



VOTER GUIDE



PARTISAN PRIMARY

August 11, 2026
Statewide Races

GOVERNOR

(Tony Evers not running)

Democrats

Former Lt. Gov.
Mandela Barnes
Rep. Francesca Hong
Sen. Kelda Roys
Joel Brennan
David Crowley
(Lt. Gov. Sara Rodriguez, Missy Hughes withdrew, still on ballot)

Republicans

Tom Tiffany
Andrew Manske

LT. GOVERNOR

Democrats

Sarah Godlewski
(No Primary)

Republicans

Will Martin
David Varnam

SECRETARY OF STATE

Democrats

JoCasta Zamarripa
(No Primary)

Republicans

Brayden Myer
Nathan Pollnow
Jay Schroeder
Cindy Werner

Green Party

Pete Karas
(No Primary)

ATTORNEY GENERAL

Democrats

Josh Kaul (inc.)
(No Primary)

Republicans

Eric Toney
(No Primary)

STATE TREASURER

Democrats

Dylan Helmenstine
Yee Leng Xiong

Republicans

John Leiber (inc.)
(No Primary)

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CONTESTED CANDIDATES FOR GOVERNOR



Barnes



Hong



Roys



Brennan



Crowley



Tiffany



Manske

Governor

MANDELA BARNES - D

Residence: Milwaukee

Age: 39

Elected Experience: Wisconsin State Assembly (2013-2017); lieutenant governor of Wisconsin (2019-2023)

Why should voters elect you the next governor of Wisconsin?

Nobody in this race has the experience I have, and no one is more ready to do the job of governor and stand up to Trump's chaos. We are going to reject the Washington Way of corruption and high costs and fix the rigged system holding back our families. I will get things done the Wisconsin Way as governor and that starts by taxing the rich, freezing the rates, passing universal childcare, and keeping Wisconsin safe.

What is the top issue facing Wisconsinites and how would you address it?

Wisconsinites are living in a rigged system. While the rich get richer and richer — while Elon Musk becomes the world's first trillionaire — Wisconsin families are left to pick up the crumbs. The deck is stacked against working families because billionaires and greedy corporations keep buying politicians to maintain that status quo.

When I'm governor, we will end that broken system by taxing the rich. We will close the loopholes that allow billionaires and out-of-state corporations to get away without paying their fair share so we can cut taxes for middle class families, pass universal childcare, and a public option to lower healthcare costs.

What is the top policy goal you would like to accomplish in your first 100 days in office?

On day one as governor, I will call a special session to expand BadgerCare and pass a public option, and I won't stop until we get this done. Wisconsin is one of just 10 states that has yet to expand Medicaid under President Obama's Affordable Care Act. Even Republican states have done it, but not Wisconsin.

That ends when I become governor. I will veto any state budget that does not include BadgerCare expansion. BadgerCare expansion is a critical first step to providing coverage to thousands of uninsured Wisconsinites, but we also need a public option for folks to buy-in to BadgerCare. This will give families an affordable alternative that pushes insurance companies to lower costs.

What kind of relationship should Wisconsin's governor have with the federal government?

Right now, we have a president who is doing nothing but making life more expensive for Wisconsin. Donald Trump is the most corrupt president in American history. He's a wannabe dictator who has used a rogue militia to assault and kill American citizens in our streets. As governor, my job will be to

protect this state from the dangers Donald Trump poses to our state and do everything in my power to make life more affordable. At the same time — it's not enough to just be anti-Trump. Democrats must have a real plan to take this state forward. My Wisconsin Way agenda will deliver real relief for working families who are being crushed by Donald Trump and Tom Tiffany's massive price hikes.

How would you approach working with the Legislature if there are Republicans in power in one or both chambers?

We are working overtime in this campaign to not just win the governor's race, but also a Democratic trifecta so we can deliver generational change for this state. No matter the makeup of the legislature, there will be a new governor, speaker, and Senate majority leader. Lowering utility costs, keeping this state safe, bringing down the cost of healthcare—my Wisconsin Way agenda is built on solutions every single legislator should be able to come together to solve no matter their party. I've worked across the aisle before and will continue to do so as governor.

How would you approach working with the Legislature if there are Democrats in power in one or both chambers?

