



# CALPEEK

## CALIFORNIA POLITICAL WEEK

P.O. BOX 1468, BEVERLY HILLS, CA 90213 (310)659-0205 FAX(310)657-4340  
Dick Rosengarten, Publisher Website: [www.Calpeek.org](http://www.Calpeek.org)

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**CALPEEK** will be on vacation from Nov. 15<sup>th</sup> to Nov. 29<sup>th</sup>. Our final newsletter of 2010 will be dated Dec. 6<sup>th</sup>. We will again have our *Who's Hot and Who's Not* column. And if you owe us money for a renewal or subscription, please send it in. Here's wishing all our readers a very happy Thanksgiving holiday...

### **CAMPAIGN 2010: CALPEEK'S WINNERS & LOSERS**

Editor's note: It's time once again for one of your favorite columns: *Calpeek's Winners & Losers*. There is nothing objective about this column: pure commentary only. Sit back, relax, smile or weep...

☒ **The Big Winner** – Governor-elect Jerry Brown started so slow that many pundits thought Meg Whitman might win. He may have started slow, but he finished fast and strong. And Brown proved that you don't need the most money, just enough to win. Brown got 1 million more votes than Whitman...

☒ **Best Overall Campaign** – U.S. Sen. Barbara Boxer(D) is always underrated by the Republicans and yet she keeps on winning. Her GOP opponent in 2010 was former HP CEO Carly Fiorina who was a formidable opponent and ran a good campaign. But the GOP *tsunami* was stopped at the Colorado border plus Fiorina's message just didn't click with voters...

☒ **Best Post-Election One Liner** – Bob Mulholland comparing the Demo blowout of the Calif. GOP to the World Series: "If the S.F. Giants had only 8 players on the field in the World Series, they could not have won. In Calif., the Republicans are the 8-player team due to the registration edge of Democrats..."

☒ **Incredible Political Clout** – Hispanic voters in Calif., Colorado and Nevada provided the winning margins for Brown, Boxer, Colorado U.S. Sen. Michael Bennet and Senate Majority Leader Harry Reid in Nevada...

☒ **Worst Nat'l Strategy Award** – To President Barack Obama who forgot the number one lesson in politics: *protect your members*. Calif. Demo House members Berman, Waxman, Miller and Filner will lose their chairmanships and Nancy Pelosi is OUT as House Speaker...

☒ **All Hat, No Cattle** – The award is given to former GOP Assembly Leader Martin Garrick who failed to recapture any Demo held seats and lost the 5<sup>th</sup> Assembly District because his

candidate didn't fit the district. Assemblywoman Connie Conway ousted Garrick. Not a big shock...

☒ **Best Negative TV Award** – To Boxer's media team of GMMB and ArmourMedia for the tv spots about Fiorina sending 30,000 HP jobs to Asia. It was true and it was a real killer...

☒ **Not Ready for Prime Time** – *Government experience* counts with voters. Neither Whitman nor Fiorina ever held elective office before they ran in Calif. Voters didn't want another Arnold Schwarzenegger...

☒ **An End to Delayed Budgets** – Calif. voters approved Prop. 25 for a Majority Vote Budget. Nice win for Kaufman Campaigns and Gale's YES on 25 team. Despite big opposition from business, this was the #1 winning public policy issue on the ballot...

☒ **Green & Clean Winner** – Prop. 23. The positive & negative tv ads by Winner Wagner & Mandabach Campaigns were excellent and the ads gave a new coat of black paint to the oil companies...

☒ **Big Win, Small Budget** – The campaign team for the NO on Prop. 19 side. The Wayne Johnson Agency (radio, no money for tv) and Acosta/Salazar on earned media & coalition building...

☒ **Calif.'s Big Loser** – It's Chair Ron Nehring and the Calif. Republican Party. All of the CRP's statewide candidates (maybe AG candidate Steve Cooley will ultimately win) lost. Nehring issued a upbeat letter to CRP supporters, but he put the emphasis on the national results – not Calif. The GOP message and brand isn't flying in Calif. Stay tuned...

### **CAMPAIGN 2010: FINAL UPDATE AND ANALYSIS.**

Editor's note: *Calpeek* received lots of good emails about the just concluded 2010 general election which helped *Calpeek* prepare this final analysis. We also looked through many blogs and websites, fishing out catchy one-liners about the candidates. Here is *Calpeek's* final update, analysis and commentary, with results through November 9<sup>th</sup>...

