

The Ricketts Report

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Ricketts Travels State on Nebraska Values Tour; Announces Candidacy

Omaha, NE — Visiting 17 Nebraska communities in five days, Pete Ricketts officially announced his candidacy for the United States Senate.

During the tour, Pete talked with Nebraskans about the values they share. Pete described those values as faith, family, responsibility, hard work and determination.

And, as a reporter for the Grand Island Independent put it, Pete’s value system “includes tenacity.”

That’s because the engine on the campaign team’s plane started on fire during take-off from the Chadron airport. The team was delayed a few hours, but was still able to make the goal of visiting 17 communities.

The tour started in Omaha,



Pete Ricketts concludes his Nebraska Values Tour at the Richmond Village in Bellevue.

then went to Lincoln, South Sioux City, North Platte, McCook, Scottsbluff/ Gering, Chadron, Grand Island, Blair, Fremont, Columbus, Norfolk, York, Fairbury, Beatrice, Nebraska City, and Bellevue.

In each community, Pete talked with Nebraskans and members of the media. He stressed his belief that Washington would be a better place if there were more Nebraska Values there. An excerpt of Pete’s speech is in this newsletter.

Ricketts Introduces Himself on TV, Radio

Omaha, NE — On the same day Pete Ricketts officially announced his candidacy for the U.S. Senate, he also unveiled a statewide advertising campaign.

The concept behind the tele-

vision and radio ads is to introduce Pete to Nebraskans. Pete told a reporter “I feel its my obligation to get my message out so Nebraskans can make an informed decision.”

Parts of the television ads were shot in and near Nebraska City, where Pete was born.

Copies of the ads can be found on the campaign website, www.PeteRicketts.com.



**“Faith,
family,
and hard work
are values
taught and
shared in
my home.**

**These are
my values,
our values,
Nebraska values
that I will take
to Washington.”**

- Pete Ricketts

News Coverage Gives Ricketts Edge

York, NE— From small town radio stations to the biggest newspapers in the state, reporters have been talking about Pete Ricketts.

In the approximately three



Pete talks with KAWL’s Mark Jensen in York

months since announcing his intention to run for the Senate, Pete has spoken with dozens of members of the media.

During one stop in York, Pete taped a 10-minute interview to be used on KAWL’s weekly talk show.

It was just one of several radio interviews Pete did during his Nebraska Values Tour.

Pete’s campaign has also been featured in

newspaper articles and television reports throughout Nebraska, from Scottsbluff to Wymore to Omaha.

The national media is paying attention to Pete as well. The Wall Street Journal and the National Journal have both done stories on the Nebraska Senate race and the Ricketts’ campaign.

Reprints of articles can be found on the campaign website, www.PeteRicketts.com, and keep an eye out in your local community for news about Pete.

Campaign Office to Hold Holiday Open House

Omaha, NE — The Nebraska Families for Pete Ricketts Campaign Office will welcome guests at a holiday open house.

The event will be held Tuesday, December 13th at the campaign headquarters in

Omaha.

The offices are located just southeast of 114th and Dodge Streets at 11225 Dav-
enport Street.

The open house will be held from 4:00 to 7:00 in the evening. Food and beverages

will be served. Everyone is welcome to attend.



“Where I Stand on Agriculture”

“Agriculture is the backbone of our state and its economy. I want to serve Nebraska’s current and long-term agricultural interests by expanding opportunities for Nebraska farmers and ranchers. That means increasing the production of bio-fuels and other bio-based products.

I believe in opening new global markets to promote

free and fair trade for Nebraska products.

I also know that trimming the regulatory burdens placed on producers would help farmers.

So would working for more abundant and affordable sources of domestic energy.

I believe we need to sustain

a fiscally sensible safety net for our farmers and ranchers.

In the United States Senate, I will work to serve on the Agriculture Committee to ensure Nebraska’s interests in agriculture policy receive full consideration.”

- Pete Ricketts

Old Friends Help Ricketts Campaign

Beatrice, NE -- Childhood friends of Pete Ricketts are actively helping Ricketts' Senate campaign.

Kevin Robertson and Mark Kennedy went to junior high and high school with Pete.

