

# Michigan Association of Chiropractors (MAC) District 1

Counties: Monroe, Wayne

## MAC District 1 State Senate Districts

District	County	Incumbent (Party-Hometown)	Term	Communities Represented
1 <sup>st</sup>	Wayne	<p><b>OPEN</b>  <i>Currently held by term-limited Coleman Young II (D-Detroit)</i></p> <p>Democratic Base = 74.37%</p> <p><u>Democratic Candidate:</u> <b>Stephanie Chang</b> (Detroit), two-term state representative, 6<sup>th</sup> House District, former community organizer</p> <p><u>Republican Candidate:</u> <b>Pauline Montie</b> (Trenton), formerly involved with Wayne County Republican Party</p>	N/A	Wayne County (part) Brownstown Township (part) Detroit city (part) Ecorse city Gibraltar city Grosse Ile Township River Rouge city Riverview city Trenton city Woodhaven city Wyandotte city
2 <sup>nd</sup>	Wayne	<p><b>OPEN – VACANT</b>  <i>Most recently held by Bert Johnson (D-Detroit), who resigned as part of a plea deal</i></p> <p>Democratic Base = 76.64%</p> <p><u>Democratic Candidate:</u> <b>Adam Hollier</b> (Detroit), former legislative staffer, pushed by Detroit Mayor Mike Duggan, so presumed to be a proponent of no-fault “reform”</p> <p><u>Republican Candidate:</u> While there is a Republican running to complete Sen. Johnson’s term, there are none running for the 2019-202 term.</p>	N/A	Wayne County (part) Detroit city (part) Grosse Pointe city Grosse Pointe Farms city Grosse Pointe Park city Grosse Pointe Woods city Hamtramck city Harper Woods city Highland Park city Village of Grosse Pointe Shores
3 <sup>rd</sup>	Wayne	<p><b>OPEN</b>  <i>Currently held by term-limited Morris Hood III (D-Detroit)</i></p> <p>Democratic Base = 83.2%</p> <p><u>Democratic Candidate:</u> Current first-term state Rep.</p>	N/A	Wayne County (part) Dearborn city Detroit city (part) Melvindale city

		<p><b>Sylvia Santana</b> (Detroit) (2017-Present), pushed by Detroit Mayor Mike Duggan, so presumed to be a proponent of no-fault “reform”</p> <p><u>Republican Candidate:</u> <b>Kathy Stecker</b> (Dearborn), retired former accountant</p>		
4th	Wayne	<p><b>OPEN</b> <i>Currently held by Ian Conyers (D-Detroit), who ran for Congress</i></p> <p>Democratic Base = 79.12%</p> <p><u>Democratic Candidate:</u> <b>Marshall Bullock</b> (Detroit), Manager, District 7, Detroit Department of Neighborhoods, pushed by Detroit Mayor Mike Duggan, so presumed to be a proponent of no-fault “reform”</p> <p><u>Republican Candidate:</u> <b>Angela Savino</b> (Southgate), former TV production assistant and parapro for Southgate schools</p>	N/A	Wayne County (part) Allen Park city Detroit city (part) Lincoln Park city Southgate city
5 <sup>th</sup>	Wayne	<p><b>OPEN</b> <i>Currently held by current first-term state Sen. David Knezik (D-Dearborn Heights), Health Policy member, who inexplicably lost his Primary to a complete unknown who spent less than \$1,000 on the race</i></p> <p>Democratic Base = 80.13%</p> <p><u>Democratic Candidate:</u> <b>Betty Jean Alexander</b>, municipal employee/civil servant/clerical worker and single mom who scored major upset over incumbent Knezek despite receiving a campaign finance waiver indicating she would not spend more than \$1,000 on the race</p> <p><u>Republican Candidate:</u> <b>DeShawn Wilkins</b> (Detroit), small business owner, pastor</p>	First	Wayne County (part) Dearborn Heights city Detroit city (part) Garden City city Inkster city Redford Township
6 <sup>th</sup>	Wayne	<p><b>OPEN</b> <i>Currently held by term-limited Hoon-Yung Hopgood (D-Taylor)</i></p> <p>Democratic Base = 60.37%</p>	N/A	Wayne County (part) Belleville city Brownstown Township (part) Flat Rock city Huron Township Rockwood city

		<p><u>Democratic Candidate:</u> Current second-term state Rep. <b>Erika Geiss</b> (Taylor) (2015-Present), former adjunct faculty at the Art Institute of Michigan-Troy</p> <p><u>Republican Candidate:</u> <b>Brenda Jones</b> (Taylor), area director for global health and wellness company, wife of 2012 congressional candidate Jeff Jones (12th)</p>		<p>Romulus city Sumpter Township Taylor city Van Buren Township Westland city</p>
7 <sup>th</sup>	Wayne	<p><b>OPEN</b> <i>Currently held by term-limited Patrick Colbeck (R-Canton)</i></p> <p>GOP Base = 51.89%</p> <p><u>Democratic Candidate:</u> <b>Dayna Polehanki</b> (Livonia), high school English teacher (school district's 2018 Teacher of the Year) who is also involved in her local union</p> <p><u>Republican Candidate:</u> State Rep. <b>Laura Cox</b> (R-Livonia), Chair, House Appropriations Committee</p> <p><u>Libertarian Candidate:</u> <b>Joseph LeBlanc</b> (Plymouth), President and Founder, Michigan Software Services</p> <p><b>Gongwer Analysis</b> (Tuesday, October 23): <i>Ranked #6 most likely district to flip (Previously 8<sup>th</sup>)</i>. Like in Oakland County, this northwest Wayne County district appears to have some similar dynamics coming into play with turnout and with suburban educated women voters looking to possibly send Mr. Trump a message. Rep. Laura Cox (R-Livonia) is looking strong in Livonia but her opponent, Livonia Democrat Dayna Polehanki, appears to be strong in Canton, with the turnout in places such as Plymouth and Northville looking to be deciding factors. Ms. Cox also received endorsements from two top Wayne County Democrats that could make a difference, those being Wayne County Executive Warren Evans and Wayne County Prosecutor Kym Worthy. Democratic turnout was up 124 percent in the primary from four years ago compared a 52 percent boost for Republicans. Democrats had a 9,000-vote primary advantage, but</p>	N/A	<p>Wayne County (part) Canton Township Livonia city Northville city Northville Township Plymouth city Plymouth Township Wayne city</p>

this does not mean Ms. Polehanki is in the driver's seat but it serves notice that Ms. Cox is in for a tough fight in a district that has narrowed considerably in recent months.

***Gongwer Analysis*** (Thursday, September 27): *Ranked #8 most likely district to flip (Previously 9<sup>th</sup>)*. Rep. Laura Cox (R-Livonia) has built-in advantages in a Republican-leaning district, most of which she has represented in either the House or on the Wayne County Commission, but is seeing some trouble stemming from the political climate. She is running against Livonia Democrat Dayna Polehanki.

Primary turnout in the district, like Oakland County, favored the Democrats by a wide margin, with Democratic and independent women in the Detroit suburbs showing signs of wanting to push back against Mr. Trump. Ms. Cox still is in a decent position but the talk in both parties is Ms. Cox's numbers in the Plymouths and the Northvilles aren't where they need to be. That's the part of the district likely to decide the outcome and where Ms. Polehanki will need to capitalize if she wants to pull off an upset.

***Gongwer Analysis*** (Wednesday, August 22): *Ranked #9 most likely district to flip*. Republicans have the advantage in this conservative-leaning district that is competitive on paper, with Rep. Laura Cox (R-Livonia) running against Livonia Democrat Dayna Polehanki.

Ms. Cox has been a popular figure in northwest Wayne County for years, having represented not only Livonia in the House, but also the Plymouths and Northvilles on the Wayne County Commission. That's a lot for Ms. Polehanki to overcome in her first run for office.

That said, with the shifting political dynamics in the Detroit suburbs in the Trump era, Ms. Cox is not a slam dunk in this district, where combined votes in the contested Democratic primary were nearly 9,000 above

that of Ms. Cox, who ran uncontested. Democratic and independent women in the Detroit suburbs have appeared dedicated to pushing back against Mr. Trump in this election cycle. Ms. Cox has the popularity and strength to ride out a potential Democratic wave, but her race is no longer the sure thing it appeared earlier this year.

**MIRS Analysis** (Thursday, November 1): *Ranked #6 most likely to flip (Previously #8)*. The SRCC is sinking more than \$1 million into western Wayne County. That's way too much money going into Laura COX for her not to be in trouble. Schuette staying up on broadcast in metro Detroit helps keep motivation levels high for Republicans, even if the news of Schuette jettisoning airtime as he's puttering to the finish line sounds really bad.

**MIRS Analysis** (Thursday, October 18): *Ranked #8 most likely to flip (Previously 10<sup>th</sup>)*. Based on the money they're dumping into Western Wayne County, Republicans are sticking their flag in the ground and saying, "Hell, no." Getting the public support of popular Wayne County Prosecutor Kym WORTHY and Wayne County Executive Warren EVANS shows the power of House Appropriations Committee Chair Laura COX (R-Livonia). The increased attention also shows that internal numbers showing Dayna POLEHANKI doing well may not be that far off.

**MIRS Analysis** (Thursday, September 27): *Ranked #10 most likely to flip (Previously 8<sup>th</sup>)*. The extent of the "Blue Wave" will be tested in suburban Wayne County, where the 2018 Teacher of the Year, Dayna POLEHANKI is up against one of the most powerful members of the state House in Appropriations Committee Chair Laura COX.

**MIRS Analysis** (Wednesday, August 22): *Ranked #8 most likely to flip*. Democrats got the nominee they wanted in Polehanki and Republicans are happy Cox is not Bill SCHUETTE's running mate. Cox has an enormous fundraising advantage and the political experience needed

		to help Republicans set up their firewall here.		
17 <sup>th</sup>	Monroe	<p><b>Dale Zorn (R-Ida)</b></p> <p>GOP Base = 59.02%</p> <p><u>Democratic Candidate: Bill LaVoy</u> (Monroe), former state representative (2013-2014) defeated for re-election in 2014. Husband of Michelle LaVoy (D-Monroe), candidate for 17<sup>th</sup> House District</p> <p><u>Libertarian Candidate: Chad McNamara</u> (Carleton), 2015 GVSU grad, Political Science</p> <p><b>Gongwer Analysis</b> (Tuesday, October 23): “Falling Off the Radar” (<i>Previously #11</i>). Sen. Dale Zorn (R-Ida) has had a strong lead in fundraising and overall party support. Resources set aside if needed to protect Mr. Zorn appear to have been moved elsewhere. Meanwhile, former Monroe Rep. Bill LaVoy has raised little and Democrats have seemingly written this district off.</p> <p><b>Gongwer Analysis</b> (Thursday, September 27): <i>Ranked #11 most likely district to flip (Unchanged)</i>. Sen. Dale Zorn (R-Ida) maintains the edge in the district, having had strong advantages in primary turnout and fundraising. The district has trended away from Democrats in recent years and there has been little sign of the voter enthusiasm to buoy Democratic former Monroe Rep. Bill LaVoy that has materialized in the Detroit suburbs and in parts of the western end of the state. Mr. LaVoy also is short on campaign cash, down to less than \$6,000 earlier this month.</p> <p><b>Gongwer Analysis</b> (Wednesday, August 22): <i>Ranked #11 most likely district to flip</i>. Republicans hold the edge in the 17th Senate District, with Sen. Dale Zorn (R-Ida) being capable of winning tough races and voting with the district. His opponent, former Rep. Bill LaVoy (D-Monroe), has an uphill climb against a strong incumbent Republicans will put in extensive resources to protect in this Republican-leaning district that has</p>	First	Monroe County

		trended away from Democrats in recent years. Fundraising and primary turnout also point to Mr. Zorn having the edge.		
--	--	--	--	--

# Michigan Association of Chiropractors (MAC) District 2

## Counties: Huron, Lapeer, Macomb, Sanilac, St. Clair

### MAC District 2 State Senate Districts

District	County	Incumbent (Party-Hometown)	Term	Communities Represented
8 <sup>th</sup>	Macomb	<p><b>OPEN</b>  <i>Currently held by term-limited Jack Brandenburg (R-Mt. Clemens)</i></p> <p>GOP Base = 59.77%</p> <p><u>Republican Candidate:</u> Current two-term state Rep. <b>Peter Lucido</b> (Shelby Township) (2015-Present), attorney, insurance agent, realtor, security register representative</p> <p><u>Democratic Candidate:</u> <b>Paul Francis</b> (St. Clair Shores), building materials salesman, small business owner, volunteer on both Obama campaigns</p>	N/A	Macomb County (part) Bruce Township Chesterfield Township Harrison Township Lenox Township Mt Clemens city Ray Township St Clair Shores city Shelby Township Utica city Village of Grosse Pointe Shores Washington Township
9 <sup>th</sup>	Macomb	<p><b>OPEN</b>  <i>Currently held by term-limited Steve Bieda (D-Warren)</i></p> <p>Democratic Base = 61.22%</p> <p>Democratic Candidate: Paul Wojno (Warren), Warren City Clerk, former state representative (1997-2002)</p> <p><u>Republican Candidate:</u> <b>Jeff Bonnell</b> (Roseville), has worked as a machinist at GM, as an EMS dispatcher, and as a recycling plant supervisor, 9<sup>th</sup> congressional district delegate</p>	N/A	Macomb County (part) Center Line city Clinton Township (part) Eastpointe city Fraser city Roseville city Warren city
10 <sup>th</sup>	Macomb	<p><b>OPEN</b>  <i>Currently held by term-limited Tory Rocca (R-Sterling Heights)</i></p> <p>GOP Base = 55.64%</p> <p><u>Republican Candidate:</u> <b>Michael MacDonald</b> (Sterling Heights), financial representative for Northwestern</p>	N/A	Macomb County (part) Clinton Township (part) Macomb Township Sterling Heights city

Mutual, Vice President, Michigan Air Force Association

Democratic Candidate: Term-limited state Rep. **Henry Yanez** (D-Sterling Heights) (2013-Present), member, House Appropriations Committee, father of MAC member Dr. Ryan Yanez, former firefighter,

Libertarian Candidate: **Mike Saliba** (Clinton Township), Clinton Township Historical Commission, Specs Howard graduate

**Gongwer Analysis** (Tuesday, October 23): *Ranked #8 most likely district to flip (Previously 7<sup>th</sup>)*. As in the 34th, the 10th Senate District saw an increase on both sides in primary turnout, with Rep. Henry Yanez (D-Sterling Heights) seeing a 105 percent increase in turnout over 2014 with no opponent but Macomb Township Republican Michael MacDonald enjoyed a 64 percent increase in turnout of his own. Spending is heavy in this district, where a tough environment for Democrats here may outweigh their candidate recruiting. Mr. MacDonald was hit with a campaign ad highlighting a past drunken driving crash that resulted in a motorcyclist suffering injuries that led to the amputation of a leg. Some thought the ad could be a knockout blow, but sources say it has not damaged him and he remains strong in the polls, which show the race continuing to be a dogfight. Mr. Yanez was accused by a conservative group of having ties to former Macomb County officials ensnared in a public corruption scandal but that has not appeared to have hurt him either. Six months ago, both sides would have put this as a sure flip to the Democrats. But this seat simply is a Republican-leaning district in an area where Mr. Trump doesn't pose the same problems to Republicans as he does elsewhere. This race looks to go to the wire.

**Gongwer Analysis** (Thursday, September 27): *Ranked #7 most likely district to flip (Previously 3<sup>rd</sup>)*. This

race remains close, as Macomb County is still reliable Republican turf that supported Mr. Trump in 2016. Democrats won the candidate recruitment battle in getting Rep. Henry Yanez (D-Sterling Heights), who is squaring off against Macomb Township Republican Michael MacDonald. Mr. Yanez's edge hasn't proved as decisive as Democrats had hoped. The reality is this is a Republican-leaning district, and unlike other suburbs, Democrats didn't see anywhere near the surge in primary voters. The race has become increasingly nasty recently, with Mr. MacDonald being hit with a campaign advertisement highlighting a past drunken driving crash that severely injured a motorcyclist (who also was driving drunk) and Mr. Yanez being accused by a conservative group of having ties to former Macomb County officials ensnared in a public corruption scandal. There's some doubt in the Capitol community whether the drunken driving crash will really resonate given the ability of Macomb County politicians to survive various scandals. This race is likely to be a dogfight to the end.

***Gongwer Analysis*** (Wednesday, August 22): *Ranked #3 most likely district to flip.* By getting Rep. Henry Yanez (D-Sterling Heights) to run in the 10th Senate District, the Democrats scored big, with him having a history of winning tough races in Republican-leaning territory.

Opposing him is newcomer Michael MacDonald of Sterling Heights, a professed moderate who emerged from a competitive primary. The race is a toss-up since it is being fought on Republican turf and with support for President Donald Trump still strong in Macomb County, it will be a hard-fought race to see if Democrats can make up ground with having the more established candidate.

***MIRS Analysis*** (Thursday, November 1): *Ranked #9*

*most likely to flip (Previously #7).* This district would look a lot better for Republicans if Trump . . . or even Kellyanne CONWAY came to Sterling Heights. That said, keep in mind Henry YANEZ won his House District with 54 percent of the vote, which overperformed fellow Democrat Hillary CLINTON by 7 points. Michael MacDONALD is this cycle's MVP for the Senate Republicans. He's really ended up being a hell of a candidate. Trump won the 10th Senate District 56 to 40 percent.