☐ **Governor's Contest** – Most of the good zingers were about GOP candidate Meg Whitman. Media consultant Dan Blackburn wrote an email about Whitman's tv, "Their best introduction spot did not appear until the end of the campaign." An-

other Whitman bashing came from ex Calif. Republican Party chair Michael Schroeder, who described Whitman as “*Schwarzenegger in a skirt*.” Conservative GOPers only tolerated EMeg because she was running against Jerry Brown...

...And finally, Sacto BEE columnist Dan Walters really ripped Whitman's lead consultant Mike Murphy. Murphy on NBC's *Meet the Press* complained about the huge amount of money the public employee unions spent for Brown and against EMeg. But Walters reminded his readers that Murphy had an *unlimited budget*. “But he (Murphy) either gave his client very bad advice – such as concealing her bombshell of hiring and then firing an illegal immigrant housekeeper – or gave her good advice that she ignored.” ...

...We don't know yet the exact cost of the entire campaign, but we think it's about \$165 million dollars, with Whitman contributing at least \$140 million dollars of her own. There will never be another candidate spending that kind of money in Calif. unless Whitman decides to run again in 2014!!!

❑ **Why Did the Republicans Get Mashed in Calif.?** The S.F. Chron's John Wildermuth and Joe Garofoli did a story about this very subject. They interviewed former CRP Chair Duf Sundheim and he simply said, “I don't have an answer.” *Calpeek's* response to Duf Sundheim is this: there are 2.3 million more Demos in Calif. than Republicans AND the Republican brand (what it stands for) is old and doesn't fit in Calif. like it did 30 years ago...

...The Sacramento BEE's Nov. 5<sup>th</sup> editorial had this headline: **Why didn't GOP wave wash into the Golden State?** In the 5<sup>th</sup> paragraph the editorial gets to the meat. “When a party's leaders stake out positions opposing gay rights, gutting environmental laws, deporting housekeepers and cutting taxes for the wealthy, they alienate independents and crossover Democrats. When they enforce rigid no-tax pledges and ostracize Republicans who are more open-minded, they miss chances to elect moderate GOP talents, such as Roger Niello and Abel Maldonado.”...

❑ **Voter Turnout – Calpeek** and the Field Poll predicted **55%**. As *Calpeek* hit deadline the turnout was up to 53.3%. There are still some 1 million uncounted provisional and absentee ballots. L.A. Co. has 322,000 uncounted, Orange has 84,005 uncounted and San Diego has 80,000 uncounted. These registrars just don't have the resources to add more help during election time. *Calpeek's solution*: go to ALL MAIL ballot elections...

❑ **Election Computer SNAFU at Sec. of State's Office** – It seems every election there are more and more computer problems at the Sec. of State's office. They finally got everything up, but Calif. is where Silicon Valley is located – NOT Mississippi!!!

❑ **The Attorney General's Race** – The counting continues, but it is now shifting back in favor of L.A. Co. DA Steve Cooley over S.F. Co. DA Kamala Harris. Prior to our deadline it was Cooley with a 19,357 lead over Harris. Believe it or not, Harris

was leading in L.A. County, Cooley's home base. Stay tuned...

### **CAMPAIGN 2010: PELOSI SEEKS MINORITY LEADER'S JOB. McNERNEY & COSTA RACES CLOSE.**

Editor's note: Most of the political dust has settled and *Calpeek* is waiting to see how the GOP Calif. delegation is doing in battles for leadership posts and chairmanships. Here's our analysis and update...

...In the U.S. Senate, Democrats will be in the majority with 51 Demo seats and two independent seats (Lieberman & Sanders). The GOP will have 47 seats at the end of the day. It will either be Joe Miller, a Tea Party Goper backed by Sarah Palin or U.S. Sen. Lisa Murkowski, the incumbent who was ambushed by Palin in the primary. Murkowski is running a write-in campaign and news media accounts say she might just pull this off. In case you have not heard, there is a very public fight between Palin and Karl Rove...

### **U.S. House Update**

...All *Calpeek* readers are very much aware of the beating the Demos took in the U.S. House. The most current lineup is 239(R) vs. 188(D) with 7 undecided. There are two undecided House races in Calif.: the 11<sup>th</sup> CD where incumbent Jerry McNerney holds a 1,685 vote lead over GOP candidate David Harmer; and the 20<sup>th</sup> CD where Jim Costa has battled back from a deficit to pull ahead by 1,318 votes over Andy Vidak(R). Fresno and Kern counties are still counting absentee and provisional ballots. Best guess by *Calpeek* sources is that both Demos will eventually win...

