

2018 Seminole County Candidate Workshop

**About
Tonight**

**Meet
America's Finest
Elections Team**

**Meet
Our Candidates
and Supporters**

**Meet
Seminole
County**

**Running an
Ethical
Campaign**

**Becoming a
Candidate**

**Our 2018
Election**

**Our Mission
in Action**

**Fundraising
and Expenses**

**Campaigning
and Advertising**

**Voting
Methods**

**Let's
Talk**

*Tag yourself here
#VoteSeminole*

The background is dark blue with a pattern of light blue stars. A large, semi-transparent grey circle is centered on the slide, containing the title text. To the right of this circle are two smaller white circles with black outlines, each containing text.

About Tonight


Meeting
Notice

Let's make
tonight's
meeting
interactive

Meeting Notice

Tonight's session is an overview of the rules and laws relating to elections. It is not intended to be a replacement for research on each candidate's part. Please consult our office or your city clerk for more detailed questions. All information is subject to change, based on legislation and state-driven directives. Any information in this workshop which conflicts with the applicable state or municipal law at the time, will be superseded by said law. City candidates should check with their city clerk for city-specific data.

This meeting is open to the public and is being held March 28, 2018 from 7 – 8:30 p.m. All candidates were notified by email of the meeting and as well as being placed on the VoteSeminole.org website; and the elections office Facebook, Instagram and Twitter pages.



Let's make tonight's meeting interactive

At any point during this meeting raise your hand or fill out a comment card for questions, comments, observations, etc.

Tag yourself here! Use the hashtag **#VoteSeminole** to let your friends on social media know you have engaged the process!

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Meet America's Finest Elections Team

Michael
Ertel

Rebecca
Quinn

Jill
Kort

Charlene
Pike

Jason
Teaman

The
Organization



Michael Ertel

Mike Ertel has been Seminole County Supervisor of Elections for 13 years.

Ertel is the only American elections administrator to twice earn International Electoral Awards, in 2013 for rebuilding voter trust, and in 2017 for voter engagement. He was one of ten inaugural recipients of Campaigns and Elections' Innovator Awards. Ertel has been featured internationally on Fox News, MSNBC, the New York Times, and the U.K. Daily Mail.

Mike is a highly sought expert on elections issues, speaking to state, national and international election organizations. He has testified before a United States Senate subcommittee and been a speaker at the National Conference of State Legislatures, the American Bar Association, the American Association of Political Consultants, and the Heritage Foundation, as well as being a featured speaker at elections events in London and Greece.

Mike, his wife Michelle, their kids Zane and Gillian and dogs Winston, Betty and Stanley, live in Geneva.



Rebecca Quinn

Assistant Supervisor of Elections

Quinn is responsible for directing the effective operations of the voter services department and the elections office budget, administrative and human resources functions. She is also responsible for the staffing and training of all election personnel and is our bilingual coordinator. Quinn has Bachelor's Degrees from the University of Central Florida in Public Administration and Sociology, with a minor in Spanish. She has been a part of America's Finest Elections Team since 2006.



Jill Kort

Chief Deputy, Voter Services

Kort has been a resident of Seminole County since 1973. She is responsible for the day-to-day supervision of the voter services function. Kort manages the work-flow of the voter services clerks, the friendly faces who serve more than 290,000 voters. Kort is a graduate of the University of Central Florida, and has been a vital part of America's Finest Elections Team since 2003.



Charlene Pike

Chief Deputy, Administration

Pike is a native of Seminole County. She is the office's liaison to local candidates, assisting them with the process and required reports. She also manages administrative services, including financial and personnel activities, and is the primary office administrator. Pike is the longest-serving member of America's Finest Elections Team, beginning in 1998.



Jason Teaman

Chief Deputy, Operations

Teaman directs the operations of election logistics, information technology, and voter outreach. He is responsible for the operation and maintenance of the election systems and voting tabulation equipment, as well as polling place administration. He has a Bachelor's Degree and Master's Degree in Business Administration from Rollins College. He has been a part of America's Finest Elections Team since 2015.

The Organization



The term America's Finest Elections Team isn't a slogan or a marketing term -- it's a reflection of those who serve Seminole County's democracy. Nearly 700 of your neighbors serve as pollworkers each election, and together with 16 full-time staff members, proctor elections which continue to have the highest voter turnout in the region, at the lowest budget, with a greater than 99 percent satisfaction rating.

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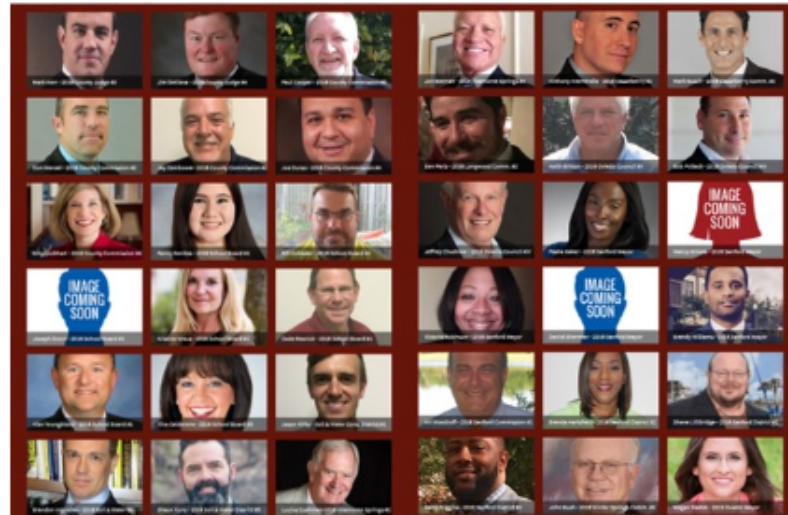


