

Report Type: New Entrant Report

Year (Annual Report only):

Date of Appointment: 01/2025

Date of Termination:

Appointment Type: Non-Career

## Executive Branch Personnel Public Financial Disclosure Report (OGE Form 278e)

### Filer's Information

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Blair, Michael James

Deputy Chief of Staff, Trump-Vance (2025) - White House

Date of Appointment: 01/20/2025

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Other Federal Government Positions Held During the Preceding 12 Months:

None

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Electronic Signature - I certify that the statements I have made in this form are true, complete and correct to the best of my knowledge.

/s/ Blair, Michael James [electronically signed on 05/20/2025 by Blair, Michael James in Integrity.gov] - Filer received a 90 day filing extension.

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Agency Ethics Official's Opinion - On the basis of information contained in this report, I conclude that the filer is in compliance with applicable laws and regulations (subject to any comments below).

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Other review conducted by

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U.S. Office of Government Ethics Certification

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Data Revised 06/14/2025

## 1. Filer's Positions Held Outside United States Government

#	ORGANIZATION NAME	CITY, STATE	ORGANIZATION TYPE	POSITION HELD	FROM	TO
1	Republican National Committee	Washington, District of Columbia	Non-Profit	Political Director	3/2024	12/2024
2	Rapid Loop Consulting, LLC	Tampa, Florida	Corporation	Founder & President	11/2013	12/2024
3	Classical Preparatory School	Spring Hill, Florida	Non-Profit	Trustee, Board Secretary	6/2020	2/2021
4	X Corp.	San Francisco, California	Corporation	Eligible Creator	9/2024	1/2025
5	Classical Preparatory School	Spring Hill, Florida	Non-Profit	Chairman of the Board of Trustees	2/2021	11/2024
6	Trump Vance 2025 Transition, Inc.	Kingswood, Texas	Non-Profit	Advisor	11/2024	1/2025

## 2. Filer's Employment Assets & Income and Retirement Accounts

#	DESCRIPTION	EIF	VALUE	INCOME TYPE	INCOME AMOUNT
1	Republican National Committee	N/A		Salary and Bonus	\$196,404
2	Rapid Loop Consulting, LLC (Public Affairs Consulting & Marketing Services)	N/A		Salary and bonus	\$600,000
2.1	Rapid Loop Consulting, LLC (Public Affairs Consulting & Marketing Services) (full sale of business)	N/A	None (or less than \$1,001)	Capital Gains	\$1,000,001 - \$5,000,000

#	DESCRIPTION	EIF	VALUE	INCOME TYPE	INCOME AMOUNT
2.2	Rapid Loop Consulting, LLC (Public Affairs Consulting & Marketing Services) (services through this entity and its underlying entities listed in endnote. All income reported at this level.)	See Endnote	N/A	None (or less than \$1,001)	Business income
2.3	Owner's Distributions	No		Owner's Distributions	\$1,978,278
3	Trump Vance 2025 Transition, Inc.	N/A		Salary	\$40,625
4	X Corp. (content creation consulting)	N/A		revenue-sharing income for content creators.	\$2,833

### 3. Filer's Employment Agreements and Arrangements

None

### 4. Filer's Sources of Compensation Exceeding \$5,000 in a Year

#	SOURCE NAME	CITY, STATE	BRIEF DESCRIPTION OF DUTIES
1	Republican National Committee	Washington, District of Columbia	Services as Political Director
2	Rapid Loop Consulting, LLC	Tampa, Florida	Services as Founder & President
3	Trump Vance 2025 Transition, Inc.	Kingswood, Texas	Services as Advisor
4	American Leadership PAC	Athens, Georgia	Public Affairs Consulting & Marketing Services
5	American Majority Action, Inc	Purcellville, Virginia	Public Affairs Consulting & Marketing Services

