



**WINNING
THE
FUTURE.
KEEPING
NEBRASKA
GREAT.**

THE PILLEN PLAYBOOK





JIM PILLEN

- ✓ Husband, father of four, and grandfather of seven
- ✓ Christian conservative
- ✓ Lifelong Nebraska ag producer
- ✓ Entrepreneur, businessman, and veterinarian
- ✓ Nebraska Cornhuskers All-Big Eight defensive back
- ✓ Academic All-American
- ✓ University of Nebraska Regent
- ✓ First elected regent in America to take on the imposition of CRT in higher education

THE PILLEN PLAYBOOK

- ✓ **Fix** Nebraska's Broken Property Tax System
- ✓ **Grow** Our Economy
- ✓ **Strengthen** Rural Communities
- ✓ **Keep** Our Kids Here
- ✓ **Defend** Agriculture
- ✓ **Enforce** Law and Order
- ✓ **Preserve** Our Conservative Values
- ✓ **Protect** Our Freedoms
- ✓ **Restore** Education in Nebraska
- ✓ **End** Abortion

Working Together To Win For Nebraska.



Fellow Nebraskans,

On the football field, every player has an important job to do. There's no such thing as a dispensable position. I feel the same way about Nebraska—each one of us plays an important part, in ways big and small, to keep our state prosperous, growing, and free. In the face of great challenges and opportunities that lie ahead, we need to field a team that works together to fix our property tax problem once and for all, grow our economy, strengthen agriculture, and defend our conservative Nebraska values. Nobody can do it alone. I need your help to win this campaign and do what needs to be done.

Make no mistake—Nebraska is engaged in a fight on many fronts: a competition for jobs and investment; a fight against the Far Left and its radical agenda; a struggle against federal overreach from Washington; and a battle against those who want to put Nebraska out of business and destroy our way of life. We need a playbook for pushing back and making sure Nebraska wins.

A playbook lays out how a team of individuals can work together, down by down, yard by yard, to achieve victory. I'm releasing this playbook for Nebraska so voters can understand how I'll approach the major issues that will confront our next governor. Inside, you'll read about my vision, my positions, and how every Nebraskan can play a part in winning this fight to secure a brighter future for all our children and grandchildren.

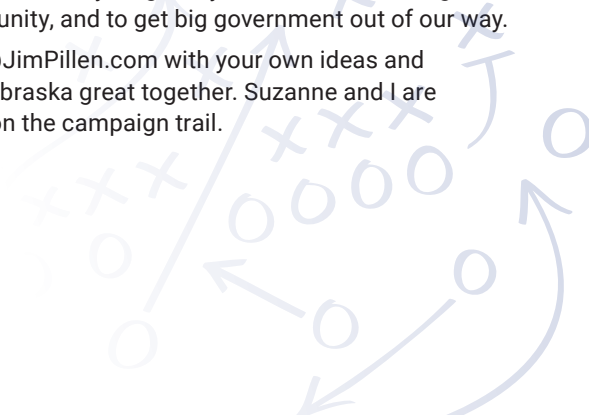
I know that, when common-sense-driven, conservative Nebraskans come together, the sky is the only limit on what we can achieve. Coach Osborne taught me many valuable lessons I've tried to live my life by. One of them is that, every day, we either get a little better or get a little worse. Nobody, and *no state*, ever just stays the same. We have to make the choice to get better every single day, to do even more to grow our communities and expand opportunity, and to get big government out of our way.

I hope you'll reach out to me at Jim@JimPillen.com with your own ideas and suggestions for how we can keep Nebraska great together. Suzanne and I are looking forward to seeing you soon on the campaign trail.

God Bless,

A handwritten signature in red ink that reads "Jim Pillen". The signature is stylized and fluid.

Jim Pillen
Republican Candidate for Governor





Meet Jim Pillen.

Jim Pillen is a livestock producer, farmer, veterinarian, businessman, and Christian conservative running to be the Republican nominee for Governor of Nebraska. The son of a Platte County tenant farmer and a seamstress, Jim grew up on the end of a scoop shovel and a pitchfork, farming with his brothers and his dad, Dale. Working on the farm, he learned the meaning of hard work, accountability, and fiscal responsibility.

After graduating from Lakeview High School, Jim was recruited by Coach Tom Osborne as a safety for the University of Nebraska Cornhuskers. At UNL, he met his wife of over 40 years, Suzanne, and earned a Bachelor of Science degree in Animal Science. After earning a Doctorate of Veterinary Medicine from the University of Nebraska’s reciprocal program with Kansas State University, Jim started a small-animal and general consulting veterinary practice.

