



Presidential Candidates to Speak at Convention

Hospers, Clark, Bergland and Browne confirm

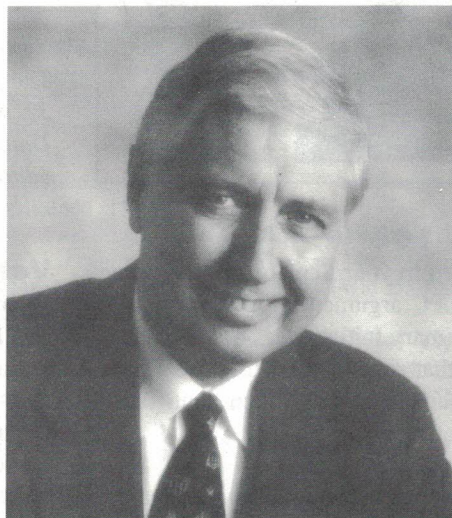
by Juan Ros

Four of the six living Libertarian Party Presidential candidates — Dr. John Hospers, Ed Clark, David Bergland, and Harry Browne — have agreed to appear at the 1998 Libertarian Party of California State Convention, to be held February 13-16th at the Hyatt Regency-Los Angeles Hotel. The remaining two ex-Presidential candidates, Rep. Ron Paul and Andre Marrou, have been invited and are expected to attend.

Should Paul and Marrou attend the Convention, it will mark the first time in history that all six living LP Presidential candidates will appear at the same event.

Harry Browne, the 1996 candidate, is the best-selling author of "Why Government Doesn't Work." His 1973 classic, "How I Found Freedom in an Unfree World," was recently published in a revised form by Liam Works. One of the best-known investment advisors in the country, Browne also tours the U.S. speaking on behalf of the Libertarian Party. His campaign led to the greatest party membership increase in LP history.

Ed Clark ran for President on the LP ticket in 1980. He received the highest vote total of any LP Presidential candidate to date — over 921,000 votes. A retired attorney for ARCO, Clark now serves on the boards of the U.S.-Baltic Foundation and Hispanics for L.A. Opera, a group he (continued on page 3)



H a r r y B r o w n e

Browne to Visit California

'96 Presidential Candidate to Speak at Three Banquets

The Libertarian Party of California is pleased to announce that it will host three special fundraising dinners with guest speaker Harry Browne, the LP's 1996 presidential candidate. The banquets will be held in three cities — San Francisco, Los Angeles and San Diego — over the weekend of December 5th-7th. All proceeds will benefit the Libertarian Party of California.

At each dinner, Browne will deliver a speech entitled, "Political Freedom Soon, Personal Freedom Now" — the theme of his best-selling book, "How I Found Freedom in an Unfree World," recently republished in a special 20th year anniversary edition. Anyone who donates \$100 or more to the LPC during the course of the (continued on page 4)

Another California Libertarian Appointed

Activist named Director of Sutter County Resource Conservation District Board

The Sutter County Board of Supervisors has appointed Todd B. Herman, Chair of Region 51 (Sutter/Yuba) as Director of the Sutter County Resource Conservation District Board (SRCD). "The primary purpose of the SRCD as an independent local government body," explains Herman, "is to act as a liaison between the Federal Government and private land owners. The SRCD promotes stewardship principles in the areas of conservation and environmental issues."

An ex-Republican, Herman registered Libertarian 1994 and became active in the Sutter/Yuba LP that year. "Before that," he says, "I'd done some petitions focused on holding our representatives accountable for the national and state debt and deficit. I guess I was politically homeless at the time. (continued page 3)

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November 1997

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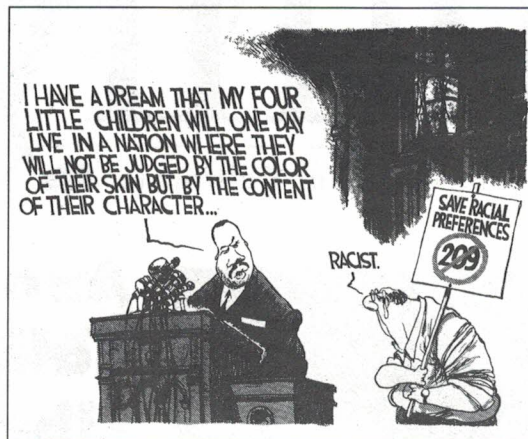
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Send changes of address to: Libertarian Party of California, 655 Lewelling Blvd. #362, San Leandro, CA, 94579.