...Perhaps just as important to Calif. is that current House Speaker Nancy Pelosi is going to run for the Minority Leader's job. Don't know any serious opposition. Pelosi is a fantastic fundraiser and that's what the DCCC needs more than anything else right now. They also need some better recruitment in Calif. The Demos have made several runs against GOP U.S. Reps. Dan Lungren, Mary Bono Mack and Brian Bilbray – without success...

...The Nat'l Republican Congressional Cmt. beat the hell out of many Demos and ended up knocking off 61 members – including 29 members of the Blue Dog caucus. The GOP used Pelosi as a lightning rod and target for all that was wrong in the U.S., but especially the economy and what the Tea Party considered out of control spending. In the 11<sup>th</sup> CD, McNerney got hit on Oct. 21<sup>st</sup> with Harmer's shot that McNerney voted with Pelosi 95% of the time...

...FYI: Linking Pelosi to moderate Demos in swing CDs wasn't tough in most cases and in some cases it was creative. Just after Barack Obama won the Demo nomination in the summer of 2008, there was all sorts of speculation about who Obama would pick as his running mate. Speaker Pelosi said her candidate for VP was Demo Congressman Chet Edwards of Waco, TX. That got lots of print coverage in Texas, and you guessed it, those stories about Pelosi and Edwards made its way into a hit mailer. Edwards was living on borrowed

time anyway, because his 17<sup>th</sup> CD has more Republican voters than any other CD in the U.S. – with a Demo in that seat. Stay tuned...

### **CAMPAIGN 2011: NO DATE YET FOR SPECIAL TO REPLACE OROPEZA, BUT RIVALS ARE LINING UP.**

Editor's note: State Sen. Jenny Oropeza(D) died Oct. 20<sup>th</sup> just two weeks before the Nov. 2<sup>nd</sup> election, but voters reelected her anyway. GOPer John Stammreich lost to Oropeza by a margin of 58% to 36% and 6% for NL candidate David Ruskin. Both of these candidates will run again. A field of three Demos is lining up to run. Here's our analysis & commentary...

...There is only one Demo who has announced so far: termed out Assemblyman Ted Lieu of Torrance. No date for the special has been set by Gov. Arnold Schwarzenegger, but *Calpeek* sources think it could be Tuesday, Feb. 8<sup>th</sup> – that's the first Tuesday after the first Monday in February. And this election will be held under Calif.'s new *Open Primary Law*. That means the top two vote-getters, regardless of political party, runoff against each other. With this field, it is unlikely that any candidate will get a majority of the votes...

...The one other Demo that has been mentioned as a possible candidate is 55<sup>th</sup> AD Demo Assemblyman Warren Furutani of L.A. L.A. Councilwoman Janice Hahn was looking, but decided not to run. Nothing totally set in terms of consultants, but in the past Lieu has used Gale Kaufman and Furutani has used SG&A Campaigns (Parke Skelton)...

...According to a Press Telegram story by reporter Eric Bradley Stammreich has already contacted part of his GOP base, telling them he is running in the special...

...The 28<sup>th</sup> SD has a heavy Demo voter registration base. Lieu's 53<sup>rd</sup> AD takes in 56% of the Oropeza district. Furutani's 55<sup>th</sup> AD takes in 20% of the 28<sup>th</sup> SD.

...In terms of name ID, Lieu may have some residual name ID too because of his run in the Demo primary for Attorney General and his six years in the Assenbly representing Torrance....

...In terms of resources, all three ran in 2010 and had to file reports. Furutani had \$59,324 cash on hand; and Lieu's COH was \$199,032. *Calpeek* will update this special in our next issue dated Dec. 6<sup>th</sup>. Stay tuned...

*Calpeek's Cyber Directory of Campaign Consultants* is on sale, by subscription only. It's a must for political insiders. You have to be a regular *Calpeek* subscriber to buy the Directory. **COST** is \$50.00 – checks only, no credit cards and no invoicing. And there is a subscription form which potential subscribers must fill out. email: Calpeek@aol.com to get a form...

### **CAMPAIGN 2010: MORE CITY/COUNTY RESULTS**

Editor's note: Here are some more results from city and county elections that *Calpeek* didn't have room for last week...

