



PORTFOLIO

SCOTT KAYSER

Print Collateral **2**
Websites **15**
Digital Content **19**
Writing Samples **23**

PRINT COLLATERAL

Rambo for Judge - Direct Mail (2020)
Graphic Design, Copywriting, Data Targeting

Elect A Judge We Can Be **PROUD** Of



Matthew
RAMBO
for Judge

www.RamboForGeauga.com

⚡ Experienced ⚡ Fair & Impartial ⚡ Fiscal Conservative

Paid for by
Rambo for Judge
PO Box 115
Chesterland, OH 44026



Leadership We Can Be Proud Of

Matthew Rambo has the experience, the temperament, and the judgment we need in Geauga County. **Matthew Rambo** will restore faith in the Geauga County Probate/Juvenile Court by:

- ⚡ Restoring fiscal conservatism, cutting the budget, and eliminating wasteful spending.
- ⚡ Working *with* other local elected officials to efficiently and effectively administer the Court.
- ⚡ Protecting our children, and offering juvenile offenders a path forward to rehabilitation.
- ⚡ Preserving our county parks without interfering in their daily administration.
- ⚡ Fairly and impartially administering the Court by avoiding unnecessary conflict and contention.



Experience We Can Trust

Matthew Rambo has dedicated his life to the law, accumulating over fifteen years' experience in all aspects of our legal system. **Matthew Rambo** has experience we can trust, and is ready to lead.

- ⚡ **Private Practice Attorney** focused on general and commercial litigation. Admitted to practice in both federal and state courts.
- ⚡ **Cuyahoga County Common Pleas Court** staff attorney to two Judges, participating in all hearings and pretrials, and drafting decisions, opinions, orders, and entries of the court.
- ⚡ **Magistrate, Ohio Court of Claims** presiding over an annual case load of approximately 100 cases and 25 trials.
- ⚡ **Certified Guardian Ad Litem** representing vulnerable and at-risk youth.



VOTE
Republican Primary
March 17, 2020

Matthew
RAMBO
for Judge

PRINT COLLATERAL

Rambo for Judge - Invitations (2019 - 2020)
Graphic Design, Data Targeting, Event Planning

Matthew
RAMBO
for Judge

Paid for by Rambo for Judge

Please join us for a finance reception benefitting

Matthew Rambo
Candidate for Geauga County
Probate & Juvenile Court Judge

Thursday, October 10 • 5:00PM - 7:30PM

Sharon James Cellars
11303 Kinsman Road • Newbury Township, OH 44065

Sponsor • \$600

Host • \$300

Individual • \$100

Please RSVP to kaysersb@gmail.com by October 9.
Checks payable to **Rambo for Judge** may be mailed
to PO Box 115, Chesterland, OH 44026.

Please, no corporate sponsors.

Paid for by Rambo for Judge

Matthew
RAMBO
for Judge

Paid for by Rambo for Judge

Please join us for a finance reception benefitting

Matthew Rambo
Republican Candidate, Geauga County
Probate/Juvenile Court Judge

Thursday, December 5 | 5:00PM - 7:30PM

The Bass Lake Taverne & Inn
426 South Street | Chardon, Ohio 44024

Sponsor \$600 Host \$300 Individual \$100

Please RSVP by December 2 to Scott Kayser at
treasurer@ramboforgeauga.com or by mailing your check to
Rambo for Judge
PO Box 115, Chesterland, OH 44026.

The maximum contribution limit is \$600 per individual
and \$3,800 per LLP, LLC, or LPA. No corporate sponsorships, please.



Paid for by Rambo for Judge

Matthew
RAMBO
for Judge

Paid for by Rambo for Judge

Meet the Candidate

Matthew Rambo
Running for Geauga County
Probate/Juvenile Judge

Tuesday, March 3, 2020 | 6:00PM - 9:00 PM

Ramble Inn
10311 Kinsman Rd
Newbury, OH 44065

**Elect A Judge
We Can Be
PROUD Of**

VOTE
Republican Primary
March 17, 2020



Paid for by Rambo for Judge

Matthew
RAMBO
for Judge

Paid for by Rambo for Judge

Please join us for a reception benefitting

Matthew Rambo
Candidate for Geauga County Juvenile/Probate Judge

Tuesday, January 7, 2020
5:30PM - 7:30PM

Panini's Bar & Grill
7580 Fredle Drive, Concord Township, OH 44077

\$25 per person
Appetizers & soft drinks provided. Cash bar.

Please RSVP by January 6 to treasurer@ramboforgeauga.com
-OR-
by mailing the completed form below to:
Rambo for Judge
PO Box 115, Chesterland, OH 44026

Matthew
RAMBO
for Judge

Paid for by Rambo for Judge

Matthew Rambo for Judge
Panini's Bar & Grill
7580 Fredle Drive * Concord, OH 44077
Tuesday, January 7, 2020 * 5:30 PM - 7:30PM

I'll be there! Enclosed is my contribution of ☐ \$600 ☐ \$300 ☐ \$200 ☐ \$100 ☐ \$50 ☐ \$25

Unfortunately, I cannot attend, but I still want to help! Enclosed is my contribution of \$ _____

Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Please RSVP by January 6. Checks payable to Rambo for Judge, PO Box 115, Chesterland, OH 44026.
No corporate checks, please.

Paid for by Rambo for Judge

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SCOTT KAYSER

PRINT COLLATERAL

Yoder for Ohio House - Direct Mail (2020)
Graphic Design, Copywriting, Data Targeting

Michael O'Brien:

Voted for Shady Speaker Larry Householder

Michal O'Brien sold out his constituents for more power in the Columbus swamp, leading to a \$61 million corruption scandal - the largest in Ohio History.

WE JUST CAN'T TRUST MICHAEL O'BRIEN



THE CINCINNATI ENQUIRER
OHIO BRIBERY CASE: DEMOCRATS, NOT GOP, PUT LARRY HOUSEHOLDER IN CHARGE
Source: Cincinnati Enquirer, 7/27/20

Paid for by The Ohio Republican Party
Jane Timken, Chairman
211 South Fifth Street
Columbus, OH 43215

WE JUST CAN'T TRUST MICHAEL O'BRIEN

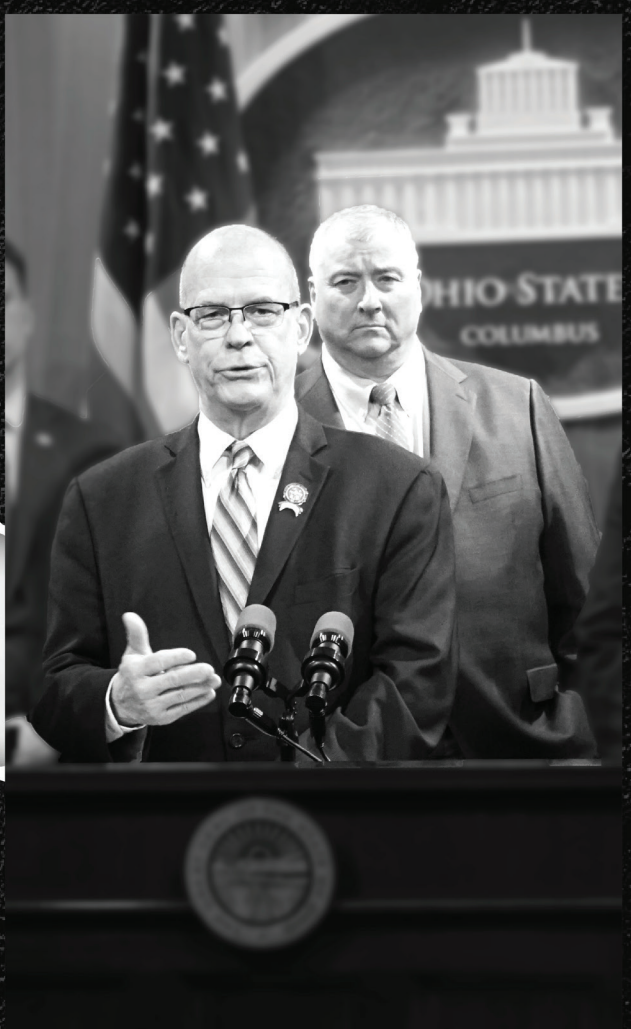
In 2019, **Michael O'Brien cut a deal** to make Larry Householder speaker. In exchange for his vote, Michael O'Brien received a subcommittee chairmanship. He **sold us out** for more **power** in the **Columbus swamp**.

Householder was arrested by the FBI for orchestrating a **\$61 million dollar bribery scheme** - **the largest corruption scandal in Ohio history**. Disgraced Larry Householder is now facing up to 20 years in prison.

The same people who supported Shady Speaker Larry Householder are all in on reelecting Michael O'Brien. **We just can't trust him to represent us.**

THE PLAIN DEALER
OHIO HOUSE SPEAKER LARRY HOUSEHOLDER
ARRESTED IN \$60M BRIBERY CASE
Source: Cleveland Plain Dealer, 7/21/20

SAY NO TO THE CULTURE OF CORRUPTION.
SAY NO TO COLUMBUS SWAMP POLITICS.
SAY NO TO MICHAEL O'BRIEN ON NOV 3.