#	SOURCE NAME	CITY, STATE	BRIEF DESCRIPTION OF DUTIES
6	Anna Paulina Luna for Congress	St. Petersburg, Florida	Public Affairs Consulting & Marketing Services
7	APL PAC	Alexandria, Virginia	Public Affairs Consulting & Marketing Services
8	Conservative Veterans Alliance	Venice, Florida	Public Affairs Consulting & Marketing Services
9	Cory Mills for Congress	Alexandria, Virginia	Public Affairs Consulting & Marketing Services
10	Credit Unions for Florida	Tallahassee, Florida	Public Affairs Consulting & Marketing Services
11	Data Targeting, Inc.	Gainesville, Florida	Public Affairs Consulting & Marketing Services
12	David Shoar Campaign	Venice, Florida	Public Affairs Consulting & Marketing Services
13	Don Gaetz Campaign	Crestview, Florida	Public Affairs Consulting & Marketing Services
14	Donald J. Trump for President 2024, Inc.	Arlington, Virginia	Public Affairs Consulting & Marketing Services
15	Electoral Communications Group, LLC	Tampa, Florida	Public Affairs Consulting & Marketing Services
16	Fix California, Inc.	Thousand Oaks, California	Public Affairs Consulting & Marketing Services
17	Fix USA, Inc.	Upper Arlington, Ohio	Public Affairs Consulting & Marketing Services
18	Florida Justice PAC	Tallahassee, Florida	Public Affairs Consulting & Marketing Services
19	Florida Republican Senatorial Campaign Committee, Inc.	Tallahassee, Florida	Public Affairs Consulting & Marketing Services
20	Florida Taxpayers Defense	Tallahassee, Florida	Public Affairs Consulting & Marketing Services
21	Friends of Matt Gaetz	Mary Ester, Florida	Public Affairs Consulting & Marketing Services

#	SOURCE NAME	CITY, STATE	BRIEF DESCRIPTION OF DUTIES
22	Friends of Suzy Lopez	Tampa, Florida	Public Affairs Consulting & Marketing Services
23	Friends of Yvette Benarroch	Gainesville, Florida	Public Affairs Consulting & Marketing Services
24	Hung Cao for Virginia	Purcellville, Virginia	Public Affairs Consulting & Marketing Services
25	Majority Syndicate, LLC	Tampa, Florida	Public Affairs Consulting & Marketing Services
26	Make American Great Again Action, Inc.	Beverly, Massachusetts	Public Affairs Consulting & Marketing Services
27	MAGA, Inc.	Beverly, Massachusetts	Public Affairs Consulting & Marketing Services
28	Mike Haridopolos for Congress	Tampa, Florida	Public Affairs Consulting & Marketing Services
29	Office of Representative Anna Paulina Luna	Washington, District of Columbia	Franking Services
30	Office of Rep. Cory Mills	Washington, District of Columbia	Franking Services
31	On Target Messaging	Jacksonville, Florida	Public Affairs Consulting & Marketing Services
32	Republican National Committee	Washington, District of Columbia	Public Affairs Consulting & Marketing Services
33	Republican Party of Florida	Tallahassee, Florida	Public Affairs Consulting & Marketing Services
34	Rick Scott for Florida	Tampa, Florida	Public Affairs Consulting & Marketing Services
35	Right Aim Media, LLC	Tampa, Florida	Public Affairs Consulting & Marketing Services
36	Spry Strategies	Knoxville, Tennessee	Public Affairs Consulting & Marketing Services
37	Suzy Lopez Campaign	Tampa, Florida	Public Affairs Consulting & Marketing Services

#	SOURCE NAME	CITY, STATE	BRIEF DESCRIPTION OF DUTIES
38	Truth Matters PC	Tallahassee, Florida	Public Affairs Consulting & Marketing Services
39	U.S. Sugar Corporation	Clewiston, Florida	Public Affairs Consulting & Marketing Services
40	Yvette Benarroch Campaign	Gainesville, Florida	Public Affairs Consulting & Marketing Services

