

FL-18 Campaign Overview

APRIL 8, 2016



DISTRICT SUMMARY

THE CANDIDATES

Randy Perkins (D)

Randy Perkins is the owner and CEO of AshBritt. In 1992, Hurricane Andrew hit South Florida with Category 5 winds, uprooting lives, leaving many families displaced, and causing catastrophic damage. To meet these critical needs, Randy's company expanded to include cleanup of damaged communities devastated by the storm. He called the company AshBritt, named for his two eldest daughters: Ashley and Brittany.

Today, AshBritt is one of the nation's leading disaster recovery companies, chosen by the United States Army Corp of Engineers as a partner to provide disaster response and recovery in Florida and around the country. AshBritt has executed more than 200 disaster recovery missions and multiple special environmental projects – serving hundreds of clients in Florida and across the country, and helping American communities recover so they can rebuild following disaster.

Jonathan Chane (D)

Jonathan is a father, community leader, and an advocate for people in South Florida. In addition to his work as an attorney at Domnick Cunningham & Whalen, Jonathan's commitment and passion has been grounded in community service. He is president of the Board of Trustees of Temple Judea in Palm Beach Gardens and is active in the ARC of Palm Beach County and the Jewish Federation of Palm Beach County. He also volunteers his time providing pro bono representation to children and young adults who are aging out of the Palm Beach County foster care program and Holocaust ghetto survivors obtaining reparations from the German government. Jonathan and his wife, Christina, live in North Palm Beach with their three children

Brian Mast (R)

Brian Mast was raised in the middle class home of James Mast and Timoxena Trujillo in Western Michigan. Brian's parents instilled in him the necessary work ethic and deeply rooted American values that brought him success during his career in the U.S. military.

Brian's father first served in the armed forces during the Korean War as a soldier in the U.S. Army, as did his uncles, all who served their country in different branches of the U.S. military.

After graduating from South Christian High School in 1999, Mast followed in his father's footsteps and enlisted in the military, where for over 12 years, Brian Mast served our country as a soldier in the U.S. Army. Brian's service also included the honor of serving under the elite Joint Special Operations Command (JSOC) as a bomb disposal expert. Being a bomb technician in this high level of special operations came with the responsibility of protecting his fellow soldiers from the war's most deadly enemy, the improvised explosive device (IED). For Mast this meant putting himself directly in the line of fire without the use of bomb suits or robots.

While he was able to detect and destroy most of these IED's, the very last IED Mast found resulted in him sustaining catastrophic injuries, which included the loss of both his legs. As a result of his service and sacrifice to our country, Mast was awarded medals for Valor, Merit, and Sacrifice, to include The Bronze Star Medal, The Army Commendation Medal for Valor, The Purple Heart Medal, and The Defense Meritorious Service Medal.

Mark Freeman (R)

Dr. Mark Freeman went to the University of Massachusetts in Amherst and graduated Phi Beta Kappa. After that, he went to Boston University Medical School and graduated in five years. He spent several years as an Emergency Room Doctor before moving to Florida and becoming a Primary Care Physician at Family Medicine Center in Boynton Beach, Florida. Today, he owns and run five Humana Medicare Advantage Centers and an Urgent Care Center. A self funder, he has over 1 million in COH

Rebecca Negron (R)

Republican Rebecca Negron is a Martin County school board member and the wife of powerful State Sen. Joe Negron. She has “raised” the most money and is second in cash on hand on the republican side with over \$300,000

Carl J. Domino (R)

Carl Domino is a former member of the Florida House of Representatives, representing the 83rd district from 2002-2010. Domino is a former officer in the U.S. Navy. He began his career as an investment manager in 1972. He started Carl Domino Associates in 1987, which was renamed Northern Trust Value Investors (NTVI) in 2000. Domino serves as president of NTVI, which has \$3.5 billion of assets under management.

Rick Kozell (R)

Rick is a law and business attorney in West Palm Beach. Rick left the private practice of law to serve as Counsel to the Republican member in one of our nation’s administrative courts. In that role, he counseled the Commissioner in cases involving excessive federal regulation of small businesses. He has under 250,000 COH

Noelle Nikpour (R)

Noelle Nikpour, an Arkansas-based Republican fundraiser and FOX News Commentator.

