



## Western Tradition Partnership

### **2010 Election Year Program Executive Briefing**

Well Mr. XXXX, I really appreciate you taking time out of your schedule to meet with me today.

As you know, there's a critical election in just a few months.

Much has been made about all that's at stake with the Presidential and Congressional elections, but today I want to talk to you about something that hits a little closer to home.

You know just as well as I do that when it comes to business taxes, licensing requirements, industry and labor regulations, energy development and a host of other issues critical to Colorado businesses, decisions made at the state and local government level can often be more important – and more damaging – than those coming out of Washington, D.C.

What I'm here to show you is the Western Tradition Partnership's plan to fight back by changing the face of the State Legislature, county commissions and city councils all over Colorado and by exposing the consequences of shutting down reasonable and responsible natural resource development and management.

In fact, I'm so convinced you'll be impressed with what we have planned this year that I hope by the time I've finished giving you this short presentation, you'll agree to help make this program possible . . .

## **2008 Election Results**

### **Montana**

- **Pro-responsible growth candidates win 14 of 19 targeted races**
- **Majority of Republican candidates pledge 100% support for responsible growth policies**
- **Republicans take control of State Senate**

### **Colorado**

- **Pro-responsible growth candidates win 7 of 9 races incl. Garfield County, where 40% of drilling permits issued**

That's where the Western Tradition Partnership comes in. Once we have the resources, we'll rapidly begin mobilizing the grassroots all across Montana by showing them exactly why they must act.

Something like . . .

"The truth of the matter is, today, across Montana, the zero-growth crowd's regulations are putting people out of business, out of work, swelling welfare rolls and leading to higher taxes.

"The noose is being tightened around the necks of private citizens and responsible companies alike as private property rights are literally gutted at every level of government.

"These are the same environmentalist wackos that are blocking hunters' access to public lands, and using stonewalling bureaucrats to declare massive tracts of land off-limits to ATV's, snowmobiles and even horses.

In countless localities across America – and here in Montana – utopian bureaucrats are starting to use tax rules and so-called "smart growth" policies to force families into smaller homes.

And energy independence? We're moving backwards as so-called "green" groups shut down oil and gas exploration on frozen tracts of oil-rich land from North

## Montana Primary Program

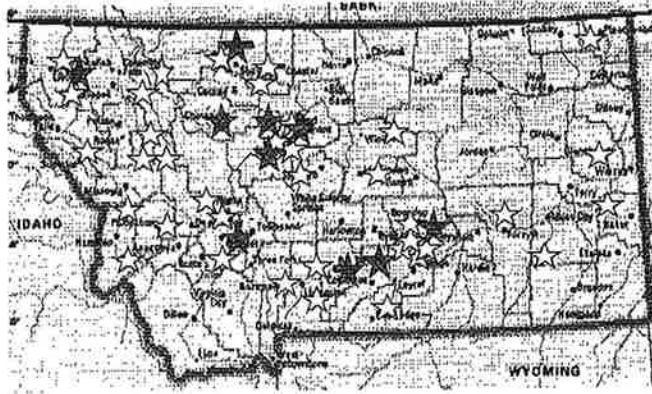
1. <u>Eight House Races</u>	\$28,000
(mail program @ \$3,500/district)	
2. <u>Seven Senate Races</u>	\$49,000
(mail program @ \$7,000/district)	
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<b>Total Cost</b>	<b>\$77,000</b>

# 2008 Target States





## General Election Mail Program



**Cost = \$197,000**

As you're well aware, here in Colorado, governor Bill Ritter sits in the Governor's mansion, with his radical environmentalist friends camped out right beside him. He is a smart politician who is all hat and no cattle when it comes to Colorado's status as a treasure state.

# **Total General Election Program**

**1. Statewide Mail Program**

**\$375,000**

**(State House, Senate and Referendum)**

## **Total General Election Program**

- |   |                  |
|---|------------------|
| <b>1. Statewide Mail Program</b>                      | <b>\$375,000</b> |
| (State House, Senate and Referendum)                  |                  |
| <b>2. Earned Media Program</b>                        | <b>\$10,000</b>  |
| (press releases, press conferences, editorials, etc.) |                  |



## **Total General Election Program**

<b>1. Statewide Mail Program</b>	<b>\$375,000</b>
(State House, Senate and Referendums)	
<b>2. Earned Media Program</b>	<b>\$10,000</b>
(press releases, press conferences, editorials, etc.)	
<b>3. Ad Blitz</b>	<b>\$75,000</b>
(radio, newspaper and TV ads.)	
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<b>Total Cost</b>	<b>\$460,000</b>

