

## **Santiago, Fullington Appointed to Lazio's NY Campaign Team**

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**New York, NY** - Lazio for Governor announced that Rick Lazio has named Kevin Fullington as his Campaign Manager.

**Rick Lazio said**, "Kevin has the experience and dedication needed to guide my campaign to victory. He is also a trusted friend. I look forward to working with him as I move towards making a formal announcement of my campaign to bring about sweeping change and reform to New York State."

**Lazio for Governor Campaign Manager Kevin Fullington said**, "I am honored that Congressman Lazio has placed his faith in me for this important campaign. I believe he is the new leader with the new ideas that New York needs to bring sweeping fundamental change to Albany. I look forward to helping Rick bring the same kind of competent management to state government that Mayor Bloomberg brought to City government."

Kevin has worked in government on both the City and State level. He worked for Mayor Michael Bloomberg as Deputy Director and General Counsel in the Mayor's Office of City Legislative Affairs. Kevin was also Chief of Operations and General Counsel to the Minority Leader of the New York City Council. Kevin also worked in the New York State Attorney General's Office in a variety of capacities.

Kevin is an attorney, a graduate of New York City public schools and of Fordham University School of Law. He most recently worked at Manhattan law firm Herrick, Feinstein.

Rick Lazio is also proud to announce the following hires:

**Teresa Santiago - Director, People for Lazio** Teresa A. Santiago possesses a wealth of experience and relationships with the media, civic and community organizations as well as the non-profit and private sector. As a product of the South Bronx, her passion lies in improving the quality of life for others. In January 2003, she was unanimously confirmed by the NYS Senate as the eleventh Chairperson and Executive Director of the NYS Consumer Protection Board. She has also served on the Board of Trustee for the State University of New York, and the National Association of Latino Elected and Appointed Officials, National Conference of Puerto Rican Women, Board Member of the Institute for the Puerto Rican/Hispanic Elderly, and the Board of Advisors, St. Pius V. High School. Ms. Santiago also served as Deputy Director of Community and Legislative Affairs in the New York State Governor's Office for Hispanic Affairs from 1993 to 1995 and as Director of Communications for the Association of Puerto Rican Executive Directors, a non-profit advocacy organization. As Director of Amigos de Pataki, the Hispanic component of Governor Pataki's 2002 re-election campaign, she successfully headed this grassroots effort to achieve the largest Latino turnout for a

Republican gubernatorial candidate in New York State's history. As Director of People for Lazio, Teresa will guide the campaigns coalitions building efforts across the state.

**Barney Keller - Spokesman** Barney Keller comes to the campaign from the Massachusetts Republican Party, where he served as Communications Director until June of 2009. Prior to that, he handled media relations for the New Hampshire Republican Party during the 2008 Presidential Primary. He also was Press Secretary for the Congressional campaign of Jim Ogonowski in a special election in Massachusetts 5th Congressional District in 2007. He graduated from the University of Chicago where he majored in Economics and Sociology.

Rick Lazio is also pleased to announce his strategy team:

**Arthur Finkelstein** Arthur Finkelstein has a long record of winning campaigns in New York State. He was a chief strategist and is universally recognized as the architect behind former Senator Alfonse D'Amato's victories in 1980, 1986, and 1992 and Governor George Pataki's victories in 1994, 1998, and 2002. He has advised Senators, Congressmen, Governors and Presidents over the course of his career.

**Beth Myers - Senior Advisor** Beth Myers has a long history of involvement in public issues and campaigns. Most recently, she was Campaign Manager for Mitt Romney's presidential race and before that served as his Chief of Staff through all four years of the Romney governorship. She previously worked as a litigation associate at Akin, Gump, Strauss, Hauer & Feld LLP in Dallas, Texas. Starting on the 1980 Reagan campaign, Myers has worked for a slew of candidates. Working for Market Opinion Research, she developed and implemented GOTV campaigns in California, Texas, Massachusetts, Louisiana and Missouri.

**Rob Cole** Rob Cole began his political career in 1996 when Governor George Pataki named him Special Assistant to the Governor. After five years in that post, Rob was appointed Governor Pataki's Director of Regional Affairs overseeing 12 regional offices across New York State. In 2002, Cole was Political Director on Governor Pataki's successful re-election campaign. In the 2008 presidential campaign, Rob was Governor Romney's Deputy Campaign Manager.

**Steve Roche - Finance** Steve Roche has held a variety of fundraising positions over his career. He most recently served as Northeast Finance Director for Governor Mitt Romney's run for President, where he was responsible for all fundraising in 13 states, including New York, New Jersey, Connecticut and Massachusetts.

**Zac Moffatt - New Media** Zac Moffatt is currently a partner with Targeted Victory, a leader in online advertising, text messaging, social networking, and integrated data management for political candidates and causes. Along with technology services, Targeted Victory provides comprehensive web design and development services and strategic campaign management. Zac has also served as the RNC Director of Political Education, where he oversaw 33,000+ hours of training in 18 months. Zac also worked at the 55th

Presidential Inaugural Committee where he was the Deputy Director for Operations in the Office of Public Liaison and at the 2004 Republican National Convention where he was an Associate Director for External Relations. Prior to the Convention, Zac served as the Associate Chief of Staff for Mayor Michael Bloomberg of New York City following the Mayor's successful election in 2001.

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**WHERE :**

**CONTACT:**

Barney Keller, 212-237-1176 or bkeller@lazio.com

Teresa A. Santiago was appointed director of "People for Lazio".