

2011 MAY 23 AM 11:15

Complaint
To: Office of General Counsel
Federal Election Commission
999 E Street, N.W.
Washington D.C., 20463

OFFICE OF GENERAL
COUNSEL

Re; Diane Gooch for Congress and Strong New Jersey and www.strongnewjersey.com

Complainant: Vincent T. Ehmman, Jr.

Belmar, NJ 07719

MUR # 6472

Email:

Respondent: Diane Gooch individually and TA Strong New Jersey and Two Rivers Times.

Complaint:

On May 18, 2011 both myself and my roommate received a very expensive mailer (copy enclosed) from and paid for by Strong New Jersey. We are both registered Republicans and are not on any other possible lists other than a list of Monmouth County voters registered as Republicans. Because we are both Conservative Republicans and more than aware of the Conservative Republican Political Action Committees in New Jersey. We were unaware of such an organization. The "chairwoman" of the organization was described as Diane Gooch. Diane Gooch ran in the 2010 election in our district and lost the primary to Anna C. Little. Diane Gooch never received an endorsement from any Republican Conservative group (see NJ Conservative Republican Website which endorses Anna C. Little. Who lost to incumbent Rep. Frank Pallone in the NJ 6th district race.) We were therefore even more surprised by her strong conservative views.

I first went online and put in the groups address as shown on the mailer: 46 Newman Springs Road, Red Bank, NJ 07701. That is the address for the offices of The Two Rivers Times. A newspaper owned by Diane Gooch. I then went to the website www.strongnewjersey.com it parallel the mailing piece but had a donate section. When you click on donate it asks you to donate and support Strong New Jersey and Diane Gooch for Congress.

My contention is that the mailer is perhaps the most fraudulent piece of political communication I have ever received. Whereas, it does not ask you to donate, it pretends to be from a true political action group. The website clearly violates Federal Election Campaign Laws:

Strong New Jersey is not registered as a P.A.C. in New Jersey or with the Federal government and clearly based on this expensive mailing has more than \$5000. Strong New Jersey pretending to be a P.A.C. receives funds from the individual or her business to push her candidacy. Most grievous is the donate area of the website which is the most serious violation. Namely a P.A.C. owned by the candidate taking political contributions for herself.

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p.s. There is no website or organization for: Diane Gooch for Congress. Nor does Diane Gooch let you know in what district she is running for Congress. Just send money.

Signed and sworn to before me the 20th Day of May, 2011

Robert W. Hughes

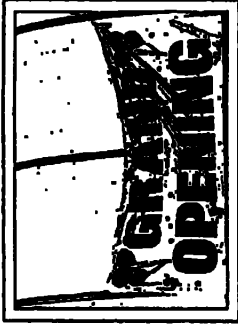
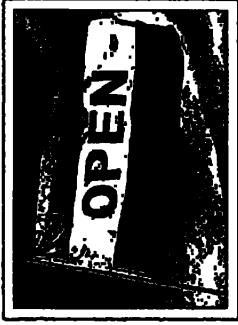
Complainant [Signature] Date 5/20/2011

my commission expires 6-28-2014

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New Jersey is ready to
stand for what's right.



REPUBLICANS ARE READY TO MAKE NEW JERSEY STRONG AGAIN.

STRONG

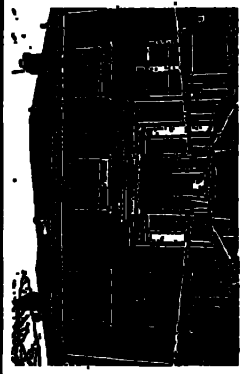
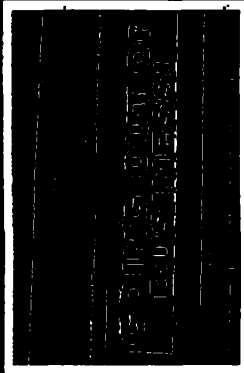
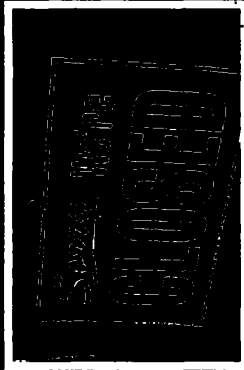
STAND PROUD.

STAND UNITED.

NEW JERSEY



The issues facing New Jersey



How can we attract investment and create jobs? How can we attract investment and create jobs?

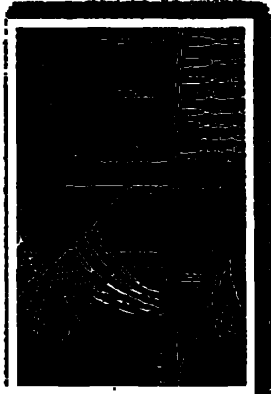
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How can we attract investment and create jobs? How can we attract investment and create jobs?

How to make New Jersey strong



✓ Reduce our taxes and keep them low.

✓ Adopt policies that make New Jersey a haven for the small businesses that are the driving force in our strong economy.

✓ Protect and promote a thriving shoreline, which is vital to our state's economic security.

✓ Support research and technology efforts.

Spreading a conservative message

IN PRINT

The Star-Ledger Tax the rich, kill the jobs

October 6, 2010

by Diane Gooch

Memo to Mr. Reid, Ms. Pelosi, and the U.S. Congress, including our own New Jersey delegation in Washington: As you weigh the benefits of scoring class-war Brownie points by excluding "the rich" from an extension of the Bush tax cuts, please, use some common sense — and definitely bear New Jersey in mind.

