Sounds good, finishing up on some of those to-do lists. A small bit of light reading for you. Attached is Schweich's donor list. Will give you a bit of an idea on his potential strengths.

On Tue, Oct 15, 2013 at 8:53 AM, Eric Greitens <eric.greitens@gmail.com> wrote:
Thanks, Steve. Great to see you and Mitch the other day.

I look forward to reading through the other items that we discussed,
and Krystal will be in touch with dates for a follow up meeting.

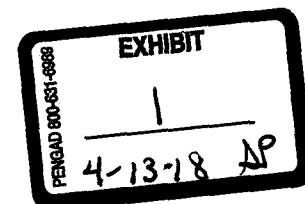
Hope all's well.

Cheers,
Eric

Eric Greitens
1141 South 7th St.
Saint Louis, MO 63104
Office: [\(314\) 571-6179](tel:3145716179)

Executive Assistant: Krystal Taylor | ktaylor@greitensgroup.com

On Wed, Oct 9, 2013 at 9:24 PM, Steve Michael <[REDACTED]> wrote:
> <http://www.cbsnews.com/video/watch/?id=50152295n>
>
> Misremembered a bit, but here is the clip. Still interesting stuff



MEMORANDUM

TO: MASON FINK
FROM: KRYSTAL TAYLOR
SUBJECT: MISSOURI READ-AHEAD
DATE: MARCH 21, 2014
CC: ERIC GREITENS, DAVE WHITMAN

2016 MISSOURI GOVERNOR RACE

REPUBLICAN CANDIDATES

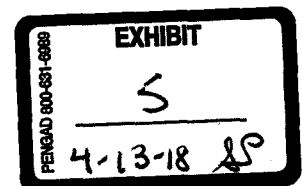
Catherine Haneway (Declared)



The former U.S. attorney for the Eastern District of Missouri and speaker of the Missouri House of Representatives, Catherine has significant experience litigating complex civil and white collar criminal cases and representing clients in regulatory challenges. During her tenure in the Missouri House and for the five years she served on U.S. Sen. Kit Bond's staff, she worked on healthcare law policy.

As U.S. attorney for the Eastern District of Missouri, Catherine supervised criminal, affirmative and defensive civil healthcare cases, and she personally tried cases to jury verdicts and supervised more than 4,000 cases and a staff of more than 100. Data mining and audits emerged as critical investigative techniques during Catherine's term as U.S. attorney. A vital function of the U.S. Attorney's Office is to defend doctors, hospitals and clinics funded by the U.S. government against civil claims. Catherine supervised and assisted in the development of cutting-edge theories of criminal prosecution of healthcare providers who were under-serving their patients.

Catherine led a top-to-bottom review and enhancement of the compliance program of one the world's leading medical device manufacturers. The chief executive officer called the recommended changes to operations "transformational." Every aspect of the compliance program was examined, including clinical trials, sales, marketing and investigations policies, procedures and implementation. Training was assessed for effectiveness, an annual needs assessment was created for all functions and a Foreign Corrupt Practices Act compliance manual was written. The project lasted for 18 months, began immediately after a significant combination with a competitor



and included regular reports to the chief executive officer, general counsel, chief financial officer and chief compliance officer.

Working regularly on all aspects of whistleblower investigations, Catherine drafts investigations policies, conducts internal investigations and makes presentations to U.S. Attorney's Offices. Since joining private practice, she has persuaded a U.S. Attorney's Office to decline to intervene in a Stark Act whistleblower case involving referrals among privately run in-patient facilities.

Tom Schweich (Potential)



State Auditor Tom Schweich is a fifth-generation Missourian and a graduate of St. Louis County Public Schools, Yale, and Harvard Law School.

Schweich began his professional career at the law firm of Bryan Cave LLP, the oldest and one of the largest in the state, where he practiced law for over 20 years, focusing on government contracts, corporate internal investigations and audits, litigation, and commercial disputes.

Schweich has a distinguished history of public service. In 1999 and 2000, Schweich was Chief of Staff for the Danforth Special Counsel investigation into the conduct of the U.S. government in connection with the 1993 siege of the Branch Davidian compound in Waco, Texas. Schweich then served as Chief of Staff to three United States Ambassadors to the United Nations, helping to uncover the Oil for Food Scandal and root out corruption at the U.N.

Later, he served as Principal Deputy Assistant Secretary of State and Acting Assistant Secretary of State at the Bureau for International Narcotics and Law Enforcement Affairs (INL) in the State Department. At INL, Schweich oversaw the activities of 4,000 people in more than 40 countries with an annual budget of \$2.5 billion. Schweich helped design and implement programs devoted to police training, justice sector building, counternarcotics, counterterrorism, rooting out money laundering, border security, and cracking down on corruption. In his capacity as a senior U.S. international law enforcement official, Schweich led diplomatic missions to approximately 30 countries, including Pakistan, Nigeria, Botswana, Kenya, South Africa, Russia, Colombia, Guatemala, Poland, France, Germany, Hungary, Japan, Mexico, and Canada.

From 2007-2008, Schweich served as the U.S. Coordinator for Counternarcotics and Justice Reform in Afghanistan. In March 2007, President Bush accorded Schweich the personal rank of Ambassador. In Afghanistan, Schweich's work helped curtail the production of opium across the country and rebuild the country's legal infrastructure and law enforcement bodies.

Schweich is the author of three books: *Protect Yourself from Business Lawsuits (and Lawyers Like Me...)* (Simon & Schuster 1998), which was the #1 best-selling business law book on Amazon for two years, *Crashproof Your Life* (McGraw-Hill 2002), and *Staying Power* (McGraw-

Hill 2003), which has been published in four languages. He also recorded the popular audio CD series on personal finance, *Protect Your Wealth*, published by Nightingale-Conant in 2004.

He has written numerous articles and opinion pieces on foreign policy, politics, and the economy that have appeared in *The New York Times*, *The Washington Post*, *USA Today*, *The St. Louis Post-Dispatch*, *Canada's Globe and Mail*, and other publications from Germany to Japan, and he has won three literary awards from the American Numismatic Association.

He has been married for 25 years to Kathy Schweich, and they have two children, Emilie and Thomas, Jr.

John Brunner (Potential)



John G. Brunner is the third generation of the Brunner family to lead Vi-Jon, a private-label personal care products manufacturing company founded in 1908 by his grandparents, Viola and John B. Brunner.

At his company, John applied his principles of hard work, personal responsibility, and fiscal discipline to grow a small manufacturing operation into a company with national distribution, serving nearly every major retailer in the United States. Starting from the ground up, John has worked in virtually every aspect of the company's operations, from operating forklifts, loading trailers, repairing production lines, mixing millions of gallons of raw materials, and traveling the country selling Vi-Jon's products, eventually rising to the rank of CEO, where he served until 2009.