THE DISTRICT

FL-18 is located on the southeastern coast of Florida. It contains the entirety of Martin and St. Lucie and part of Palm Beach County). The largest city in the district is Port St. Lucie making up 25.6% of the registered voters. Other cities making up more than 10% of the districts registered voters include Fort Pierce 11%, Jupiter 11%, West Palm Beach 11%, and Stuart 10%.

FL-18 is mostly White, but does have a sizable African American population making up 11.1% of voting age population. This population is primarily located in the Fort Pierce area. The district’s Hispanic community is densest in the north to south corridor from Port St. Lucie up to Fort Pierce and makes up 8.9% of the voting age population. The district is older than most with 22.9% of its population over the age of 65. These retirees tend to be more densely concentrated in southern Palm Beach County area of the district.

West Palm Beach Media Market

The district is covered entirely by relatively cheap the West Palm Beach – Fort Pierce media market which has a cost per point of \$180 for candidates and \$216 for issue campaigns.

George Bennett of the Palm Beach is the major political reporter in the area. TCPalm and Florida Politics and the Saint Petersburg Blog also cover this race.

OTHER BALLOT ACTIVITY POL

Patrick Murphy's senate campaign is likely to have turnout activities here since it is his home district.

THE CAMPAIGN TEAM POL

- Media: AL Media or Ralston Lapp (Pitches are happening on 4/11)
- Mail: Mission Control
- Polling: GQR
- Online/Digital:
- Self-research:

RETREAT SCHEDULE POL

- Mid may

LOCAL CONTACTS POL

Josh Wolf, Patrick Murphy for Senate Campaign Manager

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MEDIA PLANS POL

The campaign is currently in the process of bringing on a new media consultant. The previous consultants had pitched them on going up in the primary during the first week of June to lay bio in 60 sec ad's and then staying up through the General Election. The high end primary tv budget was a \$1.3 million proposal and the high end general election tv budget was \$2.6 million.

POLLING TIMELINE POL

July track (primary)

August track (Primary)

July/August (general poll+possible groups)

Sept general track (possibly 2)

October general track (again, possibly 2)

MAIL PLANS POL

The primary mail plan is saved in the FL-18 district by district folder in the mail section, they are likely to use schedule B. They are likely to fund mail at a similar level in the general election.

MESSAGE AND VULNERABILITIES

MESSAGE SUMMARY

Topline:

Father of 3 daughters - **Randy Perkins** is problems-solving successful business owner, whose rags to riches story, personifies the American Dream. His success in business, straight-forward style and sincere desire to create an environment where others can succeed, is what voters on the Treasure Coast want in a leader.

Republicans: With 7 candidates, the FL-18 republican primary mirrors the national republican presidential field. There are numerous candidates, who are each running to be the most extreme candidate in this moderate district.

Overview:

Randy Perkins has always worked hard, since he got his first job cleaning farm stables at age 10. A decade later, Randy and his wife Saily had their first daughter, and Randy left college to get a job and support the family. While working all night unloading trucks, Randy used his days to start a one-person landscaping business – and with the help of small business loans, access to credit and a lot of hard work, he grew it into a large regional landscaping company in South Florida.

Randy Perkins's unique biography, strong financial capacity, and statewide network catapult him to the top tier of candidates to succeed Patrick Murphy. Perkins's resources combined with an inexpensive media market in West Palm Beach, means he will be able to effectively communicate his message across all mediums for a very long time.

In the year of outsiders, Perkins will be able to communicate his "rags to riches" story and background as successful small business owner and family man. Perkins has spent his career being a problem solving businessman and his contribution and work history show his willingness to work with Democrats and Republicans to bridge the partisan divide in Congress.