With a Democratic trifecta, we will have a once-in-a-generation opportunity to take Wisconsin forward. We cannot let it go to waste. I will work with state legislators to pass every single piece of my Wisconsin Way agenda. This includes taxing the rich, cutting taxes for middle-class families, passing universal childcare, repealing Act 10, and fully funding our schools. Wisconsinites have been failed by Republicans in the state legislature for far too long, and that ends in January when we finally get things done the Wisconsin Way.

FRANCESCA HONG - D

State representative; bartender; baker

Residence: Madison

Age: 37

Elected Experience: Wisconsin State Assembly (2021-present)

Why should voters elect you the next governor of Wisconsin?

I'm offering Wisconsin a bold, hopeful vision worth fighting for.

While others offer incremental fixes, I'm building a movement rooted in permanent affordability—universal childcare, fully funded public schools, paid leave, and lower healthcare costs. In a crowded field, I'm the candidate meeting this moment with clarity and conviction. That's why I've been consistently leading in the polls and steadily gaining momentum. I'm the only candidate who supports a moratorium on AI data center construction, and I was the first in the race to propose a plan to

regulate Big Tech to ensure development benefits Wisconsin.

We're building a broad, multiracial, multi-generational coalition of working-class voters that spans the political spectrum, engaging people who normally sit out elections. Democrats need this coalition to win.

What is the top issue facing Wisconsinites and how would you address it?

Affordability. The cost of living keeps climbing while wages stay flat and corporations get richer on the backs of working people. This has happened by design, and we're at a breaking point.

Permanent affordability is more than a slogan — it's a practice and a promise of enacting structural change that outlasts any one budget cycle or administration. For too long, politicians have failed to deliver for working people. It's time to do better.

We do this by taxing the ultra-wealthy and the corporations, and then investing that revenue in what working families need: higher wages, universal childcare; fully funded public schools; paid leave; fairer, cheaper healthcare. It's time to rebuild power for working-class people and give them a seat at the table.

What is the top policy goal you would like to accomplish in your first 100 days in office?

Universal childcare is the single highest-impact policy we can implement if we want to solve the affordability crisis in Wisconsin. It doesn't just benefit parents and kids — it benefits the entire economy. Because when parents can stay in the workforce, they can advance in their career. And when businesses can hire and retain employees, they can grow. And when kids are guaranteed to get the care they need, they have a better shot at life.

My plan guarantees free childcare for virtually every Wisconsin family, building on the state's existing Child Care Counts program and modeled after what's working in Vermont and New Mexico. We pay for it the way we pay for Social Security: a small payroll contribution, split between worker and employer.

What kind of relationship should Wisconsin's governor have with the federal government?

Wisconsin's governor should always put Wisconsin first. I'll work with Washington wherever it helps families afford their lives: protecting our farmers, fixing our roads, keeping federal dollars flowing for healthcare and schools.

But when the federal government attacks our rights, targets our neighbors, cuts services working families depend on, or tries to turn Wisconsin into a testing ground for unconstitutional policies, the governor has to be willing to resist. That means using every tool available: litigation, executive authority, legislation, and public pressure. I'm

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not interested in political theater. I'm interested in whether the people of this state are being protected. A governor should know how to pick up the phone, build relationships, and deliver results. But they also need a backbone. Wisconsin deserves both.

How would you approach working with the Legislature if there are Republicans in power in one or both chambers?

I've spent five years as a Democrat in a Republican-controlled Legislature, and I've worked with Republicans to pass legislation, so I know exactly what this takes. We find the overlap and we go to work. I'll work with anyone serious about delivering real relief for working-class Wisconsinites. Plenty of Republican voters want lower property taxes, affordable childcare, and good jobs that stay in Wisconsin. I'd take those fights straight to them and dare their representatives to vote against the interests of their own constituents. Where they obstruct, I'd make the stakes plain to the public. The AI data center issue is a perfect example. People on the left and right agree that Wisconsin families shouldn't subsidize Big Tech's energy bills.

How would you approach working with the Legislature if there are Democrats in power in one or both chambers?

I'd treat a Democratic majority as a mandate to go big and deliver the bold reforms working families desperately need. A trifecta would be the biggest governing opportunity Wisconsin Democrats have had in a generation, and we cannot waste it. That means setting a clear agenda early, working closely with legislative leaders, and being disciplined about what we can pass, fund, implement, and defend. My approach would be urgent, focused, and public-facing: keep the coalition aligned, move quickly on the issues people elected us to solve, and make sure the changes we pass are tangible, visible, and built to last.

