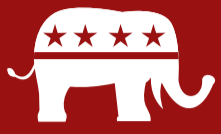


# BOLD. CONSERVATIVE. REPUBLICAN.



## LEADERSHIP. WINS.

## OUR COMMITMENT TO KANSAS

**We cannot keep doing the same things and expect different outcomes.**

Mike Brown and his leadership team are the change we need to lead the KSGOP in a bold and new direction where Republicans winning elections is expected. Anything less will not be good enough.

We are not the Party of "equity", we are the Party of EXCELLENCE, and excellence leading to winning will be our primary goal.

## THE VISION

**BOLD. CONSERVATIVE. REPUBLICAN. LEADERSHIP. WINS.**

## THE PLAN

### KSGOP Staffing

- Executive Director possessing political, campaign, and business experience with exceptional communication and business management skills.
- Data Administrator with superior data management and communication skills.
- Office Manager with superior organizational and communication skills.
- Communications Director (when funding permits) with media connections and a leading-edge digital media background.

### Communication

- Calls will be returned, e-mails replied to, concerns will be heard, and questions will be answered!
- The KSGOP website and social media channels will be continually monitored and updated.
- Create and maintain a master statewide calendar that will be maintained with the most up to Republican events across the state.
- By-laws, rules, and other foundational documents will be kept up to date and easily accessible on the KSGOP website.
- Communicate, collaborate, and provide support to all District and County Parties.
- Create a monthly digital newsletter where Republican groups are encouraged to share updates and information, including space for local clubs, counties, CD's and the State Party.

### Fundraising

- Goal 2023-2024 cycle = \$3m.
- New donors, more donations - broaden the base with smaller and regular donors.
- Gift level recognition.
- New and meaningful awards dinners.
- Professional fundraiser(s) in Kansas and nationally.

### Party Education

- Roberts Rules of Order Training.
- Candidate Recruitment Training.
- Campaign Management Training.
- Database Buildout - Registered Republicans/Precinct Committeepoeple/Counties/CD's.
- Recruitment-Grass Roots to Grass Tops to Candidates.
- Candidates - a republican running for every seat. We will challenge Democrats in every race across Kansas.
- Create value for donors.
- Venues - move KSGOP State Committee meetings around the state
- Substantive and interesting speakers.
- Create subcommittees to support communication, team building, involvement, and improved outcomes for KSGOP.

### Financial Responsibility

- Transparency for all KSGOP State Committee members in all aspects of income and expenses.
- Annual audit of financials.
- Affordable and easily accessible office space where volunteers and all Republicans are always welcome.
- Detailed accounting for KSGOP State Committee members.
- Always more transparency.

### Winning

- We will take back the Kansas 3rd Congressional District seats in 2024 and boldly defend our other Congressional seats and statewide office holders. In 2026 we will take back the Kansas Governor's Mansion.
- We will further our majorities in the Kansas Senate and House.
- Hands-off in ALL challenged primary elections.
- All-In for Republican general elections nominees.
- Recruit and support Republicans in "non-partisan" school board and city council races
- Work seamlessly with integrity supporting Republican nominee candidates in General Elections
- Have no favorites. Period.
- Encourage candidates to be Bold and Conservative.

# OUR TEAM

## MIKE BROWN

 **REPUBLICAN**  
**KANSAS PARTY CHAIRMAN**

Mike Brown is a Christian Conservative Republican businessman and lifelong 6th generation Kansan.

In 1990, Mike started his first of many companies in the residential and commercial construction, development and real estate space and ultimately became the largest volume homebuilder in the Kansas City Metropolitan Area. Looking for better outcomes and processes for his businesses and his industry, Mike's attention turned to the political arena.

Mike served as the 2007 President of the Kansas City Homebuilders' Association and served on the National Association Of Homebuilder's National Board and PAC. Mike was elected and served as a Johnson County Commissioner representing 100,000 Kansans where he successfully promoted economic development, restrained government interference with businesses, protected individual and property rights, and held the Conservative line on expenditures and taxes. Mike works everyday to protect Kansans personal freedoms, ensure election integrity, and for transparency in our party.

Mike lives in Overland Park with his wife, Kristi. Together they have 5 grown children.



## CHERYL REYNOLDS

 **REPUBLICAN**  
**KANSAS PARTY VICE-CHAIR**

Cheryl is a 5th generation Kansan. Her husband John came from rural roots on his family farm. Cheryl was born and raised in the Second District and she and her husband John have made it their home to raise their family: three sons and a daughter, all grown. She is a Senior Project Manager for Blue Cross and Blue Shield of Kansas, where she practices servant leadership. She is a charter member of a grassroots pro-life group Save the Babies. Her past experiences include being a coach of a homeschool youth speech and debate club, a leader of a Topeka homeschool group, coach of both boys' and girls' sports teams, and a homeschool mom. She has a BA from Washburn University and a MA from Kansas State University.

She has been active in grassroots GOP political arenas for many years. She loves Kansas and welcomes opportunities to speak throughout the state whenever invited to encourage grassroots activism and the role of youth in the party, both passions of hers. Cheryl has worked hard to keep the Second District red during her twelve years as chair. During that tenure, she drove from one end of the district to the other many times, meeting with counties, and focusing on helping grassroots conservatives.

Cheryl was MAGA when MAGA wasn't cool. Her focus has been to amplify the voices of everyday Republicans – who are the smartest and most independent people she knows.

## TESS ANDERSON

 **REPUBLICAN**  
**KANSAS PARTY SECRETARY**

Tess Anderson has been an active member of the Reno County Republican Central Committee for several years, serving in many roles including Steering Committee member, Central Committee Treasurer and in her current role as Central Committee Vice Chairman. Tess has dedicated much of her time helping to grow the Reno County Republican party and to inform and educate voters on the issues. Tess is a staunch conservative Republican who believes in holding Republican legislators accountable to their oath to uphold both the U.S. and Kansas Constitutions, and the Republican Party Platform.

Tess holds a degree in accounting from Kansas State University. Following graduation she worked for the accounting firm, Kennedy & Coe, LLC in Salina, KS and followed that up with several years in healthcare at Clay County Medical Center in Clay Center, KS. Being led to prioritize her family first, Tess left the workforce to homeschool her two boys who are now both engineering students at Wichita State University. Tess is a past Reno County Homeschool Connection board member, has served in several roles for her church and is currently employed as church financial secretary.

Tess lives in Hutchinson with her husband, Bryant, and two boys, Cade and Cole.



## ALAN TOWNSEND

 **REPUBLICAN**  
**KANSAS PARTY TREASURER**

Alan is a 5th generation farmer near Goodland, KS, approaching 50 years of a production. His 15,000-acre farm is a diverse operation of both irrigated and dryland, wheat, grain sorghum, corn, multiple varieties of edible beans and cover crops. The operation is a partner in Topside Prime, LLC, which operates H.J. Stephens fed cattle, finish lot near Goodland.

Alan has served as a director of Frontier Ag, Inc. since 1987 and was involved in early negotiations that led to the expansion of the company as one of the largest cooperatives in Kansas. He served as a director at Bankwest of Kansas for nearly 20 years and has extensive knowledge of ag finance and operational analysis.

Alan was an originator and incorporator of 21st Century Bean Processing, LLC, Kansas only dry edible bean processing and packaging company, and currently serves as President of the Board of Directors. This farmer-owned company is celebrating its 25th year of business and has become a major supplier of dry beans to USDA Food Banks throughout the nation. 21st Century Bean Processing processes, packages, and delivers as many as 40 million pounds (2-pound packages) annually. The company has shipped over 1 billion servings of edible beans, nationwide, in the last 6 years.