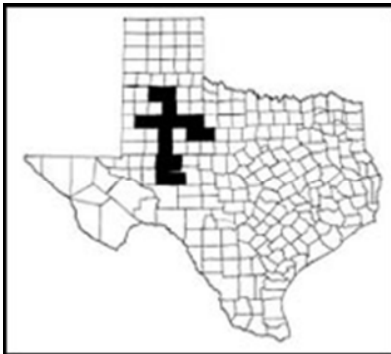


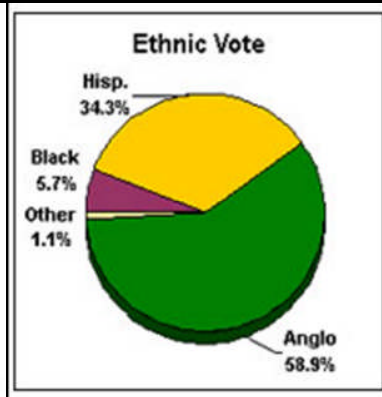
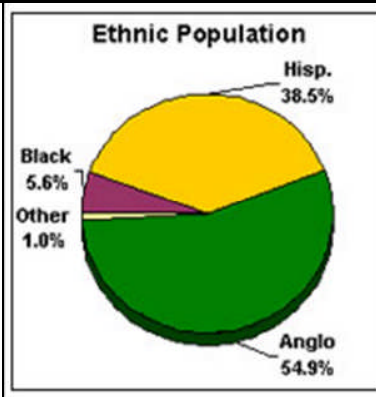
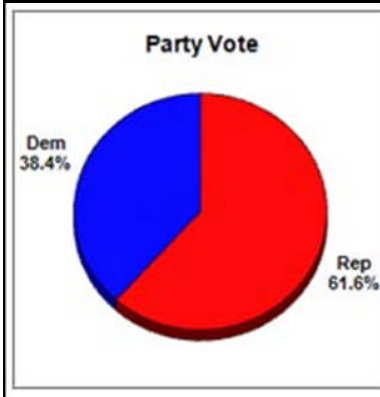


General Election in House of Representatives District 85 2010



House District 85 Counties: Borden, Crosby, Fisher, Floyd, Garza, Glasscock, Hale, Howard, Irion, Jones, Kent, Lynn, Reagan, Sterling, Stonewall, Terry.

Demographics



District Overview

Election Date: 11/02/2010

Partisan Split:

This used to be a swing district, but it is now in the Republican column and the Republican numbers are increasing:

- Now it is 61.62% Republican
- In 2008, it was 61.45% Republican
- In 2006, it was 59.53% Republican
- In 2004, it was 58.52% Republican
- In 2002, it was 53.97% Republican

Partisan Breakdown by County:

Borden County is 72.77% Republican
Crosby County is 51.76% Republican
Fisher County is 57.05% Democratic
Floyd County is 62.52% Republican
Garza County is 66.89% Republican
Glasscock County is 83.22% Republican
Hale County is 65.63% Republican
Howard County is 62.86% Republican
Irion County is 68.61% Republican
Jones County is 58.54% Republican
Kent County is 54.56% Republican
Lynn County is 57.82% Republican
Reagan County is 73.94% Republican
Sterling County is 78.64% Republican
Stonewall County is 56.66% Democratic
Terry County is 60.25% Republican

Population:

Based on the 2008 General Election:
Borden County has 0.8% of the vote
Crosby County has 4.3% of the vote
Fisher County has 4.1% of the vote
Floyd County has 5.7% of the vote
Garza County has 3.9% of the vote
Glasscock County has 1.3% of the vote
Hale County has 22.4% of the vote
Howard County has 21.8% of the vote
Irion County has 1.8% of the vote
Jones County has 13.2% of the vote
Kent County has 1% of the vote
Lynn County has 4.8% of the vote
Reagan County has 2.3% of the vote
Sterling County has 1.4% of the vote
Stonewall County has 1.7% of the vote
Terry County has 9.5% of the vote

