

From: Heatherrath <heatherrath@yahoo.com>
To: Veldran, KatherineKatherineVeldran@gov.sc.gov
Date: 1/12/2012 5:19:39 PM
Subject: Fwd: Huntsman notes:

FYI, uber private.

Sent from my iPad

Begin forwarded message:

From: Heatherrath <heatherrath@yahoo.com>
Date: January 12, 2012 5:17:22 PM EST
To: Joel Sawyer <joeldavidsawyer@gmail.com>
Subject: Huntsman notes:

Huntsman notes:

Hunts mans strengths are that he is the following:

- A populist
- A pragmatist
- A moderate

This makes him the sole electable candidate.

Huntsman is measured, level headed, educated and a man of the people. He has results in his former governorship. How does this translate?

Huntsman needs to get away from the overseas talk, he sounds haughty and elitist compared to the plainspeak of Ron Paul and the simple discussion speak of Gingrich. His unique brand identity could be that he has unified before without compromising conservative values. That he has lead with conservative values without alienating those that didn't agree with him.

Needs to get off of foreign policy and focus more on "it's the economy stupid". 10% unemployment in SC means jobs jobs jobs, Joe Wilson ran off Joe means jobs in his district and WON, even though he has not translated - its what people want to hear. Jobs and the economy, that's the focus.

When campaigning in SC, I would focus on the coast where you have your more moderate voters rather than your mid state conservatives. He needs to stay away and only reference living abroad around the general context of foreign policy, unless actually talking in a military town. He needs to drill down on his two or three talking points. He needs to sound less intellectual and more off the cuff, passionate and take a page from the Ron Paul folksy vibe. Obviously it's working.

Talking points:

Trust deficit is a great talking point, he needs to drill down on that with more passion.

Lobbyist out dc, everyone loves that

But again, jobs and economic development and growth

Manufacturing growth in SC would be a great talking point.

Service to country while others are campaigning

Tourism boom along coast, what he did in Utah

Needs to mention Reagan, bush, bush, Obama, not just Obama

This campaign can shape up similar to Bill Clinton in 91-92, jobs and economy, remember Clinton was the "moderate" democrat in that election, middle of the road guy, underdog from the state nobody knew about. =)

His camp should watch the war room on YouTube.

Utah? Why is he not talking about tech growth in Ogden under his leadership as the next silicon valley, with venture capitalists crawling all over. Other Utah accomplishments, economic development, manufacturing and tourism should translate well in South Carolina. Hit on those points and his leadership in making it happen.

Get out of his vocabulary the quote, "the American people". Nobody trusts that language, it sounds uber politician. He needs to stop saying it. And nobody in SC knows what an ambassador is, so stay away from that, no offense.

Hit hard on what matters most, have a conversation, be passionate.

Last, who is prepping him on local issues in case of questions, ie Jasper port, tourism, eg etc??

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