They drove to Omaha and Lincoln in November to help Pete with his official announcement of his run for Senate.

Robertson, who lives in Topeka, KS, drove up again

three days later to support his friend during an appearance in Beatrice.

Robertson said, "Pete's always been a down-to-earth guy that puts his friends first. Helping Pete with his campaign is a chance to repay him."

Robertson will be featured on the campaign's website under the "Friends of Pete" section.



Pete and Kevin discuss the tour in Beatrice

Friends of Pete are invited to send old pictures and memories to the website to be included in the "Friends" section.

Who Is Pete Ricketts?

Pete Ricketts is a fourth-generation Nebraskan. He was born in Nebraska City and grew up in Omaha. Omaha is where Pete currently lives with his wife Susanne and their three children. Twins Margot and Roscoe are 6-years-old, and Eleanor is 4-years-old.

Pete is Vice-Chairman of the Board of Directors for Ameritrade Holding Corporation. Until August 2005,

he was Chief Operating Officer for the company, where he oversaw Ameritrade's retail client business as well as clearing, product development and marketing operations.

Pete holds an M.B.A. in marketing and finance from the University of Chicago, where he also earned his bachelor's degree in biology. He graduated from Westside High School in Omaha.

An active member of the Omaha community, Pete is a member of the Omaha board of Children's Scholarship Fund, a group founded by the late John Walton to provide educational opportunities to low-income children. Pete also is on the Board of Gambling with the Good Live, and served six years on the Metro Board of the YMCA. Pete and his family are members of St. Margaret Mary's Church.

A Campaign Break; Christmas in Columbus

Columbus, NE — Pete Ricketts took a time out during his Nebraska Values Tour to visit Columbus and participate in the city's "Christmas Stroll".

The event is held in downtown Columbus, with several businesses open late and providing goodies to those participating in the stroll.

Pete and his friends took part in the festival, enjoying hot apple cider and cookies at Columbus Music.

The owner of Columbus Music is Mayor Mike Moser. Moser welcomed Pete to stay inside his



Ricketts visits Columbus on the Nebraska Values Tour

store and keep warm.

Pete met several other "strollers" during the event and listened to a group of carolers.

Earlier that day, Pete talked with Columbus supporters on the Nebraska Values Tour.

Did you know???

As a child, Pete's mom always lectured him about wearing a stocking hat outside.

As a 6th grader, Pete "rebelled" for a week and did not wear his stocking hat.

It's a Ricketts Family joke that's now part of Pete's campaign for Senate.

"Peter, put your hat on. You'll catch cold.

That's better."

- Marlene Ricketts in a 2005 Campaign Commercial



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Nebraska Values Make A Difference

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Excerpt from "Nebraska Values Tour" Speech

"In the last few months, I've traveled around the state, listened to Nebraskans and heard their concerns.

Nebraskans believe in financial prudence. We're concerned about how the Federal government is spending our money.

People ask me: Why were we going to spend \$220 million in Alaska, on a bridge to an island of 50 people? Why are horse trails, hiking trails and parking garages in our national highway bill?

Nebraskans believe in taking responsibility for ourselves. We know lower taxes create jobs, and allow people to keep more of what they've earned. We want tax relief to be *permanent*.

Nebraskans want to pass our legacy to our children. Not only our values, but what we've worked our

whole lives for -- the family farm, ranch, or small business. That's why we're



An excerpt of Ricketts' Speech to Supporters

against the death tax... to give families more control over their future.

Nebraskans want a safer America. That means tighter border security to prevent terrorists, drugs, and illegal immigrants from entering the country.

And Nebraskans know that agriculture is the backbone of the state's economy. I've heard tell 4 out of 5 jobs in Omaha are related to agriculture. We want a farm policy that strengthens our rural communities.

Nebraskans believe in fairness. We want a fair price for our products, free and fair trade to open up markets for our producers.

Nebraskans respect life and each other -- we treat one another civilly and with dignity. We'd like to see the same civility in Washington.

These are my values... *our* values... *Nebraska* values.

I will work to be your voice in the U.S. Senate. The voice of common sense Nebraska values."

- Pete Ricketts