When we get power, we have to use it — not to tinker around the edges, but to prove that government can work for working people.

KELDA ROYS - D

State senator; small business owner

Residence: Madison

Age: 47

Elected Experience: Wisconsin State Senate (2020-present); Wisconsin State Assembly (2009-2013)

Why should voters elect you the next governor of Wisconsin?

We need to raise wages, lower costs, fund public education, and protect our freedoms. As governor, I have detailed plans to raise the minimum wage and restore workers' rights, open the state's health insurance to let the public buy in, and make housing, utilities, and childcare more affordable. I'm an effective lawmaker, small business owner, attorney, and parent of five. Together, we'll build a Wisconsin where everyone can thrive.

Working together, we have a rare chance to make real progress – I know how to use power to deliver. As the only candidate who has expanded healthcare, served in the senate, assembly, and Joint Finance Committee, and passed progressive legislation in the toughest legislative environments for over 20 years, I know how to get things done.

What is the top issue facing Wisconsinites and how would you address it?

We must make Wisconsin a place where young people want — and can afford — to live and build families. Our state is aging, as our best and brightest leave. We need to make Wisconsin's public schools the best in the nation again. After decades of Republican budget cuts, our public schools are hurting. I'll properly fund public education with state dollars, reduce property taxes and end the divisive referendum cycle, and fix the school funding formula. I also have a plan to bring the private voucher scheme to a responsible end. I'm proud to have earned the trust and endorsement of WEAC, Wisconsin's teachers, in this race, because they know I'm the only candidate with a plan and the commitment to put our kids first.

What is the top policy goal you would like to accomplish in your first 100 days in office?

To address the affordability crisis, I have detailed plans to raise the minimum wage, restore workers' rights, and lower costs for childcare, housing, groceries, utilities, and prescription drugs at keldaroys.com.

But healthcare is the most urgent problem facing Wisconsinites. I have a bold, Trump-proof plan to expand affordable coverage by allowing any Wisconsinite or business to buy into the same health insurance state employees have. This will enable everyone — school districts, manufacturing companies, independent contractors — to buy high quality, competitively priced, often nonprofit coverage, at no cost to taxpayers. Small businesses can start, compete, and grow. Plus, by covering more people and expanding the pool, we will reduce uncompensated care, lower premium costs for everyone including taxpayers, and keep rural clinics and hospitals open.

What kind of relationship should Wisconsin's governor have with the federal government?

I have a two-decades long bipartisan track record of passing legislation, and I'll work to get federal dollars for our state. But Trump's regime is attacking our pocketbooks, communities, and constitutional rights. We need a governor who will fight this authoritarian regime and work to hold them legally accountable for any crimes they commit.

I've crafted the strongest plan to combat ICE's violent abuses, to strengthen civil rights protections so Wisconsinites can sue when our rights are violated, and to prosecute any crimes they commit in Wisconsin. Legal accountability is essential to democracy. As governor, I'll protect us from the harms of Trump and Tiffany: from their illegal tariffs and wars to corruption and healthcare cuts that are decimating our farmers, small businesses, and families.

How would you approach working with the Legislature if there are Republicans in power in one or both chambers?

I'm proud of my Democratic values, but I've never hesitated to work accross the aisle to help Wisconsinites. For over two decades, I've turned commonsense progressive ideas into law in our Republican-dominated legislature, and I'm the only candidate with a track record of doing so – on issues from criminal justice reform to reproductive rights to consumer protection to expanding healthcare access.

Wisconsin's most transformational governors have been long-term legislators — unfortunately, they've been Republicans: Thompson and Walker. To make real, durable change, I will continue to work closely with all members of the legislature on our shared goals, and to use the full power of the governorship to deliver the transformative change we need. This is a time for our most experienced, effective leader to govern.

How would you approach working with the Legislature if there are Democrats in power in one or both chambers?

Wisconsin Democrats will move from our "goalie" era to our governing era, if we have a governor with moral clarity, political courage, and the willingness to use power to actually deliver. I've spent my life building broad, diverse coalitions, electing Democrats statewide, and turning progressive ideas into law. That's why Lt. Governor Barbara Lawton says I'm "the only candidate who ticks every box – able to beat Tom Tiffany, govern on day one, and lead fearlessly." It's why I've earned the most endorsements by far from elected officials in every corner of the state, and from the state's largest union. They know I can win, and they trust me to bring Wisconsin together and deliver on our Democratic priorities that have been sidelined for a generation.

