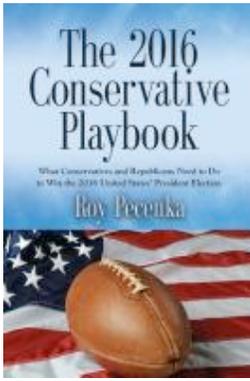


# The 2016 Conservative Playbook

What Conservatives and Republicans Need to Do  
to Win the 2016 United States' President Election

Roy Pecenka





NFL teams have a playbook to increase the chances that all 53 team players execute successfully on game day. This book develops a playbook for a conservative candidate for the 2016 presidential election, while also making suggestions for the 2014 midterm election. A playbook ensures that one's campaign staff is on the same page. It also increases the chance of successful play execution, allows for audibles, and limits fumbles.

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**THE 2016 CONSERVATIVE PLAYBOOK:**

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TO DO TO WIN THE 2016 UNITED STATES'  
PRESIDENT ELECTION**

**Roy Pecenka**

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## **CHAPTER 1: WHY A PLAYBOOK**

Imagine the biggest football game of your life. It is late in the 4<sup>th</sup> quarter, and it is 3<sup>rd</sup> and long. As a conservative candidate running for the presidency in 2016, your job is just like the quarterback on a NFL team. As you survey the field, you realize that the defense has guessed your next play. Thus, it is audible time. The play called can affect the entire outcome of the game. This is most likely the same situation that a conservative candidate for presidency in 2016 is going to find themselves in several times. Just as a professional football team uses a playbook such that it can handle very difficult situations on the fly, a conservative candidate for president in 2016 needs to have such a tool; this can help ensure success versus failure. A playbook includes scenarios for which one practices. This practice can help with success versus just reacting off the cuff.

Professional football teams use playbooks to ensure that all players are on the same page and that plays are executed correctly. Conservatives did not execute very well in the 2012 Presidential election; conservatives may take exception to this statement; they may state it was Republican who did not execute; more on that later as the role of conservatives and Republicans are analyzed. However, consider how Mitt Romney handled the third presidential debate on foreign affairs; conservatives may say that Romney was not their candidate but was the Republican choice; it is time to change that. Romney never pressed Obama on Benghazi which had just happened and where the US Ambassador to Libya was killed by a terrorist attack; later it was determined in Congressional hearings that Obama was not available when the Benghazi attack was occurring according to Leon Panetta; perhaps in the heat of debate if Romney had pressed Obama something could have been discovered. Playing defense and avoiding offensive actions is not the approach outlined in this book's playbook; it is time to think outside the box; business as usual is no longer an option.

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Therefore, I am writing a playbook to share my vision of a 2014 and 2016 Conservative Playbook. I am drawing on my personal experience of over 20 years in the private sector and about 15 years in the public sector. Also, I am using my work on a doctorate, my readings, and personal observations.

This book is written in seven parts. The first part is this chapter that introduces this book. The second one discusses conservatives; it also reviews social and fiscal conservative issues. The third one discusses the 2012 presidential election; the demographics of the American population over the last 50 years are also reviewed. The fourth section analyzes the Obama Administration, liberals, and progressives. The fifth part discusses programs that should be considered by conservatives for their playbook. The sixth section establishes the playbook that can be used for both 2014 midterm elections and for the 2016 presidential election. The seventh part is the conclusion.

This book defines a conservative. Most conservatives are Republicans; the relationship of these two groups is discussed. Conservative social and fiscal values are discussed. Conservatives need to realize that the world is changing; this needs to be analyzed to see if there is something to learn from that.

The 2012 presidential election is analyzed. Though the presidential race was not close on the popular vote, about a quarter of a million votes different in 4 key states, and Romney would have been President. As the architect, Karl Rove, states that a presidential election is all about the electoral vote; nothing else matters. Changing demographics in the USA are analyzed as to their impact on the 2012 election. An explanation is offered for the impact that the changing cultures have on future elections. Answers are offered as to how conservatives could use this to their advantage.

The Obama Administration is analyzed; this assists in forming a game plan for the Conservative Playbook. The concept of deceit is reviewed; the national debt and annual government budgets are discussed. The Obama Administration's handling of job growth or the

lack there of is discussed. The Obama Administration's use of words is also discussed.

In preparation to revealing the 2016 Conservative Playbook, concepts are reviewed. This includes football offense and defense to see if any analogy can be made. An explanation is given for government bureaucracy. Privatization is offered as an economic and job solution; privatization is also a solution on how conservatives can draw immigrants to their side. The economy is reviewed. An immigration plan is suggested. The asymmetric war with radical Islamic is also reviewed. Now that concepts have been developed, it is time for Part 6 of this book, the 2016 Conservative Playbook.