Meet Our Candidates and Supporters

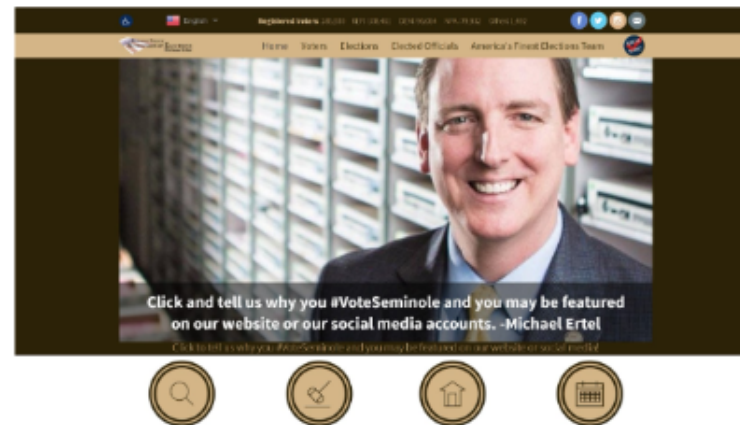
Introductions

Meet
Everyone
Online

Introductions



Meet Everyone Online



[https://www.VoteSeminole.org/
ElectedOfficials#Candidates](https://www.VoteSeminole.org/ElectedOfficials#Candidates)

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Meet Your Seminole County Voting Public

Our
Voters

Our Voters



<https://www.VoteSeminole.org/Data>

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Our Mission in Action

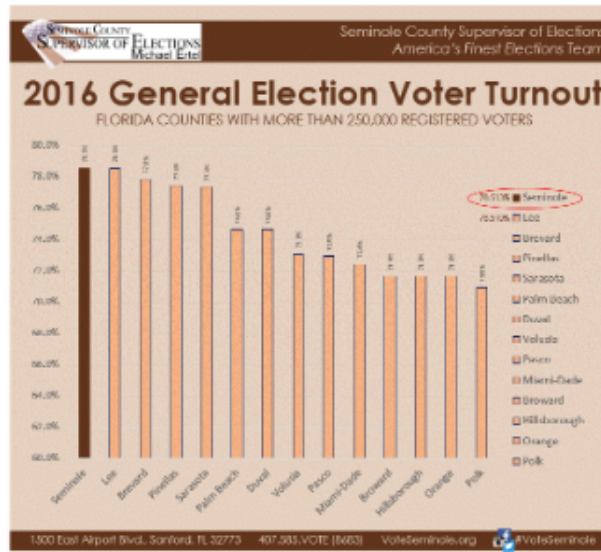
Efficient
Elections

Excellent
Service

Fiduciary
Conservatism

Voter
Confidence

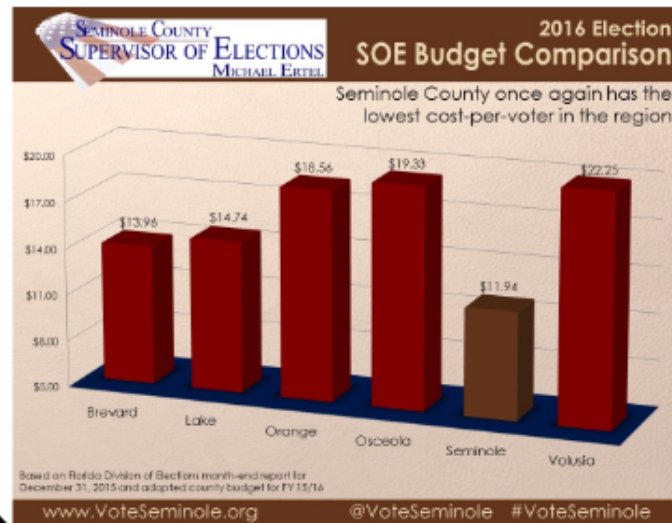
Efficient Elections



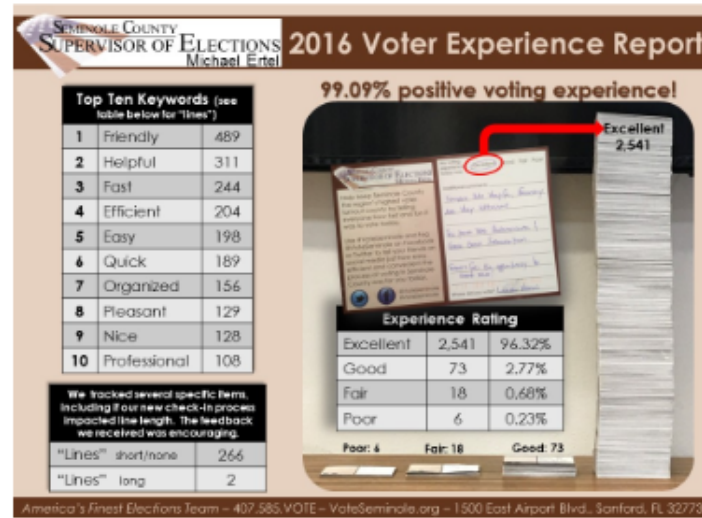
Excellent Service



Fiduciary Conservatism



Voter Confidence



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Our 2018 Election

State
Offices up
for Election

Judicial
Offices up for
Election

County
Offices up for
Election

City
Offices up
for Election

Timeline
& Dates to
Remember

Nonpartisan
Contests

Closed
Primaries

Order of
Candidates
on the Ballot

State

Offices up for Election

U.S. Senate (Nelson)

