CANDIDATE 101

YOU CAMPAIGN AS AN INDIVIDUAL

1.	WHY? I'm	and I'm running for	· because	?
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FAMILY/PERSONAL	THE ISSUES	POLITICAL PARTY	THE PRESS
(1). Time demands are a lot	(1). What are the issues	(1). Each party has its own	(1). First Amendment
more than you realize	challenges faced by	dynamic, strength,	Establishment Clause &
	county, city, school	weakness, core values	Free Exercise Clause-"or of
	board?		the press"
(2). Some committee	(2). What are the issues	(2). Does your message	(2). Respect time and space
assignments meet after	the citizens are concerned	values, and ideals fit	restraints. Work with them
business hours, some	with? Is there a difference	within the current party	to accommodate their
during.	between 1 & 2?	structure?	needs
(3). Prepare a concise bio	(3). Take the initial time to	(3). Party leadership won't	(3). Get to know the
	learn the facts.	always remain neutral	journalist, their writing
		during campaign	style
(4). Prepare flexible brief	(4). How can your ideals	(4). The independent	(4). Don't be hesitant to
talking points	or expertise solve	voters can decide any	call them out when they
	problems for the citizens?	primary/general election.	get it wrong.
(5). Prepare your 30 sec (5). How can you make		(5). For some party	(5). Don't expect them to
elevator pitch government work be		leaders it's not about	carry your water for you,
	for the people?	public service, rather	own your message and
		power, control, ego	campaign

People have lives, so don't be surprised if they don't eat, drink and sleep politics. Unfortunately many won't pay attention until they have to.

EXAMPLE-MY 2012 WORKSHEET

- o Economic Growth & Development/Jobs
 - Recession/Record High Unemployment= loss of 10,000 jobs minus \$15k per-capital household income
 - County government was reactive rather than proactive
 - A rural county competing with 85 other rural counties for economic development funds
- Strong School Systems
 - County/State has a statutory responsibility to fund the school systems
 - Funding was slowed/reduced during years of recession
 - Traditionally the approach to school funding was hit and miss
- o Effective/Efficient Government
 - No financial policies governing spending or long range planning
 - Ambulances breaking down during critical patient transports
 - 15 year "political" delay completing Interstate Water/Sewer project
- Safe Communities
 - Sheriff's department was understaffed/underpaid and politicized
 - Officer's had dead spots in county where their car radios would not work
 - Officer backup time that had become dangerously high (8-10) mins
- o Religious Liberty and Freedom
 - Prevent local ordinances from encroaching on religious liberties

2. WHO do I need on my team?

Treasure? Training Required by State	Paid workers know how to report it	Early voting workers	Personal conduct you expect
Campaign Manager	Volunteers	Precinct workers	Your still responsible

3. WHAT resources do you need?

Budget varies depending on race	Handouts for workers to use-business cards	Determine spending schedule	Plan to attend as many events as possible
Fund raising events	Advertising Radio, Newspaper, Facebook ads, Google search ads	Calling selected voters	The impact of social media is important, but over rated
Yard signs know placement laws	Door magnet for auto	Know the law when doing voter registration	Be careful what you agree to do-you don't know what you don't know!

OBSERVATION:

- Local elections have taken on more of a national tone. Folks watch national news and bring that narrative down to local level; angry, threatening, demonizing opponent, etc. . . . As a result civil debate/discussion/disagreements on policy/positions get lost!
 - o What does this mean for you? You had better have some thick skin!
 - O Don't get baited into becoming a YouTube moment. Be yourself, but remember you're asking people to allow you the privilege to represent and serve them in government-be professional in your personal conduct.

YOU GOVERN AS A BOARD

"...the people of each State would be apt to feel a stronger bias toward their local governments than towards the government of the Union; unless the force of that principle should be destroyed by a much better administration of the latter."

