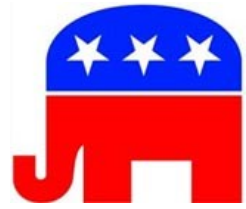


# Republicans of River City



Chartered by the California Congress of Republicans

If you have not paid your 2013 year dues, please complete the form on page 4 and bring a check.

## REPUBLICANS OF RIVER CITY WELCOME TAB BERG

FOUNDER AND PRESIDENT OF TABCOMMUNICATIONS, INC. TO SPEAK ON  
November 20, 2012 at Mimi's Restaurant, located at:  
2029 Alta Arden Way  
Sacramento, 95825

The social hour starts at 6:30 PM and the general meeting starts at 7:15 PM.

## REPUBLICANS OF RIVER CITY WELCOME TAB BERG

By Carl Burton

We welcome Tab Berg, founder and president of TABcommunications, inc., who will discuss the recent election campaign and will answer your questions about the results. Come prepared to ask who, what, when, why and how the Republican Party ended

where it is in senatorial, congressional and legislative races; Tab specializes in down ticket races and will discuss the "Republican Bench" and the future of the party.

T.A. Berg is the founder and president of TABcommunications, inc., where he has managed or directed numerous successful and award-winning political and public relations campaigns. Prior to founding TABcommunications in 2001, Tab served as Political Director for a major political PR firm and Chief-of-Staff for two California Legislators. His responsibilities ranged from consulting to media, fundraising and research - or when needed, rolling up his sleeves to organize GOTV or burn shoe leather walking precincts. TABcommunications has won over 91% of the campaigns they have run since 2001 - directing a wide range of efforts from Congressional and legislative races to major municipal elections and Independent Expenditure (IE)

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**SAVE THE DATE  
OUR CHRISTMAS  
PARTY IS ON  
DECEMBER 6**

## WORDS OF WISDOM

By Robert Evans

New Mexico Gov. Susana Martinez: Comments like Romney's set "us back as a party."

New Mexico Gov. Susana Martinez a Republican governor of Mexican descent who won all  
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**TAB BERG**

campaigns. He has won 91% of races he managed or directed. Tab has also managed successful PR efforts ranging from a comprehensive "Flood Ed" public education/media campaign to communications for a large non-profit organization and a city voter education project. He served as Chief-of-Staff to two State Legislators - Nao Takasugi and Tricia Hunter, where he was responsible for legislation, media relations, staff management and community outreach - he even helped found the Ventura County Red Team, an "economic strike team" which saved or created more than 3500 local jobs and generated local, state and national media coverage. He also managed political activities including fundraising and grassroots. Tab lectures extensively on campaigns and political strategy including programs for Campaigns & Elections Magazine, The Public Affairs Institute and Northern California Lincoln Club's Anatomy of a Campaign. He has published in numerous editorials for dailies including the San Francisco Chronicle, San Diego Union Tribune, Sacramento Bee, Silicon Valley & Sacramento Business Journals, and the North County Times; and is a contributing author for the conservative political blog FlashReport. Tab has been honored for his business and civic involvement, including several Pollie awards; Friend of Business from the Ventura County Business Alliance; and Champion of Children from FamiliesFirst. He was also named one of the Outstanding Young Men of America. He is a graduate of Leadership-Sacramento and sits on the executive board of the Rancho Dominguez Alumni Association. He has earned degrees in Business, Public Administration and Political Science, from Fort Lewis College, San Diego Mesa, and California State University-Dominguez Hills, receiving numerous honors, including selection as Outstanding Student Legislator. In addition to political, PR and public policy experience, Tab has extensive business and management skills developed running a restaurant group in Rockford, Illinois and as a Executive Fellow for a major airline at Los Angeles International Airport. He is also a licensed Specialty SCUBA diver, whitewater River Guide and professional MMA fighter. Tab and his wife Elizabeth have been married for 15 years and have twin daughters, Melissa and Victoria.

**WORDS**

but four counties in a Democratic state, Martinez said "Republicans need to stop making assumptions, and they need to start talking to younger people, people of color, and ask them—not talk to them—ask them, 'What is it that we can do better? How do we earn your vote? How do we earn the ability for you to see that we can be the party that will make your life better and that of your children?' But we can't be the ones that come and tell them how things are going to be and how we have all the solutions."

President Barack Obama in 2012 expanded his lead among Hispanic, black, Asian and women voters, according to exit polling, leaving many Republicans wondering what they need to do to adapt to the nation's rapidly shifting demographics.

Martinez said Mitt Romney writing off 47 percent of the electorate as inevitable Obama voters was "ridiculous. That unfortunately is what sets us back as a party, our comments that are not thought through carefully. We need to embrace them not just at election time. We should not visit them when we need their vote and then walk away; and then four years go by and we go visit them again. We have to make them part of the solution, and the way you do that is by listening to them and then making that part of 'How do we do this together to make our lives all better?' And then once you've done it, you tell them we did it together."

New Mexico registration: Democratic 47%, Republican 32%, Decline to State 18%, Other 3%.

Governor Martinez was elected with 53%.

**THOUGHTS ON THE 2012 ELECTION**

**By Carl Burton**

The California Republican Party did not lose an election on Nov. 6; we were massacred, squashed and slaughtered.

I have been sifting through the carnage trying to find: What went wrong. How could moon bean (Gov. Brown) engineer a total defeat of our Republican candidates for the state legislature?

When I attend a number of Hispanic and Asian events this year I notice Democrat candidates were out in force but I saw Republican candidates or their staff only once or twice put in an appearance.