***MIRS Analysis*** (Thursday, October 18): *Ranked #7 most likely to flip (Unchanged).* Michael MacDONALD is strongly contesting what looked initially like a Rep. Henry YANEZ (D-Sterling Heights) layup. The network and broadcast television spending the MCFN is reporting, shows the hard work this political unknown is putting into this race. It has Democrats playing their first team much longer than they thought they'd need to.

***MIRS Analysis*** (Thursday, September 27): *Ranked #7 most likely to flip (Previously #5).* The numbers for Democrat Henry YANEZ in Trump-loving Macomb County aren't what he wants them. Target Insyght's numbers for MIRS has newcomer Michael MacDONALD up 49 to 41 percent, but MacDonald is still underperforming other Republicans in this Sterling Heights district like longshot U.S. Senate candidate John JAMES, who is at 53 percent in the 10th. Now that Democrats are up on the air with how an intoxicated MacDonald crashed into a motorcyclist during an early, early morning McDonald's run and the victim's family is crushing MacDonald on social media, the first-time candidate will likely see some erosion.

***MIRS Analysis*** (Wednesday, August 22): *Ranked #5 most likely to flip.* What seemed like a slam-dunk win for Rep. Henry YANEZ (D-Sterling Heights) four months ago looks more like a 10-foot puppy shot with newcomer Michael MacDONALD crushing his GOP primary opponents with 59 percent of the vote. MacDonald is putting the work in. He just doesn't have

		much in the kitty while Yanez has been sitting on \$85,000.		
25 <sup>th</sup>	Huron Macomb St. Clair Sanilac	<p><b>OPEN</b> <i>Currently held by term-limited Phil Pavlov (R-St. Clair)</i></p> <p>GOP Base = 66.09%</p> <p><u>Republican Candidate:</u> Current three-term state Re. <b>Dan Lauwers</b> (Brockway), House Majority Floor Leader, former aide to then-U.S. Rep. Bill Schuette, owner and GM of Eastern Michigan Grain</p> <p><u>Democratic Candidate:</u> <b>Debbie Bourgois</b> (Fort Gratiot), Trustee, St. Clair Community College, substitute teacher, East China School District</p>	N/A	Huron County Macomb County (part) Armada Township Memphis city New Baltimore city Richmond city Richmond Township St, Clair County Sanilac Count
31 <sup>st</sup>	Lapeer	<p><b>OPEN</b> <i>Currently held by term-limited Mike Green (R-Mayville)</i></p> <p>GOP Base = 61.08%</p> <p><u>Republican Candidate:</u> <b>Kevin Daley</b> (Lum), former three-term state representative (2009-2014), owner and operator of family dairy farm</p> <p><u>Democratic Candidate:</u> Current Bay City Clerk <b>Cynthia Luczak</b> (Bay City)</p> <p><b>Gongwer Analysis</b> (Thursday, September 27): “On the Radar” (Unchanged). In the last month the story here remains the same: little points to any signs of movement away from the Republicans in the district, where Republicans had about 10,000 more voters turn out in the primary, giving Republican former Lum Rep. Kevin Daley the early edge. Bay County Clerk Cynthia Luczak of Bay City has an uphill climb in a district that features strongly Republican Tuscola and Lapeer counties offsetting the Democratic stronghold of Bay County. The dynamics of the district simply do not favor Democrats, and Ms. Luczak has not been getting big money to put the race in play.</p>	N/A	Lapeer County

**Gongwer Analysis** (Thursday, September 27): “On the Radar” (Previously #10). The district is considered competitive but is Republican-leaning; with Ms. Luczak Democrats feel they will be able to put the seat in play in November if they can make inroads outside of strongholds such as Bay City. Little points to any signs of movement away from the Republicans in the district, where Republicans had about 10,000 more voters turn out in the primary, giving Republican former Lum Rep. Kevin Daley the early edge. Bay County Clerk Cynthia Luczak of Bay City has an uphill climb in a district that features strongly Republican Tuscola and Lapeer counties offsetting the Democratic stronghold of Bay County. This is solidly conservative territory where Democrats are not seeing the same burst of enthusiasm showing up in other areas.

**Gongwer Analysis** (Wednesday, August 22): *Ranked #10 most likely district to flip.* In the Republican-leaning 31st Senate District former Rep. Kevin Daley of Lum faces Bay County Clerk Cynthia Luczak of Bay City.

Democratic strength lies in Bay County while Tuscola and Lapeer counties have gone sharply Republican, making it an uphill climb even in a potentially big Democratic year. During an expensive and highly contentious primary on the Republican side there were 30,856 votes cast there compared to the 20,278 for Democrats. In a year with women candidates performing well it will take significant work for this seat to flip. This seat was drawn to stay Republican. Tuscola and Lapeer counties are Trump country.

**MIRS Analysis** (Thursday, November 1): “Honorable Mention” (Unchanged). Could Cindy LUCZAK really be tied with Kevin DALEY as a Democratic poll suggests? Even when she took about a week off the campaign trail in the middle of October to attend a

	<p>family wedding? Clearly, something is going on here. The SRCC is spending money and Daley is back campaigning like he did when he was running against Gary GLENN.</p> <p><b>MIRS Analysis</b> (Thursday, October 18): “Honorable Mention” (Unchanged). 31st Senate District. Republicans' attack on Cindy LUCZAK is the Bay County Clerk closes her office for lunch a little longer than she should. She apparently closes sooner than advertised, too. Without united support from her local Democrats, this one race in the middle of Trump country looks like a win for Kevin DALEY.</p> <p><b>MIRS Analysis</b> (Thursday, September 27): “Honorable Mention” (Previously #11). If Democrat Cindy LUCZAK can make this close, the Democrats could make an appearance here, but Republican Kevin DALEY has done nothing but campaign up in this Bay County/Thumb district for the last two years, at least.</p> <p><b>MIRS Analysis</b> (Wednesday, August 22): <i>Ranked #11 most likely to flip.</i> If Democrat Cindy LUCZAK was committed to campaigning for this seat, she's probably be on the list, but Republican Kevin DALEY has been running for this seat for five years and has more name ID in more parts of the district.</p>		
--	--	--	--

# Michigan Association of Chiropractors (MAC) District 3

## Counties: Oakland

### MAC District 3 State Senate Districts

District	County	Incumbent (Party-Hometown)	Term	Communities Represented
11 <sup>th</sup>	Oakland	<p><b>OPEN</b>  <i>Currently held by term-limited Vincent Gregory (D-Southfield)</i></p> <p>Democratic Base = 73.41%</p> <p><u>Democratic Candidate:</u> Current second-term state Rep. <b>Jeremy Moss</b> (Southfield), former legislative aide and youngest person ever elected to Southfield City Council</p> <p><u>Republican Candidate:</u> <b>Boris Tuman</b> (Southfield), web developer and software engineer. Lost to Vincent Gregory in 2014.</p> <p><u>Libertarian Candidate:</u> <b>James Young</b> (Farmington Hills), Secretary. Oakland County Libertarian Party, US Army Veteran,</p>	N/A	<p>Oakland County (part)</p> <p>Farmington city</p> <p>Farmington Hills city</p> <p>Ferndale city</p> <p>Hazel Park city</p> <p>Huntington Woods city</p> <p>Lathrup Village city</p> <p>Madison Heights city</p> <p>Oak Park city</p> <p>Pleasant Ridge city</p> <p>Royal Oak Township</p> <p>Southfield city</p>
12 <sup>th</sup>	Oakland	<p><b>OPEN</b>  <i>Currently held by term-limited Jim Marleau (D-Lake Orion)</i></p> <p>GOP Base = 54.2%</p> <p><u>Republican Candidate:</u> Current third-term state Rep. <b>Michael McCready</b> (Bloomfield Hills), former Bloomfield mayor, small business owner</p> <p><u>Democratic Candidate:</u> <b>Rosemary Bayer</b> (Beverly Hills), information technology executive</p> <p><u>Libertarian Candidate:</u> <b>Jeff Pittel</b> (Bloomfield Hills), engineer, Ford Motor Company</p> <p><b>Gongwer Analysis (Tuesday, October 23): Ranked #4 most likely district to flip (Previously #5). Beverly Hills</b></p>	N/A	<p>Oakland County (part)</p> <p>Addison Township</p> <p>Auburn Hills city</p> <p>Bloomfield Township</p> <p>Independence Township</p> <p>Keego Harbor city</p> <p>Oakland Township</p> <p>Orion Township</p> <p>Oxford Township</p> <p>Pontiac city</p> <p>Southfield Township</p> <p>Sylvan Lake city</p> <p>Village of Clarkston city</p>

Democrat Rosemary Bayer continues to impress Senate Democrats after enjoying a narrow turnout advantage in the primary this is another Oakland County seat that has become a very close race for her opponent, Rep. Michael McCready (R-Bloomfield Township). There's a school of thought that gives Ms. Bayer the better chance at winning because Mr. McCready lacks the benefits of incumbency and name Mr. Knollenberg enjoys, but it's hard to overlook the incredible enthusiasm on the Democratic side of the primary in the Knollenberg-McMorrow race. Growing enthusiasm for women candidates and heavy retail politics for Ms. Bayer even in more conservative portions of this district has put the seat within reach. Mr. McCready has been working hard as well and has been trying to bring the Republican base home after a brutal primary. Seen as a moderate with a base of support in the southern part of the district, Mr. McCready will need to minimize the number of votes Ms. Bayer may be able to pick off in a tough environment to hold the seat for the Republicans. As in the 13th, both parties say their candidate is nursing a narrow lead. Ms. Bayer needs a big turnout in Pontiac.

***Gongwer Analysis*** (Wednesday, October 10): See below

***Gongwer Analysis*** (Thursday, September 27): *Ranked #5 most likely district to flip (Previously #7)*. Democrats had a narrow turnout advantage in the primary and the Oakland County environment is making this a more competitive race than initially thought for Rep. Michael McCready (R-Bloomfield Township). Beverly Hills Democrat Rosemary Bayer is, like Ms. McMorrow in the 13th, benefitting from growing enthusiasm for women candidates and excitement for Democrats wanting to make a statement to Mr. Trump in November. This is another male Republican versus female Democrat matchup that is looking more competitive given Oakland County. Mr. McCready is a moderate and has a base of support in the southern part of the district where Ms. Bayer will need to chip away to have a chance.

***Gongwer Analysis*** (Wednesday, August 22): *Ranked #7 most likely district to flip*. Republicans have the edge in

this suburban Detroit, with Rep. Michael McCready (R-Bloomfield Township) emerging from a tough primary, but maybe not by as much as once thought.

Strong fundraising from Democratic candidate Rosemary Bayer of Beverly Hills and the fact she took more votes in her uncontested primary (27,667) than all Republican candidates combined (27,573) makes this race appear to have the potential to be closer than it originally appeared on paper. Throw in strong momentum for female candidates, following a national trend in recent months, and this race could be competitive.

Ironically, Mr. McCready's primary victory could prove to be a blessing for Republicans after most establishment GOP groups opposed him. With his political base in the southern part of the district, where Ms. Bayer must run strongly, as well as crossover appeal, he is probably better positioned to ride out a Democratic wave than his defeated primary opponent, Rep. Jim Tedder (R-Clarkston), would have been.

**MIRS Analysis** (Thursday, November 1): *Ranked #4 most likely to flip (Previously #3)*. Democrats sunk \$130,000 into broadcast TV for Rosemarie BAYER today as the D's look to go three for three in Oakland County. If a personable, moderate Republican from the right part of the district like Rep. Mike MCCREADY can't win, no Republican is going to win here.

**MIRS Analysis** (Thursday, October 18): *Ranked #3 most likely to flip (Previously #4)*. Rep. Mike MCCREADY doesn't have the district-wide incumbency advantage of Knollenberg and with this Oakland County seat polling like the 13th, there's every reason to think Rosemary BAYER, who has lived in three different parts of this district, has a very real chance of winning this one.

**MIRS Analysis** (Thursday, September 27): *Ranked #4*

		<p><i>most likely to flip (Previously #7). President Donald TRUMP's name is dirt in Oakland County and the numbers are bearing that out. Rep. Mike MCCREADY (R-Birmingham) isn't going to flip many swing voters in Democratic-heavy Pontiac. He doesn't start with much of a political base, coming from the far southern part of the district, and Rosemary BAYER already has future Sens. Stephanie CHANG and Adam HOLLIER knocking doors with her. That said, the moderate McCready, and the funds he brings to the table, shouldn't be underestimated.</i></p> <p><i><b>MIRS Analysis</b> (Wednesday, August 22): <b>Ranked #7 most likely to flip.</b> Conservatives may be disappointed Rep. Jim TEDDER didn't win this primary, but the way Birmingham is trending, Rep. Mike MCCREADY's primary victory could be a blessing in disguise. The more moderate McCready brings more bucks to a race in which Rosemary BAYER won more primary votes (27,667) than Tedder, McCready and two other Republican candidates collected combined (27,573).</i></p>		
13 <sup>th</sup>	Oakland	<p><b>Marty Knollenberg (R-Troy)</b> <i>Appropriations Committee</i></p> <p>GOP Base = 52.84%</p> <p><u>Democratic Candidate: Mallory McMorrow</u> (Royal Oak), former product designer, Mattel (Hot Wheels line)</p> <p><i><b>Gongwer Analysis</b> (Tuesday, October 23): <b>Ranked #3 most likely district to flip (Unchanged).</b> Royal Oak Democrat Mallory McMorrow has been a key part of the party's efforts at making inroads into traditionally Republican Oakland County. If Democrats come close or take the Senate majority, this could be one of the upsets that is key to large Democratic gains.</i></p> <p>Sen. Marty Knollenberg (R-Troy) came up on the short end of an 8,000-vote Democratic advantage in primary votes. Mr. Knollenberg cannot be counted out as the race has tightened and both sides say their candidate has a narrow lead. Mr. Knollenberg is a strong campaigner with a lengthy resume and strong family name.</p>	First	<p>Oakland County (part)</p> <ul style="list-style-type: none"> <li>Berkley city</li> <li>Birmingham city</li> <li>Bloomfield Hills city</li> <li>Clawson city</li> <li>Rochester city</li> <li>Rochester Hills city</li> <li>Royal Oak city</li> <li>Troy city</li> </ul>

Changing dynamics in Troy and Rochester Hills, voter enthusiasm and the popularity of Mr. Trump could all loom large in this, as of right now, pure toss-up race. Interestingly, Mr. Knollenberg isn't running away from the Republican brand at a time when its supposedly damaged in his area. His yards signs say "Trust Republican Knollenberg."

***Gongwer Analysis*** (Wednesday, October 10): See below

***Gongwer Analysis*** (Thursday, September 27): *Ranked #3 most likely district to flip (Previously #5)*. Democrats are getting excited about their chances of making serious inroads in Oakland County where turnout skyrocketed in the primaries and the party recruited women candidates who are getting a strong response, especially Royal Oak Democrat Mallory McMorrow. Ms. McMorrow has kept close in fundraising with Sen. Marty Knollenberg (R-Troy), whose seat is at risk given the rise in Democratic enthusiasm as evidenced in Ms. McMorrow's 8,000-vote advantage in the primary. Mr. Knollenberg is expected to get significant backing from his caucus to hold the seat but the race is in toss-up territory. Troy and Rochester, which hold the bulk of the vote in this seat, have pivoted hard from being one-time Republican bulwarks into territory repelled by Mr. Trump. Royal Oak appears poised for a huge Democratic vote this year.

***Gongwer Analysis*** (Wednesday, August 22): *Ranked #5 most likely district to flip*. Democrats are very confident in Mallory McMorrow of Royal Oak in her race against Sen. Marty Knollenberg (R-Troy). Ms. McMorrow has been raising strong money and through the primary was right at Mr. Knollenberg's heels in fundraising.

In the primary Ms. McMorrow received more than 8,000 votes more than Mr. Knollenberg, with a huge turnout increase for Democrats in the district that historically is Republican but is showing signs of

inroads for Democrats. In fact, the Democratic turnout in the primary for this district rose by 20 times the amount Republican turnout did compared to 2014. Mr. Knollenberg will receive big money to hold the seat from his caucus, but this is a race to watch.

**MIRS Analysis** (Thursday, November 1: *Ranked #2 most likely to flip (Unchanged)*). Every time we see a Mallory McMORROW video, we immediately want to see another one. Outside of some of Shri THANEDAR's ads and Abdul EL-SAYED's inspiring "People's Summer" ads, McMorrow's videos have been the year's best.

**MIRS Analysis** (Thursday, October 18: *Ranked #2 most likely to flip (Unchanged)*). Sen. Marty KNOLLENBERG's (R-Troy) attention is split between re-election and his Sedona Steakhouse. The state party is trying to bring down Mallory McMORROW by framing her as an out-of-touch California transplant who's raised more money from "Berkley, California than Berkley, Michigan."