LETTERS



Proposition 198

A letter published in your September 1997 issue says the main LPC argument against Prop. 198 (The Blanket Primary Initiative) is based on conspiracy theory, that some group will pose a non-Libertarian in our primary and then "outsiders" will vote that statist in.

This is incorrect.

I have read all the briefs in the lawsuit against Prop. 198, all the reports made by political scientists and political campaign consultants to the court, and I have heard the oral testimony. The main case being made by the Libertarian Party against Prop. 198 is that hundreds of thousands of primary voters who are sympathetic to the party, but who are not in touch with it, will vote in our primary.

The LPC and its candidates cannot afford to mail literature to all the primary voters in California. Therefore, when we have a hotly contested primary (as we did for President in March, 1996), the registered Libertarians (who will have received some information about each Libertarian candidate in an important contested Libertarian primary) will be vastly outnumbered by the primary voters who will vote in our primary but who won't know anything about the various Libertarians.

This phenomenon destroyed the Alaska Libertarian Party in the 1986 Primary. Two Libertarians were on the ballot in our primary. The rank-and-file, registered Libertarians knew enough to vote against Mary O'Bannon (who had moved out of the state after being charged with fraud), and to vote for Ed Hoch (the only Libertarian in the race capable of carrying on a campaign). Unfortunately, Alaska has a blanket primary, and the votes of registered Libertarians were swamped by the votes of other primary voters who didn't know anything about Mary

O'Bannon or Ed Hoch. Mary won the primary, and then we were stuck with no campaign for Governor in the general election, and the party was disqualified (since a party had to poll 3% for Governor to stay qualified). We have never won qualified status back in Alaska.

RICHARD WINGER

San Francisco, CA

ban@igc.apc.org

The following two letters by members of Region 37 were recently published in the San Diego Union-Tribune. Both are in response to a U-T editorial, "Unwise Mandate — Don't tie council's hands on building projects".

Voting Undemocratic?

What's undemocratic about people being heard? San Diego voters really do want to have the final say as to whether they want to go further in debt, and to say whether they support or oppose specific projects. We had faith in our elected representatives. Notice that the last sentence is in the past tense, for we no longer have faith in or trust our elected representatives to do the right thing for all of its citizens.

SCOTT McLACHLAN

San Diego, CA

You Taxed For It

Your editorial disdaintfully asks the rhetorical question "Are San Diego voters really hankering to have the final say over every new public building that costs \$50 million or more?"

According to YOUR newspaper's scientific survey held earlier this year, the answer is a resounding "yes." When asked, "Should the public vote on major spending projects?" in the Union-Tribune/KNSD 39 poll published on March 16, 63% said "yes," 29% said "no," with the remaining 8% undecided or taking a middle-ground position.

Far from being in the minority, we Libertarians find that we have much company in calling for a vote on such matters.

JOE COLANNINO

San Diego, CA

Send your letters to:

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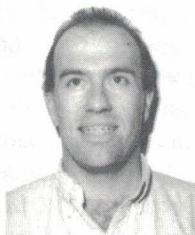
Another Libertarian Appointed

(continued from page 1)

I'd read the Republican, Democratic and Libertarian Party Platforms and found that the LP's was the only one that was consistent. The others changed every four years, during the Presidential elections, to fit in with whatever issues were hot at the time. Taxes and our debt and deficit are the main reasons I became a Libertarian."

Herman has been active in the Sutter/Yuba Libertarian Party Central Committee for nearly four years. He has been married for five years to his wife, Quinn, and works at the pumping station for the Delta Mendota Canal, one of two aqueducts that run from Northern to Southern California.

"It's a pleasure to join the growing list of California Libertarians elected or appointed to public office," he said. ■



Todd Herman

Presidential Candidates to Speak

(continued from page 1)

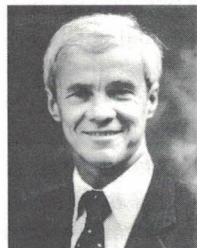


Ed Clark

and his wife Alicia co-founded. Dr. John Hospers became the first Libertarian Presidential candidate when he ran in 1972. A former professor of philosophy at USC, he currently teaches for UCLA Extension School and is author of several books, including "Human Conduct" and "Introduction to Philosophical Analysis."

