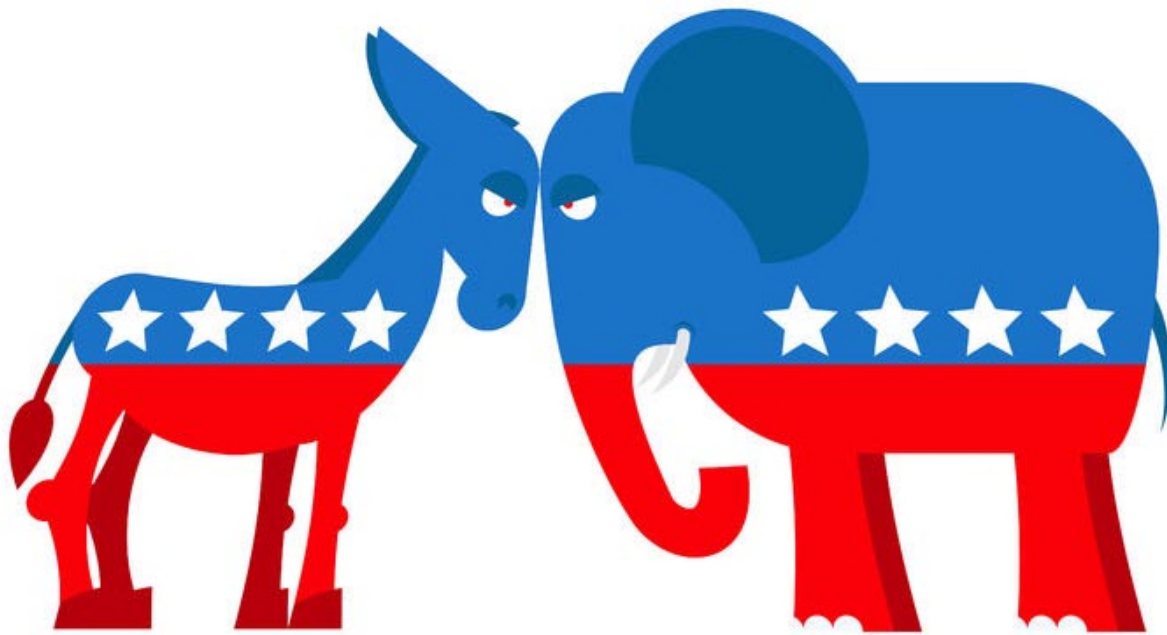


# Liars on the Left Cowards on the Right



*A Political Campaign Case Study...*

By: Dr Paul Chabot, former U.S. House Candidate  
President of Conservative Move [www.ConservativeMove.com](http://www.ConservativeMove.com)

This book is brought to you by

[www.ConservativeMove.com](http://www.ConservativeMove.com)



*‘We shall not fail or falter; we shall not weaken or tire...Give us the tools, and we will finish the job’*

-Winston Churchill, February 1941

Address to America via BBC Radio

Let's cut right to chase.....

This is an ebook about my 2014 Congressional race and describes in detail how dishonest Democrats portrayed me to the voters, and how feckless the National Republican Party was, when it was time to fight.

If Republicans are going to pick up seats in difficult areas of the country, we need real leadership in our National Party – not slogans or programs from the swamp.

The race described in this book took place in California's 31<sup>st</sup> Congressional District in Southern California. It was an open seat with a slight tilt in favor towards the Democrats in regards to voter registration.

We won the Primary by a full 10-points and on the night of the General Election we were up by 1 point. But in the hours and days ahead, we fell behind by just 3-points.

This was the number one nationally targeted seat by the Democrats. They fought hard for it – the Republicans did not.

My family and I now live in Texas where I run Keep Texas Red Political Action Committee and the company Conservative Move – helping families move from blue states to red states.

I hope this book sheds light on the Republican failures at the National Republican Congressional Committee, and the dishonest tactics liberals use to win races. Liars on the left – Cowards on the right....

## Summary

*“Aguilar had trouble putting away Chabot, even though he received strong financial backing from Democratic groups nationally while Chabot was left to campaign on his own.” Associated Press – 11/7/14*

**Headline:** On a level and fair playing field, GOP Nominee Chabot could have won. He constantly had high polling numbers among high propensity voters for one simple reason – that’s the only group he could afford to “communicate with.” With additional resources, he could have matched the breadth of DEM Nominee Aguilar and DCCC to reach the mid and lower level propensity voters, and won those majorities as well, based on polling.

Unfortunately, there was a forgone conclusion that this race was lost, from day-1.

**Important Fact:** In the General Election Chabot defeated Aguilar in Redlands 54% to 46%, 8-points. Aguilar’s home-city is Redlands, where he also served as Mayor. The inability of a sitting mayor to win his own city is a striking weakness.

Chabot also defeated Aguilar in Chabot’s home city of Rancho Cucamonga 57% to 43%, 14-points (4,000 votes). Chabot won a total of five cities. Aguilar won four cities in total where Chabot did not have the resources to contact those voters, and where Aguilar and the Democrat Campaign Congressional Committee (DCCC) negative racial attacks had an influence with Latino voters.

Chabot won among high propensity voters but lost among lower propensity voters who Chabot could not afford to communicate with on his own. Without Republican Party NRCC (National Republican Congressional Committee) support or outside spending, the DCCC, Aguilar and progressive special interests spent heavily on those voting blocs. They utilized a wide array of negative media to demonize Chabot including: TV, radio, mailers, robo-calls, and websites. Furthermore, most of the messages could not be challenged by Chabot with his limited funding.

California’s 31st Congressional District was considered a probable Democrat pickup after the announcement of the retirement of Gary Miller (R). Miller won the seat after redistricting in 2012, in a match-up that included two Republicans- which left Pete Aguilar in third place and out of the 2012 General Election.

In a close primary, history almost repeated itself with Aguilar narrowly taking second place, with just 200 votes over third place finisher Republican Lesli Gooch. In addition to Aguilar, three Democrats and three Republicans announced they would run in the Primary. Chabot placed first, 10-points above Aguilar despite being outspent 11 to 1. Because of Chabot’s strong showing, his campaign expected strong NRCC support, which never materialized. Without his Party’s support, many donors and most Republican-friendly PAC’s followed suit and allocated their resources into other California races that were regarded as favorable pick-ups.

- Without the high-volume false negative attacks on Chabot, Aguilar would have lost. They understood early that “going-negative” was their only option to win.

- With funding support for Chabot, at even a modest range compared to the Democrat spending, Chabot would have defeated Aguilar. Although a Dem voter advantage (40-34), a whopping 22% of voters are registered as “Decline to State” and lean GOP.
- The high intensity level of negative attacks on Chabot by DCCC, Aguilar, Bloomberg, early in the race should have signaled to the Republican Party that Democrats were worried about losing.
- Poll after poll showed Chabot in the lead, and despite months of attacks on Chabot, Aguilar’s favorability numbers stalled. Within 14-days of election, outside polling showed Chabot down 4-points (within margin of error), but winning among voters blocs he could afford to communicate with (high propensity), by a strong margin of 8-points. Chabot needed NRCC to enter the race and communicate with voters to neutralize the attacks, at that precise time (14-days before election), but it didn’t happen. Chabot was on his own.
- Polling time and again showed Chabot’s background was much better liked by voters when compared to Aguilar. Chabot is a military officer, Iraq War Veteran, educator, small business owner, reserve deputy sheriff, father and husband with four children, and well known in the district for creating anti-drug coalitions keeping kids off of drugs and away from gangs.
- For a GOP victory, the NRCC and/or outside groups were needed to help offset the same level of Aguilar and DCCC spending on negative attacks. Yet, we estimate that Republicans don’t necessarily need to match dollar for dollar because Chabot’s background more soundly resonated with voters than that of Aguilar. In short, there must be some response to the expected negative style attacks. Sitting on your hands, as the NRCC did, is dreadful.
- It is important to note despite the intensity of attacks against Chabot, Chabot lost by just 3-points, but won by 1-point among early absentee voters (as indicated by the 8PM election night results). To some, only taking into account registration numbers, funding and DCCC attack strategy, a double digit Chabot loss was seen as likely in 2014. What major funding decision makers must take into account is this fact: That if Chabot lost by just 3-points, and under this level of attack with no Party support, and defeated Aguilar in Aguilar’s home city (among others), Chabot clearly should have won, but with help.
- In 2014, all GOP Congressional challengers lost to California Democrat incumbents, including those in the coveted Young Guns Program. Chabot was not selected by the NRCC as a Young Gun, yet faced an equivalent in the Democrat Party in Aguilar (Red to Blue program. Aguilar was one of 9 across America selected); a profile disadvantage for Chabot.
- Because every CA-GOP candidate facing an incumbent in California lost in 2014, there will be short-sighted hesitation by some Party officials to ignore races in California. This negative mindset is self-defeating and must be dealt with by Party leadership. Seats in blue

states can be won, but the Party needs not only good candidates, but a comprehensive strategy to micro-focus on both resources and messaging that are timely, relative and consistent. Additionally, the Party must directly take on the kinds of DCCC attacks seen in this race among others, including the DCCC's ability to use false attacks on TV and direct mail to scare voting blocs from voting for the GOP candidate. Allowing such attacks to go without a response will guarantee a GOP loss.