**MIRS Analysis** (Thursday, September 27): *Ranked #2 most likely to flip (Unchanged)*. MIRS has Sen. Marty KNOLLENBERG (R-Troy) and Democrat Mallory McMORROW within the margin of error, which is likely due to the incumbent being better known than his challenger. Knollenberg's favorable/unfavorable number is underwater (24 percent/37 percent) and around 80 percent of the district didn't know McMorrow between the Sept. 11-14 polling period. Meanwhile, Democrat Gretchen WHITMER is up on Bill SCHUETTE 52 to 36 percent in this district, which puts Knollenberg in a hole despite its 53 percent GOP base number.

**MIRS Analysis** (Wednesday, August 22): *Ranked #2 most likely to flip*. Sen. Marty KNOLLENBERG (R-Troy) is offering Senate Republican staffers free steaks at his Sedona Taphouse if they walk for him outside of their regular volunteer caucus days the rest of this month of September. Meanwhile, those supportive of Democrat Mallory McMORROW were out polling on Knollenberg's two DUIs during his younger years. Let's see if they play

		that card with any type of paid media.		
14 <sup>th</sup>	Oakland	<p><b>OPEN</b>  <i>Currently held by term-limited David Robertson (R-Grand Blanc)</i></p> <p>GOP Base = 58.67%</p> <p><u>Republican Candidate:</u> Current Michigan Secretary of State <b>Ruth Johnson</b> (Holly) (2010-Present), former state Representative (1999-2004), former Oakland County Clerk/Register of Deeds (2005-2006), GOP nominee for Lt. Governor, 2006</p> <p><u>Democratic Candidate:</u> <b>Renee Watson</b> (Grand Blanc), former Treasurer Grand Blanc School Board</p> <p><b>Gongwer Analysis</b> (Tuesday, October 23): “<i>On the Radar</i>” (New to the List). Secretary of State Ruth Johnson of Holly is the heavy favorite and is a former Oakland County Clerk, county commissioner and House member. How, then, is this race on the radar for Democrat Renee Watson, a Grand Blanc Community Schools board member? The Oakland County dynamics, along with parts of the district being part of the 8th U.S. House and 11th U.S. House districts, where big money is being spent in tight races involving Democratic candidates Elissa Slotkin and Haley Stevens, respectively, are a factor. A state House candidate is also running a competitive campaign within the Senate district, but the U.S. House races could have a positive effect for Democrats down the ticket. And Ms. Johnson has not run a terribly aggressive campaign. Democrats don't have the money to make a play here, but wonder if perhaps Ms. Johnson got caught napping.</p> <p><b>MIRS Analysis</b> (Thursday, November 1): “<i>Honorable Mention</i>” (Unchanged). If Whitmer wins by 20 points, anything is possible.</p> <p><b>MIRS Analysis</b> (Thursday, October 18): “<i>Honorable Mention</i>” (Previously unranked). If Congressional hopeful</p>	N/A	<p>Oakland County (part)  Brandon Township  Fenton city  Groveland Township  Highland Township  Holly Township  Lake Angelus city  Rose Township  Springfield Township  Waterford Township</p>

		Elissa SLOTKIN is changing hearts and minds in typically bright-red northern Oakland County, Renee WATSON would a beneficiary, particularly if Republican Ruth JOHNSON is taking this race for granted.		
15 <sup>th</sup>	Oakland	<p><b>OPEN</b>  <i>Currently held by term-limited Mike Kowall (R-White Lake)</i></p> <p>GOP Base = 55.58%</p> <p><u>Republican Candidate</u>: Current two-term state Rep. <b>Jim Runestad</b> (White Lake) (2015-Present), former Oakland County Commissioner, insurance agent</p> <p><u>Democratic Candidate</u>: <b>Julia Pulver</b> (West Bloomfield), registered nurse, business owner</p> <p><b>Gongwer Analysis</b> (Tuesday, October 23): <i>Ranked #10 most likely district to flip (Previously #9)</i>. West Bloomfield Democrat Julia Pulver has made this once crimson-red district a race and was able to turn out the Democratic vote in the primary to the tune of six times that of four years ago. This is still considered a race where Rep. Jim Runestad (R-White Lake) is the odds-on favorite to win. But the changing dynamics in Oakland County have spread here as well, moving it from a district where Democrats have had virtually no chance to being competitive if the district is worked hard, which sources say Ms. Pulver has done a great job of doing in a way Democrats have not for years on this turf. While she narrowly took more votes in the primary than the entire Republican field, this seat is still a more-than-likely hold for the GOP but has served notice that the political environment is putting many more areas in play than in recent years. Republicans, however, quickly saw the threat after the primary and have hit Ms. Pulver with a relentless drumbeat of negative mail. Democrats don't have the resources to respond in kind.</p> <p><b>Gongwer Analysis</b> (Wednesday, October 10): See below</p> <p><b>Gongwer Analysis</b> (Thursday, September 27): <i>Ranked #9</i></p>	First	<p>Oakland County (part)</p> <p>Commerce Township</p> <p>Lyon Township</p> <p>Milford Township</p> <p>Northville city</p> <p>Novi city</p> <p>Novi Township</p> <p>Orchard Lake city</p> <p>South Lyon city</p> <p>Walled Lake city</p> <p>West Bloomfield Township</p> <p>White Lake Township</p> <p>Wixom city</p>

most likely district to flip (Previously “on the radar” at #13). West Bloomfield Democrat Julia Pulvernarrowly edged the two-person Republican primary field in August, a startling result in this longtime Republican bastion that has grabbed the attention of Republicans as Oakland County shifts to the Democrats. West Bloomfield, which has long been tilting Democratic, now is solidly blue and Novi is rapidly trending the Democrats' way but there is still a lot of strong Republican turf in southwest Oakland County. Rep. Jim Runestad (R-White Lake) remains the favorite here but voter enthusiasm and the male versus female candidate dynamic could play to the Democrats' favor. A district that is traditionally a wide Republican victory – the average victory margin for the GOP is 20 points the last four cycles – could be much closer than expected and could be one of the final pieces of the puzzle, far down the list of races, to flip the Senate if Democrats have a wave in November.

**Gongwer Analysis** (Wednesday, August 22): *Ranked #13 most likely district to flip.* In another sign of changing dynamics in Oakland County, Democratic candidate Julia Pulver of West Bloomfield actually took more than 500 more votes in her uncontested primary (29,173) than the two candidates in the Republican primary (28,638). Rep. Jim Runestad (R-White Lake) is the favorite in this race but the fundraising, voter enthusiasm and female versus male candidate dynamics could make this at least a closer race than traditionally seen in what historically is a very Republican area.

West Bloomfield continues to become ever more Democratic, and Novi's rapid political shift away from Republican bulwark toward 50-50 territory continues.

The average Republican margin of victory in this seat in 2002, 2006, 2010 and 2014 was more than 20 percentage points. It's going to be closer this year, maybe a lot closer.

**MIRS Analysis** (Thursday, November 1): *Ranked #7 most likely to flip (Previously #10).* Outside groups are bringing up Rep. Jim RUNESTAD's 50/50 shared custody bill. As if

		<p>motivated women didn't need more motivation to vote Democratic in Oakland County. With little initial aerial support, no candidate has done more with less than Julia PULVER. The rest of Lansing may have been slow to come around, but this married mother of four kids 10 and under is the right type of candidate in the right year.</p> <p><b>MIRS Analysis</b> (Thursday, October 18): <i>Ranked #10 most likely to flip (Previously #9)</i>. Julia PULVER is having fun with the angry-face mailers that Republicans are sending against her. She also has to like that Citizens for Energizing Michigan's Economy – the same group that knocked off Gary GLENN – are running television ads for her now. The seat is tempting for Democrats, but it still has that pesky 56 percent GOP base.</p> <p><b>MIRS Analysis</b> (Thursday, September 27): <i>Ranked #9 most likely to flip (Previously #10)</i>. In the 39th House District, which makes up at least a third of this district, Democrat Julia PULVER was up 52 to 36 percent on Republican Jim RUNESTAD, according to the Target Insyght/MIRS poll. Clearly, the numbers would be much different in the northern part of this Oakland County district, but it shows that the conservative Runestad is not a slam dunk.</p> <p><b>MIRS Analysis</b> (Wednesday, August 22): <i>Ranked #10 most likely to flip</i>. Something is going on in Oakland County that is so fast moving and counterintuitive that it's taking Lansing and the rest of state observers some time to come to terms with it. This western Oakland County District is definitely in play. Pulver is dramatically underfunded compared to Runestad, which still makes her an underdog until we see polling that shows otherwise.</p>		
--	--	---	--	--

GONGWER: October 10, 2018

[Oakland Senate Seats: Dems See Shift, But GOP Remains Bullish](#)

For control of the Michigan Senate after 2018, all roads lead to Oakland County.

Women and Democratic voters who stayed home in 2016 were shocked by the election of President Donald Trump and roused to action, Democratic candidates say. As the months fell off the calendar that anger has given way to new enthusiasm and constituents in Oakland County taking a fresh look at their elected leadership.

Democrats in Oakland County are banking on changing demographics, angst over Mr. Trump and a softening of support for him and frustration over politics-as-usual to deliver them as many as three now Republican seats that Democrats usually do not seriously contest because of their solid GOP leanings.

In a midterm election year where Democrats appear in position to make Senate gains, the difference between making a small dent in the 27-10 Republican majority and having a shot at flipping control of the chamber depends on their performance in Oakland County. They likely need to flip two of the three to have the chance at winning majority. By contrast, Republican victories in two of the three would make it near impossible for Senate Democrats to get the seats they need for majority.

The similarities of the three Oakland County Senate district races are striking. All feature first-time female candidates against male Republican lawmakers: Beverly Hills Democrat [Rosemary Bayer](#) is facing [Rep. Michael McCreedy](#) (R-Bloomfield Township) in the 12th Senate District, Royal Oak Democrat [Mallory McMorro](#) is squaring off with [Sen. Marty Knollenberg](#) (R-Troy) in the 13th Senate District and West Bloomfield Democrat [Julia Pulver](#) is taking on [Rep. Jim Runestad](#) (R-White Lake) in the 15th Senate District.

Not so fast, Republicans say. While Democratic enthusiasm may be up, the seats have historically been Republican-held.

Mr. McCreedy has been able to win tough races before and has an independent streak that provides crossover appeal. Mr. Knollenberg has a high-profile family name and long ties to his district. And Mr. Runestad is a conservative whose politics align with his historically strongly Republican district.

Blue wave. Pink wave/year of the woman. Red wave. Something will inevitably give in next month's general election.

Gongwer News Service spent part of last week in Oakland County to get an in-person look at the campaign trail with all six candidates.

#### **KNOLLENBERG VS MCMORROW**

Mr. Knollenberg, while mingling with the more than three dozen campaign volunteers including several Senate Republican staffers gathered in the parking lot of the Sedona Taphouse in Troy that he owns, is talking about his drive to take on, and overcome, challenges.

Born with severe hearing loss that went undiagnosed until the age of three, he spent years going to a neighboring school district in special needs programs for the hearing impaired, a story he touted in a recent campaign ad focused on overcoming adversity.

On this overcast and rainy October 5 morning, he reminisces over a time when he participated in marathons and triathlons. Prior to his first triathlon, he noted that he had not yet learned how to swim. No problem, he said, taking on the challenge of learning prior to the race. He did not complete the race until his third triathlon, but persistence paid off: he said in time he could finish in the top 10 or 15 percent in such races in his age group.

This election is his most recent challenge. Ms. McMorro, running unopposed, took 253 percent more primary votes than the two-person Democratic field did in 2014 while Mr. Knollenberg had only a 12 percent boost compared to the entire Republican primary field in 2014.

While the race has tightened, Mr. Knollenberg said the party's recent polling shows the campaign is finding success and he is starting to build a lead. That contrasts sharply with confidence in the Senate Democratic Caucus that Ms. McMorro has the race all but wrapped up.

Speaking at his insurance agency office not far from Sedona, Mr. Knollenberg said he does not "really pay attention to what she's doing," referencing the campaign of his opponent (whom he has not met). He said all he can do is share with voters what he has done to help the communities in the district with infrastructure and in pushing for school funding, among other accomplishments.

Education spending, he said, has always been a priority due to his childhood experience. He said every child should be provided the tools necessary to reach their potential, something he said he would love to do more of if re-elected and were to chair the Senate Education Committee.

Mr. Knollenberg's chief of staff and campaign manager Michael Murray likened it to "two different worlds" out on the campaign trail, noting that he has never heard anyone when out knocking on doors be able to identify Ms. McMorro by name. He said at most someone who is voting Democrat might say they are voting for the Democrats or say they are not a fan of Mr. Knollenberg.

Mr. Knollenberg agreed, saying he will focus on his campaign and of his opponent "if she goes negative I'll respond."

Both campaigns recently posted to Twitter negative mailings attacking them. The Republican one Photoshopped Ms. McMorro's head onto someone else's body and had her holding a map of Michigan upside-down to use her relatively recent move to the state against her. The Democratic one had Mr. Knollenberg in a space suit mocking his policy ideas as from outer space.

Due to a rain storm in Troy Friday morning when he was about to go knock on doors, Mr. Knollenberg opted to give a demonstration of an automated phone program he has subscribed to and used extensively during the campaign.

Mr. Knollenberg logged on to the phone program, which allows for a series of numbers of potential voters that come from the Republican Party's database to be dialed at once. The program brings up information on the household and number of potential voters for whomever picks up. Automated voicemails are also left with individuals that do not pick up.

Mr. Knollenberg said he spends a few hours per day working the phones. On average he makes 400 to 450 phone calls per day, with a response rate of a few dozen voters per day.

The phone program has a similar effect to knocking on doors in person, where being in person instead of a volunteer increases the odds of winning someone over: "Hopefully they'll appreciate the call," Mr. Knollenberg said.

Mr. Knollenberg pointed to one recent call where a woman was shocked it was him on the line. After convincing the woman it really was him the woman's husband joined the call, wanting to have a conversation and engage with him.

He said "I feel pretty good about what's going on" in the district, saying voters in the district are smart and tend to wait until shortly before the election to weigh their options and make their choice.

He said the U.S. Supreme Court nomination hearings and vote on U.S. Circuit Judge Brett Kavanaugh in recent weeks is an example of area voters waiting to get more information. He said it likely will spark more enthusiasm among Republicans to get out and vote.

"They like the fact that I'm not (just) a politician," Mr. Knollenberg said.

On October 3, an unseasonably warm early October day topping 80 degrees, Ms. McMorrow visited Raintree Park in Troy, having lunch with 40 members of Michigan Education Association. After lunch with members of the group over hot dogs, chips, cookies and potato salad, Ms. McMorrow was given time to speak, following words from multiple other area Democratic candidates.

Ms. McMorrow told the crowd teachers who work their entire careers should be rewarded for the thankless jobs they do, not have pensions gutted and while still working should not be subject to increased requirements to simply teach to standardized tests.

"They feel like they don't have a voice in the process," she said.

She said when teachers are given the freedom to run their classrooms as they see fit, are treated like professionals and are empowered to operate in ways that get students excited about learning "great things happen."

Ms. McMorrow said her teachers were a great influence in encouraging her to pursue a career after initially wanting to be an artist. After graduating from the University of Notre Dame she worked for advertising companies and other companies including Mattel and Gawker Media.

She said she found Michigan to be the place she wanted to be after visiting during college and eventually meeting her husband, a Michigan native who worked on former Governor Jennifer Granholm's first campaign.

Ms. McMorrow noted the stark changes in education in recent years in Michigan, a state once ranked in the Top 10 in education and now in the bottom 10. She said Republican policies that have negatively affected the teaching profession in the state and pensions have led to the chronic teacher shortage the state now faces. The public schools in this district – Birmingham, Troy, Rochester, among others – are among the highest-performing in the state. But even in a higher-funded district like Birmingham teachers have chafed at the lack of pay increases as a result of subinflationary increases from the state.

While talking about the automotive industry, she pointed to and praised the blue 1966 Corvette parked behind her. Audience members pointed to the car's owner, a retired Troy teacher who formerly taught automotive technology class, and suggested she go for a spin afterward.

Ms. McMorrow joked with the car's owner afterward when offered to go for a spin, and even for her to get behind the wheel, that she would never get any campaigning done that day if given that opportunity.

The retired auto shop teacher minutes later joined her in door knocking in a Troy neighborhood less than a mile from Raintree Park.

Walking through a neighborhood of large homes, at one home Ms. McMorrow was invited inside for a few minutes to speak with the woman who answered, where all were greeted by a very energetic small dog named Snuggles who repeatedly jumped on Ms. McMorrow's lap while she discussed education concerns. The woman told Ms. McMorrow she supports providing teachers with more support staff and tools they need to reduce their workload, which she said she believed would allow educators to focus more on the basics of their jobs. She spoke of teachers being spread thin with their growing responsibilities, noting she herself is a tutor for a child at her children's school.

While getting up to leave, Snuggles made one last excited round of jumping to greet the guests, hopping around on two legs as the song "TNT" by rock legends AC-DC kicked in on a radio playing in the house.

In an interview, Ms. McMorrow said while the current political environment may have begun with "a wake-up call" after Mr. Trump was elected, it has evolved into voters to whom she's spoken taking a fresh look at their elected leaders on all levels.

She said newcomers like her are getting a serious look not just because they are Democrats but because the desire for upending politics as usual and giving others a chance at leading may be filtering down to the state level.

Women who may not have followed politics very closely before 2016 have been fired up since, she said, pointing to the strong attendance of Oakland County women a year ago at the Women's Conference in Detroit she attended.

