



STEVEN LAW

PRESIDENT & CEO, AMERICAN CROSSROADS

NationalJournal

Life in Brief

Current Residence: Washington, DC Metro Area

Education:

- BA in Music, University of California at Davis
- JD, Columbia Law School

Work History:

- President and CEO, American Crossroads/Crossroads GPS/One Nation/Senate Leadership Fund, 2010-Present
- General Counsel, US Chamber of Commerce, 2007-10
- Deputy Secretary, Chief of Staff, Department of Labor, 2001-07
- Executive Director, National Republican Senatorial Committee, 1998-2000
- Chief of Staff, Senator Mitch McConnell, 1991-97
- Campaign Manager, McConnell Senate Committee, 1990
- Legislative Aid, Senator Mitch McConnell, Unknown-1990

Past and Present Board and Advisory Roles:

- Georgetown University Political Fellow

Quick Summary

Seasoned Republican lawyer and strategist who revolutionized political expenditures in 2010 by using the Super PAC model to assemble unlimited contributions. Focused on fundraising to maintain a Republican Senate majority

- Acquired political savvy as longtime aide to Senator Mitch McConnell (R-KY)
- With McConnell, opposed attempts to regulate and restrict political speech and financial contributions; his interest in using soft money in politics continued through his founding of American Crossroads
- Starting in 2010, co-founded four Republican fundraising and policy advocacy organizations with Karl Rove and Ed Gillespie; uses these organizations in unique ways to raise unrestricted funds, to then spend in support of Republican candidates or for issue advocacy campaigns
- Campaign funding efforts have contributed substantially to Republican victories in the House in 2010 and the Senate in 2014

Approach and Motivations

Favors a simple, consistent approach to political fundraising: attracts unrestricted fundraising to apply to close Senate races and on key issues

- Has said that he learned from Senator Mitch McConnell the “power of simplicity and consistency,” and that there’s “tremendous power in Washington to being the immovable object”
- Applies this simple, consistent approach to going all in on political fundraising
- Depending on the cycle (presidential or midterm), uses expenditures to focus on particular issues to either turn out the Republican base or win over independent voters
- Individualizes messaging based on the nature of the race to attract a particular voting base

Policy Positions and Areas of Focus

Raises funds to support Republican Congressional candidates

Republican Political Expenditures – Took advantage of Citizens United ruling to direct unrestricted political funding in support of Republican candidates

- Founded American Crossroads in 2010 with Ed Gillespie to compete with liberal groups like MoveOn.org
- Following the 2010 Citizens United ruling, was able to use American Crossroads as a Super PAC to raise unlimited funds
- In the 2010 cycle, raised \$28 million and contributed significantly to Republicans winning a House majority
- In the 2012 cycle American Crossroads raised \$105 million; has dissipated as more Super PACs have emerged, but the Senate Leadership Fund raised \$190 million in 2018

Maintaining Republican Congressional Majorities – Chief priority is maintaining Republican control of the Senate

- Senate Leadership Fund naturally prioritizes Senate fundraising
- Much of the expenditures of American Crossroads indirectly support Republican Senate candidates

Free Market Capitalism – Throughout his career has been an advocate for reducing regulation on market capitalism

- In the George W. Bush Administration served in economic roles as Deputy Secretary of Labor and as chair of President's Management Council Subcommittee on E-Government
- Represented corporate interests as General Counsel for the US Chamber of Commerce
- Throughout the Trump Administration, has applauded efforts at eliminating "burdensome" regulations on corporations
- Advocacy groups One Nation and Crossroads GPS have often prioritized issues like tax reform and energy production

Core Communities

Possesses wide-ranging network of Republican donors, business leaders, politicians, and policy consultants

Sen. Mitch McConnell – Began his career as a staffer for Majority Leader McConnell

- Remains aligned with Senator Mitch McConnell (R-KY)
- Worked for Elaine Chao, McConnell's wife and the current Secretary of Transportation in the Bush 43 Labor Department
- Phillip Maxson, current McConnell Chief of Staff, key to Republican agenda
- Katelyn Bunning, current McConnell Legislative Director, key to Republican agenda

Prominent GOP Figures – As President and CEO of four GOP political organizations, Law is connected to an expansive network of funders and party leaders

Party Leaders:

