



College  
Republican  
National  
Committee

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February 16, 2004

Dear ,

**There are 120,000 College Republicans on 1,148 campuses across America.** Like the rest of the Republican Party, our members desire to be farmers and small entrepreneurs and CEO's; they are Christians and Jews and agnostics; they are pro-lifers and pro-choicers. But the one thing that unites everyone is opposition to tax increases.

**I am writing to you to share with you my experience of the absolute necessity of keeping a coherent anti-tax message – the Republican “brand” – as a party.** This popular and universal brand is what has led the Republican Party to control of the presidency, both houses of Congress, and a majority of governorships and state legislative bodies. Weakening this brand will not only set back our party's immediate political aspirations, it will threaten Republican growth prospects for the next generation.

In my years with the CRNC, I have seen the vital role played by College Republicans in being the foot soldiers of close campaigns, the energetic base upon which to build a ground operation. I have also seen how important consistency of purpose and message is in motivating young people. College Republicans work hard not just to see their club win, but to achieve what they believe in.

**What they believe in, invariably, is lower taxes.** We recognized that above all else, the party of Reagan has become the party of lower taxes and smaller government.

**Destroying that anti-tax brand would destroy the GOP.** To be a useful tool in our political system, the Republican Party must stand for something: lower taxes.

**The Virginia Republican Party and its elected officials must remain united in opposition to tax increases, or the party will wither away back to minority status. The GOP delegates must remain firm in their opposition to new taxes, and must rule out compromise. And the GOP senators who have voiced support for new taxes must reconsider.**

The party of Reagan will cease to exist if the tax issue is lost. A muddling of the brand at the state level in Virginia will weaken the brand at the national level as well. I would be happy to share my experience with the CRNC as a testimony to that proposition. Please feel free to contact me at (202) 608-1411.

Sincerely,

Eric Hoplin  
Chairman  
College Republican National Committee