

MEMO



TO: Clients and Friends
FROM: Michael Best Strategies
DATE: October 27, 2022
SUBJECT: 2022 Election and Control of State Legislature

Control of the Wisconsin State Legislature:

The story heading into the 2022 Elections is not whether Republicans will retain strong majorities in both houses of the Legislature, they will and will likely grow them, but how many new lawmakers will be elected this cycle. 30 lawmakers have announced they will not be seeking re-election to their current office, the third largest turnover in one election in state history.

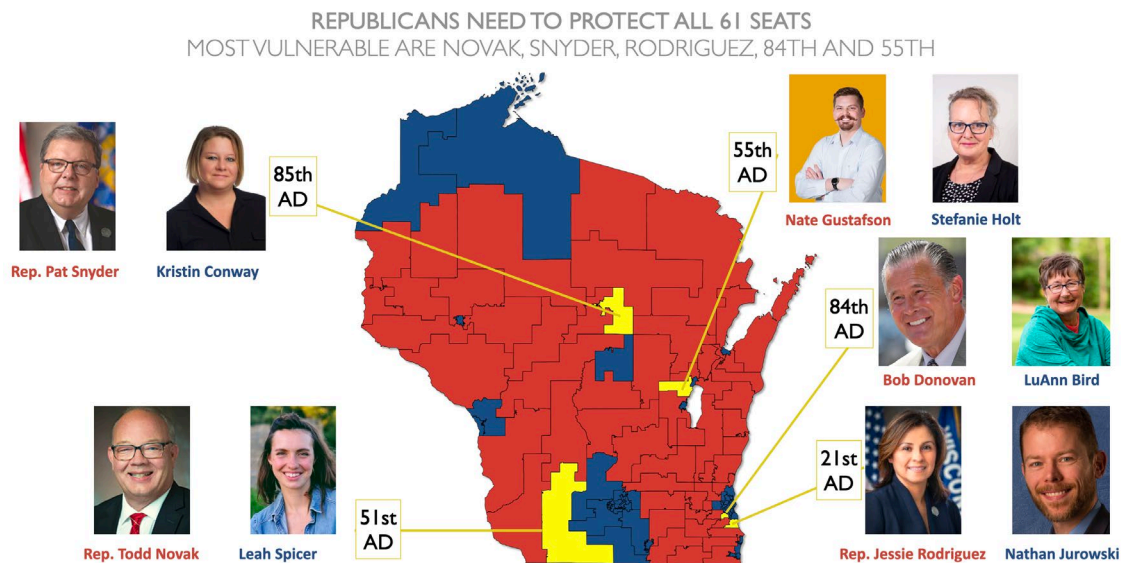
State Assembly

Currently Republicans have a 61-38 majority in the State Assembly. It is likely that Republicans will pick up seats this fall on the new maps.

For Republicans to obtain a veto-proof majority, 66 Republicans-33 Democrats, the most likely scenario would be for the Republicans to do some version of the following:

- Hold all their current 61 seats
- Pick up these Republican-leaning seats on the new map:
 - 13th AD (currently represented by Rep. Sara Rodriguez, D-Brookfield, who is running for Lt. Governor)
 - 73rd AD (currently represented by Rep. Nick Milroy, D-South Range, not seeking re-election)
 - 74th AD (currently represented by Rep. Beth Myers, D-Bayfield, not seeking re-election)
 - 94th AD (currently represented by Rep. Steve Doyle, D-Onalaska)
- And one of these Democratic-leaning seats:
 - 14th AD (currently represented by Rep. Robyn Vining, D-Wauwatosa)
 - 23rd AD (currently represented by Rep. Deb Andraca, D-Whitefish Bay)
 - 45th AD (currently represented by Rep. Mark Spreitzer, D-Beloit, running for state senate)
 - 54th AD (currently represented by Rep. Gordon Hintz, D-Oshkosh, not seeking re-election)
 - 57th AD (currently represented by Rep. Lee Snodgrass, D-Appleton)
 - 71st AD (currently represented by Rep. Katrina Shankland, D-Stevens Point)

The competitive Assembly races:



Assembly Republican Holds

Assembly District 21

The 21st Assembly District is represented by Rep. Jessie Rodriguez (R-Oak Creek). Rep. Rodriguez was first elected to the State Assembly in a November 2013 special election and has been re-elected since. She is currently a full-time legislator. Rep. Rodriguez previously worked as an analyst for a supermarket company and as an outreach coordinator for a non-profit. Rep. Rodriguez is a member of the powerful budget-writing Joint Committee on Finance and previously served in caucus leadership as the Majority Caucus Secretary in the 2015, 2017, and 2019 sessions.

