



Santa Clara Libertarian

Volume 27, Issue 2

For Life, Liberty, and the Pursuit of Happiness

February 1999

Chair's Column

Let's Get Growing!

Marv Rudin
LPSCC Chair

In the December Issue I said I wouldn't run for chair again unless enough members capable of managing the many functions and projects we need to maintain and grow the LPSCC. First I summarized the CEGAP (Cost Effective Growth Action Plan) confining it to a limited number of priority activities. Then I sent the plan to many members, both paid and unpaid, who I felt would be capable to run for the open offices (Jascha Lee and Ray Strong had expressed their intention to run for Newsletter and Campaign Chairs, respectively). Most of those I approached were willing to help as volunteers to do specific tasks, but initially only a few were eager or willing to run for an officer position or take on a specialty management role. However during the first two weeks of January, things gradually changed as I explained to the prospective officers and managers that our policy would be "many hands make light work" - we'd be careful that no one individual would have to do too much, because we'd find other members willing to help them. With this

continued on page 2

Convention a Smash Success!

Record turnout elects slate of candidates

Jascha Lee
LPSCC Newsletter Chair

Libertarians turned out in droves for our annual meeting. By one count we had 72 people in attendance (and one harried waitress!). It was Standing Room Only!

CEGAP Slate Elected

A slate of candidates put together by Marv Rudin to further his plans for growing the party was presented to the members for election. The people on the slate were mostly new faces, with only Marv Rudin, Ray Strong, and Jascha Lee carryovers from last year.



Newly elected ExCom hard at work at their first meeting.

All but one were elected. Leyla Hansen, a controller for Rieker Shoe, stepped into the fray and defeated slate candidate Tom Parks for the treasurer position. Parks, a retired orthopedic surgeon, graciously described

See LPSCC State convention on page 5

INSIDE THIS ISSUE

- 1 Chairs Column
- 1 LPSCC Convention Report
- 6 What is CEGAP?
- 7 Membership form and Officer List

reassurance the team I selected to implement CEGAP (see pg. 6) joined my slate of candidates.

Thanks For Turning Out and Electing My Slate (+ Leyla)

Thanks to John Inks and his Telephone Team, we had the biggest turnout for the election meeting in the history of the LPSCC. The waitress said she had 55 checks and there were 72 people present! It was standing room only, and some were outside near the door. Now that we know it can be done, next time we have the need for a quorum, we'll line up a bigger room to ensure everyone is comfortable. I prepared

Thanks to John Inks and his Telephone Team, we had the biggest turnout for the election meeting in the history of the LPSCC

and had distributed a slate sheet with a description of the candidates on one side and the CEGAP plan to which they were committed on the opposite side. This enabled electors to know whom and what they were voting for. Only two positions were contested - Treasurer and LPC Rep. For Treasurer, Leyla Hanson, who is controller of a company in Sunnyvale won over slate candidate, Dr. Tom Parks. For LPC Rep, Thomas Spielbauer, and attorney, won over perennial occupant of that position, Joe Dehn. For those of you who didn't attend, here is a description of the goals and people your more dedicated fellow Libertarians elected:

Goals

Priority Goal: Increase LP voter registrations by 25 to 50% by year end

Major Goals:

1. Establish Operation Everyone with at least 10% of members
2. Save on office and newsletter and use the money to publicize and grow party
3. Enlist many more members to share projects

Officer bios

For those of you who didn't make it the convention, here are short biographies of the new officers:



Chair: M. B. Rudin Education, Caltech; founder, President and acting Marketing Manager of Precision Monolithics (PMI) linear microchip leader (now owned by Analog Devices - ADI); since 1980, inventor and manager of manufacturing company Autel;

Will direct and help all LPSCC chairs and leaders to solve problems in implementing the CEGAP growth plan. Will officiate at meetings, answer party phone, and do public speaking and media interviews on request.

Vice Chair: Victor Vurpillat high tech management consultant and CEO of SpanWorks.

Will do public speaking at schools and to other groups, and will help the Chair solve problems, provide direction in implementing the CEGAP growth plan, and officiate at party meetings.



Secretary: John Inks Mechanical Engineer, Lockheed

Will record minutes using tape & summary notes, be custodian of bylaws and important documents, and manage Telephone Team. The Telephone Team will concentrate on getting members to meetings and polling members and the public.



Treasurer: Leyla Hanson Controller, Rieker Shoe. Speaks German and Turkish. MBA in Finance from Thunderbird University and BA Economics from Vanderbilt University.