Jim and his dad, Dale, partnered to raise pigs on the Pillen family’s home farm. Starting with 60 sows and 1,200 market hogs on a dirt lot, Jim grew the business into what is today Pillen Family Farms, a multi-generational, family-owned and -run company that has created over 1,000 Nebraska jobs. The business, still based in Columbus, Nebraska, runs on the same core beliefs Jim founded it with: do what’s right, do the best you can, and treat others the way you want to be treated.

Jim and Suzanne have four children, Sarah, Brock, Polly, and Izic; and seven grandchildren, Will, Halle, Eloise, Henry, Harrison, Ava, and Thomas. The Pillens live in Columbus, where they attend St. Isidore’s Catholic Church. Jim is serving his second term on the University of Nebraska Board of Regents, where he has led the fight against Critical Race Theory and Far-Left radicalism in Nebraska higher education.

Jim is supported by conservatives across Nebraska, including:

- ✓ **Governor Pete Ricketts**
- ✓ **Nebraska Farm Bureau**
- ✓ **Former Governor Kay Orr**
- ✓ **Dr. Tom Osborne**
- ✓ **State Senator Joni Albrecht**
- ✓ **State Senator Julie Slama**
- ✓ **State Senator Dan Hughes**
- ✓ **State Senator Rita Sanders**
- ✓ **State Senator Curt Friesen**
- ✓ **State Senator John Lowe**
- ✓ **State Senator Mike Moser**
- ✓ **State Senator Lou Ann Linehan**
- ✓ **State Senator Suzanne Geist**
- ✓ **Cherry Co. Commissioner Tanya Storer**



FIX NEBRASKA'S PROPERTY TAX PROBLEM

Our property tax system is broken, and it must be fixed in order for Nebraska to grow and compete. Governor Ricketts has made good on his promise to address property taxes every year he has been in office, putting hundreds of millions of dollars into the Property Tax Credit Relief Fund and providing record direct property tax relief. Still, property taxes remain too high, hurting families, job-creators, and ag producers in every corner of Nebraska. We need to limit the growth of spending by local taxing entities and overhaul our tax structure to fix the property tax problem once and for all.

THE PLAYS:

- ✓ **Control Spending.** Spending control is the best way to cut property taxes and keep them low. Our property tax problem will only be solved when government at every level treats nickels like manhole covers. We need to continue to limit the growth of spending in state government and impose a three-percent cap on growth in local spending.
- ✓ **Provide New Property Tax Relief.** The “three-legged stool” of Nebraska’s tax code is out of balance because the property tax leg has grown far too long. It’s time to saw the property tax leg down to size. By providing hundreds of millions of dollars in additional property-tax relief, we can end our state’s unfair, unsustainable overreliance on property taxes.
- ✓ **Value Ag Land Fairly.** A market-based system of ag land valuation makes no sense for an agricultural state like Nebraska, and it’s unfair to our farmers and ranchers. With an income-potential assessment system, we can ensure our ag producers are treated fairly and slow the growth of ag land valuation increases. Income-potential assessment of ag land is used by North Dakota, South Dakota, Kansas, Iowa, Wisconsin, Illinois, Indiana, and Ohio because it’s fair and it works.
- ✓ **Reform State Aid To Education.** In the 2021-22 school year, 157 of Nebraska’s 244 school districts will receive no state equalization aid, while the largest four districts will receive nearly 50 percent of state aid. That’s completely unfair. The TEEOSA state aid formula is long overdue for a major overhaul. Nebraska education spending should support the schooling of every Nebraska student, no matter what district they attend.

GROW OUR ECONOMY

Growing Nebraska will be a key priority for me as governor. I believe a rising tide lifts all boats. By attracting new investments and job opportunities to communities across the state, we can keep more of our kids here, increase earnings, and allow even more Nebraskans to enjoy the Good Life. That means cutting taxes, eliminating red tape and unnecessary regulations, continuing to run state government more like a business, and allowing the free market to thrive.