Rodriguez was re-elected in 2020 with 54.6% of the vote.

The Democratic nominee is [Nathan Jurowski](#) (D-South Milwaukee), an attorney specializing in advancing Union Construction and defending employees' rights. Jurowski was unopposed in the Democratic primary.

An analysis of the new legislative maps rates the 21st Assembly District as a 51% lean-Republican seat.

Assembly District 51

The 51st Assembly District is represented by Rep. [Todd Novak](#) (R-Dodgeville). He has served in the Assembly since 2015. He is the Mayor of Dodgeville and a former associate newspaper editor for the Dodgeville Chronicle.

Rep. Novak was re-elected in 2020 with 52% of the vote.

The Democratic nominee is [Leah Spicer](#) (D-Avoca). She is a restaurant owner and farmer. She did not have a primary opponent.

An analysis of the new legislative maps rates the 51st Assembly District as a 54% lean-Democratic seat.

Assembly District 55

The 55th Assembly District is represented by Rep. [Rachael Cabral-Guevara](#) (R-Appleton). She was first elected to the State Assembly in 2020 with 54.8% of the vote. Rep. Cabral-Guevara is not seeking re-election to her Assembly seat and is instead running for State Senate. She is the Republican nominee for the 19th Senate District.

The Republican nominee for the 55th Assembly District is [Nate Gustafson](#) (R-Neenah). He works as an Epic Analyst for NOVO Health Technology Group and was Rep. Cabral-Guevara's campaign manager for her 2020 campaign. He also co-founded Winnebago County for Freedom, a right-wing grassroots organization. He was unopposed in the Republican primary.

The Democratic nominee is [Stefanie Holt](#) (D-Neenah), a member of the Neenah Joint School District Board of Education. She works as a business consultant. She was unopposed in the Democratic primary.

An analysis of the new legislative maps rates the 55th Assembly District as a 53% lean-Republican seat.

Assembly District 84

The 84th Assembly District was represented by Rep. Mike Kuglitsch (R-New Berlin) up until May 2022. Rep. Kuglitsch retired from the State Assembly after serving for eleven years. He was last re-elected in 2020 with 96.2% of the vote.

The Republican nominee is former Milwaukee Alderman [Bob Donovan](#) (R-Greenfield). Donovan was the runner-up to acting-Mayor Cavalier Johnson in the Milwaukee mayoral election this past April, receiving 28.3% of the vote. Donovan received 72.6% of the vote in a three-way primary to be the Republican nominee for the 84th Assembly District.

The Democratic nominee is [LuAnn Bird](#) (D-Hales Corners), the former executive director for the League of Women Voters of Wisconsin and a former consultant for the Wisconsin Association of School Boards. She was unopposed in the Democratic primary.

