

Connecticut Needs a Strong Republican Party

We must work together, starting now to rebrand our Party, build our voter base, and deliver a strong Republican message to Connecticut voters. The Connecticut Republican values of; opportunity, efficient smaller government; equal rights, national pride, as well as fiscal and personal responsibility can and will be a clear contrast to Malloy's "tax everything" budget.

Our Party needs a strong, passionate leader, committed to do the work necessary to elect Republicans and promote our Party's message. I embrace the role as Chairman of Connecticut Republican Party because I believe in our principles and I have a vision to help elect Republican leaders on a federal, state and local level.

Building Our Base by Defining our Brand

First and foremost, our role as activists in 2011-2012 must be about inclusion. Our party base is not enough to compete against the highly organized and motivated Democratic Union bosses. The opportunity to show a strong contrast to the Connecticut Democrats is now. We must invite and attract new members to our organization including: unaffiliated women, small business owners, chamber of commerce members, young professionals, and people in urban communities. While we have been successful in getting our message out against Connecticut Democrats, we have not yet been able to attract those disenfranchised by their ineffective and irresponsible policies. To grow our Party base, we must collectively go out into our communities, listen to their leaders and draw similarities to the Connecticut Republican Party. The Malloy administration's plan will not grow jobs, it will not provide opportunity, it will only perpetuate the continued "false" promise that more government spending and larger government bureaucracy will solve all our problems. Connecticut Republicans represent the message of the "middle class" in Connecticut and we must make sure it is heard. As Chairman, I will seek to build these coalitions, give them a voice and work with you and our local leaders to create new opportunities to promote this message.

**CONNECTICUT NEEDS
A STRONG REPUBLICAN PARTY**

————— **Catherine Marx** —————
for Chair of CT Republicans

Building Our Bench

Our local candidates and elected leaders have never been better. In 2009, throughout Connecticut's cities and towns, voters overwhelmingly supported Republicans electing them to lead 100 of our 169 towns. Many of these wins were in Democratic strongholds, where new, energized candidates did the work to win. Republicans will need to retain those seats this year (2011), and in doing so will continue to grow a base of candidates and voices for our party in 2012. Recruitment is a vital role of State Party Chairman and one that I take seriously. As a previous candidate myself I understand the sacrifice and the satisfaction of running a campaign. We must go deep into the community to find new and energized leaders to deliver our message at all levels and make Connecticut a better place to work, live and raise a family. An important part of building our bench is promoting the elected leaders we do have. As Chairman, I will do everything I can to give our candidates and elected leaders a stronger voice.

Delivering Our Message

Communication of our message is central to any effort to rebuild the party and win elections. Technology has improved our ability to reach voters, but it is a clogged highway competing with "stars from mars" everyday. Voters have more options to turn off local TV and newspaper and tune into their specific interest. The Connecticut Republican Party has made significant and impressive progress in "new media" but we must continue to improve in this area. As Chairman I will seek out opportunities to utilize new technology and develop new mechanisms to deliver our message in a manner voters will respond to. But to draw comparisons to the Democrats in Hartford and in Washington we must present a "Republican" plan and a "Republican" voice. I am committed to working with Leaders McKinney and Cafero to promote their "Common Sense Commitment" for Connecticut and promote their agenda with our local leaders.

**CONNECTICUT NEEDS
A STRONG REPUBLICAN PARTY**

————— **Catherine Marx** —————
for Chair of CT Republicans

Financing Our Plan

The campaign finance laws at both the state and federal level handcuff the State Party's ability to financially support candidates and run effective paid campaigns. This does not alleviate the need, it means we must be more resourceful and diligent in our efforts to raise funds and spend them effectively. During my time as Vice Chairman of the State Party and in my experiences prior to, I have had the opportunity to develop strong relationships with our donors. As State Party Chairman I will make it my mission to reach out to donors daily to invest them in our efforts and solicit their support to help us grow our Party. Our donors, at all levels, continue to invest because they believe in our cause. Raising money is driven on personal contacts, mutual respect and the expectation that a cohesive plan is in place that can and will be executed.

An Honest Broker

Many Republican candidates have put markers down on elections in the future and I applaud their commitment. However, the Chair of our Party must remain an "honest broker" with all parties. We have a process, though flawed, that must be followed. I want to lead the effort to make this process more efficient and effective, but remain committed to do what is best for our Party and not for my own personal, political benefit.

**CONNECTICUT NEEDS
A STRONG REPUBLICAN PARTY**

————— **Catherine Marx** —————
for Chair of CT Republicans