

# Santa Clara Libertarian

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## BIGGEST TAX DAY PROTEST EVER?

Maybe the biggest federal tax total in history should have engendered the biggest Libertarian protest in LPSCC history. Well that's what happened, not because of record high taxes, but thanks to Publicity Chair Zander Collier's sterling management of the LPSCC Tax Day project.. Zander, aided by his assistants Travis Jones and Roger Ver and the many volunteers attracted by Ray Strong's phone poll and Joe Dehn's volunteer web site forms, made the 2001 Tax Day protest one of the biggest and broadest ones ever seen in Santa Clara County. At least it was the biggest since 1997, when your reporter first became active in the party.

Protests were staged by approximately 40 to 50 volunteers, including such notables as ex LPC Chair Mark Hinkle and Libertarian mayor of Saratoga, John Mehaffey, at 6 branches of the US Postal Service - the two big San Jose branches at Lundy and at Meridian, the main branches at Sunnyvale and at Cupertino, and the downtown branches at Palo Alto and Mountain View.



Passing cars learn five Libertarians' opinions on taxes

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A very attractive, and persuasive new pamphlet created by Zander to focus on local issues as well as taxes was passed out in addition to the old mainstay, the \$1 million bill flyer which features a politician's face hidden by a paper sack, and states that the government spends \$1 million every 5 seconds (which is probably now an understatement).

## Prep Meeting at DeAnza Sets The Stage

Zander overcame the challenge of organizing volunteer protests at multiple locations by lining up as assistants and meeting with experienced Tax Day activist Roger Ver and very active new LPSCC Local Organization Chair, Travis Jones, and holding a volunteers prep session to make signs and fold his new pamphlets (which were printed with the usual



Volunteers at De Anza preparing pamphlets and signs

high quality by Jascha Lee using his his wonderful Tektronix Phaser hi-res color printer). And to coordinate the volunteers he used email communications - an essential tool in today's world.

## Biggest Demonstration Held At Meridian Post Office

The biggest demonstration was planned for San Jose's Meridian post office on Meridian near Hamilton, where traditionally the activity level out front is highest, with traffic backed up for blocks, a big crowd, and a radio station booth out front. Many drivers swung by in



Mayor John Mehaffey



Lineup inside Meridian USPS to give gov't its 2000 fix

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# TAKING CARE OF BUSINESS FOR 1ST QUARTER

## Tony Stemberger Unanimously Elected Membership Chair

### Turnout Again Insufficient To Vote On Bylaw Changes

The LPSC Central Committee met on 4/12/01 at the Campbell Community Center, Roosevelt Redwood Room in Campbell. Considerable planning and effort had gone into making the meeting an early highlight of the year's agenda, by drawing an unusually large turnout to



Members listen attentively at LPSCC quarterly Central Committee meeting

satisfy the bylaws requirement of a 10% quorum needed to vote on the bylaw changes proposed by Chair Ray Strong and others. Members had been exhorted to attend by the March SCL (newsletter) and also during phone polling of over 40% of the members during March and early April. Arrangements were made for free pizza and soft drinks, and such a big turn out of irregular attendees was anticipated that direction signs to the parking lot were posted and a welcoming committee for new attendees was appointed and sat near the entrance door. Yet the turnout was just 31 voting members - barely over the 5% needed to conduct business and voting at all, and just 2 or 3 new faces turned up!

One of the new attendees was local Libertarian political star John Mehaffey, present Mayor of Saratoga, who was introduced and made a brief statement.

With Bill White acting as Parliamentarian, Chair Ray Strong copened the meeting by checking the attendance, after having the new attendees introduce themselves. He then announced a sufficient quorum to do business but not to do a by law vote, and proposed Bylaw changes be

tabled till the January 2002 meeting when it is hoped that the election of new officers for 2002 are more likely to attract the needed 10% quorum for such a vote..

The upcoming Tax Day protest was then featured with Tax day team captain, Zander Collier announcing an organizing meeting on Saturday, April 14th, from 12 noon till 3 PM at DeAnza College and describing plans to have 2 to 3 people at several Post Offices from 5:30PM to 8:30PM handing out pamphlets, with the main protests to be at the Meridian Ave. and Lundy Ave. Post Offices in San Jose till 12 midnight. He said "Local news media contacts have been invited to cover our protest." For Tax day, Marv Rudin said he overprinted some obsoletely addressed \$1M bills with his laser printer to have a hits-trackable web address and he would distribute them at the Sunnyvale Post Office.



Publicity Chair Zander Collier presents Tax Day program plan

Joe Dehn reported there are about 30 half-hour-long Libertarian Alternative TV show tapes that could be broadcast on local cable systems. The LPSCC recently bought 4 tapes that are

available to members to loan to their cable companies for broadcast on Community access channels.