Today, the company manufactures over 6,000 different products, including Germ-X hand sanitizer, employing an "associates-first" philosophy that emphasizes team spirit. John's passion for team-building is drawn in part from his service as an infantry officer in the United States Marine Corps. Volunteering for duty upon graduation from college, John completed his service as a Captain. He was a Platoon Commander, Executive Officer, and Adjutant. His military experience included joint operations with many of the NATO allies with deployments to the North Atlantic, Caribbean, and the Mediterranean, as part of the armed forces' "contingency reaction force".

The principles of leadership John learned in the Marine Corps were incorporated extensively into his manufacturing company. Over the years, he has expressed his devotion to the military through construction of the Wall of Honor at Vi-Jon, which individually recognizes every associate in the company who has served in the United States Armed Forces.

In addition to his years of manufacturing and leadership experience, John has served extensively in charitable and community activities. His focus has been on helping and mentoring teenagers; with a special emphasis on education, rehabilitation, and leadership development. Additionally, he has served as a member of the board of deacons at his church, and has aided world-wide mission and relief organizations.

John Brunner completed his undergraduate work at Harding University and received his MBA at the John M. Olin School of Business Administration at Washington University in St. Louis. His life-long passion in the study of economics began in the early 1970's under the instruction of Leonard E. Read at the Foundation of Economic Education in New York.

John's commitment to conservative causes began in the presidential campaign of 1964, on the ground level, as a young precinct worker. For over 40 years since, he has continued to support conservative candidates and causes. He's looking forward to the opportunity to continue his service as Missouri's next U.S. Senator in 2012.

John and his wife, Jan, have been married for 35 years. Together, they have 3 children and 6 grandchildren.

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DEMOCRATIC CANDIDATES

Chris Koster (Potential)



On January 14th, 2013, Chris Koster was sworn in for a second term as the 41st Attorney General of the state of Missouri. As Attorney General, Koster created a Domestic Violence Task Force which led to comprehensive new laws to protect domestic violence survivors; recovered a record \$200 million to the state's health care system from fraudulent Medicaid providers; cracked down on violations of workers' rights; aggressively protected Missouri consumers against fraud, including mortgage-relief and debt-settlement scams; and supported law enforcement in fighting the spread of methamphetamine and violent crime. From 2004 to 2008, Koster represented the 31st district in the Missouri Senate, which covers Cass, Johnson, Bates and Vernon Counties.

During his time in the General Assembly, Koster played key roles in the debates over stem cell research, tort reform, and the elimination of Medicaid fraud. Additionally, in 2006 Koster successfully carried legislation in the Senate to dramatically overhaul Missouri's eminent domain laws.

Prior to his election to the Missouri Senate, Koster served as Cass County Prosecuting Attorney for ten years. He was first elected prosecutor in 1994 and was re-elected in 1998 and 2002 by wide margins.

As prosecutor, Koster supervised a staff of twenty individuals dedicated to enforcing Missouri's criminal laws. Additionally, his office served as the civil counsel for all non-criminal matters before the county government.

During his tenure, Koster supervised litigation in thousands of cases. He led investigations into many of Kansas City's most notorious criminal cases, including the investigation and prosecution of serial killer John E. Robinson. He has extensive trial experience and has personally argued and won cases before the Missouri Supreme Court.

Prior to becoming prosecuting attorney, Koster practiced law with the Kansas City law firm of Blackwell Sanders. He also served as an Assistant Attorney General from 1991 to 1993.

Koster was born and raised in St. Louis. He received a liberal arts degree from the University of Missouri in 1987 and his law degree from University of Missouri School of Law in 1991. Additionally, Koster earned a Masters in Business Administration from Washington University in St. Louis in 2002.

2012 MISSOURI GOVERNOR RACE

The 2012 Missouri gubernatorial election was held on November 6, 2012, to elect the Governor of Missouri. Democratic incumbent Jay Nixon won re-election against businessman Dave Spence.

DEMOCRATIC PRIMARY

Candidates

- William Campbell
- Jay Nixon, incumbent governor
- Clay Thunderhawk

Results

100% reporting (3,420 of 3,420 precincts)

Democratic primary results			
Party	Candidate	Votes	%
<u>Democratic</u>	Jay Nixon (Incumbent)	269,865	86.0%
<u>Democratic</u>	William Campbell	25,721	8.2%
<u>Democratic</u>	Clay Thunderhawk	18,228	5.8%
Totals		313,814	100.0%

REPUBLICAN PRIMARY

Candidates

- Bill Randles, businessman and corporate defense lawyer
- Fred Sauer, investment executive and pro-life activist
- Dave Spence, businessman
- John Weiler

Results

100% reporting (3,420 of 3,420 precincts)

Republican primary results			
Party	Candidate	Votes	%
<u>Republican</u>	Dave Spence	333,578	59.9%
<u>Republican</u>	Bill Randles	90,651	16.3%
<u>Republican</u>	Fred Sauer	83,695	15.0%
<u>Republican</u>	John Weiler	49,006	8.8%
Totals		556,930	100.0%

GENERAL ELECTION

Results

Missouri gubernatorial election, 2012 ^[5]				
Party	Candidate	Votes	%	±%
<u>Democratic</u>	<u>Jay Nixon (incumbent)</u>	1,485,147	54.68%	-3.71%
<u>Republican</u>	<u>Dave Spence</u>	1,157,475	42.62%	+3.12%
<u>Libertarian</u>	Jim Higgins	73,196	2.70%	+1.59%
Write-ins		51	<0.01%	n/a
Margin of victory		327,672	12.07%	-6.84%
<u>Turnout</u>		2,715,869	64.80%	
<u>Democratic hold</u>		<u>Swing</u>		

2012 MISSOURI SENATE RACE

The 2012 United States Senate election in Missouri was held on November 6, 2012. Incumbent U.S. Senator Claire McCaskill was unopposed in the Democratic primary and U.S. Representative Todd Akin won the Republican nomination with a plurality in a close three-way race. McCaskill was re-elected.

DEMOCRATIC PRIMARY

Incumbent senator Claire McCaskill ran unopposed in the Democratic primary election.

Candidates

- Claire McCaskill, incumbent U.S. senator

REPUBLICAN PRIMARY

The Republican primary election for the United States Senate in Missouri held on August 7, 2012, was one of the three most anticipated of summer 2012.