U.S. Congress, District 7

Governor

Attorney General

Commissioner of Agriculture

Chief Financial Officer

Florida House, District 28

Florida House, District 29

Florida House, District 30

Judicial

Offices up for Election

Florida Supreme Court
5th District Court of Appeal
Circuit Judge (10, 11, 24)
County Judge (2, 3, 4)

County

Offices up for Election

County Commission, District 2
County Commission, District 4
School Board, District 1
School Board, District 2
School Board, District 5
Soil & Water Board (1, 3, 5)

City

Offices up for Election

Altamonte Springs Commission (2, 4)

Casselberry Commission (1, 2, 3)

Lake Mary Mayor

Lake Mary Commission (1, 3)

Longwood Commission (3, 5)

Oviedo Council (2, 3, 4)

Sanford Mayor

Sanford Commission (1, 2)

Winter Springs Mayor

Winter Springs Commission (2, 3, 4)

Timeline

& Dates to Remember

Primary Election: August 28
Early Voting: August 20-26 10-6

General Election: November 6
Early Voting: Oct. 22-Nov. 4 7-7

Nonpartisan Contests

City, school board and judicial contests are conducted in a nonpartisan fashion, meaning candidates may not run under the banner of their political party, and voters are not told the political affiliation of the candidates on the ballot.

Closed Primaries

Florida is a closed primary state, meaning members of each political party choose their own nominee for each office up for each party-affiliated contest. However, if after qualifying, only one political party fields candidates, then the primary election becomes universal, allowing voters of all parties to vote.

Order of Candidates on the Ballot

The order of candidates on a general election is determined by Florida law, which dictates the party affiliation which received the most votes in the last gubernatorial contest will be first on the ballot for the next four years, which is currently Republican. The party with the next highest vote total in that election, then goes next on the ballot, followed by other parties, then candidates with no party affiliation. The order of candidates in nonpartisan and primary elections is alphabetical.

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Becoming a Candidate

First:
Are you sure?

Who
Can be a
Candidate?

When
Do I Open my
Account?

How
Do I get on
the Ballot?

What
Forms are
needed?

Where
Do I Qualify?

First:

Are you sure?

Running for office is an extremely time-consuming task. It's not like on TV, where everyone has a big campaign headquarters and large staff. You'll be mostly doing it by yourself, with family and a few close friends. You won't get as many donations as you'll be promised, and some of your closest friends may disappoint you.

Who

Can be a Candidate?

- Anyone who is a registered voter in Seminole County
- Anyone who has not been a registered member of another political party other than the one under which they are filing/qualifying for a period of 12 months preceding the date of qualifying.

When Do I Open my Account?

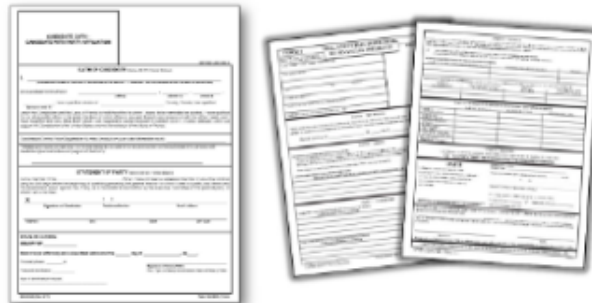
Complete the Appointment of Campaign Treasurer and Designation of Campaign Depository **BEFORE** opening you account.

The image displays two forms. The form on the left is titled 'APPOINTMENT OF CAMPAIGN TREASURER AND DESIGNATION OF CAMPAIGN DEPOSITORY' and is a yellow document. It contains various fields for personal information, campaign details, and a section for the appointment of a treasurer and designator. The form on the right is titled 'STATEMENT OF CANDIDATE' and is a white document. It contains fields for the candidate's name, address, and a statement of candidacy.

How

Do I get on the Ballot?

There are several forms we will have for you to complete during qualifying week which is April 30 - May 4 at noon for federal & judicial offices; and June 18 - 22 at noon for all other offices.



Petition
Certification

Qualifying
Fee

and....

Petition Certification

Countywide candidates need to have 2,920 completed, valid petitions turned in by May 21. For most campaigns, between eight and 15 percent of petitions will not be valid because either the signer is not a registered voter in Seminole County, the petition isn't dated, or the information is not complete. We can review your petition form format before you begin collecting signatures, to ensure the form will be acceptable.

City candidates should contact their city clerk for information about the city's petition requirements

Sample
Petition
Form

Pre-filled
Data
Petition

Sample Petition Form

CANDIDATE PETITION			
<small>Notes: - All information on this form becomes a public record upon receipt by the Supervisor of Elections. - It is a crime to knowingly sign more than one petition for a candidate. [Section 104.185, Florida Statutes] - If all requested information on this form is not completed, the form will not be valid as a Candidate Petition form.</small>			
I, <u>Mary Todd Lincoln</u>		the undersigned, a registered voter	
(print name as it appears on your voter information card)			
in said state and county, petition to have the name of <u>Abraham Lincoln</u>			
placed on the Primary/General Election Ballot as a [checkbox]complete box, as applicable]			
<input type="checkbox"/> Nonpartisan <input type="checkbox"/> No party affiliation <input checked="" type="checkbox"/> <u>Republican</u>		Party candidate for the office of	
<u>Sanjole County Dog Catcher</u>			
(insert title of office and include district, circuit, group, seat number, if applicable)			
Date of Birth (MM/DD/YY)	or Voter Registration Number	Address	
<u>05/21/67</u>		<u>1600 Pennsylvania Ave.</u>	
City	County	State	Zip Code
<u>Casselberry</u>	<u>Sanjole</u>	<u>FL</u>	<u>32707</u>
Signature of Voter		Date Signed (MM/DD/YY)	
<u>Mary Lincoln</u>		(to be completed by Voter)	
		<u>April 1, 2018</u>	
Rule 15-2.045, F.A.C.		DS-DE 104 (03/09/11)	