After Ray Strong said Joe Beene had resigned as Membership Chairman due to an extra heavy burden he'd taken on in a new real estate startup company, Tony Stemberger indicated an interest in trying his hand at it, and Zander Collier nominated him for the office. He was elected unanimously.



Tony Stemberger signs up as Membership Chair

Finally, Kennita Watson moved that the Central Committee ratify the appointment of Travis Jones to the office of Local Organizing Committee Chairmen and that he be made a voting member of the Executive Committee. A vote was called for and the motion passed. ■

# EXCOM BEGINS TO FOCUS ON OUTREACH

## Big Tax Day protest planning was started at April 7th meeting

## May 5th meeting sets policies for future funding of growth efforts

At both its April meeting on April 7th at Cocos, Sunnyvale, and its meeting on May 5th at the San Jose Rose Garden Library the LPSCC Executive Committee planned several actions pointed at reaching or paving the way to reach out to the SC County public to advance party recognition and growth.

### APRIL 7TH MEETING

#### **Poll of LPSCC Members**

-Chair Ray Strong reported we have 25 volunteer actions towards our goal of 500 for the year 2001. 10 telephone polls count as 1 action. He distributed charts with poll progress information. The poll has generated one time pledges of \$645 and pledges of \$80 per month. We currently have 34 members likely to attend the April 12th meeting and about 33 volunteers for tax day activities. Based on the poll responses we can expect about 54 members to attend the April 12th meeting and about 53 participants in the tax day activities. This assumes the poll response trend will continue as is.

#### **Registrations**

-Vice Chair Joe Dehn reported the number of registered SCC Libertarians remains steady at .75%. We now have fewer than 500 Central Committee members. He said "We still need a registrations growth plan with specific details."

-Newsletter Chair Marv Rudin said "I have portable tables and registration recruitment materials. We need volunteers to staff the tables, to display LP posters, and hand out cards and literature with the goal of public exposure of the LP name and getting registrations and names and contact information of potential Libertarians."

-Publicity Chair Zander Collier suggested we contact tobacco shops to see if they would be interested in distributing Libertarian literature to their customers.

#### **Ballot arguments.**

The Local Organizing Committee Chair will coordinate efforts to find members who are willing to write ballot arguments for their districts and communities.

#### **Local Organizing**

Travis Jones was appointed Local Organizing Committee Chair by unanimous vote.

### MAY 5TH MEETING

Policy discussions were held on the subjects of fundraising activities, project funding, and campaign statements and filing fees funding, publicity plans, and membership and registrations growth plans.

#### **Mail Petitioning To Relieve Candidates**

Ray Strong advocated an improved party-supported petition mailing to LPSCC registered voters, to relieve candidates so they can concentrate on getting out the Libertarian message. Campaign Chair Scott Lieberman

and LPC Rep Mark Hinkle agreed, saying that we should follow the San Diego LP's successful example (their mailer managed to get all needed signatures in every precinct but one) His view was supported by Marv Rudin who said we ought to be able to do the same if we use proven direct mail techniques including color and an effective invitation on the envelope, adding later that it could also be used to get new dues paying members.

#### **Sharing Candidate Filing Fees**

On the funding of candidate filing fees Campaign Chair Scott Lieberman said he'd like the party to pay half and the candidate pay half. Rudin agreed, because it would show interest by the candidate and reduce the chance of inactive candidates.

#### **Targeted Fund-raising For Proven Programs**

Strong proposed a policy of using general purpose LPSCC treasury funds as a "cushion" for emergencies and to fund testing of proposed outreach ideas, and funding large scale programs based on successful ideas with targeted donations. Rudin agreed. There was no dissent on this concept.

#### **Publicity Plans**

Collier said he will soon write up plans to reach the public including door to door visits with LP outreach literature of local interest and registration forms. It was suggested by Rudin and Hinkle that using a database program, 200 homes or a precinct would be enough to evaluate if enough new registrations are acquired by the chosen approach to warrant expansion of this outreach method.

#### **Membership Plans**

New Membership Chair Tony Stemberger wasn't able to attend, but Rudin said Tony had given him his short term 3 pronged plan in an interview last week (see article on pg. 8)

#### **Other Plans**

Activities Chair John Webster will try to find someone to organize a summer picnic. Travis Jones will organize a gun show table for June 9th - 10th. ■

# PUBLICITY - A WIN AND A MISS WITH A FUTURE

## Successful Talk Show Call-in

Nice going Travis! Are any of you other members also talk radio listeners who're getting the LP word out this way? If so please tell us about your exploits so we can all share your success.

Travis Jones reports: "I called into Libertarian Brian Wilson's talk show on Wednesday Night 3/14 around 8:15 PM. His topic was the movie Traffic. I told him that we, the LP of SC, had created a pamphlet to protest the WOD. Brian stated that was fine, but wouldn't our time be better spent protesting taxes, etc. I told him we are planning a Tax Protest on April 16th. He then went on to ask me how do we get people involved or signed up for the LP when our numbers were dismal this past election. I responded saying that we are working to get our message out to the public and working on getting people to recognize that Libertarians are closer to peoples' beliefs than either the R's or D's. At the end Brian asked me to mail him one of our pamphlets which I did."