PRINT COLLATERAL

Dvorak for Commisioner - Direct Mail (2018)
Graphic Design, Photo Editing, Copywriting, Data Targeting

The Experience We Need to Build a Better Future for Geauga County

Burton Township Trustee - Three Terms

- Saved taxpayers thousands by reforming township healthcare plans
- Streamlined roads department to reduce manpower by 33% without impacting quality of services
- Improved transparency by joining OhioCheckbook.com, allowing residents to review Township finances

Gauga Township Association President - Three Terms

- Established continuing education classes at Kent State Gauga to share best practices for local government officials, road superintendents, and road workers, leading to improved service delivery throughout the County
- Led the effort to establish the first Township association endowed scholarship in the state, providing college funding for Gauga students

Dedicated to Serving Gauga County

- Director, Red Tulip Project - combatting the opioid epidemic right here in Gauga County by providing a sober house for women
- President, Burton-Middlefield Rotary - led numerous service efforts in the community, founded an annual fishing day for special needs youth
- Executive Committee, Gauga County Republican Party
- Former Chairman, Gauga County Shared Services Design Team

Jim
DVORAK
for *Gauga County Commissioner*

VOTE MAY 8
REPUBLICAN PRIMARY

Paid for by
Committee to Elect Jim Dvorak
14852 Rapids Road
Burton, Ohio 44021



VALUES and VISION — with a — PASSION to SERVE

If elected your County Commissioner, I will work hard to preserve the **Gauga Way of Life** by:

- ✓ Ensuring you get the most value for your tax dollar
- ✓ Protecting the quality and quantity of our well water
- ✓ Preserving our rural atmosphere
- ✓ Combating the opioid epidemic
- ✓ Offering experienced, qualified leadership



Jim
DVORAK
for *Gauga County Commissioner*

PRINT COLLATERAL

Yoder for Ohio House - Direct Mail (2018)
Graphic Design, Copywriting, Data Targeting

A Proven Leader Defending Our Conservative Values



Elect Martha
YODER
State Representative 64th District

- ✓ Proudly Pro-life
- ✓ Defending the Second Amendment
- ✓ Advocating for Local Control
- ✓ Fighting for our Farmers
- ✓ Supporting Educational Choice
- ✓ Pro-Growth Economic Policies
- ✓ Fiscal Responsibility
- ✓ Lower Taxes

VOTE MAY 8
REPUBLICAN PRIMARY

Paid for by
Committee to Elect Martha Yoder
5651 Bradford Road
West Farmington, OH 44491



A Proven Leader Defending Our Conservative Values

Proudly Pro-Life

An adoptive mother and devout Christian, Martha Yoder is proudly pro-life and will work tirelessly in Columbus to protect the unborn.

Defending the Second Amendment

The Second Amendment is the right that guarantees all others, and Martha Yoder will unapologetically defend that right in Columbus.

Advocating for Local Control

Martha Yoder will ensure we retain our right to self-governance by fighting overreach in Columbus and advocating for local control.

Fighting for our Farmers

Agriculture is Ohio's number one industry. Martha Yoder will fight for our farmers - opposing burdensome regulations that threaten their way of life.

Supporting Educational Choice

Ohio's education policy should focus on what's best for each student - not what's easiest for the state. Martha Yoder is a fierce supporter of educational choice.

Pro-Growth Economic Policies

Economic growth is vital to Ohio's strength and competitiveness. Martha Yoder will focus on policies that promote - not hinder - job growth.

Fiscal Responsibility

Families have to live within their means, and so should government. Martha Yoder supports fiscally responsible policies - limiting spending and balancing budgets.

Lower Taxes

Ohioans deserve to keep their hard-earned money. That's why Martha Yoder supports lower taxes that help keep Ohio competitive.



Martha with Congressman Dave Joyce

Elect Martha
YODER
State Representative 64th District



Martha with ORP Chairman Jane Timken

PRINT COLLATERAL

Dvorak for Commissioner - Palm Card (2017)
Graphic Design, Photo Editing, Copywriting



Jim
DVORAK
for Geauga County Commissioner

VALUES and **VISION** — with a — **PASSION** to **SERVE**

Proven Experience

- ✓ Burton Township Trustee, Three Terms
- ✓ President, Geauga Township Association, Three Terms
- ✓ Licensed Realtor in Geauga County
- ✓ Former Chairman, Geauga Shared Services Commission
- ✓ Executive Committee, Geauga County Republican Party



If elected your County Commissioner, I will work hard to preserve the **Geauga Way of Life** by:

- ✓ Ensuring you get the most value for your tax dollar
- ✓ Protecting the quality and quantity of our well water
- ✓ Preserving our rural atmosphere
- ✓ Combating the opioid epidemic
- ✓ Offering experience, qualified leadership



Jim
DVORAK
for Geauga County Commissioner

Paid for by the Committee to Elect Jim Dvorak

PRINT COLLATERAL

Rear for Trustee - Direct Mail (2017)

Graphic Design, Photo Editing, Copywriting, Data Targeting



- ✓ No-nonsense leadership
- ✓ Conservative budgeting
- ✓ Supports our first responders
- ✓ Experienced public servant
- ✓ Fiscally responsible

Elect Blake
REAR
TRUSTEE

VOTE BLAKE REAR
NOVEMBER 7

Paid for by Committee to Elect Blake Rear
10810 Holi-Dale Drive
Chardon, OH 44024



TRUSTED, COMMON-SENSE LEADERSHIP
for Hambden Township

Trusted

Blake Rear has dedicated his life to serving our community and fighting for our values - in the US Army, on the Chardon Board of Education, and in the Geauga County Commissioner's office. Blake believes the people deserve common-sense leadership in government - and is committed to providing just that. His no-nonsense style has defined his career in public service.

Common-Sense

Blake Rear will ensure our community is fiscally solvent, bringing his commitment to responsible budgeting and planning to Hambden Township. Throughout his tenure in public office, Blake has always fought for responsible spending, balanced budgets, and efficient use of taxpayer dollars. Blake will ensure our community remains a safe place to live and work - maintaining our roads and infrastructure, supporting local first responders, and combating the opioid epidemic.

Leadership

Blake Rear is a proven leader that will provide the steady guidance we need in Hambden Township. A 2005 graduate of Leadership Geauga, Blake has taken leadership roles in numerous civic, political, and non-profit organizations. Disciplined, efficient, and always reliable, Blake Rear is exactly the kind of leader we need in Town Hall.



Experience

- U.S. Army Veteran (Vietnam)
- Geauga County Commissioner, 2013-2016
- Chardon Board of Education, 2004-2012
- Auburn Career Center Board of Education, 2006-2008
- Leadership Geauga, Class of 2005
- Geauga County Republican Central Committee - Hambden Township C, 2004-present
- Geauga County Republican Party Vice-Chair, 2008-2014
- Geauga County Veterans Services Commissioner, 2017
- Lake-Geauga Recovery Center - Board of Directors, 2017
- Maple Leaf Residences - Board of Directors, 2017
- Chardon Community Action Team - Past President, Past Vice President, 2005-present

VOTE BLAKE REAR
NOVEMBER 7

PRINT COLLATERAL

LaTourette for Ohio House - Direct Mail (2016)
Graphic Design, Photography, Photo Editing, Copywriting, Data Targeting

STATE REPRESENTATIVE

SARAH LaTOURETTE

A Proven Leader Defending Our Values

- Unanimously elected **Assistant Majority Whip** in first term
- Co-Chair, Joint Committee on Multi-System Youth
- Board Member, Ohio Children's Trust Fund
- Named *Legislator of the Year* by the Public Children Services Association of Ohio
- First bill signed into law just six months after taking office (HB 6)
- Voted for over \$5 BILLION in cumulative tax cuts for Ohioans



Paid for by the Ohio Republican Party
211 S. Fifth Street
Columbus, OH 43215



★ Sarah ★
LaTOURETTE
FOR OHIO HOUSE

STATE REPRESENTATIVE

SARAH LaTOURETTE



Sarah LaTourette is serving her first term as our State Representative, defending our values every day in Columbus. As an active member of the Agriculture & Rural Development Committee, **Sarah** understands the importance of agriculture as our state's number one industry and works closely with our local farmers to develop common-sense policy.

LaTourette is also a strong advocate for education, recognizing that an investment in our students is an investment in our future. **Sarah** sponsored bipartisan legislation aimed at easing the local burden for schools needing to consolidate, and has consistently fought against excessive testing and confusing curriculum standards.

Representative LaTourette is a passionate advocate for our children and families. She co-chaired the Joint Legislative Committee on Multi-System Youth, tasked with improving the lives of Ohio's most vulnerable children. **Sarah** also serves on the Board of the Ohio Children's Trust Fund, the leading organization combating child abuse and neglect in the state.

LaTourette sponsored a bill extending the statute of limitations for prosecuting cases of rape and sexual battery, which was signed into law in June 2015. **Sarah** is committed to combating human trafficking, the drug epidemic, and the mental health crisis in our state. We finally have a proven leader defending our values in Columbus. Vote to re-elect **Representative Sarah LaTourette**.



A Proven Leader Defending Our Values

Yoder for Ohio House - Direct Mail (2016)
Graphic Design, Copywriting, Data Targeting

The choice in this election is clear:
Martha Yoder - a proven leader who gets the job done.

Business Owner for over 20 years
Tribune Chronicle Columnist
Chairman, Farmington Township Board of Trustees
Graduate, Ohio Township Association
Leadership Academy
Member, Trumbull Township Association
Injection Well Committee
Member, Jo Ann Davidson Ohio
Leadership Institute

Elect
YODER
State Representative 64th District



www.MarthaYoder.com

Paid for by the Ohio Republican Party
211 South Fifth Street
Columbus, OH 43215



The choice is yours.
Do you want:

More of the same failed
"leadership" under
Michael O'Brien
OR
A proven leader who gets
the job done -
Martha Yoder



X Over 30 years as part of
the political establishment
in Trumbull County

X Over 16,000 jobs lost
during his time as County
Commissioner and Mayor
of Warren (US Census Data 1998-
2011)

X Warren lost over 11% of
its population while he
was mayor of Warren (US
Census Bureau)

X Deficit spending 5 out of
8 years as mayor (Tribune-
Chronicle, 9/4/16)

X Failed to effectively
warn residents of high
lead levels in their water
(Youngstown Vindicator 08/07/16)

X "The O'Brien
administration's hiring
practices defied logic
and common sense." (Warren
Tribune Chronicle 06/18/2009)

X After two years in the
House, Michael O'Brien has
introduced just one bill.
(Ohio House website)

Martha is a small business owner for
over 20 years - not a career politician

Martha is a proven job creator who
understands the impact excessive
regulation and places on job creators

Martha exposed waste and abuse in
Trumbull County Department of
Health as writer for *Tribune Chronicle*

Martha has been a trusted,
responsible leader as Farmington
Township Trustee since 2013, elected
Board Chairman in 2015

Martha led the way in creating a
24/7 EMS and Fire Service for the
township in a fiscally responsible way

Committed to continuing education,
Martha is a member of the Jo Ann
Davidson Ohio Leadership Institute
and a graduate of the Ohio Township
Association Leadership Academy

Dedicated to being an active member
of the Ohio House, serving as
YOUR voice in Columbus.