Pre-filled Data Petition

CANDIDATE PETITION			
<small>Notes: - All information on this form becomes a public record upon receipt by the Supervisor of Elections. - It is a crime to knowingly sign more than one petition for a candidate. [Section 104.185, Florida Statutes] - If all requested information on this form is not completed, the form will not be valid as a Candidate Petition form.</small>			
I, Mary Todd Lincoln		the undersigned, a registered voter	
<small>(print name as it appears on your voter information card)</small>			
in said state and county, petition to have the name of Abraham Lincoln			
<small>placed on the Primary/General Election Ballot as a: (check/complete box, as applicable)</small>			
<input type="checkbox"/> Nonpartisan <input type="checkbox"/> No party affiliation <input checked="" type="checkbox"/> Republican Party candidate for the office of			
Seminole County Dog Catcher			
<small>(insert title of office and include district, circuit, group, seat number, if applicable)</small>			
Date of Birth (MM/DD/YY) or Voter Registration Number 05/21/67		Address 1600 Pennsylvania Ave.	
City Casselberry	County Seminole	State FL	Zip Code 32707
Signature of Voter <i>Mary Todd Lincoln</i>		Date Signed (MM/DD/YY) <small>(to be completed by Voter)</small> <i>April 1, 2018</i>	

Rule 15.2.045, F.A.C.

DS-DE 104 (Rev. 09/11)

Qualifying Fee

If you do not qualify via petition, you can instead choose to pay a qualifying fee. This fee is based on a percentage of the salary of the position sought, and whether you are running for an office based on your party affiliation. The qualifying fee to run as a party nominee for county commissioner is \$5,048.58; for school board, it's \$1,575.04; for county judge, it's \$5,520.84; and for special districts like soil and water board or Dovera CDD, it's \$25.

City candidates should contact their city clerk for information about the city's qualifying fee.

What Forms are needed?

- Loyalty Oath/Oath of Candidate/Statement of Party (Candidates w/party affiliation) (Form DS-DE 24) or (Nonpartisan contests: DS-DE 25) or (Write-in: DS-DE 24A) OR (NPA: DS-DE 24B)
- Full and Public Disclosure of Financial Interest (Form 6) OR Statement of Financial Interests (Form 1)
- Qualifying Fee (check drawn on campaign account) OR Petition Certification from SOE
- Appointment of Campaign Treasurer and Designation of Campaign Depository (Form DS-DE 9)
- Statement of Candidate (Form DS-DE 84)
*If not already on file for the sought position.

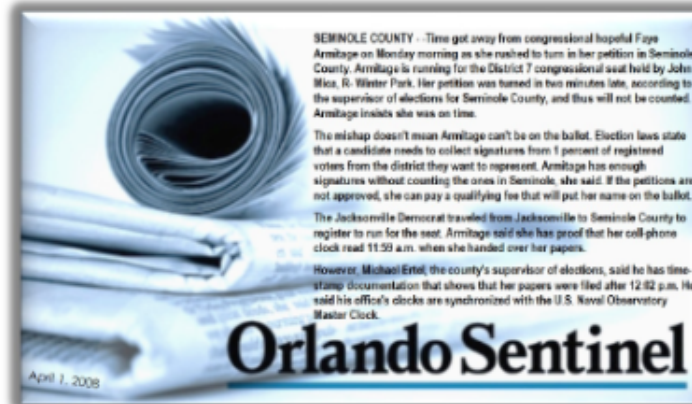
Where

Do I Qualify?

County candidates must file their qualifying paperwork with our office at 1500 East Airport Blvd., Sanford. City candidates will file qualifying paperwork with their city clerk.

Deadlines
are FIRM

Deadlines are FIRM



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Running an Ethical Campaign

Seminole
County's
Statement of
Ethic...

Seminole County's Statement of Ethical Campaign Practices

Seminole County Supervisor of Elections
America's Best Elections Team

Statement of Ethical Campaign Practices

As a candidate for public office in Seminole County, I believe political issues can be freely debated without appealing to prejudices. Positive campaigning promotes citizen involvement. Therefore:

1. I will run a campaign emphasizing my qualifications for office and my positions on issues of public concern and without my criticism of an opponent's legitimate challenges to that person's record, qualifications, and positions.
2. I will condemn any appeal to prejudice based on race, religion, gender, age, national origin, marital status, or physical disability.
3. I will not publish, display, or circulate any anonymous campaign literature, political advertisements, emails, websites, blogs, social media entries, etc., nor will I permit members of my campaign organization to engage in such activities.
4. I will provide campaign finance reports which accurately reflect the contributions received and expenditures made.
5. I will not permit members of my campaign organization to engage in activities designed to destroy or remove campaign signs lawfully displayed on public or private property.
6. I will not permit the use of untruthful information about an opponent's personal life.
7. I will at all times tell the truth, with complete documentation from legitimate, verifiable sources for any charges against my opponent(s), and substantiate claims about my own record.
8. I will not use or permit use of campaign materials that fabricate, distort, or misrepresent facts.
9. I recognize that duty to my country, my state, my county and my own ethics outweigh any personal ambition for public office.
10. I will not permit any member of my campaign to engage in these activities and will immediately and publicly repudiate the support of any other individual or group which resorts to the methods and tactics that I hereby condemn.

Candidate: _____
Signature: _____
Date: _____

100 East Alford Blvd., Sanford, FL 32733 407.565.7000 (toll-free) www.seminole.org www.seminole.org

This is a voluntary form

I will run a campaign emphasizing...

I will condemn any appeal to prejudice based on...

I will not publish, display, or circulate any anonymous...

I will provide campaign finance reports which...