## LTE Rejected But "Class Warfare" Theme Can Be Exploited

An LTE resulted from notice by John Webster of an article in the SJMN about how unfair the stock option tax laws had been to Silicon Valley's high tech workers. Jim Erlach amplified Webster's concern with a message on the local eboard. In response to their suggestions, an LTE was written by your editor, and a modified version was submitted to the SJMN by Zander. Unfortunately it wasn't published by the SJMN (no surprise - it would have been LP-beneficial), but it has a very persuasive theme that you latent letter writers out there could use in future.. That theme is the sad fact that the progressive and targeted income tax promotes class warfare among the American people, and anyone harmed by it brought it on themselves if they voted for those who made such a law instead of voting Libertarian. This theme can be used repeatedly in various forms whenever an article or an LTE appears about the income tax or any other law helping one class of voters at another class' expense.

### REMINDER:

LTE Sunday is coming up at 3 pm on May 20th at Stoddards in downtown Sunnyvale.

Sharpen your pencil and mind and meet Publicity Chair Zander Collier and other Libertarians to have a beer, read the papers ,and help write the letters

Webster wrote: "There was a great article in the San Jose Mercury News yesterday about how a Federal tax code change that was implemented to make sure that the "Really Rich" had to pay at least a minimum tax, was coming back to financially destroy average people in high tech companies that had finally gotten a nest egg for retirement." Jim Erlach wrote: "You do not get taxes taken on the option itself. You get tax taken on the 'profit' you made after you exercise the option. Exercising the option gets you the stock at the option price. The tax taken is based on the value of the stock at that time minus the price of the option. These gains are fully taxable even if the stock later goes down to zero. The IRS expects you to sell that stock so you can pay them off. When lots of people do this, the stock market goes down, fast. Now, real losses have a limit of \$3000 you can "untax". I had a lot of taxes taken on money I made last year. I will not be able to 'untax' my losses this year. That's how the system works."

Zander's LTE

**"Shrink Gov't and Eliminate the Class Warfare It Causes**

It's ironic that many people who lost money to the Alternative Minimum Tax (AMT) by exercising their stock options at a profit only to see the value plummet (SJMN Friday, Mar. 16 "Many Running Out Of Options"), voted to elect non-Libertarian politicians who created the AMT tax that's ruining them. In the article, victim Angela Hartley decries the fact that "a lot of middle-class working people" - not just millionaires - were trapped by the AMT and forced to pay the IRS all or a big chunk of their life savings. These are taxes paid on unrealized gains on stock options that such individuals can probably never recover.

Sadly, this is another example of the class warfare that government income tax policies cause. Ms. Hartley seems to think it acceptable that only millionaires pay the AMT tax. Of course, \*she\* shouldn't because she's in a "different wealth class". Laws often have unintended consequences. This one, passed by those she probably helped elect, boomeranged to ruin her financially.

I \*do\* feel sorry for those who elected the politicians who wrote the Alternative Minimum Tax law. Many ended up getting hurt by it. Unfortunately, people like Ms. Hartley too often get drawn into the class-warfare rhetoric of our politicians, and are hoist on their own petard. The simple Libertarian solution is to shrink the state and federal governments and reduce everyone's tax burden. While it is misguided for the government to ensure against peoples' bad or unlucky investment decisions, it is also an insane Public Policy that compounds those unfortunate investment decisions by charging usurious taxes on top of them."

Did you submit a Letter-To-Editor lately?

Please send it in even if unpublished your fellow members may enjoy and profit from it.

**Continued from page 1**

front to drop off their tax returns and saw our signs, and many others parked and walked in to get a mailing receipt inside, generating a steady stream of foot traffic like pilgrims streaming into Mecca, and were offered LP literature. When I arrived about 8:30 pm, cars were bumper to bumper in every direction. I had to park over a block away, and walking up Meridian toward the post office I saw many people walking away with what looked like Zanders special Tax Day pamphlet in their hands. Sure enough it was Zander's pamphlet. When I arrived at the entrance there was Roger Ver popping a pamphlet into the hands of passers by one after another in a steady stream. Roger estimated 1500 were passed out. It was great to see this well presented version of the LP word reaching so many prospects.



Roger Ver (right) with the two SJSU TV students who interviewed him on camera at the Meridian post office

In addition to holding signs and passing literature Roger managed to get interviewed on TV. Two reporters from San Jose State's Department of TV-Radio-Film-Theatre had him on there video coverage of Tax Day at the Meridian USPS(see accompanying photo).