Candidates

DECLARED

- Todd Akin, U.S. representative
- Jerry Beck
- John Brunner, businessman, Chairman Emeritus of Vi-Jon
- Mark Lodes
- Hector Maldonado
- Mark Memoly, Author, ATB Sales, LLC Executive, and Retired Ford Motor Company Manager
- Robert Poole
- Sarah Steelman, former state treasurer and state senator

DECLINED

- Jo Ann Emerson, U.S. representative
- Sam Graves, U.S. representative
- Peter Kinder, Missouri lieutenant governor (running for lieutenant governor)
- Blaine Luetkemeyer, U.S. representative
- Ed Martin, attorney (running for the MO Attorney General)
- Tom Schweich, State Auditor
- Jim Talent, former U.S. senator
- Ann Wagner, former U.S. Ambassador to Luxembourg and former Missouri Republican Party chairwoman (running for the House)

Results

100% reporting (3,428 of 3,428 precincts)

Republican primary results			
Party	Candidate	Votes	%
<u>Republican</u>	<u>Todd Akin</u>	217,404	36.05%
<u>Republican</u>	<u>John Brunner</u>	180,788	29.98%
<u>Republican</u>	<u>Sarah Steelman</u>	176,127	29.20%
<u>Republican</u>	Jerry Beck	9,801	1.62%
<u>Republican</u>	Hector Maldonado	7,410	1.23%
<u>Republican</u>	Robert Poole	6,100	1.01%
<u>Republican</u>	Mark Memoly	3,205	0.53%
<u>Republican</u>	Mark Lodes	2,285	0.38%
Totals		603,120	100.00%
Totals		2,470	100.00%

GENERAL ELECTION

Candidates

- Claire McCaskill (Democratic), incumbent U.S. Senator
- Todd Akin (Republican), U.S. Congressman
- Jonathan Dine (Libertarian)

Results

United States Senate election in Missouri, 2012 ^[62]				
Party	Candidate	Votes	%	±%
<u>Democratic</u>	<u>Claire McCaskill</u> (incumbent)	1,484,683	54.71%	+5.13%
<u>Republican</u>	<u>Todd Akin</u>	1,063,698	39.20%	-8.11%
<u>Libertarian</u>	Jonathan Dine	164,991	6.08%	+3.83%
Write-ins		251	0.01%	n/a
Margin of victory		420,985	15.51%	+13.24%
<u>Turnout</u>		2,713,623	64.75%	

2012 MISSOURI LIEUTENANT GOVERNOR RACE

The Missouri lieutenant gubernatorial election, 2012 was held on November 6, 2012. Republican Peter Kinder, Missouri's current lieutenant governor, faced off with Democratic nominee and former state auditor Susan Montee, Libertarian Matthew Copple, and the Constitution Party nominee, former state representative Cynthia Davis.

REPUBLICAN PRIMARY

Candidates

DECLARED

- Michael E. Carter, former Municipal Judge, Corporate Attorney and Democratic candidate for Lieutenant Governor in 2008
- Peter Kinder, incumbent Lieutenant Governor
- Brad Lager, State Senator
- Charles W. Kullmann, retired college teacher

DECLINED

- Ed Martin, attorney
- Chris McKee, developer
- Luann Ridgeway, state senator
- Steven Tilley, Speaker of the Missouri House of Representatives

Results

100% reporting (3,420 of 3,420 precincts)

Republican primary results			
Party	Candidate	Votes	%
<u>Republican</u>	Peter Kinder	255,064	44.2%
<u>Republican</u>	Brad Lager	239,735	41.5%

<u>Republican</u>	Michael Carter	47,515	8.2%
<u>Republican</u>	Charles Kullmann	34,940	6.1%
Totals		577,254	100.0%

DEMOCRATIC PRIMARY

Candidates

DECLARED

- Judy Baker, former State Representative and former regional director of the United States Department of Health and Human Services
- Sara Lampe, State Representative
- Susan Montee, former State Auditor of Missouri and former Chairwoman of the Missouri Democratic Party
- Becky Plattner, Missouri Conservation Commission chairwoman, former Presiding Commissioner of Saline County and candidate for Lieutenant Governor in 2008

DECLINED

- Mike Sanders, County Executive of Jackson County
- Wes Shoemyer, former State Senator

Results

100% reporting (3,420 of 3,420 precincts)

Democratic primary results			
Party	Candidate	Votes	%
<u>Democratic</u>	Susan Montee	131,319	44.9%

<u>Democratic</u>	Judy Baker	46,236	15.8%
<u>Democratic</u>	Bill Haas	35,044	12.0%
<u>Democratic</u>	Sarah Lampe	25,955	8.9%
<u>Democratic</u>	Dennis Weisenburger	16,149	5.5%
<u>Democratic</u>	Jackie Townes McGee	15,493	5.3%
<u>Democratic</u>	Becky Lee Plattner	11,080	3.8%
<u>Democratic</u>	Fred Kratky	10,976	3.8%
Totals		292,252	100.0%

GENERAL ELECTION

Kinder defeated all other candidates to become the first Missouri Lieutenant Governor to be elected to a third term since Frank Gaines Harris, who served from January 1933 to December 1944.

Missouri Lieutenant Governor Election, 2012				
Party	Candidate	Votes	%	±%
<u>Republican</u>	Peter Kinder	1,316,653	49.4	
<u>Democratic</u>	Susan Montee	1,211,353	45.4	

2012 MISSOURI ATTORNEY GENERAL RACE

The Missouri attorney general election, 2012 was held on November 6, 2012. Current Missouri Attorney General Chris Koster, a Democrat, won re-election against Republican Ed Martin.

REPUBLICAN PRIMARY

Candidates

DECLARED

- Ed Martin, attorney
- Adam Lee Warren, prosecuting attorney of Livingston County

DECLINED

- Cole McNary, state representative

Results

100% reporting (3,420 of 3,420 precincts)

Republican primary results			
Party	Candidate	Votes	%
<u>Republican</u>	Ed Martin	373,434	71.6%
<u>Republican</u>	Adam Lee Warren	148,432	28.4%
Totals		521,866	100.0%

DEMOCRATIC PRIMARY

Incumbent Attorney General Chris Koster ran unopposed in the Democratic primary election

Candidates




- Chris Koster, incumbent Attorney General

GENERAL ELECTION

Candidates

- Chris Koster (Democratic), incumbent Attorney General
- Ed Martin (Republican), attorney
- Dave Browning (Libertarian)

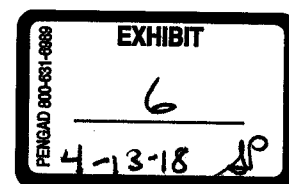
Results

Attorney General of Missouri General Election, 2012				
	Democratic	✓ Chris Koster <i>Incumbent</i>	55.9%	1,491,139
	Republican	Ed Martin	40.6%	1,084,106
	Libertarian	Dave Browning	3.5%	92,819
Total Votes				2,668,064
Election Results via Missouri Secretary of State.				

From: Monu Joseph [REDACTED]
Sent: 2/27/2014 8:19:36 PM
To: Taylor, Krystal [ktaylor@greitensgroup.com]
CC: Eric Greitens [egreitens@missioncontinues.org]
Subject: Schedule
Attachments: EG OC 312014.xlsx

Here you go!

