

Who is Eric Miller?

Eric, who will turn 50 this January, served in the United States Army as an Airborne Infantryman; earned a degree in computer science from New England Institute of Technology; and built, ran and sold two successful technology companies before recently retiring. He now operates a rural homestead in Indiantown, Florida. Eric has been extensively involved in Republican Party politics for over 16 years. Over the course of his adult lifetime he has received numerous awards for his community involvement and activities.

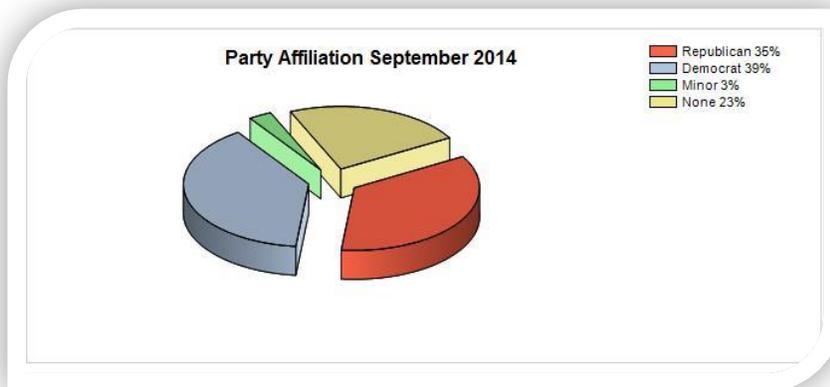
What is his campaign for RPOF Chairman about?

Here are three (3) critical areas that we have identified that must happen to insure greater margins of victory in 2016 and beyond.

First, let's start with GOTV and Voter Registration.

¹Florida voters are looking for options other than the two major political parties. This year the trend continued when these voters chose to turn their back on the Republican and Democratic parties by registering to vote as Independents, Libertarians and other parties outside the mainstream.

According to an Orlando Sentinel precinct-level analysis of voter-registration data, this shift has been most pronounced among pockets of voters around Orlando, Miami and West Palm Beach.



Although this trend towards independent and third parties has been occurring for some time, we as a Party have been unsuccessful at stopping it. It continues to gain momentum, and we must do something now, to head off disruptions to our GOTV efforts for 2016. Since 2010, GOP registration has inched downward from 36

percent to 35 percent. Third-party and no-party-affiliation voters have climbed from **22.7** percent to **26.2** percent.

¹ Adapted from <http://www.orlandosentinel.com/news/politics/os-voter-registration-shifts-20141025-story.html>

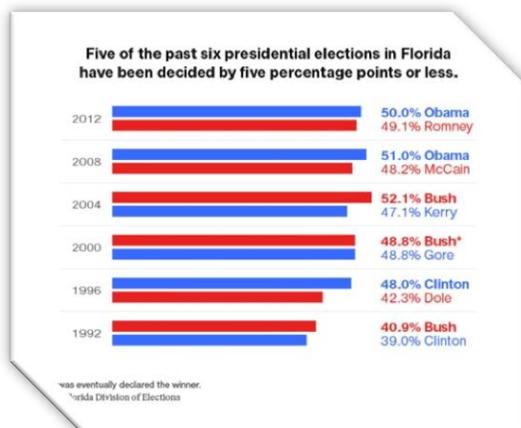
That may not seem like a major political change, however, it's enough to decisively swing the outcome of the 2016 contest if ignored.

There have been growing levels of voter disgust and perceptions of disenfranchisement with the two-parties, while at the same time we have been losing enthused party members. Throughout Florida there are now 168 precincts with more unaffiliated and third-party voters than either major party. More than **a third** of them (36 percent) are home to more third-party or no-party voters than Republicans.

Our State is undeniably becoming more diverse, with growing populations of Blacks, Hispanics and Asians, with fewer and fewer aging Whites who've buoyed Republican prospects in years past.

If every racial and ethnic group votes the same way and turns out at the same levels as they did in 2012, the statewide Democratic margin will expand to 3.4 percent because of these growing ethnic populations.

Hispanics and Asians have been solidifying their party allegiances by joining blacks in overwhelmingly favoring Democrats in presidential elections.



Considering these ethnic trends and assuming voter turnout and party support stay close to 2012 levels, the Democrats could win Florida by 292,000 votes in 2016, assuming of course that we continue to be ineffective.