- Karl Rove, political consultant and co-founder of American Crossroads
- Ed Gillespie, former RNC Chair, helped get American Crossroads off the ground
- Mike Duncan, Chair of Board, President and CEO of American Coalition for Clean Coal Electricity, former chairman of RNC
- Jo Ann Davidson, former chair of board, president of JAD & Associates, former co-chair of RNC

Megadonors:

- Robert Rowling, founder of TRT Holdings, financial backer
- Bob J. Perry, President of Perry Homes, financial backer
- Trevor Rees-Jones, President and CEO of Chief Oil and Gas, financial backer
- B. Wayne Hughes, founder of Public Storage, Inc., financial backer

Selected Publications

Occasional commentary articles argue for conservative policy approaches, especially on the economy, but more often discuss Republican and Democratic electoral strategies

Articles – Pieces in conservative media discuss electoral strategy and make the case for Republican governance

- [“Democrats pivot from ‘war on poverty’ to ‘war on prosperity.’”](#) Fox News, May 2019, argues that Democrats are turning increasingly leftward on economic policy
- [“How Dems Plan to Lock In a Majority.”](#) The Wall Street Journal, March 2019, explains Democratic strategy for maintaining House majority and gaining Senate majority in 2020
- [“If Democrats Win Big in November.”](#) National Review, April 2018, argued that a 2018 midterm victory for Democrats would cripple deregulation efforts
- [“What Enron and the IRS Have in Common.”](#) The Wall Street Journal, June 2013, discusses “toxic leadership” in the Obama IRS

Financial disclosures and donors

Donates substantially to Republican Senate candidates, often focusing on close races in swing states

- \$1,000, David Perdue for Senate, 2019
- \$1,000, John James for Senate, 2019
- \$1,000, Josh Hawley for Senate, 2018
- \$1,000, Matt Rosendale for Montana, 2018
- \$1,000, Marsha Blackburn for Senate, 2018
- \$2,700, Martha McSally for Senate, 2018
- \$2,700, Dean Heller for Senate, 2018
- \$1,500, Jeff Flake for Senate, 2015

Media Appearances

Regularly appears in prominent mainstream media outlets to discuss Republican political strategy and electoral trends

TV – Appears on Fox News, NBC’s Meet the Press, CBS’s Face the Nation, MSNBC’s Hardball with Chris Matthews and Morning Joe, CNBC’s Kudlow Report, C-SPAN

- C-SPAN “Newsmakers” Interview, August 2019, discussing efforts to keep Senate under Republican control
- PBS Frontline, “Trump’s Takeover,” April 2018, interview discussing the rise of Trump in the Republican party and the importance of maintaining a GOP majority in the Senate
- Face the Nation interview with John Dickerson, May 2012, explaining work of American Crossroads and Crossroads GPS

Print Media – Quoted in Washington Post, Wall Street Journal, New York Times, Los Angeles Times, Associated Press, Politico, The Hill, and Roll Call

Criticisms and Controversies

Criticisms often focus on Law's use of soft money to influence politics

- Following the 2010 Citizens United ruling, critics attacked American Crossroads' use of unlimited corporate expenditures through new Super PAC model
- In a 2013 post, the Daily Kos criticized Law and American Crossroads for supporting Congressman Steve King despite Law's disapproval of King's controversial statements about race
- Crossroads GPS has been criticized for wading into politics, despite its designation as a 501(c)(4) advocacy organization

Profiles Others Have Written

Profiles typically focus on Law's longtime relationship with Senator Mitch McConnell and his approach to political strategy

Patrick O'Connor, "[American Crossroads Gears Up for 2016 Elections, Aims to Stay Top GOP Super Pac.](#)" The Wall Street Journal, July 2015.

- Details strategy for protecting Senate majority, defeating Clinton
- Analysis of American Crossroads' plan to remain competitive in the 2016 campaign

T.W. Farnam, "[Head of Crossroads GPS once a McConnell aide, now his political ally.](#)" The Washington Post, October 2012

- Background on Law's relationship with McConnell and subsequent career

Info From Formative Years

Began working on the Hill soon after college, and quickly became protégé of Mitch McConnell

- Started out of law school answering mail on the Hill
- Soon began working as aide for Senator Mitch McConnell
- Led McConnell's first reelection campaign in 1990
- Has stated that everything he knows about politics he learned from McConnell