--Alexander Hamilton, Federalist No. 17

Bill Mckay (Robert Redford) wins the election, and in the final scene, he escapes the victory party and pulls his campaign manager Marvin Lucas (Peter Boyle) into a room while throngs of journalists clamor outside. McKay asks Lucas, "Marvin, What Do We Do Now"

-- The Candidate 1972 written by Jeremy Larner, a speechwriter for Senator Eugene J. McCarthy (D)

- 1. COUNTIES WERE CREATED BY STATE GOVERNMENT AND OPERATE AS THE "ADMINISTRATIVE ARM" OF STATE GOVERNMENT.
 - Local governments in NC operate under the "dillon rule" NOT "home rule."

Meaning you must have specific GS authority before a board can act. The General Assembly defines what a local government is required to do, may do, and cannot do! Doesn't mean you can't get things done, i.e. Financial Policies, Governing Rules and Procedure, Dissolving DSS Board-responsibilities assumed by Commissioners (SNAP Fraud Investigator, Greater Foster Care Oversight) Advocated at Federal level against EPA "Waters of USA" regulatory overreach negatively impact area farmers

2. IN NC COUNTIES ADMINISTER SOME FEDERAL PROGRAMS

- SNAP is a Federal Program, the qualification guidelines are established at the Federal NOT local level.
 - o NC is one of a few States where local governments administer both State and Federal Policy.
- Disaster=FEMA, Airports=FAA, etc. . . .

3. EVERYTHING RELATED TO YOUR DUTIES AS AN ELECTED OFFICAL IS A PUBLIC RECORD UNLESS THERE IS A SPECIFIC STATUTORY EXCEPTION.

- Your emails, your phone records that is made or received in connection with public business.
 - Anyone has a right to inspect an existing public record; anyone has a right to obtain a copy of an existing public record.
 - o Life in "the fishbowl" No privacy, family exposed, no time as your own!

4. YOUR CONDUCT INVOLVES BOTH LEGAL REQUIREMENTS AND ETHICAL CONSIDERATIONS.

- Limitations on:
 - o Voting, Contracting, Gifts & Favors, Use of Confidential Information
- All newly elected and re-elected officials are required by NC law take ethics training.

5. USE THE RESOURCES AVAILABLE TO SHORTEN YOUR LEARNING CURVE

Expertise of Staff	Former elected officials	Crash course on Reading Law	Obtain copies of Federal and State Constitutions
UNC School of Government	NC Rural Center	Familiar with appropriate General Status	Copy of previous year's budget, time with financial officer
North Carolina Association of County Commissioners	North Carolina League of Municipalities	How to do research on legal topics	Know what budget restrictions exist and why

6. REMEMBER FINANCIAL INVESTORS OUTSIDE OUR STATE ARE WATCHING

- A dysfunctional local government gets on the radar screen of site selection consultants
- Surry County Citizens deserve the best from you, so work hard, be legal, ethical and professional
- YouTube is full of local government board meeting that went array!

Larry's Bio

Boards, Commissions, and Committees: Served Surry County Board of Commissioners from September 4, 2012 to December 3, 2018, serving as Vice-Chairman from December 1, 2014 to December 7, 2015, President of North Carolina Association of County Commissioners (NCACC) Chairman of NCACC Economic Development Taskforce, Chairman of NCACC Government Efficiency Taskforce, National Association of Counties International Economic Development Taskforce, Piedmont Triad Regional Council Board of Delegates, Northwest Piedmont Rural Planning Organization Transportation Advisory Committee, Partners Behavioral Health Board of Directors, Piedmont Authority for Regional Transportation Board of Directors, Board of Health, Board of Social Services, Mount Airy/Surry County Airport Authority Board, Insurance and Benefits Committee, Surry Economic Development Partnership Board of Directors.

