



## WHO WE ARE AND WHAT WE DO

Grow Our Party is dedicated to expanding the Republican Party and growing our numbers at all levels of Government. We are a registered Political Organization organized under Section 527 of the Internal Revenue Code that will assist Republican candidates who have the ability to attract new voters to our party and increase Republican representation across the country.

For each race on which Grow Our Party focuses, we will sponsor television and radio ads that aid key candidates, influence voters through direct outreach programs and engage local grassroots leaders. All efforts will rely on detailed analysis of polling and voter data, voting patterns and electoral trends, to help ensure victory for Republican candidates across the country.

With virtually no overhead, all contributions to Grow Our Party will go directly to helping targeted candidates. We use only Presidential-level pollsters, ad makers, strategic advisors, direct mail and phone vendors to ensure an elite level of targeted persuasion efforts.

## OUR EXPERIENCED LEADERSHIP TEAM INCLUDES:

### **BILL BLOOMFIELD, CHAIRMAN**

Bill Bloomfield served as Director of Volunteers for the McCain Presidential Campaign, and as a member of the Senior Staff. In summer of 2007, he was responsible for finding full-time volunteer replacements for over 100 previously paid positions. Bill also staffed early primary states with full-time volunteers and recruited and placed many lower-level staff positions at headquarters with volunteers and paid staff. Bill headed a department of 12 in the general election and was responsible for conceiving and executing the McCain Marshal and Maverick programs of volunteer deployments into battleground states.

Bill is a graduate of University of California Berkeley and earned his MBA from Harvard University. From 1987-2003, Bill served as President and CEO of Web Service Company, an operator of commercial laundry equipment, after first starting at the company in an entry-level position. The firm grew under his leadership and became the largest operator of commercial laundry equipment in the nation.

In 2008, Bill retired to allow him to follow his passion for service. Bill is a member of many boards, including: UCLA Jonsson Cancer Center Foundation since 2002, Bolton & Company Insurance since 2004, Criminal Justice Legal Foundation since 2005, and is the current Chairman of Hartland Insurance Agency he has served since 2006. He was a board member and Past Chairman of the Multi-Housing Laundry Association from 1981-2006 and has been a member of the Rotary Club of Westwood Village (1980-2001), serving as President from 1986-1987, and the Rotary Club of Manhattan Beach (2001-Present).

Bill has also founded Web.com, an internet hosting company where he served as President from 1998-2006, Citizens Against Lawsuit Abuse where he served as Chairman from 1992-1996 and Baron Real Estate, LLC where he has been President & CEO since 2005.

### **BO HARMON, SECRETARY**

A 13 Year campaign veteran, Bo Harmon directed the most complex mail program in history for McCain-Palin 2008. Overseeing advocacy, absentee, early vote and GOTV mail and phone programs for the campaign's 17 target states, Harmon made the most of microtargeting data, incorporating almost 400 distinct target groups. Currently, Bo manages Response America's direct voter contact division.

In addition, Bo has managed some of the toughest races in the country – and won. He was campaign manager for US Senator Saxby Chambliss' upset of Max Cleland in Georgia and John Linder's 2-1 victory over Bob Barr in 2002. He helped win 60 percent of open seat races and knocked off 5 Democratic incumbents at the NRCC in 2004 and ran the campaign for the "Most Targeted Republican Incumbent Governor" of 2006, Bob Ehrlich in Maryland. He has helped direct communications for

Senators Lamar Alexander and Bill Frist as well as numerous other political, corporate and non-profit entities. An Alabama native, Harmon graduated from Vanderbilt University.

### **JOHN GREEN, TREASURER**

John Green, is currently CEO of Crossroads Strategies, a multi-disciplinary federal affairs firm. Prior to opening Crossroads, John was Managing Director of Ogilvy Government Relations for four and half years and co-founder of Federalist Group LLC that was sold to Ogilvy in 2005. During his tenure, the Federalist Group and later Ogilvy Government Relations grew to become one of Washington's highest grossing lobbying firms.

Prior to entering the advocacy space in 1999, John was executive director of the New Republican Majority Fund political action committee. In that capacity, he raised almost \$6M, while developing and maintaining an extensive grassroots network. Prior to his position at the New Republican Majority Fund, John served as campaign manager for Congressman Chip Pickering's successful run for an open seat in the United States House of Representatives and directed the transition to a fully functioning congressional office. He also served in various capacities for U.S. Senator Trent Lott, working as a legislative aide and eventually becoming Senator Lott's deputy chief of staff. He worked on various legislative issues, including the food quality act, the farm bill, the telecommunications reform act of 1996 and various appropriations bills. John counts many legislative victories his credit, including amending the statute on mandatory source preference for the Federal Prison industries, to allow private companies a level playing field when purchasing off GSA schedule.

John remains active in Republican politics. He served as the national finance committee chairman for the successful 2004 Senate campaign of then Congressman Richard Burr of North Carolina. He is a longtime political operative and most recently served as the Director of Congressional Affairs for Senator John McCain during the 2008 Presidential Campaign. John holds a Bachelor of Public Administration from the University of Mississippi.