JOEL BRENNAN - D

President of the Greater Milwaukee Committee (currently on leave)

Residence: Milwaukee

Age: 56

Elected Experience: None

Why should voters elect you the next governor of Wisconsin?

I grew up one of 11 kids in Wisconsin, worked five jobs to pay for college, and raised my family here with my wife, Audra. For 25 years, I've solved problems in government, business, and nonprofits, running Discovery World, leading the Greater Milwaukee Committee, and serving as Gov. Evers' top cabinet official. We created a \$4 billion budget surplus and grew the rainy-day fund to \$1.7 billion. During the pandemic, we helped families, farmers, and small businesses across the state when they needed government to be there for them. I know what it means when the numbers don't add up for Wisconsin families, who need someone committed to helping them get ahead, not focused on getting even with our opponents.

What is the top issue facing Wisconsinites and how would you address it?

Everything is too expensive. Healthcare, housing, child care, groceries, utility bills. Wisconsin families are squeezed from every direction. I'd address it the way I've solved problems my whole career: with real solutions. My Healthy Wisconsin Promise expands coverage and access and cracks down on drug costs. Build Roots, Build Wisconsin delivers 3% state-backed mortgages and builds 100,000 new entry-level homes. Child care is going over a cliff as funding disappears, and we need a long-term solution even as providers are on the verge of closing across the state. Wisconsin residents need utilities and big users to pay their own way instead of sticking families with the bill. Affordability is a crisis with many fronts, and I'm ready to take on all of them.

What is the top policy goal you would like to accomplish in your first 100 days in office?

Building a budget that actually addresses the cost-of-living crisis and reflects what every Wisconsinite needs. We have to get this right because the budget sets the tone for everything else we do as a state. And I know how state budgets work because I've built them, as Secretary of Administration under Gov. Evers. I'd move to fix the school funding formula so it's built around what kids actually need, not their zip code. I'd make child care investment a top priority before more providers close their doors and more parents are forced out of the workforce. And I'd make sure housing and health care affordability are baked into the budget from day one, not negotiated away in the final days of session.

What kind of relationship should Wisconsin's governor have with the federal government?

I would describe a healthy relationship as respectful, but not deferential, and based on mutual accountability. Wisconsin is a sovereign state, and the governor's job is to protect Wisconsinites' interests, not roll over when Washington oversteps. I'd work with the federal government where our interests align, on infrastructure funding, disaster response, and economic development. But where the federal government threatens Wisconsin's elections, civil rights, or the basic ability of working families to get by, I'll push back hard, using the courts, executive authority, partnership with the legislature and the power of the office. Wisconsin runs Wisconsin, and too many of our rights have been compromised by the federal government by the Trump Administration.

How would you approach working with the Legislature if there are Republicans in power in one or both chambers?

I've done this before. As Secretary of Administration, I worked with Republicans on the state budget, especially capital projects, and I collaborated with local government leaders of all ideological stripes during COVID. During the first year of the Evers Administration, I managed the Foxconn project and started down the path that eventually reduced the state's exposure from \$2.85 billion down to \$80 million. My approach is simple: show up, do the homework, and find where real agreement exists, whether that's fiscal responsibility, government efficiency, or protecting taxpayers. Where agreement isn't possible, and the legislature acts against Wisconsin families, I'll use the partial veto and executive authority to protect people. Divided government doesn't have to mean gridlock. It can be where things get done.

How would you approach working with the Legislature if there are Democrats in power in one or both chambers?

For the first time in 16 years, Wisconsin has a real chance at a Democratic trifecta, and that means we can stop playing defense and start delivering together: lowering costs, expanding healthcare access, fixing the school funding formula, and building housing that families can actually afford. I'd work closely with legislative leadership from day one, building the same kind of real relationships that got things done when I was secretary of administration. Shared goals don't mean automatic agreement on

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every detail, and I’d rather work through those differences honestly than paper over them. The job is the same no matter who holds the gavel: deliver real results, and don’t waste the chance when you have it.