Initiatives: Affordable tax rate; Financial transparency to public with electronic access to County financial records; Adoption of financial policies that paved the way for rating increases from Moody's and Standard & Poor's; Implementation of a Dedicated Capital Improvement Fund to pay for future public school and general government debt separate from the County' operational expenditures; a fair, impartial, and independent human resources program; Funding for public school and community college operations and capital needs; Funding for public safety capital expenditures; Public sewer extension to the Interstates Water and Sewer District; Implementation of salary studies for Sheriff's Office and Communication Department employees; Reorganization of the Board of Social Services; Greater accountability for operations at the Mount Airy/Surry County Airport; Improved security at the Surry County Judicial Center; Creation of Opioid Response Initiative; Renovation of the Surry county Historic Courthouse; Purchase and renovation of the Surry County Service Center; Expansion of the Surry County Landfill.

Recognitions: Awarded Mentor Status by UNC School of Government Local Elected Leaders Academy; 2013 North Carolina Cooperative Extension Service County Partnership Award; 2016 Graduate of North Carolina Rural Economic Development Institute-Class President, 2018 Graduate of National Association of Counties Advance County Leadership Institute; 2018 NCACC recognize the Presidential Initiative of Commissioner Phillips to expand access to leadership training for county leaders and youth

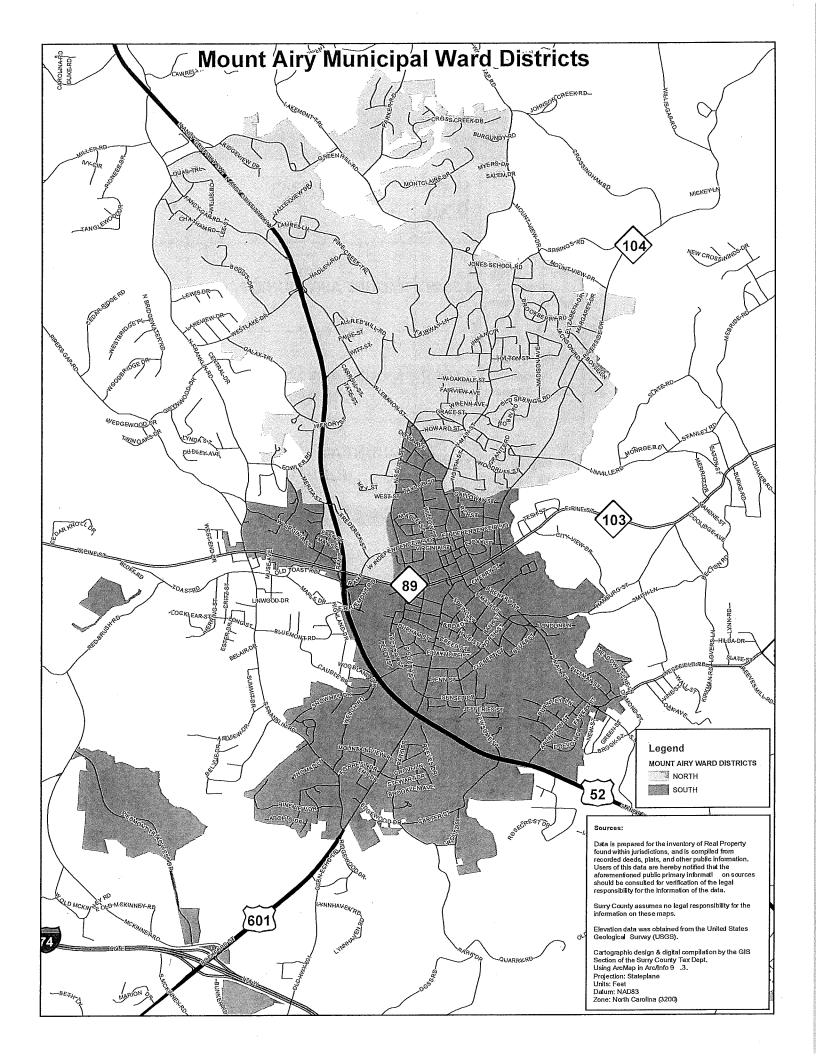
"Commissioner Phillips set a conservative tone making thoughtful but tough decisions and holding to his values making Surry County a better place to live and work." –Surry County Board of Commissioners, November 19th, 2018