Strong New Jersey has advocated for conservative Republican principles in editorials throughout the state, including this one that ran in the state's largest newspaper.

ON TELEVISION

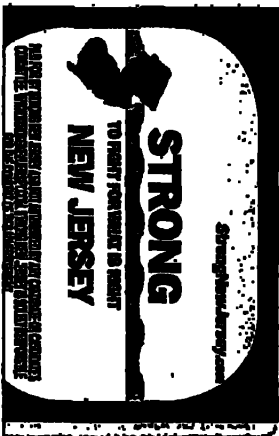
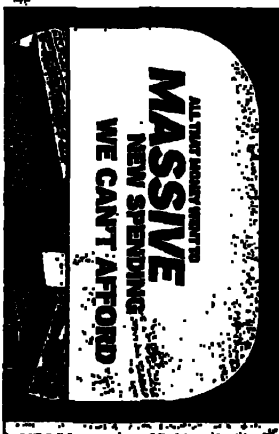


November 12, 2010



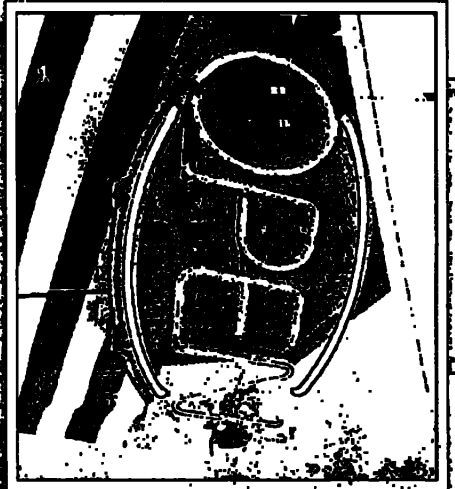
Strong New Jersey has actively advocated for Conservative Republican principles through appearances on respected news programs, such as *On The Record* with Michael Aaron.

IN ADVERTISING



Strong New Jersey has advertised on tv and radio to support Republican candidates and conservative principles.

WJTV 101.5



About Strong New Jersey

WHO WE ARE

Founded by small business owner, philanthropic leader and former Congressional candidate Diane Gooch, Strong New Jersey is a group of concerned citizens ready to raise their voices to preserve and promote responsible government, individual liberty and free enterprise in our state. We believe that these are the principles that make America great and keep New Jersey strong. And we believe that as citizens we have an obligation to maintain the strength and courage to fight for the causes we believe in.

WHY IT MATTERS

Decades of tax-and-spend recklessness have taken a terrible toll on New Jersey - on the small businesses that are the backbone of our economy, and on the security of the people who live, work and raise their families here. Thanks to those misguided policies, people have been fleeing our state, and those who remain are wary of committing the time, energy and finances required to build the businesses that drive a strong economy. As a result, New Jersey has lost billions of dollars in revenues and is groaning under a \$10 billion deficit.

WHAT WE DO

We now have a Governor who has become a national model of decisive and responsible leadership. Strong New Jersey will provide political and grassroots support for that kind of

**TELL STRONG NEW JERSEY WHAT MATTER
TO CONSERVATIVES LIKE YOU.**
Please fill out our survey and mail it back to
Strong New Jersey.

1. Check the three issues most important to you

- ☐ Immigration Reform/Border Security
- ☐ Education
- ☐ Paying Down the National Debt
- ☐ Job Creation
- ☐ Achieving Energy Independence
- ☐ Healthcare/Repeal ObamaCare
- ☐ Strong National Defense
- ☐ Support of Veterans' Affairs
- ☐ Other _____

2. Do you believe that the American Dream is being threatened by government regulation and overtaxation?

- ☐ Yes ☐ No

3. Do you support the encouragement of small business growth in New Jersey by the reduction of taxes and simplification of regulations?

- ☐ Yes ☐ No

4. Do you believe in the conservative principles of lower taxes, less government and more personal freedom?

- ☐ Yes ☐ No

5. Do you believe that we need to unite behind conservative causes to make New Jersey strong once again?

- ☐ Yes ☐ No



Meet Chairwoman Diane Gooch

Diane Gooch is a small business owner, newspaper publisher, political activist and advocate for issues important to New Jersey's families and communities. Diane established Strong New Jersey to advocate for the principles that make America great and New Jersey strong: small business, free enterprise, a thriving shoreline, and the security to pursue health, happiness and the American Dream.

Diane is a product of the American Dream herself. She was born in Queens, the second of four children in a family of modest means. As a teenager, she experienced financial adversity firsthand when her father, a World War II veteran, lost his job and remained unemployed for an extended period.

In 1986, the Gooches moved to New Jersey where they raised their three sons. As young parents with a newborn, Diane and Mickey risked everything to start a business. GFI opened its doors in 1987. Today, the company has created good-paying private-sector jobs, for more than a thousand families, many living in New Jersey.

Diane invests her time and energy in creating the same opportunities she had for future generations of American children.

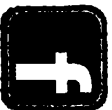
Strong New Jersey
46 Newman Springs Road
Red Bank, NJ 07701

PRSR.T. STD.
U.S. Postage
PAID
Hummel
Dist. Corp.

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Straus Family P-3 P20
Belmar, NJ 07719-2843

Strong New Jersey will fight for
Conservative Republican principles...

JOIN US. TOGETHER, WE WILL MAKE NEW JERSEY STRONG AGAIN.



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STRONG
NEW JERSEY

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