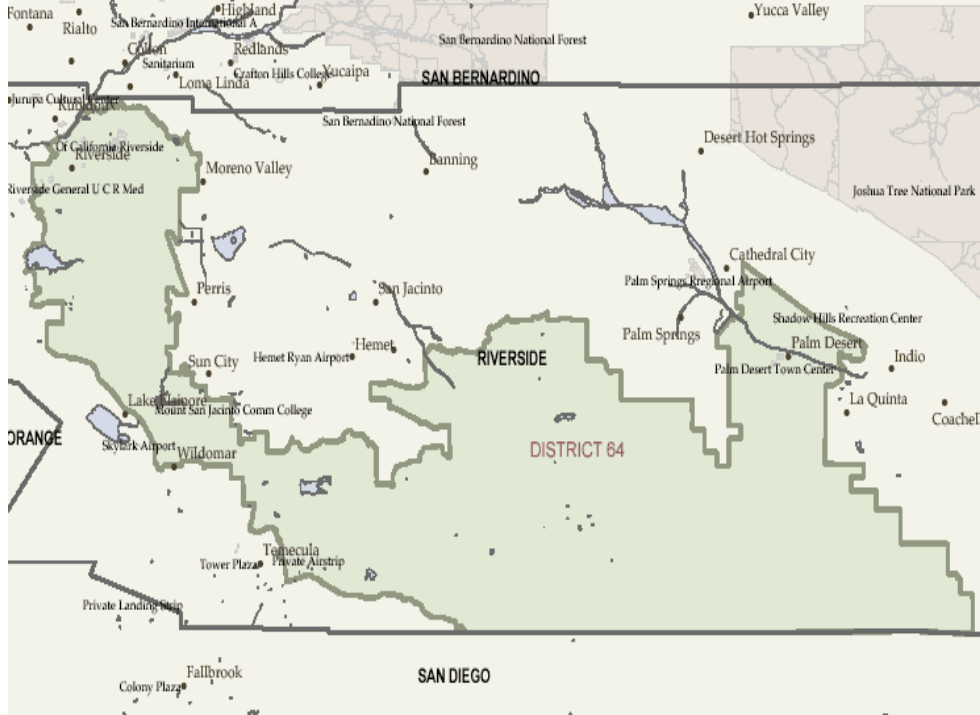




**CAMPAIGN PROSPECTUS
PRIMARY ELECTION, 2008**

74-478 Highway 111, Ste. 112
Palm Desert, CA 92260
(760)776-6115
ID #: 1301936

64th Assembly District



Located in the heart of Riverside County, the proven Republican 64th AD has 12% GOP advantage in registration (45% GOP – 33% Dem). The district is bordered on the west by the Cities of Riverside and Moreno Valley, and on the east by the Coachella Valley cities of Palm Desert, Rancho Mirage, and Indian Wells.

Although the majority of the population is concentrated in and around the City of Riverside, the Coachella Valley cities are crucial in a primary election due to their high turnout. In the 2006 Republican Primary, turnout in those cities was 42% compared to 29% in and around Riverside.

REGISTERED VOTERS

	COUNT	PCT%
TOTAL	212,616	100.00%
REPUBLICAN	96,074	45.18%
DEMOCRAT	71,185	33.48%
DTS	35,944	16.90%

VOTER ETHNIC POPULATION

White 78%

Hispanic 17%

Asian 2.5%

African American 1%

POLITICAL ANALYSIS

This strongly Republican and conservative assembly district is currently represented by Assemblyman John Benoit who won a contested Republican primary in the then newly re-districted 64th AD in 2002 by 11% over his Republican opponents. Benoit is a candidate for the 37th Senate District after having served three terms in the Assembly.

This assembly district falls within the three districts of State Senators Bob Dutton, Jim Battin, and Dennis Hollingsworth.

Congressional members overlapping the 64th are Mary Bono, Ken Calvert and Darrell Issa. All are well-known and hugely popular Republicans who won reelection in 2006 with an average margin of 20%.

