

Campaign Strategy Memo

From: Abe Dyk, campaign manager of the Kendrick Meek For Florida campaign

To: Interested Parties

Date: July 8, 2010

Re: The New Math

Few races have had more twists and turns than the Florida Senate race. This race has been anything but ordinary. From the entry of a 'Meltdown Mogul' intent on buying the Senate seat to a governor trying to hide from his lifelong Republican record the last three months, this race continues to amaze. But, one thing has remained constant -- Kendrick is the only Democrat in this race and one of the best hopes for Democrats nationwide. I wanted to take a minute to lay out Kendrick's path to victory.

DEFEAT THE 'MELTDOWN MOGUL'

Jeff Greene is utterly unelectable -- someone whose background is so toxic it will disqualify him from winning any elected office. He is a billionaire, dubbed the 'Meltdown Mogul,' who made his fortune wrecking the middle class using investments Warren Buffett called 'financial weapons of mass destruction.' Greene made dangerous bets against middle-class homeowners and then got rich as Floridians lost their homes and their home equity. All of this neglects to mention that he only became a Democrat in 2008 after previously running for Congress as a Republican, moved to Florida in 2008, voted just five times in his life, and has a long series of shady business deals and troubling associations. And, this is likely just the tip of the iceberg. No one knows who Jeff Greene really is.

As a Senate candidate, Greene is trying to manufacture support and is spending millions of dollars to buy a U.S. Senate seat. But, in a year when there is so much anger at Wall Street, it's likely that no candidate in the country has a bigger biographical barrier to election than someone who helped wreck the economy by making Wall Street bets against middle-class homeowners.

Two candidates couldn't have more divergent backgrounds. While Jeff Greene became a billionaire off the backs of the middle class, Kendrick fought for middle-class Florida families and tackled issues on the local level as a state trooper and community leader. He's a lifelong Democrat who values hard work and working people. Kendrick's message will only be strengthened by Jeff Greene's primary challenge because these are the same messages that will propel Kendrick to victory against two Republicans in the fall.

DEFEAT TWO REPUBLICANS

In the general election, Kendrick will be facing two lifelong Republicans who have much more in common than either would readily admit. Governor Crist spent his entire life staking out conservative positions, and just a few months ago, was bragging that no one could "out-conservative" his credentials. It's obvious that Floridians want leaders they can count on, not self-serving politicians who are only out for themselves. Since filing to run as a "no-party-affiliated candidate," he has tripped and flipped to the point where his vacillations just aren't credible. Floridians want their leaders to stand for something. Whereas Rubio stands for a lot of things that are wrong and far outside the mainstream, no one really knows what Governor Crist really thinks about any single issue.

THE MYTH OF DEMOCRATS ABANDONING KENDRICK

Recently, there has been some speculation that some Democrats have expressed some interest in supporting Governor Crist. Any movement from self-identified Democrats to the governor would fly in the face of what we know about Florida Democrats. Unlike all of Kendrick's opponents who have already spent millions of dollars on television ads, our campaign has yet to run a single television or radio ad. With millions in the bank, our campaign is well equipped to get Kendrick's message out. Our heated primary with 'Meltdown Mogul' Jeff Greene will present a winning contrast that will give Kendrick momentum in the general election. In a recent piece from *The American Prospect*, a leading Florida fundraiser put to rest the myth of Democratic donor support of swinging to Crist, saying, "The Democratic money [Crist] has been getting is same Democratic money he got in the gubernatorial race... That hardcore Democratic money has gone to Kendrick, including some of the people who have given to Charlie Crist [in the past]."

While Governor Crist has never stood for Democratic principles, Kendrick Meek has fought for middle-class families his entire life. Democrats will have a clear choice before them. Will they choose a lifelong Democrat who has fought hard for middle-class families or a lifelong Republican who will stand for anything to get elected? Governor Crist has supported offshore oil drilling, has an anti-choice record, and opposed health care reform and champions repeal of the landmark legislation. His about face on serious policy issues are dizzying and not believable.

Earlier this week, the Kendrick Meek campaign announced the endorsement of 39 local elected officials, bringing the total number of local elected officials endorsing Kendrick to 250. The momentum for Kendrick is growing.

NUMERICAL PATH TO VICTORY

Kendrick's path to victory is clear. In 2006, Democrat Jim Davis ran against Charlie Crist for governor and received 45% of the vote. No one who voted for Davis will vote for Rubio, and it is unrealistic that more than 15% of Davis voters would vote for Crist this time – that gives Kendrick 38.25% of the vote, enough to win. By contrast, Democrats had a registration disadvantage in voter registration against Republicans in 2006. This year, Democrats have a net 6% advantage versus Republicans, growth that will further bolster Kendrick's final vote share. Looked at another way, Kendrick, the only Democrat in the race, can win with only Democrats since they make up 42% of the electorate. By consolidating Democratic support in November, Kendrick Meek will be able to win a plurality of votes against two lifelong Republicans.

This fall, Floridians will have a real choice. Will they pick the tea party candidate, the self-interested candidate, or a true Democrat who will fight for middle-class Florida families?