

**EXECUTIVE COMMITTEE**

**President: Christian Y. Leinbach**  
Berks County Commissioner  
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**Vide President: VACANT**

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**Treasurer: Stephen H. Holt**  
Jasper County Coll. Of Revenue  
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**Immediate Past President: Ray Valdes**  
Seminole County Tax Collector  
Florida

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Region 3: **Joe Bryan**  
Wake County  
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Region 4: **Ray Valdes**  
Seminole County  
Tax Collector, FL

Region 5: **Gary Moore**  
Judge/Executive, KY

Region 6: **Vacant**

Region 7: **Autumn Lehrke**  
Washington County  
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Region 8: **Brent C. Oleson**  
Linn County Board  
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Region 9: **Gary Fickes**  
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Region 10: **Dennis Hisey**  
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Region 11: **Joe Briggs**  
Cascade County  
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Region 12: **Michael K. Jeanes**  
Clerk of the Superior  
Court, AZ

**GOP**

**County Courier**



May, 2013

**President's Letter**

Greetings Republican County Officials,

To receive this communication you are a current or past member of the National Conference of Republican County Officials (NCRCO). Who are we, where are we, what does the future hold for NCRCO? The answers will be decided by you and me. NCRCO has a long history as it relates to Republican county officials and the National Association of County Officials (NACo). The last few years have been challenging for both organizations.



There is something I learned in business several years ago. How many times have you watched difficult things happen where you work? I can remember saying "we will never be able to replace that person." Or "how will we survive without that account." What I learned is simply this...we can either focus on the problem or ask what opportunity is open to us because of the challenge. The choice we make determines whether or not we will allow challenges to defeat us, or provide us with an incentive to make our organization stronger than it was before. I always choose the latter.

Fort Worth, Texas is where NCRCO will move forward again. Your current officers and Board are actively working to provide strong leadership and purpose back into NCRCO. We are working in several areas to make sure the Annual NACo and NCRCO Conference in Fort Worth is a fresh start.

First, Former NACo President and NCRCO President (2005-2006) Glen Whitley is working with us to help secure a good GOP speaker for our gathering for our business meeting on Sunday evening at 6:00PM, followed at 6:45PM with our traditional annual reception with our guest speaker.

Here is an outline of our efforts we have already begun that will restore NCRCO back into an effective and influential organization:

**Nominating Committee** – Former NCRCO President, Ray Valdes - Seminole County Tax Collector, FL, has been appointed to chair the Nominating Committee. Other NCRCO members serving on this committee are President Christian Leinbach—Berks County Commissioner, PA,

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Joe Briggs—Cascade County Commissioner - MT, Gary Fickes—Tarrant County Commissioner - TX, Autumn Lehrke—Washington County Commissioner - MN, Gary Moore—Judge/Executive - Boone County, KY, and Dennis Hollingsworth—St. Johns County Tax Collector, FL.

**Assistance with Reception and NCRCO member booth in Fort Worth, TX. -**

Joe Briggs has done research on Republican Organizations within Tarrant County and will seek volunteer support from them to help staff the NCRCO Membership booth during each day of the Conference.

**Electronic newsletter** – We are distributing this Newsletter electronically with last known email addresses, and will send by US mail to some. The Executive Board and several District Directors compiled an article for the newsletter.

**Website updates and access** – We have regained control of our website, provided updates, and are arranging further enhancements.

**Facebook page** – I recently set up a brand new NCRCO Facebook page. Please check us out at [www.facebook.com/NCRCO](http://www.facebook.com/NCRCO) and “like” our page. Feel free to post information that you believe might be helpful for our NCRCO members and other Republicans. Be sure to send this link to other GOP County Officials you know.

**Conference Sponsors** - In order to defray the cost of this Conference, I am seeking organizations and businesses to sponsor our event on Sunday evening. If you know any group or business that might be interested, please let me know.

We are well on our way but we need your support, input and leadership to make NCRCO the influential organization it can and must be.

I'm asking each of you to join me and your other NCRCO colleagues in Fort Worth, Texas for the NACo Annual Conference and our NCRCO Annual Business meeting and Reception in July. If you haven't made your reservations, now would be a great time to do so.

In order to vote at the NCRCO business meeting on Sunday you will need to be a current member. Member dues are \$25.00 per year. You may pay at the door or as directed on Page 7.