David Bergland was the late Roger MacBride's vice-presidential running

mate in 1976 and later ran for President himself in 1984. He served as LP National Chairman from 1977-81, and is the author of the hugely popular "Libertarianism in One Lesson," recently published in its 7th Edition. Bergland is a practicing lawyer, writer, lecturer, and publisher.



David Bergland

At press time, 1992 candidate and former Alaska state legislator Andre Marrou, and 1988

candidate Ron Paul, currently serving a term as a Republican Congressman from Texas, have yet to confirm.

Don't miss this rare opportunity to meet and hear the LP's Presidential candidates — start making your plans to attend the 1998 LPC Convention today.

For more information about the 1998 LPC Convention, contact organizer Laura McFadden at (562) 428-8113. ■



John Hospers

From the Editor:

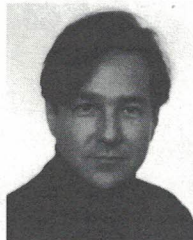
Important Announcement

With sadness, I must announce that I have decided not to renew my contract with the LPC to publish this newsletter. I am a freelance writer, and my workload has increased dramatically this year — to the extent that I no longer have the time to helm this publication. I had hoped to produce *LPC Monthly* for several years, but it was not to be. Next issue will be my last.

At press time, it is not certain what will become of this newsletter: whether it will be taken over by another publisher/editor, or be reincarnated in another form. Hopefully, I'll have some good news on the subject to report next month.

Whatever happens, there will probably be a few bumps in the road ahead. Putting together a publication like this one is not easy, and I trust that all of you will be as understanding and supportive of the new publisher/editor as you have been of me. For my part, I intend to provide full assistance to my successor, should he or she desire it.

While I'm on the subject, I should also announce that the LPC Excom is currently accepting bids from prospective newsletter editors. If you are interested in taking over the reins of this publication, contact LPC Chair Mark Hinkle for more information.



Publishing *LPC Monthly* has been an enormously rewarding experience for me, both professionally and personally. I will miss the job.

I'd like to take this opportunity to offer my warmest thanks to everyone who has

helped and supported me during my time as editor of *LPC Monthly*. There are far too many of you to mention by name but, I assure you, your contributions did not go unnoticed nor unappreciated by me. Without you, this newsletter would not be all that it has been.

In closing, I'd like to encourage you, the members of the LPC, to continue doing everything you can to support this organization — whether it is by donating your time, your money or both. I will be right beside you, doing the same.

We are all fortunate to have a very dedicated, skilled and focused group of people leading us right now. The LPC Excom is working hard to make this party take a quantum leap in size and effectiveness — but our officers and representatives can't do it alone: they need and deserve to have us behind them. So please do what you can.

Remember: *you* are the Libertarian Party of California.

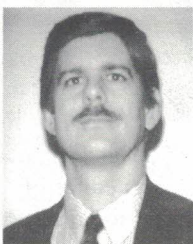
—Perry Martin
Publisher/Editor

From The Chair:

Moving Forward Together

by Mark Hinkle

This is my ninth column as Chair of the Libertarian Party of California. As before, let us remember that we, as a Party, have three main goals this year:



1. Increase our dues paying membership to 5,000.
2. Raise \$150,000 in revenues.
3. Hire at least one paid employee working in an office.

Update on our efforts to achieve goal #1...

Early results from our second recruitment letter, to past members, are now rolling in. The third and fourth mailings will be on their way by the time you read this column. We also plan to send a special letter to all those people who have paid dues but declined or forgotten to sign the pledge. If they sign and return the membership form, they will become dues paying members.

I'm also delighted to report that a very healthy feud has broken out between the LPC's two largest regions (in terms of membership): San Diego (#1) and Santa Clara (#2) have challenged each other to a contest to see which county can get the most new dues paying members by the year's end. Both are planning to send membership solicitations to all registered libertarians in their respective counties. No one can lose this contest!

Moving on to goal #2...

Great news! Based on our current projections, we will almost certainly meet and pass our \$150,000 revenue target. There's even a small chance that we may get within spitting distance of \$200,000. This will depend on the results of our

three upcoming dinners featuring our 1996 presidential candidate Harry Browne. (See related article on page 1.) Yes, Harry's coming to California next month to attend three separate dinners across the state to benefit the LPC. So be sure to attend the banquet closest to you — and bring your checkbook!

