

"Several Republicans are in the mix. They include conservative Orange County Assemblyman Travis Allen and Rancho Santa Fe venture capitalist John Cox. Speculation is mounting that former state Assemblyman David Hadley plans to announce a run. There also are furious efforts to recruit San Diego Mayor Kevin Faulconer into the race, because he is viewed as the strongest possible contender. ...

"House Majority Leader Kevin McCarthy (R-Bakersfield) is concerned about next year's turnout, and has been working hard trying to convince Faulconer to enter the race and show him he has a path to victory, according to multiple people familiar with McCarthy's efforts who were not authorized to discuss them. Party Chairman Jim Brulte has made at least one personal appeal to the mayor during a face-to-face visit to San Diego." <http://lat.ms/2tooDgk>

VALLEY TALK -- "Apple's Cook Reaped \$145 Million Last Year, Most of S&P 500 CEOs," by Bloomberg's Laurie Meisler, Alicia Ritcey and Jenn Zhao: "Don't be fooled by Tim Cook's 2016 reported pay of \$8.75 million, which ranked the Apple Inc. chief executive officer in the bottom third of all CEOs in the S&P 500. Cook, 56, actually took home \$145 million, almost all of it from awards granted back in 2011. ... Reed Hastings, 56, of Netflix Inc., reaped \$106 million last year. Take-home pay for the top 25 S&P 500 CEOs who served in their positions for the last full fiscal year totaled about \$1.65 billion." <https://bloom.bg/2u1jqJ2>

THE JUICE ...

-- **SPOTTED** yesterday at a meeting of business policy experts hosted by the Office of Public Liaison in the West Wing: Michael Gallagher (ESA), Rebecca Oliver (CA Technologies), Kristie Arslan (Small Business & Entrepreneurship Council), John Stanford (Prism Group), Tim Day (U.S. Chamber), Omar Vargas (3M), Chris Myers (Caterpillar), Carolyn Coda (Swiss Re), Diane Rinaldo (SAP) and Brian Wolff (EEI).

-- **BRENDAN CARR** is President Donald Trump's pick to fill the open Federal Communications Commission seat. "Carr is a familiar face at the FCC, having worked as an aide to Chairman Ajit Pai when he was a commissioner during the Obama years." <http://politi.co/2tmKGUu>

-- **KATHLEEN MELLODY** has been named managing director and head of federal affairs for the insurance company The Hartford. She previously served as special assistant to President Barack Obama.

PLAYBOOK READS

PHOTO DU JOUR: President Donald Trump poses with a jersey given to him by members of the World Series champion Chicago Cubs in the Oval Office on June 28. | Nicholas Kamm/AFP/Getty Images

ON MAGAZINE STANDS -- NEW COVERS ...

-- **TIME:** "Game of Thrones: Inside the World's Most Popular Show"

<http://bit.ly/2u1zc6W>

--**THE ECONOMIST:** "Trump's America: A special report on a divided country"

<http://bit.ly/2s4WJCe>

-- **BLOOMBERG BUSINESSWEEK's** annual Global Tech double issue: It's "a deep dive into the innovators and innovations around the world-and out of it. The issue includes: Ashlee Vance on the new space revolution [<https://bloom.bg/2t4hOoY>]; Drake Bennett on Nokia's fight to stay relevant [<https://bloom.bg/2tnUZrX>]; Brad Stone on Tencent's global problem [<https://bloom.bg/2trYkGG>]; Vernon Silver on the hackers Russia-proofing Germany's elections [<https://bloom.bg/2spw4iT>]; [and] a detailed interactive graphic on the future according to Elon Musk [<https://bloom.bg/2u1yTZE>]." **The full issue** <https://bloom.bg/2tmPUAc> ... **The cover** <http://bit.ly/2spnYqL>

--**THE NATION:** "TRUMP AND THE NRA: Arming the culture war has just begun." The cover shows a "Make America Great Again" hat resting on the ammo clip loaded into a machine gun. <http://politi.co/2spUXv2> ... **The cover story by George Zornick** <http://bit.ly/2t3RGn5>

TRUMP INC. - "Trump's future business plans may be hiding in plain sight: The Trump Organization has registered and renewed hundreds of domain names - from MarALagoVegas.com to TrumpTowerMoscow.com," by Isaac Dove, Madeline Conway and Tyler Fisher: "Publicly available internet directory records analyzed by POLITICO ... appear to provide a road map for ventures the president's company has been considering, though some are in places that are now trouble spots for his