

## SIRC Reagan Dinner Speaker - February 8 - Kelly Loeffler

Former U.S. Senator from Georgia, Kelly Loeffler engaged in an extensive Q and A session with two SIRC Board members Michael Owens and Virginia Lastner at the February 8, 2023 Reagan Dinner. She is a graduate of the University of Illinois, with an MBA from DePaul University and is a CFA charterholder. (Editor's note: The Chartered Finance Analyst (CFA) designation requires three or more years of independent study to pass three very rigorous exams. In the U.S., there are fewer than 60,000 CFA charterholders, and only 13% who begin the program ultimately pass all three exams. Compare that to over 600,000 CPAs.)



Prior to public office, Loeffler built a three-decade career in the automotive and financial services industries, including as SVP of Investor Relations, Chief Communications Officer and Chief Marketing Officer at Intercontinental Exchange (NYSE: ICE), and later as the founding Chief Executive Officer of Bakkt (NYSE: BKKT). She is also a former co-owner of the Atlanta Dream of the Women's National Basketball Association (WNBA). In 2020, Loeffler served one year as a U.S. Senator in Georgia. She lost her Senate reelection bid 51% to 49% in a 2020 runoff, (similar to David Perdue's loss, 50.6% to 49.4%). After that, Loeffler founded Greater Georgia, a voter mobilization organization designed to register and engage Georgia voters.

In 2022, they registered 36,000 voters and made 2.5 million voter contacts. They are also active in promoting election integrity, diverse community outreach, and issue advocacy.

For a more thorough analysis of voter data analytics, review her Report on line at: <https://kellyloeffler.com/2022-annual-report/>

### Question and Answer Session

Q1. How different from GOP Georgia is your political approach to winning elections?

A1. Think of it as a supplement. As a 501(c)4 organization, Greater Georgia cannot give overt support to individual candidates. But what the group can and has done is build a year-round infrastructure to support conservative victories and grow the movement - including by registering voters, making inroads with diverse communities, and promoting issue advocacy. She can be a force on key issues, much as Ladies on the Right can be.

Q2. What are the tactics that actually work best to winning at elections?

A2. It can't be just an overall message. You need a real ground game where there are conversations with voters. And not just before an election, but year-round. The personal touch needs to demonstrate that you are willing to listen to their needs and complaints, and show how the GOP response can be a real solution to their needs. And recognize in Georgia the increasing diversity of the electorate, e.g. the importance of groups like Hispanics, Asians, and women, where outreach is crucial.

Q3. How do we solve the very poor public-school results in Savannah? We tried to get five new candidates to the School Board elected, but only succeeded with two.

A3. In Florida they got very good parent buy-in. Again, it takes one on one discussions with them to make sure they know what's going on in their child's classroom - and that they feel empowered to take action.

Q4. Why can't Georgia allow more school choice?

A4. Kelly is actually a big fan of school choice, but that is a hard sell, given the vigorous resistance of teacher unions. (Editor's Note: Savannah public schools do not require belonging to a teacher's union.) One approach is to double the scholarship money from \$120 million to \$200 million, as the \$120m was oversubscribed by \$100 million in requests.

Q5. How do you improve election integrity?

A5. One way is to do more early voting like the Democrats at 75%. Actually in the last election, 63% of Republicans did, compared to the previous time of only 35%. Get Out The Vote (GOTV) efforts also help. Knowing so many voted early means much fewer phone calls. Yet it is hard to match funding by Democrats, when DeKalb County alone had outside GOTV funding of some \$10 million in 2020. Remember turnout % is crucial. Mark Zuckerberg was able to thwart some laws against targeted promotions by some technicality overlooked by election Commissions.

Q6. Savannah now has a Conservative Coalition of major Republican organizations searching for better candidates to run in an admittedly heavy Democrat area. How can Kelly's organization help to identify candidates and even supply campaign funding?

A6. Not directly, but it can be a clearinghouse on information, and supply data, polling, and messaging material.