Roger deserves added credit for bringing friends Matt Talbot (with lady friend), Yan Ebyam, and Ken Gryder out to help with the Meridian tax protests. When interviewed he said "1500 flyers were passed out; about 40 people there at different times; public was much more receptive this year" **You're a true force for freedom Roger!**

The same could be said for Jeff Landauer, who brought out friends Dave Anderson, and Joseph Rowlands for the Meridian tax protests. Some of the volunteers at Meridian, in addition to those already mentioned were Ed Allison, who got off work late and came down to do literature outreach after 10 pm, Chair Ray Strong who helped out and took photos at both the Lundy and Meridian protests, Mike Laursen, and David Scott.



(l to r) Zander Collier, Frank Groffie, John Webster

## San Jose - Lundy USPS Office

Your reporter was not on the scene at the main San Jose USPS facility at Lundy and Hostettler but from interviews of the participants, apparently things went well for over a dozen stalwart volunteers there spearheaded by those two dynamic LPSCC's leaders, Zander Collier and Travis Jones. A partial list of volunteers participating at Lundy in addition to Zander and Travis were Frank Groffie, Alan Furman, Elizabeth Brierly, Steve Zirkle,



Elizabeth Brierly

and John Webster.

Zander said "I'm very pleased with the reinvigorated participation in this annual party outreach event. The Tax Day project was a good start for 2001. I was happy to see a snowball effect - seeing those who volunteered persuaded others to turn out, such as Bill DeLong helping Rod Woodman at Sunnyvale who was scheduled to be there alone. Many people stepped up to the plate and made this happen - It couldn't have happened without them. I was but a minor player." He went on to say that this is only the beginning. "We will be at the TS Gun Show in June for which we'll again create another unique pamphlet fitting the occasion. And we'll be appearing at the San Jose American Festival on the 4th with still another special pamphlet. I also will be launching a Libertarian "Strike Team" that will staple our messages up on community poles, fences, etc., and will try to line up tobacco and cigar stores to distribute our literature"



Steve Zirkle and Alan Furman

Travis said "Things went pretty well. We had about 10 volunteers. A lot of people were honking when they saw our signs. People were generally receptive."

Frank Groffie said he was there 8-11:30 pm. He said "About 10 LPers were present at the peak, and probably 12 to 14 showed in total. I had an interesting conversation with what appeared to be secret police - plain clothes men with guns - I asked - are you the fuzz? At first they didn't want to admit it. Later I asked them to level with me - and they said they are with IRS Enforcement. and were there to make sure postal workers are safe. He and Zander made signs on the spot using his pens & staple guns and Zanders sign blanks and holding sticks.

**Continued on page 6**

# MAY SPEAKERS MEETING THURSDAY MAY 10th

## Rose Wiegley Will Host Another Fun Session At Cocos Banquet Room

at Lawrence & Oakmead Parkway (near 101)

### STILL HOLDING THOSE FREE CARDS FROM JANUARY NEWSLETTER?

Here's how to get them out where they can do some good...

Just take them out of your drawer and give them to your doctor dentist, shop keeper, mechanic, neighbor. Or put the on cars where you live, work, or shop (see photo). In March your writer gave one to his dentist. When I returned in April I asked how he liked the lpty.org web site (referenced on the card). He said he'd been "too busy to look it up, but," he said, "I took the quiz on the card, and it looks like I'm a Libertarian!" (and another one bites the dust :-))

Speakers Bureau Manager Rose Wiegley has been talking to Andy Carver, a student at Stanford, about running the Speakers bureau. He will be at the May speakers meeting to get a feel for what is involved and meet everyone. I'd like as many members of the exec attend as possible so everyone will have a chance to meet each other before any commitments are made."

The Theme for this meeting will be "Economics in One Lesson". The agenda will be:

- Applying the Lesson: Economic Table Topics
- 2 minute impromptu speeches on Free Market Issues
- 5 minute group discussion per speech

Meeting starts at 8pm, for dinner come earlier



Operation Everyone card beckoning to driver as he/she enters car

### Continued from page 5

He made up a sign saying "End the tax nightmare - vote libertarian" on one side and on the back - "the secret police are here". When not doing sign duty ne passed out Zander's flyers. He said "I asked people 'Do you think you paid too much' and when they said 'yes' it warmed them up to take our flyer.". It was fun."

## Palo Alto USPS Offices

Joe Dehn said "I spent about an hour handing out literature at the Palo Alto downtown post office. This was not the best place, but I went there because it had been listed as the official site. The problem with this location is that they stopped collecting at about 6:15. There was one other Libertarian there (editor's note: Zander tells me it was Jim Callahan). In addition to handing out literature he had a sign.

Zander reports that later they both went over to the main Palo Alto USPS on Bayshore where they were more effective with both signs and literature handouts.

