

**PLANNING GUIDE AND GENERAL INFORMATION**  
**FOR 2010 ELECTION ACTIVITIES OF**  
**COUNTY FARM BUREAU CANDIDATE EVALUATION COMMITTEES**

**Please address questions to:**

**Matt Kapp, Land Use and Elections Specialist**  
**P.O. Box 30960**  
**Lansing, MI 48909**  
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## **GENERAL INFORMATION**

### **1. How did I get appointed to the county Farm Bureau Candidate Evaluation Committee?**

All members of the Candidate Evaluation Committee were appointed by their County Farm Bureau President.

### **2. Who are the other members of the Candidate Evaluation Committee?**

Most of the Candidate Evaluation Committees consist of about 6 members. The committee Chairman has a list of the members and will be contacting them to schedule a meeting. Each committee member has also been provided a list of the members. You may contact your County Farm Bureau Administrative Manager or MFB Land Use and Elections Specialist, Matt Kapp (517-323-6560), to obtain the names of other committee members before the first meeting.

### **3. What is the purpose of the Candidate Evaluation Committees?**

Candidate Evaluation Committees will evaluate those state and national candidates who, if elected or reelected to public office, will represent all or a portion of their county. Following their evaluation the Committees will decide which candidate, for a specific public office, to recommend for an AgriPac endorsement.

### **4. What information will AgriPac provide to help Candidate Evaluation Committees with their evaluations?**

AgriPac will send a questionnaire to all candidates from Michigan who have filed to run for Governor, U.S. Representative, Michigan State Senate, Michigan House of Representatives, Secretary of State, Attorney General, MSU Board of Trustees, State Supreme Court, State Board of Education and State Court of Appeals. AgriPac will also provide voting records of incumbent legislators seeking reelection or election to another public office.

### **5. How will Candidate Evaluation Committees receive the candidate questionnaires and voting records?**

Each Candidate Evaluation Committee Chairperson will be asked to decide if they would like candidates to be given the names and addresses of their committee members. If the committee agrees to give candidate their names and addresses, the candidate will mail the questionnaires directly to each member. If the committee does not want candidates to have their names and addresses, the candidates will be asked to send the questionnaires directly to the county Farm Bureau office for distribution to committee members. Voting records of incumbent legislators will be sent by AgriPac directly to Candidate Evaluation Committee members.

### **6. When will the questionnaires and voting records be mailed to Candidate Evaluation Committees?**

The deadline for candidates to mail their questionnaires to Candidate Evaluation Committee members or county Farm Bureau offices and the voting records to be mailed to each member of the Candidate Evaluation Committees is Friday, May 21. Most Candidate Evaluation Committee members should receive them by Tuesday, May 25.



**7. What are the deadlines for Candidate Evaluation Committees to complete the evaluations and send their endorsement recommendations to AgriPac?**

The absolute deadline for Candidate Evaluation Committees to send their candidate endorsement recommendations to AgriPac is Tuesday, June 8. In question #6 above, it was noted that all Candidate Evaluation Committee members should receive their copy of questionnaires and voting records by Tuesday, May 25. Therefore, it is suggested that all Candidate Evaluation Committees plan to meet sometime during the period Tuesday, May 25 through Friday, June 4. This will allow the evaluation process to be completed and the endorsement recommendations to be reviewed with the County Farm Bureau President and be placed in the mail to AgriPac not later than Tuesday, June 8.

**8. How will Candidate Evaluation Committees know who the candidates are and which legislative districts are within their county?**

A list of the candidates who file for election in each legislative District will be mailed to the Chairman of each Candidate Evaluation Committee not later than Monday, May 17. A copy of the legislative District maps for the U.S. House of Representatives, State House of Representatives, State Senate and State Court of Appeals can be found on Pages 8-11.

**9. How will the endorsement recommendations be forwarded to AgriPac?**

Several copies of a special form will be sent to Candidate Evaluation Committee Chairmen for use in making their endorsement recommendations to AgriPac. A copy of the form that will be used is enclosed for your information (see Pages 4-5). It is important to note that Candidate Evaluation Committees recommend endorsement to AgriPac. The recommendations do not constitute an endorsement. Candidate endorsements are made by AgriPac.