## 5. Spouse's Employment Assets & Income and Retirement Accounts

#	DESCRIPTION	EIF	VALUE	INCOME TYPE	INCOME AMOUNT
1	Blair Florida, LLC (Public Affairs Consulting & Marketing Services)	N/A		Salary	
1.1	Blair Florida, LLC (Public Affairs Consulting & Marketing Services (services through this entity and its underlying entity listed in endnote. All income reported at this level.)	See Endnote	N/A	\$15,001 - \$50,000	Business income
1.2	Owner's Distribution	N/A		Owner's Distribution	
2	Rapid Loop Consulting, LLC (Public Affairs Consulting & Marketing Services)	N/A		Salary	

## 6. Other Assets and Income

#	DESCRIPTION	EIF	VALUE	INCOME TYPE	INCOME AMOUNT
1	Brokerage Account #1:	No		Capital Gains Interest	\$15,001 - \$50,000
1.1	SPDR Portfolio S&P 500 ETF (SPLG)	Yes	\$250,001 - \$500,000		

#	DESCRIPTION	EIF	VALUE	INCOME TYPE	INCOME AMOUNT
1.2	U.S. brokerage money market account (cash)	N/A	\$500,001 - \$1,000,000		
2	Brokerage Account #2:	No			\$15,001 - \$50,000
2.1	Fidelity Government Money Market Fund (SPAXX)	Yes	\$5,000,001 - \$25,000,000		
2.2	iShares Core S&P 500 ETF (IVV)	Yes	\$250,001 - \$500,000		
2.3	SPDR Portfolio S&P 500 ETF (SPLG)	Yes	\$15,001 - \$50,000		
2.4	Fidelity 500 Index Fund (FXAIX)	Yes	\$50,001 - \$100,000		
3	U.S. bank #1 (cash)	N/A	\$100,001 - \$250,000	Interest	\$15,001 - \$50,000
4	U.S. bank #2 (cash)	N/A	\$1,001 - \$15,000		None (or less than \$201)
5	U.S. bank #3 (cash)	N/A	\$250,001 - \$500,000		None (or less than \$201)
6	U.S. bank #4 (cash)	N/A	\$250,001 - \$500,000		None (or less than \$201)
7	U.S. bank #5 (cash)	N/A	\$50,001 - \$100,000		None (or less than \$201)
8	Florida Prepaid College Plan - 4 Years (Child #1)	N/A	\$50,001 - \$100,000		None (or less than \$201)
9	Florida Prepaid College Plan - 4 Years (Child #2)	N/A	\$50,001 - \$100,000		None (or less than \$201)
10	Florida Prepaid College Plan - 4 Years (Child #3)	N/A	\$50,001 - \$100,000		None (or less than \$201)
11	Blair Capital Partners, LLC	No			



#	DESCRIPTION	EIF	VALUE	INCOME TYPE	INCOME AMOUNT
11.1	Roc Digital, LLC (digital content & distribution)		\$100,001 - \$250,000		None (or less than \$201)
12	Roth IRA #1:	No			
12.1	Fidelity Government Money Market Fund (SPAXX)	Yes	\$15,001 - \$50,000		None (or less than \$201)
12.2	SPDR S&P 500 ETF Trust (SPY)	Yes	\$15,001 - \$50,000		None (or less than \$201)
12.3	Vanguard 500 Index Fund ETF Shares (VOO)	Yes	\$15,001 - \$50,000		None (or less than \$201)
12.4	iShares S&P 500 Value ETF (IVE)	Yes	\$1,001 - \$15,000		None (or less than \$201)
12.5	SPDR DOW JONES INDL AVERAGE ET UT SER 1	Yes	\$1,001 - \$15,000		None (or less than \$201)
13	SEP-IRA #1:				
13.1	Fidelity Government Money Market Fund (SPAXX)	Yes	\$1,001 - \$15,000		None (or less than \$201)
13.2	SPDR S&P 500 ETF Trust (SPY)	Yes	\$100,001 - \$250,000		None (or less than \$201)
13.3	Vanguard 500 Index Fund ETF Shares (VOO)	Yes	\$100,001 - \$250,000		None (or less than \$201)
13.4	iShares Core S&P 500 ETF (IVV)	Yes	None (or less than \$1,001)		None (or less than \$201)
14	Roth IRA #2:				
14.1	Fidelity Government Money Market Fund (SPAXX)	Yes	\$1,001 - \$15,000		None (or less than \$201)
14.2	SPDR S&P 500 ETF Trust (SPY)	Yes	\$1,001 - \$15,000		None (or less than \$201)