The choice is clear.
Vote Martha Yoder on November 8.

PRINT COLLATERAL

LaTourette for Ohio House - Palm Card (2014)
Graphic Design, Photography, Photo Editing, Copywriting



★ Sarah ★
LaTOURETTE
FOR OHIO HOUSE

A Proven Leader

Sarah LaTourette is serving her first term as our State Representative, defending our values every day in Columbus. An active member of the Agriculture & Rural Development Committee, **Representative LaTourette** recognizes the importance of agriculture as our state’s number one industry and works closely with our local farmers to develop common-sense policy.

Sarah is also a strong advocate for education, recognizing that an investment in our students is an investment in our future. **Sarah** sponsored bipartisan legislation aimed at easing the local burden for schools needing to consolidate, and has consistently fought against excessive testing and confusing curriculum standards.

Defending Our Values



Sarah pictured with local Farm Bureau members during a day of farm visits throughout the district.

Proven Leadership

Unanimously elected Assistant Majority Whip, **Sarah LaTourette** is the only freshman in recent memory to serve in House leadership. **Sarah** also co-founded the bipartisan Ohio Future Caucus to address issues facing millennials. **LaTourette** was named a 2015 Emerging Leader by GOPAC, a national organization for training conservative candidates and elected officials.



Sarah with her husband Scott and son Matthew shortly after being sworn in as Assistant Majority Whip.

Advocating for our Families

Sarah LaTourette is a passionate advocate for our children and families. She co-chaired the Joint Legislative Committee on Multi-System Youth, tasked with improving the lives of Ohio’s most vulnerable children. **Sarah** also serves on the Board of the Ohio Children’s Trust Fund, the leading organization combating child abuse and neglect in the state.



Sarah with her son Matthew and father, former Congressman Steve LaTourette.

LaTourette sponsored a bill extending the statute of limitations for prosecuting cases of rape and sexual battery, signed into law in June 2015. **Sarah** is committed to combating human trafficking, the drug epidemic, and the mental health crisis facing our state.

Endorsed by:

- Ohio Right to Life
- Ohio Farm Bureau “Friend of Agriculture”
- Lake/Geauga Area Association of Realtors
- Ohio Chamber of Commerce
- NFIB / Ohio SAFE Trust
- Ohio Society of CPAs
- Ohio Manufacturers’ Association
- Ohio State Medical Association
- Ohio Restaurant Association

Paid for by LaTourette for Ohio
PO Box 76 • Chagrin Falls, OH 44022

PRINT COLLATERAL

LaTourette for Ohio House - Invitations (2014 - 2019)
Graphic Design, Data Targeting, Event Planning



Please join
Representative Sarah LaTourette
for a finance luncheon at
The Union Club of Cleveland ~ Wedgewood Room
1211 Euclid Avenue, Cleveland, Ohio 44115
Complimentary Parking Provided

Monday, July 17 ~ 11:30AM - 1:00PM

<i>Supporter</i>	\$500
<i>Sponsor</i>	\$1,000
<i>Host</i>	\$2,500

Checks payable to **LaTourette for Ohio**
PO Box 76, Chagrin Falls, OH 44022

Paid for by LaTourette for Ohio



LaTOURETTE
FOR OHIO HOUSE

Join us for a
LaTourette Family Picnic
to support **Sarah M. LaTourette** for Ohio House of Representatives Seventy-Sixth District

Saturday, July 19, 2014
12:00 pm - 3:00pm
Patterson Fruit Farm
8765 Mulberry Road
Chesterland, OH 44026

For more information, or to RSVP:
<http://sarahlatourette.com/event/picnic>
Marcus Campbell
Campaign Manager
Marcus@SarahLaTourette.com
(724) 972 - 5226

\$25 per person ★ \$50 per family
Good food, great fun!

www.SarahLaTourette.com
[@LaTouretteOhio](https://twitter.com/LaTouretteOhio) [Facebook](https://www.facebook.com/LaTouretteOhio) [YouTube](https://www.youtube.com/LaTouretteOhio)
Post on LaTourette for Ohio



Join us for a
LaTourette Family Picnic

LaTourette for Ohio
7082 Oak Street
Chagrin Falls, OH 44022

Paid for by LaTourette for Ohio

Please join our gracious host,
Umberto Fedeli
and special guests
Congressman Jim Renacci
&
Congressman Dave Joyce
for a lunch reception benefiting

LaTOURETTE
FOR OHIO HOUSE

Monday, October 24
11:30AM - 1:30PM

The Fedeli Group
5005 Rockside Road
Fifth Floor
Independence, Ohio

<i>Guest</i>	\$500
<i>Host</i>	\$1,000
<i>Sponsor</i>	\$2,500
<i>Event Chair</i>	\$5,000

Please RSVP by October 20 to aesabath@gmail.com

The Congressmen are special guests for this event. Their participation in the event is not a solicitation of funds outside of the federal limits and source prohibitions.

Paid for by LaTourette for Ohio

Please join us for a finance reception benefiting
Representative **Sarah LaTourette**
Assistant Majority Floor Leader

Thursday, November 9 | 5:00PM - 7:30PM
Sharon James Cellars Winery
11303 Kinsman Road | Newbury, Ohio 44065

Host \$500 Individual \$65
Heavy hors d'oeuvres, beer, and wine provided

Please RSVP by November 2 to shk@sarahlatourette.com
or mail your check payable to **LaTourette for Ohio** to
PO Box 76, Chagrin Falls, OH 44022

LaTOURETTE
FOR OHIO HOUSE

Paid for by LaTourette for Ohio

2nd Annual
LaTourette Family Picnic

PATTERSON Fruit Farm
8765 Mulberry Road
Chesterland, Ohio

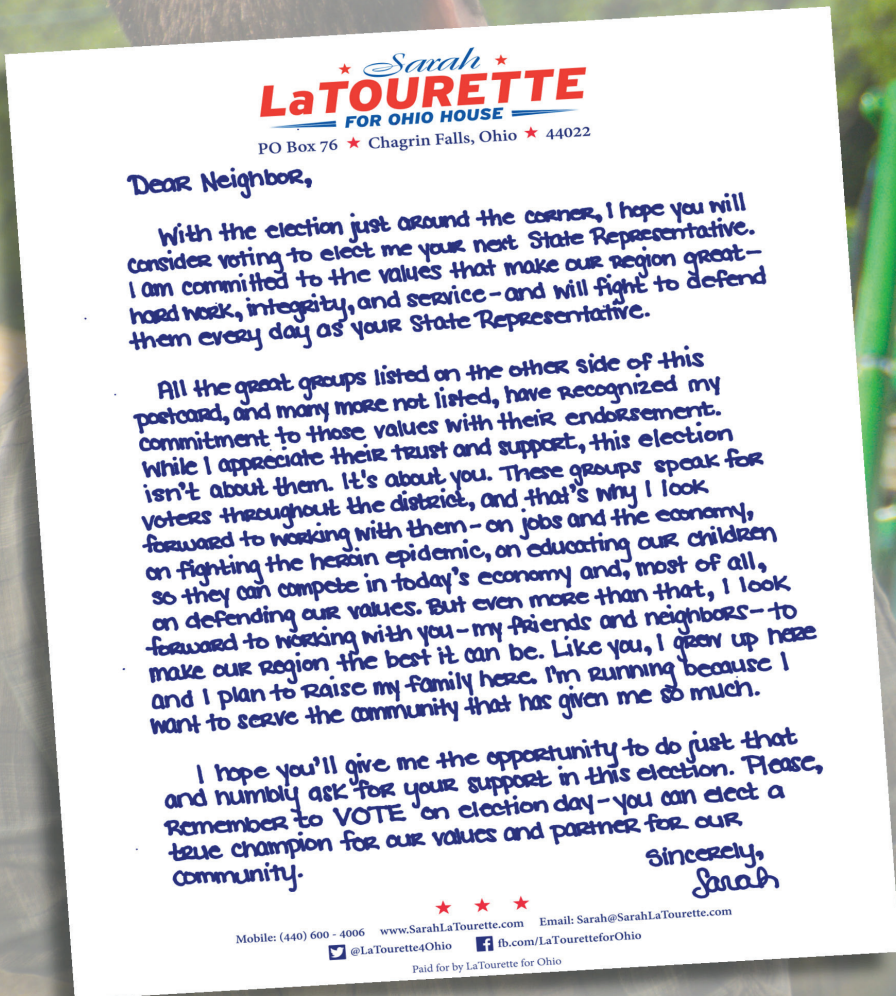
August 29, 2015
12:00 - 2:00PM
\$25 / person ★ \$50 / family

RSVP For more information or to RSVP, visit www.SarahLaTourette.com/picnic
or contact info@SarahLaTourette.com. Kindly RSVP by August 25, 2015.

Make checks payable to:
LaTourette for Ohio | PO Box 76 | Chagrin Falls, OH 44022

PRINT COLLATERAL

LaTourette for Ohio House - Direct Mail (2014)
Graphic Design, Photo Editing, Copywriting, Data Targeting



Paid for by the Ohio Republican Party
Matt Borges, Chairman
211 South Fifth Street
Columbus, OH 43215



VOTE SARAH LaTOURETTE

for **STATE REPRESENTATIVE**

Endorsed By:

- ✓ **National Rifle Association PVF**
- ✓ **Buckeye Firearms PAC**
- ✓ **Ohio Society of CPAs PAC**
- ✓ **Ohio Association of Realtors PAC**
- ✓ **Ohio Chamber of Commerce PAC**
- ✓ **Ohio State Medical Association PAC**



OHIO FARM BUREAU®

The logo for Ohio Life Right to Life. It features a large, stylized 'O' containing a heart shape. To the right of the 'O' is the word 'hio' in a bold, sans-serif font. Below 'hio' is the phrase 'Right to' in a smaller, sans-serif font. Below 'Right to' is the word 'Life' in a very large, bold, serif font. At the bottom of the logo, the phrase 'promoting life' is written in a smaller, italicized, sans-serif font. The entire logo is set against a background of a sunset or sunrise over a field of tall grass.

