



**LET'S BRING  
SOUTH DAKOTA  
COMMON SENSE AND  
CONSERVATIVE VALUES  
TO WASHINGTON, D.C.**

– Mike Rounds



**VOTE NOW**

**EARLY VOTE AT YOUR COUNTY COURTHOUSE**

**REPUBLICAN ★ PRIMARY ELECTION ★ JUNE 3<sup>RD</sup>**

*Together, We Can Build a Better Future for America*

**ROUNDS**

**FOR SENATE**

**ROUNDSFORSENATE.COM**

## A LETTER FROM MIKE



Dear Friends,

Twice you elected me to lead this great state. It was a challenging and rewarding job and I loved every aspect of it. Despite the national recession, together during those eight years, we were able to make South Dakota an even better place to live, work and raise a family.

After leaving the Governor's office, I returned to the private sector and have focused on expanding our small business in different areas of the state. In addition, Jean and I have enjoyed grandparenting, boating on the Missouri River and other family-oriented activities. It has been a wonderful time for us.

It wasn't my intention to seek public office again. However, over the past couple of years, Jean and I have had many conversations about what the future holds for our kids and grandkids. And frankly, it concerns us. Obamacare. Over regulation of business, energy and the environment. Threats to our right to bear arms. It just doesn't end.

Together, Jean and I made the decision that I would run for the U.S. Senate in order to add one more voice to those who are saying, "We've had enough." It's time to bring back some common sense and principled solutions to our nation's capitol.

If you share these beliefs, please support our campaign for the U.S. Senate.

I am working hard every day to win this race. Then I will work hard every day to represent the people of South Dakota and to make our country a better place for our kids and grandkids.

Thank you for the opportunity to work as your 31st Governor. I hope I've earned your support to go to work for you again as your next U.S. Senator from the great state of South Dakota.

## LEADERSHIP EXPERIENCE THAT MATTERS

From 1991 to 2000, Mike Rounds served five terms in the South Dakota State Senate. In 1995, he was chosen by his peers to serve as Senate Majority Leader, a post he held for six years. Since South Dakota has a citizen legislature that meets for about two months each year, he continued to also work full-time in the private sector during this time as a legislator.

Two years after leaving the Senate, Rounds was elected to be the 31st Governor of South Dakota and took the oath of office in January 2003. He was re-elected by an overwhelming majority in 2006.

In January 2011, Mike returned to the private sector where he is one of the owners of Fischer, Rounds & Associates, Inc.

## WORKING TOGETHER More than a slogan to Mike Rounds

In recognition of his leadership qualities and ability to bring people of various backgrounds and ideologies together, Governor Rounds was elected or appointed to numerous regional and national leadership roles during and since his time as governor.

Chairman - Western Governors Association

Chairman - Midwest Governors Association

National President - Council of State Governments

Charter Member - Council of Governors - made up of 5 Democrat and 5 Republican governors appointed by the president - to work on National Guard issues within the Pentagon

Member - Governors' Council, Bipartisan Policy Center

Co-Chairman - Immigration Task Force, sponsored by the Chicago Council on Global Affairs

Member of Board of Directors - ITC Holdings, the largest independent electric transmission company in the U.S.

Prior to serving as Governor, Mike held leadership positions in numerous volunteer and community organizations, including the St. Joseph School Home & School Association and the Pierre Elks Lodge.



*Mike's 30+ years as a small business owner has provided him the opportunity to be involved in a wide variety of issues affecting South Dakotans on a daily basis.*



## Former South Dakota Governor Mike Rounds

# A FAMILY MAN AND BUSINESSMAN

Former South Dakota Governor Marion Michael "Mike" Rounds was born in Huron, South Dakota, on October 24, 1954. He was named after an uncle, Marion Rounds, who was killed in the Pacific theater during World War II.

The oldest of eleven children, he has spent his entire life in South Dakota. His dad, Don Rounds, is a Cavour native and still lives in the family home in Pierre with his wife, Rosemary. Mike's mom, Joyce (Reinartz), grew up in Huron. She died of breast cancer in 1987.