I will not permit members of my campaign organization...


I will not permit the use of untruthful or misleading...

I will at all times tell the truth, with complete documentation...

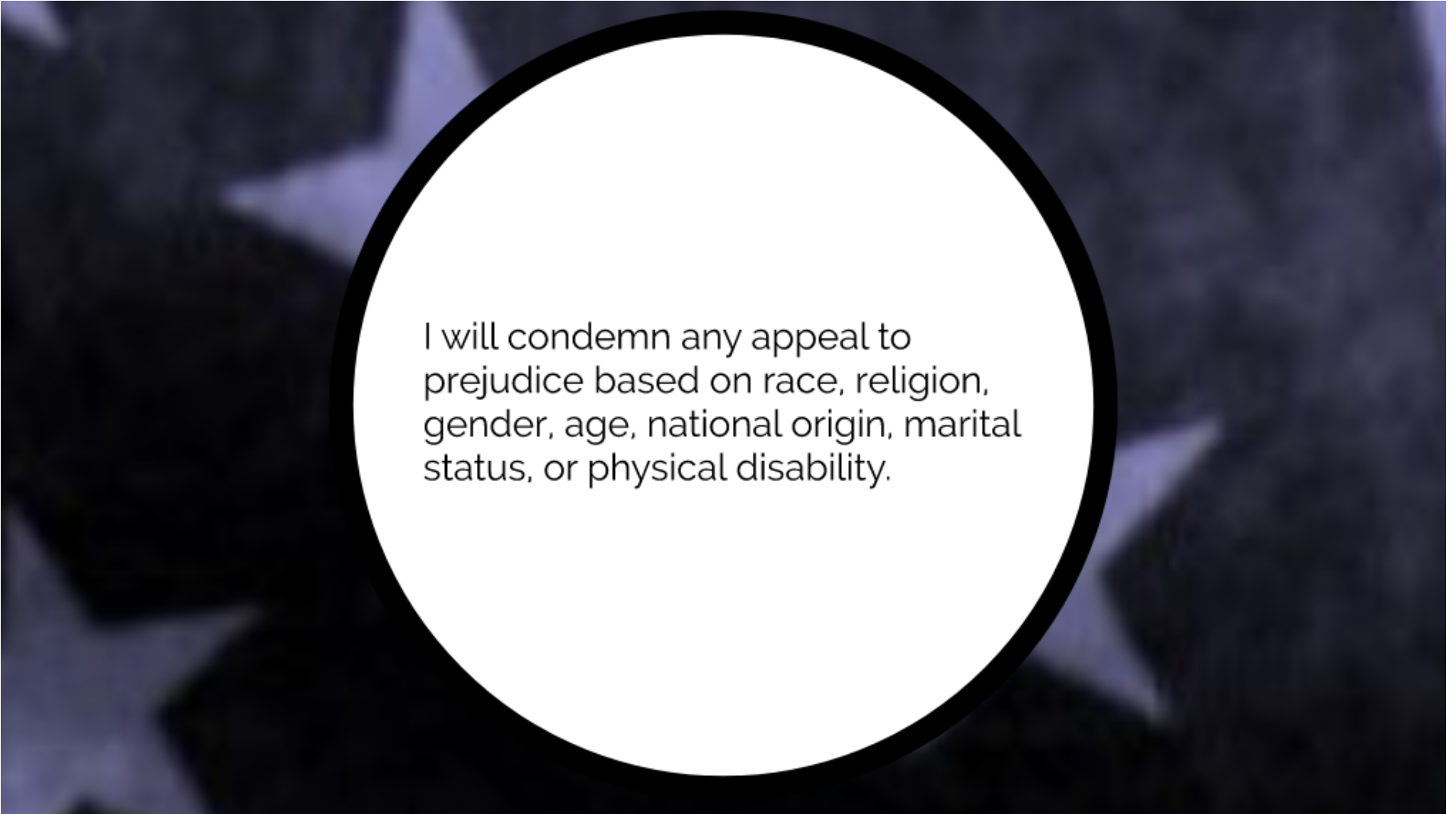
I will not use or permit use of campaign materials that...

I recognize that duty to my country, my state, my county, my...

I will not permit any member of my campaign to engage in these...



