



WILLIAM "BILLY" NUNGESSER

21 NOVEMBER 2015

ELECTED LT. GOVERNOR OF LOUISIANA





WILLIAM “BILLY” NUNGESSER

21 NOVEMBER 2015

ELECTED LT. GOVERNOR OF LOUISIANA



“No one proved to be a bigger voice or a better fighter for our state than Billy Nungesser. *I know Billy.*

He is hardworking, honest and understands

WHAT IT'S LIKE TO GET UP EVERY DAY AND
DO THE RIGHT THING FOR THE PEOPLE HE REPRESENTS.

*He's a good man &
will be a great*
Lieutenant Governor.”

Sammy Kershaw

American Country Music Artist



A CHAMPION FOR PEOPLE

His political pedigree is impeccable. Billy Nungesser, born January 10, 1959, is the son of William Aicklen "Billy" Nungesser and Ruth Marks Nungesser. His father was a respected, distinguished Republican long before the party was fashionable in Louisiana. He served as Chief of Staff to Governor Dave Treen and led the Louisiana Republican Party as Chairman. Billy's mother was also active in Republican circles, herself a charter member of the Republican Women of Louisiana.

Young Billy Nungesser grew up on the doctrine of conservative principles and policy-making. He stumped with his dad for Goldwater in 1964, for Treen in numerous campaigns, and he recalls regular dinner-table chatter about politics. But the candidate who left the greatest impression on Billy was Ronald Reagan. As he tells it, "My dad believed in Ronald Reagan long before anyone gave him a chance to win president. We became friends with the Reagan family. I learned a lot from that man and his ways, especially the way he believed in helping people." Those early memories became the foundation on which Billy Nungesser earned a reputation as a champion for people.



*“Billy genuinely loves people...
loves helping people,
& it disappoints him when
he can't help everyone.
He has a big, loving heart.”*

—
Cher Nungesser



FRESH IDEAS THAT SELL

Billy's insight is sharp and his instincts are sound. In the Nungesser family, Billy was expected to come up with a unique way of making his own way. So there was little surprise when he came up with the idea of converting metal shipping containers into portable living quarters for offshore workers. He converted a \$7,500 loan from his mother into General Marine Leasing Company, a company that grew to employ more than 200 local workers and reached \$20 million dollars in sales, becoming the largest provider of portable buildings in the Gulf of Mexico. His idea housed more than 800 workers, and to Billy, solving the offshore housing problem was more important than the wealth he gained along the way.







*“Every day there’s
something new
that I find to*

LOVE ABOUT *Louisiana.*”