Mike played a lot of baseball while growing up in Pierre and also took part in track, cross country and Civil Air Patrol. He delivered newspapers and worked part-time at a local drive-in restaurant. He was able to pay for his own flying lessons and earned his pilot's license on his 17th birthday. He has continued to fly since that day and is a licensed commercial pilot with multi-engine and instrument ratings.

After graduating from Pierre Riggs High School, Mike went on to earn a bachelor's degree in political science from South Dakota State University.

## I LIKE MIKE

*"Because he's been a businessman, he understands how to be conservative. He understands that you need to watch what you spend your money on, and that's important when you're running the country."*

**Chad Hatch**  
Sioux Falls

*"Mike's real. And what we need in Washington are real people."*

**Carey Story**  
Chamberlain

*"The thing I love about Mike is he's a good Midwestern, conservative, family values guy, he's very humble ... Mike Rounds is extremely patriotic. Loves his country and loves his state."*

**Jerad Higman**  
Vermillion

*"Mike Rounds recognizes the importance of the military. He was Commander in Chief of the South Dakota National Guard when they left to fight on foreign soil. He was Commander in Chief when he visited them. He was Commander in Chief when he welcomed them home. Most importantly, he was there to honor the soldiers and airman lost on the battlefield."*

**Dale Bertsch**  
Pierre

*"Being Governor has given Mike just incredible experience in making decisions. He's ahead of the pack because he's got those experiences. I think Mike is a born leader ... He will give it his best and do what's best for South Dakota."*

**Vera Lilly**  
Aberdeen

*"He's a great leader because he listens. He wants things to be better than they are, and in this economy, and in this world and environment, we absolutely need to send Mike Rounds to Washington."*

**Susan Johnson**  
Deadwood

*"He is all about South Dakota.... I think that he will fight very strongly for South Dakota values and for South Dakota, and ironically, what's good for the country is what Mike will fight for, that's what we need all across the U.S."*

**Casey Peterson**  
Rapid City

*"He believes in veterans and veteran's issues and common sense government."*

**Stephne Miller**  
Brookings

*"Mike Rounds is a strong supporter of our Second Amendment rights to keep and bear arms. When elected to the U.S. Senate, he will defend the rights of sportsmen and women to own, purchase and sell firearms."*

**Jerry Brick**  
Aberdeen

That's also where he met his wife, Jean Vedvei. They've now been married for 36 years and have four children - Christopher, Brian, Carrie and John. They are also proud grandparents of six grandchildren.

Upon completing his college degree, Mike immediately entered the private sector, where he and his partners have spent over 30 years building a successful insurance and real estate business. What started as a small, 7-person office in Pierre has expanded to locations in Rapid City, Watertown, Mitchell, and Sioux Falls. The company now employs over 90 people.

Being immersed in the insurance and real estate industries for over 30 years has allowed Mike to stay on top of the wide variety of issues affecting South Dakotans on a daily basis.

The South Dakota outdoors have provided Mike and Jean with years of family time and enjoyment. They made camping on South Dakota lakes a priority for their family as their children were growing up and it is something they still do whenever possible.

Mike has been a hunter since that first pheasant hunt with his Dad as a youngster, and he now shares this activity with his extended family.

Mike was sworn in as South Dakota's 31st Governor on January 7, 2003, and was re-elected in 2006. After completing his second term in office, Mike returned to his insurance and real estate business. While Mike still enjoys hunting, camping, boating, racquetball and flying, spending time with six grandchildren has become a priority for him and Jean.