"Larry Phillips' will be revered as a champion of leadership training, empowering citizens and communities, and for his commitment to civility in public discourse"—North Carolina Association of County Commissioners, December 14th, 2018

SEATS OPEN TO FILE FOR THE 2019 MOUNT AIRY MUNICIPAL ELECTION

OFFICE	FILING DATES	SEATS OPEN	DISTRICT	FEE
MOUNT AIRY COMMISSIONER AT LARGE	July 5 12 noon through July 19 12 noon	1 SEAT	MOUNT AIRY MUNICIPALITY	\$10.00
MOUNT AIRY COMMISSIONER SOUTH WARD	July 5 12 noon through July 19 12 noon	1 SEAT	MOUNT AIRY MUNICIPALITY SOUTH WARD	\$10.00
MOUNT AIRY COMMISSIONER NORTH WARD	July 5 12 noon through July 19 12 noon	1 SEAT	MOUNT AIRY MUNICIPALITY NORTH WARD	\$10.00

^{*}See Map Below for Ward Districts



2019 MUNICIPAL Tentative ELECTION SCHEDULE

Friday, July 5	Filing Opens for Mount Airy Municipal Offices – 12:00 noon (163-294.2c)
Friday, July 19	Filing Ends for Mount Airy Municipal Offices – 12:00 noon (163-294.2c)
SCHEDULE	FOR THE <u>POSSIBLE</u> OCTOBER 8 th PRIMARY (163-294)
Friday, Sept. 6	Absentee by mail begins (no excuse required) (163-227.3a) All absentee requests must be submitted on an official state form; we cannot accept informal handwritten requests. This form is available on our website or by call-ing our office. You may mail, fax, email (signed & scanned) or deliver your official completed request form to our office.
Friday, Sept. 13	Voter Registration Deadline - Forms must be postmarked or delivered in person by 5:00 pm (163-82.6-c)
Tuesday, Sept. 17	Absentee Meeting 4:00 pm (163-230.1-c1)
Wednesday, Sept. 18	OneStop no excuse absentee voting begins (SL2018-112; SB 325)
Tuesday, Sept. 24	Absentee Meeting 4:00 pm (163-230.1-c1)
Tuesday, Oct. 1	Last day to request an absentee ballot be mailed to you (163-230.1a) Absentee Meeting 4:00 pm (163-230.1-c1)
Friday, Oct. 4	OneStop no excuse absentee voting ends (SL2018-129; HB 335)
Monday, Oct. 7	Absentee Certification 5:00 pm (163-232)
Tuesday, Oct. 8	POSSIBLE MUNICIPAL PRIMARY (163-294)
Tuesday, Oct. 8	5 pm deadline to return Absentee Ballots in person to the Board of Election office (for possible primary) (163-231.b1)
Friday, Oct 11	5 pm Deadline for Civilian returned ballots (postmarked by election day) (for possible primary) (163-231.b-2b)
Thursday, Oct. 17	5 pm Deadline for UOCAVA returned ballots (regardless of postmark) Supplemental Absentee meeting 5 pm (if needed) <i>(for possible primary)</i> (163-231.b-2c)
Friday, Oct. 18	CANVASS 11:00 am (for possible primary) (163-182.5b)
Monday, Oct. 21	5 pm deadline to request recount (1% or less difference) (for possible primary) (163-182.7b)
SCHEDULE FO	R THE NOVEMBER 5 th MUNICIPAL ELECTION (163-279a3)
As soon as ballots are available	Absentee by mail begins for the November 5 th Election (no excuse required) All absentee requests must be submitted on an official state form; we cannot accept informal handwritten requests. This form is available on our website or by calling our office. You may mail, fax, email (signed & scanned) or deliver your completed official request form to our office. (163-227.3a)
Tuesday, Oct. 15	Absentee Meeting 4:00 pm (if needed) (163-230.1-c1)
As soon as ballots are available	OneStop no excuse absentee voting begins (SL2018-112; SB 325)
Tuesday, Oct. 22	Absentee Meeting 4:00 pm (163-230.1-c1)
Tuesday, Oct. 29	Last day to request an absentee ballot be mailed to you Absentee Meeting 4:00 pm (163-230.1-c1)