#	DESCRIPTION	EIF	VALUE	INCOME TYPE	INCOME AMOUNT
14.3	Vanguard 500 Index Fund ETF Shares (VOO)	Yes	\$15,001 - \$50,000		None (or less than \$201)
15	SEP-IRA #2:				
15.1	Vanguard 500 Index Fund ETF Shares (VOO)	Yes	\$50,001 - \$100,000		None (or less than \$201)
15.2	Fidelity Government Money Market Fund (SPAXX)	Yes	\$1,001 - \$15,000		None (or less than \$201)
15.3	SPDR S&P 500 ETF Trust (SPY)	Yes	\$1,001 - \$15,000		None (or less than \$201)
15.4	iShares Core S&P 500 ETF (IVV)	Yes	\$100,001 - \$250,000		None (or less than \$201)
16	American Funds 2055 Target Date Retirement Fund Class R4 Shs (RDJTX)	Yes	\$1,001 - \$15,000		

## 7. Transactions

(N/A) - Not required for this type of report

## 8. Liabilities

None

## 9. Gifts and Travel Reimbursements

(N/A) - Not required for this type of report

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Endnotes

PART	#	ENDNOTE
2.	2.2	Underlying entities include: Majority Syndicate LLC and Electoral Communications LLC.
5.	1.1	Underlying entity includes: Right Aim Media, LLC

# Summary of Contents

## 1. Filer's Positions Held Outside United States Government

Part 1 discloses positions that the filer held at any time during the reporting period (excluding positions with the United States Government). Positions are reportable even if the filer did not receive compensation.

This section does not include the following: (1) positions with religious, social, fraternal, or political organizations; (2) positions solely of an honorary nature; (3) positions held as part of the filer's official duties with the United States Government; (4) mere membership in an organization; and (5) passive investment interests as a limited partner or non-managing member of a limited liability company.

## 2. Filer's Employment Assets & Income and Retirement Accounts

Part 2 discloses the following:

- Sources of earned and other non-investment income of the filer totaling more than \$200 during the reporting period (e.g., salary, fees, partnership share, honoraria, scholarships, and prizes)
- Assets related to the filer's business, employment, or other income-generating activities (1) that ended the reporting period with a value greater than \$1,000 or (2) from which more than \$200 in income was received during the reporting period (e.g., equity in business or partnership, stock options, retirement plans/accounts and their underlying holdings as appropriate, deferred compensation, and intellectual property, such as book deals and patents)

This section does not include assets or income from United States Government employment or assets that were acquired separately from the filer's business, employment, or other income-generating activities (e.g., assets purchased through a brokerage account). Note: The type of income is not required if the amount of income is \$0 - \$200 or if the asset qualifies as an excepted investment fund (EIF).

## 3. Filer's Employment Agreements and Arrangements

Part 3 discloses agreements or arrangements that the filer had during the reporting period with an employer or former employer (except the United States Government), such as the following:

- Future employment
- Leave of absence
- Continuing payments from an employer, including severance and payments not yet received for previous work (excluding ordinary salary from a current employer)
- Continuing participation in an employee welfare, retirement, or other benefit plan, such as pensions or a deferred compensation plan
- Retention or disposition of employer-awarded equity, sharing in profits or carried interests (e.g., vested and unvested stock options, restricted stock, future share of a company's profits, etc.)