Speaking of presidential candidates, I'm pleased to report that, in addition to Harry Browne, three other LP presidential candidates have agreed to speak at our 1998 convention: John Hospers (1972), Ed Clark (1980) and David Bergland (1984). Our goal is to have every living LP presidential candidate with us in February. (See related article on page 1.) So far, only Andre Marrou has yet to confirm. Watch your mailbox for more details about the convention, and sign up early — it's going to be an exciting one!

As for goal #3...

First, let me extend my heartfelt thanks to those of you who've joined our monthly pledge program. But we need more of you to sign up if we are to become a professionally paid and managed party.

I simply will not be able to persuade the LPC's Executive Committee to hire someone without your financial backing. The committee is understandably reluctant to embark

"Your dollars are your votes for professionalism."

on such a big ticket item without proof that it can be sustained. That means we need more money in the bank or commitments for monthly pledges. Your dollars are your votes for professionalism. (To become a monthly pledger, use the form on the back of this newsletter.)

So please join our monthly pledge program today and send the LPC Excom a clear message: the status quo isn't good enough! You vote for professionalism! You want someone working for liberty full-time — and you want it now! ■

Harry Browne to Visit California

(continued from page 1)

evening will receive a free copy of the book. Browne will be available to autograph copies after his speech.

Fundraising honors for all three evenings will be conducted by Michael Cloud, one of the best speakers in the Libertarian movement.

The first banquet will be held Friday, December 5th, in San Francisco at the Grand Hyatt Hotel, 345 Stockton Street in the Embarcadero Center. Registration and a cocktail reception begin at 7:00 p.m. Dinner will be served at 8:00 p.m. Tickets are \$60.00 each.

The second banquet takes place Saturday, December 6th, in downtown Los Angeles at the Hyatt Regency Hotel, 711 Hope Street. Registration and a cocktail reception begin at 7:00 p.m. Dinner will be served at 8:00 p.m. Tickets are \$60.00 each.

The third and final banquet will be held Sunday, December 7th, in San Diego County at the Radisson-La Jolla Hotel, 3299 Holiday Court in La Jolla. Registration and a cocktail reception begin at 7:00 p.m. Dinner will be served at 8:00 p.m. Tickets are \$50.00 each.

Seating is limited and **TICKETS MUST BE PURCHASED IN ADVANCE**. No tickets will be sold at the door. Invitations will be mailed to all LPC members. To purchase your tickets, send a check along with the ticket request form included with your invitation. You can also purchase your tickets via credit card by calling Laura McFadden at (562) 428-8113

Don't miss this opportunity to learn how Harry Browne found freedom in an unfree world — and how you can too. If you have never attended a Libertarian Party event before, this is a particularly good way for you to step forward and make friends with people who share your passion for freedom. You'll have a great time and be doing your share to support the LPC!

For more information, call Laura McFadden at the number above. ■

Lawyer Vs. Bureaucrat

by Harold Thomas

Recently, a New Orleans lawyer sought an FHA (Federal Housing Administration) loan for a client. He was told that the loan would be granted if he could prove satisfactory title to a parcel of property being offered as collateral.

The title to the property dated back to 1803, which took the lawyer three months to track down. After sending the information to FHA, he received the following reply:

"Upon review of your letter adjoining your client's loan application, we note that the request is supported by an Abstract of Title. While we compliment the able manner in which you prepared and pre-



sented the application, we must point out that you have only cleared the Title to the proposed collateral property back to the year 1803. Before final approval can be accorded, it will be necessary to clear the title back to its origin."

Annoyed, the lawyer responded as follows:

"Your letter regarding Titles in Case No. 189156 has been received. I note that you wish to have Titles extended further than the 194 years covered by the present application. I was unaware that any educated person in this country, particularly those working in the property arena, would not know that Louisiana was purchased by the U.S. from France in 1803, the year of origin identified in our application. For the edification of uninformed FHA bureaucrats, the title to the land prior to U.S. ownership was obtained from France, which had acquired it by Right of Conquest from Spain. The land came into possession of

