



50 State

# AG POWER PLAY

## THE CONTENDERS

**ILLINOIS**

**IOWA**

**KANSAS**

**MARYLAND**

**MASSACHUSETTS**

MARCH 21, 2025





**HB**  
STRATEGIES

State Attorneys General continue to reshape the nation's policy landscape through unprecedented legal action. As judicial challenges to executive authority intensify, it is essential to understand the real-world impact of litigation on businesses and organizations. Our series from the HB Strategies 50 State Team, AG Power Play: The Contenders, continues analyzing the political environment of State Attorneys General races in Illinois, Iowa, Kansas, Maryland, and Massachusetts.

This group exhibits gubernatorial political decisions that drive down-ballot electoral dynamics. In Illinois, AG Kwame Raoul's (D) future depends on Gov. Pritzker's third-term decision, either setting off statewide political realignment or a cycle of mundane campaigns. Iowa's AG Brenna Bird (R) defeated a 40-year Democratic incumbent in 2022 and now prepares for re-election after earlier Senate challenge rumors subsided. Kansas AG Kris Kobach (R) faces a critical decision as Gov. Kelly reaches her term limit in 2026. Maryland's AG Anthony Brown (D) demonstrated political adaptability and now enjoys a stable outlook. Massachusetts AG Andrea Campbell (D) benefits from political continuity as the state's top officials commit to re-election. These five races, and all 30 this cycle, will significantly influence the policy and regulatory framework organizations must navigate in the coming years.

*Andy Blunt*

CHIEF EXECUTIVE OFFICER  
EXECUTIVE CHAIRMAN

# ILLINOIS

Should Gov. Pritzker run for a third term, which appears likely, the Illinois statewide races would feature mundane campaigns with Democratic incumbents seeking and winning re-election.

If the Governor or Sen. Dick Durbin (D) decide to retire, then we could see major movement among the statewide officials. Therefore, Attorney General Kwame Raoul's short-term political future might be in other people's hands. Should either or both the Governor or US Senate positions open, then Mr. Raoul would likely become a candidate for one of the offices. At this point in the election cycle, it is too early to prognosticate over what will eventually occur.

The Illinois Attorney General's position has not been a strong launching point for higher offices, which is opposite of many other states. In fact, only three of the 42 Illinois AGs in state history became a Senator, two in the 1800s – one of which was elected from California – and one was appointed, Roland Burriss in 2009 to replace Barack Obama who had been elected President. No Attorney General would later become Governor.

The most famous AG may actually be the very first one appointed in 1819. Though he served only a short time, Daniel Pope Cook is the individual after whom northern Illinois' Cook County is named.

Assuming both Gov. Pritzker and Senator Durbin seek re-election, AG Raoul will follow suit. If one or both decide to retire, then we will see a major political musical chairs side show begin which could well involve Mr. Raoul among several others.

Previous Five Attorneys General: 4 Democrats; 1 Republican

Previous Five AGs Advancing to Governor or Senator: 0

Trump 2024 %: Lost Illinois 38.3% to Kamala Harris' 58.5%

Presidential History: Illinois has voted for the Democratic presidential nominee in 9 of the past 13 elections, and the last nine consecutively. Last time voting for a Republican presidential nominee: 1988: George H.W. Bush

Illinois Primary: Likely March 17, 2026

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## INCUMBENT: Kwame Raoul (D)