Friday, Nov. 1	OneStop no excuse absentee voting ends (SL2018-129; HB 335)
Monday, Nov. 4	Absentee Certification 5:00 pm (163-232)
Tuesday, Nov. 5	MUNICIPAL ELECTION DAY
Tuesday, Nov. 5	5 pm deadline to return Absentee Ballots in person to the Board of Election office (163-231.b1)
Friday, Nov. 8	5 pm Deadline for Civilian returned ballots (postmarked by election day) (163-231.b-2b)
Thursday, Nov. 14	5 pm Deadline for UOCAVA returned ballots (regardless of postmark) Supplemental Absentee meeting 5 pm (if needed) (163-231.b-2c)
Friday, Nov. 15	CANVASS 11:00 am (163-182.5b)
Monday, Nov. 18	5 pm deadline to request recount (1% or less difference) (163-182.7b)
Monday, Dec. 2	Filing begins for federal, state and local offices in the 2020 Elections at 12noon
Friday, Dec. 20	Filing ends for federal, state and local offices in the 2020 Elections at 12noon

Surry County Board of Elections 915 E. Atkins Street PO Box 372 Dobson, NC 27017 336-401-8225 phone 336-401-8228 fax email - <u>elections@co.surry.nc.us</u>

Web Site: http://www.co.surry.nc.us/departments/(a through j)/board of elections/index.php

This schedule is tentative. Fees for NC Senate, NC House, Register of Deeds, and County Commissioner are 1% of office sought. A final schedule will be available in November 2019.

OFFICES THAT FILE IN SURRY COUNTY FOR THE 2020 ELECTIONS

OFFICE	FILING DATES	SEATS OPEN	DISTRICT	FEE
		2020 STA	ATE OFFICES	
NC SENATE 30 th DISTRICT	Dec. 2 12 noon through Dec. 20 12 noon	1 SEAT	Caswell, Rockingham, Stokes and Surry	
NC SENATE 45 th DISTRICT	Dec. 2 12 noon through Dec. 20 12 noon	1 SEAT	Alleghany, Ashe, Surry, Watauga and Wilkes	
NC HOUSE 90 th DISTRICT	Dec. 2 12 noon through Dec. 20 12 noon	1 SEAT	Alleghany, Surry and Wilkes	
NC HOUSE 91 st DISTRICT	Dec. 2 12 noon through Dec. 20 12 noon	1 SEAT	Rockingham, Stokes and Surry	
	2020 C	OUNTY F	PARTISAN OFFICES	
REGISTER OF DEEDS	Dec. 2 12 noon through Dec. 20 12 noon	1 SEAT	County Wide	·
COUNTY COMMISSIONER MOUNT AIRY DISTRICT	Dec. 2 12 noon through Dec. 20 12 noon	1 SEAT	Mount Airy 1,2,3,4,5,6,7,8 & 9	
COUNTY COMMISSIONER EAST DISTRICT	Dec. 2 12 noon through Dec. 20 12 noon	1 SEAT	Longhill, Pilot #1, Pilot #2, Shoals, Siloam, North Westfield, South Westfield	
	2020 N	NON - PA	RTISAN OFFICES	
COUNTY BOARD OF EDUCATION DISTRICT 1	Dec. 2 12 noon through Dec. 20 12 noon	1 SEAT	Mount Airy 1,2,3,4,5,6,7,8,& 9	\$5
COUNTY BOARD OF EDUCATION DISTRICT 5	Dec. 2 12 noon through Dec. 20 12 noon	1 SEAT	Bryan, Franklin	\$5

