

Winning Track Record

■ 2010 Primary Election	State	Issue	Outcome	Won
No on Proposition 15	California	Campaign Finance	Defeated	★
■ 2010 Special Election				
No on Measures 66 & 67	Oregon	Income Tax	Passed	2
■ 2009 Election				
Yes on Question 1	Maine	Definition of Marriage	Passed	★
■ 2008 Election				
Yes on Proposition 8	California	Definition of Marriage	Passed	★
■ 2007 Election				
No on Measure 50	Oregon	Tobacco Tax	Defeated	★ 2
No on Referendum 67	Washington	Insurance Bad Faith	Passed	
■ 2006 Election				
No on Proposition 86	California	Taxes	Defeated	★
No on Proposition 89	California	Campaign Finance	Defeated	★
No on Measure 42	Oregon	Insurance	Defeated	★
No on Measure 45	Oregon	Term Limits	Defeated	★
No on Question 6	Nevada	Minimum Wage	Enacted	
■ 2005 Special Election				
No on Proposition 79	California	Health Care	Defeated	★
Yes on Proposition 78	California	Health Care	Defeated	
■ 2004 Election				
No on Proposition 72	California	Health Care	Defeated	★
No on Proposition 68	California	Gaming	Defeated	★ 1
Yes on Proposition 64	California	Lawsuits	Enacted	★ 1
No on Measure 34	Oregon	Timber Harvesting	Defeated	★ 2
No on Measure 38	Oregon	Workers' Comp	Defeated	★ 2
No on Question 4	Nevada	Insurance Regulation	Defeated	★
No on Question 5	Nevada	Lawsuits	Defeated	★
■ 2002 Election				
No on Measure 23	Oregon	Health Care	Defeated	★ 2
■ 2000 Election				
No on Proposition 30	California	Lawsuits	Defeated	★
No on Proposition 31	California	Lawsuits	Defeated	★

Continued

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1998 Election				
No on Measure 64	Oregon	Forestry	Defeated	★ 2
No on Proposition 5	California	Tribal Gaming	Enacted	
Public School Accountability	California	Education	Enacted	★ 3
1997 Election				
No on Initiative 673	Washington	Health Care	Defeated	★
1996 Election				
No on Proposition 214	California	Health Care	Defeated	★
No on Proposition 216	California	Health Care	Defeated	★
No on Measure 35	Oregon	Health Care	Defeated	★
No on Measure 39	Oregon	Health Care	Defeated	★
1994 Election				
No on Amendment 6	Arkansas	Workers' Comp	Removed	★
No on Amendment 11	Colorado	Workers' Comp	Defeated	★
Yes on Proposal C	Michigan	Auto Insurance	Defeated	
1992 Election				
Yes on Proposition 164	California	Term Limits	Enacted	★
Workers' Comp	Colorado	Workers' Comp	Removed	★

★ Winning campaign

1. Strategy team
2. Strategy team; message development; paid media creative, production and placement
3. Passed through legislation