Spain by Right of Discovery made in the year 1492 by a sea captain named

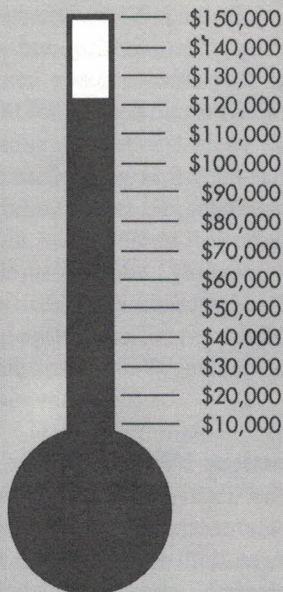


Christopher Columbus, who had been granted the privilege of seeking a new route to India by the then reigning monarch, Isabella. The good queen, being a pious woman and careful about titles, almost as much as the FHA, took the precaution of securing the blessing of the Pope before she sold her jewels to fund Columbus' expedition. Now the Pope, as I'm sure you know, is the emissary of Jesus Christ, the Son of God. And God, it is commonly accepted, created this world. Therefore, I believe it is safe to presume that He also made that part of the world called Louisiana. I hope you are satisfied. Now, may we have our damn loan?" ■

Growth Watch 1997

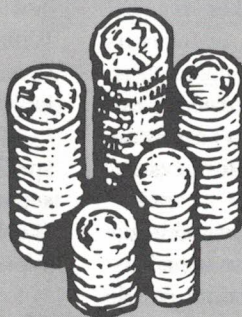
Revenue

Current: \$122,097
Year End Goal: \$150,000



Pledges & Donations

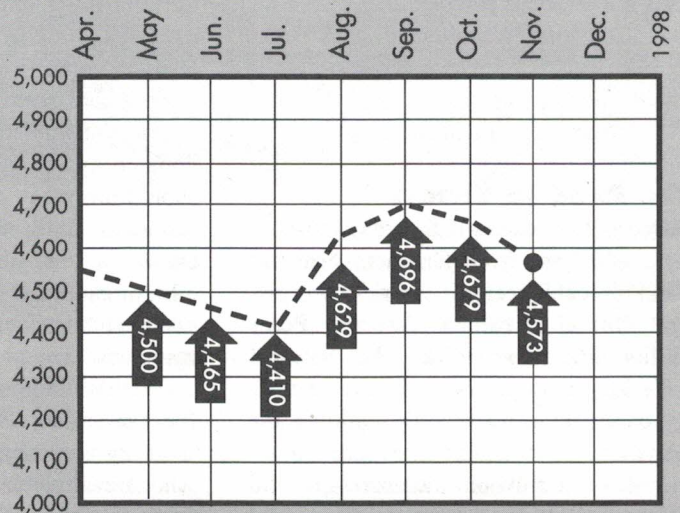
Totals for October
Pledges: \$2,153
Donations: \$6,010



Help Us Grow! To make a monthly pledge or one time donation, use the form on back of this newsletter, or call (408) 243-2711 x33.

Membership

Current: 4,679 Year End Goal: 5,000



Help Us Grow! Ask just one friend or coworker to join the Libertarian Party in 1997 -- or offer to pay their dues the first year if they will consider paying them when it comes time to renew!

Success '97

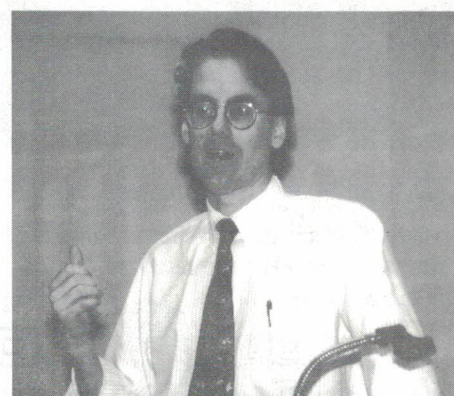
West Coast Libertarians gather in Los Angeles for two day seminar.



"There are millions of people out there who already agree with us." — Perry Willis



"Ideas are what you win for. Organization is what you win with." — Ron Crickenberger



"Why do these things? Because victory feels better than defeat." — Bill Winter

The secret to political success is having the will to do what it takes to win," said Steve Dasbach, Chair of the Libertarian Party, to a large crowd of activists at Success '97 — a special two day seminar cosponsored by the National and California Libertarian Parties.

The event took place over the weekend of October 18-19 at the Hyatt Regency Hotel in downtown Los Angeles. Over sixty Libertarians traveled there from all over California, Washington and Arizona to learn valuable lessons about strengthening their organizations and running more effective political campaigns.