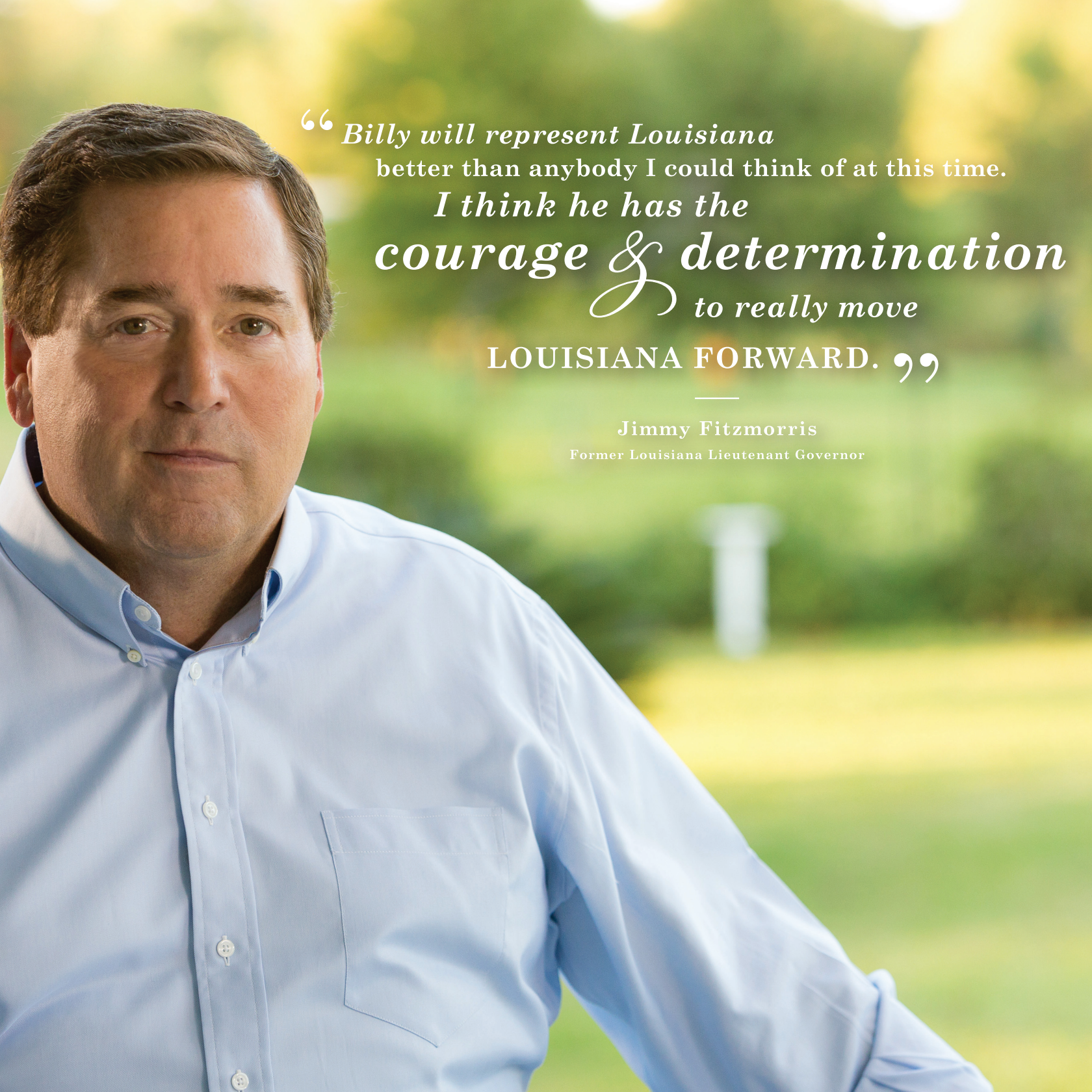
—
Billy Nungesser

TAKING ON CHALLENGES

As a young man, Billy volunteered at a therapeutic riding center. While working there, he met a young child who was born with a disability. For her, the riding center and her favorite horse provided hope and joy. One day a massive storm threatened the existence of the center, and on that day Billy vowed that if he ever had the funds he would build a covered, durable riding center for children to use and enjoy. Today, next to the ranch where he raises elk and cattle, Billy has created the Pointe Celeste Therapeutic Riding Center. There, physically disabled children and adults experience nature and a new kind of freedom with a free horseback ride. Said Billy, “Over 200 children and adults with disabilities have been lifted out of wheelchairs onto the backs of horses. I’ve seen miracles happen. It’s the greatest thing I’ve ever done.”

Billy and Cher rode out Hurricane Katrina at the ranch to protect the horses. Reflecting on that storm, Billy said, “I rescued people for five days, animals for months; I never saw an elected official. I grew angry and ran for office. If we elect people who truly care about helping people and not just about getting re-elected, we can really change this state and this country. We have to start electing people who truly have a love and passion for helping others.”

In 2006, Billy was elected Plaquemines Parish President. His work was so impressive, he was re-elected in 2010 with 71% of the vote. And through the years, he’s proven that he is one who favors action over inaction, every day of the week.



“*Billy will represent Louisiana better than anybody I could think of at this time. I think he has the courage & determination to really move LOUISIANA FORWARD.*”

—
Jimmy Fitzmorris
Former Louisiana Lieutenant Governor

COURAGE UNRIVALED

April 20, 2010. Plaquemines Parish became Ground Zero for the nation’s most devastating environmental disaster. In the wake of the Deepwater Horizon oil rig explosion in the Gulf of Mexico, Billy Nungesser became the voice of Louisiana’s frustration. At 51, he proved that his courage was unsurpassed when he took on national agencies, BP officials, and even the President of the United States. In his zeal to protect the people of his parish and state, Billy Nungesser became a nightly news sensation. He forced the government to take quicker action to protect wildlife and property. He regularly cut through bureaucratic red tape and awakened national leaders. He never measured his words for political correctness when he believed the only correct thing to do was fight for the rights of those harmed. His unabashed, bold actions earned Billy Nungesser a distinguished label from The New York Times as “the hardest-working

man in Louisiana.” Another national news organization described Billy as “a true son of Louisiana having grown up in the state’s holy trinity of seafood, oil and politics.”

Now Billy is expected to take his unique brand of “tell it like it is” leadership to Baton Rouge as Lt. Governor. Throughout the campaign for Lt. Governor, Billy pledged to give tourism stakeholders a stronger voice and a seat at the table when tourism initiatives are decided. No one doubts that he will be an ambitious, enthusiastic Lt. Governor who proves his devotion for Louisiana. He has the opportunity to bring Louisiana to record-breaking success in tourism, and he will carry the mantle of progress with pride. Said Billy, “It will be a great honor to promote Louisiana. We have so much to offer. I can’t wait to open our doors to the world.” Welcome ... to Louisiana’s newest ambassador!

Congratulations!

The team at Buisson Creative has been honored to be a part of the Billy Nungesser for Lt. Governor journey. I've come to know Billy as one of Louisiana's genuine champions. Many of the facts and stories in this journal caught my attention as defining moments in Billy's life.

Billy defies the art of politics in many ways. He marches to his own beat. He moves at a rapid pace. He speaks his mind, never jawboning poll-tested sound bites. He's not intimidated by power or powerbrokers. Maybe that's because he's been tested in ways that most others never have been.

All of that is what makes his future actions so worth waiting to experience.

We at Buisson Creative thank our campaign architect Greg Rigamer and the Nungesser team, Elizabeth, Rennie, Amy, Eddie, Cher, and Billy, for making us a part of a great effort.