**10. What will AgriPac do with the Candidate Evaluation Committee recommendations?**

The recommendations will be reviewed very carefully by AgriPac. The recommendations from Candidate Evaluation Committees will be an important factor in AgriPac's candidate endorsement decisions. In the case of a tie in the recommendations for a candidate seeking a specific office, the AgriPac Committee will contact the Candidate Evaluation Committee Chairperson for additional information and may interview the candidates who are tied before any endorsement is made.

**11. When will AgriPac meet to make its candidate endorsement decisions?**

AgriPac will meet Tuesday, June 15, at the Farm Bureau Center in Lansing to decide which candidates to endorse for the August 3 Primary Election.

**12. Will Candidate Evaluation Committees be informed of the AgriPac endorsements?**

Yes. A complete list of the candidates endorsed by AgriPac will be sent to all Candidate Evaluation Committee members, County Farm Bureau Presidents, County Farm Bureau Administrative Managers, MFB Board of Directors and Regional Representatives on Wednesday, June 16.

**13. When will the AgriPac endorsements be released to the candidates and general public?**

Letters will be sent by AgriPac to the candidates endorsed, along with any contributions to their campaigns, beginning Wednesday, June 23 to inform them of their endorsement for election to the public office they are seeking. On June 24, AgriPac will publicly announce the candidates endorsed to news media. The July issue of Michigan Farm News will be mailed to Farm Bureau members and will carry a complete list of the candidates endorsed. Members will be encouraged to support those candidates with their votes in the Primary Election on August 3.

**14. Several dates have been mentioned in the preceding paragraphs. Can you summarize the timetable for candidate evaluation committees to consider when planning their activities?**

Yes. A summary of the timetable is enclosed (see Page 6-7).

**15. Are there any special factors recommended by AgriPac that Candidate Evaluation Committees should consider when making their candidate endorsement recommendations?**

It is the policy of AgriPac to influence the nomination and election of qualified candidates who have demonstrated basic beliefs and/or actions which are consistent with MFB policy regardless of their political affiliation.

The AgriPac policy is nonpartisan. If an incumbent candidate has a good record of supporting Farm Bureau policy with his/her votes and other actions, AgriPac encourages every consideration be given to recommending an endorsement of that incumbent candidate regardless of party affiliation. The overall record of the incumbent on issues important to agriculture should be considered rather than the record on just a single issue.

However, if an incumbent has a poor record, such as votes and other major opposition towards Farm Bureau policy, then every consideration should be given towards endorsing a challenger candidate regardless of party affiliation.

In evaluating candidates it is very important to set partisan politics aside and be completely objective. In specific instances this can be difficult, but AgriPac strongly recommends Candidate Evaluation Committees make every effort to conduct objective evaluations.

Please see the pages entitled “Criteria for Designating “Friends of Agriculture” (See Page 11) and “Suggestions for County Farm Bureau Candidate Evaluation Committees” (See Page 12) for more detailed suggestions.

**16. If a Candidate Evaluation Committee needs answers to specific questions or more information, who should they contact?**

Assistance can be obtained by calling Matt Kapp, Land Use and Elections Specialist, Michigan Farm Bureau, telephone 517-323-6560 or by cell phone at 517-256-5118. The members of the AgriPac Committee shown on Page 13 may also be contacted.

