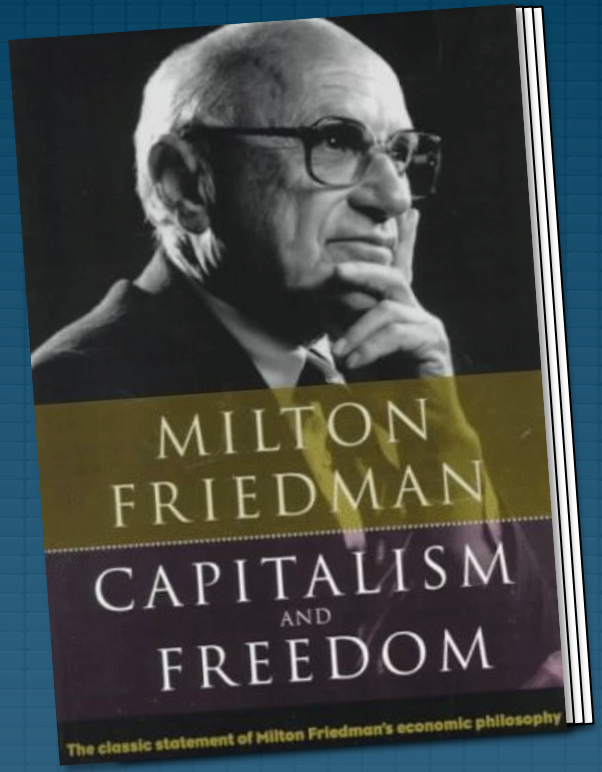
The Committee on Financial Services

★ Jeb Hensarling ★

Candidate for Chairman

113th Congress

Guiding Principles



Republican Policy Goal

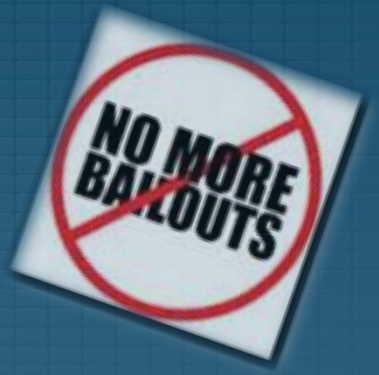
Promote economic growth by fostering the deepest, most liquid, competitive, efficient, innovative, and transparent capital markets the world has ever known

Legislative Priorities

- Restore market discipline to our capital markets
- Reduce the volume, weight complexity and uncertainty of the red tape burden, much of which is imposed by Dodd-Frank

THE WALL STREET JOURNAL.

"…Texas Republican Jeb Hensarling, who has long called for abolishing the bailout program."



Legislative Priorities

- Gradually transition to a private competitive mortgage market
- Redirect the Federal Reserve to a predictable, rules-based monetary policy

The Washington Post

"Rep. Jeb Hensarling (R-Tex.), who has been one of the fiercest critics of the GSEs, or government-sponsored enterprises, on Capitol Hill…"

Why Me?

- Experience and Credibility
- Service and Leadership
- Innovation
- Communication

CREDIT UNION JOURNAL

"The role of anti-regulatory, free-marketer on the House Financial Services Committee has apparently been passed to Texas Republican Jeb Hensarling…"

Experience and Credibility

Active 5-term Financial Services Committee Member up to the Challenge of Leading the Committee

- Vice Chair (112th Congress); Subcommittee Ranking Member (111th Congress)
- Carried a community bank regulatory relief bill, major provisions of which were signed into law in 2006
- Author of comprehensive legislation to reform Fannie Mae and Freddie Mac
- The first Member of Congress to introduce a comprehensive legislative alternative to TARP
- Recognized as having one of the first comprehensive GOP assessments of the root causes of financial crisis

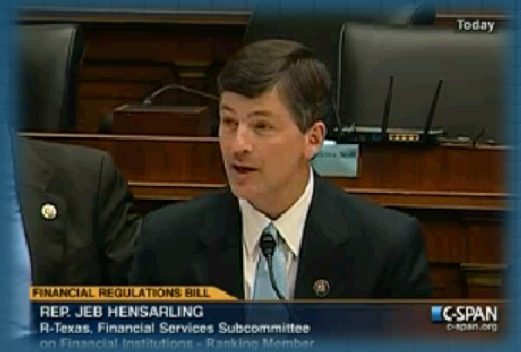
AMERICAN BANKER

"[Jeb Hensarling] has forged a reputation as an active committee member who chooses his battles wisely and takes time to learn the issues…"

Experience and Credibility

Active 5-term Financial Services Committee Member up to the Challenge of Leading the Committee

- Served as a conferee to the Dodd-Frank Conference Committee and co-authored the Republican alternative to the Dodd-Frank Act (H.R. 3310)
- House Republican Appointee, Congressional Oversight Panel for TARP (111th Congress)
- Experienced in presiding over committee markups and managing bills on the floor



CBSNEWS

"Hensarling was at the forefront of the GOP's unanimous opposition to financial regulatory reform."