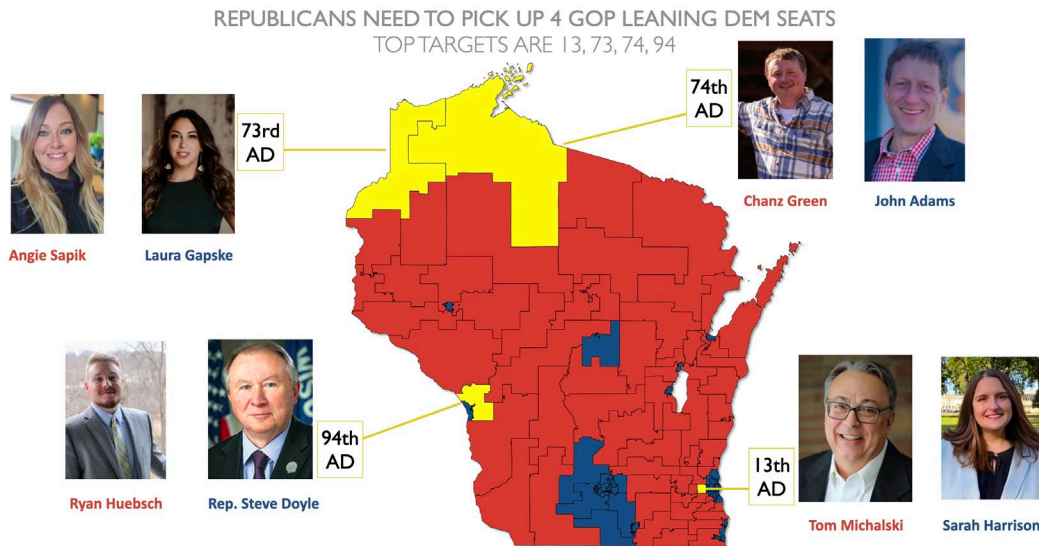
An analysis of the new legislative maps rates the 84th Assembly District as a 52% lean-Republican seat.

Assembly District 85

The 85th State Assembly District is represented by Rep. [Patrick Snyder](#) (R-Schofield). Rep. Snyder was a morning radio talk show host from 2000 until 2012 when he left his radio career to run for the State Assembly. Snyder was unsuccessful in his first attempt to serve in the Assembly, losing to Democrat Mandy Wright by 905 votes. Snyder went on to serve as Congressman Sean Duffy's (WI-07) District Director until he announced his candidacy for the Assembly in 2016. Snyder defeated Mandy Wright (who lost her seat in the 2014 election to Republican David Heaton), capturing 53.4% of the vote. In 2020, Rep. Snyder was re-elected with 55.1% of the vote.

Rep. Snyder is opposed by Alderwoman [Kristin Conway](#) (D-Schofield). Conway has spent her career working for nonprofits and currently works for Mt. Sinai Congregation and as a Social Media Manager for several local and national nonprofits. She was unopposed in the Democratic primary.

An analysis of the new legislative maps rates the 85th Assembly District as a 52% lean-Republican seat.



Democratic-held/ Republican Leaning Seats

Assembly District 13

The 13th Assembly District is currently represented by Rep. Sara Rodriguez (D-Brookfield). Rep. Rodriguez was first elected to the State Assembly in 2020. She is currently running for Lieutenant Governor of Wisconsin and is not seeking re-election in the Assembly.

[Sarah Harrison](#) (D-Brookfield) is seeking to replace Rep. Rodriguez. Harrison is a logistician at Dematic, an intralogistics company that designs, builds and supports intelligent, automated solutions for manufacturing, warehouse and distribution environments. She did not have a primary opponent.

[Tom Michalski](#) (R-Elm Grove) won his two-way primary election with 50.7% of the vote. Michalski has experience as an elected local official, serving on multiple village boards representing portions of Waukesha and Milwaukee counties. He also worked for 30 years as an information technology specialist at Marquette University.

An analysis of the new legislative maps rates the 13th Assembly District as a 61% lean-Republican seat.

Assembly District 73

The 73rd State Assembly District is currently represented by Rep. [Nick Milroy](#) (D-South Range). Rep. Milroy, immediately after graduation from high school, enlisted in the US Navy where he deployed to the Persian Gulf in support of Operation Southern Watch. Upon his return, he continued to serve in the Navy Reserve while pursuing his biology degree at the University of Wisconsin-Superior. Nick was a dedicated educator while teaching biology at the University of Wisconsin-Eau Claire. He has also worked as a biologist for state, federal, and tribal agencies. Rep. Milroy now is a full-time legislator. He was first elected to the State Assembly in 2008 and has been re-elected since. In 2020 he was re-elected with 50.2% of the vote. Rep. Milroy is not seeking re-election.

[Laura Gapske](#) (D-Superior) is a member of Superior School District's Board of Education and is the Director of Program for Men as Peacemakers, a domestic violence prevention organization. She did not have a primary opponent.

[Angie Sapik](#) (R-Lake Nebagamon) works in produce sales at Vee's Marketing, Inc. in Superior. Sapik won her primary election with 58% of the vote.