Historically, this assembly district consistently votes more Republican and conservative than the state as a whole as evidenced by the following election results:

In 2003, 70% of the voters in the 64th AD recalled Gov. Gray Davis and elected Gov. Schwarzenegger with 60% of the vote.

2006 Election Results

Governor -- 64th AD voters reelected Governor Schwarzenegger by more than a 2-to-1 margin over Democrat Phil Angelides (66%/30%).

Ballot Measures – Although **Prop. 85** (Parental Notification) was defeated by voters statewide; voters in the district approved the measure by 13% margin (56%/43%).

Likewise, while voters statewide rejected **Prop. 90** (Eminent Domain reform), district voters approved the measure 52% to 48%.

Brian Nestande

A Riverside county resident for nearly 15 years, Brian Nestande has established a stellar reputation in the Inland Empire as a successful businessman, proven political leader and trusted family man.

Brian Nestande and his wife Gina make their home in Palm Desert with their combined family of seven children.

A product of an active political family with roots in the California Assembly, Brian Nestande learned about successful campaigns by walking precincts for his dad during his early childhood.

His passion for politics, government and public service began after he earned his B.A. degree in Political Science from California State University Fullerton.

After graduating from college in 1992, Brian immediately went to work as the deputy campaign manager for the winning campaign of former Congressman Michael Huffington. After the election, he joined the congressman's staff where he served as a field representative.

Two years later, Brian managed the successful congressional campaign of Palm Springs Mayor Sonny Bono. After this victory, Brian followed the new Congressman to Washington, DC where he served as his Chief of Staff during the exciting times of the Republican Revolution and the now-famous Contract with America led by Speaker Newt Gingrich.

After the untimely passing of Sonny Bono in 1997, Nestande won again when he managed Mary Bono's successful campaign for Congress and served as her Chief of Staff from 1998 through 2000.

In 2000, he left public service and established Nestande and Associates, a public/government relations firm headquartered in Palm Desert.

Through his successful business, Nestande has served a myriad of clients providing him the opportunity to learn more about the varied business and social interests that make up the Riverside community. By working for alternative energy companies, Brian has gained a working knowledge of how California can become a leader in developing new sources of energy. And his close work with doctors and hospitals has afforded him a unique perspective and understanding of the complexities and consequences of health care reform.

THE COMPONENTS TO WIN!

There are three crucial components to any election victory: A great candidate; a proven campaign team, and the financial resources needed to communicate with voters.

Great Candidate

Brian Nestande has been intricately involved in the business and political fabric of this district for the past 15 years – beginning as campaign manager and Chief of Staff to congressional members Sonny and Mary Bono; and running a highly successful consulting business for the past 7 years.

During that time, he has come in contact with countless political, business, and community leaders. Those leaders know, trust, and like him.

The unique combination of skills; political savvy; business experience, and community support that he brings to this race has earned him the support of popular Congresswoman Mary Bono, Assemblyman John Benoit, County Supervisors John Tavaglione, Roy Wilson and Marion Ashley and a majority of City Council members throughout his district. Significant business and community leaders are also lending support. (See “Endorsement List” included in this package.)

Proven Campaign Team

The Nestande campaign has amassed a talented campaign team led by the firms of Rodriguez & Co. and Gilliard Blanning Wysocki. These professionals have a proven success rate in winning state legislative races for more than 20 years.

Consulting on the district component of Brian Nestande’s race is his brother Barry, who along with Brian, directed incumbent Assemblyman John Benoit’s first assembly campaign in this district in 2002 and has served as Chief of Staff to Assemblyman Benoit for nearly six years.

In Sacramento, Mike Richman’s knowledge and ground experience are an added bonus to the campaign. Mike was involved in getting Anthony Adams elected to the State Assembly as well as helping out with Independent Expenditures for Assemblymen Martin Garrick, Mike Duvall, and Joel Anderson in 2006.