For Statewide Election Results click:

[2008 Statewide Results](#)

[2006 Statewide Results](#)

[2004 Statewide Results](#)

[2002 Statewide Results](#)


Race Results:

2010 Republican Primary Race Results		
Candidate	Number of Votes Received	Percentage of Votes Received
Landtroop, Jim	7,409	65.50%
Andrews, David	3,902	34.50%
Totals	11,311	100%

2010 Democratic Primary Race Results		
Candidate	Number of Votes Received	Percentage of Votes Received
Heflin, Joe	4,227	100.00%
Totals	4,227	100%

[Pre 2008 Race Results](#)

Candidates

	Democrat Incumbent Joe Heflin P.O. Box 426 Crosbyton, TX 79322	Phone: 806/675-8076 Fax: Treasurer: Gary Hardin Consultants: Jeff Crosby and The Thompson Group Email: heflin2010@yahoo.com Website: www.joeheflin.com
	Biographical Information	Date of Birth: 01/06/1952 Occupation: Attorney
State representative since 2007;		

Former Crosbyton City Councilman and Crosby County Judge;
 Undergraduate work at South Plains College in Levelland and Eastern New Mexico
 University, J.D. from Texas Tech University School of Law;
 Heflin's wife, Linda, is also an attorney.



Republican

Jim Landtroop
 P.O. Box 1965
 Plainview, Texas 79073

Phone: 806-288-0387

Fax: 806-288-7890

Treasurer: Elaine Seagler

Consultants:

Email: jim@jimlandtroop.com

Website: www.jimlandtroop.com

Biographical Information

Date of Birth: 01/18/1968

Occupation: Business Owner

Business owner/State Farm Insurance Agent
 BBA from Texas A&M University
 member of the Lions Club, Chamber of Commerce, United Way and American Cancer
 Society
 as Men's Varsity BasketBall Coach for Plainview Christian Academy, he led the team to
 the State semi-finals in 2009
 Rick Perry appointee to Brazos River Authority Board in 2009
 ran for State Representative in 2006
 he and his wife, Cathy, have three children; they helped found Plainview Bible Church
 where Jim serves on the worship team as a drummer, as a facilitator of home groups, and
 as an Elder

Campaign Overview:

Libertarian candidate Robyn L. Burwell dropped out of the race.

Joe Heflin

Slogan:

"One of our Best, One of our Own"

Issues:

In announcing his candidacy for re-election, Heflin said, "It is an honor to serve the citizens of
 my district. I am grateful for the strong bi-partisan support that I have received both from the

district and from other members of the legislature. I want to go back to Austin to work for West Texas, with an agenda focused on jobs, energy, water rights, rural healthcare, and public education. I was able to pass important economic development legislation as well as laws to protect our rural hospitals and public schools, but still, there is more work to be done. Wind energy can and will be the next job and financial boom for West Texas. And since agriculture is so important to HD 85, we must make sure that our water rights remain in the hands of local officials - not bureaucrats in Austin."

Endorsements/Contributions:

Contributions - On the July 15, 2010 campaign finance report filed with the Texas Ethics Commission covering the period January 1, 2010 – June 30, 2010, the Heflin campaign listed \$84,568.59 in contributions; \$54,192.61 in expenditures; \$52,675.99 in cash-on-hand; and \$0.00 in outstanding loans.

On the 30-Day before the general election campaign finance report filed with the Texas Ethics Commission covering the period July 1, 2010 – September 23, 2010, the Heflin campaign listed \$113,568.16 in contributions; \$47,920.34 in expenditures; \$82,659.08 in cash-on-hand; and \$0.00 in outstanding loans.

On the 8-Day before the general election campaign finance report filed with the Texas Ethics Commission covering the period September 24 – October 23, 2010, the Heflin campaign listed \$301,751.08 in contributions; \$89,806.14 in expenditures; \$55,592.00 in cash-on-hand; and \$0.00 in outstanding loans.