- Learn from the methods described in this ebook, used by the DCCC/Aguilar to successfully tear-down a good candidate. Put into place the recommendations of this report to win GOP House races.
- Although Chabot was not an NRCC Young Gun, the DCCC treated him as one, with a veracity of attack-spending. Chabot's small margin of loss, in a D+6 district, significantly outspent shows that with sufficient resources Chabot would have won in 2014.

**Essential Takeaway:** Chabot won Rancho Cucamonga by 14-points, yet the voter registration there for GOP was only a 3-point advantage in Republican voters (Republicans 38% to Democrats 35%). Chabot focused much of his limited resources on this city as it is the largest voting bloc in the district. Chabot won four additional cities, including Mayor Pete Aguilar's hometown of Redlands by 8-points. The takeaway is this fundamental point: Chabot won Rancho Cucamonga by such a large margin, surely taking in a number of Democrat voters to reach such a high winning percentage. The negative attacks ads didn't resonate in Chabot's hometown because the voters here "know him." If Chabot had the resources to target the cities he lost, in the same manner he campaigned in Rancho Cucamonga and Aguilar's hometown, Chabot would have won on election night in 2014, and it could have been a landslide victory in the 4+point range as indicated among well-informed "high propensity" voters. Not a far fetch considering his 14-point and 8-point win in Rancho Cucamonga and Redlands. But the DCCC/Aguilar false-attack content outlined in this report is critical for decision-makers to understand as it shows the unfair disadvantage for Chabot and how Aguilar scared lower-propensity voters to vote against Chabot in cities Chabot had limited outreach due to limited funding.



## California's 31<sup>st</sup> Congressional District – CA31



Source: <http://nationalatlas.gov>

## About the Candidates (at the time of the 2014 election)



**Dr. Paul Chabot - Republican:** Resident of Rancho Cucamonga, California. Married with four children. 13-years in U.S. Navy at the current rank of LT Commander; served in Iraq in 2008 with U.S. Special Operations Forces as an Intelligence Officer. 19-years as a Reserve Deputy Sheriff (unpaid volunteer). State Parole Board Commissioner, White House Presidential Management Fellow; White House Senior Advisor; Advisor at both the U.S. State Department and U.S. Department of Justice. Author of anti-terrorism book. Professional speaker. Small business owner. Founded statewide youth anti-drug coalition – Drug Free California. Bachelors from California State University-San Bernardino; Masters from University of Southern California and Doctorate from George Washington University. Certificates from the Delinquency Control Institute, Naval War College and Georgetown University. [www.paulchabot.com](http://www.paulchabot.com)



**Pete Aguilar - Democrat:** Resident of Redlands, California. Married with two children. Appointed to Redlands City Council to fill a vacancy. Elected to City Council. Appointed Mayor by the City Council. Current small business owner. Prior work experience as a VP of local credit union. Bachelors from the University of Redlands. [www.peteaguilar.com](http://www.peteaguilar.com)



## By the Numbers

Aguilar is the appointed Mayor of Redlands. Yet, Chabot defeated Aguilar in Redlands by 8-points. Chabot also defeated Aguilar in Chabot's home city of Rancho Cucamonga by 14-points. Chabot won a total of five cities to Aguilar's total of four.

	Registration	Ballots Cast	Turnout (%)		PAUL CHABOT	PETE AGUILAR
Supervisory District 3	85454	34322	40.16		17724	15610
Supervisory District 4	12405	3973	32.03		1817	2014
Supervisory District 5	110310	28615	25.94		9103	18674
City of Colton	20048	5792	28.89		1748	3859
City of Fontana	10778	3180	29.50		1444	1639
City of Grand Terrace	6491	2808	43.26		1512	1187
City of Highland	15	1	6.67			*****
City of Loma Linda	10110	3649	36.09		1911	1551
City of Ontario	0	0	0.00		0	0
City of Rancho Cucamonga	84584	30649	36.23		16815	12826
City of Redlands	37481	17591	46.93		9280	7896
City of Rialto	25198	7086	28.12		2101	4765
City of San Bernardino	78381	21191	27.04		8157	12472
City of Upland	17390	6157	35.41		3060	2868
Unincorporated Area	18098	4840	26.74		2133	2559

### Final Election Results:

Chabot 48.5%

Aguilar 51.5%

### Cost Per Vote:

*(all spending combined):*

Chabot \$6 estimated

Aguilar \$76 estimated

Total Raised by Candidate:

Chabot \$ 450K+

Aguilar \$ 2.2M+

Total Spent by Outside Groups:

Chabot \$4,500

Aguilar \$2M+

Combined # of Mail Pieces:

Chabot 5

Aguilar 27+

# of TV Commercials Ran:

Chabot 65 (1-type)

Aguilar 2,045 (4-types)

DCCC Anti-Chabot TV

n/a

\$1.1M

Candidate Paid-for TV:

Chabot \$30K

Aguilar \$1.5M (est).

# of Weeks Commercials Ran

Chabot 1-week

DCCC/Aguilar 11-weeks

DCCC Anti-Chabot Mailers

n/a

12+

Mayor Endorsements:

Chabot 5

Aguilar 0

Councilmembers / Mayor ProTem:

Chabot 15

Aguilar 6

CA31 was the 4<sup>th</sup> most expensive race in California, where Independent Expenditures spent money, and the most lopsided. \$2.2M (Aguilar) vs. 5K (Chabot)

<http://www.fec.gov/disclosure/ie/national.do>

## **Opponent Aguilar Behind in the Polls DCCC / Aguilar Increased Spending & Attacks Brought in Clinton and Biden**

Despite three months of negative attacks on Chabot by the DCCC, Aguilar, and special interest groups, Aguilar was unable to lead in polling. Chabot remained heavily favored among high propensity voters despite being significantly outspent by Aguilar and the DCCC in a D+6 District.

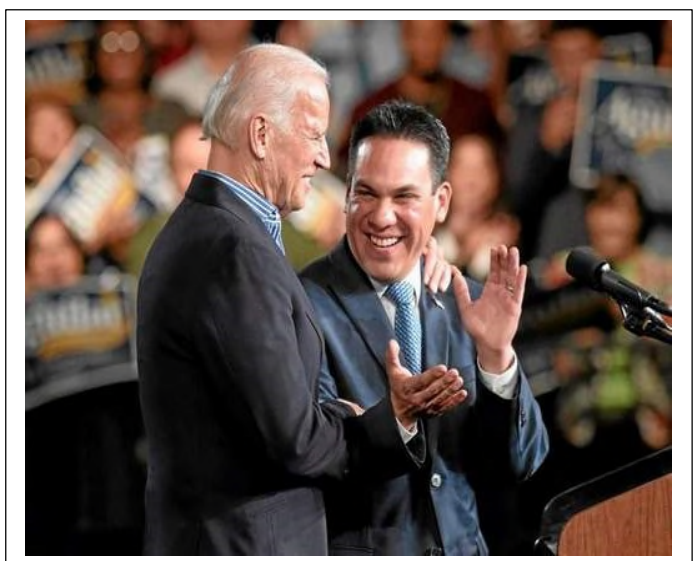
In the final weeks, the DCCC became desperate and amped up the negative tone in their commercials and mail pieces. Aguilar also followed their lead, accompanied by Bloomberg's PAC and on-the-ground support from the California Conservation Fund which door-knocked in the district. Aguilar's campaign conducted weeks of negative phone banking describing Chabot as a racist to Latino surname households.