An analysis of the new legislative maps rates the 73rd Assembly District as a 55% lean-Democratic seat, however former President Donald Trump won the district by 616 votes in the 2020 presidential election.

Assembly District 74

The 74th Assembly District is currently represented by [Rep. Beth Meyers](#) (D-Bayfield). Prior to her election to the State Assembly, Rep. Meyers served as the executive director for CORE Community Resources; a community-based non-profit serving seniors in the northern part of Bayfield County. Rep. Meyers was first elected to the State Assembly in 2014 and has been re-elected since. In 2020 Rep. Meyers was re-elected with 51.5% of the vote. Rep. Meyers is not running for re-election.

[John Adams](#) (D-Washburn) is a vegetable grower and distributor for Bayfield Foods cooperative who organized a local chapter of the Wisconsin Farmers Union. Adams also served on the Washburn Town Board. He did not have a primary opponent.

[Chanz Green](#) (R-Mason) is the former Utilities Manager for the City of Ashland and has fifteen years of public works experience. He won his primary with 68% of the vote.

An analysis of the new legislative maps rates the 74th Assembly District as a 54% lean-Democratic seat, however former President Trump carried the seat by 1,489 votes in the 2020 presidential election.

Assembly District 94

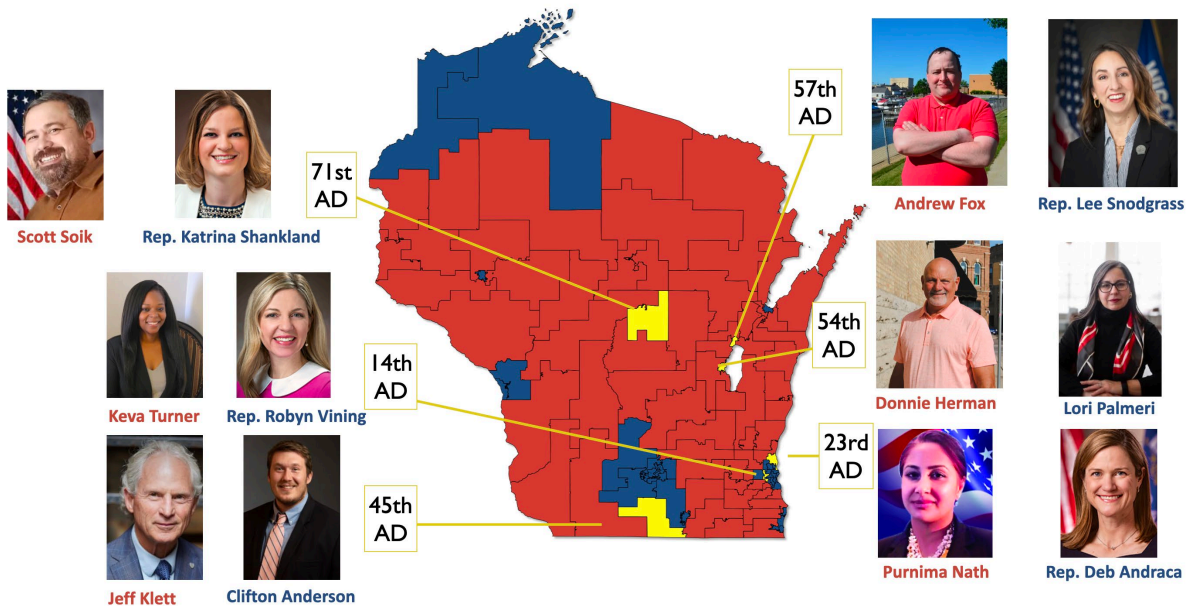
The 94th Assembly District is represented by Rep. [Steve Doyle](#) (D-Onalaska). Rep. Doyle has served in the State Assembly since 2011. He has also served as a Supervisor on the La Crosse County Board since 1986. He is an attorney and a former instructor at the University of Wisconsin-La Crosse.

Rep. Doyle won re-election in 2020 with 52.4% of the vote.

Doyle will face [Ryan Huebsch](#) (R-Onalaska) in the general election. Huebsch is the son of Michael Huebsch, a former State Assembly Speaker and member of the Public Service Commission (PSC). Ryan Huebsch currently works as a staffer for Sen. Eric Wimberger (R-Green Bay). Huebsch did not have a primary opponent.