## Sunnyvale USPS Main Office



Rod Woodman showing his sign to tax payers entering the Sunnyvale USPS lot

Three volunteers and your writer covered the Sunnyvale main post office on Mary near Maude: Rod Woodman, official team captain for the site worked the passing car traffic with tax protest signs, helped his 11 year old brother-in-law Joey. I and Bill DeLong displayed a "Tax Slaves Unite, Go Libertarian" sign and passed out \$1M bills and Zander's tax flyer to people walking to and from the parking lot.



Bill DeLong reaching out to passing tax payers entering the Sunnyvale USPS

Rod Woodman was aided by Joey, his 11 year old brother-in-law, a nice looking kid who held up a sign and no doubt attracted favorable attention from passing traffic. Rod said "It was fun, and I'd enjoy doing it again next year. But it would have been more effective if could have had one or two more people holding up

signs and one or two more people handing out literature to car occupants and into car windows.” Rod, a LP registered voter, said he recently became an LP dues-paying member and started contributing his time to outreach events after witnessing the involvement and dedication of former coworker Linden Hsu, a previous Vice Chair and the current Secretary of the San Mateo LP.

Bill DeLong said “I found them pretty receptive (maybe 60-80% taking literature) when asked the question “Who worked for that money, you or the government?” He said he liked doing it. “Yes, it was tiring but I enjoyed it. It was very satisfying.” Asked “What spurred you to participate?” he said “Well, we can complain about big government and the loss of our freedoms, but until we do something about it, we’re just whiners. Of course, any communication of the libertarian message is doing something.” On how he found out how to contact the LPSCC he said “I looked you up on the web, which is where I get almost all of my libertarian news.” He said he’s relatively new to the LP and regarding how he found out of its existence and what its positions are, he had a very unusual tale. “I’d previously thought the Libertarians were simply the drug legalization party. I had a bit of an awakening to my own authoritarian drug stance when I told someone I thought anyone who sold drugs to minors should be put to death, and she informed me that would include a mutual friend of ours. I ended up doing a lot of research on the web about the LP and libertarianism in general, and that insight reshaped my beliefs.”

Bill then wrote a very incisive piece about his observations of the Tax Day protest (see Opinions, pg. 9)

## Cupertino USPS Office

John Webster can be credited as the most ubiquitous of Tax Day protestors, handing out literature first at the Cupertino USPS, then at the Sunnyvale main branch, and when it slowed down, he joined the group at Lundy. He said “I handed out flyers+million \$ at the Cupertino PO till it closed at 7pm, At Mary & Maude I handed out flyers to cars as they dropped off their IRS forms till 8:30. I then went off to Lundy and stayed there until 11pm.”

## Random Tax Day Protest Pictures



Dave Anderson (r) & Joseph Rowlands



Zander Collier & Abolish Income Tax Sign



Ed Allison (!) avoiding political argument



Ken Gryder, Matt Talbot, and lady tax hater



Jeff Landauer (!) & David Scott



Mark Hinkle & bigbro sign

# NEW MEMBERSHIP CHAIR'S INITIAL ACTION PLAN

by Marv Rudin

Dear Reader:  
Please help Tony  
with his plan #1  
by sending him a  
simple blank  
email with your  
name on the  
subject line  
(Now, while it's  
on your mind?).



Tony Stemberger

Recognizing that 3 months was already gone when he took over the position of Membership Chair, Tony Stemberger has quickly studied the situation and formulated an initial action plan to retain and activate present members and registrants and to acquire new ones. In response to your writer's request for an interview last week to learn what he has planned, Tony wrote: "Here is my 3 month plan:

**1. Personally talk to each new member.** Make every attempt to convince the new member to give an email address. Identify members who have not given email addresses and formulate a plan to contact them and get an email address if at all possible. Send short - single paragraph emails once or twice a week.

**2. Design and run small newspaper ads that will cause people to send for information.** These will be single issue ads that target those who have special interests and will more likely take action for that cause. Things such as the tax issue, money, abortion - any issue that is prevalent in the main stream news. The ads will be written in a provocative fashion that will get attention - the ad will ask for small amounts of money for the information sent to them. Things like .....

'Experts show how to Legally cut your taxes by 30% and more.  
For your report sent \$1 to 123 Maple Street, Anywhere USA'

'Don't let them take your guns away!  
Send for information on how to stop gun confiscation. Send \$1 to .....

'Tell the politicians where to go.....send \$1 for information for our plans....'

I could go on and on with different catchy phrases (editor's note: indeed, he sent me several more) .... I know one will click. It opens the door, it catches their attention long enough to read what we send. But what we send had better be good! I think they must pay something for what we send because it gives it value.

**3. Organize a letter writing campaign aimed at our local officials.** The letter will be composed by a different person each month and distributed to our membership by email. The recipient will be asked to print, sign, and mail the letter ASAP. The letters will be written soliciting a response from the official and the return address will be a post box maintained by myself. I can then announce the response by email or the newsletter.