**2010 CANDIDATE EVALUATION AND RECOMMENDATION FOR ENDORSEMENT FORM**

Please sign below and mail to Public Policy and Commodity Division , Michigan Farm Bureau, P.O. Box 30960, Lansing, Michigan 48909. Must be postmarked **NOT LATER** than **Tuesday, June 8.**

\_\_\_\_\_, Chairperson  
(NAME)

\_\_\_\_\_ County Farm Bureau Candidate Evaluation Committee  
(NAME OF COUNTY)

\_\_\_\_\_  
(DATE)

1. Name of candidate evaluated \_\_\_\_\_  
(NAME)

2. Office and District candidate is seeking \_\_\_\_\_  
(NAME OF OFFICE)

\_\_\_\_\_  
(DISTRICT NUMBER)

3. Date of Candidate Evaluation Committee Meeting \_\_\_\_\_  
(DATE)

4. The candidate was evaluated by the following method(s):

- \_\_\_\_\_ Personal interview
- \_\_\_\_\_ Written response to questionnaire
- \_\_\_\_\_ Other (please specify below)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Please enter the letter rating your Candidate Evaluation Committee gives to this candidate for each item (a thru g) below. (**NOTE: A=Excellent, B=Good, C=Average, D=Poor, F=Fails**)

a. Does the candidate demonstrate a basic understanding of agriculture? Rating: \_\_\_\_\_

- b. If the candidate is an incumbent public official, does he/she have a satisfactory voting record on Farm Bureau issues? Rating: \_\_\_\_\_
  - c. Does the candidate recognize the importance of agriculture to the economy? Rating: \_\_\_\_\_
  - d. Has the candidate included issues that are important to agriculture in his/her campaign? Rating: \_\_\_\_\_
  - e. Are the candidate's positions on agricultural and other issues consistent with Farm Bureau policies? Rating: \_\_\_\_\_
  - f. Is the candidate serious and dedicated to the campaign? Rating: \_\_\_\_\_
  - g. Has the candidate involved farmers in his/her campaign? Rating: \_\_\_\_\_
6. Use the space below to list **specific** reasons why your committee either recommends or does not recommend this candidate for endorsement. It is **very important** for the AgriPac Committee to have as much information as possible about the candidate.

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- 7. Do the above ratings warrant endorsement of this candidate by the AgriPac Committee?  
 Yes     No
- 8. Does this candidate face opposition strong enough to warrant a financial contribution by AgriPac to his/her campaign?  
 Yes     No     Not Sure
- 9. Has this candidate evaluation been reviewed by your county Farm Bureau President?  
 Yes     No

\_\_\_\_\_  
**County President Signature**

\_\_\_\_\_  
**CEC Chair Signature**

(NOTE: Completion of this form is a recommendation by your Candidate Evaluation Committee to the MFB AgriPac Committee. This recommendation does not constitute an endorsement of the candidate. Endorsements are made by AgriPac.)