Endorsements - Heflin has been endorsed by:

National Rifle Association of America Political Victory Fund: Endorsed and A Rated

Texas State Rifle Association: Endorsed and A Rated

Texas Department of Public Safety Officers Association PAC

Texas Farm Bureau Ag Fund

Texas Independent Ginners Association PAC

Texas Veterinary Medical Association - Veterinarian PAC

Texas Agricultural Cooperative Council PAC

Texas & Southwestern Cattle Raisers Association PAC

Texas Cattle Feeders Association - Beef PAC

Texas Dairymen PAC

Texas Agricultural Aviation Association - AG-AIR PAC

Rural Friends of Electric Cooperatives

Texas State Teachers Association

ACT for Texas Classroom Teachers Association

Campaign Team/Approach:

On how it is getting its message out, the Heflin campaign said, "Though difficult to do in small towns and rural areas, Heflin has nevertheless put together a strong door-knocking operation. In his television, direct mail and radio, we are pointing out that Heflin always puts West Texas before party considerations, which is why even Republican legislators recruited him to switch parties."

Jim Landtroop

Slogan:

"Common Sense Conservative Leadership"

Issues:

Landtroop's issues are:

“Defend State’s Rights - The 10th Amendment to the U.S. Constitution says that it’s up to each state whether to implement federal mandates. If you elect me as your State Representative, I will fight any federal government takeover of our states rights. Not on my watch!

Cap government spending - We must put our foot down on out-of-control spending. Government is out of touch with average folks and our ability to pay for all this. The truth is that some people in this country looked the other way when economic times were good. We let government get bigger and our freedoms get smaller until the economy began to break under the pressure. The country has learned what we conservatives have known all along - nothing is free. You can’t increase government handouts without someone paying for it and I am tired of you and me always being asked to pick up the tab.

Stop illegal immigration - President Reagan said, ‘A country that can’t control its border is not a country.’ It’s time for Texas to require companies to verify the work status of each employee like other states do. I will also support a voter identification program to make sure that every legal citizen’s vote counts. We simply must protect the ballot box from voter fraud.

Cut taxes on hard-working West Texas families - Here are a couple of ways we can get this done: Property tax appraisals keep going up every year. It’s time we passed strong taxpayer protection. Let’s make appraisal boards elected by the people – not appointed by politicians. And, no more ‘guilty until proven innocent’ mentality when you challenge your appraisal increases. You and I must require the government to prove our property values have gone up rather than them asking us to prove that they haven’t.

Improve Teacher Pay and Encourage Excellence in the Classroom – As State Representative I will be aggressive in reforming our education system in four ways. First, I will introduce legislation that will give the local school districts more control over how they operate. Second, I will introduce legislation allowing children to pray at school. I was able to pray before a football game, and I think the majority of West Texans agree, taking God out of the public school system has done more harm than good. Third, I will fight to have more money available for vocational training. We must make sure that every young person is given the opportunity to pursue their talents and learn a skill set that will help them become productive citizens who can provide for their family, regardless of whether or not they go to college. Finally, I think teachers should be paid fairly and I will support merit based pay structure increases like we have in the private sector. Excellent teachers should have excellent salaries. I will also oppose vouchers as well as legislation that in any way threatens a parent’s God given right to educate their own children.

Advocate for Agriculture and Energy – Agriculture and Energy are the cornerstones of rural West Texas. As State Representative I will work to expand the use of Wind Energy in West Texas as this will provide additional jobs and revenue for our communities. I will also fight against increase costs and regulation to our agricultural products and services, including our continued access to water. My energy policy can be summed up in three words. Drill baby drill. Though we must be good stewards of the environment God created, dependence on foreign oil and the hostile countries that supply it must be stopped. We have to use all resources at our disposal until clean energy can realistically meet our needs.

Fight for Local Control – House District 85 covers a diverse area in rural Texas. When the urban dominated house passes statewide mandates, rural communities are put at a disadvantage. The locally elected officials are in the best position to know the strengths and needs of their communities, and they must be given the opportunity and responsibility to address these issues. As your representative, I will seek legislation that returns the power of government to the local level.