Our Local politicians must be made aware that we are here and we are watching and that we are going to hold their feet to the fire. They need to know what the Libertarian viewpoint is. We can get the message to them with a continuous stream of mail. These letters that will be composed by the activists among us - this will help keep the non-activist informed and involved with a very minimum of cost and effort - they will spend only 34 cents a month and will read the letter before signing and mailing it." ■

## Important dates for voters, candidates, and argument writers Santa Clara County Election Calendar for November 6, 2001 Election

JULY 16 NOMINATION PERIOD OPENS First day candidates may pick up nomination packets either at the district office or at the Office of the Registrar of Voters.

AUG. 10 NOMINATION PERIOD CLOSES Last day to file all required nomination documents.

AUG. 15 DUE DATE FOR ARGUMENTS Due date set by the Registrar of Voters for submitting arguments for and against a measure.

AUG. 22 DUE DATE FOR REBUTTALS AND IMPARTIAL ANALYSIS Due date set by the Registrar of Voters for submitting rebuttals to arguments in favor and against and the impartial analysis.

OCT. 9 FIRST DAY FOR MAILING OF ABSENTEE BALLOTS First day of mailing of absentee ballots.

OCT. 22, 2001 LAST DAY TO REGISTER TO VOTE FOR NOVEMBER ELECTION Last day to register to vote to be eligible to vote in the November 6, 2001 election. ■

# VOLUNTEER BILL DELONG ON HOW TO OFFER OUT-REACH MATERIAL TO PEOPLE ON TAX DAY

I handed out flyers at post offices, advocating the repeal of the income tax, including the mock million dollar bill that states the federal government spends one million dollars every 5 seconds. I was

After spending the early evening passing out \$1M bills and pamphlets to walk-in filers at the Sunnyvale USPS, and at the San Jose Meridian USPS in the late evening, first-time volunteer Bill DeLong reflected on the process with some very incisive observations that may be useful to future Tax Day volunteers.

impressed by the reception I received from the public. I asked on the order of 1000 people if they'd like a flyer, and I got only one rude/angry response, from a gentlemen who replied "I'd like not to be hassled." I feel this is significant, because we were approaching people at a time when they're probably very frustrated and angry to begin with. And for around 500 people, I'm guessing, I used the line "Would you like a million dollars," not mentioning the abolishment of the income tax. So, unless they happened to have looked at the small sign sitting beside me that read "Tax Slaves Unite" they may have had no reason to suspect I was suggesting something that might save them some money. Most people seemed open minded enough to have a look at our information, but I felt that presentation had a lot to do with it. The first line I used, "Would you like a million dollars" was catchy, given our million dollar flyer, and many people replied "Who wouldn't" or "Sure" and took one. But there were others that resented being asked such a



Bill DeLong (right) with unknown loiterer at the Meridian USPS on tax night

question when obviously we weren't really offering them money. Additionally, when the question is asked in conjunction with the offer of the flyer, there was sometimes confusion. People wouldn't know if I was giving away the flyer, or perhaps asking for some donation that might in the future net them a million dollars, or what. I had a few people ask what they had to do, and ask if the flyer was free, or if they had to sign up for something. I think a question that more clearly communicated our goals would have been effective. Even on tax day, and especially with people coming to the post office for other business, the question "Want a million dollars" doesn't tell people that we want to repeal the income tax.

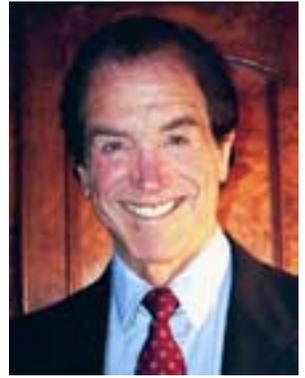
Another LP volunteer said simply "Help us repeal the income tax." This quickly communicates to the person our goal. But, much as we Libertarians hate to accept it, repealing the income tax is not a universal goal. So, in addition to communicating our goal, I think we can be more successful if we can give the person a quick reason why they too might want to work for that goal, or at least support it. On that note, I found the phrase "How about you keep the money you earn" or "Keep all the money you earn" to be very effective. Obviously, people like to keep their money, at least from the government. (As opposed to charities) But I did notice at least a couple of occasions where people thought that we were offering some quasi-legal income tax dodge, such as the group that claims the Sixteenth Amendment was never ratified. (I'm not saying it was, but I think the argument is immaterial, because now, if the allegation were shown to be true, the country would just pass another one right away. We need to convince the people that there shouldn't be an income tax.) "Help us repeal the income tax so you can keep all your money" is certainly a clearer way of putting it, but it is a long phrase, and you either don't have someone's attention that long, or you have to speak much faster than a normal conversational speed, which I think hinders receptivity.