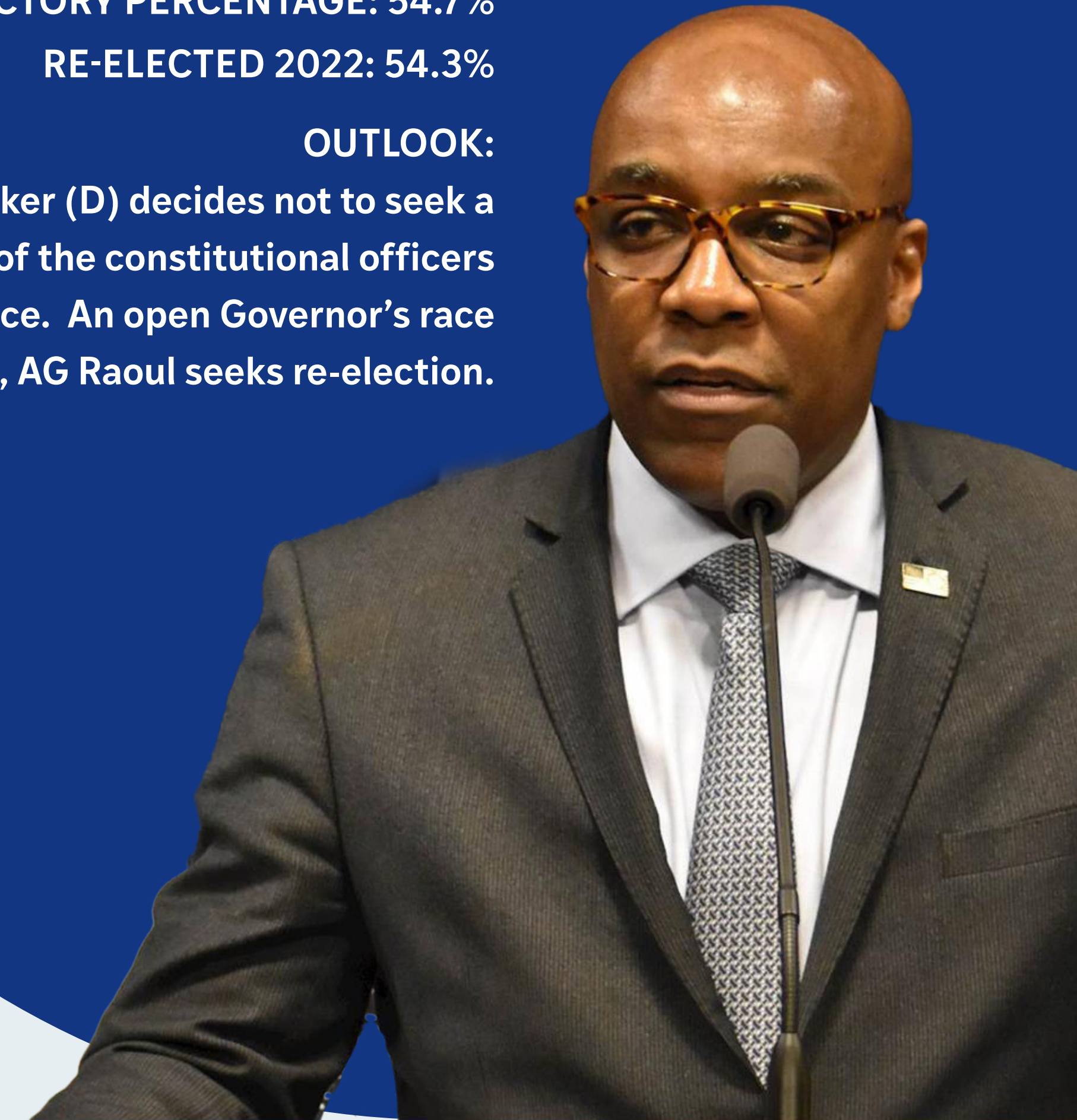
FIRST ELECTED: 2018

VICTORY PERCENTAGE: 54.7%

RE-ELECTED 2022: 54.3%

### OUTLOOK:

**Unless Gov. J.B. Pritzker (D) decides not to seek a third term, the rest of the constitutional officers are frozen in place. An open Governor's race notwithstanding, AG Raoul seeks re-election.**



Like in Illinois, the Iowa Attorney General's position has not been a major stepping stone to higher office. In state history, only two AG's had been elected Governor and none would serve in the US Senate.