NFIB | **OHIO**
The Voice of Small Business. **SAFE Trust**

A Recognized *Fighter* for **OUR Values**



Miscellaneous Clients - Logos (2014-2020)
Graphic Design



WEBSITES

LaTourette for Ohio House - Website (2014 - 2019)
Web Design (WordPress, CSS, HTML), Graphic Design, Photography, Photo
Editing, Copywriting, Content Managment



Geauga Faith Rescue Mission - Website (2015)
Web Design (CSS, HTML), Graphic Design

Coming Soon!

Geauga Faith Rescue Mission

Name:

Enter Name

Email:

Enter Email

Message:

Enter Your Message

Cell Phone:

Enter Phone Number

Home Phone:

Enter Phone Number

☒ Volunteer

☒ E-mail updates

Submit

 PayPal - The safer, easier way to pay online!

GEAUGA

FAITH

RESCUE MISSION

Faith • Hope • Purpose

Mission Statement

Vision Statement

Guiding Verse

Let us not lose heart in doing good, for in due time we will reap if we do not grow weary. 10 So then, while we have opportunity, let us do good to all people, and especially to those who are of the household of the faith.

- Galatians 6 : 9-10 NASB

SCOTT KAYSER

16

landra Moontree - Website (2012)
Web Design (WordPress, CSS, HTML), Graphic Design, Copywriting,
ECommerce Management



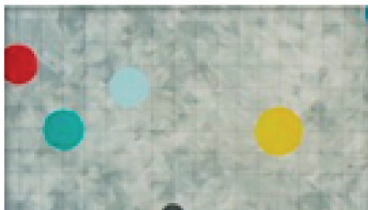
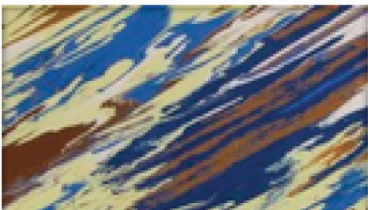
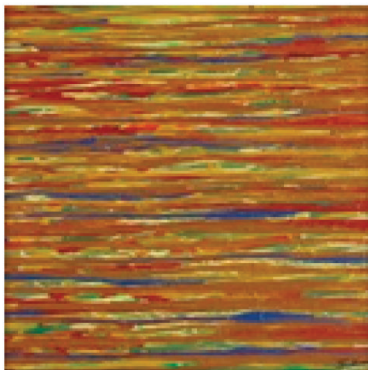
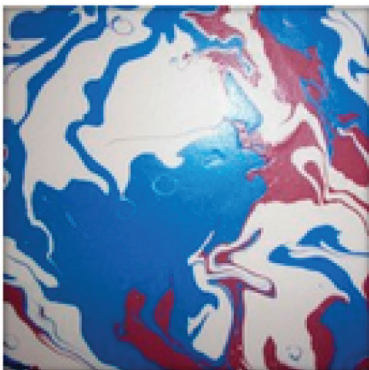
Home The Art » About Me »

Search this site...



“ Art is my passion, expressed using paint. I paint quickly and unplanned, relying on the essence of a subject or idea to appear. I like using primary colors as they evoke primal moods and feelings. Using the contrast between shapes and colors, the magic of a subject is captured in the painting. ”

Recent Work
Click through my art to fully appreciate my style and approach to painting. Fun, colorful, energetic - because life is too short to be dull.



FlexoWash - Website (2012)

Web Design (WordPress, CSS, HTML), Graphic Design, Copywriting



DIGITAL CONTENT

FlexoWash - iPad Presentation (2012)
Graphic Design, Slide Programming

FLEXO WASH



Chemicals



Products



Satisfaction Guaranteed!

Sales



Parts



We're here to help!

Troubleshooting

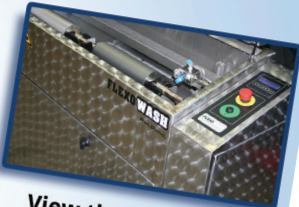
FLEXO WASH



View the brochure to compare models.



Watch the video to see it in action.



View the floor plan.

View More Photos

Narrow Web

Wide Web

FLEXO WASH



View the brochure to compare models.



Watch the video to see it in action.

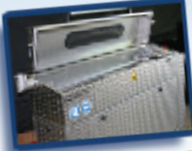


View the floor plan.

FLEXO WASH



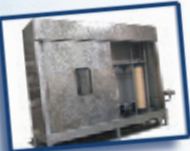
Flat Plate Cleaners



Anilox Cleaners



Gravure Cleaners



Sleeve Cleaners



Parts Cleaners

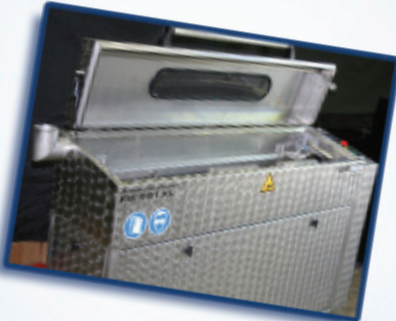
FLEXO WASH

Narrow Web

FW 991-XL

FW 993-6XL

FW Handy-XLA



Wide Web

FW 1500-2500M

FW 2000-4000

DIGITAL CONTENT

Rambo for Judge - Digital Content (2019-2020)
Graphic Design, Copywriting

Matthew
RAMBO
for Judge

Elect A Judge We Can
Be **PROUD** Of

Paid for by Rambo for Judge

VOTE
Republican Primary
March 17, 2020



Matthew
RAMBO
for Judge

Elect A Judge
We Can Be
PROUD Of

VOTE
Republican Primary
March 17, 2020

Paid for by Rambo for Judge

Matthew
RAMBO
for Judge

From My
Family to
Yours, Best
Wishes for a
Merry Christmas!

Paid for by Rambo for Judge



**THANK
YOU!**
Matthew
RAMBO
for Judge

Paid for by Rambo for Judge



Matthew
RAMBO
for Judge

**THANK
YOU!**

VOTE
Republican Primary
March 17, 2020

When I announced my campaign, I pledged to:
**"Return the Court to its intended role as a nonpartisan
arbiter of justice."**

Court Administrator Kim Laurie took issue with that statement
and filed a campaign grievance. Her boss then sent out a mailer
claiming I was "facing an ethics complaint & disciplinary action."
A 3-member panel of the Board of Professional Conduct voted
unanimously to dismiss the complaint as "frivolous and filed...
solely for the purpose of obtaining an advantage for a judicial
candidate."

Geauga County Deserves Better!
Restore Integrity to the Court.
Elect A Judge We Can Be **Proud** Of.
Vote
Matthew Rambo for Judge



Matthew
RAMBO
for Judge

VOTE Republican Primary March 17, 2020

Paid for by Rambo for Judge



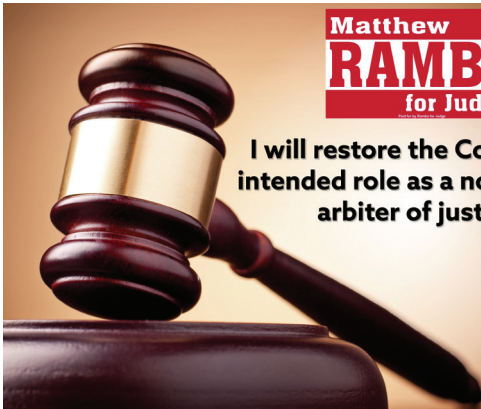
We are the land of the *Free*
Because of the *Brave*

Veterans Day
November 11, 2019

Thank you for your honorable service to our great nation.

Matthew
RAMBO
for Judge

Paid for by Rambo for Judge



Matthew
RAMBO
for Judge

I will restore the Court to its
intended role as a nonpartisan
arbiter of justice.

VOTE
Republican Primary
March 17, 2020

2020 REPUBLICAN PRIMARY

Voting will be conducted exclusively by
mail-in absentee ballot. Request your
ballot today to make your voice heard!

1) Request a **REPUBLICAN** Ballot from
the Geauga Board of Elections
2) Vote for **MATTHEW RAMBO**
3) Return your ballot to the Board
of Elections by **APRIL 28**

Matthew
RAMBO
for Judge

Cars & Cocktails with the Candidate
benefitting
Matthew Rambo
Republican Candidate for Geauga County Probate/Juvenile Judge

Join us for a Private Open House at the home of
Auditor Chuck Walder & Karen Walder
9240 Music Street, Novelty, Ohio
Saturday, February 15, 2020 | 3:00PM-6:00PM

Meet our next Geauga County Probate/Juvenile Judge, **Matthew Rambo**, while
enjoying a unique collection of cars and automobilia at Chuck & Karen's Car Barn.

RSVP by February 14 to treasurer@ramboforgeauga.com or (216) 554-0146
Suggested donation of \$100 per person payable to
Rambo for Judge
PO Box 115 | Chesterland, OH 44026
The maximum contribution limit is \$600 per individual and \$3,800 per LLC, LLP, or LPA.
No corporate sponsorships please.