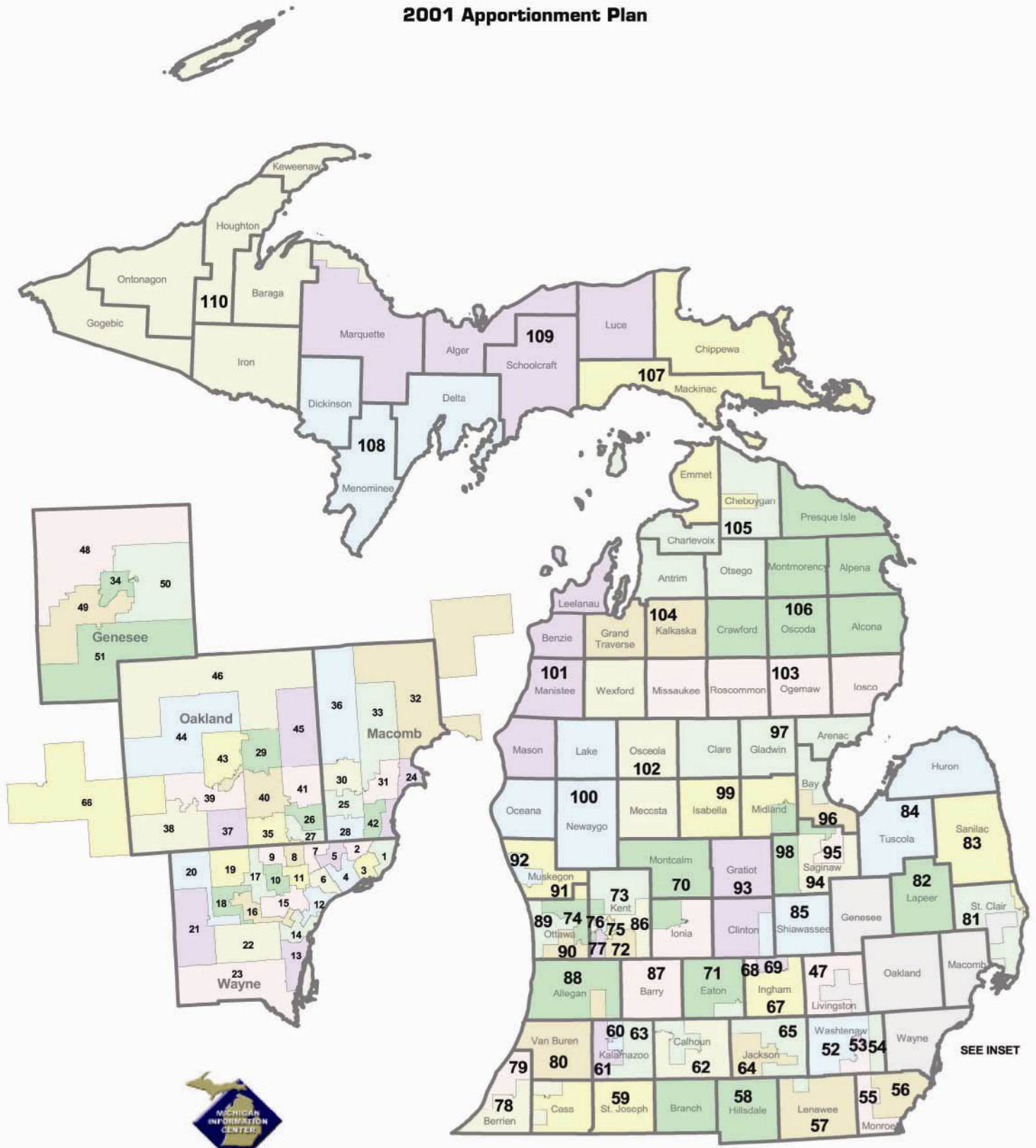
## ENDORSEMENT / ELECTIONS TIMETABLE

|                             |  |
|-----------------------------|--|
| November 18-19, 2009        | Campaign Management Workshop, MFB center, Lansing  |
| <b><u>2010</u></b>          |  |
| Late February & March       | Training of county Candidate Evaluation Committees to discuss the election timetable and their role in making endorsement recommendations to AgriPac.  |
| April                       | AgriPac begins sending questionnaires to candidates as they file necessary papers with Secretary of State.   |
| Tuesday, May 11             | Deadline for candidates to file for election.  |
| Wednesday, May 26           | Deadline for petitions to place a legislative proposal on the November ballot (304,101 signatures required) MCL 168.471  |
| Monday, May 17              | AgriPac sends Candidate Evaluation Chairpersons a list of candidates who have filed to be on the August 3 <sup>rd</sup> Primary Election ballot, and AgriPac sends voting records of incumbent candidates to county Farm Bureau Candidate Evaluation Committees. |
| Friday, May 21              | Deadline for candidates to return questionnaires to Candidate Evaluation Committees or County Farm Bureaus.  |
| May 25 – June 4             | County Farm Bureau Candidate Evaluation Committees meet to evaluate candidates and make endorsement recommendation decisions.  |
| Saturday-Monday, June 5 - 7 | Candidate Evaluation Committee Chairperson reviews endorsement recommendations with county Farm Bureau President   |
| Tuesday, June 8             | Deadline for county Farm Bureau Candidate Evaluation Committees to send endorsement recommendations to AgriPac. <b><u>THIS DATE MUST BE MET!</u></b>   |
| <b>Tuesday, June 15</b>     | <b>AgriPac meets</b> to review recommendations of county Farm Bureau Candidate Evaluation Committees and endorse candidates for August 3 Primary Election.   |
| Wednesday, June 16          | List of candidates endorsed for August 3 Primary election mailed to county Farm Bureau Presidents and county Farm Bureau Candidate Evaluation Committees for their information. <i>(no electronic delivery)</i>  |
| Wednesday, June 23          | Letters sent to endorsed candidates.   |