Dominating the Attorney General position for 40 years beginning in 1979 was Democrat Tom Miller. He would serve three initial terms but risked the office to run unsuccessfully for Governor. He would return four years later to his previous position after his successor, Democrat Bonnie Campbell, would also run unsuccessfully for Governor. Mr. Miller reclaimed the AG's position in 1994 and would hold it for the next 28 consecutive years. Mr. Miller lost the 2022 election to the current Republican incumbent, Brenna Bird, in a close vote.

Earlier, there was speculation that Ms. Bird would challenge Sen. Joni Ernst (R) in the next Republican primary election. The talk hit its apex before Sen. Ernst publicly supported Pete Hegseth for Defense Secretary. The Senator has since voted for every Trump cabinet appointee. With this record, talk of a Bird challenge to Sen. Ernst has largely dissipated.

At this point, especially with Gov. Kim Reynolds (R) positioning herself to seek a third term, we can expect AG Bird to run for re-election. She will be favored to win in 2026, but Democrats are likely to file a strong challenger and compete for the post.

## INCUMBENT: Brenna Bird (R)

FIRST ELECTED: 2022

VICTORY PERCENTAGE: 49.7%

### OUTLOOK:

**Political rumors were suggesting that AG Bird might challenge Sen. Joni Ernst in the 2026 Republican primary. Lately, such talk has died down, suggesting Ms. Bird will seek re-election.**



Previous Five Attorneys General: 3 Democrats; 2 Republicans

Previous Five AGs Advancing to Governor or Senator: 0

Trump 2024 %: Carried Iowa 55.4% to Kamala Harris' 43.3%

Presidential History: Iowa has voted for the Republican presidential nominee in 7 of the past 13 elections, and the last three consecutively. Last time voting for a Democratic presidential nominee: 2012: Barack Obama

Iowa Primary: Likely June 2, 2026

# KANSAS

Attorney General Kris Kobach has been a conservative figure in Kansas politics for over two decades. As Secretary of State for eight years, he championed some of the nation's strictest voter identification laws and led the Interstate Voter Registration Crosscheck Program to identify duplicate voter registrations across states. His electoral record is mixed.

In 2018, Kobach ran for Governor and defeated incumbent Gov. Jeff Colyer (R), who had assumed office after Gov. Sam Brownback (R) accepted a federal appointment in the Trump Administration. Kobach attacked Colyer for lacking conservative credentials and edged him out in the primary by just 343 votes, aided by President Donald Trump's last-minute endorsement. However, he lost the general election to Democrat Laura Kelly 48% to 43.5%.

Kobach staged a comeback in 2022, winning a competitive race for Attorney General. Since taking office, he has aggressively challenged Biden administration policies on vaccine mandates, Title IX regulations, and immigration enforcement, frequently leading or personally arguing cases.

In 2024, he was elected Chairman of the Republican Attorneys General Association.

With Gov. Kelly term-limited in 2026, ten candidates are expected to vie for the Republican gubernatorial nomination. However, Kobach is unlikely to join the race. Instead, he is expected to wait for an open U.S. Senate seat, should Senator Jerry Moran (R) retire, or Senator Roger Marshall receive an appointment in the Trump Administration.

Previous Five Attorneys General: 3 Republicans; 2 Democrats

Previous Five AGs Advancing to Governor or Senator: 0

Trump 2024 %: Carried Kansas 57.2% to Kamala Harris' 41.0%

Presidential History: Kansas has voted for the Republican presidential nominee in the last 16 consecutive elections. Last time voting for a Democratic presidential nominee: 1964: Lyndon Johnson

Kansas Primary: Likely August 4, 2026

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## INCUMBENT: Kris Kobach (R)

FIRST ELECTED: 2022

VICTORY PERCENTAGE: 50.8%

### OUTLOOK:

**AG Kobach is unlikely to run for an open Governor's race. He is likely to seek re-election and then run for U.S. Senate in 2028, should Senator Jerry Moran retire.**



# MARYLAND

Maryland politicians are expecting a busy 2026 election cycle as all seats in the General Assembly are up for re-election and a number of County Executives are term limited or not running. Gov. Wes Moore (D) will likely run for re-election and should have little trouble winning. The rest of the constitutional officers, including Attorney General Brown (D), will follow suit in both seeking and winning re-election.

