



## COMPANY INFORMATION

**AimPoint, Inc.** was created to assist companies, political campaigns, trade associations and not-for-profits with the growing demand for financial resources and advocacy. To maximize resources and service, **AimPoint, Inc.**'s partners merged over 30 years combined experience in fundraising and legislative event management. There are numerous fundraising companies and political consultants across California, but none can match **AimPoint's** combination of talented professionals with statewide expertise and a top-to-bottom team approach to delivering client success.

- **Aimpoint, Inc.** was founded in May 2007 by company partners Justin and Michelle Matheson and Beth Holder
- Office locations in Northern and Southern California provide **AimPoint** clients a geographical advantage as professional relationships are developed and maintained across the entire state
- **AimPoint, Inc.** utilizes the most sophisticated computer and internet-based programs to ensure exact targeting and the most current donor databases
- In an effort to evolve and adapt with a social environment that is increasingly technologically based, **AimPoint, Inc.** uses numerous social networking services to increase awareness and advocate both clients and company services alike
- **AimPoint, Inc.** employs a skilled staff of individuals who adhere to the highest standards of ethics and professionalism
- Partners and staff at **AimPoint** have worked on numerous high-profile campaigns such as Mike Huckabee for U.S. President and Steve Poizner for Governor of California
- In 2010 **AimPoint, Inc.** raised a combined total of **\$3,906,931** for clients between the Northern and Southern California offices



## **CURRENT CLIENT LIST**

### **Political Fundraising**

Senate Minority Leader Bob Dutton  
Assemblyman Katcho Achadjian  
Assemblyman Bill Berryhill  
Assemblyman Paul Cook  
Assemblyman Jeff Gorell  
Assemblyman Steve Knight  
Assemblyman Allan Mansoor  
Keith Carlson for Assembly 2012  
Beth Gaines for Assembly 2011  
Tony Rackauckas for District Attorney  
Sacramento County Republican Party

### **Political Action Committee**

American Council of Engineering Companies Political Action Committee (ACEC-PAC)  
California Cattlemen's Association Political Action Committee (CattlePAC)  
California Hospital Association Political Action Committee  
California Association of REALTORS (PAC)

### **Legislative Advocacy**

Association of International Automobile Manufacturers (AIAM)  
ASFCME 2620  
CalChamber  
California Realtors Association (C.A.R.)  
California Civic Leadership Institute (CCLI)

### **Non-Profit**

American Red Cross – Sacramento, CA Chapter  
United States Volleyball Teams



## **PAST CLIENTS**

### **Political Fundraising (Past Clients)**

No on Proposition 5  
Mike Huckabee for President  
Danny Tarkanian for US Senate  
Steve Poizner for Governor of California  
Steve Cooley for Attorney General  
Mike Villines for Insurance Commissioner  
Senator George Runner for Board of Equalization  
Abel Maldonado for Lieutenant Governor  
Senator Bob Margett (Retired)  
Senator Bob Dutton for Assembly  
Assemblyman Bob Dutton for Senate  
Assemblyman Roger Niello for Senate  
Assemblyman Jeff Miller  
Don Kurth for Assembly  
Chris Lancaster for Assembly  
Don McKinney for Assembly  
Diane Harkey for Assembly  
Paul Hegyi for Assembly  
Gary Jeandron for Assembly  
Supervisor Don Knabe, Los Angeles County  
Supervisor Jerry Lenthall, San Luis Obispo County  
Councilmember Mike Wasserman for Santa Clara County Supervisor  
Councilmember Walter Allen, City of Covina  
Councilmember Robert Oliver, City of Lathrop  
Lincoln Club of Orange County  
Sacramento Valley Lincoln Club  
Steve Litzow for Washington State Representative  
David Castillo for Washington State Congress

### **Legislative Advocacy**

Capitol Partners, Incorporated  
Diesel Technology Forum  
Foley and Lardner, LLP  
GCG Rose & Kindel  
Recording Industry Association of America (RIAA)

### **Non-Profit**

Special Olympics World Games 2008



## **AIMPOINT, INC. PARTNERS**

**Michelle Matheson**, Northern California  
Michelle@aim-point.com



Michelle Matheson, Partner of AimPoint, Inc. brings over a decade of experience in public affairs, campaign fundraising, event coordination, PAC fundraising and legislative-day conferences and receptions. She is the northern California AimPoint, Inc. managing Partner, and oversees all client relations, development and activity. She has served the needs of all types of clients including ballot initiatives, statewide candidates, state officeholders, legislative candidates, local government candidates and not-for-profit organizations. She began her career in the not-for-profit sector with the California Rehabilitation Association (CRA) where she coordinated legislative receptions, legislative lobby days, membership meetings, outreach programs and built grassroots/ coalition databases.

Through her public affairs/ event management work with Foley & Lardner, LLP, Capitol Partners, Inc., and Californians Allied for Patient Protection (CAPP), Michelle has developed a deep understanding of Sacramento's capitol community. Michelle and AimPoint alike recognize that developing and maintaining professional relationships that assist your organization are essential to achieving your advocacy and fundraising goals.

Michelle's strength is her constant commitment to building important relationships and a fundraising strategy that highlights a "think outside the box" approach. Her clients receive a fundraising plan that accesses district and third house donor bases, but additionally assists in looking at industry sectors and other avenues to increase fundraising success.

Michelle graduated from Holy Names College with her Bachelor of Sciences in Psychology, and from the University of Phoenix with a Masters in Counseling. She has a great understanding of people and uses that connection to enhance her fundraising and event opportunities.

Michelle enjoys cooking and engaging her taste buds in the search for the perfect glass of wine and food pairing. She otherwise enjoys spending time with her family and absorbing all that life has to offer. Michelle resides in Sacramento, California with her husband and two sons.



**Beth Holder**, Southern California  
Beth@aim-point.com



Beth Holder brings to AimPoint, Inc. the experience and relationships necessary to reach out to a large donor rolodex – benefiting both candidates and not-for-profit organizations alike.

As a Partner at AimPoint since the company's founding, Beth has served as the Finance Director on numerous campaigns stretching from local Orange County races to several statewide campaigns. She has also coordinated various fundraising trips for out-of-state candidates ranging from gubernatorial races to Congressional and Senate candidates.

Beth's deep involvement in fundraising stems from her professional experience serving for six years as the Executive Director of the Lincoln Club of Orange County, a Pro-Business Political Action Committee known nationally for helping launch the careers of high-level elected officials.

She also served as a statewide campaign coordinator for Proposition 226 (Paycheck Protection), as well as a Legislative Assistant to former Assembly Republican Leader Scott Baugh.

In addition to her professional career, she currently serves as a member of Huntington Harbor Republican Women Federated, Newport Harbor Republican Women Federated, California Woman's Leadership Association and is an appointed delegate to the California Republican Party. Serving the needs of local children's charities, Beth also serves as a Board Member of the Orange County Marathon.

A lifelong Orange County resident, Beth currently resides in Newport Beach.



## **CONTACT INFORMATION**

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