"There's no way to ignore that. That dynamic is certainly there," Ms. McMorrow said of the gender dynamic of the race. "(But) I don't want that to be the main reason to vote for me."

"I don't think it's so much of a partisan reaction as it is a generational shift," Ms. McMorrow said of the shifting demographics in the district. For years, Troy, Rochester and Rochester Hills were Republican bulwarks with Republicans taking upwards of 70 percent of the vote. Troy in particular has shown signs of Democratic gains in the past decade, though still neither community has elected a Democrat to the Legislature in modern Michigan politics.

The younger generation has different standards for livable communities, she said, and parts of the district, particularly Troy, are rapidly diversifying. There is a booming population of south Asian descent in Troy.

### **MCCREADY VS BAYER**

The Oakland Township neighborhood Mr. McCready chose to knock doors on the afternoon of October 5 required some comfortable shoes: hilly and lined with mansions and large homes spread far apart, requiring him to hop into his pickup truck every few houses and pull farther up the street to tackle the next batch. On a drizzling, chilly afternoon Mr. McCready only had a few people answer their doors while canvassing this affluent neighborhood, but the response was positive and in line with the more Republican northern part of the district.

A middle-aged man answered one of the first doors he knocked on, politely accepting a piece of campaign literature.

While walking down the driveway next door after there was no answer at the door, the man from the previous home stepped out onto his driveway and called out to him, holding a piece of paper in his hand.

"Sir, I have my absentee ballot and I already voted for you," the man told Mr. McCready.

Mr. McCready thanked him for his support and continued toward the next door, noting that he has had a few people mention in recent days they intend to check the box on their absentee ballots for him.

Farther up the street he began telling a woman who he was and held out a piece of literature.

The woman quickly interrupted: "Sir, I'm already voting for you. You don't have to go any further."

With a chuckle and a thank you, he continued along his way.

At a third house, a man in work clothes, a contractor doing interior renovations, came to the door. Mr. McCready asked if the contractor could pass his flier along to the owners of the home when they arrive later and left. The final person to answer a door in the neighborhood said she would consider Mr. McCready when it comes time to vote and shook his hand and wished him luck.

Mr. McCready said the campaign is going well, with recent Republican polling putting him in the lead after coming out of the primary a couple points behind.

The race, he said, is tightening and is tighter than the party may have expected early on.

"The Democrats saw a big voter turnout in the primary and see that as an opportunity," Mr. McCready said. "You definitely need to work harder than you have in the past."

This is true: Ms. Bayer earned more votes in the primary than the entire Republican field, where there was a hotly contested primary, while she was running unopposed. Democratic turnout in August increased compared to 2014 four times as much as Republican primary turnout rose.

To that end, he said his campaign has knocked on about 50,000 doors since March, with many doors being knocked on more than once. He will need his base in Bloomfield Township to offset any Democratic gains in the rest of the district to hold off his opponent.

He said the issue of gender has not come up much during the campaign but added having diversity among candidates is a good thing.

Mr. McCready said he met Ms. Bayer before an event earlier this year. He said she has a good business background but "she's got a very different viewpoint than I've got" on local issues such as schools, infrastructure and the economy that he sees as being front and center in the campaign.

Mr. Trump sometimes comes up at doors and when speaking to people, but he said the more conservative communities in the district remain supportive of the president, as does he. The president has overall followed through on his campaign promises but it's when he "puts his foot in his mouth" with his blunt statements and tweets that worry supporters at times, he said.

He said he considers himself a traditional Republican, a label he said others sometimes consider as being a moderate. His work as a member of the Detroit bankruptcy board and being in favor of the Healthy Michigan Medicaid expansion legislation were tough to be involved with, although he said being on the board and casting his Medicaid vote were the right things to do.

"This is a very competitive race," Mr. McCready said. "We had our plan and we've stayed with it. I think we're going down the right path."

The efforts have been successful so far, he said, pointing to the support in the Oakland Township neighborhood and the northern part of the district as a whole. He said he has been able to get the Republican base solidly in his corner since the primary and even some soft Democrats.

Ms. Bayer on the morning of October 2 found herself in the district's Democratic stronghold of Pontiac, speaking at the Bowen Senior Center in front of more than 70 members of the Golden Opportunity Club, a local senior citizens club that meets at the center.

She gave club members an overview of her background, being a lifelong resident of the district who has worked as an engineer in the computer industry for years before starting her own small business.

During a short question and answer session following her speech a member of the audience asked that she "commit to coming back to this room" at least quarterly or every six months if elected to provide updates on her legislative activity.

Ms. Bayer agreed, saying a communications plan for her office if elected is being developed. She plans on regularly visiting each corner of the district to hold periodic constituent meetings, townhalls, virtual townhalls and gathering input through surveys.

Speaking to constituents is one of her favorite parts of the process, she said. When she began her campaign just over one year ago, Ms. Bayer said she had little idea what she was doing but quickly became comfortable with knocking on doors and talking to residents.

Following her words to the senior group, she drove to a neighborhood several blocks away. Pontiac is a solidly Democratic city and seen as vital to Ms. Bayer's chances. If she can drive up turnout in Pontiac beyond the midterm norm, Democrats think she is on her way to Lansing.

The efforts of her roughly one hour of labor on a few blocks of the neighborhood? People answering the door at nine of about 25 homes and acceptance from four homeowners to place yard signs.

Some had reasons to cut their conversations short: one man was waking up and getting ready for work but took a campaign flier. Another man said he had a flier from a volunteer coming by recently but promised to give it another look. One woman said she was in the middle of planning her mother's funeral.

One man, who agreed to take a yard sign, told Ms. Bayer he will be happy when the election cycle is over, so he can stop being bombarded with television advertisements that "drive me batty." He added he is a Democrat that was shocked that Mr. Trump won, adding he hopes the party can be successful in November and "fix all the craziness."

A few doors down, a man with a Bayer yard sign was beginning to pull out of his driveway as Ms. Bayer approached. He rolled down his car window and spoke with her for a few minutes, saying she has his support.

A block up the street, a woman was returning home with her lunch as Ms. Bayer was leaving. The woman opened her car door and announced that she had received a flier from a volunteer knocking on doors the previous week and she was firmly on her side. She also agreed to having a yard sign put up.

Ms. Bayer said she began to see a shift in momentum in the months after she began knocking on doors in January.

In traditionally solid Republican areas of the district such as Addison Township and Bingham Farms where she was told there was little chance of getting any support, she said there has been a surprising level of support. She noted in the strongly conservative northeast part of the district, she eclipsed the projected Democratic vote total in the primary that was thought possible in a general election.

"People are looking for something different," Ms. Bayer said, adding in her decades living in the district that the environment is shifting. "I've never seen anything like this."

Ms. Bayer said there a growing number of Republicans in the district who no longer identify with the party but have not moved into the Democratic camp. Finding those voters are key to flipping the district.

Further south in more Democratic territory voters are "up and at 'em because they're angry" at a lack of responsiveness from state leadership and at the Trump administration. She said women voters in the Democratic part of the district are fired up and the liberal group Fems for Dems is very active in the area.

The shifting demographics in the district are real and not a flash in the pan, she said. Her fear, however is if more Democrats are elected and then return to politics as usual the pendulum could swing right back to the Republicans.

**RUNESTAD VS PULVER**

Mr. Runestad said over dinner October 2 in White Lake after driving back from session in Lansing he's confident the 15th Senate District the district remains a Republican one. He said Milford and South Lyon are strongly conservative and a large chunk of the district being moderately Republican. Novi, he said, leans slightly Republican but is trending Democratic, with West Bloomfield being lean Democratic.

The Republican nominee has average a 20 percentage point margin of victory in this seat the last four elections. It has never been on the radar.

For the primary, however, Ms. Pulver saw Democratic turnout increase to the tune of six times the rate of GOP turnout compared to 2014.

He said while the Democratic numbers were up, there is a ceiling for the party in the district. Mr. Runestad said the enthusiasm may be there, but they largely brought out their share of the vote in August.

"There's way more Republicans in November," Mr. Runestad said. "Republicans will be passionate to get out."

If there is a softening of support for Mr. Trump or Democratic enthusiasm, particularly among women, to punish Trump and the Republicans at the polls, Mr. Runestad says he has not seen it. While knocking on doors the male versus female candidate dynamic virtually never comes up. He added that in most of the district Mr. Trump also only comes up sporadically. When it does, it's usually positive feedback on the president.

He said while district demographics could be shifting somewhat, he said any shift is "not significantly enough to effect the outcome" according to party polling. He declined to elaborate on party polling data.

That said, Republicans have attacked Ms. Pulver with mail and digital ads.

Mr. Runestad said his experience is a major difference between himself and Ms. Pulver, noting that the two had debated at a forum months ago.

"She seemed like a nice enough person to me ... but didn't seem to have command of the details," Mr. Runestad said of policy positions.

Mr. Runestad explained that his years of county commissioner experience were valuable but: "when I got to Lansing, what a difference!" He said the learning curve is sharp and his local government experience provided skills at working across the aisle and with stakeholders to craft solutions. Those in turn helped him navigate the steep learning curve in the House and would help ease the burden of moving across the hall to the Senate.

"You really to be effective have to be able to have the experience," Mr. Runestad said of assuming a top role in state government and being able to effectively serve constituents out of the gate.

He said he never would have personally attempted to make the leap to state Senate without previous government experience and has only seen one recent example of someone doing so: term-limited [Sen. Patrick Colbeck](#) (R-Canton Township).

"I have the right temperament for the district," Mr. Runestad added.

Mr. Runestad said he has the full backing of the Senate GOP caucus and they have been great to work with during the campaign.

On the campaign trail knocking on doors, Mr. Runestad has had a small operation of a half dozen core volunteers regularly helping him meet with constituents with between 25 and 30 helping on single-day days of action with increasing regularity recently.

People have been largely positive at the doors, Mr. Runestad said, estimating "less than 1 percent" of those he speaks with on the campaign trail have been caustic or hostile verbally. The most common encounter approaching opposition is from voters who say they are a Democrat and there's no way they'll vote for a Republican.

"If you're the one at that door, there's a pretty high percentage chance they're going to vote for you," Mr. Runestad said, meaning if they have direct contact with the candidate himself or herself rather than a volunteer.

He estimated he and volunteers have knocked on about 20,000 doors since the primary.

The usual suspects of taxes, road conditions and no-fault auto insurance frequently arise from those who do wish to discuss topics on their minds, he said.

The results are notable, with numerous of his signs dotting the main roadways and many lawns around the district with his catchy "Run With Runestad" slogan accompanied by a silhouette of a man running in full stride. The series of them along M-59 in the district, for example, make for imagery of regular markings along a trail as they dot the sides of the road in semi-regular intervals outside of businesses.

On the afternoon of October 3 Ms. Pulver was in Mr. Runestad's home turf, sitting in the backyard of a friend's farm home just off M-59 in White Lake.

Several campaign volunteers were inside preparing literature with snacks and apple cider while more than a half-dozen large dogs and multiple cats roamed. As Ms. Pulver sat in the backyard where some chickens strutted around and spoke of her campaign, a couple-hundred-pound pig began bumping its nose against the glass sliding door leading to the backyard.

People in the White Lake area, she said, are concerned about the perfluoroalkyl and polyfluoroalkyl substances, or PFAS, that are increasingly being found at locations around the state. She pointed to recent do-not-eat fish advisories for the Huron River in Oakland County and multiple other counties, saying residents

are worried that with PFAS issues "their weekends are ruined" by reduced fishing opportunities. The stigma of water contamination could also affect property values, she said.

She said education policy needs to take a new direction after years of Republican policies that have made it difficult to attract and retain quality teachers. She said she knows of people who left the profession because they could no longer afford to continue in the career even though they loved doing it. Others, like the first-grade teacher of one of her four children, sent home a letter asking for supplies for the classroom because the teacher could no longer afford the purchase of basic supplies coming out of the teacher's own pocket.

Ms. Pulver said West Bloomfield was the main Democratic stronghold in what was drawn to be a safe Republican seat in 2011, with Novi being the primary conservative firewall along with the more traditional Republican strongholds in the district such as South Lyon, Commerce Township, Milford Township and Wixom.

"We've been on the ground since March of this year. We knew that the enthusiasm was out there," Ms. Pulver said.

She said the Republicans appear to have misfired in drawing the district, with Novi moving from strong Republican to purple and with Democrats performing strong last year in city elections.

While her campaign has not been conducting any polling, she said the district demographics are changing. She pointed to population growth in the district and that in knocking on doors she's learned many are coming from the Southfields, Ann Arbors and other Democratic areas wanting a less busy area to live and commute from.

"That enthusiasm is still out there," Ms. Pulver said. "We're not ceding any ground."

That enthusiasm, she said, stems from running a full-scale campaign and not simply being a placeholder on the ballot and giving up the race for lost. She said the Democrats have made the mistake in the past of not running hard in districts including the 15th and her visibility campaigning in areas considered ruby red Republican have been noticed.

Ms. Pulver said there are a lot of "closet Democrats" out there. She recalled knocking on doors one day and the joke being at dozens of homes that they were the only Democrat in the area.

She said if people do not reach out and try to have a conversation than people, right and left, simply retreat to the extreme edges and people become even more hardened by partisanship.

At this point, one of the chickens in the volunteer's backyard, wandering closer to Ms. Pulver as she spoke, hopped up onto her lap. After petting the chicken briefly, she let it back onto the ground.

While Mr. Trump's election was what prompted people like herself to get involved, she said there has been a snowball effect since then and residents began seeing more things about their federal and state government they felt were wrong. This, she said, prompted people like herself to take more direct action and run for office.

What is happening in Oakland County and other parts of the state is sustainable, she said.

"I think people are going to be able to shift their idea of what's possible," Ms. Pulver said.

# Michigan Association of Chiropractors (MAC) District 4

Counties: Hillsdale, Ingham, Jackson, Livingston, Lenawee, Washtenaw

## MAC District 4 State Senate Districts

District	County	Incumbent (Party-Hometown)	Term	Communities Represented
16 <sup>th</sup>	Hillsdale Jackson	<p><b>Mike Shirkey (R-Clarklake)</b>            Chair, Health Policy            Vice Chair, Appropriations Subcommittee on            Community Health            Widely expected to be next Senate Majority Leader</p> <p>GOP Base = 64.9%</p> <p><u>Democratic Candidate: Val Cochran Toops</u> (Michigan Center), livestock farmer, former Vice Chair, Jackson County Democratic Women's Caucus, member, Jackson Human Relations Committee</p> <p><u>Libertarian Candidate: Ronald Muszynski</u> (Grass Lake), retired engineer</p>	First	Hillsdale County Jackson County
17 <sup>th</sup>	Lenawee	<p><b>Dale Zorn (R-Ida)</b></p> <p>GOP Base = 59.02%</p> <p><u>Democratic Candidate: Bill LaVoy</u> (Monroe), former state representative (2013-2014) defeated for re-election in 2014. Husband of Michelle LaVoy (D-Monroe), candidate for 17<sup>th</sup> House District</p> <p><u>Libertarian Candidate: Chad McNamara</u> (Carleton), 2015 GVSU grad, Political Science</p> <p><b>Gongwer Analysis</b> (Tuesday, October 23): "Falling Off the Radar" (Previously #11). Sen. Dale Zorn (R-Ida) has had a strong lead in fundraising and overall party support. Resources set aside if needed to protect Mr. Zorn appear to have been moved elsewhere. Meanwhile, former Monroe Rep. Bill LaVoy has raised little and Democrats have seemingly written this district off.</p>	First	Lenawee County

		<p><b>Gongwer Analysis</b> (Thursday, September 27): <i>Ranked #11 most likely district to flip (Unchanged)</i>. Sen. Dale Zorn (R-Ida) maintains the edge in the district, having had strong advantages in primary turnout and fundraising. The district has trended away from Democrats in recent years and there has been little sign of the voter enthusiasm to buoy Democratic former Monroe Rep. Bill LaVoy that has materialized in the Detroit suburbs and in parts of the western end of the state. Mr. LaVoy also is short on campaign cash, down to less than \$6,000 earlier this month.</p> <p><b>Gongwer Analysis</b> (Wednesday, August 22): <i>Ranked #11 most likely district to flip</i>. Republicans hold the edge in the 17th Senate District, with Sen. Dale Zorn (R-Ida) being capable of winning tough races and voting with the district. His opponent, former Rep. Bill LaVoy (D-Monroe), has an uphill climb against a strong incumbent Republicans will put in extensive resources to protect in this Republican-leaning district that has trended away from Democrats in recent years. Fundraising and primary turnout also point to Mr. Zorn having the edge.</p>		
18 <sup>th</sup>	Washtenaw	<p><b>OPEN</b>  <b>Currently held by term-limited Rebekah Warren (D-Ann Arbor),</b></p> <p>Democratic Base = 72.64%</p> <p><b>Democratic Candidate:</b> Former state Rep. <b>Jeff Irwin</b> (Ann Arbor) (2011-2016), former Washtenaw County Commissioner (1999-2010)</p> <p><b>Republican Candidate:</b> <b>Martin Church</b> (Ypsilanti Township), technical support professional who has worked in the pharmaceutical, automotive, and publishing industries</p>	N/A	<p>Washtenaw County (part)  Ann Arbor city (part)  Ann Arbor Township  Augusta Township  Lodi Township (part)  Milan city  Pittsfield Township  Salem Township  Saline city  Saline Township (part)  Scio Township (part)  Superior Township  York Township  Ypsilanti city  Ypsilanti Township</p>
22 <sup>nd</sup>	Livingston Washtenaw	<p><b>OPEN</b>  <i>Currently held by Joe Hune (R-Hamburg Township)</i></p>	N/A	<p>Livingston County  Washtenaw County (part)</p>