The Road to Victory

Success '97 kicked off Saturday morning with addresses from Dasbach, National and Political Director Ron Crickenberger, and former National Director Perry Willis. The trio outlined the National LP's long-term plan for victory, a strategy based upon relentlessly building the party and its base of voter support.

"We must grow our membership," said Dasbach, hitting the seminar's central theme like a bell that rang throughout the weekend. "Our success will come from that. Having more members is the answer to all our problems — shortage of funds

and volunteers, lack of voter support, etc. We must build our party, step-by-step, member-by-member, voter-by-voter, until we're as strong as the parties we oppose. There are no shortcuts." (For more of Dasbach's remarks, see sidebar on page 7.)

Ron Crickenberger echoed his words, adding that running strong political campaigns is one of the most effective ways to build our membership. "Most of our members come from inquiries; and most of them come from having contact with our political campaigns."

Crickenberger also addressed the oft-debated question of whether the LP should run many candidates, or focus its resources on a few good ones. "The answer is 'yes,' he said. "We need to run a lot of candidates in order to have some good candidates upon which to focus our resources."

Perry Willis took the podium to argue for "discovery before persuasion" — focusing our energies on finding people who are already libertarians, but don't know it, and convincing them to join the party — as opposed to attempting to persuade non-libertarians to trade their ideology for ours. "There are millions of people out there who already agree with

us," he said. "We need to find them and introduce ourselves."

Willis went on to discuss a project, still in the planning stages, to make those introductions via direct mail. The ambitious plan involves identifying a number of indicators (age, occupation, affiliations with other groups, etc.) most common among LP members, then matching them against various mailing lists. "If we can target our direct mailings to individuals most likely to join the LP," he said "we can dramatically improve the rate of return on our investment. If we could raise it to 1.1%, we could recruit 200,000 new members in just a few months." Willis said that the LP is now planning several test mailings, and hopes to fully implement the project in 1999.

After the morning addresses, the speakers and audience divided into two separate seminars — The Campaign Workshop and The Party Building Workshop.

The Campaign Workshop

Tailored to the needs of LP candidates and their volunteers, The Campaign Workshop began with a presentation by Ron Crickenberger, who discussed the fundamentals of precinct-level organiz-

ing, "Get Out The Vote" techniques, and ways to make door-to-door work more effective.

Crickenberger went on to define the three types of campaigns that Libertarians run: ballot access campaigns — running to get enough votes to keep the LP on the ballot; educational campaigns — running to spread the word about the party and its ideas; and campaigns to win — running when you have a real chance of victory. He urged candidates to begin by determining what kind of campaign they are running and tailor their tactics accordingly.

"Set measurable goals," he advised. "Perhaps you'll want to increase the LP vote in your district, or get x-number of media interviews. Maybe you'll want to double LP membership in your district — a very reasonable goal for most campaigns. Running to win when you don't have a chance only leads to heartbreak and burnout. But if you set realistic, measurable goals based on a long-term LP victory, then you and your volunteers can walk away from your campaign with a well-earned sense of achievement."

What does it take to win?

"Virtually every case that I know of Libertarians winning, the candidate spent as much or more than his-or-her opponent," he said. "You also have to know who your supporters are and have an organization to reach them. Democrats think they'll win because they have the labor and minority vote. Republicans think they'll win because they have business behind them. A lot of Libertarians think they'll win because their ideas are superior. It doesn't work that way. Ideas are what you win for. Organization is what you win with."

Later, fundraising expert Michael Cloud delivered a presentation entitled *How to Raise Your First \$2,500 in 7 Days* — a step-by-step technique for candidates to raise thousands of dollars quickly and efficiently from their friends, family, co-workers, business associates



"Growth is the Key"

Success '97 kicked off with an address by National LP Chair Steve Dasbach. Following are some excerpts from his speech...

Steve Dasbach: Membership growth is the key to our success. I'd like you to picture your state party at twenty-times its current size. Picture what that would do for you. Picture your ability to field candi-

dates, recruit volunteers, raise money, run campaigns. How do we achieve this kind of growth? That's what this conference is all about.

Before we try to convince liberals and conservatives that they ought to be libertarians, we need to find the people out there who are already libertarians and just don't know it yet. There are about 50 million Americans who hold fundamentally libertarian views, but they don't know about the Libertarian Party.

