

JOE SHUMATE

Joe Shumate is president of Joe Shumate & Associates. As one of California's leading political consultants, Shumate has directed numerous successful statewide candidate and initiative campaigns and has been a key player in the election of two governors as well as other Republican statewide officeholders. Shumate has also directed national independent expenditure campaigns and worked on campaigns and ballot measures in numerous other states.

Shumate is nationally recognized as a pioneer in applying quantitative and mathematical modeling methods to political campaigns. He was one of the first to use conjoint analysis to design initiatives and use neural net techniques to model campaigns. He uses mathematical modeling techniques to design voter initiatives that would have the highest probability of passing.

Shumate is also highly regarded for developing methods to use political data to target and communicate with selected voters by cable television. In 2004, he developed one of the first micro target models in California to identify swing voters on a voter by voter basis. In 2006, he used both CHAID and Neural Net modeling techniques to develop a model to predict when vote-by-mail voters would vote. In 2008, he used modeling techniques to target swing and issue voters such as anti-tax and anti-spending voters as well as other issue groups. These models were used in legislative campaigns in both California and Washington.

Shumate is also well known for his role as one of a three-person team of American political consultants who, in 1996, directed Russian President Boris Yelstin's reelection campaign, which was the subject of a Time Magazine cover story and a movie.

Currently, Shumate serves as a consultant to California's JobsPAC, which works to elect business-friendly candidates, a position he also held during the 2004 and 2006 election cycles. In 2008, he worked on independent expenditure efforts for John McCain, directed strategy and messaging for the successful "No on Proposition 93" campaign and consulted to the pro-business Washington Enterprise.

Shumate was part of Governor Arnold Schwarzenegger's successful reelection campaign team in 2006 as well as serving as a consultant for Steve Poizner in his winning campaign for California Insurance Commissioner. Poizner was the only other Republican to win election to a statewide office in California that year. Additionally in 2006, Shumate worked on three statewide initiatives for which his work included strategy, developing vote models, and messaging and targeting for cable television systems, swing voters, issue-oriented voters and turnout efforts.

Shumate was key in the initial Schwarzenegger for Governor efforts in 2003 overseeing polling and focus groups to determine if Schwarzenegger could win and the messages and themes that would be used in the campaign. Not an official part of the campaign in

JOE SHUMATE

2003, Shumate was able to help direct the messaging and targeting for an independent expenditure campaign on behalf of Schwarzenegger's election.

In 2002, Shumate was involved in Arnold Schwarzenegger's winning After School Programs Initiative. During the 2000 elections, he worked on three successful statewide initiatives and directed a major presidential independent expenditure effort. Prior to that in 1998, Shumate directed the winning campaigns of the only two Republicans to win statewide election.

Shumate served as a key senior advisor to Governor Pete Wilson's 1994 come-from-behind reelection, overcoming a 24-point deficit to win by a double-digit margin. Prior to that, Shumate served as a deputy chief of staff to Governor Wilson and directed the governor's redistricting effort in 1991.