		<p>GOP Base = 61.9%</p> <p><u>Republican Candidate</u>: Current state Rep. <b>Lana Theis</b> (Brighton) (2015-Present), who is foregoing her final term allowed in the House, Chair, Insurance Committee, proponent of auto no-fault “reform”, former Brighton Township Treasurer</p> <p><u>Democratic Candidate</u>: <b>Adam Dreher</b> (Oceola Township), Asst. Ionia County Prosecuting Attorney, US Army Veteran who served two tours in Iraq</p> <p><b>MIRS Analysis</b> (Thursday, November 1): “<i>Honorable Mention</i>” (Previously Unranked). If Whitmer wins by 25 points, ANYTHING is possible.</p>		<p>Ann Arbor city (part)  Bridgewater Township  Chelsea city  Dexter Township  Freedom Township  Lima Township  Lodi Township (part)  Lyndon Township  Manchester Township  Northfield Township  Saline Township (part)  Scio Township (part)  Sharon Township  Sylvan Township  Webster Township</p>
23 <sup>rd</sup>	Ingham	<p><b>Curtis Hertel, Jr. (D-East Lansing)</b>  <i>Member, Health Policy Committee, Appropriations Committee</i></p> <p>Democratic Base = 63.6%</p> <p><u>Republican Candidate</u>: <b>Andrea Pollock</b> (Lansing), Deputy Political Director/Director of External Affairs for Michigan Republican Party</p>	Second	<p>Ingham County (part)  Alaiedon Township  Aurelius Township  Bunker Hill Township  Delhi Township  East Lansing city  Ingham Township  Lansing city  Lansing Township  Leslie city  Leslie Township  Mason city  Meridian Township  Onondaga Township  Stockbridge Township  Vevay Township  White Oak Township</p>
24 <sup>th</sup>	Ingham	<p><b>OPEN</b>  <i>Currently held by Rick Jones (R-Grand Ledge)</i></p> <p>GOP Base = 56.65%</p> <p><u>Republican Candidate</u>: Current two-term state Rep. <b>Tom Barrett</b> (Potterville) (2015-Present), US Army Veteran, National Guard, helicopter pilot</p>	N/A	<p>Ingham County (part)  Leroy Township  Locke Township  Wheatfield Township  Williamston city  Williamstown Township</p>

Democratic Candidate: Kelly Rossman-McKinney  
(DeWitt), long-time Lansing PR professional

Libertarian Candidate: Katie Nepton (Dimondale),  
attorney

***Gongwer Analysis*** (Tuesday, October 23): **Ranked #9 most likely district to flip (Previously #10)**. An expensive advertising war has emerged between Rep. Tom Barrett (R-Potterville) and Delta Township Democrat Kelly Rossman-McKinney, with both sides blanketing the airwaves and conservative groups attacking Ms. Rossman-McKinney's past as head of a well-known Lansing public relations firm. Outside groups that attacked Mr. Barrett during the primary have still not entered the general election fight, and if they do not – and the speculation is Consumers Energy has decided to stay out of the general election unlike the primary – that hurts Ms. Rossman-McKinney's chances in this traditionally Republican district. Clinton County is still conservative though the DeWitt and Bath areas have become more Democratic, Eaton County has shifted to about 50/50 but Shiawassee is strongly Republican and is a thorn in Democrats' side that has kept this district in Republican hands. Democratic primary turnout was up 129 percent to the 70 percent increase for Republicans compared to 2014 but the GOP had more turnout overall district-wide. Republican-affiliated groups hammered Ms. Rossman-McKinney on television for weeks. She's just now started to hit back with negative ads of her own against Mr. Barrett. Ms. Rossman-McKinney has put her all into this race, but it's a tough district for a Democrat.

***Gongwer Analysis*** (Thursday, September 27): **Ranked #10 most likely district to flip (Previously #8)**. Nothing has changed in this race, with Rep. Tom Barrett (R-Potterville) locked in a close race in usually solid Republican turf against Delta Township Democrat Kelly Rossman-McKinney, the longtime public relations firm owner. The other races heating up and the anti-Republican environment in Detroit suburbs caused

this race to drop in the rankings. Mr. Barrett has been working the district hard but so is Ms. Rossman-McKinney. While Mr. Barrett had to spend a large chunk of money in his primary race, Ms. Rossman-McKinney has begun to flood the airwaves with advertisements in an attempt to narrow the gap. The talk in both parties is her efforts are working and this race is close. One thing to watch is whether outside groups that attacked Mr. Barrett during the primary resume those efforts during the general election with ads; this has not yet happened and there's considerable disagreement in the Capitol community about what will happen on that front. The math is still daunting for Ms. Rossman-McKinney. She has to run up a big margin in Eaton County, which Mr. Barrett has represented for four years, run reasonably well in Clinton and the Ingham portions and not get totally blown out in Shiawassee. One factor to watch, however, is the burgeoning Democratic vote in southern Clinton County.

***Gongwer Analysis*** (Wednesday, August 22): *Ranked #8 most likely district to flip.* Democrats are feeling optimistic about their chances with longtime public relations executive Kelly Rossman-McKinney of Delta Township in the 24th Senate District, a traditionally solid Republican area, due to strong fundraising and campaigning she has shown thus far.

Standing in her way is solidly conservative Rep. Tom Barrett (R-Pottersville), who cruised through an expensive and contentious primary despite outside money being spent to prop up his primary opponent. The contested Republican primary had more votes cast (31,416) than on the Democratic side (25,190).

Democrats are hoping Ms. Rossman-McKinney's strong fundraising and campaigning can make inroads in the district and that a blue wave could help her come out on top. The potential for further spending by outside groups is a possibility that might be helpful to Democrats. Already, a 501(c)4 group,

Bipartisan Solutions, is airing issue ads backing Ms. Rossman-McKinney, who herself is on television too.

**MIRS Analysis** (Thursday, November 1): *Ranked #8 most likely to flip (Previously #9)*. That's a lot of late money Republicans are putting into Rep. Tom BARRETT, a candidate they were extremely confident in about a month ago (See "Senate R's Feeling Even Better About SD-24," 10/2/18). Maybe it's to combat anti-Barrett robocalls like this one sent to a MIRS correspondent: "Measles, mumps and polio are music to Tom Barrett's ears." It's a reference to Barrett's bill that make it easier for parents to get out of vaccinating their kids (See "Vaccination Waiver Complaints Take Center Stage, Holds DHHS To One Minute," 5/25/17). If Democrats win majority, Kelly ROSSMAN-McKINNEY should be given a leadership and/or chair post of her choosing. She's essentially self-funded this race and allowed Senate Democratic Fund money to go elsewhere.

**MIRS Analysis** (Thursday, October 18): *Ranked #9 most likely to flip (Previously 8<sup>th</sup>)*. This one is becoming a TV proxy war between the pro-Kelly ROSSMAN-McKINNEY Bi-partisan Solutions and the pro-Tom BARRETT Michigan Citizens for Fiscal Responsibility. Rossman-McKinney's ability to put her own money into this race is also adding to the ballooning total of spending being seen here. The SRCC isn't spending here, their polling showing Barrett has this one taken care of (See "Senate R's Feeling Even Better About SD-24," 10/2/18)

**MIRS Analysis** (Thursday, September 27): *Ranked #8 most likely to flip (Previously #9)*. Democrat Kelly ROSSMAN-McKINNEY is seeing movement from her numerous TV campaign ads. She's not done spending and her allies aren't either. The AFL-CIO is doing labor walks for her, too, as the recent Target Insyght/MIRS poll in this district showed her up 38 to 20 percent among independents. Republicans still

		<p>don't believe she's for real. If they find polling that contradicts this, they feel a little bit of paid media spending that paints her as a Lansing lobbyist should finish her off.</p> <p><b>MIRS Analysis</b> (Wednesday, August 22): <i>Ranked #9 most likely to flip.</i> Rep. Tom BARRETT's (R-Potterville) skills as a retail, door-to-door politician are multi-pronged, as he showed in the primary. Too short to trim your shrubs? Tom will take care of it! We'll see if chases away critters, too, like Sen. Rick JONES did for one constituent or drives home tipsy bar patron, as he did another.</p> <p>Seriously, if this wasn't the successful public relations guru Kelly ROSSMAN-McKINNEY running in this district, we probably wouldn't be even talking about it.</p>		
--	--	--	--	--

# Michigan Association of Chiropractors (MAC) District 5

Counties: Bay, Clinton, Genesee, Gratiot, Isabella, Midland, Saginaw, Shiawassee, Tuscola

## MAC District 5 State Senate Districts

District	County	Incumbent (Party-Hometown)	Term	Communities Represented
14 <sup>th</sup>	Genesee	<p><b>OPEN</b>  <i>Currently held by term-limited David Robertson (R-Grand Blanc)</i></p> <p>GOP Base = 58.67%</p> <p><u>Republican Candidate:</u> Current Michigan Secretary of State <b>Ruth Johnson</b> (Holly) (2010-Present), former state Representative (1999-2004), former Oakland County Clerk/Register of Deeds (2005-2006), GOP nominee for Lt. Governor, 2006</p> <p><u>Democratic Candidate:</u> <b>Renee Watson</b> (Grand Blanc), former Treasurer Grand Blanc School Board</p> <p><b>Gongwer Analysis</b> (Tuesday, October 23): “On the Radar” (New to the List). Secretary of State Ruth Johnson of Holly is the heavy favorite and is a former Oakland County Clerk, county commissioner and House member. How, then, is this race on the radar for Democrat Renee Watson, a Grand Blanc Community Schools board member? The Oakland County dynamics, along with parts of the district being part of the 8th U.S. House and 11th U.S. House districts, where big money is being spent in tight races involving Democratic candidates Elissa Slotkin and Haley Stevens, respectively, are a factor. A state House candidate is also running a competitive campaign within the Senate district, but the U.S. House races could have a positive effect for Democrats down the ticket. And Ms. Johnson has not run a terribly aggressive campaign. Democrats don't have the money to make a play here, but wonder if</p>	N/A	<p>Genesee County (part)</p> <p>Atlas Township</p> <p>Davison city</p> <p>Davison Township</p> <p>Fenton city</p> <p>Grand Blanc city</p> <p>Grand Blanc Township</p> <p>Mundy Township</p>

		<p>perhaps Ms. Johnson got caught napping.</p> <p><b>MIRS Analysis</b> (Thursday, November 1): “<i>Honorable Mention</i>” (Unchanged). If Whitmer wins by 20 points, anything is possible.</p> <p><b>MIRS Analysis</b> (Thursday, October 18): “<i>Honorable Mention</i>” (Previously unranked). If Congressional hopeful Elissa SLOTKIN is changing hearts and minds in typically bright-red northern Oakland County, Renee WATSON would be a beneficiary, particularly if Republican Ruth JOHNSON is taking this race for granted.</p>		
24 <sup>th</sup>	Clinton Shiawassee	<p><b>OPEN</b>  <i>Currently held by Rick Jones (R-Grand Ledge)</i></p> <p>GOP Base = 56.65%</p> <p><u>Republican Candidate</u>: Current two-term state Rep. <b>Tom Barrett</b> (Potterville) (2015-Present), US Army Veteran, National Guard, helicopter pilot</p> <p><u>Democratic Candidate</u>: <b>Kelly Rossman-McKinney</b> (DeWitt), long-time Lansing PR professional</p> <p><u>Libertarian Candidate</u>: <b>Katie Nepton</b> (Dimondale), attorney</p> <p><b>Gongwer Analysis</b> (Tuesday, October 23): <i>Ranked #9 most likely district to flip (Previously #10)</i>. An expensive advertising war has emerged between Rep. Tom Barrett (R-Potterville) and Delta Township Democrat Kelly Rossman-McKinney, with both sides blanketing the airwaves and conservative groups attacking Ms. Rossman-McKinney's past as head of a well-known Lansing public relations firm. Outside groups that attacked Mr. Barrett during the primary have still not entered the general election fight, and if they do not – and the speculation is Consumers Energy has decided to stay out of the general election unlike the primary – that hurts Ms. Rossman-McKinney's chances in this traditionally Republican district. Clinton County</p>	N/A	Clinton County Shiawassee County

is still conservative though the DeWitt and Bath areas have become more Democratic, Eaton County has shifted to about 50/50 but Shiawassee is strongly Republican and is a thorn in Democrats' side that has kept this district in Republican hands. Democratic primary turnout was up 129 percent to the 70 percent increase for Republicans compared to 2014 but the GOP had more turnout overall district-wide. Republican-affiliated groups hammered Ms. Rossman-McKinney on television for weeks. She's just now started to hit back with negative ads of her own against Mr. Barrett. Ms. Rossman-McKinney has put her all into this race, but it's a tough district for a Democrat.

***Gongwer Analysis*** (Thursday, September 27): *Ranked #10 most likely district to flip (Previously #8).*

Nothing has changed in this race, with Rep. Tom Barrett (R-Potterville) locked in a close race in usually solid Republican turf against Delta Township Democrat Kelly Rossman-McKinney, the longtime public relations firm owner. The other races heating up and the anti-Republican environment in Detroit suburbs caused this race to drop in the rankings. Mr. Barrett has been working the district hard but so is Ms. Rossman-McKinney. While Mr. Barrett had to spend a large chunk of money in his primary race, Ms. Rossman-McKinney has begun to flood the airwaves with advertisements in an attempt to narrow the gap. The talk in both parties is her efforts are working and this race is close. One thing to watch is whether outside groups that attacked Mr. Barrett during the primary resume those efforts during the general election with ads; this has not yet happened and there's considerable disagreement in the Capitol community about what will happen on that front. The math is still daunting for Ms. Rossman-McKinney. She has to run up a big margin in Eaton County, which Mr. Barrett has represented for four years, run reasonably well in Clinton and the Ingham portions and not get totally blown out in Shiawassee. One factor to watch, however, is the burgeoning Democratic vote in southern Clinton County.

**Gongwer Analysis** (Wednesday, August 22): Ranked #8 most likely district to flip. Democrats are feeling optimistic about their chances with longtime public relations executive Kelly Rossman-McKinney of Delta Township in the 24th Senate District, a traditionally solid Republican area, due to strong fundraising and campaigning she has shown thus far.

Standing in her way is solidly conservative Rep. Tom Barrett (R-Potterville), who cruised through an expensive and contentious primary despite outside money being spent to prop up his primary opponent. The contested Republican primary had more votes cast (31,416) than on the Democratic side (25,190).

Democrats are hoping Ms. Rossman-McKinney's strong fundraising and campaigning can make inroads in the district and that a blue wave could help her come out on top. The potential for further spending by outside groups is a possibility that might be helpful to Democrats. Already, a 501(c)4 group, Bipartisan Solutions, is airing issue ads backing Ms. Rossman-McKinney, who herself is on television too.

**MIRS Analysis** (Thursday, November 1): Ranked #8 most likely to flip (Previously #9). That's a lot of late money Republicans are putting into Rep. Tom BARRETT, a candidate they were extremely confident in about a month ago (See "Senate R's Feeling Even Better About SD-24," 10/2/18). Maybe it's to combat anti-Barrett robocalls like this one sent to a MIRS correspondent: "Measles, mumps and polio are music to Tom Barrett's ears." It's a reference to Barrett's bill that make it easier for parents to get out of vaccinating their kids (See "Vaccination Waiver Complaints Take Center Stage, Holds DHHS To One Minute," 5/25/17). If Democrats win majority, Kelly ROSSMAN-McKINNEY should be given a leadership and/or chair post of her choosing. She's essentially self-funded this race and allowed Senate Democratic Fund money to go elsewhere.