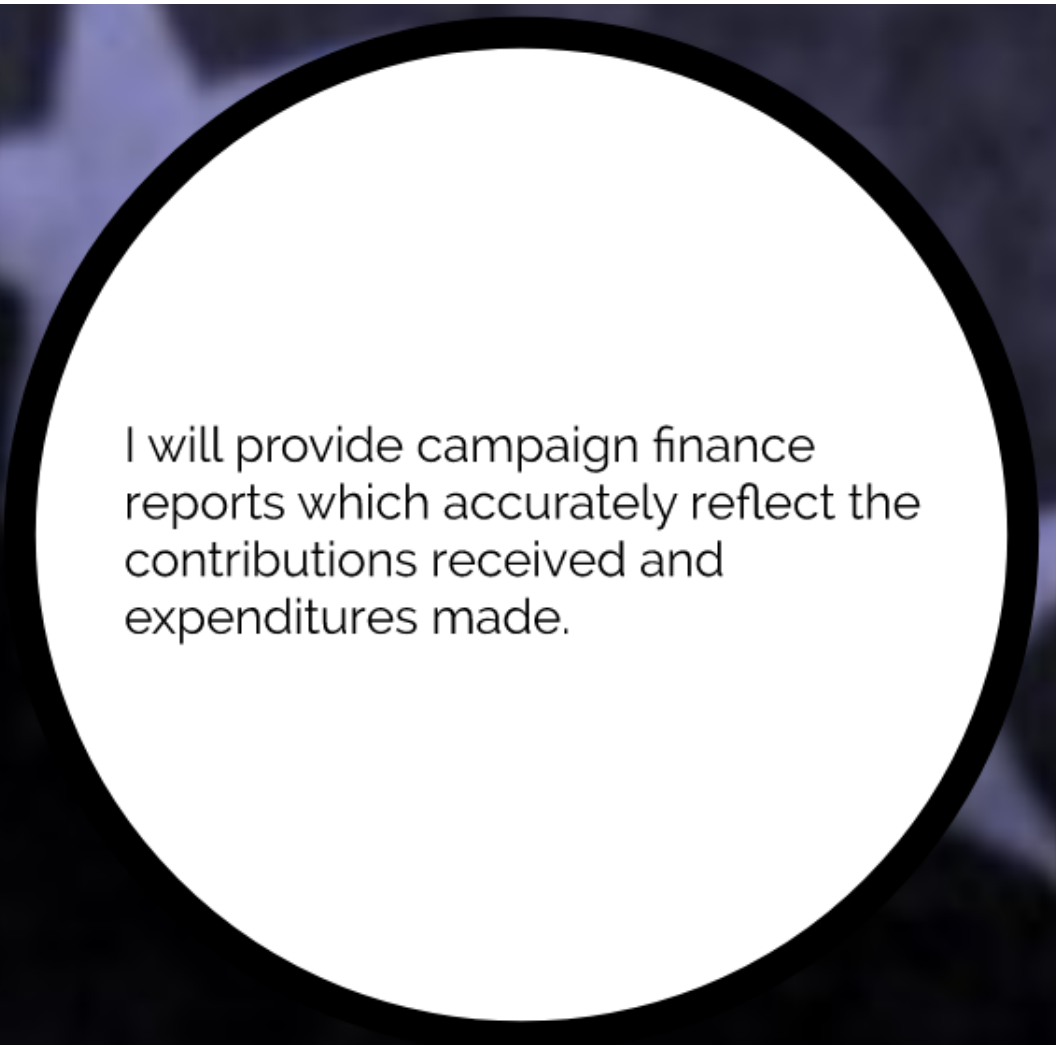
I will run a campaign emphasizing my qualifications for office and my positions on issues of public concerns and I will limit my criticism of an opponent to legitimate challenges to that person's record, qualifications, and positions.



I will condemn any appeal to
prejudice based on race, religion,
gender, age, national origin, marital
status, or physical disability.



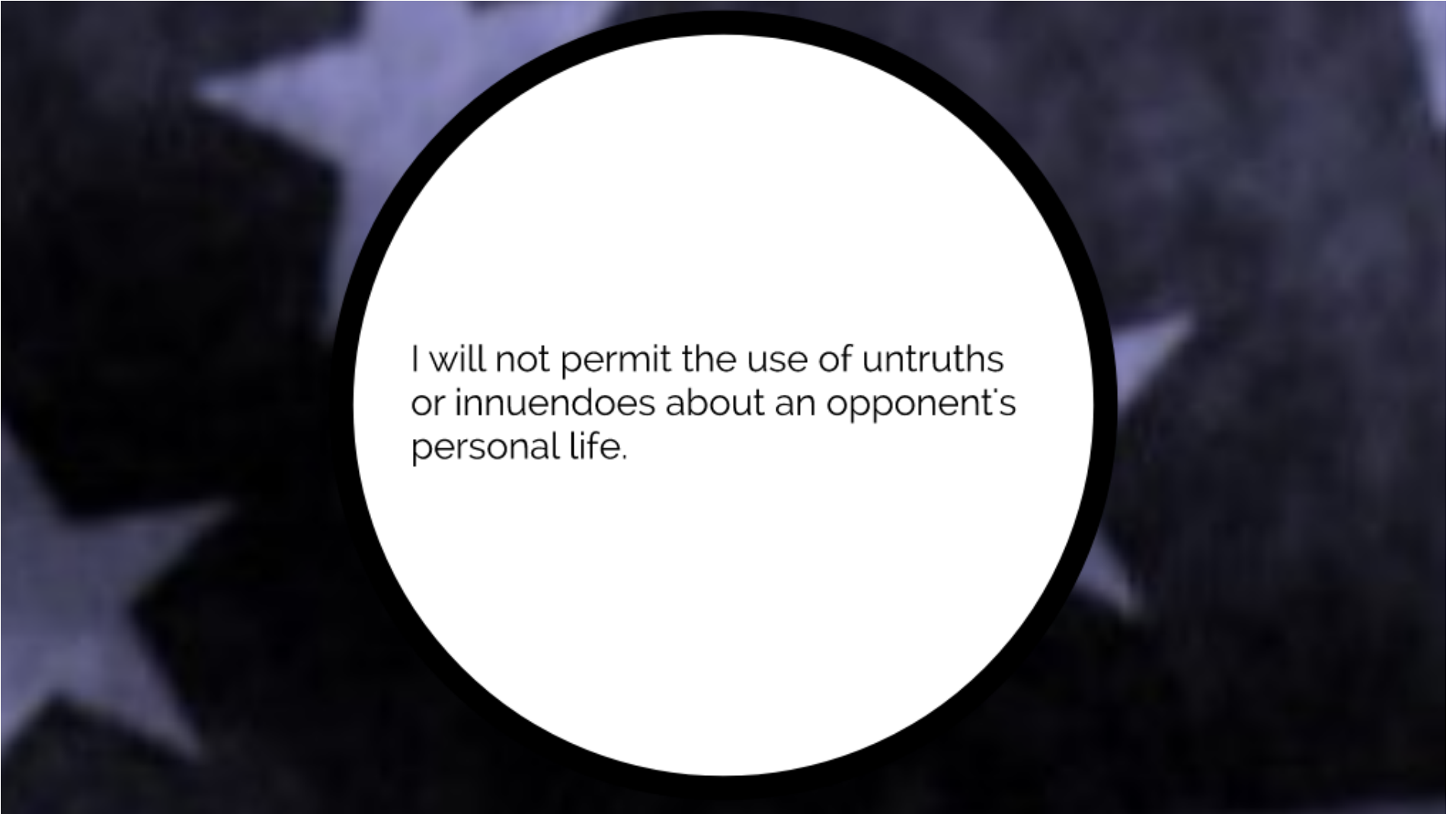
I will not publish, display, or circulate any anonymous campaign literature, political advertisements, emails, websites, blogs, social media entries, etc., nor will I permit members of my campaign organization to engage in such activities.