	2020	NON - PA	RTISAN OFFICES	
ELKIN CITY BOARD OF EDUCATION CITY DISTRICT	Dec. 2 12 noon through Aug. 3 12 noon	1 SEAT	Elkin #1, Elkin #2 & Part of Elkin #3	\$ 5
ELKIN CITY BOARD OF EDUCATION EAST DISTRICT	Dec. 2 12 noon through Aug. 3 12 noon	1 SEAT	Elkin #3 outside city limits East of I-77	\$ 5
MOUNT AIRY BOARD OF EDUCATION DISTRICT A	July 6 12 noon through Aug. 7 12 noon	1 SEAT	Mount Airy #1	\$ 5
MOUNT AIRY BOARD OF EDUCATION DISTRICT B	July 1 12 noon through Aug. 7 12 noon	1 SEAT	Mount Airy #2, Mount Airy #3	\$5
MOUNT AIRY BOARD OF EDUCATION DISTRICT C	July 1 12 noon through Aug. 7 12 noon	1 SEAT	Mount Airy #4, Mount Airy #5	\$5
MOUNT AIRY BOARD OF EDUCATION DISTRICT D	July 1 12 noon through Aug. 7 12 noon	1 SEAT	Mount Airy #6, Mount Airy #7	\$5
SOIL AND WATER CONSERVATION SUPERVISOR	June 13 12 noon through July 1 12 noon	1 SEAT	County Wide	. \$5
	2020 MUNI	CIPAL NO	N-PARTISAN OFFICES	
TOWN OF DOBSON COMMISSIONER	July 6 8:15 am through July 17 12noon	3 SEATS	Dobson Municipality	\$5
TOWN OF ELKIN MAYOR	July 6 8:15 am through July 17 12noon	1 SEATS	Elkin Municipality	\$5
TOWN OF ELKIN COMMISSIONER	July 6 8:15 am through July 17 12noon	2 SEATS	Elkin Municipality	\$5
TOWN OF PILOT MOUNTAIN COMMISSIONER	July 6 8:15 am through July 17 12noon	2 SEATS	Pilot Mountain Municipality	\$6
			Upc	dated 04/03/2019

2020 Surry County, NC Tentative Election Schedule

Monday, December 2, 2019	Filing opens at 12 Noon for Federal, State, County offices, Surry County Brd of Education & Elkin City Brd of Education (SL2018-21; SB 655 / 163-106 / Ltr. April 1974)				
	Filing closes for Federal, State, County offices and Surry County Board of				
Friday, December 20, 2019	Education at 12 Noon (SL2018-21; SB 655 / 163-106)				
Monday, January 13	Absentee by mail begins (no excuse required) (163-227.3a) All absentee requests must be submitted on an official state form, available on our website or by calling our office; we cannot accept handwritten informal requests. A separate absentee request is required for each election. Mail, fax, email (signed & scanned) or deliver your completed official request form to our office.				
Friday, February 7	Voter Registration Deadline - Forms must be postmarked or delivered in person by 5:00 pm. (May be sent by fax or email attachment <u>but</u> original must be received in our office no later than 5:00 pm on February 12 th). (163-82.6c) Last date for voter to change party affiliation before primary (163-82.17d)				
Tuesday, February 11	Absentee Meeting 4:00 pm (163-230.1-c1)				
Wednesday, February 12	OneStop "Early" Absentee voting begins (SL2018-112; SB 325)				
Tuesday, February 18	Absentee Meeting 4:00 pm (163-230.1-c1)				
Tuesday, February 25	Last day to request an absentee ballot be mailed to you (163-230.1a) Absentee Meeting 4:00 pm (163-230.1-c1)				
Thursday, February 27	10:00 am deadline for party chairs to submit names for observers (163-45b)				
Friday, February 28	OneStop "Early" Absentee voting ends (SL2018-129; HB 335)				
Monday, March 2	Absentee Certification 5:00 pm (163-232)				
Tuesday, March 3	PRIMARY ELECTION DAY Polls Open 6:30 am until 7:30 pm				
Tuesday, March 3	5:00 pm deadline to return civilian absentee ballots <u>in person</u> (163-231-b1)				
Friday, March 6	5:00 pm deadline for <u>mailed</u> civilian absentee ballots (<u>postmarked</u> by election day) and received by the Board of Elections office (163-231b-2b)				
Thursday, March 12	5:00 pm Deadline returning <u>mailed</u> military ballots (regardless of postmark) (163-231-2c) Supplemental Absentee mtg 4:00 pm (if needed) (163-232.1a)				
Friday, March 13	Canvass 11:00 am (163-182.5b)				
Monday, March 16	5:00 pm deadline to request recount (1% or less difference) (163-182.7)				
April 21st - OR – May 12th	Second Primary (if needed). April 21 st (7 weeks after) if for a County/State office; May 12 th (10 weeks after) if for a Federal office. (163-111-2e)				
Monday, June 8	Soil & Water Conservation Supervisor Filing period opens 12 noon (139-6)				
Monday, July 6	Soil & Water Conservation Supervisor Filing period closes 12 noon (139-6) Filing opens for Mount Airy Board of Education at 8:15am (school charter) Filing opens for Dobson Municipal offices at 8:15 am (163-294.2) Filing opens for Pilot Mountain Municipal offices at 8:15 am (163-294.2) Filing opens for Elkin Municipal offices at 8:15 am (163-294.2) (GS 103-5 acts to be done on Sundays or Holidays)				