Protect Private Property Rights including the Right to Bear Arms – As an A-rated, card-carrying member of the NRA and concealed carry permit holder, I will fall on the sword to protect our Second Amendment right to own firearms. I will also oppose any measures to expand the government’s ability to take property away from private citizens. I agree with our founding fathers...‘live free or die.’

Fight for the unborn and protect traditional marriage– I believe that each life is created by God and therefore has intrinsic value. Life begins at conception and should not be discarded for medical or scientific use at any time. I believe that marriage is a holy covenant made between a man and a woman, and I will support legislation that protects both of these ideals.

Improve upon our current Healthcare system while opposing government-run options – I believe that here in the US, we have the finest healthcare system in the world. Perfect, no...but there is a reason that foreigners who can afford it come here for surgery and treatment. We can improve upon that by dealing with the portability and pre-existing conditions issues, but we should not socialize our medicine. Healthcare should be available to every legal citizen at an affordable price.

Be an Independent Common Sense Conservative voice - I believe that the people of House District 85 are more important than any political party. I am first a conservative before I am a Republican. And the day that the Republicans lose their way fiscally or socially, I will vote against them. I will work with members from both sides of the isle, including leadership, on issues that are important and beneficial to this district. I will also oppose members from both sides, including leadership, on issues that will harm this district. I pledge to put the people of the district first, all the time – every time!”

Endorsements/Contributions:

On the July 15, 2010 campaign finance report filed with the Texas Ethics Commission covering the period February 21, 2010 – June 30, 2010, the Landtroop campaign listed \$59,068.00 in contributions; \$8,901.16 in expenditures; \$64,665.09 in cash-on-hand; and \$0.00 in outstanding loans.

On the 30-Day before the general election campaign finance report filed with the Texas Ethics Commission covering the period July 1, 2010 – September 23, 2010, the Landtroop campaign listed \$146,911.36 in contributions; \$81,758.44 in expenditures; \$103,855.44 in cash-on-hand;

and \$0.00 in outstanding loans.

On the 8-Day before the general election campaign finance report filed with the Texas Ethics Commission covering the period September 24 – October 23, 2010, the Landtroop campaign listed \$396,565.36 in contributions; \$130,675.34 in expenditures; \$146,340.32 in cash-on-hand; and \$0.00 in outstanding loans.

Campaign Team/Approach:

On how they are getting their message out, the Landtroop campaign said, "We have been traveling the district meeting with voters and listening to their concerns ever since announcing our campaign in early January. Our strategy has been to meet with the voters where they are at Chamber dinners, Lions Club, Paciderm meetings, as well as at their homes and offices. We have put up over 40 4x8 signs and many yard signs throughout the district and will continue our grassroots efforts through the primary."

Detailed Race Analysis

Commentary:

With the retirement of Representative David Farabee and the "D" to "R" switch by Representative Chuck Hopson, Heflin now represents the most Republican district in the House held by a Democrat. It is 61.62%-R. Like most rural districts, the Republican numbers have increased steadily since 2002. The Republican Party has identified this race as one of their best opportunities to pick up a seat. Heflin won re-election in 2008 with 53.37% of the vote when the district was 61.45%-R. The Heflin/Landtroop contest is a rematch from 2006 when this was an open seat due to the retirement of former Speaker Pete Laney. Heflin won that race by only 217 votes out of almost 30,000 votes cast. There was also a libertarian in the race who received 2.7% of the vote. This year's Libertarian candidate, Robyn Burwell of Hawley, was recently coaxed out of the race right before the deadline for a name to be removed from the ballot. Geography could also be a factor in this contest. Landtroop is from the northern part of this 16-county district, and his home county, Hale County, has the largest concentration of voters, with 22.4% of the vote. Heflin is from the southern part of the district and his home, Crosby County, is one of the smallest with only 4.3% of the vote. After Hale County, the next largest population center is Howard County (Big Spring) with 21.8% of the vote. This is a very big race with both candidates running all out.