Monu Jacob Joseph
EMERALD CREST CAPITAL
650 Towne Center Drive, Suite 1750
Costa Mesa, CA 92626
[REDACTED]
[REDACTED]

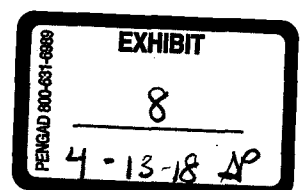


Sunday	Activity	Venue	Participants	Data
9:00:00 AM	Pick-up Eric at Airport		Monu	
10:00:00 AM	Hang out at Joseph Casa	Monu's House		
11:00:00 AM				
12:00:00 PM	Boat Outing	Indian Summer	[REDACTED]	Founder/CEO [REDACTED] Founder/CEO [REDACTED] Co-Founder/President [REDACTED] Wealthy Real Estate Developer in town and involved with numerous charities (very close for over 30 years with [REDACTED])
1:00:00 PM				
2:00:00 PM				
3:00:00 PM				
4:00:00 PM	Meet with Congressman Dana Rohrabacher	Monu's House	Dana Rohrabacher	Member of Reagan Whitehouse [REDACTED]
5:00:00 PM				
6:00:00 PM				
7:00:00 PM	Dinner with [REDACTED]	[REDACTED] Island home	[REDACTED]	Chairman of [REDACTED] retired/top [REDACTED] bundler for Romney (Member of [REDACTED]) [REDACTED] [REDACTED] Mason Fink A leading bundler for Romney Members of Legatus (CEO of Bio Tech firm) Prominent Attorneys
8:00:00 PM				
9:00:00 PM				
10:00:00 PM				
Monday	9:00:00 AM			
10:00:00 AM				
11:00:00 AM				
12:00:00 PM	Lunch with [REDACTED] Leaders	Fairmont Hotel	[REDACTED]	CEO [REDACTED] Member of [REDACTED] Board
1:00:00 PM				
2:00:00 PM				
3:00:00 PM				
4:00:00 PM				
5:00:00 PM				
6:00:00 PM	Eric Event	Hyatt Huntington	[REDACTED]	President [REDACTED] owner [REDACTED]
7:00:00 PM				
8:00:00 PM	Nightcap	Monu's House	[REDACTED]	[REDACTED]
9:00:00 PM				
10:00:00 PM				
Tuesday				

From: Eric Greitens [eric@greitensgroup.com]
Sent: 3/5/2014 7:50:20 PM
To: Dave Whitman [dwhitman@greitensgroup.com]; Krystal Taylor [ktaylor@greitensgroup.com]
Subject: Public Service Categories for Consideration
Attachments: Public Service Categories for Consideration.xlsx

--

Eric Greitens
The Heart and the Fist
www.theheartandthefist.com



[illegible]

From: Taylor, Krystal [ktaylor@greitensgroup.com]
Sent: 3/24/2014 7:45:07 PM
To: Eric Greitens [eric.greitens@gmail.com]
CC: Dave Whitman [dwhitman@greitensgroup.com]
Subject: Salesforce tags for Top 100

Eric,

Dave and I have agreed on these tags (or filters). Once you've signed off, I will work with Chris to ensure that this is setup properly in salesforce. And we will have to re-tag contacts who already fall under the top 100.

See below:

Donor (with subcategories)

- *Individual*
- *Corporation*
- *Bundler*
- *PACs, associations, and interest groups*
- *Grassroots campaign*

Volunteer

Staff

Advisor (this is someone like [REDACTED])

Education (this is someone like [REDACTED])

Endorsements

PACs, Interest groups, and associations

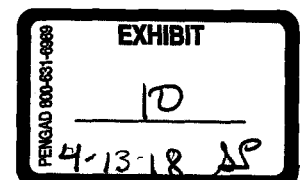
Supporter (someone who is generally supportive, not financially supportive)

Thanks,

KT

--

Krystal Taylor
Executive Assistant to Eric Greitens
The Greitens Group
1141 South 7th St.
Saint Louis, MO 63104
Direct: 314-571-6179



From: Taylor, Krystal [ktaylor@greitensgroup.com]
Sent: 11/20/2012 5:12:42 PM
To: Courtney Kotsko [c [REDACTED]]
CC: Dave Whitman [dwhitman@greitensgroup.com]; Chris Bobak [cbobak@greitensgroup.com]
Subject: Holiday Card List v8
Attachments: Holiday Card List (Nov 2012) v8.doc; Donors Above \$25,000 Donations Profile.xls

Team,

I've updated the list again. There are a few more addresses to find.

Courtney, all of my additions are in red. Can you please work through these this morning? I think a lot of these folks should be in the salesforce. If you can't find addresses in salesforce, let's just clean the document up. After you've finished going through the list, let's highlight all names that we need to find. Then, I'll check the TMC salesforce. If I can't find them still, we can send out ONE mass email using the bcc function to request addresses or updated addresses. Make sense?

I've also attached a spreadsheet here from the TMC salesforce system, which includes some of the top donors. I've deleted the amount of the donations to maintain privacy, but please **DO** keep this private. Do **NOT** print this spreadsheet or distribute. Please add the names and addresses that you see highlighted in yellow to the holiday card master spreadsheet. You can likely just copy and paste from the spreadsheet as most addresses are included. We should have **ALL** addresses for these folks so I can always check TMC salesforce here as well.

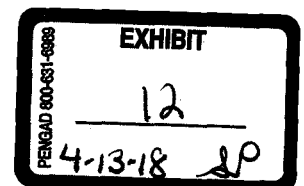
Let me know if you have questions. We're so close!

Thanks!

Krystal

--

Krystal Taylor
Executive Assistant to Eric Greitens
The Greitens Group
1141 South 7th St.
Saint Louis, MO 63104
Direct: 314-571-6179



Preparing for Monday's planning meeting

15 messages

Krystal Taylor <ktaylor@greitensgroup.com>

Wed, Oct 15, 2014 at 1:15 PM

To: Danny Laub [REDACTED] >

Cc: Tyler Holman [REDACTED] >

Danny,

After our call yesterday, Eric and I talked.

I asked him two things:

1. What are the goals for our planning session?
2. What does he want prepared in advance of our planning session?

I explained to him that I do think it's valuable to have all of us in one room together, but I don't think it's a valuable use of time to agree on a plan or a number for fundraising that is not backed by research and data.

The goal of our planning session, then, will be to answer the following questions around fundraising:

How much? (fundraising goal)

By when?

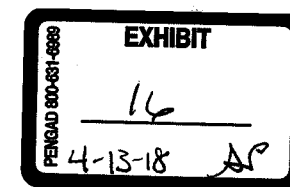
In what vehicle? (legal)

From where? (influences our calendar decisions)

From whom?

To get us there, we need the following information:

1. The research that we discussed last week. How much was raised during the last two elections (for Missouri Governor) and at what point (for example, what was raised each quarter?).



2. A general budget for the primary (you prepared this for Eric in the past so really it's just a matter of resending that to me).

3. All of the donor lists that we've collected so far.

Can you be in charge of # 1 and # 2?

I can handle #3. But if you have additional lists that you'd like us to consider, please let me know.

And feel free to call with any questions.

And of course, if there are goals for the meeting that you'd like to add, let me know.

Hopefully Mason is able to join us on Monday. And then on Tuesday, the plan would be to bring in Steve and Jennae to brief them on the big picture plan.

Copying Tyler here too so he is aware of everything that is moving. And can join us if possible.

