



TO: Jeff's Friends and Supporters  
FR: Jeff Gorell for Assembly 2012  
**RE: Redistricting—Jeff's new 44<sup>th</sup> Assembly District**  
DT: August 8, 2010

---

The boundaries of Jeff's current 37<sup>th</sup> Assembly District have been changed and his District has been renumbered as the new 44<sup>th</sup> Assembly District.

**Assemblyman Gorell will fit his new District like a glove.** The new 44<sup>th</sup> District maintains Jeff's strong local base in the cities of Camarillo, Moorpark, Thousand Oaks and Westlake Village. In total, **Jeff currently represents 60% of the voters in the new District.**

The new District lines add the naval base communities of Point Hueneme and Point Mugu where Jeff's background as a Naval Reserve Officer will be very well received. In addition, Jeff picks up familiar new territory in the Oxnard area where he owned a small business and was an active member of the Oxnard Rotary and Oxnard Chamber of Commerce.

Politically, Jeff's new District become slightly less Republican (37% GOP registration in the new 44<sup>th</sup> District vs. 40% GOP Registration in his current District). However, **voters in the new District have a strong history of voting for Republicans—especially moderate Republicans.**

<u>2010 Governor</u>	<u>2010 U.S. Senate</u>	<u>2010 Attorney General</u>
<b>Meg Whitman (R) 49%</b>	<b>Carly Fiorina (R) 49%</b>	<b>Steve Cooley (R) 51%</b>
Jerry Brown (D) 44%	Barbara Boxer (D) 43%	Kamala Harris (D) 36%

- Jeff's record as an independent problem-solver and fiscal reformer has great appeal with the 44<sup>th</sup> District's new voters;
- Jeff's Latino District Director, Ernie Villegas, already enjoys strong ties to the Latino communities in his newly added portions of Oxnard;
- Jeff's background as a Naval Reserve Officer makes him a natural to represent the high number of active and retired military voters in the new portions of his District.

Last year, Jeff Gorell achieved broad-based voter support across the political spectrum, earning a landslide 58% win over a well-known opponent in the November election. **Jeff is well positioned to achieve victory again in the new 44<sup>th</sup> Assembly District.**