#### 4. Filer's Sources of Compensation Exceeding \$5,000 in a Year

Part 4 discloses sources (except the United States Government) that paid more than \$5,000 in a calendar year for the filer's services during any year of the reporting period.

The filer discloses payments both from employers and from any clients to whom the filer personally provided services. The filer discloses a source even if the source made its payment to the filer's employer and not to the filer. The filer does not disclose a client's payment to the filer's employer if the filer did not provide the services for which the client is paying.

#### 5. Spouse's Employment Assets & Income and Retirement Accounts

Part 5 discloses the following:

- Sources of earned income (excluding honoraria) for the filer's spouse totaling more than \$1,000 during the reporting period (e.g., salary, consulting fees, and partnership share)
- Sources of honoraria for the filer's spouse greater than \$200 during the reporting period
- Assets related to the filer's spouse's employment, business activities, other income-generating activities (1) that ended the reporting period with a value greater than \$1,000 or (2) from which more than \$200 in income was received during the reporting period (e.g., equity in business or partnership, stock options, retirement plans/accounts and their underlying holdings as appropriate, deferred compensation, and intellectual property, such as book deals and patents)

This section does not include assets or income from United States Government employment or assets that were acquired separately from the filer's spouse's business, employment, or other income-generating activities (e.g., assets purchased through a brokerage account). Note: The type of income is not required if the amount of income is \$0 - \$200 or if the asset qualifies as an excepted investment fund (EIF). Amounts of income are not required for a spouse's earned income (excluding honoraria).

#### 6. Other Assets and Income

Part 6 discloses each asset, not already reported, (1) that ended the reporting period with a value greater than \$1,000 or (2) from which more than \$200 in investment income was received during the reporting period. For purposes of the value and income thresholds, the filer aggregates the filer's interests with those of the filer's spouse and dependent children.

This section does not include the following types of assets: (1) a personal residence (unless it was rented out during the reporting period); (2) income or retirement benefits associated with United States Government employment (e.g., Thrift Savings Plan); and (3) cash accounts (e.g., checking, savings, money market accounts) at a single financial institution with a value of \$5,000 or less (unless more than \$200 in income was received). Additional exceptions apply. Note: The type of income is not required if the amount of income is \$0 - \$200 or if the asset qualifies as an excepted investment fund (EIF).

## 7. Transactions

Part 7 discloses purchases, sales, or exchanges of real property or securities in excess of \$1,000 made on behalf of the filer, the filer's spouse or dependent child during the reporting period.

This section does not include transactions that concern the following: (1) a personal residence, unless rented out; (2) cash accounts (e.g., checking, savings, CDs, money market accounts) and money market mutual funds; (3) Treasury bills, bonds, and notes; and (4) holdings within a federal Thrift Savings Plan account. Additional exceptions apply.

## 8. Liabilities

Part 8 discloses liabilities over \$10,000 that the filer, the filer's spouse or dependent child owed at any time during the reporting period.

This section does not include the following types of liabilities: (1) mortgages on a personal residence, unless rented out (note: certain PAS nominees and appointees are required to report all mortgages); (2) loans secured by a personal motor vehicle, household furniture, or appliances, unless the loan exceeds the item's purchase price; and (3) revolving charge accounts, such as credit card balances, if the outstanding liability did not exceed \$10,000 at the end of the reporting period. Additional exceptions apply.

## 9. Gifts and Travel Reimbursements

This section discloses:

- Gifts totaling more than \$480 that the filer, the filer's spouse, and dependent children received from any one source during the reporting period.
- Travel reimbursements totaling more than \$480 that the filer, the filer's spouse, and dependent children received from any one source during the reporting period.