◆ **San Francisco Bd. of Supervisors** – Here are the partial results of the instant runoff election for Districts #2, #6, #8 and #10. There isn't a clear winner in #2 and in #10 there were 20 candidates...

...#2 – Incumbent Sup. Janet Reilly was ahead of attorney Mark Farrell by 64 votes. Reilly won the 1<sup>st</sup> round and going into the election was considered the frontrunner...

...#6 – There were 14 candidates seeking this open seat. It took 10 rounds, but Jane Kim won with 54.06%. In second was Debra Walker with 45.94%. Kim wins...

...#8 – Scott Wiener won in the second round with 55.65% over Rafael Mandelman with 44.35%. Wiener wins...

...#10 – There were 20 candidates in this open seat. Tony Kelly won the first round. After 19 rounds, Marlene Tran is just a few votes behind Kelly. Lynette Sweet, Steve Moss and Malia Cohen are still in the hunt and are in the top five...

◆ **Oakland Mayor** – Oakland Councilwoman Jean Quan is the mayor-elect of Oakland. She defeated second place candidate Don Perata in the 10<sup>th</sup> round under the instant runoff system, with 51.09% for Quan vs. 48.91% for the former legislator. Perata finished 1<sup>st</sup> in round one. A nice win for SG&A Campaigns. Quan's the 1st female Oakland mayor...

◆ **Inglewood Mayor** – It's Daniel Tabor who wins a full 4-year term. He defeated James Butts Jr. by a margin of 44% to 31%, with the rest going to three other challengers. Tabor replaces former Mayor Roosevelt Dorn who was forced from office after taking a plea to misdemeanors. Tabor was the acting mayor from August until Nov. 2<sup>nd</sup>. There was a special in August and he defeated Butts in that election too...

◆ **Anaheim Mayor** – It is Tom Tait who won with 56% over Shirley McCracken with 31% and Denis Fitzgerald with 13%. Tait replaces longtime Mayor Curt Pringle...

◆ **Irvine Mayor** – The new mayor of this Orange Co. city is Sukhee Kang, who won with 63% over rival Christopher Gonzales with 37%...

◆ **Santa Ana Mayor** – Chalk up another reelection win for current Mayor Miguel Pulido. Pulido won with 50% over rival Alfredo Amezcua with 25%. There were three others in the contest...

◆ **Orange Co. Bd. of Supes #4** – Pretty much of a blowout as Shawn Nelson defeated Anaheim Councilman Harry Sidiu by a margin of 63% to 37%. Nelson was the incumbent because he won a special election to replace Chris Norby, who is now in the Assembly...

◆ **Contra Costa County DA** – Mark Peterson is the new DA of Contra Costa Co. He defeated Dan O'Malley, who some sources considered the favorite...

◆ **San Jose City Council** – The three who were elected include incumbent Madison Nguyen (Dist. 7) and newcomers Xavier Campos (Dist. 5) and Donald Rocha (Dist. 9)...

◆ **Alameda Co. Supervisor #2** – Nadia Lockyer, wife of State Treasurer Bill Lockyer, defeated former Assemblywoman Liz Figueroa to win this open seat. Yes, the treasurer did contribute to his wife's campaign...

◆ **L.A. County Assessor** – John R. Noguez will be L.A. Co.'s new assessor. He defeated rival John Wong by a margin of 59.78% to 40.22%. Both came out of the assessor's office...

◆ **Sacramento Co. Sheriff** – In what was sometimes a very nasty battle (sheriffs' races have a habit of turning negative), Scott Jones defeated Jim Cooper by a margin of 50.86% to 48.86%. Stay tuned...

#### ELECTION WRAP UP IS SET NOVEMBER 30<sup>TH</sup>

This post-election conference is called *Politics & Coffee: What's Brewing?* 8 a.m. to 9:30 a.m., Nov. 30<sup>th</sup>, Corinthian Room, Biltmore Hotel L.A. Coffee and light buffet breakfast. \$30. Parking not included. Panelists include Maria Elena Durazo of the L.A. Co Labor Fed; Carol Schatz of the Central City Assn., Darry Sragow, managing partner of Sonnenschein Nath & Rosenthal; and Calif. Target Book publisher Allan Hoffenblum. RSVP to wallyknox@earthlink.net. Send checks to Wally Knox, 153 S. Van Ness Avenue, L.A. 90004...