*Christian Y. Leinbach, Chair Berks County Commission, PA; President CCAP  
2nd VP NE NACo Caucus of Counties and President of NCRCO 2013.*



**NCRCO has a Facebook Page!!!**

<https://www.facebook.com/NCRCO>

Please Visit our page, “Like Us”, and then “Use Us”.

We would appreciate you providing us with any suggestions.

A special meeting of the National Conference of Republican County Officials (NCRCO) Board of Directors was called to order at 1:00 EST on March 28, 2013 via phone conference by President Christian Leinbach.

Answering roll call were Christian Leinbach, President; Cindy Bobbitt, Secretary; Ray Valdes, Past President and Region 4 Director; Judge Gary Moore, Region 5 Director; Autumn Lehrke, Region 7 Director; Gary Fickes, Region 9 Director; Joe Briggs, Region 11 Director and Ryan Yates, NACo Liaison.

President Leinbach gave an update on events surrounding NCRCO since the July, 2012 meeting, which included conference calls, accepting the resignation of Nancy Weeks as President, cancelling the membership meeting and reception at the NACo Legislative Conference in Washington, DC, and information about NCRCO Dues (which were not collected as usual at the Conference).

Ray Valdes gave a brief overview and history of the NCRCO.

- By-law changes made in 2011 and 2012
  - \* Increase membership dues from \$20 to \$25.
  - \* The Secretary and Treasurer will serve two-year, staggering terms beginning with 2011-12, such that a secretary will be elected in years beginning with odd numbers and a treasurer will be elected in years beginning with even numbers. (Amendment approved July 17, 2011 in Portland, OR)
- Historically NCRCO has had two Newsletters per year (one prior to the Legislative Conference and one prior to the Annual Conference). There has been no newsletter in the past 12 months.
- Building membership and collecting Annual Dues is important and needs to be encouraged prior to and during the NACo Annual Conference. NCRCO members must be current with dues paid in order to vote, hold leadership positions, or attend the Reception.

President Leinbach reported that Judge Glen Whitley was helping NCRCO locate a speaker for the next NCRCO Business Meeting to be held in Tarrant County Texas during the NACo Annual Conference. President Leinbach appointed R. Valdes, Chair; C. Leinbach, J. Briggs, G. Fickes, A. Lehrke, G. Moore, and Dennis Hollingsworth as members of the Nominating Committee so a slate of officers can be sought at least 30 days in advance of the annual membership meeting.

J. Briggs will follow up with Republican Organizations within Tarrant County to seek volunteers to help staff the NCRCO Membership booth during the Annual Conference. Ray Valdes and Dennis Hollingsworth will prepare a May, 2013 newsletter that will be sent out electronically. President Leinbach and Ray Valdes have sent emails to the webmaster requesting help to update the website. President Leinbach will create and post a Facebook page.

The next regularly scheduled Business Meeting of the NCRCO Membership will be held in Tarrant County, Texas during the NACo Annual Conference. Ryan Yates gave a brief update on the NACo Agenda. The Business Meeting is scheduled for Sunday July 21 at 6:00-6:45 p.m. followed by the reception at 6:45-7:30 p.m.

## ANALYSIS OF THE ELECTORATE—2014 and Beyond

By Ray Valdes – NCRCO Region 4 Director

### Background:

Following the 2012 election cycle, Republican National Committee (RNC) Chairman Reince Priebus commissioned a study called the “Growth and Opportunity Project”. The resulting report outlined key areas that Republicans on a national level must work to improve. The study focused on seven core areas:

Messaging	Fundraising
Demographic Partners	Campaign Finance
Campaign Mechanics	Primary Process
Friends and Allies (Third Party Groups)	

Most of the opportunities identified by the RNC are national in scope and require coordination and cooperation between the national and state parties to successfully implement key recommendations.