DAVID CROWLEY - D
Milwaukee County executive
Residence: Milwaukee
Age: 40
Elected Experience: Milwaukee County executive (April 2020-present); Wisconsin State Assembly (2017-June 2020)

Why should voters elect you the next governor of Wisconsin?
Wisconsin needs a governor who understands the challenges families face and has a record of delivering results. As Milwaukee County Executive, I have worked to expand mental health services, invest in affordable housing, strengthen public safety, grow our economy, and make government work better for the people it serves.

I’m running on the Badger Basics: great public schools, affordable health care, safe communities, economic opportunity, and infrastructure that supports growth. My focus is on lowering costs, raising wages, supporting working families, and ensuring every Wisconsinite, regardless of where they live, has a fair shot at success. Wisconsin’s future depends on investing in people, and I have the experience and vision to get it done.

What is the top issue facing Wisconsinites and how would you address it?

The top issue facing Wisconsinites is affordability. Too many families are working hard but still struggling to keep up with the cost of housing, health care, child care, groceries, and everyday necessities. When people cannot afford the basics, it affects every part of their lives and limits our state’s economic potential.

My approach starts with the Badger Basics: fully funding public education, expanding access to affordable health care, increasing the minimum wage to \$20 an hour, building more affordable housing, lowering energy costs, and investing in workforce development and infrastructure. Wisconsin succeeds when working families succeed. My goal is to make sure every Wisconsinite has a fair shot at economic security and the opportunity to build a better future for themselves and their families.

What is the top policy goal you would like to accomplish in your first 100 days in office?

My top priority in the first 100 days would be launching a statewide affordability agenda focused on reducing the everyday costs that are squeezing Wisconsin families. Too many people feel like they are falling behind despite working hard, and government should be focused on making life easier, not more expensive.

This means taking action to reduce housing costs, lower utility bills through energy-efficiency investments, expand access to affordable child care, and ensure families can access quality health care without financial hardship. I would also work to make strategic investments that put more money back into people’s pockets. Wisconsin’s success should be measured by whether working families can build financial security and plan confidently for the future.

What kind of relationship should Wisconsin’s governor have with the federal government?

The governor’s job is to be Wisconsin’s strongest advocate, working with the federal government when it benefits our state and standing up to it when it does not. Whether the administration in Washington is Democratic or Republican, my focus will be on securing resources, creating economic opportunities, and delivering results for Wisconsin families. As Milwaukee County Executive, I have successfully worked through both Democratic and Republican administrations, including during the Trump presidency, to bring federal investments, economic development opportunities, and critical resources back to Wisconsin. I will work aggressively to secure federal funding for infrastructure, health care, workforce development, and education. When federal policies threaten Wisconsin’s economy, values, or constitutional rights, I will not hesitate to push back. My loyalty is not to any administration in Washington, it is to the people of Wisconsin.

How would you approach working with the Legislature if there are Republicans in power in one or both chambers?

I have spent my career working with people who do not always agree with me, and I understand that governing requires partnership, not constant conflict. As Milwaukee County executive, I successfully worked with a Republican Legislature to pass Act 12, securing a long-term fiscal solution that protected essential county services and demonstrated that meaningful progress is possible when leaders come to the table focused on results.

If Republicans control one or both chambers, I will look for common ground on issues where Wisconsinites expect action - lowering costs, strengthening our workforce, improving infrastructure, supporting public safety, and expanding economic opportunity. That does not mean compromising on core values. I will always fight for public education, voting rights, reproductive freedom, and policies that help working families. My approach will be simple: work together where we can, stand firm where we must, and never lose sight of who we are elected to serve.

How would you approach working with the Legislature if there are Democrats in power in one or both chambers?

If Democrats control one or both chambers, I would see it as an opportunity to move quickly on the issues that Wisconsin families have been waiting too long to address. That includes strengthening public education, expanding access to affordable health care, increasing housing supply, supporting working families, protecting reproductive freedom, and making strategic investments in our workforce and infrastructure. But unified government is not a blank check. I believe in setting clear priorities, demanding accountability, and focusing on policies that produce measurable results. My goal would be to build broad coalitions, move meaningful legislation, and ensure that every decision we make improves the lives of Wisconsinites. The people of this state expect progress, and I would work every day to deliver it.