For purposes of this section, the filer need not aggregate any gift or travel reimbursement with a value of \$192 or less. Regardless of the value, this section does not include the following items: (1) anything received from relatives; (2) anything received from the United States Government or from the District of Columbia, state, or local governments; (3) bequests and other forms of inheritance; (4) gifts and travel reimbursements given to the filer's agency in connection with the filer's official travel; (5) gifts of hospitality (food, lodging, entertainment) at the donor's residence or personal premises; and (6) anything received by the filer's spouse or dependent children totally independent of their relationship to the filer. Additional exceptions apply.

## Privacy Act Statement

5 U.S.C. § 13101 et seq., and 5 C.F.R. Part 2634 of the U. S. Office of Government Ethics regulations require the reporting of this information. Failure to provide the requested information may result in separation, disciplinary action, or civil action. The primary use of the information on this report is for review by Government officials to determine compliance with applicable Federal laws and regulations. This report may also be disclosed upon request to any requesting person in accordance with 5 U.S.C. §§ 13107 and § 13122(b)(1) or as otherwise authorized by law. You may inspect applications for public access of your own form upon request. Additional disclosures of the information on this report may be made: (1) to any requesting person, subject to the limitation contained in section 208(d)(1) of title 18, any determination granting an exemption pursuant to sections 208(b)(1) and 208(b)(3) of title 18; (2) to a Federal, State, or local law enforcement agency if the disclosing agency becomes aware of violations or potential violations of law or regulation; (3) to a source when necessary to obtain information relevant to a conflict of interest investigation or determination; (4) to the National Archives and Records Administration or the General Services Administration in records management inspections; (5) to the Office of Management and Budget during legislative coordination on private relief legislation; (6) when the disclosing agency determines that the records are arguably relevant to a proceeding before a court, grand jury, or administrative or adjudicative body, or in a proceeding before an administrative or adjudicative body when the adjudicator determines the records to be relevant to the proceeding; (7) to reviewing officials in a new office, department or agency when an employee transfers or is detailed from one covered position to another, a public financial disclosure report and any accompanying documents, including statements notifying an employee's supervising ethics office of the commencement of negotiations for future employment or compensation or of an agreement for future employment or compensation; (8) to a Member of Congress or a congressional office in response to an inquiry made on behalf of and at the request of an individual who is the subject of the record; (9) to contractors and other non-Government employees working on a contract, service or assignment for the Federal Government when necessary to accomplish a function related to this system of records; (10) on the OGE Website and to any person, department or agency, any written ethics agreement, including certifications of ethics agreement compliance, filed with OGE by an individual nominated by the President to a position requiring Senate confirmation; (11) on the OGE Website and to any person, department or agency, any certificate of divestiture issued by OGE; (12) on the OGE Website and to any person, department or agency, any waiver of the restrictions contained in Executive Order 13989 or any superseding executive order; (13) to appropriate agencies, entities and persons when there has been a suspected or confirmed breach of the system of records, the agency maintaining the records has determined that there is a risk of harm to individuals, the agency, the Federal Government, or national security, and the disclosure is reasonably necessary to assist in connection with the agency's efforts to respond to the suspected or confirmed breach or to prevent, minimize, or remedy such harm; and (14) to another Federal agency or Federal entity, when the agency maintaining the record determines that information from this system of records is reasonably necessary to assist the recipient agency or entity in responding to a suspected or confirmed breach or in preventing, minimizing, or remedying the risk of harm to individuals, the recipient agency or entity, the Federal Government, or national security. See also the OGE/GOVT-1 executive branch-wide Privacy Act system of records.

## Public Burden Information

This collection of information is estimated to take an average of ten hours per response, including time for reviewing the instructions, gathering the data needed, and completing the form. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Program Counsel, U.S. Office of Government Ethics (OGE) 250 E Street, S.W., Suite 750, Washington, DC 20024-3249.

Pursuant to the Paperwork Reduction Act, as amended, an agency may not conduct or sponsor, and no person is required to respond to, a collection of information unless it displays a currently valid OMB (that control number 3209-0001, is displayed here and at the top of the first page of this OGE Form 278e).

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