THE PLAYS:

- ✓ **Oppose Big-Government Socialism.** There's no place for big-government socialism in our state. It grows government, limits freedom, drives inflation, and fosters a culture of dependency. I'll oppose socialist programs at the federal level and do all I can to stop them from hurting Nebraskans.
- ✓ **Fight Federal Overreach.** I'll fight the Biden administration's overreaching rules and job-killing regulations that hurt families, farmers and ranchers, and job-creators.
- ✓ **Cut Red Tape And Regulations.** Bureaucratic red tape harms our communities and makes it more expensive to raise a family and do business. By cutting red tape, eliminating unnecessary regulations, and making government more customer-service focused, we can make Nebraska the best state for business.
- ✓ **Retain Nebraska Talent.** We need to keep our best and brightest in Nebraska to help grow our economy. I oppose giving tax breaks to out-of-state businesses. We should focus on growing already existing Nebraska businesses, farms, and ranches.
- ✓ **Promote Nebraska Around The World.** I know there's no better place in the world to build, invest, and hire than Nebraska, because I've spent 30+ years doing it. As governor, I'll work hard to share that message with the world and keep it a reality.





STRENGTHEN RURAL COMMUNITIES

Rural communities are the backbone of our state. When ag producers prosper and our rural communities do well, our entire state does better. We need to strengthen and grow our rural communities so that Nebraska can continue to thrive for decades to come. As an

agribusinessman and entrepreneur, I've spent my career building, hiring, and investing in rural Nebraska, and I'll put that experience to work to get the job done.

THE PLAYS:

- ✓ **Invest In Rural Infrastructure.** Good infrastructure is a prerequisite for investment and growth. To attract bigger investments and get our products to customers more efficiently, we need to improve our roads and bridges. Some state infrastructure projects have been ongoing for decades. It's time to finish the state's four-lane highway system.
- ✓ **Improve Rural Broadband.** Affordable, accessible, dependable, and high-speed broadband is both a quality-of-life necessity and a key to doing business in the 21st century. We need to have internet speeds as fast and reliable in rural communities as we have in downtown Omaha.
- ✓ **Expand Workforce Housing.** New workers will not come if they have no place to live. We have to do what it takes to make sure the private sector is able to build new workforce housing where we need it. In some cases, that means government partnering with businesses to provide the spark for critical projects in our rural communities.
- ✓ **Strengthen Career And Technical Education Opportunities.** Students in rural Nebraska deserve the same post-secondary skill opportunities as their counterparts in larger communities. We'll work with rural employers to strengthen pathways like career academies, internships, apprenticeships, and scholarships. Students will get more skills and a great-paying job, and employers will gain skilled, hardworking employees.

KEEP OUR KIDS HERE

Of everything we produce in Nebraska, nothing beats our children. They're talented, hardworking, focused, and smart. We have to do more to keep them here and provide the opportunities for them to pursue the careers of their dreams in Nebraska. Workforce development and talent retention begin in our K-12 schools. We need to keep radical ideologies out of the classroom and get more practical and patriotic knowledge back into the curriculum. If children aren't exposed to the trades, agriculture, and other high-skill job opportunities, they won't have as good a chance to pursue them later in life. We need to expose our young people to these incredible opportunities now.



THE PLAYS:

- ✓ **Business Solves Problems, Not Government.** We need to get government out of the way so business owners, farmers, and ranchers can work together with community partners and schools to solve our workforce challenges.
- ✓ **Expand Skills-Focused, Patriotic Education.** I'll work to ban radical ideologies from our classrooms, promote a love of our country in schools, and help our high school graduates get the skills they need to be good citizens and contribute to our economy.
- ✓ **Forge More Post-Secondary Pathways.** Not every student needs to get a four-year college degree, but they all need to receive some form of postsecondary training to develop a valuable skill set. We need to do a better job creating those pathways from high school into training, apprenticeships, and internships, and that's where business owners, farmers, and ranchers, not government, can lead the way.
- ✓ **Create More Internship Opportunities.** Working with business leaders across the state, we'll work to expand internship opportunities for our high school juniors and seniors so that they can start building valuable skills, experience, and connections with Nebraska employers.



DEFEND AGRICULTURE

The Far Left's assault on production agriculture has never been more evident than it is today. We're facing an all-out assault on our way of life. As a lifelong ag producer, nobody will fight harder than I will against anti-agriculture federal policies, like Joe Biden's 30x30 land grab and the EPA's Waters of the

U.S. rule. I'll stand up to radicals who want to use fake meat and red tape to put Nebraska agriculture out of business. We feed the world more efficiently and effectively than anybody else—we don't need government throwing up roadblocks to our farmers and ranchers.