The most glaring takeaway from the RNC report was the perception among voters that “Republicans don’t care”:

*“The perception, revealed in polling, that the GOP does not care about people is doing great harm to the Party and its candidates...it is a major deficiency that must be addressed.*

*“One of the contributors to this problem is that while Democrats tend to talk about people, Republicans tend to talk about policy. Our ideas can sound distant and removed from people’s lives. Instead of connecting with voters’ concerns, we too often sound like bookkeepers. We need to do a better job connecting people to our policies.*

*“We are the Party of private-sector economic growth because that is the best way to create jobs and opportunity. That is the best way to help people earn an income, achieve success and take care of their families.*

*“But if we are going to grow as a Party, our policies and actions must take into account that the middle class has struggled mightily and that far too many of our citizens live in poverty. To people who are flat on their back, unemployed or disabled and in need of help, they do not care if the help comes from the private sector or the government – they just want help.”*

### How can Republicans Expand Operations and Recruiting into Diverse Communities?

Simply blasting email, direct mail, and TV and radio ads in the general direction of Hispanics, African Americans and other communities is not working. Republicans must spend time campaigning and recruiting among all of the diverse groups so that they know we care and want them to be part of the Republican Party. We share common values and principles with many of them, but we fail to communicate that fact effectively.

### How Do We Improve Messaging?

Concurrent with the RNC study, we in the Republican Party of Florida (RPOF) authorized research and conducted an internal review of statewide demographic trends to identify opportunities and formulate a strategy to position our party for the 2014 election cycle and into the future. The data revealed surprising results that necessitate a two-pronged strategy, focusing on both the near-term and long-term.

Despite national media reports that the Republican Party must immediately change course in time to stop a crushing defeat in the 2014 election cycle, the underlying data reveals a large and potent Republican electorate than can hold its own in the near-term.

Farther out, the party faces some significant challenges that must be addressed, beginning immediately, if the Republican Party hopes to stay viable in the 2016 Presidential Election and beyond.

### “Two Floridas”

Beginning with the infamous cliffhanger election of 2000, news media outlets have popularized the notion of “Two Floridas”, which journalists use to describe the stark ideological differences between liberal South Florida and the conservative Panhandle, with the I-4 Corridor as a line of demarcation between them. Florida is far and away the highest value of presidential electoral votes among the “swing states”.

In reality, there exists a second definition of “Two Floridas”, which hinges less on ideology, and more on voter turnout. It is this second interpretation that explains Republican dominance in the state of Florida

over the past two decades, despite the Democrats winning three of the last five Presidential election cycles, and having a 536,000 voter registration majority over Republicans. Here are our most recent numbers.

Florida Voter Registrations						
YEAR	GOP	GOP %	DEM	DEM %	OTHER	OTH %
2012	4,245,991	35.58%	4,781,978	40.07%	2,906,477	24.35%
2006	3,935,675	37.72%	4,219,531	40.44%	2,278,643	21.84%
<b>Change</b>	<b>310,316</b>	<b>-2.14%</b>	<b>562,447</b>	<b>-0.37%</b>	<b>627,834</b>	<b>2.51%</b>

Why? Simply put, here in Florida at least, in Presidential election years Democrats are able to turn out more of their voters, while in the off-year elections that determine the entirety of the Florida cabinet (Governor, Attorney General, Chief Financial Officer, and Agriculture Commissioner), the Republican numerical superiority among highly reliable “supervoters”, and off-year turnout performance, has made enough of a difference to carry our Party to victory. In fact, in off-year elections, when the RPOF has universal control over turnout resources, enabling people and funding to be targeted where it will do the most good, the results have been significantly better than nationally-managed turnout operations that attempt top-down control. We hold almost a two-thirds majority in both the Florida Senate and the Florida House of Representatives, 17 of our 27 US Congress Representatives are Republican, and 1 of our 2 US Senators.

In the short-term, our local Party structure advantage, combined with RPOF’s superior turnout operation, will still give Republicans a tremendous boost state, district, and countywide in the 2014 cycle, but our margin of victory is dwindling. Although Republicans added more than 310,000 registered voters to the rolls since 2006, the Democrats have added 562,000 over the same period.

Both major political parties are losing market share as more and more new voters consider themselves independent or join third party groups. But Republicans are losing ground faster than Democrats, which, over time, will eventually negate our state and local voter turnout advantage in off-year elections.

**Voter Turnout**

Media reports and pundits rightly point out the rapidly shifting national and state by state demographics, and how Republicans must find a way to appeal to a much more diverse electorate than ever before.

Equally important is the need to identify existing Republican voters who stayed home and did not vote in 2012. In Florida, there were more than 450,000 such Republican voters. These are voters that are supposedly ideologically aligned with the GOP and should not require an expenditure of resources to attract them to the polls. As such, they can be considered “low-hanging fruit”.