Friday, July 17	Filing closes for Dobson, Elkin & Pilot Mtn. Municipal offices 12noon (163-294.2)				
Monday, August 3	Filing closes for Elkin City Board of Education at 12 noon (school charter)				
Friday, August 7	Filing closes for Mount Airy Board of Education 12 noon (school charter)				
Friday, September 4	Absentee by mail begins (no excuse required) (163-227.3a) All absentee requests must be submitted on an official state form available on our website or by calling our office, we cannot accept handwritten informal requests. A separate absentee request is required for each election. Mail, fax, email (signed & scanned) or deliver your completed official request form to our office.				
Friday, October 9	Voter Registration Deadline - Forms must be postmarked or delivered in person by 5:00 pm. (May be sent by fax or email attachment but original must be received in our office no later than 5:00 pm on October 14 th). (163-82.6c)				
Tuesday, October 13	Absentee Meeting 4:00 pm (163-230.1-c1)				
Wednesday, October 14	OneStop "Early" Absentee voting begins (SL2018-112; SB 325)				
Tuesday, October 20	Absentee Meeting 4:00 pm (163-230.1-c1)				
Tuesday, October 27	Last day to request a ballot be mailed to you (163-230.1a) Absentee Meeting 4:00 pm (163-230.1-c1)				
Thursday, October 29	10:00 am deadline for party chairs to submit names for observers (163-45b)				
Friday, October 30	ALL OneStop "Early" Absentee voting ends (SL2018-129; HB 335)				
Monday, November 2	Absentee Certification 5:00 pm (163-232)				
Tuesday, November 3	GENERAL ELECTION Polls Open 6:30 am until 7:30 pm				
Tuesday, November 3	5:00 pm deadline to return civilian absentee ballots <u>in-person</u> (163-231-b1)				
Friday, November 6	5:00 pm deadline for <u>mailed</u> civilian absentee ballots (<u>postmarked</u> by election day) to be received by the Board of Elections office (163-231b-2b)				
Thursday, November 12	5:00 pm Deadline for returning mailed ballots military (regardless of postmark) (163-231-2c) Supplemental Absentee meeting 4:00 pm (if needed) (163-232.1a)				
Friday, November 13	Canvass 11:00 am (163-182.5b)				
Monday, November 16	5:00 pm deadline to request recount (1% or less difference) (163-182.7)				

Surry County Board of Elections

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