Service and Leadership

- Chairman, Republican Conference (112th Congress)
- Chairman, Republican Study Committee (110th Congress)
- Chairman, Republican Study Committee Budget & Spending Task Force (109th Congress)
- Member of the House Budget Committee (108th Congress – 111th Congress)

The Examiner WASHINGTON

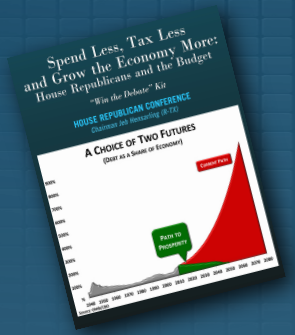
"Hensarling forcing Barney Frank to foul out in the first quarter is a good sneak peak at what the committee debate will look like under a Chairman Hensarling," a House Republican aide told The Washington Examiner.

Service and Leadership

- Vice Ranking Member, Budget Committee
- Deputy Whip Team
- Chairman, House Republican Conference Advisory Committee
- Member, Whip's Economic Advisory Working Group
- Member, House Republican Conference Tiger Teams
- Member, America Speaking Out Advisory Group
- Co-Chairman, Joint Select Committee on Deficit Reduction
- House Republican Appointee, Simpson-Bowles Commission
- Conferee, the FY2010 Budget Resolution Conference Committee

Innovation

- Founded GOP Conference Member Services University
- Created "Win the Debate Kits"
- Initiated a comprehensive, third-party survey to improve Conference products and services
- Developed a new streamlined process of providing Constituent Work Week kits
- Founded the Golden Hard Hat program



MEMBER SERVICES UNIVERSITY

GOLDEN HARD HAT

Innovation

- Established a working group for member retreat planning
- Provided Conference with macro-messaging guidance at the beginning of the year that proved to drive paid media for the general election campaign
- Created new RSC task forces to utilize member talents
- Expanded the RSC Founders group

4,054 Likes

6,762 Followers

66,977 views

Rep. Jeb Hensarling

Jeb Hensarling @RepHensarling Follow

I discussed today's @FinancialCmte hearing with Fed Chair Bernanke on CNBCs Squawk Box this AM. VIDEO: bit.ly/wfi1Tj

Reply Retweet Favorite

Jeb Hensarling @RepHensarling Follow

Please take a minute to follow my fellow @FinancialCmte colleague @RepSeanDuffy on Twitter, FB & YouTube on.fb.me/duffyWI #4jobs #GOP

Reply Retweet Favorite

189 National Television Appearances in the last 4 years

Jeb Hensarling shared a link.
July 25

My Op-Ed in tomorrow's Wall Street Journal: "Dodd-Frank's Unhappy Anniversary"

Jeb Hensarling: Dodd-Frank's Unhappy Anniversary
online.wsj.com

In The Wall Street Journal, Congressman Jeb Hensarling writes that two years after Washington

Communicator on the Important Issues

Communicator on the Important Issues

THE WALL STREET JOURNAL.

"Dodd-Frank's Unhappy Anniversary"
by Jeb Hensarling

POLITICO

"Dodd-Frank Act a Confidence Killer"
by Jeb Hensarling

THE HILL

"Behemoths Fannie and Freddie Bankrupting the US"
by Jeb Hensarling

The Washington Times

"When Risk is Outlawed"
by Jeb Hensarling

CNBC

"Dodd-Frank at One Year is Nothing for Job Creators to Celebrate"
by Jeb Hensarling

The Washington Post

"…a leading Republican voice on financial issues."

FINANCIAL SERVICES POLICY FORUM

New Ideas

AGGRESSIVE COALITIONS OUTREACH

- Provide dedicated and aggressive coalitions outreach
- Conduct individual meetings with all FSC members
- Invigorate the new Member orientation program and ensure that it aligns with the goals of the Conference
- Forge early consensus on the committee's vision, goals, strategy and legislative priorities
- Establish an ongoing "Financial Services Policy Forum"
- Establish regular committee member meetings to improve communications and to measure success

My Commitment

As the Financial Services Chairman, I will…

- Listen before I lead
- Be held accountable for the position of trust
- Help committee members achieve their goals
- Empower all conference members to win the debate before casting their vote
- Ensure the committee truly makes a difference in advancing our principles