		<p><b>MIRS Analysis</b> (Thursday, October 18): <i>Ranked #9 most likely to flip (Previously 8<sup>th</sup>)</i>. This one is becoming a TV proxy war between the pro-Kelly ROSSMAN-McKINNEY Bi-partisan Solutions and the pro-Tom BARRETT Michigan Citizens for Fiscal Responsibility. Rossman-McKinney's ability to put her own money into this race is also adding to the ballooning total of spending being seen here. The SRCC isn't spending here, their polling showing Barrett has this one taken care of (See "Senate R's Feeling Even Better About SD-24," 10/2/18)</p> <p><b>MIRS Analysis</b> (Thursday, September 27): <i>Ranked #8 most likely to flip (Previously #9)</i>. Democrat Kelly ROSSMAN-McKINNEY is seeing movement from her numerous TV campaign ads. She's not done spending and her allies aren't either. The AFL-CIO is doing labor walks for her, too, as the recent Target Insyght/MIRS poll in this district showed her up 38 to 20 percent among independents. Republicans still don't believe she's for real. If they find polling that contradicts this, they feel a little bit of paid media spending that paints her as a Lansing lobbyist should finish her off.</p> <p><b>MIRS Analysis</b> (Wednesday, August 22): <i>Ranked #9 most likely to flip</i>. Rep. Tom BARRETT's (R-Potterville) skills as a retail, door-to-door politician are multi-pronged, as he showed in the primary. Too short to trim your shrubs? Tom will take care of it! We'll see if chases away critters, too, like Sen. Rick JONES did for one constituent or drives home tipsy bar patron, as he did another.</p> <p>Seriously, if this wasn't the successful public relations guru Kelly ROSSMAN-McKINNEY running in this district, we probably wouldn't be even talking about it.</p>		
27 <sup>th</sup>	Genesee	<b>Jim Ananich (D-Flint)</b> <i>Senate Minority Leader, Member, Insurance Committee</i>	First	Genesee County (part) Burton city Clio city

		<p>Democratic Base = 69.39%</p> <p><u>Republican Candidate:</u> <b>Donna KeKesis</b> (Flint), no further information available</p>		<p>Flint city          Flint Township          Forest Township          Genesee Township          Mt Morris city          Mt Morris Township          Richfield Township          Swartz Creek city          Thetford Township          Vienna Township</p>
31 <sup>st</sup>	Bay	<p><b>OPEN</b>  <i>Currently held by term-limited Mike Green (R-Mayville)</i></p> <p>GOP Base = 61.08%</p> <p><u>Republican Candidate:</u> <b>Kevin Daley</b> (Lum), former three-term state representative (2009-2014), owner and operator of family dairy farm</p> <p><u>Democratic Candidate:</u> Current Bay City Clerk <b>Cynthia Luczak</b> (Bay City)</p> <p>The district is considered competitive but is Republican-leaning; with Ms. Luczak Democrats feel they will be able to put the seat in play in November if they can make inroads outside of strongholds such as Bay City.</p> <p><b>Gongwer Analysis</b> (Thursday, September 27): “On the Radar” (<i>Unchanged</i>). In the last month the story here remains the same: little points to any signs of movement away from the Republicans in the district, where Republicans had about 10,000 more voters turn out in the primary, giving Republican former Lum Rep. Kevin Daley the early edge. Bay County Clerk Cynthia Luczak of Bay City has an uphill climb in a district that features strongly Republican Tuscola and Lapeer counties offsetting the Democratic stronghold of Bay County. The dynamics of the district simply do not favor Democrats, and Ms. Luczak has not been getting big money to put the race in play.</p> <p><b>Gongwer Analysis</b> (Thursday, September 27): “On the</p>	N/A	Bay County

Radar” (Previously #10). The district is considered competitive but is Republican-leaning; with Ms. Luczak Democrats feel they will be able to put the seat in play in November if they can make inroads outside of strongholds such as Bay City. Little points to any signs of movement away from the Republicans in the district, where Republicans had about 10,000 more voters turn out in the primary, giving Republican former Lum Rep. Kevin Daley the early edge. Bay County Clerk Cynthia Luczak of Bay City has an uphill climb in a district that features strongly Republican Tuscola and Lapeer counties offsetting the Democratic stronghold of Bay County. This is solidly conservative territory where Democrats are not seeing the same burst of enthusiasm showing up in other areas.

**Gongwer Analysis** (Wednesday, August 22): *Ranked #10 most likely district to flip.* In the Republican-leaning 31st Senate District former Rep. Kevin Daley of Lum faces Bay County Clerk Cynthia Luczak of Bay City.

Democratic strength lies in Bay County while Tuscola and Lapeer counties have gone sharply Republican, making it an uphill climb even in a potentially big Democratic year. During an expensive and highly contentious primary on the Republican side there were 30,856 votes cast there compared to the 20,278 for Democrats. In a year with women candidates performing well it will take significant work for this seat to flip. This seat was drawn to stay Republican. Tuscola and Lapeer counties are Trump country.

**MIRS Analysis** (Thursday, October 18): “Honorable Mention” (Unchanged). 31st Senate District. Republicans' attack on Cindy LUCZAK is the Bay County Clerk closes her office for lunch a little longer than she should. She apparently closes sooner than advertised, too. Without united support from her local Democrats, this one race in the middle of Trump

		<p>country looks like a win for Kevin DALEY</p> <p><b>MIRS Analysis</b> (Thursday, September 27): “Honorable Mention” (Previously #11). If Democrat Cindy LUCZAK can make this close, the Democrats could make an appearance here, but Republican Kevin DALEY has done nothing but campaign up in this Bay County/Thumb district for the last two years, at least.</p> <p><b>MIRS Analysis</b> (Wednesday, August 22): <i>Ranked #11 most likely to flip.</i> If Democrat Cindy LUCZAK was committed to campaigning for this seat, she’s probably be on the list, but Republican Kevin DALEY has been running for this seat for five years and has more name ID in more parts of the district.</p>		
32 <sup>nd</sup>	Genesee Saginaw	<p><b>Ken Horn (R-Saginaw)</b> <i>Member, Insurance Committee</i></p> <p>GOP Base = 50.67%</p> <p><u>Democratic Candidate:</u> Current term-limited state Rep. <b>Phil Phelps</b> (Flushing) (2013-Present), member, Insurance Committee, former legislative staffer</p> <p><b>Gongwer Analysis</b> (Tuesday, October 23): “Falling Off the Radar” (Previously “On the Radar”). Sen. Ken Horn (R-Frankenmuth) is in a similar position, with a huge cash lead and backing from his caucus. While Rep. Phil Phelps (D-Flushing) gives the Democrats a candidate who can give Mr. Horn a fight, there appears to be far less money coming to his campaign with little backing from the caucus as odds look equally bleak in this on-paper competitive district.</p> <p><b>Gongwer Analysis</b> (Thursday, September 27): “On the Radar” (Previously #12). Sen. Ken Horn (R-Frankenmuth) maintains the advantages of a lengthy track record and strong fundraising. Turnout favored Republicans by about 2,000 votes in the primary and no turnout increase on the Democratic side like those seen in the Detroit suburbs and other areas of the state</p>	First	<p>Genesee County (part) Argentine Township Clayton Township Fenton Township Flushing city Flushing Township Gaines Township Linden city Montrose city Montrose Township Saginaw County</p>

		<p>materialized. Rep. Phil Phelps (D-Flushing) has a heavy lift to overcome Mr. Horn in this race.</p> <p><b>Gongwer Analysis</b> (Wednesday, August 22): <i>Ranked #12 most likely district to flip.</i> Sen. Ken Horn (R-Frankenmuth) has the built-in advantage of incumbency and having a long tenure in local and state government in this competitive on paper but Republican-leaning district against Rep. Phil Phelps (D-Flushing). Mr. Horn has the name recognition in the district and far superior fundraising to date; Mr. Phelps' House district overlaps a small sliver of the Senate district, so flipping the seat will be a heavy lift. Mr. Horn earned 26,206 votes in the primary and the two Democratic candidates had a combined 24,090. There was no difference in the size of the increase in turnout in either party's primary compared to 2014, suggesting the Democratic enthusiasm surges in other areas are not occurring here.</p> <p><b>MIRS Analysis</b> (Wednesday, August 22): <i>Ranked #12 most likely to flip.</i> Rep. Phil PHELPS (D-Flushing) got an "A" grade from the NRA, but Sen. Ken HORN got an "A+." This one is still a possibility for Dems. Phelps was the House's third-most conservative Democrats last year and didn't do badly in the primary. We'll keep an eye on it.</p>		
33 <sup>rd</sup>	Gratiot Isabella	<p><b>OPEN</b> <i>Currently held by term-limited Judy Emmons (R-Sheridan)</i></p> <p>GOP Base = 62.0%</p> <p><u>Republican Candidate</u>: Former state Rep. <b>Rick Outman</b> (Six Lakes) (2011-2016), US Army Veteran who saw combat in Beirut, owner/operator of third-generation small business</p> <p><u>Democratic Candidate</u>: <b>Mark Bignell</b> (Greenville), progressive truck driver</p>	N/A	Gratiot County Isabella County
36 <sup>th</sup>	Midland	<p><b>Jim Stamas (R-Midland)</b></p> <p>GOP Base = 64.34%</p>	First	Midland County

		<u>Democratic Candidate: <b>Joe Weir</b></u> (Midland), retired scientist at Dow, Chair, Midland County Democratic Party		
--	--	--	--	--

# Michigan Association of Chiropractors (MAC) District 6

Counties: Allegan, Barry, Berrien, Branch, Calhoun, Cass, Eaton, Kalamazoo, St. Joseph, Van Buren

## MAC District 6 State Senate Districts

District	County	Incumbent (Party-Hometown)	Term	Communities Represented
16 <sup>th</sup>	Branch	<p><b>Mike Shirkey (R-Clarklake)</b>                      Chair, Health Policy                      Vice Chair, Appropriations Subcommittee on                      Community Health                      Widely expected to be next Senate Majority Leader</p> <p>GOP Base = 64.9%</p> <p><u>Democratic Candidate:</u> <b>Val Cochran Toops</b> (Michigan Center), livestock farmer, former Vice Chair, Jackson County Democratic Women’s Caucus, member, Jackson Human Relations Committee</p> <p><u>Libertarian Candidate:</u> <b>Ronald Muszynski</b> (Grass Lake), retired engineer</p>	First	Branch County
19 <sup>th</sup>	Barry Calhoun	<p><b>OPEN</b>  <i>Currently held by term-limited Mike Nofs (R-Battle Creek)</i></p> <p>GOP Base = 61.88%</p> <p><u>Republican Candidate:</u> Current second-term state Rep. Dr. <b>John Bizon</b> (Battle Creek), ear, nose, and throat otolaryngologist who serves on House Appropriations DHHS subcommittee</p> <p><u>Democratic Candidate:</u> <b>Jason Noble</b> (Middleville), substitute teacher and customer service professional, progressive</p> <p><u>Libertarian Candidate:</u> <b>Joseph Gillotte</b> (Lyons), owns direct mail and computer service business, perennial</p>	Second	Barry County Calhoun County

		Libertarian candidate		
20 <sup>th</sup>	Kalamazoo	<p><b>Margaret O'Brien (R-Portage)</b> <i>Member, Health Policy, Insurance</i></p> <p>Democratic Base = 52.61%</p> <p><u>Democratic Candidate:</u> Former state Rep. <b>Sean McCann</b> (Kalamazoo) (2011-2014), former member, Kalamazoo County Commission (2001-2010)</p> <p><u>Libertarian Candidate:</u> Former Republican state Rep. <b>Lorence Wenke</b> (Galesburg) (2003-2008), left GOP over discrimination “against our gay family members, friends, and neighbors.”</p> <p>This election is an all-party rematch of 2014, when O'Brien (45.58%) beat McCann (45.5%) and Wenke (8.92%) by a mere 61 votes.</p> <p><b>Gongwer Analysis</b> (Thursday, September 27): <i>Ranked #2 most likely district to flip (Unchanged).</i> Both parties are making an expensive play in this seat, with Sen. Margaret O'Brien (R-Portage) launching numerous ads and working the district hard to hold her seat she won by 61 votes four years ago against Democratic former Kalamazoo Rep. Sean McCann. Mr. McCann is hoping to make a spike in Democratic enthusiasm work to his advantage in a district where, like the 29th, support for the president is very soft and the demographics favor them in the current political environment. Despite her strengths including incumbency and working on sexual assault legislation in the wake of the Larry Nassar scandal, Ms. O'Brien finds herself in a tough position. Up until recently it appeared that Ms. O'Brien was in serious trouble but has kept the race close and has had strong financial support while putting up a series of ads. This race is expected to be a dogfight down to the wire and both sides are emphasizing this seat as a major part of the equation for control of the Senate. A month ago, it was hard to find many who thought Ms. O'Brien</p>	First	Kalamazoo County

could win. Now, as Democrats begin to fret that Ms. O'Brien could outwit Mr. McCann again, there's amazement at the job she has done to stay in the mix. Democrats have a 20-year history of heartbreak in the Kalamazoo County Senate seat.

***Gongwer Analysis*** (Thursday, September 27): *Ranked #2 most likely district to flip (Previously 4<sup>th</sup>)*. Primary turnout in this rematch of the 2014 race broke sharply for the Democrats last month, to the tune of 9,000 more votes for Democratic former Kalamazoo Rep. Sean McCann than for Sen. Margaret O'Brien (R-Portage). Despite her strengths, including incumbency and working on sexual assault legislation in the wake of the Larry Nassar scandal, Ms. O'Brien finds herself in a tough position in an area where, like Kent County, Mr. Trump performed very poorly in 2016 and Democratic enthusiasm is markedly higher. This is a fight where Republicans are going to need to consider spending huge money to save the seat in a tough environment. It's not so much that Ms. O'Brien has made a serious error but she only won by 61 votes four years ago and now faces a terrible environment for a Republican in the county. It's hard to find anyone who thinks Ms. O'Brien will win. One thing though: that was the case four years ago.

***Gongwer Analysis*** (Wednesday, August 22): *Ranked #4 most likely district to flip*. The rematch against Sen. Margaret O'Brien (R-Portage) and former Democratic Rep. Sean McCann of Kalamazoo is expected to be an expensive, hard-fought match.

Ms. O'Brien has the advantage of incumbency and worked on several headline-grabbing topics, most notably a package of bills to combat sexual assault in the wake of the Larry Nassar scandal. However, Mr. Trump performed very poorly in the district in 2016 and it could aid Mr. McCann, who only lost by 61 votes in 2014. McCann also earned more than 9,000

more votes than Ms. O'Brien in the August primary, which could bode well for Democrats in terms of voter enthusiasm. The question in this seat is whether the environment proves simply too much for Ms. O'Brien's political strengths to overcome.

**MIRS Analysis** (Thursday, November 1): *Ranked #5 most likely to flip (Previously #4)*. Libertarian Lorence WENKE's impact likely won't be what it was in 2014, but this one may still go down to the wire. If Sean McCANN spelled his name "S-h-a-w-n," we'd have this one ranked higher. This pink wave thing is that real.

**MIRS Analysis** (Thursday, October 18): *Ranked #4 most likely to flip (Previously 3<sup>rd</sup>)*. Sen. Margaret O'BRIEN (R-Portage) television ads with the Larry NASSAR survivors are compelling, which may explain why this race is tightening. If 2018 does end up being the "Year of the Woman," Republicans are going to be thrilled with having O'Brien on their team.

**MIRS Analysis** (Thursday, September 27): *Ranked #2 most likely to flip (Previously 3<sup>rd</sup>)*. Sen. Margaret O'BRIEN (R-Portage) is on a new hot-stove topic: Ending childhood marriages in Michigan. A local TV station put together a compelling report on the subject this week and O'Brien already has her bill request in. Once it's introduced, look for Senate Judiciary Committee Chair Rick JONES to hold a hearing on the bill, pronto. In terms of scoring strong earned media, O'Brien has knocked it out of the park this year.

Meanwhile, the numbers are still tough for O'Brien. In her old House district, Target Insyght has her essentially tied with Democrat Sean McCANN 47 and 46 percent with Libertarian Lorence WENKE at 6 percent.

**MIRS Analysis** (Wednesday, August 22): *Ranked #3 most likely to flip*. The numbers aren't looking great for the easy frontrunner for the MIRS 2018 Senator of the Year honors, Sen. Margaret O'BRIEN. As if she didn't have enough on her plate, she's been dealing with PFAS

		water contamination in her district, too. She only beat Sean McCANN by 61 votes four years ago and Libertarian Lorence WENKE is back to suck away votes from here.		
21 <sup>st</sup>	Berrien Cass St. Joseph	<p><b>OPEN</b> <i>Currently held by term-limited John Proos (R-St. Joseph)</i></p> <p>GOP Base = 62.61%</p> <p><u>Republican Candidate:</u> Current first-term state Rep. <b>Kim LaSata</b> (Bainbridge) (2017-Present), former teacher (2015 Teacher of the Year), member, House Appropriations Committee DHHS Subcommittee</p> <p><u>Democratic Candidate:</u> <b>Ian Haight</b> (St. Joseph), provides instructional technology services for Berrien Regional Education Service Agency, former Hagar Township Clerk</p>	N/A	Berrien County Cass County St. Joseph County
24 <sup>th</sup>	Eaton	<p><b>OPEN</b> <i>Currently held by Rick Jones (R-Grand Ledge)</i></p> <p>GOP Base = 56.65%</p> <p><u>Republican Candidate:</u> Current two-term state Rep. <b>Tom Barrett</b> (Potterville) (2015-Present), US Army Veteran, National Guard, helicopter pilot</p> <p><u>Democratic Candidate:</u> <b>Kelly Rossman-McKinney</b> (DeWitt), long-time Lansing PR professional</p> <p><u>Libertarian Candidate:</u> <b>Katie Nepton</b> (Dimondale), attorney</p> <p><b>Gongwer Analysis</b> (Tuesday, October 23): <b>Ranked #9 most likely district to flip (Previously #10).</b> An expensive advertising war has emerged between Rep. Tom Barrett (R-Potterville) and Delta Township Democrat Kelly Rossman-McKinney, with both sides blanketing the airwaves and conservative groups attacking Ms. Rossman-McKinney's past as head of a well-known Lansing public relations firm. Outside</p>	N/A	Eaton County

groups that attacked Mr. Barrett during the primary have still not entered the general election fight, and if they do not – and the speculation is Consumers Energy has decided to stay out of the general election unlike the primary – that hurts Ms. Rossman-McKinney's chances in this traditionally Republican district. Clinton County is still conservative though the DeWitt and Bath areas have become more Democratic, Eaton County has shifted to about 50/50 but Shiawassee is strongly Republican and is a thorn in Democrats' side that has kept this district in Republican hands. Democratic primary turnout was up 129 percent to the 70 percent increase for Republicans compared to 2014 but the GOP had more turnout overall district-wide. Republican-affiliated groups hammered Ms. Rossman-McKinney on television for weeks. She's just now started to hit back with negative ads of her own against Mr. Barrett. Ms. Rossman-McKinney has put her all into this race, but it's a tough district for a Democrat.

