Tom
It is now timely to focus Trump on the broader game in play and how he should begin to prepare for the next phase.

He will be successful on March 1 but he cannot take comfort in that success.

In the last week the establishment has begun to focus in a real way for the first time. Money, strategy and personnel are being organized to defeat Trump – either in the primaries or at the convention.

It should be understood by Trump that the establishment will define defeat in more than just denying Trump the nomination, something which I believe will be hard to do although not impossible.

Rather, as the pressure grows from the inevitability of the nomination the tactics will switch to how to use the convention to protect the "identity of the Party". This will mean rules fights, platform fights, program issues. The goal of the establishment types will be if Trump cannot be denied, make the convention into a fight for the soul of the Party. Tactics will focus on protecting the brand and destroying Trump's chances of winning in November.

This mentality already exists. The strategy and tactics are being sorted out now. The result could be a Goldwater type of convention where Trump wins the nomination but loses and the establishment keeps the Senate and House and looks to the future.

The latest news on this effort to stop the Trump candidacy is outlined below:

1. Multiple meetings were held last week. Different groups meet from as widespread as the Koch Brothers, who care about the image of the Party, to Karl Rove and Romney who are looking for control of the Party . while no decisions were made, matters are developing .
2. Rove has built a strategy to focus the anti Trump forces.
3. The establishment game plan continues to focus on keeping Trump under the number needed to be nominated. However, this is not the only option.
4. In the next 3 weeks, the establishment believes they can get a one-on-one situation. The goal of this effort would be to at a minimum have the convention start with no candidate having 50%. This will allow for a brokered situation and a discrediting of Trump.
5. They may try to find a third candidate if Rubio cant win Florida
6. Romney may enter with Koch blessing, be it as a stalking horse, stalling candidacy or possibly a real candidate. This will be determined based on how events unfold in the next 10 days.
7. Elements of the Right Wing and the Establishment is now convinced that it must try to stop Trump and the effort needs to start now. The game will be

to use the remaining primaries, where there are still the lion share of delegates to elect, and build a Convention plan simultaneously.

8. The point is that regardless of how successful Trump is on March 1, from the Washington establishment standpoint, the game is on!

I personally think this plan of the Washington Establishment is not a strong one. But, it can definitely cripple Trump's image. I recognize that Trump will see this as a way to stress his anti-establishment credentials. However, the effort, if allowed to grow, can damage his chances of winning in November.

So, now there are 2 games running parallel.

First is the nominating process. I expect Trump will continue to do well in the next 2 weeks. Other than Texas and maybe Tennessee Trump should win on Mar 1. This track will continue to develop in Trump's favor.

The second track is the convention track. There will be 2 components to this track – the nominating track, where there will be an effort to deny the nomination to Trump, and the Convention Committees track, where the party establishment will make use of the Convention Committees to undermine Trump. This track will be composed of Rules fights, procedural games, the use of the platform to undermine Trump's positions on key issues. All of the establishment groups will have a hand in this game.

The consequences of this second track will define how TRUMP emerges from the convention. If the convention is fractured, Trumps victory can be pyrrhic.

Trump needs to be preparing for both tracks simultaneously. This will require building the second track now. The longer it is delayed, the more difficult it will be to use the strength of his primary victories to his advantage.

On the primary path he should continue to manage his campaign as he has. Nothing really needs to change.

The Convention path needs to gear up quickly. A real convention operation must be organized, not just for in Cleveland but for the various actions occurring now through June that will affect the convention. For example, as states select their delegates, they will elect members to the Convention Committees. Often, the party state leadership takes the memberships in the Rules Committee, the Platform Committee and the Committee on Organization. Trump cannot allow this to happen.

A national Convention operation needs to be organized that will reach into all of the states. It must organize, manage and instruct the Trump delegates in each of the States. This needs to start now, before the establishment co-opts the game.

Trump's hesitancy to build an operation to date was fine. However, now the nature of the process has been elevated by the decision of the Washington establishment to diminish the value of Trump's nomination victory

This change makes it imperative that Trump begins immediately to build a public organization that is professional and sends the signal to the Party Establishment that Trump will not be complacent or naïve and he will not be defeated through procedural games of the vested interests in Washington.

The Talking Points on my background for this job should be enough to start the process. However, if you need more, I can build out whatever you need.