TOM TIFFANY - R
Member of Congress
Residence: Town of Little Rice
Age: 68
Elected Experience: U.S. House (2021-present); Wisconsin State Senate (2013-2020); Wisconsin State Assembly (2011-2013); Town of Little Rice board (2009-2013)

Why should voters elect you the next governor of Wisconsin?

I’m a lifelong Wisconsinite who grew up on a dairy farm, worked my way through UW-River Falls, and spent two decades running a small business with my wife, Chris, in Wisconsin’s Northwoods. I’m running for governor because I know Wisconsin’s best days are still ahead of us, but we need leadership that will unlock our state’s full potential. Right now, too many families feel like they are falling behind. Property taxes are too high, utility bills keep rising, and government has become too disconnected from the people it serves. As governor, I will focus on lowering costs, improving educational outcomes, creating economic opportunity, and restoring common sense to state government so every Wisconsin family can achieve the Wisconsin Dream.

What is the top issue facing Wisconsinites and how would you address it?

Families across Wisconsin are feeling squeezed by rising costs. Under Gov. Evers, property taxes have risen at some of the fastest rates in decades, while the Public Service Commission has approved more than \$2.2 billion in utility rate increases. As governor, I will start by ending the 400-year property tax increase to lower taxes, and I will bring greater accountability to the Public Service Commission to ensure ratepayers come first. We also need to make it possible for Wisconsin families to buy a home and build a future here. That’s why I will work to lower the cost of housing and child care by cutting red tape, preventing Wall Street investors from buying up single-family homes, and making it easier to build homes and start small businesses.

What is the top policy goal you would like to accomplish in your first 100 days in office?

My first action as governor will be calling a special session to end the 400-year property tax hike. Regardless of your politics, I think we can all agree that no governor should be able to raise property taxes for the next 400 years with the stroke of a pen. Wisconsin already has some of the highest property taxes in the nation. As we work to deliver lasting property tax relief, I will implement a statewide property tax freeze to ensure homeowners have certainty that their taxes will not continue to increase. Seniors on fixed incomes, working families, and young people looking to put down roots deserve the peace of mind of knowing they won’t be taxed out of their homes.

What kind of relationship should Wisconsin’s governor have with the federal government?

Wisconsin’s relationship with the federal government should be based on partnership and accountability. The federal government sends significant taxpayer dollars to our state, and the governor has a responsibility to ensure those funds are spent wisely, protected from fraud, waste, and abuse, and directed toward helping our most vulnerable citizens. By working with

our federal partners, we can improve infrastructure, strengthen public safety, and create economic opportunity. I will always stand up for Wisconsin and ensure our state receives the resources needed to help our communities succeed.

How would you approach working with the Legislature if there are Republicans in power in one or both chambers?

As governor, I will get to work on day one delivering results for Wisconsin. Too many Wisconsin families are struggling with rising costs and feeling like state government is making life harder instead of easier. My agenda is focused on making life more affordable by lowering property taxes, eliminating fraud and waste in government, improving educational outcomes, increasing health care price transparency, and protecting utility ratepayers and our farmland. The people of Wisconsin want common-sense solutions, and I will work with anyone committed to delivering results.

How would you approach working with the Legislature if there are Democrats in power in one or both chambers?

Having served in Congress and the Wisconsin Legislature, I understand that results require working with people who may not always agree. In Congress, I have introduced bipartisan legislation, including a bill with a Democrat member from New York to revoke China’s preferential trade status. As governor, I will work with anyone who is serious about delivering results for Wisconsin. That includes lowering property taxes, eliminating fraud and waste in government, improving educational outcomes, increasing health care price transparency, and protecting our utility rates and farmland from data center development. Wisconsinites expect leaders to solve problems, and that is how I will govern.

ANDY MANSKE - R
Medical service technician
Residence: Greenfield
Age: 27
Elected Experience: None
Why should voters elect you the next governor of Wisconsin?

The easiest answer is my direct accountability. My phone number is 414-640-3400, and my email is manskeandy23@gmail.com. Anyone across the state can contact me for their needs in the governor mansion if elected. I also literally am the only non-politician in the race. I am also the only non-bought out choice for governor from big anything, special interests, and millionaires, and billionaires. I hope with due time, policy vision, and unity focused tackling the cost of living from the up 40% we had we can make Wisconsin a utopia.