The playbook section includes a 2014 and a 2016 playbook. Conservatives and Republican must contain control of the House of Representatives in 2014; otherwise more damage shall be done to the economy by the Obama Administration. The 2016 chapter suggest how conservatives need to be conversant in their playbook; they will be many chances to call audibles; these need to be as successful as a Super Bowl quarterback when they are forced to call an audible. Then the book concludes how the playbook can be put into action to ensure that the House of Representatives has a majority of Republicans in the 2014 election. Conservatives are instructed how to use the playbook to win back the White House in 2016. Next the difference and similarities between conservatives and Republicans is explained.



## **PART II**



## **CHAPTER 19: THE 2016 CONSERVATIVE PLAYBOOK**

The playbook is the essence of this book. NFL football teams have a playbook to keep the entire team on the same page and thus the same play; a NFL team is made up of 53 players. It takes lots of coaches and plenty of practice to ensure that a team executes the right play at the right time. Right or wrong, the quarterback is usually the most important person for a NFL team. They are the one that calls the play from the playbook while in a game on the field; they usually receive the play through a wireless headset in their helmet. It is their job to ensure that the team on the field understands the play; it is their job to execute the play. Occasionally situations change on the field, and the quarterback has to call an audible; this audible is still from the playbook; since this play has already been practiced, the chance for successful execution increases. Any conservative candidate for president in 2016 needs to ensure their entire team is on the same page on every issue; this is very similar to the NFL team playbook. When this candidate is forced to go off a prepared script, they need to call an audible; they need to ensure that their team has already prepared for this audible call. The idea for a conservative playbook came from watching the Romney campaign in 2012. At times they seemed out of step. Thus, the conservative playbook was born. A conservative candidate with a playbook could ensure that their entire campaign staff is aligned with the same issue. First, there is no intention to insult any previous candidate for president; I am sure that they had a plan; however, my personal observations seemed to indicate fumbling of issues particularly when an audible was needed to address an item that they were apparently not prepared to handle. Also, the playbook allows me to present my ideas for the 2016 presidential election; that is with particular attention to conservative candidates. The following are the items that should be included in a conservative playbook for the 2016 presidential election.

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Social issues are a challenge for a conservative candidate. Liberals, progressives, and Democrats like to say that conservatives are a bunch of old white men that hate gays and women; they like to assert that conservatives are against gay marriage; they further assert that conservatives are against abortion and want to put women back into the dark ages; I believe they say that conservatives want women to be bare foot and pregnant. These could not be further from the truth. Just look at the new group of conservatives in the Senate and one realizes this could not be further from the truth; Marco Rubio and Ted Cruz are from Cuban heritage. Remember Chapter 12 discusses playing offense versus defense. A conservative candidate needs to get out in front of these issues, and not cower in the corner in hopes they will never be discussed; this is not the 1960s and 1970s; a conservative candidate must realize that the world has changed; this does not mean that they have to abandon their values. The LGBT issue needs to be handled up front with any conservative candidate ensuring that they are represented on their campaign team; look Dick Cheney is not shunning his lesbian daughter. Most politicians forget that they passed laws that ensured people were treated equally by employers regardless of race, sex, or sexual preference. My employer has had an open LGBT program for 20 or so years. It is time for conservative candidates for the 2016 presidential program to get with program; don't make this a target for the other side. I worked in San Francisco for 6 years, and gays and lesbians were some of the best employees; they did not exert their views on others. Conservatives must realize that the LGBTs have been mainstreamed and many want to be members of a conservative movement. Ensure that they are represented on one's campaign staff. This is a valuable group; don't shun them.

Conservatives need to get out front on women's issues; in 2016 and in any year liberals, progressives, and Democrats are ready to paint conservatives as anti-women. Nothing could be further from the truth. Conservatives support birth control despite what liberals and progressives state; now there might be an argument on who should pay for birth control. Conservatives have many women leaders and spokespersons. They need to let this group be on offense and provide

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voters with their message supporting women and their health concerns. Supporting women and children leads to a stronger country; conservatives should not back off this issue.

Now gay marriage is a separate issue; again conservatives who believe that marriage is between a man and a woman are not asked to change their views. Marriage is a state's rights issue; it is not a federal issue; conservatives should state this openly. However, if they become president in the 2016 election, a conservative president must defend all the laws (they swear to an oath to do such), and not the laws they support; the Obama Administration has been guilty of this; they file a law suit against the state of Arizona for trying to enforce federal immigration laws, but look the other way at illegal immigrant cities such as San Francisco and Los Angeles. Again conservatives must play offense on this issue; they must support and enforce all laws.