## PROVEN RESULTS

During Governor Rounds' eight years in office, South Dakota's economy ranked top in the nation in a number of areas:

- #1 State Tax Business Climate Index (Tax Foundation)
- #1 Small Business Survival Index (Small Business & Entrepreneurship Council)
- #1 Business Tax Index: State Tax Systems for Entrepreneurship & Small Business (Small Business & Entrepreneurship Council)
- 2nd Lowest State Tax Rate Per Capita (lowest, if you don't smoke) in the nation (Tax Foundation)

During the same time period:

- Despite difficult times - including a massive ice storm, drought, pine beetle infestations and a national recession - South Dakota's budget was balanced every year;
- South Dakota had the 3rd largest increase in per-capita personal income growth in the nation;
- There were over 28,000 more people with jobs in South Dakota from 2003-2010 - despite the national recession;
- Construction of the Sanford Underground Laboratory at Homestake commenced and the first experiments at the 4,850-foot level of the mine were initiated;
- Substantial advancements in the ethanol and wind energy sectors were made;
- South Dakota had record enrollment at state universities and technical schools;
- Ten nationally competitive research centers were established; and
- Annual external funding for research was increased from \$54 million to \$154 million to provide our students with graduate work, keeping them in South Dakota.



*Mike is a listener and a problem solver. His ability to work with people to get things done made him a popular South Dakota Governor and led to numerous national leadership positions.*

 [facebook.com/MikeRounds](https://facebook.com/MikeRounds)

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FOR SENATE  
ROUNDSENFORSenate.COM

# AMERICA IS STRONG BUT WASHINGTON IS BROKEN

We must restore the principles that made America great - limited government, individual responsibility, less regulation and more freedom, so we can keep the American dream alive for our children and for future generations.

## TOGETHER WE CAN:

- Reduce or eliminate the over-burdensome federal regulations that are crippling our economy. Start by passing the Reins Act.
- Repeal and replace Obamacare. Governor Rounds sued the federal government to stop Obamacare's implementation in 2010.
- Cut spending, balance the federal budget and reduce the debt before it is too late. Start by eliminating the U.S. Department of Education. This will reduce the federal payroll by 5,000 employees with an average salary of \$102,000.
- Dramatically cut the size of government and reduce the out-of-control federal bureaucracy.

## MIKE BELIEVES IN AN AMERICA WHERE:

- The free enterprise system can flourish and businesses are not overly burdened with government regulations;
- The government lives within its means and does not spend more money than it has available;
- Individual liberty is cherished and government is limited;
- Energy independence and self-sufficiency are promoted;
- Citizens have an absolute right to bear arms without fear of government confiscation;
- Profit is not a dirty word;
- National defense is a priority and we respect the men and women who have served our country and honor our commitments to them; and
- We have respect for all human life - from the very young to the very old.



## YES, MIKE

I support your efforts to become  
South Dakota's next United States Senator.

### Here's how I can help:

- |  |  |
|--|--|
| <input type="checkbox"/> Help with mailings  | <input type="checkbox"/> Host a fundraising event        |
| <input type="checkbox"/> Make phone calls  | <input type="checkbox"/> Put a sign in my yard           |
| <input type="checkbox"/> Distribute campaign literature                                  | <input type="checkbox"/> Allow a 4x8 sign on my property |
| <input type="checkbox"/> Write a letter to the editor                                    | <input type="checkbox"/> Send a bumper sticker to me     |
| <input type="checkbox"/> Help at a campaign event  | <input type="checkbox"/> Host a fundraising event        |
| <input type="checkbox"/> I've enclosed a campaign contribution in the amount of \$ _____ |  |

Name \_\_\_\_\_

Address \_\_\_\_\_

City, St, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Include if you'd like to be on our email list

Employer \_\_\_\_\_

Required for contributions over \$100



*It takes a lot of volunteer help to run a successful campaign for United States Senate. With a primary election and, hopefully, a general election this year, I would appreciate any assistance you can provide. And, my pledge to you is that I'll run a campaign of which you can be proud and I'll be a strong voice for South Dakota working in the United States Senate.*

- Mike

**PLEASE SEND TO  
ROUNDS FOR SENATE  
PO Box 250  
Pierre, SD 57501**

REPUBLICAN ★ PRIMARY ELECTION ★ JUNE 3<sup>RD</sup>