What is the top issue facing Wisconsinites and how would you address it?

Crushing inflation! I would immediately go to activate the release valve by reforms, ending taxes, and making lever adjustments to see people start to prosper instead of living paycheck to paycheck, or as it’s sometimes called just surviving. Gas markup, Gas tax, tax on female products, groceries from two ways. These are but a few of my relief policies.

What is the top policy goal you would like to accomplish in your first 100 days in office?

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Writing a budget like retail to consolidate our 70 state agencies will overlap into a more manageable amount like 3 into 1 new agency. I would then take half off that tripled budget, and return it to our state budget to prepare for tax cuts. The reason this would be a top goal is that a budget has only so much time after being elected to be done, and if it isn't we may have to wait for relief now for citizens.

What kind of relationship should Wisconsin's governor have with the federal government?

One of cooperation, and not cooperation. As odd as that sounds, we want the government to focus assets on us like funds, but we also don't want the federal government destroying our culture or putting WI lives in danger. I would say no to data centers which are argued for by saying China is doing them. We need to compete. I would seek to protect our small town feeling, great lakes, energy costs then bow to Washington's demands from either side to strip our culture. Sometimes our federal government makes choices that hurt us to boost "America" as a whole. We must be independent enough to say no, but also take what we can get.

How would you approach working with the Legislature if there are Republicans in power in one or both chambers?

I would end gridlock, and get something done, if they controlled both. We would pass reform, and work to get relief to Wisconsin citizens win win.

How would you approach working with the Legislature if there are Democrats in power in one or both chambers?

I would end gridlock, and get something done, if they controlled both. We would pass reform, and work to get relief to WI citizens win win.

CONTESTED CANDIDATES FOR LT. GOVERNOR



Martin



Varnam

Lieutenant Governor

WILL MARTIN - R

Consultant working on public-private partnerships to expand access to skilled workforce training (e.g., construction trades, information technology, etc.), homeownership, and economic development, including advising the British, Dutch, and Israeli governments.

Residence: Racine

Age: 59

Elected Experience: None

Why should voters elect you as lieutenant governor?

I am the only lieutenant governor candidate in either party who has served

in senior roles in two gubernatorial administrations. Having worked in the governor's office, led major reforms, and served as a liaison across several departments, I understand how state government works as well as where it does not. In the last 7 years, our state budget has grown by 46% with over 70 departments, agencies, commissions, and boards as well as more than 2.5 million square feet of office space — much of which is all-too-often unused. My experience and knowledge would allow me to assist a new governor by recommending opportunities to consolidate agencies, eliminate redundancy and waste, reduce red tape, cut costs and taxes, and expand support for homeownership and economic/job growth.

How would you make the lieutenant governor's office more visible and effective?

The measure of success for me is not visibility as Wisconsin's lieutenant governor; it is effectiveness. first and foremost, that success is defined by being able to work closely with the governor, being able to provide strategic advice and recommendations that will make state government work more effectively and cost-efficiently for the people of Wisconsin. Growth in state government's budget has outstripped inflation and increases in household income. The Badger State is now one of the most regulated states in the nation. My priority is helping the next Governor make Wisconsin the state for those who want to own a home, start a family or business, develop high-demand skills, and expand job opportunities, and enjoy retirement with dignity.

What expertise would you bring to the lieutenant governor's office and how would it help Wisconsinites?

My firsthand experience in senior roles in state government in the governor's office and across departments as well as in the private sector as a small business owner will allow me to help the next governor reduce redundancy, eliminate ineffective programs, streamline systems, cut costs and taxes, and make Wisconsin more business-friendly and affordable again.

DAVID VARNAM - R

Stay-at-home dad

Residence: Lancaster

Age: 47

Elected Experience: Lancaster mayor (2016-2022); Lancaster City Council (2013-2016)

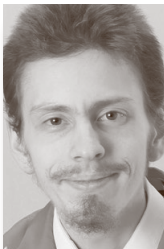
Why should voters elect you as lieutenant governor?

We can all think of politicians that said what they would do if elected, then after being elected seemed to do the opposite. When I ran for Mayor of Lancaster in 2016, I ran as a fiscal conservative. When I left office in 2022 after serving three terms, Lancaster had the lowest property taxes and lowest utility fees of any city in Grant County. I was the first Mayor of Lancaster in over 20 years to use the veto, and I used it multiple times including to veto a 40% stormwater fee increase. I broke a tie to defeat a "wheel tax." I did what I told voters I would do. I am endorsed by Wisconsin Family Action PAC and Pro-Life Wisconsin PAC.