Fundraising Team

Warfield and Associates, and Stacy Davis and Associates make up the professional fundraising team for the Nestande for Assembly campaign. Known and respected by California donors throughout the state, this team has already mapped a plan to ensure the campaign has the funds needed to win.

Two major events are already scheduled for January and February. One will be held at Arnel Development, hosted by successful businessman and U.S. Ambassador to Spain, George Argyros.

The second major event is scheduled in Riverside with special guests Congressmembers Mary Bono, Jerry Lewis and Ed Royce along with Assemblyman John J. Benoit; County Supervisors John Tavaglione, Roy Wilson, and Marion Ashley and City Council members throughout the district. Joining the elected officials will be numerous local business and Republican leaders and donors.

A strong work ethic combined with campaign organization, community support and fundraising ability, assures that Brian Nestande will be the next Assemblyman from the 64th Assembly District.

ENDORSEMENTS

(Partial List)

Elected Officials

Congresswoman Mary Bono
Congressman Jerry Lewis
Congressman Ed Royce
Senate Republican Leader Jim Brulte (Ret.)
State Senator John Lewis (Ret.)
64th Assemblyman John J. Benoit
Assemblyman Ted Weggeland (Ret.)
Supervisor Marion Ashley
Supervisor John Tavaglione
Supervisor Roy Wilson
Mary T. Roche, Mayor Indian Wells
Larry Spicer, Mayor Pro Tem, Indian Wells
Rob Bernheimer, Council Member, Indian Wells
Patrick J. Mullany, Council Member, Indian Wells
Tom Kirk, Council Member, La Quinta
Jean M. Benson, Mayor, Palm Desert
Robert A. Spiegel, Mayor Pro Tem, Palm Desert
Jim Ferguson, Council Member, Palm Desert
Cindy Finnerty, Council Member, Palm Desert
Richard S. Kelly, Council Member, Palm Desert
G. Dana Hobart, Mayor, Rancho Mirage
Ron Meepos, Mayor Pro Tem, Rancho Mirage
Richard W. Kite, Council Member, Rancho Mirage
Gordon Moller, Council Member, Rancho Mirage
Alan Seman, Council Member, Rancho Mirage
Rusty Bailey, Council Member, Riverside
Frank Schiavone, Council Member, Riverside

Community Leaders

Peter Hubbard
Vincent Battaglia
Elaine Henderson
Robert Allison
Ambassador George L. Argyros
Debra Beck
Andrew L. Foster
Jim Bieber
Andy & Cindy Domenigoni
Mike Bozick
Dale Dykema

Community Leaders

Doug Jacobs, President Riverside Lincoln Club
Tom & Rita Martin
Stu & Barbara Spencer
John & Janet Gless
Fred Noble
Lee Haven
Dick Heckmann
Young Brothers
Andy & Andree Jessup
Laura Jessup
Robert & Harlene Bianco
Duane Roberts
Michael & Stephanie Landes
Ted Rutherford
Tim Blixseth
Aubrey Serfling
Bruce Bonafede
James Willingham
Ed & Lisa Schiller
Bruce Herschensohn
Sabby Jonathan
Dr. Peter Scheer
Al & Darcy Joseph
Peter Solomon
Scott Kiner
David Marguleas
Ray Magnon
Mike McCulloch
Kevin McGuire
Harvey Niskala
Adam Probolsky
Ken Stream
Carl Rowe
Dr. Stephen & Lynanne Steele
Matt Webb
Bob & Helga Wolf
Andy & Phaedra Seidel
Ann Baxter
Maureen Fleischman
Bob Krieger
Franz & Judy DeKlotz

Campaign Team

☐ Rodriguez & Company – Strategic Consultant

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☐ Stu Spencer – (Former Campaign Manager to President Reagan) Chairman Advisory Committee

☐ Warfield and Associates – Sacramento Fundraiser

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☐ Stacy Davis and Associates – District Fundraiser

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Stacey Davis is the Inland Empire fundraiser for the New Majority, Governor Schwarzenegger, and other high profile leaders.

☐ Dave Bauer – Treasurer

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