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Source: Schneider won't run for U.S. Senate

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Nicole Schneider, the research officer with Green Bay Area Catholic Education and daughter-in-law of the former Schneider Trucking head, has decided against running for the U.S. Senate next year, according to a GOP source with knowledge of her decision.

The source said Schneider, a political newcomer, had been having serious discussions with her family about a bid.

"She decided recently after some serious talks with them she's not going to do it. It's just not the right time for her family," the source said.

Schneider surfaced in early spring as a possible Republican challenger for U.S. Sen. Tammy Baldwin, D-Madison. Some Republicans viewed her as a possibly strong challenger because of her profile and her personal wealth.

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But she also drew some blowback from conservatives over past social media posts.

In late March and early April, she sent several tweets taking shots at Baldwin and showing her pictured with House Speaker Paul Ryan, U.S. Sen. Ron Johnson, U.S. Rep. Mike Gallagher and former U.S. Rep. Reid Ribble. But since early May, when she attended the GOP state convention, she has largely tweeted about Schneider Trucking and local sports.

Her decision leaves at least four Republicans considering a bid against Baldwin: Madison businessman Eric Hovde, state Rep. Dale Kooyenga, business consultant Kevin Nicholson and state Sen. Leah Vukmir.