Thanks!
Krystal

--

Krystal Taylor
Executive Assistant to Eric Greitens
The Greitens Group

** Please note: My office line has recently changed. Please dial 314-833-6269 to reach me. **

Danny Laub [REDACTED] >
To: Krystal Taylor <ktaylor@greitensgroup.com>
Cc: Tyler Holman [REDACTED] >

Wed, Oct 15, 2014 at 3:04 PM

Krystal:

Krystal Taylor <ktaylor@greitensgroup.com>
to Meredith, Danny

4/22/15

Meredith,

Here are three docs that you probably want to have on hand:

- 1) All donors 1k total and up - is The Mission Continues donor list through May 2014 when Eric stepped down as CEO. So anything in late 2014 won't be included here or anything from 2015. I also think some of these #s are off, but it should help provide a little background.
- 2) EG fnce prospects - is a list that Mason Fink sent.
- 3) Schweich list - list of donors that we received from Steve Michael.

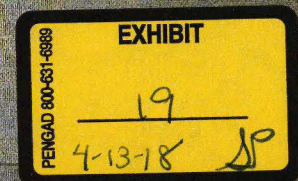
Thanks!

3 Attachments



X All donors 1K tot... X EG fnce prospect... X Schweich list.xlsx

Meredith Gibbons Thank you so much!





Tyler Holman <[REDACTED]>

EG

Danny Laub <[REDACTED]>
To: Tyler Holman <[REDACTED]>

Fri, Feb 7, 2014 at 12:10 PM

T -

Attached is the documents. I made them more informative to let you pull out what you want for reference and to have committed to memory.

Let me know if you need anything else this afternoon.

D

Polling:

You will noticed the budget jumped. After talking with the pollsters, they discussed doing a larger survey including general election. Obviously we can scale back to primary. Until we discuss the questions and length though, no accurate quote can be gotten.

Research:

I have priced two research books from reputable DC firms with no connect to Missouri. One for 23K and one for 28K. There may be some wiggle room here. Problem is with Eric's public persona there is a shit load to dig through. They would obviously sign documents to EG's satisfaction re: confidentiality.

2012 Senate:

Of Note:

There were under 600K votes cast in the MO Sen primary. Meaning in a CH, TS, JB?, EG race. It would only take between 175K - 250K votes to win.

54% of all votes cast in the R primary were in the top 15 counties.

St. Louis County	79,800
St. Charles	39,620
Greene	31,146
Jackson	27,531
Jefferson	17,741
Clay	15,969
Jasper	14,881
Franklin	12,858
Cape Girardeau	12,710
Christian	11,838
Cole	11,396
Cass	10,973
Boone	10,661
Kansas City	9,378
Newton	8,369

EXHIBIT	2
WIT:	Laub
DATE:	4-18-18
Gail Inghram Verbano BA, CSR, RDR, CRR, RSA	

5 attachments

 **EG Polling Proposal.docx**
199K

 **MOScout-Poll-2.1.14.pdf**
859K

 **RGA Govs Similar to EG Path.docx**
81K

 **2012 MO Raw 2.xlsx**
60K

 **Rick Snyder Top Line.docx**
376K



4305 Frederick Ave.
Suite 100C
St. Joseph, MO 64506
www.DataDrivenStrategies.net

TO: ERIC GREITENS
FROM: DANNY LAUB, DATA DRIVEN STRATEGIES
RE: STATEWIDE POLL
DATE: FEBRUARY 5, 2014

As Eric and his team contemplate the viability of potential Republican candidates for Governor, quality polling data will help determine the potential paths forward. A statewide poll will provide insights into the standing of the Democratic candidate (Chris Koster), and several potential Republican challengers. Additionally, this poll can provide some basic knowledge about what the electorate might look for in a potential challenger in the Republican Primary.

While the 2016 primary is over two years away, it is time to begin assessing whether or not an unknown challenger like Eric Greitens has a shot to win both the primary election and the general election and what strategy might be most effective.

Data Driven Strategies proposes doing a poll of $n=600$ likely general election voters with an over-sample of $n=400$ likely GOP primary voters.

Poll Details

This poll will be conducted with $n=600$ general election voters along with an over-sample of $n=400$ likely GOP primary voters. The number of GOP voters tested will likely end up being $n=600$ due to general election voters who also vote in the primary. This will give us a sample of $n=600$ GOP primary voters and $n=600$ general election voters. We will use two different issue batteries to test hits against the Democrat candidate along with an issue battery test for GOP primary voters that tests hits and positive messages against GOP primary candidates.

The geographic breakdown of these voters is as follows:

- + 21% St. Louis Metro Region



4305 Frederick Ave.
Suite 100C
St. Joseph, MO 64506
www.DataDrivenStrategies.net

- + 9% Kansas City Metro Region
- + 8% Southwest Region
- + 62% Outstate

This poll will be conducted via live telephone interview. The sample will include a reasonable proportion of calls (between 20% and 30%) to cell phones in order to ensure representativeness of the sample.

The cost of this poll is dependent on the length. In order to test all possible hits on all possible candidates the length of the poll will most likely come in at 20 minutes. If we are able to limit the number of positive/negative messages we test, we may be able to limit the length of the poll to 15 minutes.

Due to the fact that voters have never heard of Eric Greitens before, the way we will test his viability as a candidate is to test the level of support for the current candidates. We will then inform voters with positive and negative messages about all the candidates in the race, including Eric. This is followed by an informed ballot test to quantify how persuadable and receptive voters are to Eric' s story and message in comparison to other candidate' s messages. In addition to viability, this will show us the positive messages that resonate the most with voters along with the biggest negative hits against Eric.

Data Driven Strategies works with the best polling firms in the country to ensure accurate results in a timely fashion. We will draft the poll questions, ensure the correct demographic samples, and analyze the results. Through this process we will provide you with the following deliverables:

- + Survey questionnaire
- + Top-line results
- + Crosstabs



4305 Frederick Ave.
Suite 100C
St. Joseph, MO 64506
www.DataDrivenStrategies.net

+ Analysis report on findings from the pollster

Item	Quantity	Cost Per	Total
15 minute statewide poll in MO. N = 1000 with 600 General election voters and 400 GOP primary voters.	1	54,000.00	\$54,000.00



Tyler Holman [redacted] >

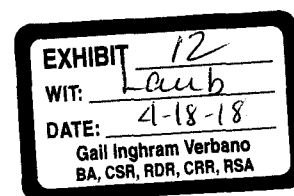
To Print for ERG

Tyler Holman <[redacted]>
To: Danny Laub <[redacted]>

Sat, May 24, 2014 at 4:30 AM

[Quoted text hidden]

