

How Republicans Can Win in 2010 It Can't be Politics as Usual

You can't win a contest or a war by, studying and then emulating, the tactics of the loser; but that is exactly what the Republican Party has done in the past.

They have allowed strong central campaign issues that appeal across the board to be sublimated by foolish and fractious infighting over agenda where, in many cases, both the facts and feelings can be divisive for no stakes.

If the Republican Party had its act together in ways that would win elections, we would not still be having Tea Parties because that big tent door would have been open and people would be crowding in. There is still time to do that, but it will require some changes at the party level, and perhaps, some changes in the people who run it.

Understand what I am saying. This is not about how you should think or what you should care about; this is about how you should conduct yourself if you want to win an election.

I have opinions about abortion. I'm sure everyone in this room does, but you cannot win an election on abortions and you can only drive people away. If a voter's predisposition is one way or the other, it is unlikely to change. Why would you sacrifice universal principles for a segmented partisan position which will not carry the day?

You will not win the election on illegals. I personally think it is insane not to have our borders secure for many reasons, not the least of which is threats to our way of life. What is the purpose of sovereignty if you cannot enforce rules within your borders or control those borders in the first place? We can discuss that in the bar.

You cannot win the election on illegals. You don't even know who you are up against. Do you think the Republican ranchers and vegetable and fruit growers in the west or Florida really want Mexican labor to go away? Real solutions in that area require registration, testing, perhaps even immunizations, work permit visas that are enforced, but none of those will win an election.

Voters want an improved medical situation. They do want transferability of health benefits and some other issues, but they do not want the government to decide whether you get to have your appendix taken out on Tuesday.

They don't want every job pushed into some Davis-Bacon syndrome where off-the-charts union wages are paid for things that could be easily and more effectively handled by entrepreneurial private industry.

Voters don't believe that only people above \$250,000/year in income will receive tax increases for one very good reason – it's a lie. In an economy where 70% of GDP comes from consumers, if taxes and fees rise 5%, and that's the least it could possibly be, discretionary expenses as a percentage of GDP dropped to 3.5% when that is taken out. So if we were growing at 3.5% and you take 3.5% more buying power away from consumers, the economy is flat and there is no need for job growth. In that circumstance,

there will be an increasing burden and unrest from the people who are on welfare, the people who are on unemployment, the people who are on extended unemployment, and the people who have given up looking for a job.

The Obama administration is trying to pay them off, to keep them quiet, and keep them voting for Democrats, but that won't work if Republicans push for better grounded alternatives. If the stimulus is actually spent in ways that can be seen on every street corner and used to create jobs, which creates retail sales, which creates even more opportunities for more individuals.

This election will be won by Republicans if they open their eyes and concentrate on our economic reality. People need jobs.

The Republican Party can win on jobs, the economy, rising taxes, and renouncing big brother government if they explain to common man the cost of all these programs. If you allow these other agendas, however impassioned you are about abortion, illegals, or any of the rest of it, you will lose.

Checks beat philosophy. That is, perhaps, the one thing we should learn from the Democrats, but the checks need to be private in origin, and permanent in their availability. That comes from the private sector growing us out of this recession as they have every other one since Franklin, Jefferson, and the Adam's brothers argued over how this country should be governed.

There is a great deal of unrest in this economy. People who were card carrying steel workers are fed up with the fascist orientation that is evolving in the current administration policies. The only thing that can stop a substantial redistribution of House and Senate seats is the Republican Party itself, by being stupid, by being divisive, by allowing lesser issues to marginalize the central economic debate that should be going on.

If we need to replace leaders in the Republican Party, do it now.

If you need to impress upon the "party poobahs" the need to stay centrally focused on the disastrous economic policies of the Obama Administration, and our plan to return to private enterprise and the pursuit of the American dream, do it now.

If you need to do a better job in showing your strength and showing your capacity to effect change, then you better start now. Commercials three weeks before an election are a waste of money. Three months ahead gives time to change opinions. Then you continue to constantly reinforce the message.

When the same political hacks tell you it won't work, take a breath and ask, "How's your way worked so far? Just recap the last 5 or 6 years. I'm sure you can illustrate your way's brilliant execution....or not!"

Brian Presley

Excerpted from a speech to the Charlotte County Republican Club, Punta Gorda, FL on January 11, 2010.