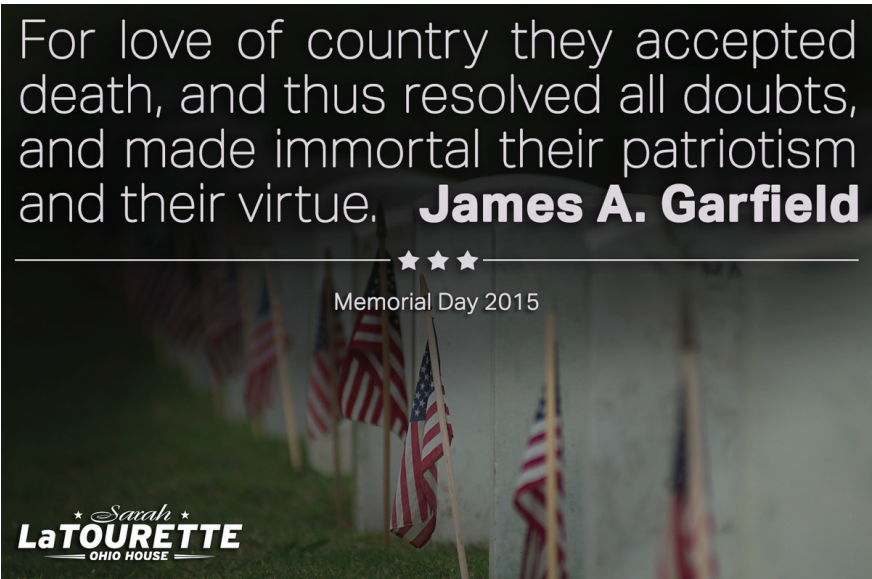
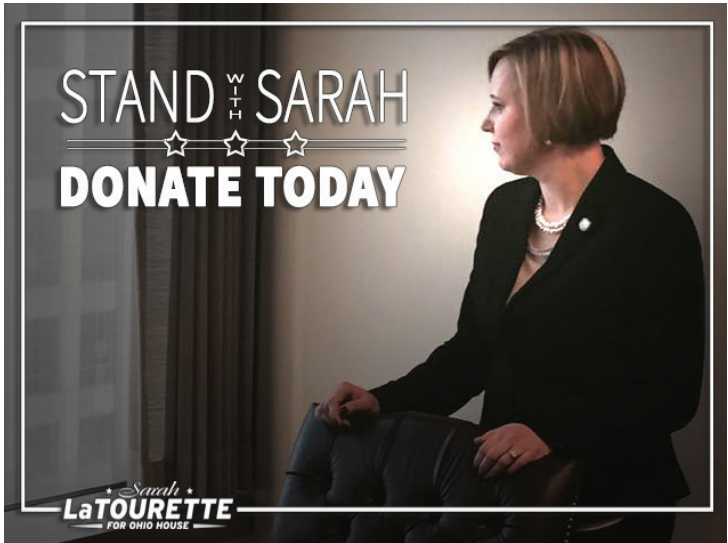
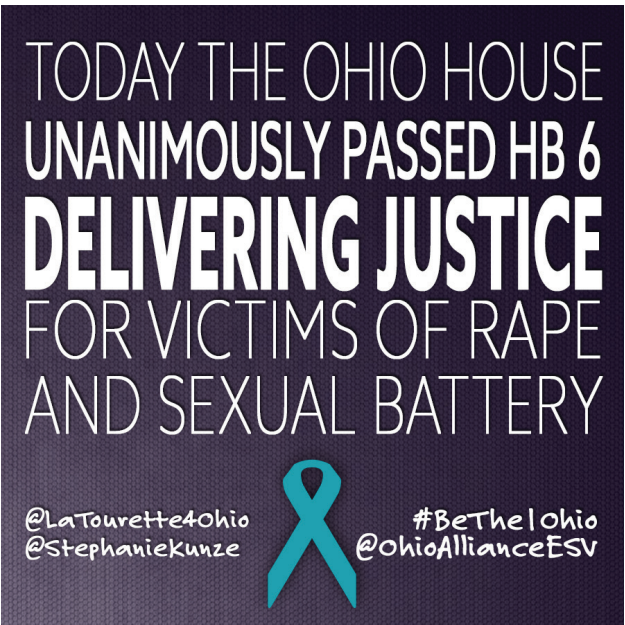
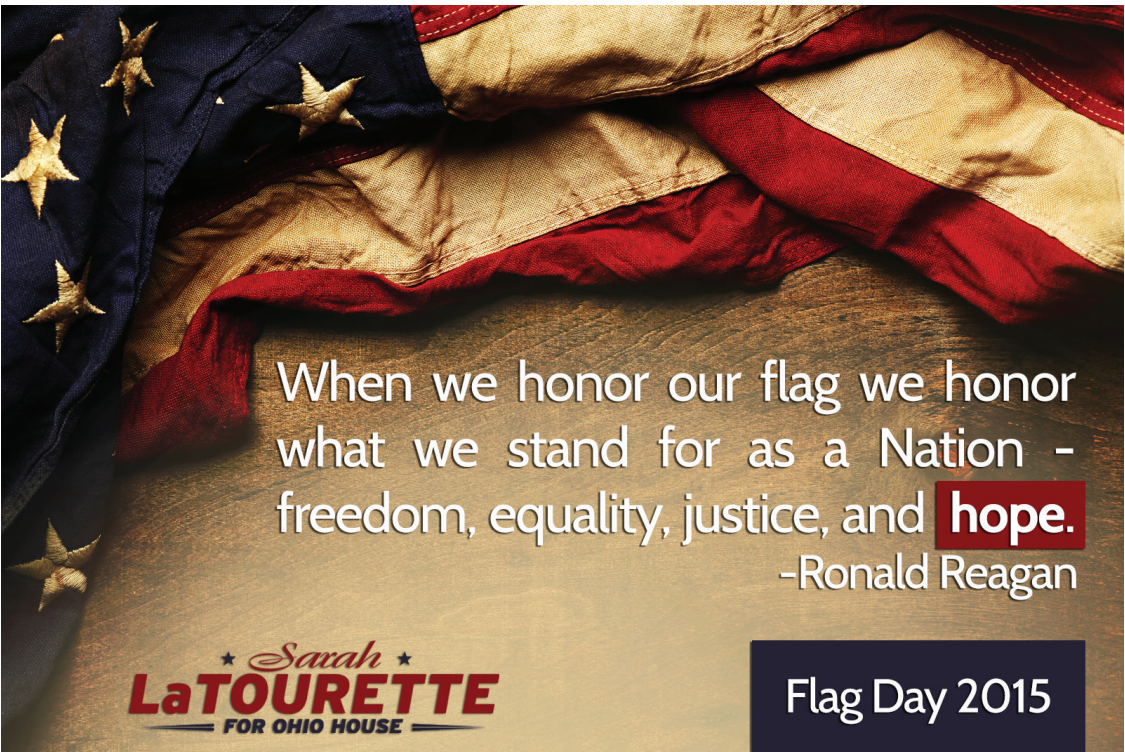
Paid for by Rambo for Judge

Matthew
RAMBO
for Judge



DIGITAL CONTENT

LaTourette for Ohio - Digital Content (2014 - 2019)
Graphic Design, Photography, Copywriting, Social Content Management



DIGITAL CONTENT

LaTourette for Ohio - Digital Content (2014-2019)
Graphic Design, Photography, Copywriting, Social Content Management



SARAH LaTOURETTE IS MAKING SURE NO ONE GETS LEFT BEHIND

Sarah LaTourette is our trusted voice in Columbus, ensuring that all the citizens of Geauga and Portage are heard. As Assistant Majority Leader, Sarah LaTourette is a powerful voice for the interests of northeast Ohioans. A leader on issues impacting children and seniors, we can trust Sarah LaTourette to continue as our Representative.

Bills Sponsored

- HB 80** - Providing food service for school summer intervention services
- HB 286** - Increasing awareness of and access to palliative care
- HB 318** - Setting minimum standards for School Resource Officers and funding \$14 Million in grants for SRO and mental health training
- HB448** - Strengthening families by addressing sibling placement within the foster system
- HB541** - Increasing access to healthcare by permitting out-of-state health providers to help at charitable events



HAPPY

To Be
Endorsed
By

Ohio
Right to
Life
promoting life

Sarah LaTOURETTE
FOR OHIO HOUSE

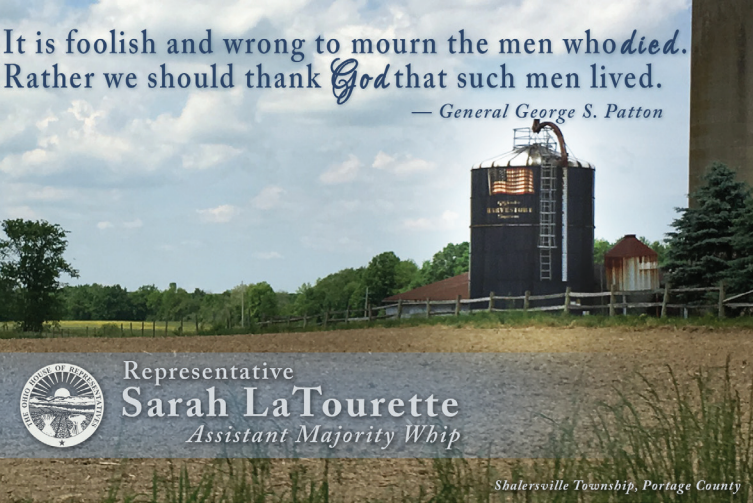


FB

OHIO FARM BUREAU

2014 Friend of Agriculture

Sarah LaTOURETTE
FOR OHIO HOUSE



It is foolish and wrong to mourn the men who died.
Rather we should thank God that such men lived.