An analysis of the new legislative maps rates the 94th Assembly District as a 51% lean-Republican seat.

NEED TO PICK UP AT LEAST 1 DEMOCRATIC LEANING SEAT



Democratic Leaning Seats

Assembly District 14

The 14th Assembly District is represented by Rep. [Robyn Vining](#) (D-Wauwatosa). Rep. Vining was first elected to the State Assembly in 2018. She is a current small business owner and photographer. Vining was re-elected in 2020 with 54% of the vote.

Rep. Vining is being challenged by [Keva Turner](#) (R-West Allis) in the general election. Turner is a single mom and first-time candidate who works as an administrative assistant. She did not have a primary opponent.

An analysis of the new legislative maps rates the 14th Assembly District as a 57% lean-Democratic seat.

Assembly District 23

The 23rd Assembly District is represented by Rep. [Deb Andraca](#) (D-Whitefish Bay). Rep. Andraca was first elected to the State Assembly in 2020 with 51.6% of the vote. She is a former educator, as well as lobbyist with the Environmental Law and Policy Center of the Midwest.

Rep. Andraca is being challenged by [Purnima Nath](#) (R-Brown Deer), the founder and president of Spindle India, Inc., a nonprofit organization. Nath did not have a primary opponent.

An analysis of the new legislative maps rates the 23rd Assembly District as a 57% lean-Democratic seat.

Assembly District 45

The 45th Assembly District is represented by Rep. Mark Spreitzer (D-Beloit). He has served in the State Assembly since 2015 and works as a full-time legislator. He was re-elected to the State Assembly in 2020 with 54.8% of the vote. Rep. Spreitzer is not seeking re-election to his Assembly

seat and is instead running for State Senate. He is the Democratic nominee for the 15th Senate District.

The Democratic nominee for the 45th Assembly District is [Clinton Anderson](#) (D-Beloit), a member of the Beloit City Council. He received 62% of the vote in the Democratic primary. He previously ran for the 31st Assembly District in 2016, losing to incumbent Rep. Amy Loudenberg (R-Clinton) with 35.9% of the vote.

The Republican nominee is [Jeff Klett](#) (R-Beloit). He is the vice president of employee benefits at TRICOR Insurance and served on the School District of Beloit's Board of Education. He was unopposed in the Republican primary.

An analysis of the new legislative maps rates the 45th Assembly District as a 64% lean-Democratic seat.

Assembly District 54

The 54th Assembly District is represented by Rep. [Gordon Hintz](#) (D-Oshkosh). He has served in the State Assembly since 2007 and was the Minority Leader between October 2017 and January 2022. Rep. Hintz was re-elected in 2020 with 54.2% of the vote. He is not seeking re-election.

The Democratic nominee is [Lori Palmeri](#) (D-Oshkosh). She is the Mayor of Oshkosh and an international medical courier. She was unopposed in the Democratic primary.

The Republican nominee is [Donnie Herman](#) (R-Oshkosh). He was also the Republican nominee in 2020, garnering 45.7% of the vote. He was unopposed in the primary election.

An analysis of the new legislative maps rates the 54th Assembly District as a 58% lean-Democratic seat.

Assembly District 57

The 57th Assembly District is represented by Rep. [Lee Snodgrass](#) (D-Appleton). She was first elected in 2020. She currently serves as the 2nd Vice Chair of the Democratic Party of Wisconsin and was the Democratic nominee for the 19th Senate District in 2018, losing to Roger Roth (R-Appleton) with 46.7% of the vote. She worked as the director of communications for Girl Scouts of the Northwestern Great Lakes.

Rep. Snodgrass was elected in 2020 with 57.5% of the vote.

The Republican nominee is [Andrew Fox](#) (R-Menasha). Fox is a warehouse forklift driver and gas station cashier. He is also a veteran of the Wisconsin Army National Guard. Fox was unopposed in the Republican primary.

An analysis of the new legislative maps rates the 57th Assembly District as a 58% lean-Democratic seat.