Congratulations Lieutenant Governor-Elect Billy Nungesser!

- Greg Buisson



THE FOLLOWING ORGANIZATIONS ENDORSED BILLY NUNGESSER FOR LT. GOVERNOR:

The Alliance for Good Government • The Louisiana Sheriffs' Association • CRIMEFIGHTERS • The Orleans Republican Party • The Caddo Republican Party • The Jefferson Parish Firefighters Association • The Jefferson Parish Republican Party • The St. Tammany Parish Republican Party • The St. Bernard Parish Republican Party • The Plaquemines Parish Republican Party • The East Baton Rouge Republican Party • The Lafourche Parish Republican Party • The Rapides Parish Republican Party • GatorPAC • The Louisiana Weekly

For Billy's tireless and tenacious patrol of Louisiana's coast during the BP spill, ABC NEWS honored him as the network's "Person of the Week." In their tribute, Billy Nungesser reminisced about the words his dad often shared with him. Said Billy,

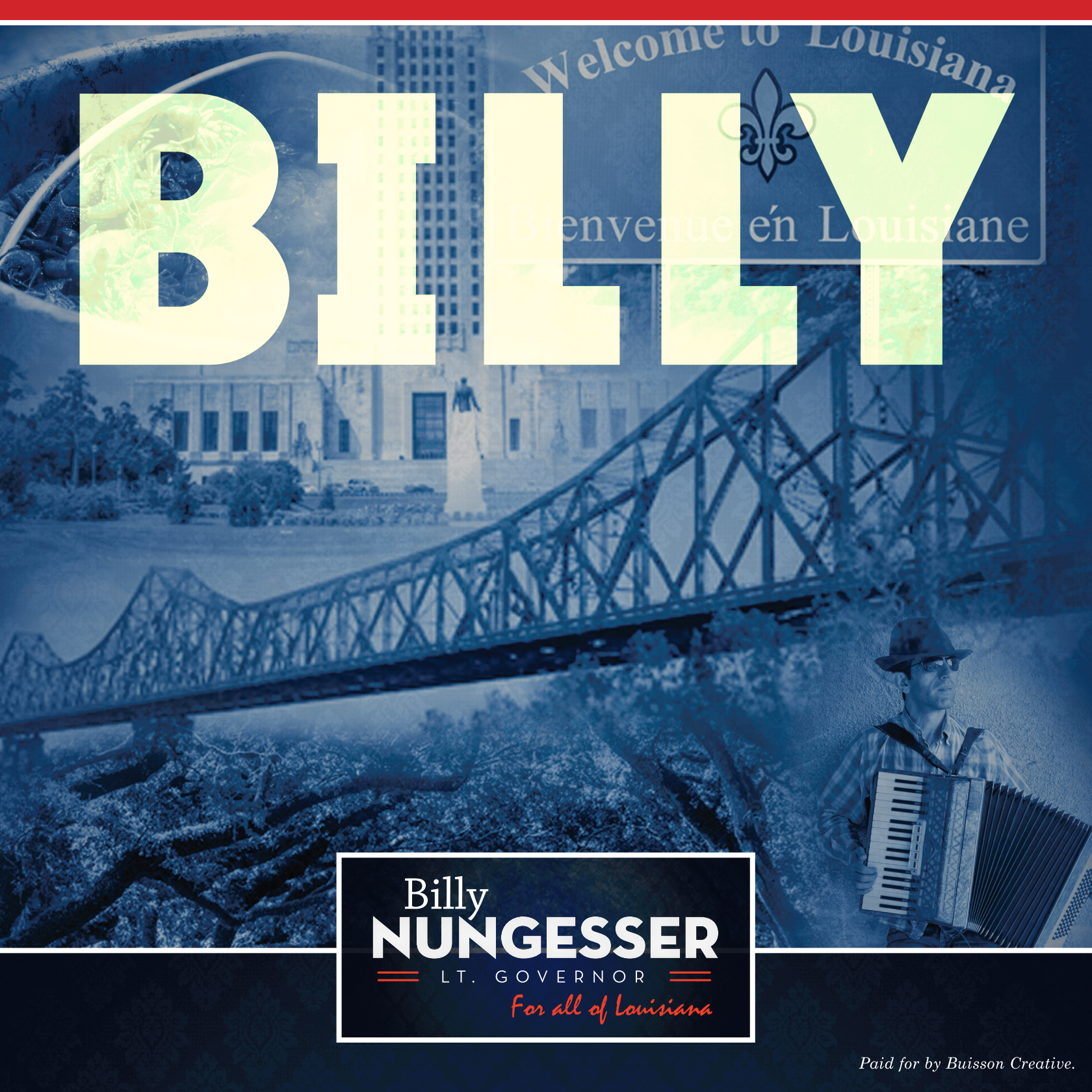
*“(My dad) used to tell me,
'As long as you've got right on your side,
keep doing it & in the end,
WIN OR LOSE,
you did the right thing.'”*



Welcome to Louisiana

Bienvenue en Louisiane

BILLY



Billy
NUNGESSER

LT. GOVERNOR

For all of Louisiana

Paid for by Buisson Creative.