|                              |  |
|------------------------------|--|
| Thursday, June 24            | List of candidate endorsements released to news media.   |
| Monday, July 5               | Deadline for petitions to place a proposed constitutional amendment on the November ballot (380,126 signatures required) MCL 168.471   |
| Tuesday, July 6              | Last day to register for August primary  |
| Tuesday, August 3            | <b>Primary Election.</b>   |
| Wednesday, September 1       | Statewide Candidate Interview Forum and Elections Conference   |
| <b>Tuesday, September 14</b> | <b>AgriPac meets</b> to evaluate statewide candidates nominated at political party conventions and make endorsements for November 2 General Election.  |
| Wednesday, September 15      | List of candidates endorsed for November 2 General Election by AgriPac mailed to county Farm Bureau Presidents and county Farm Bureau Candidate Evaluation Committees for their information. |
| Thursday, September 23       | List of candidate endorsements released to news media.   |
| Monday, October 4            | Last day to register for General Election  |
| Tuesday, November 2          | <b>General Election.</b>   |

# MICHIGAN'S 110 HOUSE DISTRICTS

## 2001 Apportionment Plan

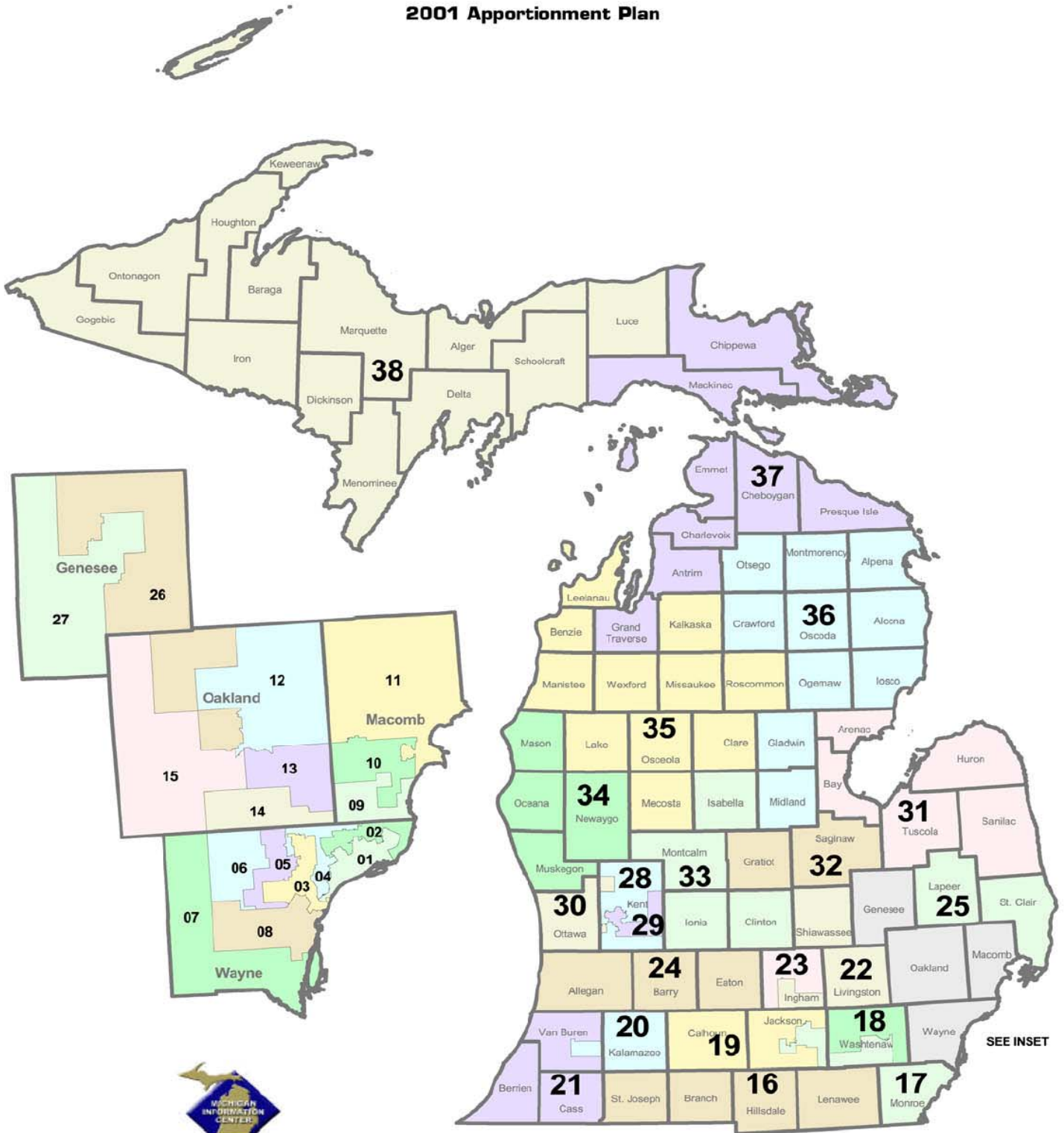


Produced by  
Michigan Information Center  
October 2001

SEE INSET

# MICHIGAN'S 38 SENATE DISTRICTS

2001 Apportionment Plan



Produced by  
Michigan Information Center  
October 2001



# **CRITERIA FOR DESIGNATING “FRIENDS OF AGRICULTURE”**

## **INCUMBENTS**

The following criteria will be followed by the Michigan Farm Bureau Political Action Committee (AgriPac) in designating “Friends of Agriculture.”

1. County Farm Bureau input. This input will be obtained from County Farm Bureau Candidate Evaluation Committees appointed by County Farm Bureau Boards of Directors.
2. Voting record on major issues affecting agriculture. This may include votes on final passage of a bill, votes in committee, as well as significant amendments prior to final consideration. Political factors associated with votes on specific issues must be recognized.