— General George S. Patton

Representative
Sarah LaTourette
Assistant Majority Whip

Shalersville Township, Portage County

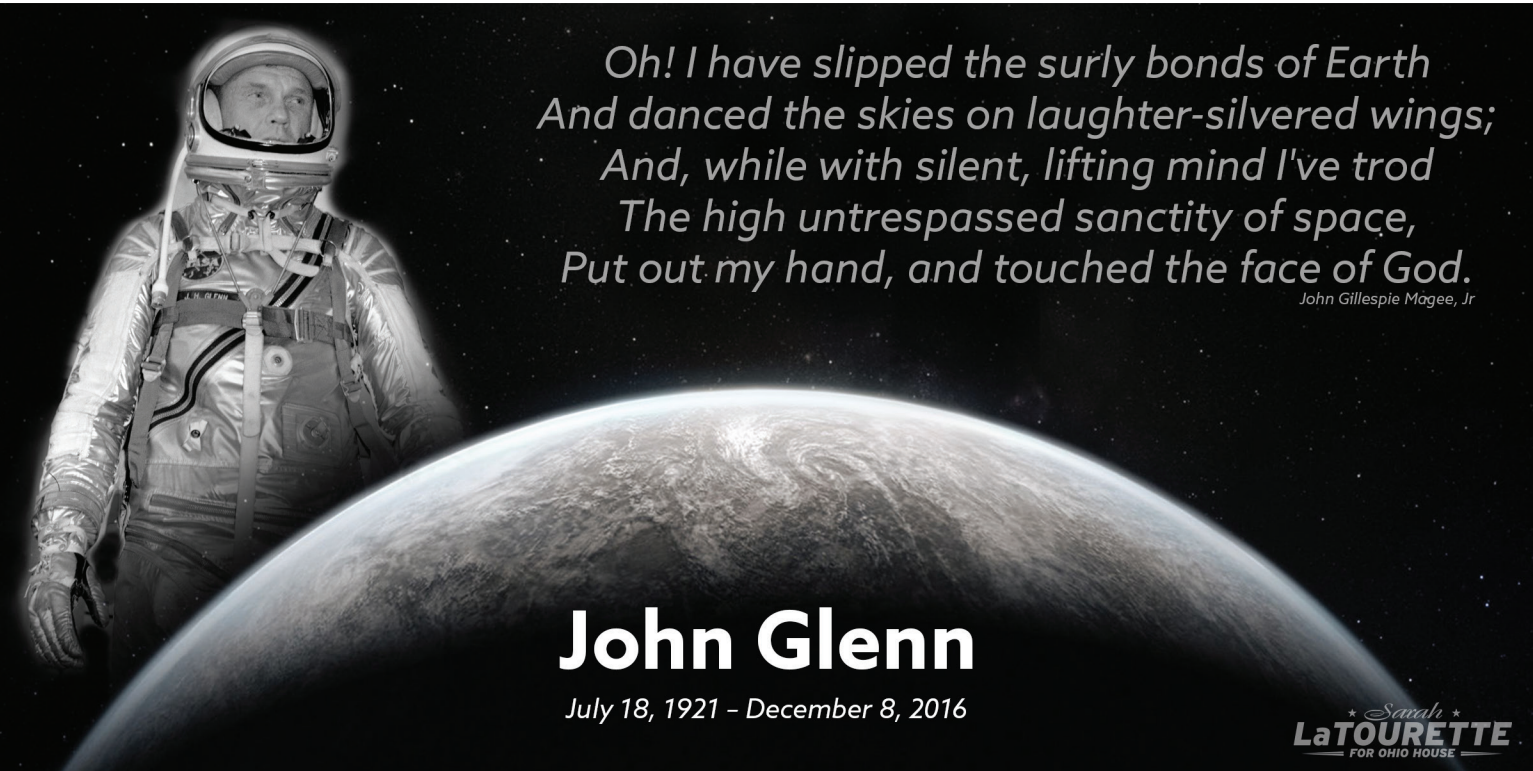


IN CONGRESS, JULY 4, 1776.

The unanimous Declaration of the thirteen united States of America.

Happy Independence Day

Sarah LaTOURETTE
FOR OHIO HOUSE



Oh! I have slipped the surly bonds of Earth
And danced the skies on laughter-silvered wings;
And, while with silent, lifting mind I've trod
The high untrespassed sanctity of space,
Put out my hand, and touched the face of God.

John Gillespie Magee, Jr.

John Glenn
July 18, 1921 – December 8, 2016

Sarah LaTOURETTE
FOR OHIO HOUSE



THANK YOU Cleveland

Sarah LaTOURETTE
FOR OHIO HOUSE



FOR IMMEDIATE RELEASE

**Contact: Scott Kayser
(440) 600-4005**

RAMBO CHALLENGES GRENDALL FOR PROBATE/JUVENILE COURT JUDGE

Chardon, OH (December 18, 2019) – Matthew Rambo, a private practice attorney with over a decade of working in the judicial system, filed petitions with the Geauga County Board of Elections this week to appear as a candidate for Probate/Juvenile Court Judge on the March 17, 2020 Republican ballot.

Rambo believes voters deserve a choice when electing Geauga County’s next Probate/Juvenile Judge, something they have been denied in the recent past, and will campaign vigorously throughout the county to provide voters that choice. In his travels across Geauga County, Matt is frequently thanked for his willingness to run for Juvenile/Probate Court and give the voters a choice they so desperately want – a choice to end the status quo.

Rambo cited the need to restore faith in the judiciary as his primary reason for running. “This is about restoring faith in the Probate/Juvenile Court, and returning the judiciary to its intended role as a nonpartisan office. This is about having a Judge we can be *proud* of.” With controversy surrounding the Court in recent years, Rambo is offering himself as a dedicated, nonpartisan alternative. “I will be a dedicated jurist that administers the court efficiently and effectively in a fiscally responsible manner, and will work *with* elected officials and citizens throughout Geauga County to ensure the Court is fulfilling its duty” Rambo stated.

Currently an associate with Freeburg & Freeburg, LLC, Rambo has nearly fifteen years of experience practicing law, including time as a Staff Attorney to two Judges. Rambo served as a Magistrate in the Court of Claims of Ohio for seven years, presiding over hundreds of cases and trials. Dedicated to protecting our children and ensuring justice, Rambo is a certified Guardian ad Litem and volunteers his services to local legal aid clinics. Active in the community and county, Matthew Rambo resides in Russell Township with his wife and two sons.

-##-



FOR IMMEDIATE RELEASE

**Contact: Scott Kayser
(440) 600-4005**

RAMBO STATEMENT ON FRIVOLOUS COMPLAINT FILED BY KIM LAURIE

Columbus, OH (March 6, 2020) – Today, a three-member panel of the Supreme Court of Ohio’s Board of Professional Conduct voted unanimously to dismiss a complaint filed by current Probate/Juvenile Court Judge Tim Grendell’s hand-picked Court Administrator, Kim Laurie, against candidate Matthew Rambo. In dismissing Ms. Laurie’s complaint, the panel classified it as “frivolous and filed by Complainant solely for the purpose of obtaining an advantage for a judicial candidate” and ordered Ms. Laurie to pay all costs related to the proceeding.

In response to the Board’s decision, Mr. Rambo stated, “I applaud the Board for their speedy handling of this matter and their recognition of this complaint for what it is – frivolous and filed solely for the purpose of influencing an election. The people of Geauga County deserve better. If elected, I pledge to restore the Court to its intended role as a nonpartisan arbiter of justice.”

Ms. Laurie filed a four-count complaint against Mr. Rambo alleging numerous violations of the Judicial Code of Conduct, with three counts immediately dismissed. Today, the Board-appointed panel voted unanimously to dismiss the remaining count after a four hour hearing, during which Mr. Rambo presented compelling evidence that he has faithfully upheld the Judicial Code of Conduct throughout the campaign.

- ## -

WRITING SAMPLES

Dvorak for Commissioner - Fundraising Letter (2018)

Copywriting, Graphic Design



March 20, 2018

Name
Address
City, State Zip

Dear Neighbor,

My name is Jim Dvorak, and I am running for Geauga County Commissioner. I wanted to take an opportunity to introduce myself to you, explain why I am running to be your next Commissioner, and humbly ask for your support in this race.

Nearly forty years ago, my wife and I moved to Geauga County because there is no better place to call home, and no better place to raise a family. We were drawn to the Geauga Way of Life and the conservative values it represents - self-reliance, hard work, integrity, personal accountability, and rural living. These are the values I learned from my father, following him as he served the community at church and other local organizations, and these are the values I wanted to teach my children.

Serving others is a passion of mine, and is what drove me to seek elected office in the first place - when I ran for Burton Township Trustee in 2007. Throughout my three terms as Trustee, I have remained dedicated to efficient, transparent, and accessible local government. I led the effort to convert Burton Township from a reimbursement plan to a Uniform Health Care System in my first term, saving the township thousands of dollars annually. Leveraging my knowledge of the construction industry, I streamlined operations in the Township Road Department, which now operates with 33% less manpower while delivering the same quality of services. Committed to open, transparent communication, I led the Township in developing and maintaining a website and annual newsletter, providing Burton citizens with quick, easy access to information about their local government. Additionally, Burton was the third Township in the County to sign up for the Ohio Treasurer's open government initiative – OhioCheckbook.com – giving residents total transparency in fiscal matters.

As an elected official, I am always working to preserve and protect the hard earned tax dollars of our residents. I am a strong believer that thoughtful, well-planned collaboration with other local governments to provide vital services to residents can result in increased efficiency, lower cost of operations, and higher quality of services. As former chairman of the Geauga County Shared Services Design Team, I led a group of key stakeholders to establish feasibility studies in partnership with townships, villages, school boards, and county government to explore the cost-benefits of prospective collaboration. I also served on the Safe Routes to School Engineering Study Committee - a collaborative effort between ODOT, the Geauga County Engineer, the Geauga County Sheriff, the Township, and local Amish community leaders - to improve safety for Amish citizens traveling to school.

Trustees throughout the county recognized the value in my collaborative approach, and elected me President of the Geauga County Township Association. Throughout my three terms as president of the organization, I led the fight to preserve local control and worked to foster collaboration between townships to better serve the citizens of Geauga. As President, I established continuing education classes at Kent State Geauga for local government officials, road superintendents, and road workers, to learn best practices and continue improving services. I also led the effort to establish the first Township association endowed scholarship in the state. Established with a five-year initial plan, the endowment began issuing scholarships in just three years.

(continued)

Committee to Elect Jim Dvorak | 14852 Rapids Road | Burton, Ohio 44021
www.Dvorak4Commissioner.com ★ www.fb.com/Dvorak4Commissioner
Paid for by Committee to Elect Jim Dvorak

My commitment to serving the community is not limited to government office. I am an active member of the Burton-Middlefield Rotary, currently serving as President, and led the effort to establish a fishing day for special needs youth. Committed to ending the opioid epidemic ravaging our families, I am a founding Director of the Red Tulip Project, a group establishing the first sober house for women in Geauga County. I also serve on the Executive Committee of the Geauga County Republican Party and on the Political Advisory Board of the Lake-Gauga County Association of Realtors. I'd encourage you to visit www.Dvorak4Commissioner.com to learn more about my biography and civic involvement.