Assembly District 71

The 71st Assembly District is represented by Rep. [Katrina Shankland](#) (D-Stevens Point). Rep. Shankland is a full-time legislator and a former nonprofit professional. Rep. Shankland was first elected to the State Assembly in 2012 (her opponent in that race was Patrick Testin, whom she defeated with 61% of the vote) and has been re-elected since.

In 2020, Rep. Shankland was re-elected with 55.5% of the vote.

Rep. Shankland is opposed by [Scott Soik](#) (R-Stevens Point). Soik is a Marine Corps veteran, owner of River Valley Specialized Machining, and a Supervisor on the Portage County Board. He previously ran against Rep. Shankland in 2020, earning 44.4% of the vote. Soik won his August 2022 primary election with 73% of the vote.

An analysis of the new legislative maps rates the 71st Assembly District as a 57% lean-Democratic seat.

State Senate:

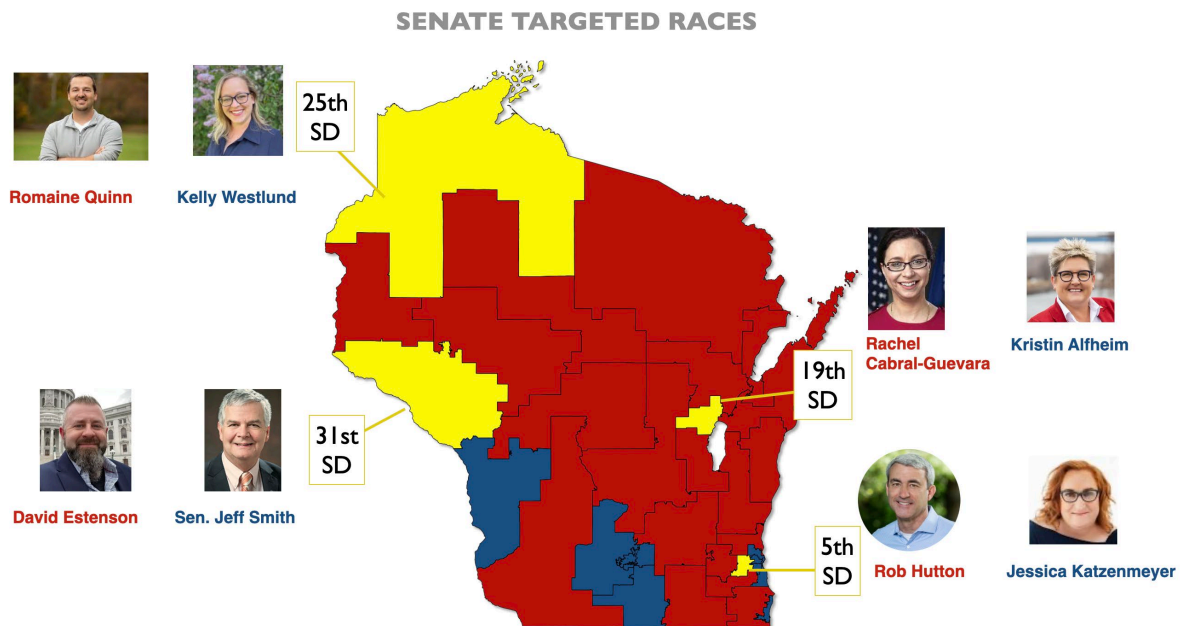
Republicans have a 21-12 majority in the State Senate heading into the 2022 Elections. Republicans could potentially pick up two seats in this cycle, increasing their majority to 23-10 if they protect all of their incumbents. If Republicans pick up one seat, they will have a veto-proof majority.

The two seats that Republicans are protecting:

- 5th SD (currently represented by Sen. Dale Kooyenga, R-Brookfield, not seeking re-election)
- 19th SD (currently represented by Sen. Roger Roth, R-Appleton, running for Lt. Governor)

The two seats that Republicans are targeting:

- 25th SD (currently represented by Sen. Janet Bewley, D-Mason, not seeking re-election)
- 31st SD (currently represented by Sen. Jeff Smith, D-Brunswick)



The competitive Senate races:

Senate Republican Holds

Senate District 5

The 5th Senate District is represented by Sen. [Dale Kooyenga](#) (R-Brookfield). Sen. Kooyenga was first elected to the State Senate in 2018 after serving in the State Assembly since 2011. He was elected in 2018 with 51.1% of the vote. He decided not to seek re-election in 2022.