Will handle all checking account operations, and financial accounting

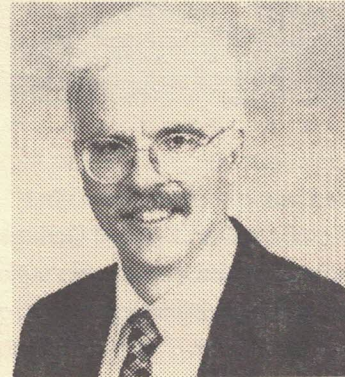


Publicity: Frank Groffie Geological Engineer, Toastmaster member, and Former Bay Area Geological Engineering Society editor.

Will handle News Releases, Letters to the Editor, Op Ed Articles and (possibly) boothing events. The Chair will assist until interested volunteers are recruited.

Membership: Tim Trammell NASA Engineer (assisted by wife, Janis)

Due to health reasons, Mr. Trammell will be unable to complete his term. In the meantime, the Trammells will handle all member database operations. Member recruiting will be managed by the until another member is found to take this on.



Campaign: Ray Strong - IBM Scientist

Will create and develop a "Paper Candidacy System". This program will streamline and minimize the work of candidates in next year's elections by centralizing common activities thereby avoiding duplication of effort. Will try to line up and instruct candidates in advance of 2000 elections.



Newsletter: Jascha Lee – CEO of Sebastian Contracting Services, Inc., Software Engineer and 1998 Newsletter Chair.

Will manage newsletter publication with possible graphics and layout help. Will coordinate reporting

contributions from volunteers.



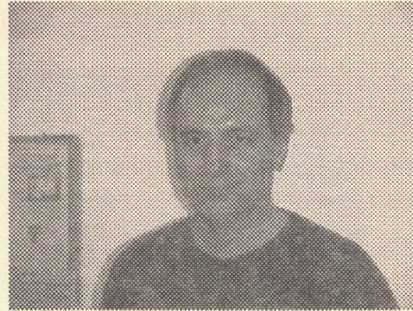
Activities: Bill Carr - Toastmaster official, American Express Financial Advisor, Foothill College Faculty, and capitalism economics expert. He's also a dance instructor. Just maybe he'll find a way to get our members out of their homes and onto a dance floor and show us how to party once in a while! :-))-

Will be a Public Speaker for LPSCC, and will organize the Colleges & High Schools Program to get student clubs set up at the local universities and schools.



Fund Raising: Markus Krummenacker - Scientific Applications Developer, Pangea Systems, a bioinformatics company.

This activity may require just one well-written request letter to all members, as it has in '97 and '98.



LPC Representative: Tom Spielbauer - Lawyer and Deputy Public Defender, Santa Clara County

Will bring state party issues before the local membership for their opinions and sometimes their vote. He represents the LPSCC in his LPC deliberations and voting. Also will bring a friendly constructive voice to our own ExCom deliberations.

Other positions:

Speakers Bureau: Ron Berti - line up speaking engagements for party speakers, and offer speaker instruction/practice

Computer System: Jim Erlach - maintain system and develop home access capability for officers who need it

Telephone Team: John Inks - coordinate telephone volunteers for meeting reminders and polling studies

It is my opinion that this is the nucleus of an excellent team. But with just three officers returning from last year, the steep learning curve will be challenging. If you want to assist us please call me, Marv Rudin at (408) 736-5626. As mentioned above, we currently have needs in the Telephone Team, Publicity, Membership, and Newsletter Reporting.

LPC Convention Delegates Election

Unlike the last two years, when the California Libertarian Convention was held in Sacramento in 1997, and L.A. in 1998, we had too many delegate candidates. No doubt this was because it will be in our own back yard this time - the Doubletree Hotel in San Jose from Feb. 12 to 15. Interestingly the delegates elected split between those who are likely to support the LPC Reality Growth Plan which I and Al Swain, Ex-chair of Shasta County have proposed, and those likely to support Mark Hinkle's unwritten

agenda. If any of you members out there would like to see our state convention in action at a convenient location for a change, this is your chance. And if you'd like to participate in voting for Platform, By-law, and state Executive Committee changes, this is your chance because there are likely to be vacancies in the delegations from far away regions. If interested, contact me, Marv Rudin at (408) 736-5626. ■

LPSCC State Convention continued from page 1

himself as the lesser qualified of the two candidates.

Bylaw Controversy

An unexpected twist occurred when it was time to elect the Representative to the State Party. The Chair declared that our local bylaws precluded the LPC Rep from being elected. This caused quite a stir in the crowd, as the LPC Rep had always been elected before. Further controversy ensued when the Chair intimated that we had to keep the "Old Guard State Party elite" from manipulating our local party. A debate ensued over what seemed like a sneaky attempt to keep Joe Dehn from being elected LPC Rep.

The tension was heightened when LPC Chair Mark Hinkle consulted the State bylaws and declared that based on his reading, if we didn't elect the LPC Rep, then we wouldn't be allowed one.