Anthony Brown was the state's Lt. Governor when he ran for an open Governor's seat in 2014. The incumbent at the time, Gov. Martin O'Malley (D), was ineligible to seek a third term. Mr. Brown was favored to defeat Republican Larry Hogan in the 2014 general election but Mr. Hogan won an upset victory.

Mr. Brown then ran for an open U.S. House seat in 2016 and was elected to the state's 4th District after capturing a crowded Democratic primary. He would serve three terms before running for Attorney General in 2022 and easily winning. Many thought he would enter the open Governor's race, but with a consensus building around Mr. Moore, the Congressman correctly believed the easier path to statewide office was through seeking the Attorney General's office.

In 2026, Mr. Brown is expected to win easily, and so far no one in either party has made public any plans to challenge him.

Previous Five Attorneys General: 5 Democrats

Previous Five AGs Advancing to Governor or Senator: 0

Trump 2024 %: Lost Maryland 34.1% to Kamala Harris' 62.6%

Presidential History: Maryland has voted for the Democratic presidential nominee in 11 of the 13 past elections since 1976.

Last time voting for a Republican presidential nominee: 1988: George H.W. Bush

Maryland Primary: June 30, 2026

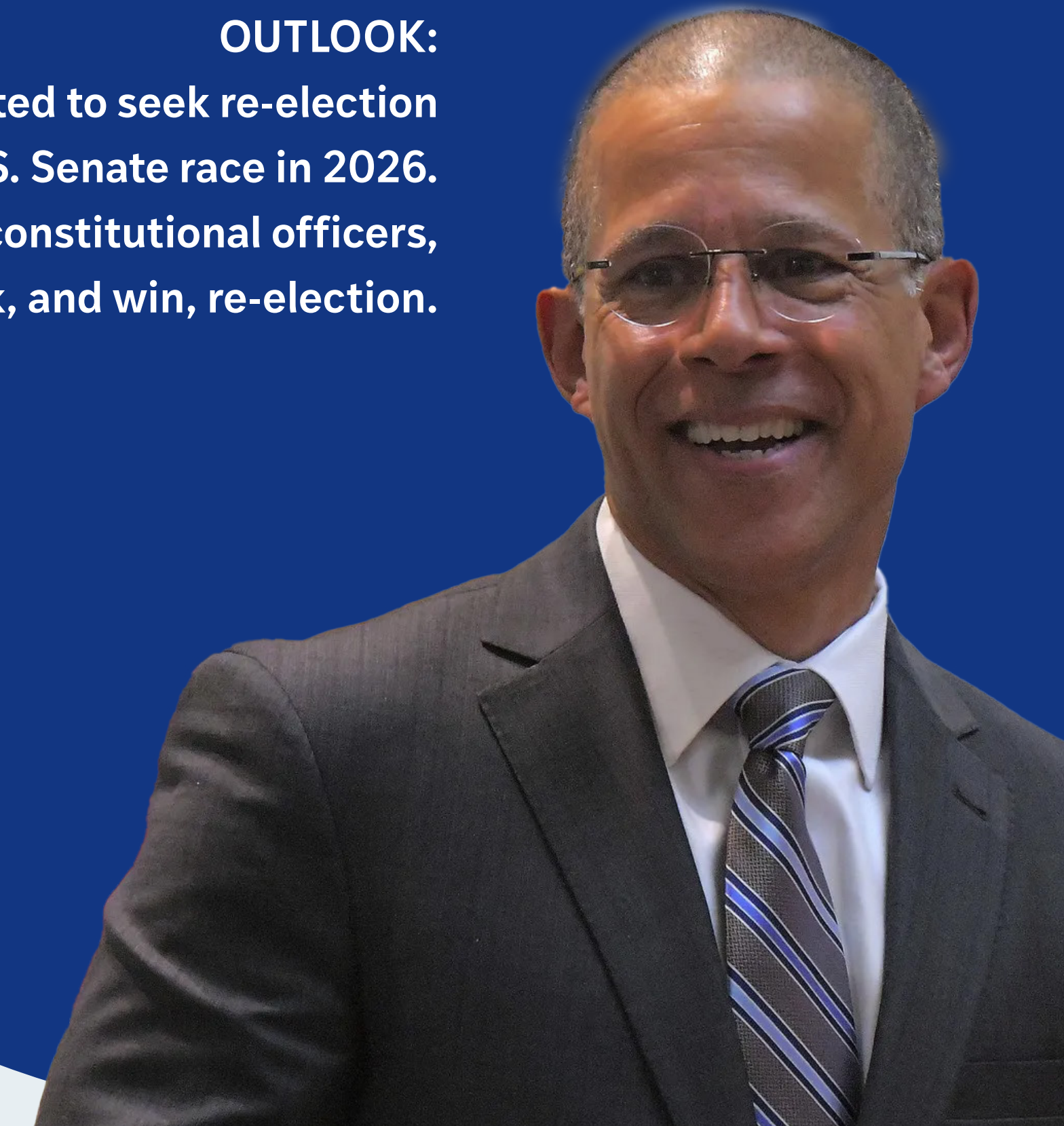
## INCUMBENT: Anthony Brown (D)