The Clinton and Biden visits in the final week of the campaign signaled a struggling Aguilar campaign needing additional help, beyond the IEs from DCCC and others.

7-Days Before Election



3-Days Before Election



## By Comparison

The purpose of this section is NOT to degrade other GOP candidates in this cycle but to provide an analysis and comparison of Team Chabot effort with no Party (NRCC) spending-support, compared to that of three Southern California races that had Party spending-support. Party support is given to candidates who are elevated to the National Republican Congressional Committee's YOUNG GUN program.

### California's 26<sup>th</sup> Congressional District

#### Republican Young Gun Gorell vs. Democrat Incumbent Brownley

Election Outcome: Gorell: 49% Brownley: 51%

Voter Registration Advantage: Democrat (D+4)

### California's 36<sup>th</sup> Congressional District

#### Republican Young Gun Nestande vs. Democrat Incumbent Ruiz

Election Outcome: Nestande: 46% Ruiz: 54%

Voter Registration Advantage: Republican (R+1)

### California's 52<sup>nd</sup> Congressional District

#### Republican Young Gun DeMaio vs. Democrat Incumbent Peters

Election Outcome: DeMaio: 48.5% Peters: 51.5%

Voter Registration Advantage: Democrat (D+2)

### California's 31<sup>st</sup> Congressional District

#### Republican Non-Young Gun Chabot vs. Red-to-Blue Candidate Aguilar

Election Outcome: Chabot: 48.5% Aguilar: 51.5%

Voter Registration Advantage: Democrat (D+6)

Among these four races. Chabot performed the strongest when you consider the voter registration advantage/disadvantage of each candidate and lopsided nature of spending as Young Guns candidates had NRCC funding and Chabot was alone facing an equivalent of a Young Gun in the DCCC's program Red-to-Blue.

Also of note to readers outside of California: Each district encompass another electorate titled Decline-to-State. It is a massive voting bloc that is often over-looked. In CA31, a whopping 22% of voters are Decline to State, compared to GOP 34% DEM 40%.

## **Aguilar/DCCC Spent Significantly on Anti-Chabot Ads**

**Outside Spending Comparison:** Aguilar \$2M+ / Chabot \$5K

### **Who Spent for Aguilar:**

#### **Democrat Congressional Campaign Committee (House Majority PAC):**

3 Anti-Chabot commercials / multiple Anti-Chabot mailers / Anti-Chabot web ads

#### **California Democrat Party:**

Anti-Chabot mailers and canvassers with walk pieces. Pro-Aguilar mailers

#### **California Credit Union:**

Pro-Aguilar mailers

#### **California Conservation Fund:**

Canvassers with walk pieces

#### **Mayor Bloomberg's Super PAC, Everytown for Gun Safety Action Fund:**

Anti-Chabot web ads

#### **San Bernardino County SEBA (Sheriff Union):**

Pro-Aguilar mailers

### **Who Spent for Chabot:**

#### **National Rifle Association:**

Pro-Chabot Postcards to NRA members

### **Aguilar, DCCC, and Bloomberg Tactics for Winning:**

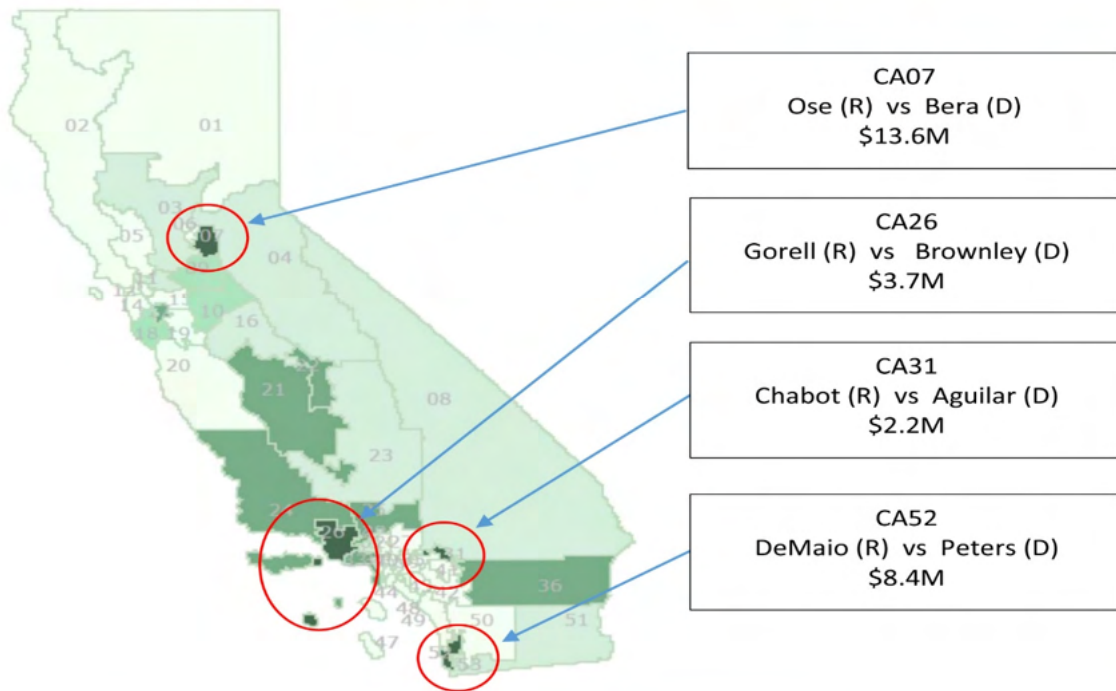
- 1) Use false information and half-truths
- 2) Create false fear among minority, senior, and women voters

Aguilar received significant contributions from other PACs (not listed here). Those PACs did not spend against Chabot (I.E.), yet Aguilar used that money to attack Chabot on TV and in direct mail with same false attacks.

FEC filing shows complete donor list.

<http://www.fec.gov/fecviewer/CandidateCommitteeDetail.do?candidateCommitteeId=C00510461&tabIndex=1>

## 2014 Independent Expenditures for California



- The dark-green shaded regions represent the four most expensive races in California, as indicated by the Federal Election Commission.
- With the exception of Chabot, the other CA candidates were NRCC supported Young Guns.
- Chabot's race had the most lopsided independent expenditure "spending of any race" as 99% of the total dollar amount spent by IEs were attacking Chabot and supporting Aguilar.
- A combined 51 independent expenditures recorded as "opposing" Chabot.
- Chabot's race was the 4<sup>th</sup> most expensive for IEs on the West Coast.



## \$1.5M+ in Negative False Attacks on Chabot Via TV Commercials

(view at) [www.youtube.com/channel/UC70rZ-72dIFPZD\\_O5dv8cuA](http://www.youtube.com/channel/UC70rZ-72dIFPZD_O5dv8cuA)

### Four 30-second TV Ads Carried False Attacks:

- 1) Chabot's plan calls for a 20% cut to education
- 2) Chabot worked one day a month and earned \$108K in government salary
- 3) Chabot will harm social security for seniors
- 4) Chabot will harm women health

TV AD PAID FOR BY DCCC



<https://youtu.be/dalv6Z6vMhQ>

TV AD PAID FOR BY DCCC

TV AD PAID FOR BY DCCC



<https://youtu.be/-AkHwiUrCzk>

TV AD PAID FOR BY AGUILAR



<https://youtu.be/13kjdDejBCw>



<https://youtu.be/bil16i8baro>

These are false allegations. Complaints were filed yet commercials continued to air.