VULNERABILITIES (SELF) RESEARCH

Perkins (Primary)

- Randy Perkins has donated \$1.6 million to Republicans, including Rick Scott, Rick Perry, and Mitt Romney, and he raised money for John McCain
- Perkins only registered as a Democrat shortly before deciding to run for office
- Perkins' foundation, 4 Girls Foundation, has donated money to Heartbeat of Miami and Respect Life Ministry, two Florida organizations that operate crisis pregnancy centers that encourage pregnant women not to get abortions

Perkins (General)

- Randy Perkins' company, Ashbritt, has a history of donating to politicians and winning bids, despite charging the highest rate for its work and being accused of doing substandard work
- Perkins' company, Ashbritt, was awarded a \$25 million contract in Broward County, but audits show that the company cheated the school board in Broward County out of nearly \$800,000 dollars
- Ashbritt accused of doing poor quality work on a profitable \$500 million contract to clean up after Hurricane Katrina
- Perkins has been sued by contractors for non-payment

Chane

- When the housing crisis hit Florida in 2008, Chane made money as a foreclosure attorney for 13 different banks where he sued dozens of Palm Beach residents, forcing them out of their homes
- As an attorney, Chane defended a big tobacco company that was found guilty of lying to Florida families about the dangers of smoking, and Chane fought to keep the victims from getting money they had been awarded by the courts in previous lawsuits

PRESS HITS (2016 CYCLE) RESEARCH

Marc Freeman

- Freeman [accepted a \\$200,000 check](#) from a single individual which he was forced to return because he did not know it was a violation of federal rules

- Has pledged to spend at least [\\$1 million](#) of his own money in race
- [Supported flat tax](#)
- [Said gay marriage is a sign we are going in the wrong direction](#)
- [Supported a wall between the U.S. and Mexico, but logistics of moving 11 million out of country a “non starter”](#)
- [Said “no able-bodied person should be receiving government dough.”](#)

Carl Domino

- [Supported “modified” flat tax](#)

Brian Mast

- [Supported Fair Tax](#)
- [Said Supreme Court did a disservice on King v. Burwell](#)
- [Signed ATR Pledge](#)

Rick Kozell

- [Supported flat tax](#)
- [When asked if he would vote to raise debt limit, said he did not agree with “premise” of question](#)
- [Said government should not support Planned Parenthood](#)
- [Said if gun ownership had been widespread in Europe’s Hitler, power wouldn’t have spread so quickly](#)
- Conservative blog Shark Tank [claimed](#) that Kozell spread rumors stating Brian Mast was “only running on his legs” which is why he often wore shorts to “exploit” his prosthetic legs

Rebecca Negron

- [Indicated support for a Fair Tax](#) but failed to state if plan would be revenue neutral
- [Supported getting rid of the Department of Education](#)
- [Said she would not vote to raise debt limit](#)

Noelle Nikpour

- [Defended climate change deniers](#)

UNLANDED HITS **RESEARCH**

OTHER TOP HITS **RESEARCH**

Domino (from 2014)

- Received almost \$10,000 in gifts in state legislature, spent almost \$87,000 in taxpayer funded travel, voted to raise his pay three times, and overspent office budget 24 times
- Insisted lobbying rules were [“just bleeding us representatives to death”](#)
- Investment firm shut down by state for failing to pay taxes and Domino sued for allegedly trying to steal confidential information

TRACKING FOOTAGE **RESEARCH**

- Mast [Video](#): “Agreed With Donald Trump’s Plan For The VA” (Chyron – Mast: Agrees With Trump In The Macro Sense)

STRENGTHS AND WEAKNESSES POL

Strengths: Randy has the perfect profile for this district and his willingness to self-fund means that he will likely have the resources necessary to win what will be an expensive race if outside groups get involved for the Republicans.

Weaknesses: Randy has some big vulnerability given his business dealings. His campaign has also displayed a tendency to spend wastefully and to make sometimes erratic decisions. If his republican opponent is Mast he will be vulnerable to character attacks and will likely see a lot of outside spending. Randy has indicated that he won't put more than \$5 million into his campaign.

HISTORICAL CONCERNS **POL**

FUNDRAISING **CANDIDATE FUNDRAISING**

DEMOCRAT	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016
Goal					
Actual Raised					
<i>Difference</i>					

REPUBLICAN	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016
Actual Raised					
COH					