I will provide campaign finance reports which accurately reflect the contributions received and expenditures made.




I will not permit members of my campaign organization to engage in activities designed to destroy or remove campaign signs lawfully displayed on public or private property.




I will not permit the use of untruths
or innuendoes about an opponent's
personal life.




I will at all times tell the truth, with complete documentation from legitimate, verifiable sources for any charges against my opponent(s), and substantiate claims about my own record.



I will not use or permit use of
campaign material that falsifies,
distorts, or misrepresents facts.



I recognize that duty to my country,
my state, my county and my own
ethics outweigh any personal
ambition for public office.



I will not permit any member of my campaign to engage in these activities and will immediately and publicly repudiate the support of any other individual or group which resorts to the methods and tactics that I hereby condemn.

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Fundraising and Expenses

Contribution
Limits

Online
Contributions

In-kind
Contributions

Campaign
Expenses

Reporting your
Campaign
Finances

Public Display
of Your
Campaign
Finances

Contribution Limits

Individuals \$1,000

Business entities \$1,000

Cash contributions \$50

Citizens of other countries \$0



Candidates may contribute as much as they want to their own campaigns

Online Contributions

Online contributions through services such as PayPal, Venmo, Anedot and others is permitted for all candidates. For reporting purposes, they are considered checks for the full amount of the donation, and any fees are considered expenses.



In-kind Contributions

Candidates may receive services or goods in lieu of a direct monetary contribution. This is called an in-kind contribution.

A description of the item or services and the fair market value must be reported to the candidate by the contributor and counted as an aggregate amount towards the \$1,000 contribution limit from that contributor.

Campaign Expenses

All campaign expenses must be made from the campaign account, either through check, debit card, or in small amounts via petty cash. Each campaign account and checks must be titled:
"Candidate Name Campaign Account"

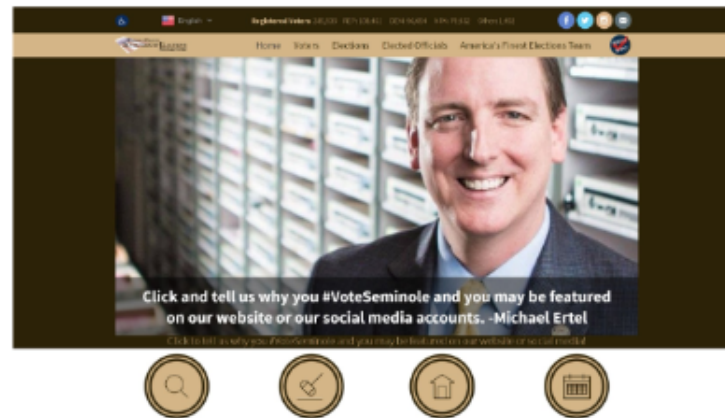


Reporting your Campaign Finances

All candidates must report all contributions and expenditures on a monthly basis, until the election gets closer, then the reports are more frequent. Our office will provide you with a list of all upcoming reporting deadlines and log-on information for the online reporting module.

<http://www.SeminoleCandidates.org>

Public Display of Your Campaign Finances



<https://www.voteseminole.org/ElectedOfficials#CampaignFinanceReporting>

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Campaigning and Advertising

Campaign
Advertising
& Materials
Disclaimer

Endorsements

Re-
Elect

Campaign
Signs

Campaign Advertising & Materials Disclaimer

Political advertisement, paid for and approved by Abe Lincoln, Republican for Seminole County Dog Catcher

Paid by Steve Douglas, Democrat, for
Seminole County Dog Catcher

The disclaimer should be on everything your campaign produces, other than items designed to be worn, novelty items, and social media pages.

However, it is a best practice to place the disclaimer if at all practible on the items above.

Endorsements

All endorsements must be made in writing.

Re-Elect

The term "re-elect" may only be used by incumbents seeking reelection to the office they currently hold.

Campaign Signs



Per Florida law, no political campaign signs shall be erected, posted, painted, tacked, nailed, or otherwise displayed, placed, or located on or above any state or county road right-of-way.

Campaign
Sign Fees

Signs at
Polling
Places

Is it
Worth it?

Campaign Sign Fees

Municipality	Initial Fees	Additional fees/permits	Required Removal	Contact
Seminole County	\$176	Signs larger than 32 square feet	14 days after campaign	Building Division 407.665.7464
Altamonte Springs	None	None	7 days after campaign	Building Department 407.571.8433
Casselberry	None	None	7 days after campaign	Community Development 407.262.7700 x 1108
Lake Mary	None	Signs larger than 6 square feet	7 days after campaign	Community Development 407.585.1362
Longwood	\$25	Signs larger than 6 square feet	7 days after campaign	City Clerk 407.260.3441
Oviedo	None	Signs larger than 6 square feet	10 days after campaign	Code Enforcement 407.971.5785
Sanford	\$250	Signs larger than 32 square feet	7 days after campaign	Building Department 407.688.5150
Winter Springs	None	Signs larger than 6 square feet	3 days after campaign	Community Development 407.327.5963

Signs at Polling Places

Our early voting centers and many of our polling locations do not allow unaccompanied signs on property. As the election gets closer, we will send candidates a list of early voting centers and polling locations, replete with the individual sign regulations for those polling place.