NY Mayor Bloomberg (ret) Negative Chabot Web Ads  
Chabot received the endorsement from the National Rifle Association. Bloomberg's anti-gun PAC then announced its only California target, Paul Chabot. **Chabot was 1 of 3 targeted nationwide with these:**



- [www.momsdemandaction.org/in-the-news/moms-demand-action-campaign-asks-paul-chabot-explain-rating-nra-continues-support-access-guns-suspected-terrorists-convicted-felons-domestic-abusers/](http://www.momsdemandaction.org/in-the-news/moms-demand-action-campaign-asks-paul-chabot-explain-rating-nra-continues-support-access-guns-suspected-terrorists-convicted-felons-domestic-abusers/)
- [www.talkingpointsmemo.com/livewire/congressmen-terrorists-nra-bloomberg-guns](http://www.talkingpointsmemo.com/livewire/congressmen-terrorists-nra-bloomberg-guns)

Placing Chabot's picture next to a terrorist, a criminal and a domestic violence-victim is insulting to Chabot's background and character. Chabot is 1) a military officer who fought terrorists in Iraq 2) a law enforcement officer and sent criminals to jail 3) is married and has three daughters. He put domestic abusers behind bars as a law enforcement officer.

Bloomberg's Super PAC bought all of the ad-space on local newspaper websites. In this screen-shot you can count 5 separate ads on the newspaper's main screen [www.SBSUN.com](http://www.SBSUN.com)

San Bernardino County Newspaper

Inland Valley Daily Bulletin Newspaper

Redlands Daily Facts Newspaper

.... among others.

The screenshot displays the SBSUN.com website interface. At the top, there are utility links for Weather, Traffic, and Markets. The main header features the 'THE SUN' logo, a search bar, and a 'MOMS DEMAND ACTION' banner. Below the header is a navigation menu with categories like News, Sports, Business, and more. A 'HOT TOPICS' section lists items such as Stockton Bankruptcy and Election 2014. The main content area is divided into several sections: a 'BREAKING NEWS' sidebar on the left with a large photo of Paul Chabot and headlines about a CHP officer and a LAX shooting; a central article titled 'Rainstorm douses Los Angeles County, Inland Empire' with a large image of a storm; and a right sidebar with a photo of a woman crying and a headline about the NRA opposing gun safety laws. At the bottom, there is a 'Happening Around San Bernardino' section with a dropdown menu and a tweet from Joe Nelson.

Weather Traffic Markets

MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA

THE SUN

Search Go

PAUL CHABOT: EXPLAIN YOUR GRADE

News Sports Business Entertainment Lifestyle Obituaries Opinion Special Reports Marketplace Tools

HOT TOPICS: Stockton Bankruptcy Election 2014 Election Endorsements Riato Unified Investigation California Drought Amazon

**BREAKING NEWS**

CHP Nude Photos Case: Dublin officer resigns, is charged with felonies  
1 HR AGO

LAX shooting recalled on 1-year anniversary  
2 HRS AGO

Driver sought in Santa Ana crash that killed 3 girls on Halloween

**PAUL CHABOT has received**

**Rainstorm douses Los Angeles County, Inland Empire**

The NRA has opposed laws that would get guns out of the hands of domestic abusers  
Paid for by Everytown for Gun Safety Action Fund

Happening Around San Bernardino

News

Joe Nelson @SBcountyNow

The NRA has opposed laws that would get guns out of the hands of

[www.sbsun.com/general-news/20141101/rainstorm-douses-los-angeles-county-inland-empire](http://www.sbsun.com/general-news/20141101/rainstorm-douses-los-angeles-county-inland-empire)

## Aguilar's Phone Bankers Told Voters...

***“Chabot is a racist. Chabot will deport your family and friends.”***



Chabot himself and campaign volunteers noticed a disturbing trend when speaking with Latino voters in the district. Many had received phone calls from Aguilar's campaign describing Chabot as a racist who will deport their family and friends. These callers also told voters that Chabot supports racial profiling and more.

These false accusations spread within the Latino community. Chabot was embraced by local Latino leaders supporting his candidacy- yet the false accusations were reaching a critical mass of voting households. These outright lies were falsely cited by the DCCC and Aguilar in direct-mail, using “footnotes” of news-articles with imaginary quotes.

With legal assistance and funding, Chabot could have challenged these ads.



The Democrat Congressional Committee mailed Latino surname households ads like this:

Paid for by House Majority PAC. [thehousemajoritypac.com](http://thehousemajoritypac.com)  
Not authorized by any candidate or candidate's committee.

PRSR STD  
US POSTAGE  
**PAID**  
HUNT. BCH CA  
PERMIT #438  
HMP\_CA31\_02

\*\*\*\*\*

**OH NO!  
IT'S PAUL  
CHABOT!**

Chabot is the guy who said **“violent criminals” in our state come from “across our border”<sup>1</sup>** and that **racial profiling is “great”<sup>2</sup> for California.**

1) Chabot Newsletter: <http://www.paulchabot.com/PDF/Jan26.pdf>, accessed 9/13/14; 2) *Redlands Daily Facts*, 4/25/10

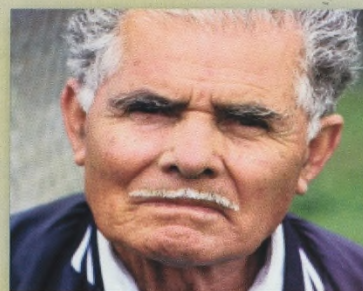


False attacks on Chabot to create racial bias and encourage Latinos to vote against Chabot out of fear.



Chabot blames “illegal aliens” for violent crimes, wants to legalize racial profiling and called profiling “great” for California. Sound great to you?

# IF CHABOT WINS, WE LOSE.



*Chabot wants to give every cop the right to stop and demand an ID from anyone – Latino or not – for just looking Latino. With Chabot, racial profiling would be legal.<sup>3</sup>*



*Chabot says “illegal aliens” are the root cause of violent crime.<sup>4</sup>*



*Chabot is on record supporting the building of a wall that spans the entire U.S./Mexico border.<sup>5</sup>*

## ON NOV. 4, VOTE NO ON CHABOT.

**CHECK THE FACTS:** 3) *Redlands Daily Facts*, 4/25/10; 4) Chabot Newsletter: <http://www.paulchabot.com/PDF/Jan26.pdf>, accessed 9/13/14; 5) Chabot, Archived Campaign Website, accessed 4/22/14, <http://web.archive.org/web/20100524151610/http://www.paulchabot.com/about/issues.html>

False attacks on Chabot to create racial bias and encouraged Latinos to vote against Chabot out of fear. Chabot never supported racial profiling or stated that “illegal aliens” are the root cause of violent crime. In fact his dissertation was on drug cartels.



The Democrat Congressional Committee mailed women household ads like this:

S1 P41

Paid for by House Majority PAC. thehousemajoritypac.com  
Not authorized by any candidate or candidate's committee.

PRSR STD  
US POSTAGE  
PAID  
HUNT. BCH CA  
PERMIT #438

HMP\_CA31\_01

\*\*\*\*\*R\*\*\*\*\*55

**OH NO!  
IT'S PAUL  
CHABOT!**

Chabot is the guy who called requiring insurers to cover women's mammograms and prenatal care  
**"A TRAVESTY"**

— Paul Chabot, Redlands Daily Facts, 5/10/10



False attacks on Chabot to scare women voters. Chabot is married and has three daughters. DCCC used Chabot's stance against Obamacare as the basis for this claim.



# The Real Travesty Is How Much Your Health Could Suffer with Chabot in Congress. **IF CHABOT WINS, WE LOSE.**



*It would no longer be illegal for insurance companies to charge women more than men for equal care.<sup>1</sup>*

*Insurance companies could roll back the law and call pregnancy and childbirth "pre-existing conditions" and make women pay for their maternity care out-of-pocket.<sup>2</sup>*

*Women could lose their right to affordable health services like cancer screenings, mammograms, and prenatal care – and hospitals could refuse life-saving care to women.<sup>3</sup>*

## **ON NOV. 4, VOTE NO ON CHABOT.**

CHECK THE FACTS: 1) U.S. Department of Health and Human Services, 8/7/13; 2) *Forbes*, 6/28/12; 3) U.S. Department of Health and Human Services, accessed 9/12/14; *San Bernardino Sun*, 4/25/14

False attacks on Chabot to scare women voters. Chabot is married and has three daughters. DCCC used Chabot's stance against Obamacare as the basis for this claim.