THE PLAYS:

- ✓ **Fight Anti-Ag Regulations.** I'll fight the Biden administration's attempts to impose burdensome regulations on our ag producers. I've spent decades pushing back against radical environmentalists who want to end livestock agriculture as we know it, and we won't give an inch to them on my watch.
- ✓ **Promote Free, Fair Trade.** I'll tirelessly promote our world-class agricultural products around the world, forge and strengthen free, fair trade relationships, and work to open new markets and help our farmers and ranchers reach new consumers.
- ✓ **Ensure Competitive Markets.** As governor, I'll use every tool in my toolbox to address illegal, anti-competitive behavior in meat processing and help put livestock producers on a fairer footing. I'll support ag producers looking for new options to bring their products to market and obtain a fair price.
- ✓ **Defend Our Land.** I strongly oppose the Biden administration's radical 30x30 land grab and support legislation to end perpetual easements, which restrict our sacred property rights.
- ✓ **Protect Your Right To Repair Equipment.** If you buy a piece of farm equipment, you should be able to maintain and repair it in the best way you see fit. It's your property. Period.
- ✓ **Fight Fake Meat And Fake Milk.** I'll work to pass stronger truth-in-labeling laws to make sure coastal billionaires cannot pass off fake meat or fake dairy products as the real thing.

ENFORCE LAW & ORDER

A strong justice system is the foundation of any free, prosperous society. I will stand with law enforcement to safeguard our communities, hold criminals accountable, and enforce our laws. Police officers, sheriff's deputies, state troopers, firefighters, immigration enforcement agents, other first responders, and military personnel put their lives on the line for us every day, and I will always have their backs.



THE PLAYS:

- ✓ **Back The Blue.** I will always support our police officers and make sure they have the appropriate tools, funding, and manpower needed to do their jobs, protect our communities, and return home safely to their families at the end of their shifts. I will fight any effort by Defund The Police radicals to reduce police budgets, undermine qualified immunity, or persecute officers for doing their jobs.
- ✓ **Fight Illegal Immigration.** Illegal immigration and a porous southern border undermine the rule of law and make our communities less safe. I will demand order on our nation's southern border, support the wall, oppose amnesty, veto benefits for illegal immigrants, and fight any pathway to citizenship for those here illegally. I'll support efforts to closely coordinate with federal immigration enforcement to ensure that our nation's laws are aggressively enforced here in Nebraska.
- ✓ **Invest in Corrections.** Prior to Governor Ricketts' administration, our prison system was not adequately supported and maintained. The answer to prison overcrowding isn't releasing dangerous criminals back onto our streets before they've served their time. The answer is additional investments in our corrections system to expand capacity, enhance programming, reduce recidivism, and protect the public.
- ✓ **Punish Looters And Rioters.** In 2020, "Black Lives Matter" protesters looted and rioted in major cities nationwide, as well as here in Nebraska. My administration will show no hesitation in working with local law enforcement to crack down if protests become destructive and violent. I'll ask the Legislature to enhance criminal penalties for looting, resisting arrest, disobeying lawful orders to disperse, assaulting first responders, and destroying public property.
- ✓ **Support Our Veterans And Military Families.** We are proud of all the veterans and military families who call Nebraska home, and we're thankful for their service and sacrifices. As governor, I'll do all I can to make Nebraska the most veteran- and military family-friendly state in America and sustain our commitment to Offutt Air Force Base.



PRESERVE OUR VALUES

Government should reflect our commonsense, conservative values at every level. Here in Nebraska, we respect the sanctity of human life, we cherish the freedoms granted to us by God, not government, and we love our great country. As Ronald Reagan so wisely said, *“Freedom is a fragile thing and it’s never more*

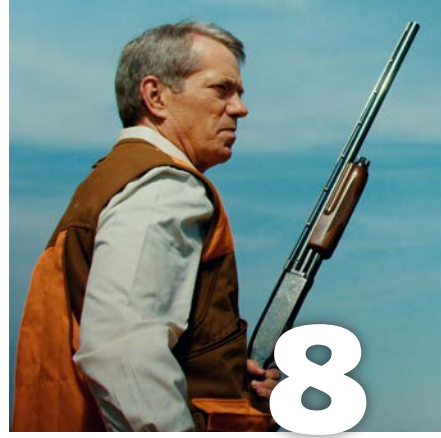
than one generation away from extinction. It is not ours by way of inheritance; it must be fought for and defended constantly by each generation, for it comes only once to a people.” As your governor, I’ll fight for our values and freedoms and ensure they’re passed on to future generations of Nebraskans.