Is it Worth it?



2018 Seminole County Candidate Workshop

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Tonight**

**Meet
America's Finest
Elections Team**

**Meet
Our Candidates
and Supporters**

**Meet
Seminole
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**Running an
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**Our 2018
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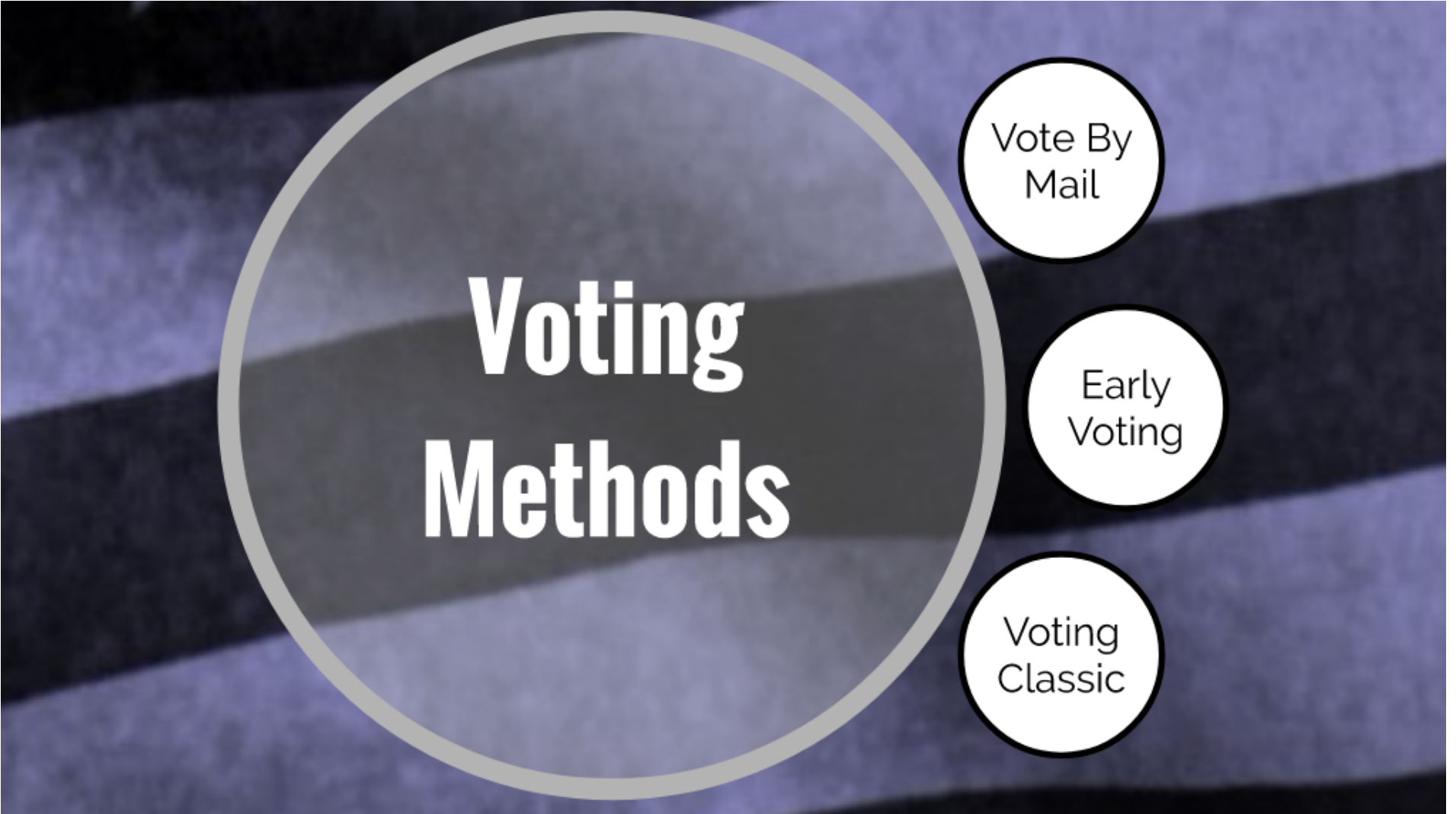
**Campaigning
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**Voting
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Voting Methods



Vote By
Mail

Early
Voting

Voting
Classic

Vote By Mail

Any voter may request a mail ballot.

Mail ballots for domestic voters are mailed between 27-35 days before the election. Candidates who have qualified may request a list of voters who have requested to vote by mail. After the first wave of mail ballots are returned, we will send your campaign a daily update of the returned ballots by political party. Please ensure your email span folder accepts email from Ertel@VoteSeminole.org

27% of voters

Early Voting

Any voter may vote early at any location.

For the past several years, Seminole County has had more early voting centers per square mile than any other county in the southeast United States. This has led to early voting being the dominant method of voting in our county. Primary elections have eight days of early voting, while general elections have 14.

47% of voters

Voting Classic

Waiting until Election Day (the final day) to vote

What was once the most favored method of voting has evolved into the least-used method, paving the way for the shortest lines in the region. Polls open from 7 a.m. to 7 p.m. on Election Day.

24% of voters

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Email
& Call

How else may
we help you?



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Email & Call

We really do want to hear from you! If you have any questions, please call or email either:

Charlene Pike 407.708.7706 Pike@VoteSeminole.org

Michael Ertel 407.708.7712 Ertel@VoteSeminole.org

How else may we
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