Focusing strictly on GOP “stronghold precincts”, defined as majority Republican voter precincts with over 1,000 registered Republican voters, we currently identified 1,219 such precincts in Florida. That represents more than 41% of all Republican voters statewide. Within these fortress precincts are enough Republican off-year-no-show voters to make a substantial difference in 2014:

1219 Fortress Precincts	
GOP No-Shows	252,053
If just 25% vote in 2014:	+63,013 Votes

By targeting fortress precincts and turning out just a fraction of these off-year no-show voters, it would make a huge difference in an off-year election cycle.

**Shifting Demographics**

Even if we are able to achieve our goal to boost Republican voter turnout in 2014, the slow but steady erosion of the traditional Republican voter base will blunt some of that success. It is an undeniable fact that the voter base that we have relied on for decades is shrinking faster than ever. In virtually every demographic category, be it age, gender, or ethnicity, Republicans are losing ground to Democrats or third party groups. Republicans traditionally face a disadvantage among younger voters, and the problem is accelerating.

In Florida, women are a majority voting bloc, outvoting men 54% to 44% in 2012, and by a similar margin, 53% to 46%, in the 2010 cycle. Here too, Florida Republicans are losing ground, though not to Democrats. The significant shift away from both parties is into the middle ground of Independent or “other” party.

Perhaps the most talked-about demographic shift following the national 2012 election cycle was the sharp shift of Hispanic voters toward the Democrats. In Florida, while Democrats certainly saw an uptick in Hispanic voter registration, the most notable shift was a massive move *away* from the Republican Party and toward “Independent” or third parties. As Hispanic communities continue to grow at a faster pace than other demographics, the Republican Party must find a way to connect with them.

What many fail to recognize is that unlike the African-American electorate as a whole, the Hispanic community is not homogeneous. It is made up of Spanish descendants from Spain, such as myself, or of Mexico, Puerto Rico, Cuba, Central America, South America, and other areas all with different backgrounds and different cultures that share a basic common Spanish language, but with many dialects.

With African-Americans, we average 4% registered Republicans in Florida and the percent has not changed in the past 10 years. Democrat voter registration has seen a slight shift toward Third and Non-Party Registration, but 83% of African-Americans remain Democrat. In the past 6 years, about 3% shifted from Democrat to Independent.

### **RECOMMENDATIONS**

(By the Republican Party of Florida)

#### **How Do We Boost GOP Turnout in the Near-Term?**

In 2014, statewide in Florida we expect to maintain a sizeable supervoter advantage with aggressive turnout programs that can be augmented by targeted outreach and efficient use of resources to go after “low-hanging fruit” (registered Republicans that did not vote in 2012).

### **NCRCO WANTS TO HEAR FROM YOU**

We at NCRCO appreciate these ideas and plans, but you probably have some of your own for your state. Some recommendations are easy to implement, others require months of planning and effort. Share your thoughts with us. Send in an article for the NCRCO newsletter or website, send in your minimal \$25 annual dues to the Treasurer and become an active member, join us at one of our two semi-annual meetings in conjunction with the NACo Conferences in July and March each year. You will be glad you did.

# Get Involved!

***Volunteer to Chair a standing committee*** – These committees are waiting for you! Ray Valdes is Chair of the Nominating Committee. Send in your application today to be on the Ballot in July!