**While the DCCC mailed anti-women / anti-Latino ads to households, Pete Aguilar joined with negative mailers attacking Chabot with other false issues:**

- 1) Chabot will cut education by 20%
- 2) Chabot will hurt seniors
- 3) Chabot will hurt Social Security, Medicare, etc.

Samples include:

**Paul Chabot's Education Plan—  
SLASH FUNDING, INCREASE CLASS SIZES**

Paul Chabot supports a plan that would slash state funding for education drastically. This plan would cut \$19 billion in spending for our schools and colleges.<sup>1</sup> If he is elected to Congress and has the chance to implement this plan, these cuts would cost teachers their jobs and lead to increased class sizes for our students.

*Inland Valley Daily Bulletin, 5/7/10*

**Tell Paul Chabot students deserve smaller classes, not more budget cuts**

Chabot never stated he would cut education by 20%. Chabot has a doctorate degree in education, his mother is a school teacher and he has four young children. This scare tactic was used repeatedly by Aguilar and DCCC on TV with direct-mail.



# **Paul Chabot**

**TOO RISKY FOR MIDDLE-CLASS FAMILIES TO TRUST  
WITH THEIR SOCIAL SECURITY AND MEDICARE**



You've worked hard and paid into Social Security and Medicare to build toward a secure retirement for you and your family.

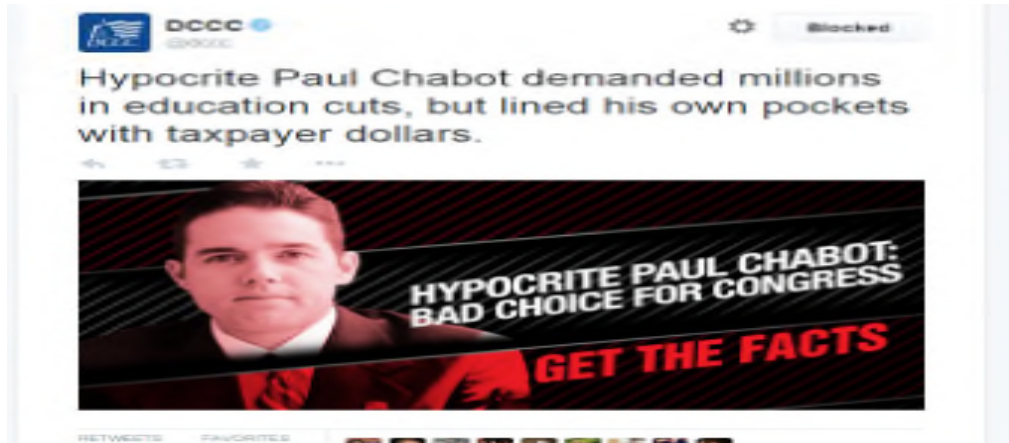
If Paul Chabot is elected to Congress, you could have your Social Security gambled in the stock market and be forced to negotiate with health insurance companies to get coverage for the care you need.

That's because the same people who voted in favor of privatizing Social Security and turning Medicare into a voucher system are supporting Chabot because they know he could be a vote to benefit Wall Street bankers over Middle-Class Families.<sup>1</sup>

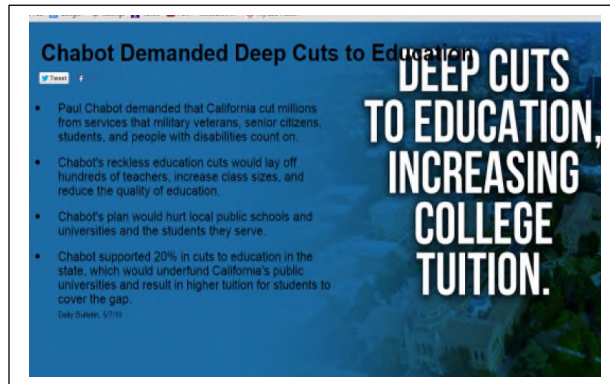
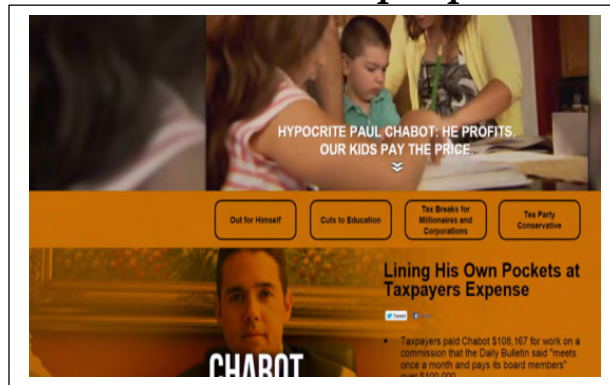
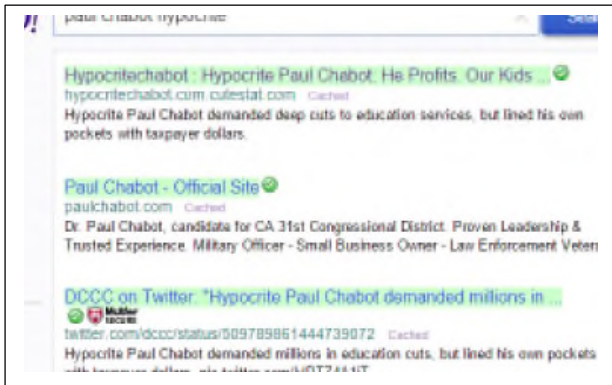
<sup>1</sup>H Con Res 83, Vote #70, 3/28/01; H Con Res 96, Vote #177, 4/10/14; PaulChabot.com, Endorsements, accessed 9/26/14.

Chabot never made these claims in this Aguilar paid mailer.

## Anti-Chabot on Twitter, Facebook, Pandora, etc...:



## DCCC Creates Anti-Chabot Websites and Pop-Up Ads:



The DCCC had free-will to impose these lies upon voters. There was no GOP opposition or Pro-Chabot sites or anti-Aguilar sites.



## **“Chabot is a Dirty Dozen”**

### **League of Conservation Voters**

During the final ten days of the campaign, the League of Conservation Voters paid walkers to canvass precincts in support of Aguilar. They worked until 7PM on election night canvassing door to door.



## California Democrat Party Engages



In addition to Aguilar's strong support from the Democrat Congressional Campaign Committee and other outside spending groups, he also received strong support from the California Democrat Party which walked and mailed campaign literature for Aguilar (over six pieces were counted).

CA DEM Party Support for Aguilar:

- 1) Walked Precincts
- 2) Mailed Voters
- 3) Contributed Financially to Aguilar (per FEC)
- 4) CA DEM Party Walked Door-to-Door to State Households to Register them as Democrats

There was no equalizing support for Chabot from the National or State Republican Party or outside spending groups. The CA-GOP has very limited funds and Chabot does not fault CA GOP for focusing solely on state candidate races. However, had the National Party (NRCC) engaged in this race, it likely would have provided assistance to CA GOP which could have benefited Chabot.










