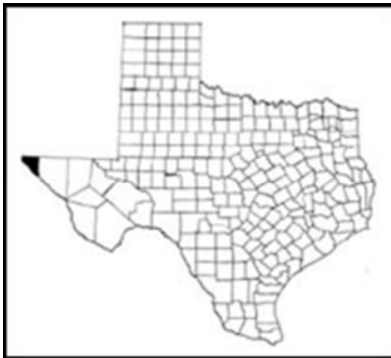


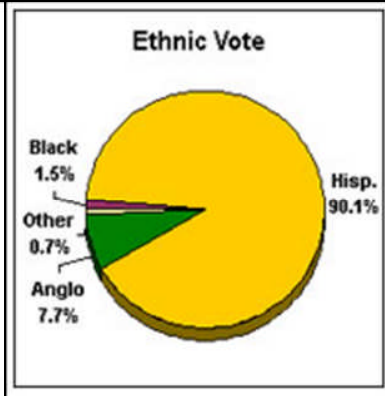
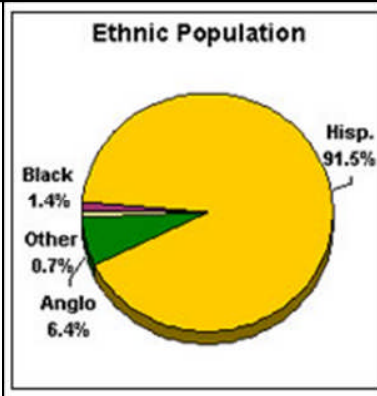
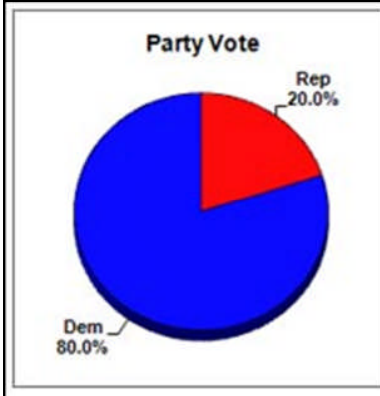


Primary Runoff in House of Representatives District 76 2010



House District 76 Counties: El Paso (20%).

Demographics



District Overview

Election Date: 04/13/2010

Partisan Split:

This is a solid Democratic district:
 Now it is 80.03% Democratic
 In 2008, it was 77.9% Democratic
 In 2006, it was 79.87% Democratic
 In 2004, it was 79.63% Democratic
 In 2002, it was 78.54% Democratic

Partisan Breakdown by County:

100% of the population in this district is in El Paso County.

Population:

100% of the population in this district is in El Paso County.

For Statewide Election Results click:

[2008 Statewide Results](#)

[2006 Statewide Results](#)

[2004 Statewide Results](#)

[2002 Statewide Results](#)


Race Results:


2010 Democratic Primary Race Results		
Candidate	Number of Votes Received	Percentage of Votes Received
Gonzalez, Naomi	4,124	47.73%
Chavez, Norma	3,988	46.15%
San Roman, Antonio	529	6.12%
Totals	8,641	100%

2010 Democratic Runoff Race Results		
Candidate	Number of Votes Received	Percentage of Votes Received
Gonzalez, Naomi	3,624	52.61%
Chavez, Norma	3,264	47.39%
Totals	6,888	100%

[Pre 2008 Race Results](#)

Candidates

	<p>Democrat Incumbent</p> <p>Norma Chavez 6056 Trowbridge El Paso, Texas 79903</p>	<p>Phone: 915-778-9960 Fax:</p> <p>Treasurer: Connie Chavez Consultants:</p> <p>Email: normachavez2010@gmail.com Website: www.normachavez.com</p>
<p>Biographical Information</p>		<p>Date of Birth: 06/29/1960 Occupation: State Representative</p>
<p>State Representative/Licensed Realtor, community activist State Representative since 1997 Bachelors degree from University of Texas worked for United Farm Workers 1993-1995</p>		

	<p>Democrat</p> <p>Naomi Gonzalez 405 Buena Vista El Paso, Texas 79905</p>	<p>Phone: 915-204-8043 Fax:</p> <p>Treasurer: Jessica P. Gomez Consultants:</p> <p>Email: naomi@naomi2010.com Website: www.naomi2010.com</p>
<p>Biographical Information</p>		<p>Date of Birth: 06/04/1978 Occupation: Attorney</p>
<p>Attorney with the Civil Unit of the El Paso County Attorney's Office and Professor of Chicano Studies at University of Texas-El Paso Big Brother Big Sister volunteer and mock trial team coach for Riverside High School BBA from Our Lady of the Lake and JD from St. Mary's Law School</p>		

Campaign Overview:

Norma Chavez

Slogan:

"She fights so hard because she cares so much."

Issues:

Chavez' issues are: "For the past 13 years I have stood up against the Republican special interests that have dominated this state. I have fought to expand healthcare for children, bring more and higher paying jobs to El Paso, and defended our working and middle-class against the fringe Republican attempts to harm their way of life. I have listened to my constituents and opposed the proposed Yarbrough International bridge, the closing of Trowbridge for an oil company's gain, and supported the revitalization of Alameda street. I have worked tirelessly to reopen Speaking Rock, expand the Texas Tech Medical School and support the continued growth of our county government system. My record of strong, positive results for El Paso speaks for itself."