[Rob Hutton](#) (R-Brookfield) was unopposed in the Republican primary to succeed Sen. Kooyenga. The owner of two industrial coating firms, Hutton represented the 13th Assembly District from 2013 until 2021 after being narrowly defeated by Sara Rodriguez (D-Milwaukee) in the 2020 general election, receiving 49% of the vote compared to Rodriguez's 50.9%.

[Jessica Katzenmeyer](#) (D-West Allis) won the Democratic primary with 54.3% of the vote. She is a LGBTQ+ activist and a member of the City of West Allis Plan Commission. She unsuccessfully challenged Rep. Joe Sanfelippo (R-New Berlin) in 2020 in the 15th Assembly District, garnering 45.1% of the vote.

An analysis of the new legislative maps rates the 5th Senate District as a 55% lean-Republican seat.

Senate District 19

The 19th Senate District is represented by Sen. [Roger Roth](#) (R-Appleton). Sen. Roth has served in the State Senate since 2015 after serving in the State Assembly from 2007 to 2011. He also served as President of the State Senate from 2017 to 2021. He was re-elected in 2018 with 53.2% of the vote. He is the Republican nominee for Lt. Governor and thus will not be seeking re-election to his State Senate seat.

The Republican nominee for the 19th Senate District is Rep. [Rachael Cabral-Guevara](#) (R-Appleton). She was elected to the State Assembly in 2020 with 54.8% of the vote. She is a family nurse practitioner and a licensed advanced practice nurse prescriber, as well as a former lecturer at the University of Wisconsin-Oshkosh. She won the Republican primary with 63.6% of the vote.

The Democratic nominee is [Kristin Alfheim](#) (D-Appleton), a member of the Appleton Common Council and a retirement income certified professional. She has served in leadership positions for the Alzheimer's Association of Greater Wisconsin. She was unopposed in the Democratic primary.

An analysis of the new legislative maps rates the 19th Senate District as a 52% lean-Republican seat.

Democratic-held/Republican Leaning Seats

Senate District 25

The 25th Senate District is represented by Senate Minority Leader [Janet Bewley](#) (D-Mason). Sen. Bewley has served as Senate Minority Leader since 2020 and has served in the State Senate since 2015. She also completed two sessions in the State Assembly. She was re-elected in 2018 with 51.1% of the vote. She is not seeking re-election.

The Democratic nominee is [Kelly Westlund](#) (D-Ashland), the former Northwest Regional Representative for U.S. Senator Tammy Baldwin (D-WI). She also has worked as the executive director for the Alliance for Sustainability. In 2014, she was the Democratic nominee for Wisconsin's

7th Congressional District, losing to Republican Sean Dufffy with 39.4% of the vote. She was unopposed in the Democratic primary.

The Republican nominee is former Rep. [Romaine Quinn](#) (R-Cameron). Quinn served in the State Assembly between 2015 and 2021; he decided not to seek re-election in 2020 because his wife was pregnant. He currently works in real estate. He was unopposed in the Republican primary.

An analysis of the new legislative maps rates the 25th Senate District as a 50% lean-Republican seat.

Democratic Leaning Seats

Senate District 31

The 31st Senate District is represented by Sen. [Jeff Smith](#) (D-Brunswick). Sen. Smith is seeking his second term in the State Senate after being elected in 2018. He currently serves as the Minority Caucus Chair. He was previously a member of the State Assembly between 2007 and 2011. He also unsuccessfully ran for chair of the Democratic Party of Wisconsin (DPW) in 2015. He is the former owner and operator of a window cleaning business. Sen. Smith was re-elected in 2018 with 51.7% of the vote.

The Republican nominee is [Dave Estenson](#) (R-Whitehall). He is the owner of a trucking business and serves on the Whitehall School Board. He also worked in law enforcement in Wisconsin and Minnesota for twelve years. He was unopposed in the Republican primary.

An analysis of the new legislative maps rates the 31st Senate District as a 53% lean-Democratic seat.