

"Presidential Election And Politics 101."

1. What do politicians really care for?

Whether they are D or R, they mostly care about two things -- their getting elected in the upcoming election and their own self-esteem. This email deals with the former only.

Normally, when a politician faces a tight election, and if an individual or organization can **significantly affect** the outcome of that election, a "deal" can be worked, especially if the "deal" is good for the state &/or nation. The above is the secret of how 80-20 gets things done for the Asian Am. community during the presidential elections.

2. How to acquire the ability to "significantly affect" the outcome of an election so that a politician will do the right things for AsAms?

Most citizens don't have that ability! They don't have the time, knowledge, experience, and resources. Elected officials don't have the freedom to acquire that ability. Their loyalty to the Party and its presidential candidate is pre-ordained.

Some non-government orgs, **NGOs**, have that ability. Examples are AIPAC (American Israel Public Affairs Comm.), Unions and Super Committees. Is **80-20** another example? You decide, after reviewing 80-20's track records.

3. What is more important to politicians? Money or Votes?

Political candidates need money to buy ads, hire political consultants and staff, send direct mails to voters, etc. Why? To get VOTES! So the answer is clear, organizations that can deliver votes directly is a lot more powerful.

4. Why is a bloc vote so powerful in an election?

See footnote below to understand why a small interest group representing only 8% of the total vote can determine the outcome of a big election.

5. Why is 80-20 so influential in presidential elections?

80-20 has successfully delivered a bloc vote in many presidential elections. Visit http://www.80-20initiative.net/news/preselect2008_apavote.asp

6. Five points AsAms must know about presidential election.

- o (1) Our president is elected by electoral votes not popular vote.
- o (2) Asian Am. vote in the nation is not 8% but at best 3%.
- o (3) To "significantly affect" the next presidential outcome, AsAms must show the ability to affect the outcome of the presidential election in a few

- "battleground states" such as Pennsylvania, Ohio, Virginia and Florida.
- o (4) AsAm votes in those states are ALSO less than 8%, although in such battleground states the D/R split in votes is often 49/49. Hence, our 2% or more vote can still play a pivotal role.
 - o (5) 80-20 has played such a role before. Visit http://www.80-20initiative.net/news/preselect2008_apavote.asp#2006.

"Democrat Webb won VA Senate race by 7231 votes giving Dems the Senate leadership. According to CNN poll figures, Virginians cast 2,364,217 votes for the senate races, with 3% (70926 votes) cast by Asian Americans. Of those, Webb got an advantage of (68-32) or 35 points which translates to (70926 x 0.35) or 29,824 votes. Without the AsAm bloc vote, Democrats would not have won a Senate majority."

7. Seize this moment!

Every presidential election is our **golden opportunity** to help ourselves become equal citizens and America become a "more perfect union."

Check around to find out which organization has the experience, resources, and track record to deliver for you. ACT! Throw in your support in money and time now. DO YOUR SHARE!

8. Special note:

80-20 PAC is recruiting candidates to become Delegates to its Endorsement Convention, EC. The EC will decide which presidential candidate to endorse. Click on <http://80-20initiative.blogspot.com/2012/06/come-support-your-favorite-presidential.html> to know more.

All US citizens & PRs are eligible to become 80-20 PAC's Endorsement Convention Delegates, if they are members.

Post your comments on <http://www.80-20educationalfoundation.org/politicaledu/posterboard.asp>.

Sincerely yours,

S.B. Woo, a volunteer,
President, 80-20 National Asian American Educational Foundation, Inc.

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- 2) **Xia Family**: \$1,000

Footnote: The power of a bloc vote

Two candidates run against each other in a political division, which for simplicity is assumed to have two constituent groups only. One group has 1 million votes (8%) and the other has 11 million votes (92%). Candidate A, a novice, courts the larger group, not being aware that the smaller constituent group has the internal political cohesion to deliver a bloc vote in the ratio of 8 to 2 while the larger group does not. When the ballots are open, candidate A wins the larger community by the ratio of 52/48. The margin of difference is 4%. Since the larger group has 11 million votes, 4% of 11 million votes provides a winning margin of 440,000 votes to candidate A. His opponent, candidate B, is a seasoned politician. She courts the smaller group and wins that community by a ratio of 80 to 20, our name sake. The difference between 80% and 20% is 60%. 60% of 1 million votes is 600,000 votes. As a result, candidate B wins the election by $(600,000 - 440,000)$ or 160,000 votes. Astounding? Yes! **A small voting bloc decides the election outcome!**