Member Terry Savage led the opposition to this legal wrangling and spoke passionately against it. (For those of you who subscribe to the LPSCC Echo, you will be familiar with the "Marv's Black Helicopter Theory" Debate). He put forth a motion to direct the Executive Committee to elect the LPC Representative. Although some thought that Joe Dehn was not responsive to local concerns, they disagreed with the tactic being employed by the Chair. The motion passed after some debate by a vote of 21 to 14. Once the motion passed, and the LPC Rep was set to be elected, the Chair literally begged for the body to elect Tom Spielbauer over Joe Dehn. Tom was elected by a vote of 22 to 19. Joe Dehn was elected LPC Alternate Rep over Marv Rudin by a vote of 23 to 13.

In addition, Laura Stewart was elected Platform Committee Representative and Don Cormier, Chris Evensen, and John Hugdahl were elected to be the Judicial Committee.

Delegates to State Convention

In addition to electing a new slate of officers, delegates to the State convention were elected. Our region gets nine delegates. Since the convention is being held locally this year, there were many contenders. A sign up list was circulated for those people who wanted to be a delegate, and each person gave a short "please elect me because..." speech. After a bit of fumbling over how exactly to vote (scraps of paper were handed out), and some parliamentary motions regarding ties and alternates, everyone cast their votes and Ray Strong collected them and began the tally. Unfortunately for those in attendance, this complicated nine way race would not be decided that night.

The final determination was made at the ExCom meeting held January 18th, and the LPSCC Delegation to the State Convention is:

- Steve Alexander
- Bill Carr
- Joe Dehn
- Mary Gingell
- Jascha Lee
- Scott Lieberman
- Ray Strong
- Terry Savage
- Victor Vurpillat

The elected alternates are (in order):

1. Paul Rako
2. Jim Erlach
3. Laura Stewart
4. Hugh McLean
5. Alan Furman
6. Mike Knefaty
7. Jon Hugdahl
8. John Webster
9. Chris Evensen
10. Leyla Hanson
11. Steve Bedolla

All other dues paying members of the LPSCC were elected as unordered alternates, after the ordered alternates, to be seated as alternates at the will of the delegation. ■

CEGAP

(Cost Effective Growth Action Plan)

Marv Rudin
LPSCC Chair

A. Our Inadequate Growth Problem:

1. **"Sales" are not growing enough despite good "product"** and market considering that from 10 to 25% of the population have libertarian ideas and leanings. In other words we have a great "product" which should sell in the Santa Clara County market and a lot of prospects are out there ready to embrace it if we can get their attention and get it in front of them.
2. **High drop out rate** of paid (Central Committee) members. The LPC paid members' (CC members) drop out rate is typically 20% to 40% per year. Casual joiners whose political interests wax and wane may discover some Libertarian positions they can't accept and drop out.
3. **Poor visibility of the LP** among the general public. The LP is a "secret society" as far as a substantial percentage of the public is concerned. Many people are unaware that the LP even exists, and many that do don't know what it stands for.
4. **Limited resources applicable to growth efforts.** It traditionally costs parties and candidates \$7 to get one vote. The LPSCC may never grow big enough to have the resources to get our message out broadly to prospective recruits unless we are ingenious in our methods while we are small. This is because:
 - a) We must rely completely on volunteers for outreach - can't afford any employees.
 - b) Too little money for growth projects - we get \$0.60 per member per month from dues, less than the office (\$0.75/mo) plus newsletter (\$0.50) costs.
 - c) Most Libertarians don't have much discretionary time or income to donate, and tend to be skeptical unless familiar with our growth projects.

B. Time/Cost Effective Program To Solve The Growth Problem:

To overcome the causes of the inadequate growth problem outlined above, the author envisions a four pronged philosophy embodied in six salient procedures and programs:

1. *Use only most cost/time effective methods of Libertarian publicity*
2. *Poll general public and Libertarians to measure effectiveness of growth projects*
3. *Spread the thinking - ask all Libertarians for their ideas and use the good ones*
4. *Spread the work load - ask all Libertarians to do a little and make it easy for them*
1. **Rely on national LP to get our registered voters to become dues paying members.** Under the UMP (Unified Membership Plan) the national LP gets the lion's share of member dues and donations. It therefore has the wherewithal and the primary responsibility for renewing, and soliciting new, paid memberships.
2. **Use SC County free media**, electronic or print, to get an appreciable increase in Libertarian Party awareness among local citizens by organizing many members to contribute to frequent: (a) op-ed articles and letters; (b) talk show call-ins, for each always if possible, mentioning "libertarian" and how to reach the LP, and how to register LP.
3. **Operation Everyone cards program:** Give starter set of cards to all members with Nolan quiz on one side and phone/LIFE web site invitation message on other side, with pass out instructions and offering to send more cards when they are used up (for a small donation). Also try to get many members to wear LP garb and put LP signs on/in their cars.
4. **Speakers Bureau:** Offer Libertarian speakers and obtain speaking engagements for all sorts of community organizations, even religious bodies. Speakers will include some early year 2000 candidates.
5. **Students Clubs:** Organize Libertarian clubs at county colleges and high schools. Help students with LP materials and signs, etc, and to find new leaders annually, and get energetic outreach help.
6. **Poll new members & public:** to evaluate effectiveness of different programs and variations, and also public awareness and attitudes about the LP. ■