A 2016 conservative candidate for president needs to play offense on abortion. Conservatives are Pro Life and must not change their stance. Conservatives are against abortion and must state so first; do not wait to be asked the question. One only has to cite the Dr. Gosnell trial in 2013 to state their views against abortion. He performed illegal late term abortions in Philadelphia; his techniques included cutting the spinal chord in the neck area for babies that were born alive during his abortions. As tough as it is, the truth must be told about abortions. Having stated all that, one must remember that abortion performed per regulation is legal in the United States. Any conservative elected president in 2016 must defend this law as well as all other laws; however, they can work to get it changed. As well as following this law conservatives must be defenders of the constitution.

The constitution has an amendment process. If one disagrees with the words of the constitution then amend it or follow its words. The intent of the constitution and its words are not to be interpreted by judges; unfortunately too much legislating from the judicial bench happens around the constitution; this needs to be stopped. Nothing seems more important right now than the 2<sup>nd</sup> Amendment which

provides the right for Americans to bear arms. A conservative candidate for president in 2016 needs to make an alliance with the NRA; liberals and progressives need to be stopped in their attempt to take guns from Americans; this is a constitutional right and a basic freedom in the United States. Wayne LaPierre, Executive Vice President of the NRA, demonstrated at the 2013 Houston annual NRA convention that gun owners come from all walks of life and all political backgrounds. Conservatives belong to the NRA, support the NRA, and an alliance only assists the chance of being elected in 2016. Conservatives must defend the rest of the constitution as closely as the 2<sup>nd</sup> Amendment. As important as social issues are to conservatives in 2016, fiscal issues are equally important.

Fiscal issues define conservatives. They are for limited and smaller government; this means smaller annual deficits or actually having surpluses. This also includes entitlement reform; entitlements must become sustainable and not headed to bankruptcy in a few years. The Obama Administration has lost 5.1 million jobs during its first term as outlined and calculated in Chapter 14. Conservatives must be about growing jobs and turning an economy around; the economy has been down since 2008 and now is the time to turn it around. Conservatives need an economic plan. Taxes must be decreased. Empirical data demonstrates that this spurs the economy and grows jobs. Energy exploration for oil and natural gas in America must be started again; just like the natural gas exploration on private land has turned the North Dakota economy around; the unemployment rate is currently at about 3%. The oil and natural gas reserve in North America exceeds the rest of the world combined. Energy independence for the United States is the best defense policy that exists. An energy revolution in America would create thousands of middle class jobs; the economy would actually grow again versus being propped up with mirrors and manipulated labor data. The national labs need to be engaged to find new energy sources. Privatization is part of the fiscal plan; privatization is outsourcing government functions to the private sector; the concept is taking a function that has only an expense side which grows by taking money from taxpayers, and contracting that service out to private industry which

has survives on making a profit versus a loss. This is a basic economic principle that private industry can run most services better as it operates on a profit loss basis. Name one government program that works successfully other than the defense department; does the Post Office come to mind; how about Medicare; how about Social Security; how about Obamatax. The bottom line is that the government is a huge bureaucracy that operates very few functions effectively; part of the problem is that there are many government employees who are bureaucrats that believe they are assistants to the politicians; thus they believe their only job is to do the bidding of the politician; don't let work get in their way. Privatization should include the public school system (this includes eliminating federal and state education departments), municipal utilities, mass transit systems, garbage collection, Obamatax, pension funds, and many other government services. No elected official should be allowed to set public employee pensions. In addition to schools, the federal government education department should be eliminated. The military, fire, and police departments should remain in the government; government should also maintain an administrative and planning function. Privatization could set off another Industrial Revolution; it shall be named the Government Replacement Service Revolution.

There are other fiscal issues that need to be addressed. The national debt must be discussed; a plan by conservatives is needed to bring this under control. The annual deficit of the United States government needs to be drastically decreased. This will all increase the strength of the dollar and shore it up as the worldwide currency.

Privatization by conservatives could make immigrants their best friends; many first and second generation immigrants desire to be entrepreneurs. Conservatives must realize that immigrants have shifted the demographics over the last 50 years. Many of these immigrants are family oriented; these shifting demographics are positive for conservatives. The other side claims that minorities shall only vote for Democrats; that is not true and must be addressed directly; play offense on this issue.

