

Statewide Initiative Campaign

Winning Track Record



| 2009 Election | State | Issue | Outcome | Won |
|------------------------------|------------|------------------------|----------|-----|
| Yes on Question 1 | Maine | Definition of Marriage | Passed | ★ |
| 2008 Election | | | | |
| Yes on Proposition 8 | California | Definition of Marriage | Passed | ★ |
| 2007 Election | | | | |
| No on Measure 50 | Oregon | Tobacco Tax | Defeated | ★ 2 |
| No on Referendum 67 | Washington | Insurance Bad Faith | Passed | |
| 2006 Election | | | | |
| No on Proposition 86 | California | Taxes | Defeated | ★ |
| No on Proposition 89 | California | Campaign Finance | Defeated | ★ |
| No on Measure 42 | Oregon | Insurance | Defeated | ★ |
| No on Measure 45 | Oregon | Term Limits | Defeated | ★ |
| No on Question 6 | Nevada | Minimum Wage | Enacted | |
| 2005 Special Election | | | | |
| No on Proposition 79 | California | Health Care | Defeated | ★ 2 |
| Yes on Proposition 78 | California | Health Care | Defeated | |
| 2004 Election | | | | |
| No on Proposition 72 | California | Health Care | Defeated | ★ |
| No on Proposition 68 | California | Gaming | Defeated | ★ 1 |
| Yes on Proposition 64 | California | Lawsuits | Enacted | ★ 1 |
| No on Measure 34 | Oregon | Timber Harvesting | Defeated | ★ 2 |
| No on Measure 38 | Oregon | Workers' Comp | Defeated | ★ 2 |
| No on Question 4 | Nevada | Insurance Regulation | Defeated | ★ |
| No on Question 5 | Nevada | Lawsuits | Defeated | ★ |
| 2002 Election | | | | |
| No on Measure 23 | Oregon | Health Care | Defeated | ★ 2 |
| 2000 Election | | | | |
| No on Proposition 30 | California | Lawsuits | Defeated | ★ |
| No on Proposition 31 | California | Lawsuits | Defeated | ★ |
| 1998 Election | | | | |
| No on Measure 64 | Oregon | Forestry | Defeated | ★ 2 |
| No on Proposition 5 | California | Tribal Gaming | Enacted | |
| Public School Accountability | California | Education | Enacted | ★ 3 |
| 1997 Election | | | | |
| No on Initiative 673 | Washington | Health Care | Defeated | ★ |
| 1996 Election | | | | |
| No on Proposition 214 | California | Health Care | Defeated | ★ |
| No on Proposition 216 | California | Health Care | Defeated | ★ |
| No on Measure 35 | Oregon | Health Care | Defeated | ★ |
| No on Measure 39 | Oregon | Health Care | Defeated | ★ |
| 1994 Election | | | | |
| No on Amendment 6 | Arkansas | Workers' Comp | Removed | ★ |
| No on Amendment 11 | Colorado | Workers' Comp | Defeated | ★ |
| Yes on Proposal C | Michigan | Auto Insurance | Defeated | |
| 1992 Election | | | | |
| Yes on Proposition 164 | California | Term Limits | Enacted | ★ |
| Workers' Comp | Colorado | Workers' Comp | Removed | ★ |

★ Winning campaign

1. Strategy team 2. Strategy team; message development; paid media creative, production and placement 3. Passed through legislation