How would you make the lieutenant governor's office more visible and effective?

I am running for lieutenant governor, hoping to work with Congressman Tom Tiffany to make Wisconsin a leader in the

CONTESTED CANDIDATES FOR SECRETARY OF STATE



Myer



Pollnow



Schroeder



Werner

Midwest again. I have traveled to all corners of our state since announcing my candidacy in late September, driving more than 45,000 miles and visiting more than 60 of Wisconsin's 72 counties. Together we can be bold on lowering taxes, cutting red tape, shrinking the size of government, protect the sanctity of life, and keep men out of women's sports and their bathrooms. We need to improve our education system and the opportunities it provides our children. I will work to give parents a choice and a voice in education, and work to raise test scores, standards and expectations for our students.

What expertise would you bring to the lieutenant governor's office and how would it help Wisconsinites?

My unique background as a former rural mayor, former federal policy analyst for Dr. James Dobson at Focus on the Family, and as a former housing, water, and transportation district aide to a member of Congress sets me apart. I will be able to use my wide breadth of knowledge to advise a governor Tom Tiffany and to advocate for his accomplishments with the media, groups, and individuals throughout the state.

Secretary of State

BRAYDEN MYER - R

Small business owner

Residence: Manitowoc

Age: 22

Elected Experience: None

Why should voters elect you as Secretary of State?

I have the education and experience that directly relates to this office. My plan for the Secretary of State will benefit all Wisconsinites. This includes working to form an easily accessible website of all the records this office holds and overlooks. This will streamline business, hold the office more accountable, and increase transparency. Through this, taxpayers will save time and money. Timeliness is essential for a government to properly serve its citizens. I will bring accountability by using best practices to prioritize efficiency. As this position chairs the Board of Commissioners of Public Lands, which provides loans to local governments, rather than providing loans for politically divisive projects, I will push for these loans to address critical infrastructure needs such as fixing our roads.

What expertise would you bring to the Secretary of State's office and how would it help Wisconsinites?

In high school, I dual-enrolled at UW-Green Bay. Taking all college courses my junior and senior year of high school, I graduated with 91 college credits. Six months later, I graduated with my Bachelor's Degree in Political Science, being designated Magna Cum Laude,

along with minors in Public Administration and Democracy & Justice Studies as well as with a certificate in Organizational Development. I was the Vice President of the Lincoln High School Young Republicans. At UWGB, I was the Treasurer for the College Republicans. After college, I formed the Manitowoc County chapter of Moms for Liberty where I am the Vice Chair and Treasurer. I also formed and run the Manitowoc County Patriots. I have directly served the public as a congressional staffer.

Should the Secretary of State be given more or fewer responsibilities? Explain.

The secretary of state should be given more responsibilities. Half a century ago, the legislature removed the secretary of state's oversight on elections and handed control to unelected boards. I will fight to abolish the Wisconsin Elections Commission, clean the voter rolls and remove their cost, and put this office in charge of elections so voters have someone to directly hold accountable. In the last state budget, the secretary of state's funding and number of staff increased. Simultaneously no responsibilities were added. Instead, responsibilities were removed. This demonstrates our government is bloated. I oppose increased spending and higher taxes, especially when work is being taken out of the office's responsibilities.

NATE POLLNOW - R

Beef farmer and auctioneer

Residence: Town of Elba

Age: 43

Elected Experience: Town of Elba Board, chair

Why should voters elect you as Secretary of State?

For the last 40 years, the secretary of state has either been someone who just wanted a paycheck or someone who was angling for another political office. I actually want to do the job and to bring transparency and openness to state government. As a small business owner and second-generation beef farmer, I have never backed away from hard work. I have spent my live in service to others through my work in local government and in my community, and I will bring that same ethic and approach to the secretary of state's office, holding all politicians accountable, regardless of partisan affiliation.

What expertise would you bring to the Secretary of State's office and how would it help Wisconsinites?

I would bring an outsider's perspective to the office that I think is needed in what should be a watchdog role for state government. As a farmer, you can't fake results. As secretary of state, I will bring the transparency and honesty to

