



THE HARVARD CLUB OF SARASOTA

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PRESENTS Our January 2016 Luncheon
Friday, Jan. 8, 2016 - 11:30 am-1:30 pm



**Featuring Susan MacManus:
USF Professor & Political Analyst**



“Florida has long been a major partisan battleground and a key swing state in national politics—a position it maintains in the 2016 election cycle. Its swing-state status is a product of its constantly changing demographics that have made it a microcosm of the United States at-large in many ways. If one had to pick a single state in which to conduct polls and focus groups to yield results essential in the micro-targeting of America’s voters, it would be Florida...” states Susan MacManus, Distinguished University Professor of Public Administration and Political Science at USF and one of Florida’s most-quoted political scientists.

MacManus believes the 2016 Presidential Race will see record spending in Florida and that generational differences, especially in racial and ethnic composition, political preferences, and the major means of getting campaign news, have become a major focal point of today’s campaigns.

The 2016 presidential race itself “will mark the first time that Millennials will equal Baby Boomers as a share of *eligible voters*.” Thus, to be successful in winning Florida in 2016 and beyond, campaigns will need to micro-target voters differently across generations, sometimes even within the same party. While it is true that “each generation has its story and no two generations are alike,” the Millennials “differ markedly from past generations” having been shaped by “massive advancements in technology, unparalleled communication access, and more media exposure.” Simply put, there is no better place to observe the evolution of generational politics than in Florida, states MacManus.

Join us on Jan. 8, 2016 to hear Dr. Susan MacManus' insights on Florida's political landscape, ever-changing voter demographics, and vital role in our nation’s upcoming 2016 Presidential Election!

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**• JANUARY 2016 LUNCHEON with SUSAN MACMANUS, FLORIDA POLITICAL ANALYST •
• Friday, Jan. 8, 2016 • 11:30 am – 1:30 pm • MICHAEL’S ON EAST •**

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