 2014 Proposal ERG.docx
14K



Proposal for Remainder of 2014 Calendar Year

- Objective: establish a personal relationship with five candidates outside of Missouri who can be called-upon for personal favors during Eric's campaign for Governor.
 - Gain experience delivering political speeches in a relatively safe environment
 - All speeches will be taped and reviewed
 - Opportunity to message-test Eric's story in a political setting
 - Establish a connection with major donors also supporting this candidate
 - Gain exposure to the realities of daily life on the campaign trail
 - Identify campaign models to emulate or learn from
 - Identify top-level staff to recruit for 2016 campaign
- Objective: understand Missouri's \$8.5bn General Revenue (GR) budget through personal exposure
 - Education: Elementary & Secondary (35% of GR)
 - Visit two K-12 schools ranked in the top 20 for academic performance
 - Visit two K-12 schools in unaccredited districts
 - Social Services (19% of GR)
 - Learn about the Medicaid, TANF, SNAP programs
 - Visit two non-profits providing similar services through private funding and/or federal grants
 - Health and Mental Health (11% of GR)
 - Visit one state licensed nursing home facility
 - Visit one state licensed child care facility
 - Tour one local public health and disease prevention facility
 - Accompany a non-profit providing home delivery of meals for the elderly through private funding and/or state grants
 - Higher Education (10% of GR)
 - Learn about Gov. Nixon's withholds of Higher Ed funding
 - Meet an individual whose story reflects the correlation between funding cuts and tuition increases
 - Establish a personal relationship with two faculty members whose department budgets have been impacted by these cuts
 - Visit a school providing technical training and education
 - Learn the story of a student who has found immediate job-placement at a Missouri company as a result of his or her technical degree

- Judiciary, Public Safety, and Corrections (10% of GR)
 - Meet an individual representing the MO Corrections Workers' Union
 - Tour a state correctional facility
 - Meet two public defenders
 - One in rural MO
 - One in urban MO
- All other state functions (15%)
 - Visit a MO farmer who raises livestock
 - Visit a MO farmer who grows crops
 - Focus on corn and soybeans
 - Learn about overreach by Gov. Nixon's Dept. of Natural Resources
 - Meet a small business owner who depends on tourists to MO
 - Visit with representatives from two MO labor unions



Danny Laub <[REDACTED]>

FYI

5 messages

Dave Whitman <dwhitman@greitensgroup.com>

Mon, May 26, 2014 at 8:27 PM

To: Tyler Holman <[REDACTED]>, Danny Laub <[REDACTED]>

From Mason Fink this evening.

Dave Whitman
Managing Director
The Greitens Group
314.571.6151- direct
@DaveWhitman

 EG planning priorities 052614.xlsx
35K

Danny Laub <[REDACTED]>
To: Tyler Holman <[REDACTED]>

Mon, May 26, 2014 at 8:47 PM

T -

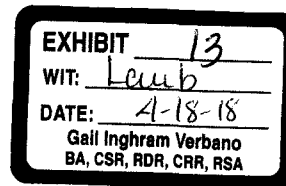
- 1) This is silly.
- 2) Is it worth me creating a better version based off of what ERG said with what we discussed? I could whip something up tomorrow rather easily that would blow this out of the water in formatting, logic and action items.
- 3) Or should we sit tight?

Thoughts?

D

[Quoted text hidden]

 EG planning priorities 052614.xlsx
35K

Tyler Holman <[REDACTED]>
To: Dave Whitman <dwhitman@greitensgroup.com>
Cc: Danny Laub <[REDACTED]>

Tue, May 27, 2014 at 1:56 AM

Dave,

It is too bad you had to take off before hours 7 through 10 on Saturday. Eric asked Danny and I to create a document with this same basic structure to use as the primary focus for "next month's meeting". If Mason is going to own the doc that is fine, but I will not spend time doing redundant tasks over those that would otherwise result in tangible progress for EG and for our core team.

I want you to ask Eric tomorrow what specific tasks and action items Danny and I were assigned leaving Saturday's meeting. I'm completely booked all day tomorrow with meetings and the training of a new hire. I'll be able to check my email sporadically and can give you a call at the end of the day. In my opinion, EG is captain of a ship he thinks is sailing the ocean when in reality he's just floating around harbor. For the sake of carrying on my analogy...I can either serve as a compass or as one of the crew. If he'd prefer the latter I can send over a reasonable proposal for my involvement. I want to be clear that I am not mad or even that frustrated. I'd just like to know what he actually wants me to do.

Tyler

4/14/2018

Gmail - FYI

[Quoted text hidden]

Dave Whitman <dwhitman@greitensgroup.com>
To: Tyler Holman <[REDACTED]>
Cc: Danny Laub <[REDACTED]>

Tue, May 27, 2014 at 10:13 AM

Tyler, no worries. Both of you should hold off on doing any further work until the oppo research is done, and he starts streamlining his decision making. Give me a call after work if you get a chance, would like to run something by you.

Dave Whitman
Managing Director
The Greitens Group
314.571.6151- direct
@DaveWhitman

[Quoted text hidden]

Danny Laub <[REDACTED]>
To: Dave Whitman <dwhitman@greitensgroup.com>

Tue, May 27, 2014 at 10:30 AM

Thanks for the help and insight Dave. I do think the oppo is critical. Will be interested to see what America Rising/MR sends you. At some point, he just needs to pull the trigger on somebody. Every single day, is a day later that he we get the oppo file back. I would also like to say that the analysis he is looking for can be provided by Tyler and I once the file is back.

Great to catch up on Sunday as well. In regards to what you mentioned on, I would be open to discussing any of the possibilities, whether its TGG staff, project by project basis, etc depending on what you and EG think is best. Let me know how I can be helpful here, as I am not currently local I am happy to give feedback wherever you think fit. Always looking for reasons to be in STL.

Before Mason goes an sets up with "vehicle" the ramifications needs to be thought through. Of course he is going to push for now, because then he can start making money. Once money is parked is harder to move unnoticed and may draw attention that is harmful. This is why I stressed with EG that there needs to be a comprehensive finance plan that encompasses how and where the raised money will go.

I appreciate your friendship,

Danny

[Quoted text hidden]

Planning priorities
26-May-14

Priority	Major activities	Six-month goal	Owner	% of calendar time	Next major action	Date	Notes
Fundraising	<ul style="list-style-type: none"> Focus on a path to the first \$5m Get commitments or neutralize major MO donors 	Discuss/develop	MF	50%+	Discuss a fundraising timeline (need to synchronize with the vehicle)	4-Jun	—
Learning	<ul style="list-style-type: none"> Understand the issues Action learning Develop the message 	Discuss/develop Discuss/develop Develop a focused framework and a working message	Kaleb(?)/Krystal Kaleb(?)/Krystal EG/SG/MF	25%+	Draft initial policy book Calendar planning (6/4) EG/SG/MF to develop initial/individual message framework. Then let's discuss	TBD TBD TBD	-- -- --
Coalition & key leader outreach	<ul style="list-style-type: none"> Need to develop a plan 	Discuss/develop	Steve Michael/Dave Hageman	15%-20%	Steve/Dave and Tyler/Dany to independently develop an optreach plan	10-Jun	6/10?
Change the landscape	<ul style="list-style-type: none"> Learn: how to change the landscape to make an impact 	Develop a better understanding of how to change the landscape Begin an informal recruitment process (maybe one meeting?)	EG/MF	—	Identify several models to evaluate	June/July	—
Build the organization	<ul style="list-style-type: none"> The team The timeline The vehicle 	Develop a real pipeline of the senior team Continue to refine the working timeline Identify and begin	MF	—	Set-up vehicle (c4). Develop the mission and message points. This, for the immediate term, will be the primary focus	Discuss	Initial focus: policy & comms -- --



Tyler Holman [REDACTED]

Fwd: Non Disclosure Agreement

Danny Laub <[REDACTED]>
To: Tyler Holman <[REDACTED]>

Wed, May 28, 2014 at 11:14 AM

Hmmmm

----- Forwarded message -----

From: **Dave Whitman** <dwhitman@greitensgroup.com>
Date: Wed, May 28, 2014 at 10:58 AM
Subject: Non Disclosure Agreement
To: Danny Laub <[REDACTED]>
Cc: Eric Greitens <eric@greitensgroup.com>

Danny,

I hope all is well. Eric asked me to send you our Non-Disclosure Agreement that all employees, consultants (paid and non-paid), interns and advisers sign as a part of our standard operation procedures.

