THE OFFICIAL NEWSLETTER OF THE ALABAMA REPUBLICAN PARTY

# the Elephant

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## 2010 Qualifying Over; Republicans Poised for Victory

By: Rep. Mike Hubbard (R-Auburn)
*Mike Hubbard serves as Chairman of the Alabama Republican Party*

I can say with absolute certainty that the 2010 election cycle has kicked off with a bang! We wrapped up our candidate qualifying on April 2nd and I believe we have the highest quality of candidates in our Party's history. I want to thank our staff for flawlessly managing the qualifying process and also to all of our County Chairs who were tasked with qualifying candidates on the local level.

We also congratulate all GOP officials who are unopposed in both the Primary and General Elections, and there are quite a few. This is no doubt a testament to the strength of the Republican label and the quality of our elected officials.

As Party Chairman, it is exciting to witness the energy that has surrounded this qualifying period. We have qualified a record number of Republicans to run for public office and I am more confident than ever that we are on the road to having an historic election cycle. Given the overwhelming interest to join our Party's ticket, even by former Democrats, it is safe to say that we are clearly the party of choice for conservatives in Alabama.

As we near the Republican Primary in June, let's all remember that the Primary is very similar to a family squabble. But like families do, once the Primary skirmishes are over and our nominees are decided, we must all come together as Republicans and stand together as we go head-to-head with the Democrats in November. If we do that, 2010 will be an election year to remember.

## Candidates, Mark Your Calendars!

May 21, 2010 – Last day to register to vote for the primary election

May 24, 2010 – First day to file 10/5 day pre-election report for the primary election

May 25, 2010 – Certified mail deadline for the 10/5 day pre-election report for the primary election

May 27, 2010 – Last day to file 10/5 day pre-election report for the primary election

June 1, 2010 – Primary Election

The following dates relate to a Primary Election Runoff, if needed*

July 2, 2010 – Last day to register to vote for the primary runoff election

July 6, 2010 – First day to file 10/5 day pre-election report for the primary election

July 6, 2010 - Certified mail deadline for the 10/5 day pre-election report for the primary election

July 8, 2010 - Last day to file 10/5 day pre-election report for the primary election

July 13, 2010 – Primary Runoff Election

*All dates at left come from the Alabama Secretary of State's website – www.sos.alabama.gov

## ALGOP Staff

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## Alabama Republican Party's Focus on Social Media is Paying off in 2010

By: Philip Bryan

*Philip serves as Communications Director of the Alabama Republican Party.*

The Southern Republican Leadership Conference was held recently and a portion of the Conference was the New Media Challenge, a competition between the 14 SRLC state parties. The *New Media Challenge* pitted each state party against the others in several different categories, all dealing with social media and/or email campaigns. The Alabama Republican Party submitted entries in each category, and we are pleased to announce that we won first place in two of the categories – best email campaign and most effective use of *Twitter*. We were very excited to beat out the other 13 states, and we were also the only state to win in more than one category.

Our social media involvement is not simply limited to games or challenges, as we feel that the tools available in the "new media age" give us the upper hand over the Democrats on several key levels. By investing in, and utilizing, these tools we are maximizing the exposure of our Party throughout the state and delivering our message to thousands of Alabamians that we would otherwise miss with traditional media outlets.

If you haven't already, please connect with us on Facebook and Twitter, or visit Alabama2010.com to sign up for email alerts and then please forward to all of your contacts. Your state party is working everyday to be better and more innovative than the Democrats, and our success is going to be multiplied with your help in spreading the word so that we can connect with all Alabama conservatives who are fed up with the liberals in Washington and Montgomery..

## Alabama Attracts National Speakers!

By: Sidney Rue

*Sidney serves as Co-Finance Director of the Alabama Republican Party*

With the primary election only six weeks away, Republicans are energized more than ever and the Alabama Republican Party is excited to continue this momentum by bringing two A- List speakers to keynote our upcoming dinners. Political strategist Karl Rove will be coming to Birmingham to promote his new book, *Courage and Consequence*, and will be our featured speaker for a fundraising dinner at The Club in Birmingham on April 27th at 7p.m. Tickets are selling quickly, so please contact us today to secure a seat at the dinner – 205-212-5900.

Following our visit from Karl Rove, we will welcome Dick Morris to headline our Reagan Dinner on June 26th in Birmingham at the Cahaba Grand Conference Center at 7p.m. Morris, a leading political consultant and Fox News commentator, will surely make for an entertaining and insightful evening. We hope that you will be able to join us at one or both of these events!

## We are pleased to welcome our 2010 Field Staff!

**Daniel Antle**
Southeast/Wiregress

**William Califf**
West Alabama

**Bee Frederick**
East Alabama

**Tim Jackson**
Northwest Alabama

**Robert Piretti**
North Central Alabama

**Thomas Powe**
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