THE PLAYS:

- ✓ **Protect Religious Liberty.** The freedom to worship God and follow one’s conscience is our most fundamental right as Americans. I’ll oppose any effort to limit freedom of conscience or persecute Nebraskans for their beliefs. That includes so-called “Fairness Ordinances,” the “Equality Act,” and other efforts to limit the freedoms of those with Biblical views of life, gender, and marriage. These awful proposals have no place in our state.
- ✓ **Our Schools, Our Values.** I was the first elected regent in the nation to introduce a resolution to ban the imposition of Critical Race Theory (CRT), and I was also the first elected official in Nebraska to take action against CRT. As governor, I’ll support a complete ban on CRT and other un-American, far-left ideologies in our classrooms.
- ✓ **Put God Back Into Our Schools.** I strongly support efforts to put prayer back into our K-12 schools. We should be teaching the next generation to love God and our great country.
- ✓ **Fight The Radical Transgender Agenda.** There’s no place for men in women’s sports, women’s bathrooms, and women’s changing rooms. There’s no excuse for subjecting minors to treatments that mutilate their bodies and harm healthy growth and development. I’ll oppose the radical transgender agenda at every turn.

PROTECT OUR FREEDOMS

Our constitutional freedoms have been hard-fought, hard-won, and preserved with the blood, sweat, and tears of generations of American and Nebraska patriots. As governor, I will fight back against attempts to water down, diminish, or infringe upon our rights.



THE PLAYS:

- ✓ **Defend Our Second-Amendment Freedoms.** The Second Amendment is the right that secures us all other freedoms. I will do everything I can to strengthen Nebraskans' right to keep and bear arms, including passing constitutional carry. I'll oppose "Red Flag" bills that would deny Nebraskans their gun rights without due process, strengthen Nebraskans' right of self-defense, and work to eliminate all unconstitutional burdens and barriers to gun ownership.
- ✓ **Stand Strong Against Mandates.** I am completely opposed to mask mandates, COVID-19 vaccination mandates, testing mandates, and vaccination passport policies. We need to completely outlaw them in Nebraska.
- ✓ **Secure Our Elections.** We need to take appropriate steps to restore confidence in our elections. Nebraskans have to show photo ID to open a bank account, board an airplane, or check into a hotel—it's a part of everyday life. Our election system needs the same commonsense protection to ensure the security of our elections. That's why I strongly support the Voter ID ballot initiative.
- ✓ **Fight Socialism.** I will fight the Far Left's socialist agenda at every turn. I believe in American exceptionalism, innovation, and good old-fashioned work ethic. I will oppose anything that will put government bureaucrats between patients and doctors, any policy that penalizes hard work or incentivizes government dependency, and any effort to give people worse or preferential treatment on the basis of race. Working together, we can stop efforts to implement massive new regulations that will kill jobs and harm our economy.





RESTORE EDUCATION IN NEBRASKA

Nebraska schools should continue to reflect commonsense Nebraska values. Suzanne and I have gone to great lengths over the years to protect our kids and raise them with the values Nebraskans cherish. Our mission in education is to prepare our children for

the future, not introduce political ideology. As the father of a high school junior, I join thousands of Nebraska parents in opposing the State Board of Education's proposed "health standards," which sexualize students and supplant parental values with a radical view. I will continue to stand with Nebraska parents and families against attempts to inject anti-American ideology, like "Critical Race Theory," into Nebraska classrooms.

THE PLAYS:

- ✓ **Improve School Choice.** Nebraska is the worst state in the nation for school choice. My administration will work to change that and allow children to be in schools that fit their needs.
- ✓ **Power To The Parents.** I believe that parents, not government, make the best decisions regarding their children's education. Government should empower parents and allow them to spend their tax dollars on the school of their choice whether it be public, private, charter, or homeschooling.
- ✓ **Improve Educational Outcomes.** My administration will be focused on improving educational outcomes. Nebraska schools should be the best in America. Education spending should be student-focused. Education bureaucrats need to treat taxpayer dollars the same way they treat their own money.
- ✓ **Ensure Curriculum Transparency.** Parents have the right to know what schools are teaching their children. We should require schools to post their learning materials online.
- ✓ **Eliminate Funding For Schools Teaching CRT.** Schools that teach CRT should be defunded. Our education system exists to educate, not indoctrinate, and Nebraska's schools should reflect Nebraska's values and the rights of parents.

Continued on next page.