FIRST ELECTED: 2022

VICTORY PERCENTAGE: 64.9%

### OUTLOOK:

**Gov. Wes Moore (D) is expected to seek re-election and Maryland has no U.S. Senate race in 2026. Therefore, expect all of the constitutional officers, including AG Brown to seek, and win, re-election.**



# MASSACHUSETTS

Massachusetts is another state primed for a quiet 2026 election cycle. With Gov. Healey and Sen. Markey already announcing they will seek re-election, little political intrigue remains.

Since the state's two top 2026 offices feature incumbent retention, the other statewide officials, including AG Campbell, will themselves also run for re-election. At this point, no one in either party has come forward to challenge Ms. Campbell.

Andrea Campbell was first elected Attorney General in 2022, after twice winning election to the Boston City Council and serving her final four years before winning statewide as the body's President.

In heavily Democratic Massachusetts, Ms. Campbell's only problem would come from a Democratic primary challenge, but no such opposition appears imminent. Therefore, count on AG Campbell easily keeping her position in 2026.

## INCUMBENT: Andrea Campbell (D)

FIRST ELECTED: 2022

VICTORY PERCENTAGE: 61.3%

### OUTLOOK:

With Gov. Maura Healy (D) and Sen. Ed Markey (D) already announcing they will seek re-election, the constitutional officers, including AG Campbell will also seek re-election.



Previous Five Attorneys General: 5 Democrats

Previous Five AGs Advancing to Governor or Senator: 1 (Current Gov. Healey): Historical AGs moving to higher office include Elliott Richardson, who held many federal posts including US Attorney General, and Sen. Edward Brooke

Trump 2024 %: Lost Massachusetts 35.6% to Kamala Harris' 60.5%

Presidential History: Massachusetts has voted for the Democratic presidential nominee in 11 of the past 13 elections since 1976. Last time voting for a Republican presidential nominee: 1984: Ronald Reagan

Massachusetts Primary: Likely September 1 or 8, 2026



## Andy Blunt

*Executive Chairman  
Chief Executive Officer*

As a founding partner, Executive Chairman and Chief Executive Officer of HB Strategies, Andy has helped build a trusted national brand for federal and state lobbying with revenues and a client base to match. While Andy is leading the firm with its remarkable growth trajectory, clients continue to turn to him for help managing a crisis, polishing a brand, and understanding how government works and how to make it work for them. Andy advises top executives in boardrooms across the country and political candidates and elected leaders at all levels of government. He is a trusted advisor nationally whose extensive network of personal relationships is built on his lifelong immersion in politics and public policy. A tireless advocate, Andy has helped companies of all sizes successfully navigate complex legislative and regulatory environments and is consistently recognized as one of Washington’s “Top Lobbyists” by national media.



