

November, 30 2020

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Short Bio

I have spent my entire career in Marketing. For 23 years I was the Owner and CEO of MSI located here in Rogers. I built the company to a 12-22 million dollar annual enterprise. I retired in 2014.

I have been involved as an active Democrat in Arkansas since 1999. I've been a member of the State Committee twice and have had close relationships with many of the State Directors and our Party's Political Directors.

I have spent the last 21 years as a political consultant for approximately 131 races across the state. Whether in messaging, media, social media, target marketing, but more specifically as the "numbers" person, identifying likely voters and what social/economic profiles these voters fell into, which determined the messaging.

I have been the Chairman of the Benton County Democratic Party twice. I chaired the highly successful "Yellow Dog Golf Tournaments" raising a minimum of \$10,000-\$13,000 pledged as a source of revenue for our local party's candidates.

I have run for a State Office once in 2004.

What experience

I have served my County Party as their Election Commissioner over the past 15 years (on and off), I have been your voice on important issues and have more than once stood firm against my Republican fellows when I thought that this or that wasn't going to work; for example, defending keeping open as many polling sites needed in every district...etc.

As the democrat on the Commission we are the minority. However, the Republican members recognize my historical knowledge, experience and the length of my service has given me an equality that few minority Commissioner's across our state rarely receives. I have earned the respect of the Republican Party...that's a good thing for our party.

We have had good elections and election hiccups; we have had to make new policies and procedures as we encounter the every changing laws by our state and federal bodies. With the 2022 Governor's race just around the corner and the inevitable prospect that 15-20% of those ballots will be absentee (a new era in voting) the Commission has a lot of work to do, and I proved that I have the historical knowledge and the tenacity to make certain that the Commission continues to present easy voting for every voter and post timely and accurate results.

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Goals

The Commission reviewed each and every ballot style (paper-over 300) in this general election; however we do not see how that paper ballot looks on the voting machines. My goal/motion will be to have the Commission walk through each ballot as it appears on the voting machines. Currently this is not required by law. With the ballot issue in John Comstock's race I will be presenting that motion. This cannot happen again.

Prior to Covid-19, our Committees monthly meetings had a regular spot on the agenda where we would give updates, law changes and a quick Q&A. If we ever get back to normal, I'd like to see that spot back on the agenda. Elections are extremely complicated and people always have question and concerns about elections.

Thank you for your time, and please, I respectfully ask for your vote!

Robbyn**Can't Help Myself**

Story! I was standing at the Commission when the call that Ohio in '08 was called. The room was filled with Republicans waiting for more results; I explained to them that with Ohio going blue, Obama wins! I was booed out of the room. Twenty minutes later, the big room fell silent. That room full of Republican men looked like they've been gut checked. Frankly, it was a beautiful sight and a well-deserved victory for Obama and every Democrat across our nation.