DCCC Political Memo

To:                Leader Nancy Pelosi

From:           DCCC Political Department – *Ian Russell* (cell: 402-429-7941, email:

Russell@dccc.org)

Date:             June 13, 2013

District:        Amanda Renteria (CA-21, Valadao)

**Per your meeting with Senator Stabenow I wanted to make sure you were aware of the below:**

**Talking Points:**

* Please let Senator Stabenow know that DCCC staff met with Amanda Renteria about running for Congress in CA-21 (Valadao) on June 5, 2013. **Amanda is Senator Stabenow’s former Chief of Staff.** We believe that she is a good fit for the district given her roots in the area and likely fundraising ability. Renteria is scheduled to meet with Chairman Israel next week, and we think a follow up meeting with YOU would be very helpful in recruiting her.
* CA-21 is one of the most Democratic seats in the country held by a Republican – President Obama received 55.7% here in 2012.

**Background:**

* This district is 66% Latino and is continuing to trend our direction. Renteria fits the district. She would be a good match-up against freshmen Rep. Valadao, who is untested and unvetted.
* California is not a targeted state during presidential years, but the DCCC will spend money to shape the electorate and run aggressive GOTV programs in targeted races in the mid-term. We will specifically focus on turnout in the Latino community – key to winning this district.
* Valadao only raised $88,403.65 in Q1 of 2012—a very weak performance.
* CA-21 was a recruitment challenge in 2012. Rubio initially jumped into the race with high popularity and a great profile for the seat. He was able to raise $300k in Q3 of 2011 before deciding to drop out. The eventual Democratic nominee, John Hernandez, was weak.
* Obama won this district 55.7% to 44.3% in 2012.
* The district includes all of Kings County with parts of Fresno, Tulare, and Kerns Counties.
* Renteria is also on the list for a potential appointment in the Obama administration, overseeing derivatives.

**Amanda Renteria Bio:**

Amanda Renteria’s parents emigrated from central Mexico in the 1960s to work as fruit pickers in California. They settled in the rural town of Woodlake and raised three daughters. Renteria attended Stanford University and Harvard Business School. After graduating from Harvard, she worked in the private sector at Goldman Sachs before returning to California’s central valley and working as a high school math teacher and basketball coach. She then worked for the city of San Jose before moving to Washington to work for Senator Boxer.

From her humble beginnings Renteria would go on to serve as Chief of Staff to Senator Stabenow. Amanda Renteria began working in Senator Stabenow’s office in 2006 as a Legislative Assistant. She quickly became an integral member of the staff and went on to serve as legislative director and then, in 2008, became chief of staff.

Renteria and her husband, Pat, have two young sons, Diego and T.J.

**CA-21 DISTRICT SUMMARY**

**FINANCIAL INFO**

|  |
| --- |
| 2014 Q1 Candidate Summary |
| **Name** | **Party** | **Q1 Raised** | **Q1 Spent** | **Q1 COH** |
| David Valadao | R | $88,403.65  | $86,386.36  | $136,801.58  |

|  |
| --- |
| 2012 Candidate Cycle Summary |
| **Name** | **Party** | **Cycle Raised** | **Cycle Spent** | **Ending COH** |
| John Hernandez | D | $123,904 | $99,753 | $14,718 |
| David Valadao | R | $1,315,897 | $1,181,112 | $134,784 |

|  |
| --- |
| 2012 Major Democratic v. Republican IE Spending |
| **Name** | **Party** | **IE** |
| **DCCC** | **D** | **$11,000.00** |
| House Majority PAC | D | $0 |
| Other Democratic Spending | D | $0 |
| **NRCC** | **R** | **$0** |
| Other Republican Spending | R | $640,232.68 |
| **All Democratic Spending** *(Includes spending under $50,000)* |  | **$11,000.00** |
| **All Republican Spending** *(Includes spending under $50,000)* |  | **$640,232.68** |
|  |  |  |  | **$651,232.68** |

2012 DCCC Full Itemized Spending

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Field** | **IE** | **Other Spending** | **Total** |
| DCCC | $0 | $11,000.00 | $0 | $11,000.00 |

**MEDIA MARKETS**

**Fresno-Visalia** (51%)

$125 (Politics) / $175 (Issue)

**Bakersfield** (49%)

$78 (Politics) / $85 (Issue)

**DISTRICT DATA**

**DPI** 49.5%

**AfAm** 5.3%

**Hispanic**  65.9%

**Other** 5.6%

**Total Minority** 76.8%

**MAJOR CITIES**

**Hanford**

**Bakersfield/Suburbs**

**ELECTION RESULTS**

**Congressional Statistics**

*(2 Party Only)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cycle** | **W/L** | **Candidate** | **Party** | **Vote** |
| 2012 | L | HERNANDEZ | DEM | 42.2% |
| 2012 | W | VALADAO | REP | 57.8% |
| 2010 | W | COSTA | DEM | 52.0% |
| 2010 | L | VIDAK | REP | 48.0% |
| 2008 | W | COSTA | DEM | 74.7% |
| 2008 | W | LOPEZ | REP | 25.3% |

**Presidential Statistics**

*(2 Party Only)*

|  |  |  |  |
| --- | --- | --- | --- |
| **Cycle** | **Candidate** | **Party** | **Vote** |
| 2012 | OBAMA | DEM | 55.7% |
| 2012 | ROMNEY | REP | 44.3% |
| 2008 | OBAMA | DEM | 52.5% |
| 2008 | McCAIN | REP | 47.5% |



**2012 PAID COMMUNICATIONS THEMES**

* **Hernandez pointed out that Valadao was backed by big money and outside influences.**
* **Valadao and allies argued that Hernandez would raise taxes and devastate California’s middle class.**