## Rochelle Mallett

*Executive Vice President  
State Government Affairs*

As Executive Vice President, State Government Affairs, Rochelle manages the firm’s network of state lobbying offices in Arizona, Arkansas, Colorado, Kansas, Maryland, Missouri, Nebraska, Oklahoma, Tennessee, Texas, and Wisconsin. HB Strategies clients benefit from Rochelle’s success in coordinating and fine-tuning legislative and public strategies that are targeted to specific client needs. She achieves significant outcomes through her careful approach to detailed strategies and an extensive national network of public policy and elected leaders - ultimately establishing trusted relationships on behalf of HBS clients. Earlier in her career she served as a legislative aide to U.S. Senator Deb Fischer.



## Dustin Brighton

*Managing Principal*

Dusty is a widely recognized expert in consumer privacy and anti-trust issues representing e-commerce and tech name brands like eBay and Microsoft. He has established a network of trusted relationships and credibility with elected leaders and influencers across the nation on issues such as privacy, net neutrality, and Section 230 liability protections. Dusty has also represented companies as members of industry trade associations and groups such as the National Association of Attorneys General, National Governors Association, and the Democratic and Republican Legislative Campaign Committees.



## Beverly Haydel

*Senior Advisor*

Beverly has more than a decade of experience working in both the private, public and nonprofit sectors. She has particular expertise in project management, coalition building, stakeholder engagement, public outreach, issue advocacy, policy development and legislative strategy. Beverly earlier served as Director of Civic Leadership Initiatives at the Baton Rouge Area Foundation where she managed the Foundation’s long-term projects throughout the greater Baton Rouge area. She began her career at Goldman Sachs as an Investment Banking Analyst based out of the company’s New York City headquarters.



## Maddie McMillian Green

*Deputy General Counsel for Contracting  
Principal*

An experienced attorney and successful advocate, Maddie recently served as Deputy Attorney General for Policy in the Missouri Attorney General’s Office. She advised the Attorney General on policy and legislation as well as developed and managed the office’s outreach initiatives. She previously served as Assistant Attorney General for Special Litigation, handling high-profile litigation at the state and federal level. Maddie began her career in the Missouri Governor’s Office, serving two governors and working closely with the executive cabinet. Maddie earlier served as chief of staff to the First Lady in the Missouri Governor’s Office, where she worked closely with the governor’s policy and legislative teams on issues including foster care, adoption, and child welfare advocacy.



## Carrie Hackenberger

*Principal*

Carrie is an experienced public policy advocate whose skill in the legislative process guides clients through complex challenges and creates valuable opportunities. She earlier served as Associate Director of the American Petroleum Institute Colorado where she helped lead the organization’s legislative and policy efforts across the state. Carrie was an effective advocate for the state’s oil and natural gas industry whether it was through regulatory proceedings or guiding legislative strategies in the General Assembly.



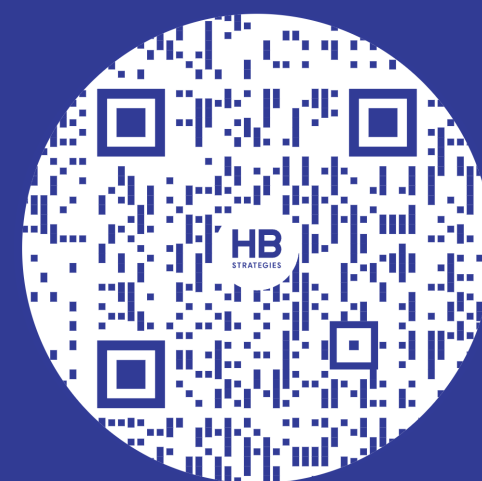
## Bradley Cooper

*Policy Associate*

Bradley assists teams of the federal practice group with research and readiness for client projects. He completed a term as a Fellow with the HB Strategies Federal team in the summer of 2024. Earlier he operated a successful Missouri-based consulting practice. Bradley studied socio-political communication at Missouri State University and was appointed the student representative to the school’s Board of Governors by Missouri Governor Mike Parson.



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