3. Degree of special effort to introduce, support or oppose legislation in accordance with the position of Farm Bureau. This involves willingness to not only introduce legislation, but work effectively to support its enactment. Also, efforts to oppose legislation damaging to agriculture must be recognized.
4. Overall support of Farm Bureau policy. This involves contacts with Farm Bureau personnel to inquire about policy positions and subsequent efforts to reflect the policy position in actions on legislation.
5. Special factors. This includes but is not limited to attendance at Farm Bureau sponsored meetings, communications with farmers on legislative issues and liaison with Farm Bureau personnel on legislative developments.

## **NON-INCUMBENTS**

1. Results of input from county Farm Bureau Candidate Evaluation Committees.
2. Recognition of the importance of agriculture to the economy.
3. Demonstrated interest in agricultural issues and possible solutions to such issues.
4. Position on issues that impact agriculture.
5. Integrity and dedication to the campaign.
6. Involvement of agricultural persons in the campaign.

## **SUGGESTIONS FOR COUNTY FARM BUREAU CANDIDATE EVALUATION COMMITTEES**

1. Plan ahead. Set a timetable for candidate evaluations and making endorsement recommendations to AgriPac. Timing is critical due to the tight timetable. See the 2010 Candidate Endorsement Timetable (Page 6-7) for assistance in establishing the plan.
2. If candidate interviews are to be held, contact the candidates early to make interview appointments. If the interviews are held, all the candidates seeking the same office should be invited. Interview each candidate separately. Give each candidate equal time and ask each candidate the same questions.
3. Be nonpartisan in evaluating candidates and making endorsement recommendations.
4. Document specific reasons for recommending or not recommending an AgriPac endorsement for each candidate. The documentation can be valuable if endorsement recommendations are challenged by other candidates or persons.
5. Endorsement recommendations should be submitted to the County Farm Bureau President for review before mailing to AgriPac.
6. Send endorsement recommendations to the AgriPac Committee by the established deadline, June 8, 2010.
7. Do not hesitate to contact an AgriPac member or Matt Kapp, Land Use and Elections Specialist (517-323-6560 or cell 517-256-5118) for information and assistance.