When I would raise the issue with Republican campaigns of why they or their staff were not present the answers I got was we didn't know about the event or we don't attend because we can't get any votes there. In my opinion, if our GOP candidates had attended all these events, they would they have cut into the vote Democrats received from the Asian and Hispanic communities.

For a number of years I would tell the statewide Republican leadership that we needed to use new communication tools to register voters. We should not turn our back on having registration tables at community events, shopping malls or standing in front of storefronts but we also need to develop a means to register voters using the internet and smart-phones. All this time the Democrats were using programs like "Rock the Vote" while Republicans are relying on volunteers or paid signature gatherers.

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**THOUGHTS**

The California state legislature allowed the Secretary of State's office to develop a way of using everyone with a drivers license signature and access to the Internet to register to voter. Gov. Brown speaking on college campus and other events that attract large number of your people got them to use this new system to register. In the last few days of the 2012 campaign more than 38,000 new voters registered in Sacramento County and about 75% percent of these registered as Democrats. Statewide over 500,000 voters used the new system to register to vote in the few weeks the system was available. Is it any wonder we lost?

The Republican Party in 1856 ran on the slogan of Free Soil, Free Labor, Free Speech, Free Men, and Fremont and in 1860 with Lincoln running for President Republicans won. This was a clean message to end slavery and to help men be free.

I believe in the Lincoln, Goldwater and Reagan Republican Party that stands for smaller government, individual freedom, lower taxes and a strong national defense.

The image of the Republican Party today is one that rejects wom-

en, Hispanics, blacks, gays and young people.

Who, in the 21st century, really thinks abortion will be outlawed? Only Republicans nominees who think such things as "legitimate rape" exist or that pregnancy from rape just may be "God's will." The Republican Party needs to run away from candidates who hold such views. Yes, object to abortion. Yes, work to make it rare. But move on: Abortion is here to stay.

Gay marriage is another big who cares. America in 2012 has enormous problems. Is this really an issue that matters to anyone? The Republican Party is on the wrong side of individual liberty on this issue. President Obama was able to gain millions of young voters by his tolerance on this issue.

The Dream Act introduced in Congress in 2001 by Republican Senator Orrin Hatch would have provide permanent residency to certain undocumented residents (mostly Hispanics or Asians) who graduate from U.S. high schools, arrived in the United States as minors, and lived in the country continuously for at least five years prior to the bill's enactment but only if they complete two years in the military or two years at a four-year institution of higher learning.

We can't sell the Republican Party candidates to the voters if we continue to press the notion that its biggest difference with Democrats is that it will fight to outlaw abortion, gay marriage and the American Dream Act.

It's as simple as that.



**WORDS OF WISDOM**

From Jay Leno:

There are now reports that President Obama will name Massachusetts Senator John Kerry to be the next secretary of defense. Apparently this is part of America's new defense strategy to bore our enemies to death.

**MONEY ISN'T EVERYTHING**

Molly Munger and her half-brother Charlie Munger Jr., have together spent \$55 million in a campaign to defeat Gov. Jerry Brown's proposition 30 tax hike. Charlie Jr., donated \$22 million to a PAC to defeat Proposition 30. Molly spent \$33 million to back her proposition 38 alternative.

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Editor: Carl Burton  
Telephone 359-5741

# WELFARE

By Robert Evans

Taxpayers last year spent \$1 trillion on welfare programs for households below the poverty line of \$23,000. This is enough money to give each of these households nearly \$60,000.

According to a report from Sen. Jeff Sessions of Alabama and the Senate Budget Committee's Republican staff, the federal government spent \$746 billion on welfare in the 2011 fiscal year, and states paid out \$254 billion in matching funds.

The federal total was up from \$563 billion in fiscal year 2008 and up from \$692 billion in fiscal 2009.

The federal welfare spending cited in the report does not include programs such as Medicare and Social Security, which are not means-tested and directed toward lower-income Americans or programs for veterans.

The Congressional Research Service reported that federal spending on health benefits for people with low income totaled \$339 billion in fiscal 2011, with \$295 billion spent on Medicaid. The second largest category, Cash Aid, totaled \$145 billion.

Federal welfare included \$101 billion for food assistance, including \$80 billion for the Supplemental Nutrition Assistance Program (food stamps). That's double what was spent in 2008. The total also includes \$2 billion for Nutritional

Assistance for Puerto Rico.

Taxpayers also provided \$41.4 billion on Pell Grants, \$46 billion on Housing and Development, \$7.5 billion on Head Start, and \$5 billion on Energy Assistance.

According to the Census Bureau, last year 16.8 million U.S. households were below the poverty line of \$23,000 per year for a family of four. If all households received an equal share of the \$1 trillion in welfare spending, they would each get \$59,523. And if only the federal share of welfare spending is considered, without state matching funds, each low-income household would still receive \$44,404 — nearly double the federal poverty line of \$23,000.



## MEMBERSHIP APPLICATION

Your membership in Republicans of River City provides you a monthly newsletter, speakers, and an outstanding opportunity to meet your elected officials and California's finest political strategists. River City is also a great way to network and make new friends.

I am a registered Republican and would like to join Republicans of River City.

Name \_\_\_\_\_

Spouse \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Occupation \_\_\_\_\_

Home Phone \_\_\_\_\_ Work Phone \_\_\_\_\_

E-Mail: \_\_\_\_\_

Yearly Membership:

\_\_\_\_\_ Regular Membership: enclosed is my check for \$25 (Young Professionals 18-25 \$15 per person)

\_\_\_\_\_ Couples Membership: enclosed is our check for \$40

Signature \_\_\_\_\_

Date \_\_\_\_\_

Mail check to: **Republicans of River City**  
P. O. Box 1776,  
Carmichael, CA 95609-1776