***Gongwer Analysis*** (Thursday, September 27): ***Ranked #10 most likely district to flip (Previously #8).*** Nothing has changed in this race, with Rep. Tom Barrett (R-Pottersville) locked in a close race in usually solid Republican turf against Delta Township Democrat Kelly Rossman-McKinney, the longtime public relations firm owner. The other races heating up and the anti-Republican environment in Detroit suburbs caused this race to drop in the rankings. Mr. Barrett has been working the district hard but so is Ms. Rossman-McKinney. While Mr. Barrett had to spend a large chunk of money in his primary race, Ms. Rossman-McKinney has begun to flood the airwaves with advertisements in an attempt to narrow the gap. The talk in both parties is her efforts are working and this race is close. One thing to watch is whether outside groups that attacked Mr. Barrett during the primary resume those efforts during the general election with ads; this has not yet happened and there's considerable disagreement in the Capitol community about what will happen on that front. The math is still daunting for Ms. Rossman-McKinney. She has to run up a big margin in Eaton

County, which Mr. Barrett has represented for four years, run reasonably well in Clinton and the Ingham portions and not get totally blown out in Shiawassee. One factor to watch, however, is the burgeoning Democratic vote in southern Clinton County.

**Gongwer Analysis** (Wednesday, August 22): *Ranked #8 most likely district to flip.* Democrats are feeling optimistic about their chances with longtime public relations executive Kelly Rossman-McKinney of Delta Township in the 24th Senate District, a traditionally solid Republican area, due to strong fundraising and campaigning she has shown thus far.

Standing in her way is solidly conservative Rep. Tom Barrett (R-Potterville), who cruised through an expensive and contentious primary despite outside money being spent to prop up his primary opponent. The contested Republican primary had more votes cast (31,416) than on the Democratic side (25,190).

Democrats are hoping Ms. Rossman-McKinney's strong fundraising and campaigning can make inroads in the district and that a blue wave could help her come out on top. The potential for further spending by outside groups is a possibility that might be helpful to Democrats. Already, a 501(c)4 group, Bipartisan Solutions, is airing issue ads backing Ms. Rossman-McKinney, who herself is on television too.

**MIRS Analysis** (Thursday, November 1): *Ranked #8 most likely to flip (Previously #9).* That's a lot of late money Republicans are putting into Rep. Tom BARRETT, a candidate they were extremely confident in about a month ago (See "Senate R's Feeling Even Better About SD-24," 10/2/18). Maybe it's to combat anti-Barrett robocalls like this one sent to a MIRS correspondent: "Measles, mumps and polio are music to Tom Barrett's ears." It's a reference to Barrett's bill that make it easier for parents to get out of vaccinating their kids (See "Vaccination Waiver Complaints Take Center

Stage, Holds DHHS To One Minute." 5/25/17). If Democrats win majority, Kelly ROSSMAN-McKINNEY should be given a leadership and/or chair post of her choosing. She's essentially self-funded this race and allowed Senate Democratic Fund money to go elsewhere.

**MIRS Analysis** (Thursday, October 18): *Ranked #9 most likely to flip (Previously 8<sup>th</sup>)*. This one is becoming a TV proxy war between the pro-Kelly ROSSMAN-McKINNEY Bi-partisan Solutions and the pro-Tom BARRETT Michigan Citizens for Fiscal Responsibility. Rossman-McKinney's ability to put her own money into this race is also adding to the ballooning total of spending being seen here. The SRCC isn't spending here, their polling showing Barrett has this one taken care of (See "Senate R's Feeling Even Better About SD-24," 10/2/18)

**MIRS Analysis** (Thursday, September 27): *Ranked #8 most likely to flip (Previously #9)*. Democrat Kelly ROSSMAN-McKINNEY is seeing movement from her numerous TV campaign ads. She's not done spending and her allies aren't either. The AFL-CIO is doing labor walks for her, too, as the recent Target Insyght/MIRS poll in this district showed her up 38 to 20 percent among independents. Republicans still don't believe she's for real. If they find polling that contradicts this, they feel a little bit of paid media spending that paints her as a Lansing lobbyist should finish her off.

**MIRS Analysis** (Wednesday, August 22): *Ranked #9 most likely to flip*. Rep. Tom BARRETT's (R-Potterville) skills as a retail, door-to-door politician are multi-pronged, as he showed in the primary. Too short to trim your shrubs? Tom will take care of it! We'll see if chases away critters, too, like Sen. Rick JONES did for one constituent or drives home tipsy bar patron, as he did another.

		Seriously, if this wasn't the successful public relations guru Kelly ROSSMAN-McKINNEY running in this district, we probably wouldn't be even talking about it.		
26 <sup>th</sup>	Allegan Van Buren	<p><b>OPEN</b> <i>Currently held by term-limited Tonya Schuitmaker (R-Portage)</i></p> <p>GOP Base = 62.6%</p> <p><u>Republican Candidate:</u> Former three-term state Rep. <b>Aric Nesbitt</b> (Lawton) (2011-2016), former state lottery commissioner, former legislative director in U.S. House of Representatives</p> <p><u>Democratic Candidate:</u> <b>Garnet Lewis</b> (Saugatuck), business manager for Vigano, former educator, Chair, City of Saugatuck Planning Commission, former member of Northern Michigan University's Board of Trustees</p> <p><u>Libertarian Candidate:</u> <b>Erwin Haas, MD</b> (Kentwood), physicianformer Kentwood City Commissioner, frequent Libertarian candidate</p>	N/A	Allegan County Van Buren County

# Michigan Association of Chiropractors (MAC) District 7

Counties: Ionia, Kent, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Ottawa

## MAC District 7 State Senate Districts

District	County	Incumbent (Party-Hometown)	Term	Communities Represented
19 <sup>th</sup>	Ionia	<p><b>OPEN</b>  <i>Currently held by term-limited Mike Nofs (R-Battle Creek)</i></p> <p>GOP Base = 61.88%</p> <p><u>Republican Candidate:</u> Current second-term state Rep. Dr. <b>John Bizon</b> (Battle Creek), ear, nose, and throat otolaryngologist who serves on House Appropriations DHHS subcommittee</p> <p><u>Democratic Candidate:</u> <b>Jason Noble</b> (Middleville), substitute teacher and customer service professional, progressive</p> <p><u>Libertarian Candidate:</u> <b>Joseph Gillotte</b> (Lyons), owns direct mail and computer service business, perennial Libertarian candidate</p>	Second	Ionia County
26 <sup>th</sup>	Kent	<p><b>OPEN</b>  <i>Currently held by term-limited Tonya Schuitmaker (R-Portage)</i></p> <p>GOP Base = 62.6%</p> <p><u>Republican Candidate:</u> Former three-term state Rep. <b>Aric Nesbitt</b> (Lawton) (2011-2016), former state lottery commissioner, former legislative director in U.S. House of Representatives</p> <p><u>Democratic Candidate:</u> <b>Garnet Lewis</b> (Saugatuck), business manager for Vigano, also a former educator, Chair, City of Saugatuck Planning Commission, former member of Northern Michigan University's Board of Trustees</p>	N/A	Kent County (part) Gaines township Kentwood city

		<p><u>Libertarian Candidate: Erwin Haas, MD</u> (Kentwood), physician, former Kentwood City Commissioner, frequent Libertarian candidate</p>		
28 <sup>th</sup>	KENT	<p><b>Peter MacGregor (R-Rockford)</b>  <i>Chair, Appropriations Subcommittee on Health and Human Services</i></p> <p>GOP Base = 65.92%</p> <p><u>Democratic Candidate: Craig Beach</u> (Rockford), teacher, former Otisco Township trustee, active MEA member</p> <p><u>Libertarian Candidate: Nathan Hewer</u> (Belmont), capital projects manager, Meijer Stores. Manages parking lots and roofing systems for 250 Meijer stores</p>	First	<p>Kent County (part)</p> <p>Algoma Township  Alpine Township  Byron Township  Cannon Township  Cedar Springs city  Courtland Township  Grandville city  Grattan Township  Nelson Township  Oakfield Township  Plainfield Township  Rockford city  Solon Township  Sparta Township  Spencer Township  Tyrone Township  Vergennes Township  Walker city  Wyoming city</p>
29 <sup>th</sup>	Kent	<p><b>OPEN</b>  <i>Currently held by term-limited David Hildenbrand (R-Grand Rapids)</i></p> <p>Democratic Base = 51.2%</p> <p><u>Democratic Candidate:</u> Current state Rep. <b>Winnie Brinks</b> (Grand Rapids) (2013-Present), member, House Health Policy Committee</p> <p><u>Republican Candidate:</u> Current state Rep. <b>Chris Afendoulis</b> (Grand Rapids) (2015-Present), Chair, House Appropriations Committee</p> <p><u>Libertarian Candidate:</u> <b>Robert VanNoller</b> (Lowell), no information available</p> <p><b>Gongwer Analysis (Tuesday, October 23): Ranked #1</b></p>	N/A	<p>Kent County (part)</p> <p>Ada Township  Bowne Township  Caledonia Township  Cascade Township  East Grand Rapids city  Grand Rapids city  Grand Rapids Township  Lowell city  Lowell Township</p>

*most likely district to flip (Unchanged).* Rep. Winnie Brinks (D-Grand Rapids) continues to appear to have effectively all but sealed the deal in the 29th Senate District in her race against Rep. Chris Afendoulis (R-Grand Rapids Township), a seat Republicans have held for decades. Mr. Afendoulis appears to not be receiving financial assistance from the Senate Republican Campaign Committee and, at least for a time, has gone off the air in the district while Ms. Brinks continues to press the advantage with heavy ad buys and support from the Senate Democratic Fund. Enthusiasm appears to be on the Democrats' side with turnout having been more than 9,000 votes higher than for the Republicans in the primary, with the city of Grand Rapids trending Democratic in recent years and the outlying area still being Republican though not as much as in the past. President Donald Trump remains very unpopular in the district and the district has been shifting Democratic in recent years. The combination along with the difference in support for the respective candidates by their party makes this seat appear to be most ripe for being flipped.

***Gongwer Analysis*** (Thursday, September 27): *Ranked #1 most likely district to flip (Unchanged).* Rep. Winnie Brinks (D-Grand Rapids) is increasingly considered to be in the driver's seat in the 29th Senate District in her race against Rep. Chris Afendoulis (R-Grand Rapids Township). Enthusiasm appears to be on the Democrats side with turnout having been more than 9,000 votes more than for the Republicans in the primary and with the city of Grand Rapids trending Democratic in recent years while the outlying area remains Republican though not as overwhelmingly as it once was. In a year where Democratic candidates, particularly women, are faring well, Ms. Brinks also has become a popular figure in the area with not much for Republicans to attack. With Republicans defending several other competitive seats, a couple with incumbents in trouble, the GOP may end up having to swallow a bitter pill and let Mr. Afendoulis fight on his own to prioritizing dollars elsewhere.

**Gongwer Analysis** (Wednesday, August 22): *Ranked #1 most likely district to flip.* Rep. Winnie Brinks (D-Grand Rapids) has a strong shot in the 29th Senate District where she faces Rep. Chris Afendoulis (R-Grand Rapids Township).

This race is expected to be expensive and highly competitive. Ms. Brinks has won tough races before and represents a competitive area of the city, which has been trending Democratic for several years. Her challenge will be to not lose badly in the outlying areas that are heavily Republican. Kent County was an area where President Donald Trump performed very poorly in 2016 so Democrats are hoping they can use that to their advantage along with a fired-up base.

Ms. Brinks also took more votes in her uncontested primary (32,688) than the two Republicans in Mr. Afendoulis' contested race (23,547), which could be an early sign of an enthusiastic liberal base and the strength several women candidates have shown in this election cycle. Democrats have failed multiple times over the past decade to flip this seat and Republicans will use their superior resources to try and make them fail again.

**MIRS Analysis** (Thursday, November 1: *Ranked #1 most likely to flip (Unchanged).* How deep does the Democratic surge go into West Michigan? Amazing that now-Michigan Democratic Party Chair Brandon Dillon is spending so much time going after U.S. Rep. Bill HUIZENGA (R-Zeeland). That's Bill Huizenga, who won his last three elections with an average of 62 percent of the vote. Keep an eye on how well Cathy Albro does in the 3rd Congressional District, too. U.S. Rep. Justin AMASH (R-Cascade Twp.) isn't going to win with his typical 60 percent of the vote. We'll go that far.

**MIRS Analysis** (Thursday, October 18: *Ranked #1 most*

		<p>likely to flip (Unchanged). Rep. Winnie BRINKS (D-Grand Rapids) is all over this PFAS contamination in West Michigan. She's taking control of an emerging local issue that's earned her priceless local media coverage as an environmental and public health advocate. Neither caucus seems interested in spending a ton of money in the usually pricey Grand Rapids media market, showing that both may be seeing better places to put their money.</p> <p><b>MIRS Analysis (Thursday, September 27): Ranked #1 most likely district to flip (Unchanged).</b> If you assume 13 percent more Republicans will vote in this Kent County district than Democrats, the race between Rep. Winnie BRINKS (D-Grand Rapids) and Rep. Chris AFENDOULIS (R-Grand Rapids Twp.) is tied. Otherwise, look at this number: Target Insyght's poll on this district for MIRS and GCSI had Brinks up 60 to 14 percent among independents. That's bad. Now, Republicans believe Afendoulis is cutting into the deficit, but with this district starting with only a 49 percent GOP base, the two-term House member has a steep climb ahead of him.</p> <p><b>MIRS Analysis (Wednesday, August 22): Ranked #1 most likely to flip.</b> Rep. Winnie BRINKS (D-Grand Rapids) and Rep. Chris AFENDOULIS (R-Grand Rapids Twp.) are going toe-to-toe on the fundraising front, but Brinks knocked it out of the park on Aug. 7. Her 32,688 votes are nearly four times what the 2014 candidates in this Kent County district got combined. Even some local Republicans are doggedly resigned to losing this seat. How much money will the big West Michigan donors throw into trying to save it?</p>		
30 <sup>th</sup>	Ottawa	<p><b>OPEN</b>  <i>Currently held by Senate Majority Leader Arlan Meekhof (R-West Olive)</i></p> <p>GOP Base = 72.19%</p> <p><u>Republican Candidate:</u> Current third-term state Rep. <b>Roger Victory</b> (Hudsonville) (2013-Present), fourth-</p>	N/A	Ottawa County

		<p>generation family farmer</p> <p><u>Democratic Candidate: Jeannette Schipper</u> (Holland), student and employee at Western Theological Seminary, trained in “Implicit Bias and Cultural Agility”</p> <p><u>Libertarian Candidate: Mary Buzuma</u> (Grand Haven), 26-year US Navy Veteran, intelligence officer</p>		
33 <sup>rd</sup>	Mecosta Montcalm	<p><b>OPEN</b> <i>Currently held by term-limited Judy Emmons (R-Sheridan)</i></p> <p>GOP Base = 62.0%</p> <p><u>Republican Candidate:</u> Former state Rep. <b>Rick Outman</b> (Six Lakes) (2011-2016), US Army Veteran who saw combat in Beirut, owner/operator of third-generation small business</p> <p><u>Democratic Candidate: Mark Bignell</u> (Greenville), progressive truck driver</p>	N/A	Mecosta County Montcalm County
34 <sup>th</sup>	Muskegon Newaygo Oceana	<p><b>OPEN</b> <i>Currently held by term-limited Geoff Hansen (R-Hart)</i></p> <p>GOP Base = 54.44%</p> <p><u>Republican Candidate:</u> Former three-term state Rep. <b>Jon Bumstead</b> (Newaygo) (2011-2016), started own construction firm</p> <p><u>Democratic Candidate: Poppy Silas-Hernandez</u> (Muskegon), non-profit consultant, political newcomer</p> <p><u>Libertarian Candidate: Max Rieseke</u> (Fruitport), retired public school teacher and US Army Reserve Lt. Colonel</p> <p>This race featured two Primary upsets, with Bumstead beating Rep. Holly Hughes and Silas-Hernandez beating former Rep. Collene Lamonte.</p>	N/A	Muskegon County Newaygo County Oceana County

**Gongwer Analysis** (Tuesday, October 23): **Ranked #6 most likely district to flip (Previously 6<sup>th</sup>)**. Former Republican Rep. Jon Bumstead of Newaygo is working hard to keep a lean-Republican seat in party hands against Muskegon Democrat Poppy Sias-Hernandez in a race that went from an uphill battle for Democrats to a close hotly contested one after both candidates upended more establishment primary opponents. Mr. Bumstead is a solid conservative while Ms. Sias-Hernandez has energized the Democrats in an area where the party has come close and repeatedly failed to take the seat in recent cycles. Turning out the vote will be critical here after both sides saw turnout increases in the primary, the Democrats 160 percent over 2014 levels but Republicans 76 percent higher than four years ago. Republicans had about a 4000-vote advantage in the primary, but Democrats have made it enough of a race to counter the Republicans by also airing broadcast TV ads. As in the Oakland County races, both parties see their candidate with a slight lead. This one moves down a notch only because of the environment in the 7th.