The time to start reversing this is now. **During the past year, RNC Chairman Priebus launched new outreach initiatives towards racial and ethnic minorities.** Over 170 state-level staff have been hired, with more planned. He has invested in technology to better track potential voters. Although we Republicans pioneered this tactic,

Democrats have perfected it over the past eight years. Chairman Priebus has also renewed national efforts with the Hispanics by employing voter outreach staffers.

According to Chairman Priebus, these structural changes can end our White House losing streak only if its messengers fulfill the larger goals of **Changing course, modernizing our party and learning once again how to appeal to more people.**

In other words, we need **Responsible Reform.**

The "appealing to more people" section of the plan seems to be a mystery for most, but the solution has a simple answer. You and I call it finding common ground.

What we need to identify are the common concerns, ideas, goals and beliefs that all Floridians hold. Slogans and clichés pandering to ethnic or gender groups will get us nowhere.

Our mission must be to talk about those things that Americans and Florida citizens have in common, and how following Republican values and principles is the best path to achieving our common objectives. Let's begin by clearly identifying those things that all Floridians agree on and build from there, and let us do this sooner than later because 2016 is fast approaching.

Repackaging platitudes and gimmicks will only result in more failure. We must have real, honest and truthful messaging at the core of our GOTV.

Responsible Reform of Leadership Funds

Our Party is fortunate to enjoy an open and close relationship with our elected State and Federal Republican officials. We must continue as a team to make even greater strides in growing the Republican majority we enjoy in Florida.

Our elected leaders have accomplished a great amount of the heavy lifting in fundraising for our party. And this is a critical area where we must have more friendly and constructive dialogue. Unfortunately in the past and even in our most recent election cycle we have allowed funds raised for our Republican Party to be spent on candidates in contested Republican Primaries. Even though a disclaimer of being paid for by the RPOF is not a formal endorsement by the State Committee, the average voter views it that way. Financial support of primary campaigns must be restricted to those candidates who have been formally endorsed by our Party under the provisions of our RPOF Rules. These rules were deliberately written to make endorsements the exceptions for candidates who have proven themselves singularly outstanding.

To remain within the spirit as well as the letter of the law, we as a party must clearly indicate those campaign efforts that are paid for by the RPOF. And when leadership dollars are spent in this fashion, as they have been in the past, it has created a major degree of misunderstanding and even mistrust among the voters. This has caused our Republican brand to become tarnished in various media markets. This can produce serious primary voter backlash that can negatively impact prospects of Republicans in future election campaigns.

We need to have candid and respectful discussion on this matter, and as Florida's Republican Party we need to arrive at an equitable solution for all.

Responsible Reform of Appointed Votes

The additional appointed state committee members that were added under statute, thus giving the Governor and other elected officials authority to make scores of additional appointments diluted the

elected RPOF membership. It made a grassroots effort for elected RPOF leadership a very tall order. A candidate who wins the majority of votes of the elected State Committee membership can still easily lose because of the extra votes given to our Party's elected officials.

Our party must have self-rule to ensure not only its continued growth but also its survival. This insures that our Republican Party, as the keeper of that brand, remains authentic. It also ensures that it remains relevant for future candidates for Governor, Senate President and House Speaker and others to run under.

Our top elected officials, far too often have shown a predisposition to use our RPOF structure for the promotion of their political agenda when they are given unchecked control of the Party apparatus. This may not always be in the party's best interest, and was patently evident when Charlie Crist served as a Republican Governor with Jim Greer as his Chairman. **We can never return to those days.**

To end the potential for a return to those days, the Florida Statute must be amended to eliminate the appointed members while retaining our Governor, Cabinet Officers, House Speaker and Senate President, U.S. Senators, and Members of U.S. Congress as ex officio voting members. This will ensure a sufficient balance for preserving the integrity of our Republican brand by ensuring a continued dialogue between our senior Republican elected officials and the grass roots leadership of our Party. This mutual supporting, properly balanced partnership will also be essential to break the registration trends of Florida voters towards unaffiliated status and third parties during critical election years.

Let us work together to reaffirm our principles and hold them up for all to see. Your voice and your vote matter. Let's polish the Florida Republican brand so it stands as a beacon for those that want to find a better world to live in. Together you and I can achieve that which we know is necessary. Join me in a Party of Responsible Reform.

Yours in Service,



Eric D. Miller
SCM Martin County