

From the desk of **STUART K. SPENCER**

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MEMORANDUM

TO: REPUBLICAN LEADERS
FR: Stu Spencer
RE: WAKE-UP CALL FOR GOP
DT: 26-Nov-97

With this memo, I am doing something I have never done before in all my years in politics - writing a communication to the elected leaders and major donors of our party on a personal level and strongly urging them to support a specific candidate. I am taking this action because I believe the candidate is exceptional and because I believe his candidacy marks a moment of decision for our party and represents much more than the career of one individual.

I believe my years of service to Presidents Ford and Reagan and the Republican Party will have come to nought if I sit idly by while our party commits political suicide and dooms itself to permanent minority status in California if we do not take advantage of the opportunity presented by this candidacy to reach out to California's fastest growing group of voters. Nothing less than control of the Governorship, the Congress, and even the Presidency is ultimately at stake if we don't broaden our party's base.

San Mateo County Supervisor Ruben Barrales is a Republican candidate for State Treasurer. He is running for Treasurer to be an advocate for taxpayers and small businesses. We are fortunate to have such a well-qualified and dynamic candidate. Few candidates offer a record as impressive as Ruben's in the key areas of fiscal issues, public safety and education reform - the very issues about which the voters care most.

Ruben was elected to the Board of Supervisors in 1992. He won a county-wide election and represents over 650,000 constituents, more people than a State Assembly district and comparable to the population of a State Senate or Congressional district. He was re-elected in 1996 with a remarkable 72% of the vote in a predominately Democrat county.

On the Board of Supervisors, Ruben has focused on fiscal issues. He helped pass the first county debt limit in the entire State. He also helped form, and served on, an Investment Advisory Committee which reformed the county's investment policies while increasing its rate of return and boosting investor confidence. Ruben has also successfully fought against the imposition of a business license tax and utility tax.

Ruben has also been recognized for his leadership in fighting violent crime. In 1992, the community of East Palo Alto in his county was named the "Murder Capital" of the U.S. on a per capita basis according to the F.B.I. Ruben worked to have police officers taken off desk jobs and put on the streets and convinced the police departments of neighboring cities to also assign officers to East Palo Alto. Working with others, he was able to get the Governor's Office to make a major deployment of CHP officers to that troubled community's streets. Thanks in large part to Ruben's efforts, East Palo Alto went from 42 murders in 1992 to just 1 murder last year.

On education reform, Ruben helped form one of the State's first charter schools - the only one anyone can cite in which the teachers are not represented by the CTA. Ruben has led the effort to have the charter school implement a longer school year, smaller class sizes, new technology, and tough performance standards. Already, the students are showing real progress.

Ruben has also achieved something else that is truly unique. He is one of only two Latino Republicans in the entire State of California to hold major elective office. He is the only Latino Republican candidate for statewide office and the only minority seeking our party's nomination for any State constitutional office from Governor on down to Superintendent of Schools. I believe it is crucial for our party that Ruben Barrales be on the Republican ticket in 1998.

Pete Wilson won 44 percent of the Hispanic vote in 1990. He won 25 percent in 1994. Bob Dole received 22 percent in 1996. One statewide poll shows Dan Lungren currently receiving only 14 percent of the Hispanic vote. The trend is obvious and the political danger is real. We are dramatically losing market share of the fastest growing segment of the electorate. These are voters who should be with us on the issues of jobs, taxes, government regulation, education, public safety and the importance of family. These are the voters we need to elect Dan Lungren as Governor and carry the State in 2000.

Our party has a sad (and politically self-defeating) history of alienating immigrant groups and new voters. The GOP closed the door to Irish and Italian immigrants in Massachusetts and New York in the last century. We did the same to Poles and other Eastern Europeans in Chicago and other urban centers. We did it again to Asian-Americans in Hawaii. It is hard to believe but Massachusetts, Hawaii, Chicago and many other places that are among the most Democrat in the country were once Republican. We cannot allow the home of Ronald Reagan and the largest State in the union to befall the same fate and become a permanent Democrat bastion.

I know that some will say that one candidate and one campaign will not make the difference. But Ruben Barrales offers the only opportunity we have to reach out as a party to Hispanic voters. We are fortunate that he is well qualified and has so much to offer the voters and our ticket. If we cannot even support just one qualified Latino Republican for a statewide office then we deserve the political disaster that awaits us.

Contrast our situation with that of the Democrats. The Chairman of the California Democratic Party is Latino. The Democratic Speaker of the Assembly is Latino. There are 17 Latino Democrats in the Legislature while we have only 1.

There are 5 Latino Democrats in Congress from California. There are no Latino Republicans.

Democrat consultants boast that we as Republicans are on the verge of driving away an entire generation of Latino voters. We cannot let this happen. In order to compete with the Democrats for the Latino vote we need to go into Latino neighborhoods and campaign. We need to stress a positive message of commonality with Latinos on the issues of jobs, crime, education, taxes, regulation, and family.

Ruben Barrales' first language was Spanish. He can campaign in Latino neighborhoods carrying a positive message on the important issues and articulate core Republican values to people who don't often get to hear from Republicans. Ruben can campaign with Dan Lungren and add value to a ticket in what promises to be an extremely close election. As the son of immigrants, Ruben talks about the American Dream and how the Republican Party is the true party of hope and opportunity for all Americans. Ruben's voice is one that deserves to be heard by both Republicans and Latinos. He offers a fresh perspective and new leadership for our party.

Ruben has already won some very impressive endorsements. He is supported by Steve Forbes, Former Secretary of State George Shultz, and 10 Members of Congress including Rep. Bono, Rep. Calvert, Rep. Campbell, Rep. Herger, Rep. Horn, Rep. Lewis, Rep. McKeon, Rep. Radanovich, and Rep. Riggs. He is also supported by Rep. Henry Bonilla, the nation's only Mexican-American Republican Member of Congress. Ruben is also winning strong support from Silicon Valley, and his supporters include Hewlett Packard CEO Lew Platt.

The polling shows that Ruben's campaign is very winnable. He has already raised over \$100,000 without holding a single fundraiser. Ruben's campaign is gaining momentum across the State.

If you have not yet gotten involved in the State Treasurer's race I strongly urge you to support Ruben Barrales' efforts.

1998 is a time of decision for our party. The choices we make will impact California and the country for easily the next 10 to 20 years. The stakes are too high for us to act like political ostriches and ignore the challenges we face. I hope you will join me in working to broaden our party's base by supporting Ruben Barrales and successfully prepare the California Republican Party for the future.