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Conservatives must have a comprehensive immigration plan in 2016; this has been addressed in Chapter 16. A plan is needed even if immigration reform was passed between 2013 and 2016; it may have not gotten it totally correct and may need to be modified. Thus, a total comprehensive immigration plan must be part of the Conservative Playbook. This must include a secure border. Military technology such as drones and attack helicopters should be used to ensure a secure border. Once drones spot someone entering the country illegally, helicopters must be deployed to stop their entry into the sovereign nation of the United States; without a secure border the US is not a sovereign country. The Border Patrol needs to receive military training and must be equipped to take handle any group coming across the border. A secure border must be declared to be so by both the Democrats and the Republicans every year after the new comprehensive immigration reform legislation is passed; each side shall hire an independent agent to review border security. If one side says the border is not secure then it is not secure; there must be a roll back clause in the new legislation that cancels all gains if the border is not declared secure.

In addition to security, the comprehensive immigration reform shall not include amnesty to become a citizen for those that entered the country illegally. Instead any and all illegal immigrants shall be allowed to stay if they get a work permit and register with the government. Failure to register within 6 months of the law passing, subjects an illegal immigrant to be expelled upon being found. Illegal immigrants who get a work permit can get in line at the end of the line to apply for citizenship; this is the penalty for entering illegally; this also makes the process fair for those already in line to secure a card to enter the United States. Businesses must also follow the law and receive no amnesty for having employed illegal immigrants. Each side must realize that the United States is a nation of laws. Immigrants, particularly radical Islamists, are part of the asymmetric war that has been declared on the United States.

An asymmetric war is when one side is fighting a full out war and the other side is not at war. This describes the radical Islamists war of terror being fought against the United States. To deny that it is

happening is pure stupidity. Look at the efforts of the Obama Administration; their policy is if we are nice to them then they will be nice to us; another phase of their policy is lead from behind. Obviously that did not work well in the Arab Spring when the Obama Administration said peace would breakout in Egypt. Instead the terrorist group, the Muslim Brotherhood, came to power in Egypt. The results did not work well in Benghazi. Conservatives need to ensure that an asymmetric war no longer exists with Islamic terrorists; they need to let terrorists know that if they attack Americans, the US will track them down around the world; they will either be killed or brought to justice as an enemy combatant. Radical Islamists think the United States is the laughing stock of the world; conservatives need to change that. Conservatives need to stand up and tell the truth. They can learn from the deceit employed by the Obama Administration.

During the 2013 State of the Union speech, Obama himself continuously used the phrase 'not one thin dime' when referring to what his new programs will cost; this is deceit as his programs during his first term cost 58 trillion dimes. The Obama Administration gets away with the deceit because of people who are uninformed about politics; these people get their information from social media, the internet (newspapers are going broke all across the United States), talk TV, or reality shows. Conservatives need to tap into the uninformed voter; they need to realize that many people are just too busy to listen to their speeches. Conservatives must reach out to these alternate sources to reach people and voters just like the Obama Administration did. Conservatives need to use social media and computers to data mine for voters and have a ground game to get them to the polls on Election Day. Avoiding social media and the power of computers would be a big mistake in 2016. Conservatives must also be wary of focus group tested words; it is not politics when it is all about politics comes to mind. The Obama Administration uses the word fair and balanced when trying to secure more tax increases. They claim to want to cut spending but say it must be offset with tax increases; this makes no sense since these go in opposite directions; however, they are aware that the words fair and balanced play

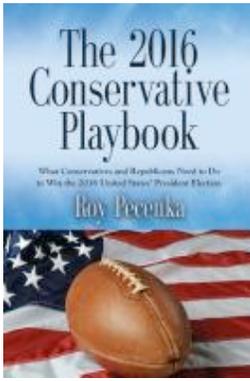
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with people. Conservatives need to counteract these word games by talking straight and following through with the voters.

The items mentioned above need to be included in the Conservative Playbook; this is not touted as an all inclusive list. However, it tries to mention the most important items and ensure mistakes of the past are not repeated. More importantly a playbook ensures all campaign workers are on the same page. When the quarterback or the candidate calls an audible from a page on the playbook, it ensures that the probability for success is higher. A playbook is developed to ensure that a conservative candidate for president does not get caught flat footed by issues from the Democrats.

# **PART VII**





NFL teams have a playbook to increase the chances that all 53 team players execute successfully on game day. This book develops a playbook for a conservative candidate for the 2016 presidential election, while also making suggestions for the 2014 midterm election. A playbook ensures that one's campaign staff is on the same page. It also increases the chance of successful play execution, allows for audibles, and limits fumbles.

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