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**MEMORANDUM TO CHAIRMAN LUJÁN**

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**TO:** Chairman Luján  
**From:** DCCC Political Department – Justin Myers (cell: 646.[Redacted], email: myers@dccc.org)  
**Date:** April 28, 2015  
**Re:** John Plumb (NY-23, Reed – Jamestown/Elmira/Ithaca)

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**Date:** Wednesday, April 29th, 2015

**Time:** 10:40am – 11:00am

**Location:** DCCC HQ (Chairman’s Office)

**Staff:**

- Justin Myers, Northeast Regional Political Director

**Purpose of the Meeting:**

Thank you for meeting with National Security Council Staff Director, Defense Policy & Strategy and Naval Reservist Commander, Dr. John Plumb. He has committed to entering the race and has been visiting the district – where he still has family – to meet with Democratic activists.

**Main Points and ASKs:**

- NY-23 is considered a secondary target in 2016. The district performs better for Democrats in a presidential year and has a Democratic Performance of 47.1. In 2012, the DCCC did not target the race, yet Democratic nominee Nate Shinagawa came within three points of defeating Reed.
- Please let Plumb know that we need a strong moderate candidate in the race. The district requires at least \$2.5-3 million to be competitive. Commander Plumb’s military experience and cultural connection to the district will help (for example, he is a hunter).
- Please ask Plumb about his timeline for entering the race.

**Background:**

- NY-23 is largely rural. It contains the major cities of Ithaca, Elmira and Jamestown. Additionally, it is located in five media markets including Buffalo, Elmira, Syracuse, Rochester and Binghamton. Tom Reed defeated former New York Assemblywoman Martha Robertson 59.6%-40.4.
- Local activists insist that the ideal candidate cannot come from “liberal” Ithaca and Tompkins County which includes Cornell University. Commander Plumb has not lived in his home of Jamestown (in the western part of the dsistrict) since graduating from high school due to his military service and schooling. However, his family currently lives in Jamestown including his sister, who is a public school teacher.
- Northeast Regional Political Director Justin Myers advised Commander Plumb to go to the district to meet local activists and party members. Since their last meeting in early March, Commander Plumb has

visited the district several times. 2014 candidate Martha Robertson and multiple county chairs are extremely impressed and believe he is the right candidate.

- Plumb is now the only Democratic candidate in NY-23 and will receive the endorsement of Martha Robertson once he announces.

### **Biography:**

Dr. John F. Plumb is detailed from the Department of Defense to the National Security Council staff as Director, Defense Policy & Strategy. His primary responsibilities are ballistic missile defense policy, nuclear weapons policy, and deterrence. Prior to this he held positions in the Office of the Secretary of Defense as the Acting Deputy Assistant Secretary of Defense for Space Policy, and as Principal Director for Nuclear and Missile Defense Policy. Dr. Plumb previously served as staff in the United States Senate, first as a Congressional Science and Technology Fellow through the American Association for the Advancement of Science, and then as the Military Legislative Assistant and Science Advisor to United States Senator Ken Salazar.

Dr. Plumb served over six years as a submarine officer in the United States Navy. During that time he qualified as Officer of the Deck and as Engineer Officer onboard the fastattack Los Angeles class submarine U.S.S. San Juan (SSN-751). Following his sea tour, he taught Aspects of Reactor Plant Operation at the Navy's Nuclear Power School, where he was responsible for the instruction of hundreds of officer students each year.

He remains active in the Navy Reserves, currently holding the rank of Commander and serving as the Commanding Officer of the Maritime Operations Center detachment in Newport, Rhode Island. He has previously served as the Commanding Officer of several other reserve units, most recently the Undersea Warfare Operations detachment in Pittsburgh, Pennsylvania.

Dr. Plumb's civilian and military decorations include the Department of State Superior Honor Award, the Office of the Secretary of Defense Exceptional Public Service Award, the Navy Meritorious Service Medal, the Navy Commendation Medal, the Army Commendation Medal, and the Navy Achievement Medal.

### **EDUCATION:**

1992 Bachelor of Science, Physics, University of Notre Dame

1993 Master of Science, Physics, University of Colorado at Boulder

2003 Ph.D., Aerospace Engineering, University of Colorado at Boulder

## NY-23 DISTRICT SUMMARY

### FINANCIAL INFO

#### 2015 Q1 Candidate Summary

Name	Party	Q1 Raised	Q1 Spent	Q1 COH	Cycle Raised
Tom Reed	R	\$313,817.00	\$108,032.00	\$291,669.00	\$332,189.69

#### 2014 Candidate Cycle Summary

Name	Party	Cycle Raised	Cycle Spent	Ending COH
Martha Robertson	D	\$2,302,262	\$2,266,530	\$3,794
Tom Reed	R	\$3,452,383	\$3,508,124	\$98,093

#### 2014 Major Democratic v. Republican IE Spending

Name	Party	IE
<b>DCCC</b>	<b>D</b>	<b>\$</b>
House Majority PAC	D	\$72,370
Other Democratic Spending	D	\$0
<b>NRCC</b>	<b>R</b>	<b>\$1,065</b>
Other Republican Spending	R	\$253,521
<b>All Democratic Spending</b>		<b>\$72,370</b>
<b>All Republican Spending</b>		<b>\$325,891</b>
		<b>\$398,261</b>

#### 2012 DCCC Full Itemized Spending

Name	Field	IE	Other Spending	Total
DCCC		\$0.00	\$10,000.00	\$10,000.00

### ELECTION RESULTS

#### Congressional Statistics

*(2 Party Only)*

Cycle	W/L	Candidate	Party	Vote
2014	L	ROBERTSON	DEM	40.4%
2014	W	REED	REP	59.6%
2012	L	SHINAGAWA	DEM	48.1%
2012	W	REED	REP	51.9%
2010	L	(redistricting)	DEM	47.1%
2010	W	(redistricting)	REP	52.9%

#### Presidential Statistics

*(2 Party Only)*

Cycle	Candidate	Party	Vote
2012	OBAMA	DEM	49.4%
2012	ROMNEY	REP	50.6%
2008	OBAMA	DEM	50.4%
2008	MCCAIN	REP	49.6%

### DISTRICT DATA

<b>DPI</b>	47.1%
<b>AfAm</b>	2.6%
<b>Hispanic</b>	2.6%
<b>Other</b>	3.6%
<b>Total Minority</b>	8.8%

### MAJOR CITIES

Ithaca  
Elmira  
Jamestown

### MEDIA MARKETS

**Buffalo** (37%)  
\$146 (Politics) / \$200 (Issue)

**Elmira** (30%)  
\$49 (Politics) / \$69 (Issue)

**Syracuse, NY** (18%)  
\$135 (Politics) / \$193 (Issue)

**Rochester, NY** (9%)  
\$112 (Politics) / \$160 (Issue)

**Binghamton, NY** (6%)  
\$54 (Politics) / \$77 (Issue)