Endorsements/Contributions:

Contributions - On the January 15th campaign finance report covering the period July 1 through December 31, 2009, the Chavez campaign listed \$47,861.52 in contributions, \$29,172.15 in expenditures, \$12,850.95 in cash-on-hand, and \$0 in outstanding loans.

On the February 1st campaign finance report, covering the period January 1 through 21, 2010, the Chavez campaign listed \$10,850 in contributions, \$4,847.54 in expenditures, \$21,004.74 in cash-on-hand, and \$0 in outstanding loans.

On the 8-day before the Primary election campaign finance report, covering the period January 22 through February 20, 2010, the Chavez campaign listed \$158,386 in contributions, \$51,038.10 in expenditures, \$37,918.20 in cash-on-hand, and \$0 in outstanding loans.

Telegram reports were filed before the primary election listing \$55,372 in additional contributions, including \$20,000 from Texans for Insurance Reform.

On the 8-day before the Run-off election campaign finance report, covering the period February 21 through April 3, 2010, the Chavez campaign listed \$276,469.56 in contributions, \$96,682.77 in expenditures, \$28,027.77 in cash-on-hand, and \$0 in outstanding loans.

Endorsements - Chavez has been endorsed by El Paso Association of Fire Fighters, Texas State Association of Fire Fighters, El Paso County Sheriff's Officers, El Paso Municipal Police Association, Combined Law Enforcement Associations of Texas, Texas Motorcycle Rights Association 2, Greater El Paso Association of Realtors, Texas Hospital Association, International Brotherhood of Electrical Workers Local #583, El Paso Building & Construction Trades Council, Texas Apartment Association, West Tejano Democrats-El Paso, Camino Real Mexican American Democrats, Texas Medical Association Political Action Committee, United Farm Workers of America, Texas Farm Bureau, Texas AFL-CIO, Black El Paso Democrats, and Annie's List.

Campaign Team/Approach:

On how they are getting their message out, the Chavez campaign said, "We have walked and called over 20,000 houses. We have had a robust media plan (radio and TV) and have sent several direct mail pieces."

Naomi Gonzalez

Slogan:

"New Vision New Leadership"

Issues:

About her campaign, Gonzalez said, "I know the problems our families face every day and I want to work to fix them. We've had 13 years of Norma Chavez. We need a State Representative we can be proud of."

Gonzalez' campaign material says, "Naomi Gonzalez will: restore public integrity to our State Representative's office; hold the line on property taxes; and put El Paso first in the push for state funding."

Gonzalez' direct mail criticizes Chavez, "After using her seniority to get on the most important committee in the Texas House of Representatives, Norma then wasted her position by missing half of the committee meetings. Norma Chavez says seniority matters - but what good does that do us if she doesn't show up? The truth is she cares more about herself than working for you." Another mail piece quotes Manuela Arzate saying, "I used to believe in Norma Chavez, but now, she's forgotten who she works for. All I hear about are parties in Austin and missing half her meetings to attend class. She cares more about what lobbyists think instead of what voters think. Even the El Paso Times calls her embarrassing."

Endorsements/Contributions:

Contributions - On the January 15th campaign finance report covering the period July 1 through December 31, 2009, the Gonzalez campaign listed \$1,960 in contributions, \$0 in expenditures, \$1,960 in cash-on-hand, and \$0 in outstanding loans.

On the February 1st campaign finance report, covering the period January 1 through 21, 2010, the Gonzalez campaign listed \$24,973.79 in contributions, \$3,628.58 in expenditures, \$3,142.42 in cash-on-hand, and \$0 in outstanding loans.

On the 8-day before the Primary election campaign finance report, covering the period January 22 through February 20, 2010, the Gonzalez campaign listed \$118,855.83 in contributions, \$7,216.66 in expenditures, \$13,255.76 in cash-on-hand, and \$0 in outstanding loans. A telegram report was filed prior to the primary election listing \$46,050 in contributions

from Texans for Lawsuit Reform PAC.

On the 8-day before the Run-off election campaign finance report, covering the period February 21 through April 3, 2010, the Gonzalez campaign listed \$180,864.14 in contributions, \$17,126.10 in expenditures, \$95.76 in cash-on-hand, and \$0 in outstanding loans.

Endorsements - Gonzalez has been endorsed by the El Paso Times which said, "New blood is needed in District 76, where the current representative has been a disruptive force on the legislative delegation. Voters should put Naomi R. Gonzalez into office. For one thing, she has pledged to hold the line on property taxes, something near and dear to the hearts of El Pasoans. We need someone in District 76 to fight for all of us instead of fighting other representatives."

Detailed Race Analysis

Commentary:

This is the hottest run-off race in the Texas House. Representative Norma Chavez trailed Naomi Gonzalez in the first round by 136 votes, and she squeaked into a run-off thanks to the 529 votes received by the third-place candidate, Tony San Roman. Both candidates have high-profile, well-funded campaigns, and this could go down to the wire.