It is this record of effective, proactive leadership I seek to bring - with your help and support - to the Geauga County Board of Commissioners. I am running for Commissioner because I believe you - the hard-working taxpayers of Geauga County - deserve an effective voice in county government. I am committed to representing the interests of all Geauga residents, without a personal agenda or allegiance to any group or faction. As a self-employed realtor and former construction industry professional, I understand the value of a dollar and the need for steady, efficient local government to provide certainty. We need and deserve a Commissioner dedicated to the issues that matter most to you and your family. I will preserve the Geauga Way of Life by:

- ✓ providing efficient, responsible, and transparent government
- ✓ maintaining and improving local infrastructure
- ✓ ensuring you get the most value for your tax dollar
- ✓ protecting the quality and quantity of our well water
- ✓ preserving our rural atmosphere
- ✓ combating the opioid epidemic
- ✓ offering experienced, qualified leadership



I hope you agree that my proven record of collaborative service and steady, no-nonsense leadership is what we need in a County Commissioner. If you support my effort to bring proven, trusted, effective leadership to the Commissioners' Office, will you donate to help me get the word out? Campaigns are expensive, but with your help and support, we can deliver my winning message to voters throughout Geauga.

Sincerely,

Jim Dvorak
Jim Dvorak

VOTE MAY 8
REPUBLICAN PRIMARY



Yes! I support you, Jim, and want to help you become our next Commissioner.

Enclosed is my contribution of ☐ \$250 ☐ \$100 ☐ \$50 ☐ \$_____

I'll help spread the word about your effective, no-nonsense leadership by:

- | | | |
|--|---|--|
| ☐ Putting out a yard sign | ☐ Hosting a Meet & Greet | ☐ Making Phone Calls |
| ☐ Delivering yard signs | ☐ Attending Events | ☐ Submit a Letter to the Editor |

Name: _____
Address: _____
City, State, Zip: _____
Phone: _____
Email: _____

Checks payable to *Committee to Elect Jim Dvorak, 14852 Rapids Road, Burton, Ohio 44021* or pay online at www.dvorak4commissioner.com/donate
No corporate checks please.

WRITING SAMPLES

LaTourette for Ohio - Commencement Speech (2015) Copywriting

Be the Change You Wish to See in the World

Thank you so much for the invitation today and congratulations!

Today is a truly a day to celebrate - you have accomplished one of the greatest feats – you have taken control of your own destiny. As you begin to move on from this place where you’ve invested so much of yourselves over the past few years, you are now equipped to decide your own future, to pursue your own passions, and to leave your own mark on this world. It can be a tremendously liberating feeling – especially today, as we honor your academic accomplishments – but I’m aware it can also be terrifying. You are now free to cut your own path through life, and you are now responsible for your own fate.

There is no right or wrong way to proceed from here. Some of you might move away and explore the world beyond our beautiful Geauga County – though, like many of us NE Ohioans, you may find your way back eventually. Some of you will stick around and contribute to the success and growth of our region. Some will find lifelong happiness in the field they studied here, and others will find themselves in a totally different career than what they imagined. But wherever you end up, wherever life takes you, always remain committed to those dreams that brought you to this campus and inspired you to work so hard to get where you are today.

I’m sure you’re anxious to start your career, achieve your professional goals, and live the life you’ve always dreamed of. I know I was, and I have to say that anxiety never goes away. It’s there with each new challenge, with each new milestone in life, and with each new transition. I won’t stand here and tell you it will all be smooth sailing. There will be setbacks and you will stumble, because nothing in life worth attaining is easy or hassle-free.

No matter what circumstances you might face along the way, always remember – you control your destiny. Sure, there are times when life will seem unfair, when the system seems rigged against you, when you just can’t seem to get ahead or you just can’t stomach the world around you. When those times arise, do not lose hope. Do not give up. Rather, take charge and be the change you wish to see in the world.

I know, it might sound a little corny and it’s a cliché we’ve heard far too often, but there is also tremendous power in the sentiment behind those words. Sure, you may just be one of 7 billion people on this planet, but never underestimate your power as an individual or the impact you can have on the world. The gentleman to whom those words are attributed learned the hard way about the power of the individual. Not content to accept the world around him as it existed, he set about to reshape society in his image – an image of liberty, equality, and social justice. He faced insurmountable odds in a system that was most certainly rigged against him and his brethren. He faced setbacks you and I could never imagine, but he persevered and continued in his fight. He took control of his own destiny and, in so doing, ensured that 1.2 billion people today have control of theirs. That man was Mahatma Gandhi, the peaceful warrior who fearlessly led India to independence. Gandhi paid the ultimate sacrifice for his ideals, falling to an assassins’ bullet, because he had the courage to be the change he wanted to see in the world.

We are fortunate to live in a nation that cast off British oppression over a hundred and fifty years before India, and it is highly unlikely any of us will pay the ultimate price for our convictions, but we must heed the example Gandhi set. Wherever you see injustice, wherever you see suffering, wherever you see something that just makes you shake your head and say that shouldn’t be, remember – you have the power to change it. Even the smallest acts can go a long way to make this world a better place – maybe not for everyone, but at least for someone.

Another inspiring man, Muhammad Ali, once said “Service is the price you pay for your room here on earth.” Ali has lived those words, but not through his professional boxing. It’s amazing to see the impact one man, determined in his fight to change the world around him, can have, and the evidence of his service is everywhere. Mr. Ali suffers from Parkinson’s disease, a disease I hope none of you have to encounter personally. Rather than accept his condition and pity himself, he did what he does best – he decided to fight like hell and be the change he wanted to see. Mr. Ali has funded Parkinson’s research throughout the world, and provides support for those suffering right in his own back yard. I know, because I worked at the Parkinson Support Center in Ali’s hometown of Louisville. His impact is felt by hundreds who know, just by his efforts and his actions, they are not alone in the struggle.

WRITING SAMPLES

LaTourette for Ohio - Commencement Speech (2015)

Copywriting

(Continued)

I realize by highlighting these two incredible men, I may have set the bar a little high, but you don't need to liberate billions or donate millions to make a real difference. I've found the best way to be the change you want to see is to follow these wise men's advice and live life with a servant's heart. When you see suffering, when you see injustice, when you see discord, do not turn a blind eye. Do what you can to change the situation. Whether it's feeding the homeless, mentoring a troubled youth, volunteering at a clinic, walking dogs at your local animal shelter - your actions might seem small but I assure you, the impact is great.

I used to be afraid of this very advice, afraid to challenge the status quo. Then, one day, I become too fed up to sit idly by and let the world go on as it is. Fed up with the injustices around me, fed up with not being able to, or perhaps not being willing to, do anything about it. I left my initial career in politics and began working for nonprofits. It's a decision I've never regretted and a decision that led me to where I am today. My point is – change is scary. Being the one to step up and make a difference isn't easy, but it's necessary and also incredibly rewarding.

Nonprofit work helped me realize the power of Gandhi and Ali's words – the power of their worldview. My first job was at a Parkinson support center in Ali's hometown. While we were not directly associated with the legendary boxer, we benefited from his effort to change the world around him. And while I may not have been able to fund the cutting edge research aimed at eradicating Parkinson's disease, I was able to bring small comfort to those afflicted, just by being and advocate, a friend, and – when necessary – a shoulder to cry on. It doesn't take much to change someone's life, just simple acts of kindness and a willingness to serve.

Since entering the nonprofit world, I realized that service is my passion and my calling. I never would have imagined that passion would lead me to the Statehouse, or to addressing such an amazing group of accomplished students as I stand before today. But that's the great thing about life – you never know where it will lead you, but you have incredible control over where you go. My point is simply this: follow your passions and you'll never be disappointed.

You have taken the first giant step towards leaving your mark on this world. Your time spent here at Kent State Geauga has shaped you in ways you may not even yet realize. Know that when you leave here today, you are leaving equipped with the skills to truly make a difference in this world. Embrace it. Don't be afraid of the unknown, but instead be excited for impact you are about to make. You have already come so far, why stop now?

Regardless of your field of study, or your future career path, the lessons you've learned and the friendships you've made while here will last a lifetime. Remember this time fondly and use your experiences here to continue to push you to be your very best and to leave your mark on this world. And always remember to be the change you want to see.

Again, from the bottom of my heart, congratulations to all of you graduating today. It is an amazing and tremendously rewarding accomplishment, and I wish you the best of luck as you embark on this new journey.

Video of speech as delivered available at <https://youtu.be/aNRKHVwKfyA>

WRITING SAMPLES

LaTourette for Ohio - Press Release (2014)
Copywriting



FOR IMMEDIATE RELEASE

Contact: Ryan Johnson
(440) 241-8273
info@sarahlatourette.com

LaTOURETTE FILES FOR OHIO HOUSE DISTRICT 76

Chardon, OH (February 6, 2014) – Sarah LaTourette, a Bainbridge Township Republican, filed petitions today to run for Ohio’s seventy-sixth house district.

LaTourette cited the need for effective, responsive representation in the district. “Northeast Ohio is a wonderful place to live and raise a family. It is time we had a voice in the Statehouse that represents our values of hard work, respect and integrity. I will work every day to improve the lives of my constituents and focus on the issues that matter to them.”

If elected, LaTourette will focus on growing our economy, improving our infrastructure and bringing quality jobs to northeast Ohio. LaTourette stated, "I am excited to announce that I am running for Ohio House District 76. People like to say that politics runs in my blood. But for me, this is about more than politics. This is about a real opportunity to better my community and serve my neighbors. This is about making Geauga and Portage counties a better place to raise our children. It is time Northeast Ohio had a leader that cares about our future, not just winning the next election or building their own profile. Like many voters in the district, I am fed up with the toxic division that has defined our politics and torn apart our party. Being a State Representative is more than just voting no and shouting down opponents. It is about focusing on the issues that truly matter to your constituents and working every day to improve their lives and defend their freedoms.

"I am running because I believe our district deserves honest, effective representation. As Ronald Reagan once said, 'If not us, who; if not now, when.' I have spent countless hours praying about this decision, always returning to those wise words of President Reagan and realizing that I have a unique opportunity to be the change that I so desperately want to see in our region.”

A firm believer in community service, LaTourette has dedicated much of her life to bettering her community. Heavily involved in local animal rescue, she has fostered dozens of dogs, served on the Board of Directors for a Golden Retriever rescue, and volunteered countless hours to numerous animal welfare organizations. LaTourette currently mentors a child in permanent custody of Cuyahoga County foster care, and has volunteered at several homeless shelters. “I have seen firsthand the difference service can make in a community. Imagine if everyone gave just one hour to serve in their neighborhood – the world would be a much better place. Running for office is the next logical path in my journey to serve my neighbors.” LaTourette also believes that non-profit and private charitable organizations can serve the community far more efficiently than government bureaucracy.