#### CALPEEK'S INFOBAHN: ODDS & ENDS IN CALIF.

Editor's note: Here are a few news items of interest...

◆ **Running for GOP House Leadership Jobs** - Five Republicans have announced they are in the running for House Leadership posts. The lone Calif. member is Kevin McCarthy who is running for majority whip. Eric Cantor of VA is running for Majority Leader, Jeb Hensarling of TX is running for conference chair and Tom Price of GA is running for policy committee chair. U.S. Rep. John Boehner of Ohio is a slam dunk to be elected Speaker...

...FYI: Calif. U.S. Rep. Darrell Issa(R-Vista) probably has the votes to become chair of the Oversight & Govt. Reform Cmt. One of the first things he wants to do is change the name of the panel back to Govt. Reform & Oversight Cmt. According to a Politico story on Nov. 8<sup>th</sup>, Issa is planning to call hundreds of hearings from new probes of the bank bailout, the Stimulus & Recovery Act to healthcare reform. Currently he is ranking member of the Oversight Committee...

◆ **S.F. Mayor's Job** – Lt. Gov.-elect Gavin Newsom will probably be sworn in on Jan. 3<sup>rd</sup>. That's when his mayor's job opens up. Not counting Chicken John, there could be 7 rivals. Here's our 2010 list. The election is in November of 2011 and S.F., like Oakland, will use the instant runoff system. The only announced candidate is S.F. Sup. Bevan Dufty. Other looking seriously are State Sen. Leland Yee, who has formed an exploratory committee; S.F. Board of Supes Pres. David Chiu; businesswoman Joann Rees; City Atty. Dennis Herrera; Assessor

Phil Ting and maybe State Sen. Mark Leno...

◆ **In Case You Missed It – Pot Initiative Will Return** – Oakland medical marijuana businessman Richard Lee said he's going to give Calif. voters another chance to legalize pot. Prop. 19 was defeated on a 54% NO vs. 46% YES vote. The YES side had tons of money vs. the NO side with very limited funds. If Lee doesn't have another team of attorneys redo the language and it still contains flaws, it will be defeated again. The biggest flaw in 19 had to do with workplace rules. Could workers show up stoned???

◆ **CEO Watch Does Its Job** – Some of the best Demo spinners in Calif. joined forces during the general election to keep watch on both Meg Whitman and Carly Fiorina. The CEO Watch *band of bothers* included Kam Kuwata, Jeff Millman and Bob Mulholland. There was a daily written statement and all three communicated in person with the traditional press as well as the key bloggers. In years gone by, this would have been called a *truth squad*. Their job was to keep EMeg and Fiorina honest...

◆ **1<sup>st</sup> SD Special Update** – In the special election primary to replace the late Dave Cox, GOP Assemblyman Roger Niello got sandwiched between two hardline conservative candidates: GOP Assemblyman Ted Gaines and appointed BOE member Barbara Alby. Niello is a moderate who voted for the 2009 budget. That was his sin. There is a scenario going around that if Demo Rancho Cardova Mayor Ken Cooley had not been running, those Demo votes might have gone to Niello. Just a theory, nothing solid. Gaines will face Cooley in a Jan. 4<sup>th</sup> runoff...

◆ **Poizner Back in the News** – Calif. Insurance Comm. Steve Polizner(R) has filed a lawsuit challenging a Calif. Office of Administrative Law ruling allowing Calif. insurance companies to invest in Iran. The AG's office is assisting. "I intend to ensure that any insurance company licensed in Calif. is not doing business, in any way, with the Iranian regime," Poizner said. According to the Poizner news release, Sec. of Defense Robert Gates confirmed that divestment actions, like those by Poizner and the DOI, and other sanctions are impacting Iran's economic vitality and are posing significant hurdles to the country's ability to develop nuclear weapons...

◆ **Gov. Schwarzenegger Orders Special Session**— The governor has called a special session for Dec. 6th to deal with a \$25.4 billion dollar shortfall. This red ink is much bigger than Gov. Arnold and the Legislative leadership had anticipated. Sounds like both parties were playing the old *smoke & mirror* game once again...

#### **CALPEEK'S CALENDAR OF POLITICAL EVENTS**

Nov. 17-18	Republican Governors Assn. annual conference, Hilton San Diego Bayfront hotel.
Jan. 4	1 <sup>st</sup> Senate District special runoff.
Feb. 10-12	American Conservative Union's CPAC 2011 in Washington DC