**2010  
Election Decisions**

**U.S. House of Representatives**

\*All 15 members of the Michigan Delegation

**Governor**

**Attorney General**

**Secretary of State**

**State Supreme Court (Nonpartisan)**

\*Elizabeth Weaver

\*Robert P Young Jr.

**State Board of Education**

\*Elizabeth W. Bauer (D)

\*Carolyn L. Curtin (R)

**Michigan State University Board of Trustees**

\*Colleen M. McNamara (D)

\*Donald W Nugent (R)

**State Court of Appeals (Nonpartisan)**

**Michigan State Senate**

All 38 Senate Districts

**Michigan House of Representatives**

All 110 House Districts

\* **Incumbent**



2010  
Michigan Farm Bureau  
Star Awards Program  
**Political Action**

~ MFB USE ONLY ~  
 \_\_\_ Gold: 75 points or more  
 \_\_\_ Silver: 50-74 points  
 \_\_\_ No star: 49 points or less  
 Regular member category \_\_\_

Due Date: July 1, 2010

\_\_\_ County Farm Bureau

*Applications will be scored by MFB and points will be awarded in home office.*

**Minimum Criteria**

The following minimum criteria must be met in order to receive a Gold Star in the area of **Political Action**.

- |  |  |
|--|--|
| 1. Our county appointed a Candidate Evaluation Committee (CEC) in 2010.                | <u>Yes</u><br><input type="checkbox"/> |
| 2. Our CEC met and sent recommendations for endorsements to the MFB AgriPac Committee. | <input type="checkbox"/>               |

**POINTS**

**Committee Dynamics**

Please answer the following questions as they pertain to the area of your **Candidate Evaluation Committee**.

- |   |                          |
|---|--------------------------|
| 1. Our CEC submitted a plan of work to the county FB Board of Directors. (Please attach copy) | <input type="checkbox"/> |
| 2. Our CEC met ___ times and involved ___ members.  |                          |
| 3. Our CEC conducted in-person interviews with candidates for office.                         | <input type="checkbox"/> |
| 4. Throughout our election activities, our CEC involved ___ (number) members.                 |                          |
| 5. Our CEC held a "Meet the Candidate" activity for our members.                              | <input type="checkbox"/> |

**50 Max**

**Election Activities Conducted**

- |   |                          |
|---|--------------------------|
| 1. Our CFB engaged in activities to register people and urge them to vote. List activities: _____   |                          |
| 2. Our CFB engaged in surfacing candidates to run for office. List activities: _____  |                          |
| 3. Our CFB promoted Absentee Ballot usage to our membership. Explain how: _____   |                          |
| 4. Our CFB put together a plan and distributed signs for Friends of Agriculture candidates.   | <input type="checkbox"/> |
| 5. Our CFB sent postcards <input type="checkbox"/> , conducted a phone bank <input type="checkbox"/> or other activities _____ (example) in support of our endorsed candidates. |                          |

**25 Max**

**Star Activities**

A. Describe the most important activity conducted by your CEC and county Farm Bureau within the past year to help get "Friends of Agriculture" endorsed candidates elected. Describe why you believe this activity qualifies your county for the Star Award. You may include info on an additional sheet if you need more room.

Activity: \_\_\_\_\_ Date(s): \_\_\_\_\_

# Involved: \_\_\_\_\_

Purpose / Benefit: \_\_\_\_\_

**25 Max**

B. Please describe what activities/actions your CEC and county Farm Bureau took to communicate to and inform your members of Friend of Agriculture endorsements.

Activity: \_\_\_\_\_

# Involved \_\_\_\_\_

Purpose/Benefit \_\_\_\_\_

**TOTAL**

**(100)**

By signing below you affirm that all information is complete and accurate to the best of your knowledge.

\_\_\_\_\_  
County President

\_\_\_\_\_  
Committee Chair