The presentation I liked best, after trying several, was "Who worked for that money, you or the government?" Since it's not a yes or no question, people don't worry that by saying "yes" or taking a flyer they're agreeing to anything. So I think that removes some barriers. But more importantly, it quickly gives people a solid reason why they should support the repeal of the income tax. I used that line almost exclusively for the last hour or so. It worked, and absolutely no one said "the government." It is a rhetorical question in the sense that there's really only one answer, but at the same time, people respond to it. And in responding, they agree with you. It's not immediately convincing them that the income tax should be repealed, but it is giving them, then and there, an argument in favor of doing so. I think the question form is important, because that way people voice the reason themselves. You don't have to convince them that they earned the money, because they do it for you. I don't think the results would be as good if we simply tried to tell people "You earned that money, not the IRS." In telling someone, you may as well be saying "Admit it, you earned that money, not the IRS." People will naturally become defensive, because I don't think people ever like to admit anything. By asking them a question, you're not forcing your idea on them, and you make them a participant in the communication, in a way that simply telling them does not.

So, in conclusion, I think we can be successful with this issue. It's a winning issue for us - no one likes paying taxes, and the people of America know in their hearts that when a person does an honest day's work, the money from that labor is his (or hers) and no one else can claim otherwise. All we have to do is remind Americans of what they already know, and then show them the country won't fall apart, the poor won't starve, and the elderly won't be kicked out in the streets when we repeal the income tax. Then, no amount of political contortions from those 536 people in DC addicted to spending money they never earned will be able to save it.

# OPINIONS

*Share your thoughts on making our party more successful and advancing the individual freedom with responsibility movement*



Marvin B. Rudin

## ORGANIZING FOR MEASURE ARGUMENTS SHOULD BE A TOP PRIORITY WELL BEFORE BALLOT DEADLINES

by Marv Rudin, Editor

Recently the LPSCC missed an opportunity to once again capitalize on the free publicity offered by writing ballot arguments signed by LPSCC officers. It was a small school district, but nevertheless a significant lost opportunity. Why was it missed? Simply because no one has taken responsibility for ballot arguments. Our bylaws do not assign any of the committees with this responsibility, and the fact that there was March deadline to submit arguments on a bond issue of the Cupertino Union School school district was overlooked. The responsibility would seem to fit logically into the Campaign Committee since it deals with election campaigns on the ballot. But the present Campaign Chair has declined to accept that responsibility (see his comments below). Fortunately, Travis Jones, our new Local Organization Committee Chair has volunteered to assume responsibility for finding Libertarians to handle ballot argument opportunities. If any of you readers have writing skills and an interest, please contact him about opportunities to put your name on up to 800 thousand ballots and gain the party valuable publicity.

Lately LPSCC leaders have expressed the following sequence of opinions on our local eboard about this very important matter:

“I thought the Campaign Chair is responsible for ballot matters, including bond measures. If not the Campaign Chair, which officer is responsible for arguments on local ballot measures? Could it be that no one has been assigned this responsibility?” M. B. Rudin

“It isn't a bad thing to write ballot arguments with the Party's name listed after the signer's name, but I wouldn't say it was vital for the LPSC. As I said before, anyone who wants to take on this responsibility is welcome to do so.” Scott Lieberman Campaign Chair LPSC

“At this time it is a moot point. The arguments were due on Mar 14. and the rebuttals Mar. 21. I guess there is a very small window of opportunity on these ballot measures. The school board voted on the bond in special session on the 6th and arguments were due on the 14th. Eight days, pretty sneaky. I don't think ballot arguments were ever a function of any specific officer. Jon Petersen always seemed to take care of it on his own. The importance of ballot arguments is not how well we sway the electorate but getting our name before the public. It is the only way we can make unfiltered comments to the general public. While the press treats us like kooks the ROV gives us an equal footing with the major parties.” Norman H. Nelson

And a knowledgeable description of writing and submitting ballot arguments by an LP region, was written this year by Christopher Schmidt of our neighboring LP region in San Mateo County:

“Ballot Arguments - a way to get big publicity inexpensively

We submitted 5 ballot arguments in our region, and all 4 of the ones I know about were accepted. (I didn't check on the fifth since I figured they'd contact our member who submitted it.) In 2 cases our argument was chosen over another and this brings up two points that argument submitters should be aware of:

- (1) Arguments submitted by “bonafide organizations” are to be preferred over those submitted by individuals, according to election code.
- (2) For an officer of an organization to use his title on a ballot argument (generally speaking) that organization has to be on record as agreeing with the position taken by that officer on the ballot measure.

## OPINION PAGES POLICY

I want to make the Opinion Page(s) primarily a place for opinions about local issues and news and party operations. Up to two pages will be allocated at the end of the Santa Clara Libertarian for the editor's opinion piece and for letters and opinion articles-to-the-editor. Please email (snail mail only if you have no email) your letters/articles to me at rudin@lpty.org. Please keep material as compact as you can without sacrificing content and I will try to include all submittals, carrying some over to future issues if necessary.