**Gongwer Analysis** (Thursday, September 27): **Ranked #6 most likely district to flip (Unchanged)**. This race has largely remained the same and is competitive on paper with Republicans having earned about 4,000 more votes in the primary than Democrats. Former Republican Rep. Jon Bumstead of Newaygo and Muskegon Democrat Poppy Sias-Hernandez both upended more monied establishment candidates. Outside money will be key to moving the needle for both candidates in this race, as neither raised large sums during the primary. Democrats feel Ms. Sias-Hernandez has laid a strong foundation and could be aided by strong Democratic headwinds and it being a good year for women candidates; Mr. Bumstead could benefit from being on historically Republican turf despite not having deep financial resources. A

big question is when, or if, past accusations of Mr. Bumstead behaving inappropriately around Democratic former Rep. Sarah Roberts will become a campaign issue. This is a race where the Republicans' superior financial position could become a factor. It's going to take at least a half-million dollars to pay for broadcast television to win this race.

**Gongwer Analysis** (Wednesday, August 22): *Ranked #6 most likely district to flip.* This race is a major unknown after former Rep. Jon Bumstead knocked out the favorite, Rep. Holly Hughes (R-White River Township) in the Republican primary and Poppy Sias-Hernandez of Muskegon upset former Rep. Collene Lamonte of Montague in the Democratic primary.

While Ms. Sias-Hernandez laid a strong foundation for her primary campaign and upset the establishment favorite, nearly 4,000 more Republican votes were cast than Democratic votes in this district that on paper is competitive but historically has been owned by the GOP. Mr. Bumstead, however, does not have the deep financial resources Ms. Hughes could have drawn from and Ms. Sias-Hernandez has the benefit of running amid Democratic headwinds and being a woman in an election year where women have fared well.

**MIRS Analysis** (Thursday, November 1): *Ranked #3 most likely to flip (Previously #5).* Poppy SIAS-HERNANDEZ or Julia PULVER. Who has been 2018's most surprisingly impressive candidate of 2018? It's close, but we're going to take Poppy and her literal army of door-knocking volunteers. Even Sias-Hernandez's primary opponent, Collene LAMONTE, is knocking doors for her former opponent. Class act.

**MIRS Analysis** (Thursday, October 18): *Ranked #5 most likely to flip (Unchanged).* Newwaygo and Oceana

	<p>counties has more first-generation Hispanic voters than you might think, which helps progressive Democrat Poppy SIAS-HERNANDEZ, who been leading in the polls she's seen. How is conservative Jon BUMSTEAD playing in suburban Muskegon? Based on early spending not well enough to put a ton of money on TV.</p> <p><b>MIRS Analysis</b> (Thursday, September 27): <i>Ranked #5 most likely to flip (Previously #6)</i>. Democrat Poppy SIAS-HERNANDEZ was described by one source as having the best grassroots organization of any state Senate candidate, either side of the aisle. Since the primary, her band of Bernie-crats have religiously knocked doors throughout this Muskegon-based district. Meanwhile, Jon BUMSTEAD is standing with his motorcycle in his new 30-second TV ad, talking about lowering auto insurance rates and fixing Michigan's roads. Being on the air is good.</p> <p><b>MIRS Analysis</b> (Wednesday, August 22): <i>Ranked #6 most likely to flip</i>. Well, this isn't the General Election matchup we thought we'd get four months ago. Rep. Holly HUGHES's (R-Montague) money couldn't slide her past the more conservative Jon BUMSTEAD, who had marina friends with large, flashing billboards. Poppy SIAS-HERNANDEZ had more going for her than Collene LAMONTE, who battled health issues much of the summer.</p> <p>Trump still does well in rural Muskegon County, although the power of the women's progressive caucus on the Westshore should not be discounted. Did you know Democratic 2nd Congressional candidate Rob DAVIDSON received twice as many primary votes earlier this month than the '16 Dem nominee?</p>		
--	---	--	--

# Michigan Association of Chiropractors (MAC) District 8

Counties: Alcona, Alger, Alpena, Antrim, Arenac, Baraga, Benzie, Charlevoix, Cheboygan, Chippewa, Clare, Crawford, Delta, Dickinson, Emmet, Gladwin, Gogebic, Grand Traverse, Houghton, Iosco, Iron, Kalkaska, Keweenaw, Lake, Leelanau, Luce, Mackinac, Manistee, Marquette, Mason, Menominee, Missaukee, Montmorency, Ogemaw, Ontonagon, Osceola, Oscoda, Otsego, Presque Isle, Roscommon, Schoolcraft, Wexford

## MAC District 8 State Senate Districts

District	County	Incumbent (Party-Hometown)	Term	Communities Represented
33 <sup>rd</sup>	Clare	<p><b>OPEN</b>  <i>Currently held by term-limited Judy Emmons (R-Sheridan)</i></p> <p>GOP Base = 62.0%</p> <p><u>Republican Candidate:</u> Former state Rep. <b>Rick Outman</b> (Six Lakes) (2011-2016), US Army Veteran who saw combat in Beirut, owner/operator of third-generation small business</p> <p><u>Democratic Candidate:</u> <b>Mark Bignell</b> (Greenville), progressive truck driver</p>	N/A	Clare County
35 <sup>th</sup>	Benzie Crawford Kalkaska Lake Leelanau Manistee Mason Missaukee Ogemaw Osceola Roscommon Wexford	<p><b>OPEN</b>  <i>Currently held by term-limited Darwin Booher (R-Evart)</i></p> <p>GOP Base: 64.49%</p> <p><u>Republican Candidate:</u> Current first-term state Rep. Curt VanderWall (Ludington) (2017-Present), Vice Chair of House Insurance Committee, former Chair of Mason County Commissioners, owner of pest control company</p> <p><u>Democratic Candidate:</u> <b>Mike Taillard</b> (Benzonia), economic consultant and writer, US Army Reserves Veteran</p>	First	Benzie County Crawford County Kalkaska County Lake County Leelanau County Manistee County Mason County Missaukee County Ogemaw County Osceola County Roscommon County Wexford County

		<u>Libertarian Candidate: <b>Timothy Coon</b></u> (Rose City), former owner and operator of a trucking business, serves on Michigan Libertarian Party Executive Council		
--	--	---	--	--

36 <sup>th</sup>	Alcona Alpena Arenac Gladwin Iosco Montmorency Oscoda Otsego Presque Isle	<p><b>Jim Stamas (R-Midland)</b></p> <p>GOP Base = 64.34%</p> <p><u>Democratic Candidate: <b>Joe Weir</b></u> (Midland), retired scientist at Dow, Chair, Midland County Democratic Party</p>	First	Alcona County Alpena County Arenac County Gladwin County Iosco County Montmorency County Oscoda County Otsego County Presque Isle County
37 <sup>th</sup>	Antrim Charlevoix Cheboygan Chippewa Emmet Grand Traverse Luce Mackinac	<p><b>Wayne Schmidt (R-Traverse City)</b></p> <p><i>Member, Insurance Committee</i></p> <p>GOP Base = 63.31%</p> <p><u>Democratic Candidate: <b>Jim Page</b></u> (Sault Ste. Marie), Treasurer, Chippewa County Democratic Party, retired educator who works in retail, former union steward for UCFW 951, US Marine Veteran</p>	First	Antrim County Charlevoix County Cheboygan County Chippewa County Emmet County Grand Traverse County Luce County Mackinac County
38 <sup>th</sup>	Alger Baraga Delta Dickinson Gogebic Houghton Iron Keweenaw Marquette Menominee Ontonagon Schoolcraft	<p><b>OPEN</b></p> <p><i>Currently held by term-limited Tom Casperson (R-Escanaba)</i></p> <p>GOP Base = 54.93%</p> <p>Republican Candidate: Former state Rep. <b>Ed McBroom</b> (Vulcan) (2011-2016), life-long dairy farmer, former substitute teacher</p> <p>Democratic Candidate: Current state Rep. <b>Scott Dianda</b> (Calumet) (2013-Present), former employee of Michigan Department of Transportation, former President, Michigan State Employees Association, former president of the village of Calumet</p> <p>This is expected to be one of the more hotly contested match-ups this November.</p> <p><b>Gongwer Analysis</b> (Tuesday, October 23): <i>Ranked #5 most likely district to flip (Previously #4). This race continues to be a sharply contested fight down to the wire between Rep. Scott Dianda (D-Calumet) and Republican former Rep. Ed McBroom of Vulcan, with</i></p>	N/A	Alger County Baraga County Delta County Dickinson County Gogebic County Houghton County Iron County Keweenaw County Marquette County Menominee County Ontonagon County Schoolcraft County

large amounts of money expected to continue to pour in and advertisements blanketing the airwaves. Mr. McBroom received a recent boost by the endorsement of the daughter of the late Democratic Rep. John Kivela. Mr. Trump performed well in the U.P. in 2016 and Mr. Dianda, a rare Democrat to receive an NRA endorsement, will need to overcome this and bring out his base he has been able to cultivate to get across the finish line. Mr. McBroom also has built a distinct base and after Republicans had a narrow edge in primary turnout in a competitive primary that could bode well for Mr. McBroom. Structurally, Mr. Dianda should have the edge, but the environment here is pro-Trump, and Republicans are starting to exude confidence.

***Gongwer Analysis*** (Thursday, September 27): *Ranked #4 most likely district to flip Previously #2*). Not much has changed in this race, which is expected to be a hard-fought battle between Rep. Scott Dianda (D-Calumet) and Republican former Rep. Ed McBroom of Vulcan. Republicans had a narrow edge in primary turnout in a competitive primary and both candidates have developed strong bases of support in their respective House districts. However, Mr. Dianda survived in 2016 despite Mr. Trump performing well in the Upper Peninsula and he does have the larger chunk of support in Democratic Marquette. For both candidates, it will be a matter of maintaining their individual bases and peeling off votes on their opponents' turf. Mr. Dianda will also need to overcome the strong support for Mr. Trump again. Mr. McBroom picked up the endorsement of the Michigan Nurses Association, giving him some union support.

***Gongwer Analysis*** (Wednesday, August 22): *Ranked #2 most likely district to flip*. Democrats have the potential edge in a seat Republicans are expected to pour heavy resources into to hold, with Rep. Scott Dianda (D-Calumet) facing Republican former Rep. Ed McBroom of Vulcan.

Both won their House seats by knocking out incumbents in tough races, Mr. Dianda in 2012 and Mr. McBroom in 2010 and went on to develop strong bases of support in their respective districts. Mr. Dianda performed well in 2016 when the U.P. swung hard for Mr. Trump and in the bigger Senate district will get the benefit of strongly Democratic Marquette. As long as he holds his base in the western U.P. and Marquette comes out to vote, there probably aren't enough votes for Mr. McBroom - unless the area's support for Mr. Trump becomes too much for Mr. Dianda to overcome. More voters cast Republican votes in the primary, 23,461 to the 23,061 for Democrats.

**MIRS Analysis** (Thursday, November 1): *Ranked #10 most likely to flip (Previously #6)*. Republican Ed McBROOM is surging and Democrats are busting a hump to get to the Upper Peninsula to save Rep. Scott DIANDA. Sen. Tom CASPERSON's latest ad smacks Dianda as a just-say-no obstructionist.

**MIRS Analysis** (Thursday, October 18): *Ranked #6 most likely to flip (Unchanged)*. The daughter of late Rep. John KIVELA went on local TV and radio with her endorsement of Ed McBROOM, who appears to be gaining ground on Rep. Scott DIANDA (D-Escanaba), even though the latter has established himself as the more fiscally conservative option of the two. McBroom's genuine salt-of-the-earth charm is catching on as of late. It may be why Senate Dems are trying to frame him as a below-the-bridge troll.

**MIRS Analysis** (Thursday, September 27): *Ranked #6 most likely to flip (Previously #4)*. Rocker Ted NUGENT may not play well in other parts of the state, but he's still a celebrity in the Upper Peninsula. Bringing Mr. Cat Scratch Fever to Marquette for Republicans Ed McBROOM and Beau LAFAVE is a boost, any way you look at.

		<p>Rep. Scott DIANDA (D-Escanaba) still has the edge, coming from the swing 110th House District, particularly after he won the backing of the National Rifle Association (NRA), which more than erases any advantage McBroom earned with his Michigan Nursing Association endorsement.</p> <p><b>MIRS Analysis</b> (Wednesday, August 22): <i>Ranked #4 most likely to flip.</i> Ed McBROOM easily cleared the GOP primary despite having to take time off the campaign trail after the tragic death of his brother, who ran the family farm when McBroom was in Lansing as a state legislator.</p> <p>This race with Rep. Scott DIANDA (D-Escanaba) may not be as cut-and-dried as it seemed, particularly with a Green Party candidate to drag away votes from progressive voters turned off by Dianda's sharp turns to the right. McBroom is doing well on the fundraising front and Trump is still doing OK north of the bridge.</p>		
--	--	---	--	--

## Gongwer Overall Analysis (Wednesday, August 22, 2018)

### Battle For Senate Shaping Up With Large Set Of Potential Flips

While the odds of flipping the Senate from Republican control after 34 years is a tall task, national trends along with strong fundraising and candidates in several districts are creating a larger battlefield for seats in the chamber compared to previous cycles and Democrats stand a good chance of chiseling away at the majority party's numbers, maybe by a sizeable number.

Republicans hold a 27-10 majority with one vacancy in a strongly Democratic district; majority party officials believe its superior fundraising and its message of reversing the state's economic fortunes since the Great Recession can stem any potential blue wave.

Some Democrats believe they are laying the groundwork for a big year, based on what they say is a marked increase in enthusiasm among the party's base. Throw in strong fundraising, some surprising turnout figures in multiple districts they say are starting to turn their way and strong performances by women candidates and Democrats have a feeling the stars may be aligning in the party's favor.

The most seats Democrats have flipped in a single Senate election since the 1963 Constitution extended Senate terms to four years elected only in the midterm cycle beginning in 1966 was five in 1974. They need to flip nine for outright control, eight if Democratic gubernatorial nominee [Gretchen Whitmer](#) wins the governorship which would mean the new Democratic lieutenant governor, Garlin Gilchrist II, could break the 19-19 tie and allow Democrats to control the chamber.

## MIRS Overall Analysis (Wednesday, August 22, 2018)

### Top 10 Senate Districts Most Likely To Flip

The Aug. 7 primary election results and corresponding internal polling has the Senate Democrats in the same type of position their House colleagues found themselves in last cycle and the cycle before that.

The map of potential pickups is temptingly large, but their wallet is not as big as the Republicans. For the Senate in 2018, that discrepancy is \$4.47 million cash on hand v. \$1.94 million.

So, the question becomes whether Senate Minority Leader Jim [ANANICH](#) (D-Flint) goes for the win by playing seriously in the eight seats needed to manage a 19-19 split (with the presumed tiebreaker being Lt. Gov. Garlin **GILCHRIST II**) or play hard for a likely first-down -- a four-to five-seat pick-up.

Going for the win is tempting. The political environment favors female progressive candidates and the Democrats have a strong contingent of them. However, one could easily argue their House Dem friends let their eyes get larger than their stomachs in '14 and '16 and they weren't able to trim the majority-minority gap.

Given President Donald **TRUMP**'s disapproval rating in Michigan is over 50 percent and national issues is driving political discussions, the Senate Dems would presumably need to really blow it to not pick up at least two or three seats.

On the other hand, consider some of these primary numbers.

- Democrat Julia **PULVER**, who ran unopposed in the traditionally red 15th Senate District in Oakland County, received 535 more votes than presumed frontrunner and Rep. Jim [RUNESTAD](#) and Mike **SAARI** combined.

- Democrat Adam **DREHER** in the Livingston County-based 22nd Senate District received more Aug. 7 votes than presumed Republican frontrunner Lana **THEIS**, who did have a nominal primary opponent. In 2010, now-Sen. Joe [HUNE](#), had a slightly more competitive head-to-head primary and still outpolled his primary opponent 3:1 in pretty

- Democrat Dayna **POLEHANKI** and primary opponent Ghulam **QADIR** received 8,760 more votes than Rep. Laura **COX** in the Livonia-based 7th District four years after Sen. Patrick [COLBECK](#) (R-Canton) and his primary opponent outpolled Democrat Dian **SLAVENS** by 2,466 votes.

Democratic voters are not known to be strong in primary elections, but their candidates received only 4,112 fewer votes than Secretary of State Ruth **JOHNSON** and her primary opponent in the 14th Senate District. Rep. Phil [PHELPS](#) and Henry **GAUDREAU** were within 2,116 votes of Sen. Ken [HORN](#) (R-Frankenmuth) in the 32nd.

Clearly, the Senate Democratic Fund can't play in all of those districts. Which ones they do play in will be telling as to whether Ananich & Co. are going really employing a one-cycle or two-cycle strategy toward majority.