## Polling Pre-Primary (DCCC Released to Media)

**Chabot leading ALL LIKELY VOTERS and carries DEMs compared to other GOP candidates**

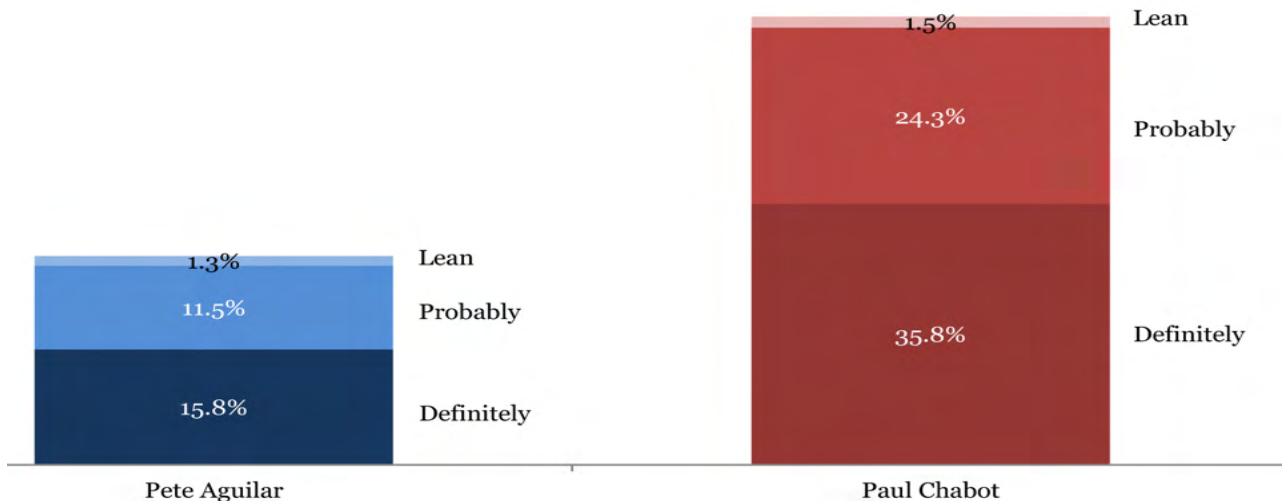
CA-31 June 2014 Primary						
	ALL LIKELY PRIMARY VOTERS			LIKELY DEMOCRATIC PRIMARY VOTERS		
	Apr 14 -17	May 7-8	Shift	Apr 14 - 17	May 7 - 8	Shift
Pete Aguilar (D)	15%	15%	+0	27%	24%	-3
Eloise Gomez Reyes (D)	12%	13%	+1	22%	21%	-1
Danny Tillman (D)	6%	6%	+0	9%	11%	+2
Joe Baca (D)	8%	13%	+5	12%	23%	+11
Paul Chabot (R)	21%	23%	+2	4%	4%	+0
Lesli Gooch (R)	4%	6%	+2	1%	1%	+0
Ryan Downing (R)	4%	7%	+3	1%	1%	+0
Undecided	30%	18%	-12	24%	15%	-9

## Primary Election Results

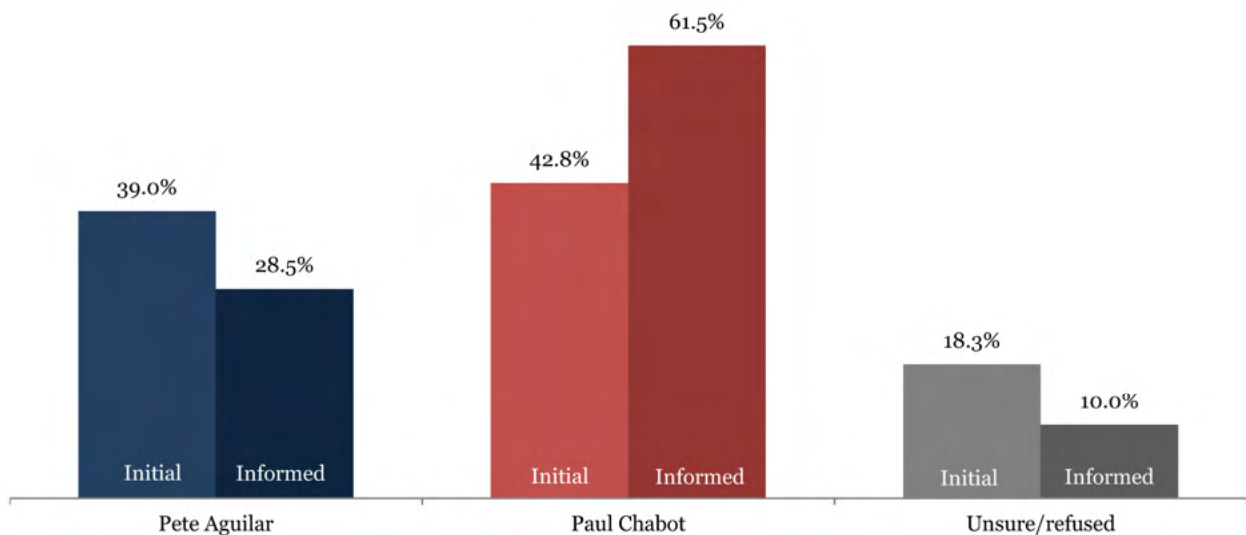
U.S. House, California District 31 Primary, 2014				
	Republican	✓ <b>Paul Chabot</b>	26.6%	14,163
	Democratic	✓ <b>Pete Aguilar</b>	17.4%	9,242
	Republican	Lesli Gooch	17%	9,033
	Democratic	Eloise Reyes	15.9%	8,461
	Democratic	Joe Baca	11.2%	5,954
	Democratic	Danny Tillman	8.7%	4,659
	Republican	Ryan Downing	3.3%	1,737
Total Votes				<b>53,249</b>

## General Election Poll: Taken Before DCCC and Aguilar Attack Chabot (Poll conducted July 2014)

### THE INTENSITY OF INFORMED SUPPORT FOR CHABOT IS FAR GREATER THAN THAT FOR AGUILAR



### PAUL CHABOT WINS THE INITIAL BALLOT TEST; BUILDS MARGIN AGAINST PETE AGUILAR TO WIN THE INFORMED BALLOT TEST BY A WIDE MARGIN



→ The strength of Chabot's potential is underlined by the fact that the *intensity* of voter support for him increases significantly in the informed ballot test, far outpacing that for Aguilar:

**General Election Poll Two Weeks Before Election Day**  
**After Chabot Already Sustained Weeks of DCCC and Aguilar Attacks!**

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To: Interested Parties  
From: Randall Gutermuth  
Re: Key Findings from CA CD-31 Brushfire  
Date: October 22, 2014

The following outlines the key findings from a survey of likely voters California's 31<sup>st</sup> Congressional district commissioned by American Future Fund Political Action. Interviews were conducted October 19-21, 2014. The margin of error for the entire sample (n=400) is +/- 4.9% at the 95% confidence level. The margin of error among sub-groups is greater. Approximately 30% of interviews were conducted with a cell phone sample of those we can't reach on a landline and interviews were conducted in both English and Spanish.

Chabot is within striking distance with two weeks to go.

- This Congressional race is within the margin of error, with Chabot only trailing 38%-42%, with 17%.
- Neither candidate is very well defined, with Chabot's F:U at 23:14 and Aguilar's at 33:19.
- It is very rare to see this high of an undecided vote this late and is a product of little activity from outside groups in the race.

If Chabot becomes more defined he can win.

- Among those aware of both candidates (57% of the electorate), Chabot leads 42%-40%, indicating that if he can become more defined in the final stretch of the campaign he can pull off the upset.
- Chabot leads 47%-38% among high propensity voters and given the lack of a competitive race at the top of the ticket, turnout could be lower and favor the Republican.

This is a race that looks more like it is early September than two weeks before an election. This is due to the expense of the LA media market and that neither candidate having a large geographic base. Aguilar's lack of definition makes him very vulnerable to late contrasts, especially in direct mail where outside groups could simultaneously boost Chabot's image. The biggest challenge is the timeline as 72% of voters say they plan on voting before Election Day. While this remains a Democratic leaning district, there is a clear opportunity to pull off a surprise victory here and hold the seat for Republicans.

**General Election Results**  
**Aguilar 51.5% Chabot 48.5%**

## Critical Points

Poll after poll showed Chabot leading Aguilar, yet there was an inherent inability for some to believe that the #1 Democrat targeted seat could be won by a Republican after redistricting and the retirement of Congressman Miller (R). This group-think set in motion the loss of CA31.

The National Republican Congressional Committee was focused on other races in California. Hence, Chabot was not elevated to Young Gun status.

A Republican running for Congress who hasn't been selected as Young Gun is largely ignored by donors and PACs, with some minor exceptions. Thus, fundraising is severely hampered.

The DCCC quickly elevated Aguilar to their equivalent of the NRCC Young Gun Status and Aguilar quickly amassed significant funding and outside support. A lopsided disadvantage for Chabot.

Chabot performed extraordinary well, especially considering the losses of CA Young Gun candidates in friendly districts (higher number of registered Republicans).