- ✓ **Ban Statewide Sex Ed Standards.** Gross, inappropriate sex education standards, whether they go by "health standards" or another name, have no place in Nebraska. Parents, not the government, should be teaching children these sensitive topics. We need a bill to ban the teaching of sex education in public schools to keep liberal activists from grooming our children and hijacking their impressionable minds.
- ✓ **Restore Patriotic Education.** Our children should learn that America is the greatest country in the world. They should learn that the sources of our greatness are the conservative and Christian values our country was built on. They should learn about the Declaration of Independence and the U.S. Constitution and how these documents helped form and ground our country. We should teach our children to love our nation and its heroes, from George Washington to Ronald Reagan.
- ✓ **Put God Back Into Schools.** The erosion of Christian faith is hurting America. Secular humanism has taken over our schools because we allowed radical ideologues to silence our nation's Christian convictions. God is the cornerstone of what makes Nebraska great. We should be teaching the next generation to love God. We need to put prayer back into our K-12 schools. There is no greater lesson we can be teaching our children than to be thankful for the gifts He has given us.



END ABORTION IN NEBRASKA

Human life is a precious gift of God's grace, beginning at conception and continuing through natural death. As governor, I will do all I can to outlaw the murder of unborn babies in our state and protect the dignity of human life. I support every effort, legislative

and judicial, to outlaw abortion and prohibit any public funding of organizations that perform abortions, counsel, or refer people to abortion providers. Nebraska is a pro-life state, and I will work to affirm and strengthen our culture of life every single day.

THE PLAYS:

- ✓ **Ban Abortion.** I am 100% opposed to abortion, and I will work to make Nebraska a 100% pro-life state. Nebraska needs to pass a trigger law that will fully outlaw abortions if the Supreme Court overturns its terrible precedents in wrongly decided cases like *Roe v. Wade*. Until that time, we need to pass a heartbeat abortion ban to make abortions illegal once a fetal heartbeat can be detected. I fully support every legal restriction the State of Nebraska can impose on abortion providers.
- ✓ **Stop Subsidies To Abortion Providers.** Not one cent of taxpayer money should go to Planned Parenthood or any other organization that performs, assists, refers, or counsels abortions. I support Governor Ricketts' work to stop Title X funds from being used to subsidize abortions in Nebraska.
- ✓ **Preserve The Dignity Of Life.** I am completely opposed to physician-assisted suicide. Euthanasia is morally wrong and a violation of the medical profession's ethical responsibility to do no harm.
- ✓ **Protect Freedom Of Conscience.** The State of Nebraska should provide our nation's strongest conscience protections for all citizens, including healthcare providers. Government should not be able to require any Nebraskan to participate in, or make referrals for, services and medical procedures, including abortion, that violate their religious beliefs.



WIN THIS FIGHT TOGETHER

To learn more about Jim Pillen and the Pillen Playbook, visit JimPillen.com. There, you can sign up for **Team Pillen** and take action to help Jim win this fight for Nebraska's future:

- ✓ Receive a yard sign or bumper sticker
- ✓ Become a public supporter
- ✓ Volunteer to go door-to-door, make calls, or walk in a parade
- ✓ Make a donation
- ✓ Host an event
- ✓ Join the Pillen Ag Team
- ✓ Join Educators for Pillen
- ✓ Join Job-Creators for Pillen
- ✓ Join Veterans for Pillen
- ✓ Join Elected Officials for Pillen
- ✓ Join Pillen's Pro-Life Warriors

To reach our campaign directly, you can email info@jimpillen.com or give us a call at **(402) 937-0308**. Working together, we can keep Nebraska great and ensure our state wins for decades to come.





“Jim Pillen is a lifelong ag producer, a Nebraska job-creator, and a conservative fighter with a proven record of defending our values. Whether creating Nebraska jobs, fighting Critical Race Theory at the University system, or supporting his fellow ag producers, Jim has consistently shown he’s a leader of principle and integrity. Nebraska will be in great hands with Jim Pillen as our next governor, and that’s why he has my full support.”

-GOVERNOR PETE RICKETTS



“Jim Pillen’s Nebraska roots run deep. He comes from agriculture. He’s built a successful family business here in our state. He understands the importance of strong communities. He brings public service experience to the table, serving on the University Board of Regents. He’s fiscally conservative, and people believe he’ll bring a commonsense approach to addressing key issues and leading our state.”

**-MARK MCHARGUE, PRESIDENT,
NEBRASKA FARM BUREAU**



**WINNING
THE
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KEEPING
NEBRASKA
GREAT.**



*Husband. Father. Grandfather. Farmer. Job creator.
Christian. Conservative. Republican.*

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JimPillen.com