Your Editor

Both points may be addressed at the time of submitting an argument by including a copy of your regional minutes, signed by your secretary, reporting the resolution against the measure. Ours also contained a resolution authorizing me to draft the argument, but that's probably overkill. One of our arguments was accepted over that of an ad hoc "Citizens Association" because they didn't have any minutes or meet regularly. These are tricks we learn with time. Don't let not knowing all the tricks dissuade you from writing/submitting your own ballot arguments!

BTW, different districts can hold special elections at different times, so always keep an eye on your local paper and don't put off checking deadlines once you learn of an impending measure. E.g. for an election announced on the 9th, the deadline for arguments was the 19th.

To assure one's status as a "bona fide organization". —Attach a party business card to your argument. I make ours on a LaserWriter using Paper Direct card stock, so I can print as few as 10 cards at a time and any officer can have some for a buck. A box of stock costs \$25. (I think Kinko's carries it now, too.)

We will be inviting our fellow tax opponents to sign our rebuttals, and I will be using some of their unused arguments in the interest of alliance building (plus, they have good titles like "former mayor"...).

If you put your phone number on your ballot argument, other people on your side will call you if they also submitted arguments. I had intended my number for election office use, but 4 people called me (about 2 different measures). In retrospect, we should have put our Chair's phone number next to his name where he signed the argument, since he's more outgoing than I am.

I will note that I thought this might be a great alliance building opportunity, but I kind of blew it. They all wanted to give bad argument writing advice (e.g. "what's wrong with this measure is it doesn't also provide more salary money for school teachers") so I think I cheesed them off by not incorporating all of their suggestions. None co-signed even though I \*did\* use a good number of their suggestions. Prima donna syndrome, I think. On the other hand, Jack Hickey \*did\* join the party after we met in similar circumstances years ago. —We had both submitted arguments against the same bond measure and the election office put us in touch." ■

## **SAN JOSE MAYOR CHOOSES INADEQUATE POWER GENERATION AND BROWN-OUTS TO PROTECT QUALITY OF LIFE IN SAN JOSE'S NEIGHBORHOODS :-))**

Looks like a few people need their noses rubbed in their nasty little messes. Has the Merc bothered to dredge any of this up? Alan Furman

"San Jose, CA - 6/12/00: San Jose Mayor Ron Gonzales and Councilmember Charlotte Powers announced their opposition to the proposed Metcalf Energy Center that Calpine Corporation has planned in South San Jose.

Calpine Corporation's proposed Metcalf Energy Center would be a 600-megawatt power generation facility located on a 14-acre parcel at the base of Tulare Hill, off Monterey Road in South San Jose near the Santa Teresa neighborhood.

'Coyote Valley and the Santa Teresa neighborhood are not an appropriate location for Calpine's proposed 600-megawatt power plant,' said Mayor Gonzales. 'Protecting San Jose neighborhoods continues to be one of my highest priorities, and the impacts of this large project at this location would harm the quality of life for San Jose residents.' (Taken from Usenet) ■

Editor's Note:

Thank you for electing me newsletter chair for 2001. This year, at the end of each issue there will be an opinion section with up to two pages of member notes and letters (including yours - please email so I don't need to type).

Officers:

Table listing officers and their contact information: Chairman (Ray Strong), Vice Chairman (Joe Dehn), Secretary (Dennis Umphress), Treasurer (Jon Hugdahl), Membership (Tony Stemberger), Campaign (Scott Lieberman), Publicity (Zander Collier), Fundraising (Frank Groffie), Activities (John Webster), Newsletter (Marv Rudin), Local Organizing (Travis Jones), State ExCom Rep (Mark Hinkle), Alt ExCom Rep (Joe Dehn).

Table listing Judicial Committee members: Paul Rako, Elizabeth Brierly, Mary Gingell, and their contact emails.

Had a Libertarian outreach experience? Converted someone? Write about it to the editor! email: scl@lpty.org US mail: 651 Princeton Drive, Sunnyvale, CA 94087 or call (408) 736-5626.

This is the publication of the Libertarian Party of Santa Clara County, a non-profit political organization.

THE LIBERTARIAN PARTY



of Santa Clara County

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Please Print:

Name: \_\_\_\_\_

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Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

The Libertarian Party is the party of principle. To assure and affirm that our party never strays from its principles, we request our members to sign the pledge below. (Non-signers cannot vote on party business).

I hereby certify that I do not believe in or advocate the initiation of force as a means of achieving political or social goals.

Signature: \_\_\_\_\_

Membership Application

- o \$25 Basic
o \$100 Sustaining
o \$250 Sponsor
o \$500 Patron
o \$1000 Life

Plus an additional contribution to the LPSCC:

- o Monthly pledge
o One-time donation

Total: \_\_\_\_\_

Payment Method:

o Check payable to: Libertarian Party

o VISA or MasterCard (circle one)

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

o New

o Renew