Polling showed time and again that Chabot was a better fit for the district than Aguilar. Although the district leans D+6, the Democrat base is moderate and pro Chabot's military and law enforcement background. Aguilar's polling must have shown the same results as Chabot's polling, hence their major offensive in attacking Chabot early and often.

Had the NRCC entered the race to help elevate Chabot among the Decline to State Voters, Chabot would likely have won, with a potential to win by a larger margin by an "informed" electorate, regardless of Party affiliation, per internal and outside polling.

Chabot could only afford to communicate with the High Propensity Voters, which he ended up winning by eight points (reinforced fact by outside poll released 14-days before election day). However, he was unable to communicate (using TV, mass mailings) with the lower propensity voters who were largely only seeing pro-Aguilar TV and mail, and at the same time, negative Chabot TV and negative Chabot mail. The electorate was simply uninformed and did not see another choice to Aguilar.

Aguilar and the DCCC sent a combined 27 Anti-Chabot mailers:



Where there is smoke, there is fire. With Democrats playing so heavily in this race and sending in Clinton and Biden, it should have been a major indicator to the NRCC that this race was within Chabot's grasp, if not already winnable. Yet little seemed to convince major decision makers to invest and/or divert resources to engage for a Chabot win, despite strong support from Ambassador Bolton, NRA, Combat Vets for Congress, National Defense PAC, National Right to Life Council, Federation Independent Business, among many others.

On Election night, the first reporting of votes arrived at 8:05PM, showing Chabot winning by 1 percent. The first reporting of votes are those who Vote by Mail. Later voting reports included those who voted at the polls on Election Day and they slightly swung towards Aguilar's direction. Voters were likely influenced (slightly) by the Clinton/Biden visit and the onslaught of 3-months of negative mailers and commercials.

Chabot outperformed (margin of loss and Dem % registration) other California GOP candidates, in other CA races, who were fully funded and supported by the National Republican Congressional Committee. His performance is mainly credited to an outstanding grassroots team that worked tirelessly, 14-hours a day, 7-days a week, expecting outside help to arrive in the final weeks to ensure a victory for the GOP.

Had the GOP engaged in this race at a fraction of what was spent in other races, CA31 would not have fallen to the Democrats. When a GOP nominee is attacked like this for months and no help arrives, regardless of a stellar ground-effort, the GOP nominee will likely lose. The loss can be attributed to the fact that the nominee cannot match the broad-brush stroke advantage of an opponent supported so heavily by their Party. This support came in the form of TV, radio, mail, and on-the-ground efforts. The aforementioned mediums of communication have a strong ability to reach the "lower-propensity" voters who typically vote at the polls on Election Day, and this particular area is in need of

further analysis to better understand how the Party can target Election-Day-Voters, who, throughout California races gravitated towards the Democrat candidate.

Team Chabot estimates that had the NRCC or aligned outside group(s) spent \$500K on positive Chabot messaging to Decline to State Voters and Low Propensity Voters, Chabot would have won. This is a mere 20% of what the DCCC and Aguilar spent, jointly, on anti-Chabot advertisements.

Chabot was alone facing strong voter outreach from:

- 1) Democrat Congressional Committee
- 2) House Majority PAC
- 3) California Democrat Party
- 4) Credit Union PAC
- 5) League of Conservation Voters
- 6) Bloomberg (anti-gun)PAC

With resources, Chabot would have won in 2014. Chabot's story and background is far more "resonating" with CA31 voters than Aguilar, as poll after poll indicated. Yet, due to lack of major funding and major Party support, the voters largely only heard from Aguilar and the DCCC, and voted accordingly.



## **How Chabot Spent Limited Resources**

The focus of the campaign was heavily dependent on a very large base of volunteers. These volunteers consisted of community members who shared affiliations with organizations Chabot too was a member, including the following: military, law enforcement, fraternity, small business, education and drug prevention. Because of such a large volunteer base, Chabot filled typical paid-positions with these volunteers, many of whom worked full-time on the campaign.

The largest expenditure of the campaign included \$30K for one-week of TV, and \$32K for one week of radio, followed by 5-direct mail pieces to high propensity voters.

The campaign walked doors 7-days a week, often sun-up to sun-down and utilized a large fleet of inexpensive rental cars to canvass large regions within the district. As such, additional expenses included the cost of rental cars, insurance, fuel and food.

The campaign deployed over 100 large 8foot x 5foot signs throughout the district, and over, 1,500 yard signs. It is estimated that Chabot out-performed opponent in yard-signs placement in the yards of homes by a 10-1 margin.

Canvassers deployed tens of thousands of campaign walk-pieces, and in the final weeks, each piece included a 4x6 inch American flag.

In short, the campaign's resources targeted high propensity voters, which Chabot overwhelmingly led with in the polls and won with on election-day.

## If Chabot Had the Resources and Support in 2014

The campaign could have used images like these on TV and mail to reach voters to describe Chabot's experience to that of his opponent. These polled extremely well in CA31.

**Middle Class Family Man**



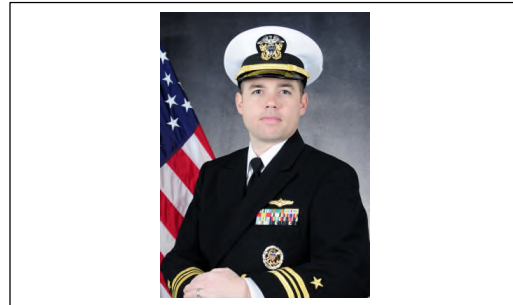
**Weekday Mr. Mom**



**Iraq War Veteran**



**Naval Intelligence Reservist**



**Deputy Sheriff Reserve**



**Educator**



**Small Business Owner**



**Youth Anti-Drug Coalition Leader**



Paul Chabot's campaign nearly demonstrated to the political world that a strong ground team can win an election despite little Party support and being outspent significantly by opponent and opponent support groups.

1. Having Party (or strong other) support to counter opponent's Party support is absolutely critical in leveling the playing field when the opponent is fully supported by DCCC.
2. If opponent is elevated to Red to Blue Program (Democrat system for candidate), the Republican Nominee should be elevated to the equivalent, which in the Republican Party is called Young Gun. It is absolutely vital in order to level the playing field with access to support, resources, cash, campaign name recognition, etc. Otherwise, the GOP nominee will be at a major disadvantage throughout the campaign and will likely lose due to lack of financial support to counter opponent.
3. Don't be afraid to contact the Latino and Dem registered voters. The Latinos in this district are conservative leaning and the Democrats are moderate; a large population of military veterans in this region as well. We cannot let Aguilar and the DCCC to again use slanderous and racist ads defining Chabot as anti-Latino, anti-women, anti-education, etc. Those attacks must be dealt with, head-on.
4. Improve ability to challenge opponent's false claims used on TV, mail, through FEC, lawsuits, campaign - Party lawyers, etc. False claims in this race were so outrageous that a strong legal defense could have challenged these in court to halt their airing. It is possible that the DCCC and Aguilar were fully aware of Chabot's lack of Party (financial) support, that felt no threat or danger in slanderous ads as Chabot would not have the funds or resources to challenge in court.
5. Replicate all local campaign efforts on the ground that Team Chabot had shown in 2014. Supplement with Party TV ads and direct mail to neutralize what will likely be the same DCCC strategy in future competitive races.

