



What You Need to Know about the Grassroots America 2018 endorsement process

We set a very high standard for granting endorsements. Endorsement of a candidate is a serious matter. We don't make endorsements in order to participate in a popularity contest. We don't make endorsements based on appeasing interested groups. We don't endorse a candidate just because everybody else is doing it.

And, since the people "paying the freight" to keep this statewide organization running make the rules around here, we reserve the right NOT to endorse in some races where the candidates are equally good, equally bad, or to do so would harm our **long-term Coalition efforts** by sticking our noses into a turf battle between local conservatives.

We seek to determine the character, core values, temperament, judgment, management style, administrative abilities, practical knowledge and vision of the candidates.

We spend hundreds of hours interviewing and vetting candidates. Most offices go two rounds of interviews that last 2 hours for each candidate. If necessary, we'll send follow up questions for the candidates to reply back to in writing.

Grassroots America considers candidate interviews, debates, and forums to be job interviews. We don't interview surrogates for jobs, only the applicant seeking the job.

If a candidate has held public office before, we dig deep into their record, including how well they kept their campaign pledges and promises to the people. **Red meat rhetoric takes a backseat to performance. Verbal gymnastics won't help if the record proves to contain dismal or non-existent results.**

If a candidate promised to be a fighter last time, and instead, was seen hanging out with the "popular kids" so he/she wouldn't have to take any bullets, **that's a problem.** If every time their conservative colleagues were being bludgeoned by the Establishment Cartel ruling class, far left liberals, and the Rincrat brigade, we saw them hiding under their desk or doing the bidding of their gutless "play it safe" consultant, **congratulations, they earned the rating of an opportunistic, cowardly weasel.**

When allegations arise from opponents or outside groups, we have those allegations and documents reviewed by our subject matter experts, by attorneys, and – when appropriate – a respected retired jurist. We drill down to source documents.

Our Board has a depth and breadth of important experience. We have a CPA, a former city manager/business-consultant, two small business owners, a military veteran, a retired corporate executive, a young lady with a lot of common sense, and me - a former Oil and Gas accountant/former small business consultant/self-retired county commissioner with 26 years of political and public policy development experience. You can be sure that this collective experience of our Board leads to an intensely thorough grilling of the candidates.

Finally, our endorsement is not a lifetime commitment. Just as candidates and officeholders have the ability to earn our support, they also have the ability to lose it.

[Click here to find our downloadable, printable Smith County ballot endorsements.](#)

[Click here to find the complete list of our endorsements across the state.](#)