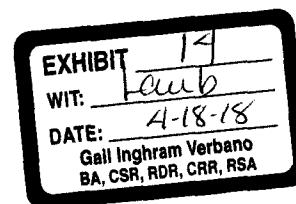
Please review, sign and send back to me no later than Tuesday June 3rd. Let me know if you have any questions.

Looking forward to catching up soon.

All my best,

Dave Whitman
Managing Director
The Greitens Group
314.571.6151- direct
@DaveWhitman

 DLConfidentiality Agreement-EG v.2.pdf
123K



CONFIDENTIALITY AGREEMENT

THIS CONFIDENTIALITY AGREEMENT (the "Agreement") is made as of May 28th, 2014, by and between ERIC GREITENS ("EG"), and Danny Laub ("Consultant").

RECITALS

A. EG is exploring plans regarding a potential career endeavor involving public service (the "Plans").

B. EG desires to discuss with Consultant the possible engagement of Consultant to provide services to EG in connection with the Plans.

C. In order to proceed with the discussions with Consultant regarding such possible engagement, it will be necessary for EG (and/or EG's representatives or agents) to share certain confidential information with Consultant, and it is critical to EG that confidentiality be maintained regarding the confidential information to be provided to Consultant.

D. Consultant has agreed to enter into this Agreement as an inducement to EG (and/or his agents or representatives) to proceed with discussions regarding such engagement.

NOW, THEREFORE, for and in consideration of the mutual covenants and promises herein contained and other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the parties hereto, intending to be legally bound hereby, agree as follows:

1. Consideration. Consultant has entered into this Agreement and made the covenants hereinafter set forth in order to induce EG (and/or his representatives or agents) to enter into the aforesaid discussions. Consultant acknowledges his or her understanding that the protection of the "Confidential Information" (as defined below) is essential to EG's interests.

2. Definition of Confidential Information. The term "Confidential Information" means all information related to the Plans, including, but not by way of limitation, the specific nature of the Plans and/or the type of public service contemplated under the Plans, all opposition, inoculation and investigative information, financial data, trade or business secrets, questionnaires, reports, polling data, business contacts, marketing and sales practices, projections, issue position documents, donor lists, vendor or contractor lists, correspondence, information, plans, programs, processes, costs, operations, and any other similar or dissimilar information relating to the Plans, whether developed by EG or developed for EG by others (including, without limitation, materials developed by Consultant in the course of exploring the engagement of Consultant to provide services, and/or materials developed by Consultant in the course of providing his or her services to EG) and whether furnished or disclosed to Consultant by EG, EG's agents or representatives, or by others.

3. Confidential Information to be Kept Confidential. Consultant shall keep all Confidential Information in strict confidence until such time, if ever, as such Confidential

Information becomes available to the public (other than as a result of a disclosure by Consultant or by anyone associated with Consultant), and Consultant shall not, without the prior written consent of EG: (a) disclose any Confidential Information to any third parties, in whole or in part; or (b) use any Confidential Information, except in furtherance of the above-referenced discussions or in furtherance of providing services to EG in connection with the Plans (if EG ultimately elects to engage Consultant).

4. Precautions. Consultant shall take reasonable precautions, including the establishment of appropriate procedures and disciplines, to safeguard the confidential nature of all Confidential Information.

5. Authorized Disclosure. Consultant shall not be liable for disclosure of Confidential Information if:

- a. the Confidential Information is disclosed with the written approval of EG, which consent may be withheld at the sole and absolute discretion of EG; or
- b. Consultant discloses the Confidential Information pursuant to any valid and enforceable subpoena or other judicial compulsion, provided that Consultant must first have promptly notified EG of such subpoena or judicial compulsion and given EG opportunity to contest or enjoin such disclosure.

6. Proprietary. Consultant acknowledges that all the Confidential Information is property which EG has a legitimate, proprietary interest in protecting and which is confidential.

7. Record and Return of Confidential Information. Consultant shall keep a record of Confidential Information which he or she receives hereunder, whether in the form of written information, computer diskettes or other data storage devices, or other recorded matter. If, for any reason, discussions end between EG and Consultant, then upon EG's demand (at any time and for any reason), Consultant shall immediately return to EG any and all written information, computer diskettes and/or other data storage devices, or other recorded matter of any kind embodying Confidential Information.

8. Identification of Confidential Information. EG may, but shall not be required to, mark all or a part of Confidential Information disclosed hereunder as "CONFIDENTIAL, NOT TO BE COPIED OR REPRODUCED, TO BE USED ONLY FOR THE PURPOSE SUBMITTED" or the like. However, the absence of such markings on Confidential Information provided hereunder shall not in any event be construed so as to remove said Confidential Information from the restrictions and protections of this Agreement.

9. Remedies. Consultant acknowledges that any breach of this Agreement would immediately and irreparably damage EG and that monetary damages could not adequately compensate EG therefor. Accordingly, Consultant agrees that, in the event of such breach, EG shall be entitled to temporary and permanent injunctive relief, in addition to any other remedy EG may have at law or in equity.

10. Entire Agreement. This Agreement sets forth the entire agreement and understanding between the parties regarding the subject matter hereof and there are no other representations, agreements or understandings, oral or written, expressed or implied, between the parties.

11. Effective Date; Survival. This Agreement shall become effective the date hereof. All Confidential Information received or acquired by Consultant shall continue to be subject to the terms, conditions and provisions of this Agreement, notwithstanding any termination of discussions between EG and Consultant.

12. Further Assurances; Limitation of Agreement. Consultant agrees that it shall, upon the written request of EG, sign and deliver any documents or take such further actions as may be reasonably requested and necessary or appropriate to give full effect to the terms and conditions of this Agreement. Notwithstanding anything to the contrary in the preceding sentence or elsewhere in this Agreement, this Agreement is not intended to, and does not, obligate either party to enter into any further agreements or to proceed with any relationship or transaction. Nothing in this Agreement shall obligate EG to engage Consultant to provide any services, and either party shall be free to withdraw from discussions concerning Consultant's engagement at any time.

13. No Waiver. No waiver by either party of any breach of this Agreement shall constitute a waiver of the terms and conditions of this Agreement with respect to any subsequent breach thereof.