## 2014 General Election Chabot Endorsements

### NATIONAL ORGANIZATIONS

Combat Vets for Congress  
Hispanic Leadership Fund  
National Rifle Association  
National Vietnam & Gulf War Veterans Coalition  
National Right to Life Council  
Fraternal Order of Police  
National Federation of Independent Businesses  
National Association of Home Builders  
National Republican Hispanic Assembly  
National Defense PAC  
Associated Builders and Contractors

### NATIONAL REPRESENTATIVES

House Speaker John Boehner  
House Leader Kevin McCarthy  
Congressman Greg Walden, Chairman, NRCC  
Congressman Paul Ryan  
Governor Mike Huckabee  
Ambassador John Bolton  
Ambassador Sembler  
Congressman Gary Miller  
Congressman Jerry Lewis (ret)  
Congressman Ken Calvert  
Congressman Ed Royce  
Congressman Darrell Issa  
Congressman Duncan Hunter  
Congressman Dana Rohrabacher  
Congressman Tom McClintock  
Congressman Doug Lamalfa  
Congressman Jeff Denham  
Congressman David Valadao  
Congressman Devin Nunes  
Congressman John Campbell  
Congressman Marsha Blackburn  
Congressman Steve Chabot

### STATE ORGANIZATIONS

Howard Jarvis Taxpayers Association  
California Republican Party  
California Republican Assembly  
California Police Chiefs Association  
California Narcotic Officers Association  
California Prolife Council  
Independent Bankers Association (Texas)  
Crime Victims United of California  
California Tax Limitation Committee

### STATE REPRESENTATIVES

California Republican Chairman Jim Brulte  
State Senator Mike Morrell  
State Senator & Republican Leader Bob Dutton (ret)

State Senator Steve Knight  
State Senator Mimi Walters  
Assemblyman Scott Wilk

### LOCAL ORGANIZATIONS

San Bernardino County Republican Party  
San Bernardino County Probation Officers Association  
Mountain View Republican Club  
Inland Valley Business Alliance  
Main Street Chamber

### LOCAL REPRESENTATIVES

San Bernardino County Supervisor Janice Rutherford  
San Bernardino County Supervisor Robert A. Lovinggood  
Riverside County Supervisor Jeff Stone  
San Bernardino County Republican Party Chairman Robert  
Mayor Rusty Bailey, City of Riverside  
Mayor Ray Musser, City of Upland  
Mayor Acquanetta Warren, City of Fontana  
Mayor Walt Stanckiewicz, City of Grand Terrace  
Mayor Rhodes Rigsby, M.D., City of Loma Linda  
Mayor Pro Tem Edward Palmer, City of Rialto  
Mayor Pro Tem Ovidiu Popescu, City of Loma Linda  
Mayor Pro Tem Larry McCallon, City of Highland  
Mayor Pro Tem John Roberts, City of Fontana  
Mayor Pro Tem Edward Palmer, City of Rialto  
Mayor Curt Emick, City of Apple Valley  
Mayor Dr. Karen Gaio Hansberger, (ret) City of Loma Linda  
Mayor Tom King (ret), City of Walnut  
Councilmember John Valdivia, City of San Bernardino  
Councilmember Darcy McNaboe, City of Grand Terrace  
Councilmember Lydia Salazar Wibert, City of Fontana  
Councilmember Pat Gilbreath, City of Redlands  
Councilmember (ret.) Jerry Bean, City of Redlands  
Councilmember Corey Calaycay, City of Claremont  
Councilmember Ken Willis (ret) City of Upland  
Councilmember Carol Timm, City of Upland  
School Board Member, Mondy Taylor, Etiwanda District  
School Board Member, Ben Johnson, Alvord District

### LAW AND PUBLIC SAFETY

United States Assistant Attorney Monte Stiles (ret)  
Director Christy McCampbell (ret), U.S. State Department,  
State Parole Board Commissioner, Joe Biggers (ret)  
State Parole Board Commissioner, Susan Melanson (ret)  
Sheriff Gary Penrod (ret)  
Undersheriff Bob Peppler (ret)  
Sheriff Deputy Chief Paul Cook (ret)  
Captain Gregory Corrigan, Riverside Sheriff's (ret)  
Police Chief, City of Rancho Cucamonga, Ron Bieberdorf  
Police Chief, City of Fontana, Frank Scaildone (ret)  
Fire Chief, Mike Warren, President California Fire Chiefs  
President Bob Cooke (ret) – President CNOA  
President Tom Goreman (ret) – President CNOA

(partial listing)

## Biography (at time of 2104 election)

In February 2014, Dr. Paul Chabot, age 40, declared his candidacy for California's 31<sup>st</sup> Congressional District. Despite being outspent by an 11 to 1 margin in a highly competitive seven-candidate primary, Paul earned a resounding 26% of the vote, placing him nearly 10 percentage points ahead of the second place finisher. As a result, Paul received endorsements from Majority Leader Kevin McCarthy among many other Members of Congress. Locally, Paul is endorsed by dozens of local elected officials and organizations.

Dr. Paul Chabot is the President of Chabot Strategies, L.L.C. He is an Iraq War veteran who began his reserve military intelligence career in 2001, serving first at the Office of Naval Intelligence. Later, he worked with the Defense Intelligence Agency, in conjunction with an assignment in the Pentagon working for the Joint Chiefs of Staff in the National Military Command Center, where he identified and assessed immediate national security threats.

In 2008, Paul returned from Iraq where he served as an intelligence officer with Joint Special Operations Forces. Today, he serves as the Department Head for Command Pacific Fleet Intelligence Reserve Unit – 0194 at the rank of Lieutenant Commander. He is a fully qualified Information Dominance Warfare Officer with Top Secret/SCI clearance.

Paul has nearly 20-years of law enforcement experience. He served as a Reserve Deputy Sheriff for the San Bernardino County Sheriff's Department with specialized assignments to the narcotics and street gangs division. Paul also served full-time with the University of Southern California Public Safety Department, where he received the Meritorious Serve Medal.

In 2006, the Senate confirmed Governor Schwarzenegger's appointment and Paul became the Commissioner to the California State Parole Board for three consecutive terms. He is proud of his strong public safety record and his dedication towards protecting California's communities by keeping dangerous criminals behind bars. He was strongly supported by sheriffs, district attorneys and police chiefs from around California.

Paul had the privilege of interning for Congressman Jerry Lewis and was later selected for the Nation's prestigious Presidential Management Fellowship Program. While working for the White House Office of National Drug Control Policy, Paul served in both the Clinton and Bush Administrations, where he was eventually promoted to White House Senior Advisor for Law Enforcement, Justice and Drug Control Programs. During his nearly 6 years in the White House, Paul completed two rotational assignments, one with the U.S. Attorney's Office in Los Angeles targeting methamphetamine production and one later with the U.S. State Department Office of Inspector General, assessing counter-terrorism and counter-narcotics programs.

Paul is the founder of several organizations that promote American values, youth mentorship and the deterrence of substance abuse. Such organizations include the Freestyle Foundation, Inc. ([www.freestylefoundation.org](http://www.freestylefoundation.org)), as well as non-profit organizations such as: Drug Free Rancho Cucamonga ([www.drugfreerc.org](http://www.drugfreerc.org)) and the Coalition for a Drug Free California ([www.drugfreecalifornia.org](http://www.drugfreecalifornia.org)), a state-wide collaborative organization of law enforcement, government and volunteers dedicated to preventing the sale and abuse of illegal drugs. He performs a number of pro-bono speaking programs for young adults through his website ([www.drchabotconsulting.com](http://www.drchabotconsulting.com)).

Paul holds a B.A. in Administration from California State University at San Bernardino, a M.A. in Public Administration from the University of Southern California (USC), and a doctorate (Ed. D) in Executive Leadership from George Washington University. He completed a legislative studies program through Georgetown University and is a graduate of the Naval War College.

An accomplished public speaker, Paul's significant presentations include keynotes at the U.S. Naval Academy, WestPoint Academy, as well as a number of White House conferences. He has provided keynote speeches in 48 states. Paul has been a guest on CNN, Fox News, al Jazeera, CBS, and ABC; he has also been quoted in local, national and international print media, radio and TV including the Wall Street Journal and Los Angeles Times.

Paul is a Freemason (Master Mason) and alumnus of Sigma Phi Epsilon Fraternity. He is a member of the American Legion and a Life Member of Veterans of Foreign Wars, among other organizations. Paul is married to his wife Brenda of 10-years. They have four children and live in Rancho Cucamonga, California.



**Please direct inquiries to:**

[info@conservativemove.com](mailto:info@conservativemove.com)

Paul Chabot – Conservative Move

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McKinney, TX 75071

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Check out [www.KeepTexasRedPAC.com](http://www.KeepTexasRedPAC.com)



*“We shall not fail or falter; we shall not weaken or tire...Give us the tools, and we will finish the job”*

-Winston Churchill, February 1941

Address to America via BBC Radio

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