

I. Approach

Don't need ^{huge aunts} dollars

Don't need ^{extensive} campaign staff

Don't need name familiarity (99%)

Don't need a gubernatorial toga

Do need vigorous friendly candidate

Do need candidate with answers to hot issues

Do need projecting the leadership for these parlous times

Do need heeding advice from other successful candidates -- without having too many counselors

Avoid any more "welcome sign" ploys

Use statewide elected Republicans as an informal kitchen cabinet, substituting for speeches, on Ballot Measure #3 letterhead and fund solicitation, etc.

Do not speak to Republican groups -- use standins for the already converted unless a very major group and spend time working on Democrats, Independents and women.

Utilize great approach of announcing lawsuit vs. federal government -- standup press conferences; and do not wear out the candidate with many speeches each day to small groups involving extensive travel -- except on planned campaign swings.

Do not debate about debates

Agree to two or three if at least one is early and no more than one after October 5 or 10.

Above all, maintain a sense of humor -- keep perspective and no "sterness" in appearance.

Campaign file

II. VA

Continue your statement of 27, June "no problem with debates . . .
rather enjoy it . . .

TK not been saying anything and saying it very well

Take three or four major issues to broad appeal and make those
the campaign:

Economic Development -- job creation

Early Childhood Development

Administrative ability

Experience, experience, experience

VA must not be reactive, but must get out ahead of TK this
summer. (Example: ala one day special session pre-organization)

III. TK

Most people vote against a candidate -- in effect it's a "losers" game -- and the one who makes the fewest errors wins.

Kulongoski is flakey -- few of any substantial legislative accomplishments in 6½ years.

TK has been attacking VA -- others should be attacking TK while VA remains above the personal fray

Russ Sadler's 28 June analysis of the "business dirge" is worth reading

Also note Wayne Thompson's references to VA's strong leadership in pre-session negotiations and Kulongoski's no-vote on cutting budgets, etc.

Hopefully in debates let TK prove what a lightweight he is in background, depth of understanding of issues and failure to present solutions while in the Legislature.

Hit TK's negative votes on both major bond bills, 3146 & 3115

On the platform TK does not appear either lightweight or flakey -- as an attorney he's outstanding and must be pushed hard enough to prove his inconsistencies and past political grandstanding.