Born and raised in northeast Ohio, LaTourette currently lives in Bainbridge Township with her husband, three rescue dogs and two rescue cats. The daughter of former US Congressman Steven C. LaTourette, Sarah developed an early love for serving the people of northeast Ohio. “I could not be prouder to be my father’s daughter, but I am not my father. They say the apple doesn’t fall far from the tree. That’s true in my case, although I definitely fell to the right of the tree.” The 76th House District includes most of Geauga County and the northern portion of Portage County.

-##-

Growing the Grassroots: Fertilizing Your Movement for Success

As technology becomes more prevalent, efficient and cost-effective, so too does citizen advocacy. Yet paradoxically, some grassroots organizations seem to be struggling to keep up with the constantly changing landscape and maintaining relevancy as citizens take matters into their own hands. As a result of the twenty-four hour news cycle and the growth of instant advocacy, many organizations have simply forgotten the fundamentals of effective and successful grassroots efforts. Organizations are constantly being pushed toward reactive efforts rather than long-term and proactive strategies. So what, then, are those fundamentals of grassroots advocacy that will ensure success and maximize your results?

14
04
2011

- **Clarity of purpose:** Know what you want to achieve going in to any campaign, and stay on track.
- **Less is more:** We all chafe at governing by slogan, but it works. Settle on a clear, concise and easily communicable message without becoming bogged down in the minutia of policy. Chances are your citizen advocates are not as wonky as the average beltway insider, and your messaging must take that into account.
- **Efficient targeting:** Focus your efforts on the coveted center - those moderate and undecided decision-makers that will ultimately determine the fate of your issue. Yes, there are some occasions when your citizen advocates need to support decision-makers on your side to steel their resolve (just ask any Wisconsinite), but you will get the most bang for your advocacy buck by focusing on those that have not rendered a final opinion on the matter.
- **Balance quality and quantity:** As with much in life, the quality of the contact can often be more important than the quantity. If time allows, it is often more fruitful to focus on high quality, personal contacts rather than a mass influx of uninformed callers spouting talking points. Find your supporters that have ties to their legislators, have strong reputations in the community, can speak with authority and can clearly articulate your position. While there are many occasions that require mobilizing the masses, it is still important to ensure they understand your message and can capably communicate it to their legislator.
- **Localize the impact:** We all know Speaker Tip O'Neill's famous maxim that all politics is local. That is as true today as when he first uttered those words. Grassroots advocates must frame their effort in terms of local impact; such as the effect a legislator's vote will have on the district. Localizing the narrative mitigates the fleeting concerns of national politics and will result in a more favorable response from the decision-maker.
- **Cultivate a sense of urgency:** Even if you are organizing around an issue that hasn't yet been placed on the docket, you should convey a sense of urgency to your constituents. Instilling in your supporters the importance of quick action will make it much easier to mobilize them and achieve positive results than if you encourage them to take action at some point down the road. Keep in front of the issue and ensure your supporters are well-informed of the process unfolding. When you call on them to act, ask them to do so immediately. The more urgent your call to arms, the more likely your supporters will act on the issue.



These are a few of the fundamentals of successful grassroots advocacy. There may not be a universally applicable strategy for grassroots success, but these basic tenets of organizing will go a long way in helping you achieve optimal results in your citizen advocacy endeavors. If you encounter difficulty along the way or need guidance implementing these principles, we're here to help! With over thirteen years of successfully implementing citizen advocacy programs, Executive Communications has the experience, commitment and knowledge to help grow your grassroots and improve your chances of success. [Contact us](#) today for more information!

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Case Study: Energy Trade Association

Success story: Mobilize key stakeholders of energy sector companies to support the trade association position on specific legislation regarding energy and environmental issues.

23
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Client: A national trade association representing companies in the energy sector, with 31 state and regional affiliates and an annual operating budget between under \$10 million.

Challenge: Identify and recruit key stakeholders of member companies to advocate the association's stance on specific legislation in the 111th Congress. Encourage respondents to oppose Senate bill S.1733, the *Clean Energy Jobs and American Power Act*. Mobilize support for S.3663, the *Clean Energy Jobs and Oil Company Accountability Act of 2010*.



Solution: A targeted, multi-state telephone campaign to identify and recruit key stakeholders in member companies to advance the association's position. Those respondents supportive of the association's position were provided background information on the legislation at hand, contact information for their elected officials, and key talking points to draft faxes and emails to their legislators supporting the association's position.

Tactics: Our professional communications associates contacted member companies of a national trade association to discuss the specifics of pending legislation in the 111th Congress and encourage them to mobilize in support or opposition. Associates spoke with managers, owners and executives of member companies to inform them of pending legislation and determine their degree of support for the association's position. Respondents that agreed with the association's position received talking points and contact information for the elected officials immediately upon conclusion of the call to convey their opinion on the legislation at hand and encouraged to fax or email their elected officials in support of the association's position, as well as submit a copy to our resource center for internal tracking. Associates followed up with respondents via telephone to confirm participation and ensure they provided a copy to us for internal tracking. Upon completion of the project, returned correspondence were digitized and provided to the client via compact disc, sorted by legislative district.

Results: Speaking with supporters in seventeen states, our associates identified 1,204 leaders in member companies that supported the association's position on S.1733. Of those, 763 submitted comments to their elected officials via fax and email through our outreach effort, while 75 had already acted independently, garnering 69.6% participation for the campaign. While the companion legislation had already passed the House of Representatives by a seven-vote margin, the legislation ultimately sputtered in the Senate. Respondent outreach to their Senators helped the legislation advance through mark up in the Environment and Public Works Committee, but the legislation never received an up-or-down vote in the Senate.

Associates contacted 885 member companies in fourteen states to mobilize in opposition of S.3663. Ultimately 657 respondents took action in accordance with the association's position, a 74.2% success rate. As a result of their efforts, the legislation did not advance beyond a second reading in the Senate, languishing without so much as a committee hearing or mark up.

Throughout both efforts, associates obtained updated contact information for the association, providing them with more accurate and actionable member data for future efforts. Associates telephoned members following their agreement to participate and, in so doing, reinforced the association's image in their minds and strengthened the association's relationship with member companies.

Click [here](#) if you are interested in learning how the professional staff at Executive Communications can achieve similar results.

WRITING SAMPLES

Miami Univeristy - History Capstone Op-Ed (2005)

Copywriting

When Franklin Delano Roosevelt spearheaded the creation of the Social Security Administration, he never wanted nor believed the program would be permanent. Alas, here we are. Nearly seventy years after Roosevelt signed the Social Security Act into law, we are faced with a flawed system spiraling towards failure. While President Bush's privatization plan has failed – not only in the halls of Congress but also in the court of public opinion – the problem remains.

I am a passionate believer in democracy and liberty – concepts which form the foundation of our political system. No truly democratic process could allow the government to dictate how I should plan for retirement. There is no liberty in signing over a chunk of your paycheck so Congress can spend beyond their annual budget.

Former Vice President Al Gore always spoke of a “social security lock box,” his way of assuring American citizens that their social security was safe from legislative pillaging. Apparently, Mr. Gore failed in his role as protectorate of the social security fund, because far too many legislators have the combination to open the “lock box.” Making the situation even more ironic, these same legislators campaign on promises of protecting social security. Members of Congress must realize that they cannot protect and pillage a system at the same time. Perhaps they could seriously debate social security reform or, dare I mention it, abolishment.

Personally, I would prefer to trust my hard-earned money to an experienced financial analyst rather than 535 pork-hungry legislators who seek only to please their constituents through the next election cycle. As Ronald Reagan once said, “The best minds are not in government. If any were, businesses would hire them away.” That's the beauty of our capitalist democracy – you are free to choose from several competitors. I am not an economist, so I won't even attempt to explain the benefits of competition beyond the fact that it keeps prices low and consumer benefits high. A citizen can shop around for the perfect retirement plan and choose from hundreds of options with different advantages and benefits. The federal government too frequently chooses the path of least resistance – not exactly the mindset I want in charge of my retirement.

I am twenty-three, working to establish a comfortable living for my family, and paying taxes into a retirement system that I have absolutely no guarantee will exist in thirty years. Granted, every politician has promised social security benefits will never end, but they are only accountable so long as they are in office and, even then, only through the electoral process. If I could invest my social security taxes myself, I would earn nearly a million dollars by the time I retire. Needless to say, I don't have much faith that the federal government will be able match such a high yield.

Social security will only become more problematic as years pass. With baby-boomers hitting retirement age, the system is on the verge of collapse. The number of tax-paying workers needed to support one social security recipient grows with each passing year. The number of benefits checks being issued increases with every new wave of baby-boomer retirees. Something must be done to avoid catastrophe.

Unless another viable option comes forward, I feel privatization should be reconsidered. While I would wholeheartedly support a complete abolition of the social security program, I am also a pragmatist. I understand there are those who truly need the program to get by – my grandmother, for example. I do not want to cancel her benefits or even scale them back but, rather, I support phasing the program out. Privatization would allow those of us in the twenty-something crowd to invest a portion of our taxes privately, so we would not need social security come retirement. The remainder of our taxes would support those currently receiving social security, so they do not lose out. We might even try something new for a change – perhaps saving the social security taxes collected or, even more radical, investing them in accounts that will actually return a high yield. I'm going to suggest the government subcontracts that job to a private business.

The bottom line is that we must do something about social security while we can, otherwise no one will receive its benefits. If the program defaults, seniors currently collecting social security checks will lose all of their benefits, and those of us who have paid into the system throughout our working lives will have never received any of our hard-earned money. Congress must quit pillaging the social security fund, debate substantive social security reform, and take action to avert a collapse of the system. Most of all, they must ignore such vociferous special interest groups as the AARP when deciding the future of social security. Hopefully, they'll realize that allowing Americans to invest their own income in their own retirement is the epitome of what this nation stands for – freedom, democracy and liberty. When thinking about your retirement, remember what President Reagan famously intoned: “The nine most terrifying words in the English language are, ‘I'm from the government, and I'm here to help.’”