Officers:

Chairman	Marv Rudin	(408) 736-5626	autel@prodigy.com
Vice Chairman	Victor Vurpillat	(408) 923-1600	vvurpillat@hotmail.com
Secretary	John Inks	(650) 941-4167	john.inks@lmco.com
Treasurer	Leyla Hanson	(408) 732-9205	riekershoe@aol.com
Membership	Tim Trammell	(408) 281-0476	janis_trammell@imicorp.com
Campaign	Ray Strong	(408) 268-8466	tmkx01a@prodigy.com
Publicity	Frank Groffie	(408) 935-9652	fgroffie@aol.com
Fundraising	Markus Krummenacker	(650) 493-2531	kr@n-a-n-o.com
Activities	Bill Carr	(408) 973-8571	billcarr@ricochet.net
Newsletter	Jascha Lee	(650) 933-7324	jascha@sebastian.com
State ExCom Rep	Thomas Spielbauer	(408) 279-3336	thomas@spielbauer.com
Alt ExCom Rep	Joe Dehn	(650) 858-1842	jwd3@dehnbase.fidonet.org
Judicial Committee	Don Cormier	Jon Hugdahl	Chris Evensen
	(408) 296-7264	jon@NoMoreTax.com	(408) 356-5816

This newsletter is the publication of the Libertarian Party of Santa Clara County, a non-profit political organization. For further information, call (408) 243-2711. Or see our web page at <http://www.sc.ca.lp.org>. Do you have something to say, and want it to reach all the Santa Clara county Libertarian members? Submit a newsletter article! lpnews@sebastian.com or 2301 Shibley Avenue, San Jose, CA 95125-4068. We especially appreciate articles related to local Libertarian news or activities. By the way, how do you like the new look?



3249 Stevens Creek Boulevard, Suite 207, San Jose, CA 95117

Please Print:

Name: _____
 Address: _____
 City/State/Zip: _____
 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

I choose to set my dues at:

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

Plus an additional contribution to the LPSCC:

- \$_____ Monthly pledge..... _____
- \$_____ One-time donation..... _____

Total:..... _____

Payment Method:

Check payable to:
 Libertarian Party of Santa Clara County

- VISA MasterCard
- Credit Card #: _____
- Expiration Date: _____
- Cardholder Name: _____
- Signature: _____

SCHEDULE

SPEAKERS MEETING

As of press time, there was no engagement planned for the upcoming Speaker's Meeting. Feel free to call the office (408) 243-2711 for the latest status. The Speakers Meeting is normally held the second Wednesday of the month (for February, that would be the tenth) at 8 o'clock at Coco's Restaurant.

BUSINESS MEETING

Business meetings are held every third month. The next will be April 14th. These are meetings in which, with a quorum, we are able to conduct official party business.

HELP WANTED

LISTEN TO TALK RADIO? READ THE PAPER?

Frank Groffie, Publicity Chair, needs people willing to call into talk radio shows and/or write Letters to the Editor. He will provide talking/writing points to get our name out. Contact Frank at (408) 935-9652 or fgroffie@aol.com

Are Dues Enough?

Sheryl Lee

LPSCC member

Recently I joined the Libertarian Party and went to my first meeting in January. I switched parties because I thought that if I kept voting the status quo, I would have no right to complain come tax time, no leg to stand on when criticizing the War on Drugs. When voting Republican, I would be contributing to the Religious Right's growing influence on the abortion debate. So here I am, sending in my dues, casually speaking to others about the LP and telling myself that it's enough, after all I have a part-time job and 2 children ages 3 and 7 months to deal with (not to mention the piles of laundry). But if the LP is going to succeed, we need more of a grass roots effort. We need to get to the point where our views are heard and hold value at the State and Federal level. So I'll try to do a little more to affect the world around me by donating an hour a month to the newly elected officers. If you have some time, please consider pitching in as well. Call Marv at (408) 736-5626.

Libertarian Party of California
State Central Committee
Libertarian Party of Santa Clara County
3249 Stevens Creek Boulevard, Suite 207
San Jose, CA 95117

NON PROFIT
ORGANIZATION
US POSTAGE
PAID
PERMIT NO. 4040
SAN JOSE CA

ADDRESS SERVICE REQUESTED

LPSCC Convention Report