14. Governing Law. This Agreement shall be construed and enforced in accordance with the laws of the State of Missouri, and may be enforced in the courts of the State of Missouri, County of St. Louis or City of St. Louis, or, if it has or can acquire jurisdiction, in the United States District Court of the Eastern District of Missouri.

15. Parties Bound. This Agreement shall be binding upon the parties hereto and their successors and assigns.

16. Attorneys' Fees. If EG brings any action, at law or in equity, to enforce or interpret the terms of this Agreement, EG shall be entitled to recover from Consultant EG's reasonable attorneys' fees and costs in addition to any other relief to which EG may be entitled.

17. Notice. All notices provided for or permitted under this Agreement shall be in writing and shall be served or delivered by transmittal via nationally recognized express delivery service, by postage-prepaid certified mail, or via hand delivery, at the following address for each party, for the duration of this Agreement or any renewal thereof or until such time as written notice, as provided hereby, of a change of address and a single new address to be used thereafter is given the other party:

EG: Eric Greitens
1141 S. 7th Street
St. Louis, Mo. 63104

Consultant: Danny Laub
Address:

Each such notice or communication shall be deemed to have been received by the party to which addressed, in the case of hand delivery, on the day it is delivered, or in the case of express delivery service transmittal on the date shown as delivered in the records of such service, or in the case of United States Mail, two (2) days after deposit in the United States postal system.

18. Counterparts. This Agreement may be executed in two or more counterparts. Each of these counterparts shall be deemed an original. All of such counterparts shall constitute one and the same document. A PDF or facsimile signatures shall be sufficient for all purposes.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first above written.

“EG”

“CONSULTANT”

ERIC GREITENS

Danny Laub

4/9/2018

Gmail - Candidate's Intent



Danny Laub <[REDACTED]>

Candidate's Intent

1 message

Krystal Taylor <ktaylor@greitensgroup.com>
To: Danny Laub <[REDACTED]>

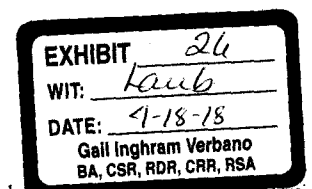
Mon, Dec 1, 2014 at 12:19 PM

For you to update. Glad to be passing this on!

Thanks,
Krystal

--
Krystal Taylor
Executive Assistant to Eric Greitens
The Greitens Group
** Please note: My office line has recently changed. Please dial 314-833-6269 to reach me. **

 **Gov 2016 Intent v5.docx**
36K



Candidate's Intent:

By 01 June 2015, be prepared to launch an Exploratory Committee for Governor

To accomplish this, you will:

1. Achieve robust financial strength of \$8M in commitments (Krystal)
2. Develop an innovative, inspiring, bulletproof message marked by Clarity; Pathos/Stories; Logos/Data; Ethos/Purpose and History and Philosophy (Jennae)
3. Build an exceptional team (Mark)
4. Maintain Strategic Awareness & Execute Strategic Opportunities (Jennae/David Barklage)
5. Identify, Recruit, and Steward Key Leaders for Organized Volunteer (Steve)
6. Establish Support from or Neutralization of Key Interest Groups (Steve)
7. Obtain Strategic Endorsements & Manage Strategic Relationships (Danny)
8. Create a strategy for the next phase of the campaign/Change the Landscape (Danny)
9. Build a Strong Defense (Danny)
10. Increase Positive Name Recognition in Missouri (Danny) *

Operational Rhythm:

1. Daily morning meetings at 9 am
2. Weekly review (on Fridays)000
3. Weekly travel meetings with Mason Fink (on Mondays)

- I. Achieve Robust Financial Strength of \$8M in Commitments
 - a. Establish a system for weighing the strength of commitments
 - b. Develop a detailed Fundraising Plan
 - i. Include National Fundraising
 - ii. Missouri Fundraising
 - iii. Be prepared to launch MO Grassroots fundraising plan in May/June of 2015
 - c. Establish an operation for tracking commitments and stewarding donors
- II. Develop an innovative, inspiring, bulletproof message marked by
Clarity; Pathos/Stories; Logos/Data; Ethos/Purpose and History and Philosophy
 - a. Answer the following questions:
 - i. Why I'm Running
 - ii. Why I'm a Republican
 - iii. Who I'm running for
 - iv. The most important 3 issues facing the state and my issue
 1. Jobs/Economy
 2. Education
 3. Good Government
 4. Citizenship, Service, Civics, and Community Development
 5. Strategic Issues/Issue of the Day
 - v. Other issues facing the State
 1. Family/Gay marriage/adoption/child tax credit
 2. Government Social Services that Work
 3. Public Safety
 4. Agriculture
 5. 2nd Amendment
 6. Pro Life
 7. Prison Reform
 8. Taxes
 9. Transportation
 - vi. Basic Knowledge
 1. Missouri History
 2. Missouri Geography
 3. Missouri Government
 4. Missouri Economy
- III. Build an exceptional team
 - a. Scheduler
 - b. Campaign Manager
 - c. Political Director (Candidate)
 - d. Communications Director (Candidate)
 - e. Chief of Staff/Operations Director
 - f. Volunteers
 - g. Fundraising
- IV. Maintain Strategic Awareness & Execute Strategic Opportunities
 - a. Brunner,
 - b. Hanaway, Lutkemeyer
 - c. Kinder

- V. Identify, Recruit, and Steward Key Leaders for Organized Volunteer and R Party Grassroots Support
 - a. Identify Key Leaders to
 - i. Run Coalitions
 - ii. Offer R Party Credibility AND Grassroots Support
 - b. Build a list of necessary and potential coalitions
 - c. Identify key members of the R Party who can offer Credibility AND Support
 - d. Build and Execute a Plan to Recruit and Steward Key Leaders
 - e. Build a plan to have Key Leaders and Supporters spread a positive message
- VI. Establish Support from or Neutralization of Key Interest Groups
 - a. Identify Key Interest Groups
 - b. Create and Execute a plan for achieving their support or Neutralization
- VII. Obtaining Strategic Endorsements
 - a. Identify potential endorsers
 - b. Create a plan for achieving endorsements
- VIII. Create a strategy for the next phase of the campaign/Change the Landscape
 - a. Determine how we will build a data-driven strategy that answers one question: how will we win?
 - b. Develop a plan to access how we can change the landscape
 - c. Include a Plan for a National Press Rollout
- IX. Build a Strong Defense
 - a. Opposition Research; Self and Wife
 - b. Light Staff Research: KT, Dave, Other
 - c. Achieve Family Preparedness
 - d. The Mission Continues
 - e. Develop a Straightforward Communications Plan
- X. Increase Positive Name Recognition in Missouri
 - a. Maximize Speaking Events
 - b. Execute a Book Tour/Campaign and Radio

Analogy to Dominate the Campaign:

Middleweight Championship of the World

Trainers and an Athlete

The Athlete

- Raises Money

- Delivers a Message (In person and via media)

- Inspires Voters and Volunteers

- Has Final Say