



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

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

Assemblyman Gorell will fit his new District like a glove. The new 44th 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 44th 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>
Meg Whitman (R) 49%	Carly Fiorina (R) 49%	Steve Cooley (R) 51%
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 44th 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 44th Assembly District.**