- a. **AUDIT COMMITTEE:** The Audit Committee is charged with auditing the Treasurer’s books and making a report of findings during the NCRCO Annual Business Meeting. The Committee shall consist of at least four (4) NCRCO members, other than current NCRCO Officers and Regional Directors, one of whom shall be an active NCRCO Past President.
- b. **BUDGET AND FINANCE COMMITTEE:** The NCRCO Treasurer is the Chair of the Budget and Finance Committee. The Budget and Finance Committee shall be responsible for developing the Annual NCRCO Budget in conjunction with the President, presenting it to the NCRCO Board of Directors and membership for approval, and for securing sponsorship funding support for the organization.
- c. **HOSPITALITY COMMITTEE:** The Hospitality Committee is responsible for working with the President to oversee, plan and implement all NCRCO Receptions and Hospitality events.
- d. **ISSUES COMMITTEE:** The Issues Committee is responsible for formulating ideas and proposals for endorsement by the Board of Directors and membership, and bringing forth appropriate Resolutions and positions for official action by the organization.
- e. **MEMBERSHIP COMMITTEE:** The Membership Committee assists the Treasurer with maintenance of current NCRCO membership records. Coordinating with the RNC, NACo, and the NCRCO Regional Directors, the Committee shall solicit new memberships for the organization from all of the Republican County Officials throughout the United States, compile a current NCRCO membership prospectus, and distribute same to prospective new members.
- f. **NEWSLETTER COMMITTEE:** The Newsletter Committee is responsible for the production and distribution of the official NCRCO Newsletter “GOP COUNTY COURIER”, which is sent to all NCRCO members, Officers of NACo, and other interested parties as may be determined beneficial to NCRCO.

- Region 1: Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
- Region 2: Connecticut, New Jersey, New York, Pennsylvania
- Region 3: Delaware, Maryland, North Carolina, Virginia, West Virginia
- Region 4: Florida, Georgia, South Carolina, Puerto Rico, Virgin Islands
- Region 5: Alabama, Kentucky, Mississippi, Tennessee
- Region 6: Illinois, Indiana, Michigan, Ohio
- Region 7: Minnesota, North Dakota, South Dakota, Wisconsin
- Region 8: Iowa, Kansas, Missouri, Nebraska
- Region 9: Arkansas, Louisiana, Oklahoma, Texas
- Region 10: Colorado, New Mexico, Utah, Wyoming
- Region 11: Alaska, Idaho, Montana, Oregon, Washington
- Region 12: Arizona, California, Hawaii, Nevada



***New Members: Cut out the Membership Reply form, complete it, and send it in today!***



**NATIONAL CONFERENCE OF REPUBLICAN COUNTY OFFICIALS**

**MEMBERSHIP REPLY**

YES, I want to be an active participant in the National Conference of Republican County Officials (NCRCO) and help support the programs that will benefit all local elected and appointed Republicans. Enclosed is my membership fee of \$25.

Please complete the following information. Send your reply along with your \$25 check, payable to:

**The National Conference of Republican County Officials**  
**NCRCO TREASURER, STEPHEN H. HOLT, PO BOX 421, CARTHAGE, MO 64836**

Name	_____	Title	_____
Address	_____	County	_____
City, State, Zip	_____	Office Phone #	_____
Email Address	_____	Fax #	_____
		Home or Cell Phone #	_____

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**Region 12 Report**  
**By Michael Jeanes—NCRCO Region 12 Director**

Arizona is no different than any other state. The question is how to address some of the key issues presented by Obamacare. First, is whether to have the state set up the insurance exchange process locally. Republican Governor Jan Brewer, after much discussion, notified the federal government that Arizona for now, will not.

The next issue is whether to expand Medicaid. Governor Brewer is in favor of expansion. She has stated it makes fiscal sense for the state to proceed and has been urging everyone to “do the math” then call their legislator and urge their support.

Governor Brewer is proposing a “hospital bed fee” to generate revenue to pay the state’s share of the cost. The fee would be set and administered by a state government department head. She has also proposed that if the federal government reduces their portion of the cost to less than 80%, the state will end participation in the program.

The Arizona legislature is majority Republican in both houses. Legislative leadership and most of the Republican members have publicly stated their opposition to the Governor’s proposal. Some members have stated they believe the “hospital bed fee” is in fact a tax. If it is a “tax,” a two-thirds majority is required to pass it. Getting that number of votes is very difficult. Members have also expressed concerns about the “true cost” of expansion and whether it could be ended if the federal government cuts its contribution to the cost of the program.

Much discussion is occurring. Whether there will be an agreement between the Republican majority and the Governor or whether the Democrats will join some Republicans who favor expansion is still unknown.

**WHEN WILL  
NCRCO MEET  
NEXT?**

We always hold our Annual Meetings during the NACo Annual Conference. Our next meeting will be held on Sunday, July 21, 2013 at 6:00pm.

This year the NACo theme is:

**2013 County Solutions and  
Idea Marketplace**  
Dates: July 19 — 22, 2013  
Location: Fort Worth Convention  
Center  
Tarrant County - Fort Worth, TX