## 2010 Total Budget

1. <u>Primary Program</u>	\$77,000
(X House targets, X Senate targets)	
2. <u>General Election Program</u>	\$460,000
(all State House/Senate Targets, referendum, media)	
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<b>Total Cost</b>	<b>\$537,000</b>

## **Advantages of Supporting the Program**

- ✓ **It works**

First, and most importantly, it works! Our staff has utilized these same methods on other issues, with great success. The zero-growth crowd has been using these kind of tactics for years. So can we.

The Primary example I showed proves we can run a successful program against the radical environmentalists and beat them out their own game.

And history shows, even those politicians who squeak by and survive for re-election usually improve their stance on the issues they felt the most heat on.

## **Advantages of Supporting the Program**

- ✓ **It works**
- ✓ **It's about the issues**

As a 501(c)(4), WTP is a non-partisan lobbying organization so we're not attached at the hip to any political party. We're concerned only with the issues.

Because of that, once we begin moving public opinion our way on critical issues important to land, resource, and energy developers, the radical environmentalists will be in big trouble.

Our success won't depend on which party is in power. Politicians get the message loud and clear when their colleagues get beaten at the ballot box. And believe me, that message crosses party lines – although it looks as though Republicans are not as beholden to the Greenpeaces and George Soros types who put the Sage Grouse above Sally

## **Advantages of Supporting the Program**

- ✓ **It works**
- ✓ **It's about the issues**
- ✓ **Corporate contributions allowed**

Thirdly, because we're a 501(c)(4) organization, corporate contributions are completely legal under this program.

This is one of the rare programs you will find where that's the case.

## **Advantages of Supporting the Program**

- ✓ **It works**
- ✓ **It's about the issues**
- ✓ **Corporate contributions allowed**
- ✓ **No contribution limit**

There's no limit to how much you can give.

As you know, Montana has very strict limits on contributions to candidates, but there is no limit to how much you give to this program.

You can give whatever you're comfortable with and make as big of an impact as you wish.

## **Advantages of Supporting the Program**

- ✓ **It works**
- ✓ **It's about the issues**
- ✓ **Corporate contributions allowed**
- ✓ **No contribution limit**
- ✓ **It's confidential**

Finally, we're not required to report the name or the amount of any contribution that we receive.

So, if you decide to support this program, no politician, no bureaucrat, and no radical environmentalist will ever know you helped make this program possible.

The only thing we plan on reporting is our success to contributors like you who can see the benefits of a program like this.

You can just sit back on election night and see what a difference you've made.

Mr. XXX, we can make a big difference this year in Montana. Will you help make our efforts possible with a contribution of \$XXXX?

## **Liberal Environmental Groups**

Alliance for Climate Protection	Natural Resources Defense Council
Alliance to Save Energy	Negative Population Growth
America the Beautiful Fund	New Progressive Coalition
American Farmland Trust	Go Green USA
Association of Environmental Professionals	Ocean Champions
Center for a New American Dream	Our Earth
Center for Progressive Reform	Trees Instead
Citizens Campaign for the Environment	Population Connection
Clear the Air)	Population-Environment Balance
Defenders of Wildlife	Rainforest Action Network
Earth First!	Protection
Environmental Defense Fund	Rising Tide North America
Environmental Law Institute	Sierra Club
Environmental Life Force (ELF)	Student Conservation Association
Forest Guardians	Student Environmental Action Coalition
Friends of the Earth	(SEAC)
Global Green USA	The Center for Climate Change
Greenpeace	Strategies
Green Worlds Coalition	The School for Field Studies
Keep America Beautiful	TreePeople
League of Conservation Voters	Union of Concerned Scientists
National Wildlife Federation	Waterkeeper Alliance

They don't want any more energy exploration, period.

They don't want any more timber harvesting and extractive resource development, period.

They don't want any more cars, any more jobs, any more growth, or any more people.

Ultimately, the radical environmentalists want to shut Colorado down, and they'll do it one step at a time, making it more difficult and less profitable to run your business along the way.

That's exactly why the WTP was founded.

And the good news is the Western Tradition Partnership has a plan to fight and beat them at their own game.

And the sooner we fight back, the better for every Coloradoan.