### **MARK MCKINNON, ADVISORY BOARD MEMBER**

For 25 years, Mark McKinnon has been helping to solve complex strategic challenges for causes, companies and candidates, including President George W. Bush, Senator John McCain, Governor Ann Richards, Congressman Charlie Wilson, Lance Armstrong and Bono.

President Bush says of McKinnon, "I was really impressed by Mark's creativity, and I was particularly impressed by his honesty." Senator McCain, in his typical straight talk fashion, says, "He's almost a genius." According to Broadcasting and Cable magazine, McKinnon is one of "a handful of players behind every big decision, consensus or roadblock in Washington...putting a unique, sometimes hidden stamp on the outcome of today's debates." McKinnon is an award-winning media producer and communications strategist who has served as principal media advisor for hundreds of corporate and political campaigns around the world. He has been awarded more than 30 Pollie and Telly awards, honoring the nation's best political and public affairs advertising.

McKinnon is co-chair of Arts+Labs, a collaboration between technology and creative communities that have embraced today's rich internet environment to deliver innovative and creative digital products to consumers.

President Bush appointed McKinnon to serve as a member of the Broadcasting Board of Governors, the independent, autonomous entity responsible for all U.S. government sponsored, non-military, international broadcasting. He currently serves on the board of the Lance Armstrong Foundation, and lectures at the JFK School of Government at Harvard University and the LBJ School of Public Affairs at the University of Texas at Austin. McKinnon is also a weekly columnist for The Daily Beast.

### **JON SEATON, ADVISORY BOARD MEMBER**

Jon Seaton serves as the Managing Partner of East Meridian Strategies, LLC, a full service political consulting and public affairs firm. East Meridian, along with its sister companies, strives to provide clients with focused and personalized strategic counsel, direct voter contact, and campaign management.

Jon's background is in grassroots politics, having worked for various campaigns and trade associations over the last ten years. Most recently, Jon worked for Senator John McCain's Presidential Campaign, filling a variety of roles including National Field Director, Iowa Caucus Director, and, ultimately, Regional Campaign Manager for Ohio and Pennsylvania. As an RCM, Jon ran a regional office and oversaw all grassroots, communication, finance and candidate travel in these two battleground states.

In 2006, Jon served President Bush as Associate Director for Political Affairs. In this capacity he worked to improve communication and cooperation between the President, his Senior staff, and state and local elected officials and grassroots activists. Jon was responsible for 11 states in the northwest and northern plain states, and was the primary White House liaison to Republican campaigns and party organizations in those states. Jon joined the Bush [administration](#) in 2005 as the White House Liaison to the Department of Veterans Affairs.

In 2004, Jon headed up President Bush's re-election efforts in Washington State. He spearheaded a massive staff and volunteer effort and managed a 39-county field operation. Other campaign experience includes managing a Congressional campaign in western Iowa, and representing 10 southeastern states for the National Republican Congressional Committee.

Jon's association experience goes back to his work for Associated Builders and Contractors as a field representative covering 13 western states. In addition to the Builders, Jon was a field representative for the National Federation of Independent Business and the National Association of REALTORS®. During his tenure at all three associations, Jon took a leading role in raising PAC contributions, encouraging grassroots activity among the membership, and conducting political training seminars to help volunteer members increase their grassroots skills.

## TREVOR POTTER LEGAL COUNSEL

Trevor Potter is a member in Caplin & Drysdale's Washington, D.C. office, where he leads the firm's Political Activity Law Practice. He is one of the country's best-known and most experienced campaign and election lawyers, and a former Commissioner and Chairman of the Federal Election Commission. The American Bar Association Journal has said that Trevor is "hands-down one of the top lawyers in the country on the delicate intersection of politics, law and money."

Trevor served as General Counsel to John McCain during both his 2000 and 2008 Presidential Campaigns. In addition, he is the founding President and General Counsel of the Campaign Legal Center, a Washington, D.C. based nonprofit which helped successfully defend the McCain-Feingold law in the lower and Supreme Courts.

Listed as one of Washington's Best Lawyers by Washingtonian magazine in 2007 and 2009, Trevor is also a non-resident Fellow at the Brookings Institution. He has taught campaign finance law at the University of Virginia School of Law and Oxford University. Trevor is currently Co-Chair of the Election Law Committee of the American Bar Association's Administrative Law Section and a member of the Advisory Committee of the Standing Committee on Election Law of the ABA. Trevor has testified before Congress on federal election proposals and campaign finance regulation. He has served as an expert witness on election issues in court. In both 2008 and 2009 DC's Super Lawyers magazine recognized Trevor as a "Super Lawyer", and Chambers USA ranked him as a "Top Lawyer" in their 2009 edition. Trevor is a graduate of Harvard College and earned his J.D. at the University of Virginia School of Law.

## CORPORATE AND INDIVIDUAL CONTRIBUTIONS:

Grow Our Party is a registered Political Organization organized under Section 527 of the Internal Revenue Code that may accept unlimited individual and corporate contributions. Contributions to Grow Our Party are not deductible as charitable contributions for federal income tax purposes.

### CONTRIBUTIONS LEVELS:

Over \$500,000	Associate Board Member
\$500,000	Campaign Chair
\$250,000	Co-Chair
\$100,000	Patron
\$50,000	Benefactor
\$25,000	Director
\$10,000	Trustee

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