Why aren't those people voting for us? Harry Browne calls it "the hurdle of irrelevance." People tell us: "I agree with everything you say but you can't win. I don't want to waste my vote." It's hard for them to understand that the only way they can waste their vote is by voting for something they don't believe in.

So we must become relevant — by building an organization large enough to win. There are no shortcuts.

You know the old saying: "If it is to be, it's up to me." Well, being a Libertarian is not just about promoting individual liberty: it's also about accepting personal responsibility. We are responsible for our success. How do we achieve it?

First, by making a personal commitment to professionalism. If we want people to join and support us, we must build an organization that people are proud to join. Everything we do must look as professional or more professional than our opposition.

We have to be constantly involved in outreach. If we spend most of our time talking to ourselves, we're never going to reach all those potential new members.

Last year, 50% of our new members came from inquiries. So the more inquiries we generate, the more we'll build our membership.

We have to engage in political action. That means running campaigns. Our candidates are our strongest sales people: most people join the LP join as a result of some contact with one of our political campaigns.

Finally, our success will come by relentless incrementalism. Victory is not going to occur by waiting for that one pitch we can hit out of the ballpark, while letting all the other pitches go by. We need to hit all the singles, doubles and triples that it takes to win. We need to make progress relentlessly, one step at a time. ■

and neighbors. "Start by approaching people who know and love you," Cloud advised. "If they won't give you money, nobody will."

One of the LP's founders and former presidential candidates, David Bergland, provided a formula for delivering bite-sized answers to tough political questions. "In most media situations," he said, "a candidate has only 30 seconds to make a point. You need to carefully craft your answers in advance to those questions you know you're going to be asked, so you can give effective replies."

Bergland explained the process: "First comes the planning stage: know your audience, know your objective, determine your theme, and collect the supporting data. Then comes the writing phase: you need to sit down and select every word you're going to say. Begin with a hook — a short sentence that catches interest. Then follow with your theme — a simple, clear statement of the main point you want to get across. Follow that with the body — a few specific examples to illustrate your theme. Most people (continued next page)

Success 97

(continued from previous page)

aren't like libertarians, who are usually comfortable with abstractions; they need concrete illustrations to see your point. So give them a couple. After that comes the close — a punchy, memorable restatement of your theme. That's it. The whole thing shouldn't take more than 30 seconds."

Bergland closed by advising candidates to practice speaking "in uniform" (suit and tie) using a mirror and a tape recorder. "You'll be amazed at how much you'll improve."

A generous portion of The Campaign

Check List*

10 things done by a successful state Libertarian Party...

1. Maintain an accurate, up-to-date database of members and prospects.
2. Send out a prompt, professional information package to interested prospects, and sends out timely membership renewal notices to current members.
3. Engage in ongoing, constant prospecting to increase the size of the organization.
4. Publish a regular, decent-quality newsletter that publicizes activities and success.
5. Has an on-going, implemented plan to raise money.
6. Run candidates for political office. Monitor elections (or registration numbers) which affect ballot status.
7. Action in the political arena: elections, referendums, lobbying, etc.
8. Has regular, publicized and interesting public meetings; has regular, productive meetings of party leadership to plan strategy & projects.
9. Has an organized media outreach plan, which can include press releases, press conferences, and personal contacts — to promote the party and earn publicity.
10. Has leadership dedicated to growth, success and professionalism — and determined to avoid factionalism, arguments and obstructionism. Party leadership has a solid, realistic vision for success.

*Presented at Success '97

evaluate their reasons for running and their political abilities, then offered guidance on how to structure campaigns for maximum effectiveness. He also provided tips on mobilizing volunteers, conducting research and raising money.

"Money is the lifeblood of every campaign," he said. "Don't waste it on bumper stickers, buttons and signs — they'll just end-up souvenirs collecting dust in your garage. Instead, buy advertising and publicity — things that get you and your message before the voters."

Douglas also spent considerable time discussing communications — media relations, advertising, campaign literature, etc. "Focus on the voters' priorities, not yours," he said. "Find out which issues most concern your voters, then address them. And don't tell voters that they should agree with you; show them how you agree with them."

Douglas urged all candidates to develop a written campaign plan then work it through to completion. "Do your research, identify your strengths, then carefully develop your strategy — and stick to it. Don't change direction midstream. Come up with a good plan and work it."

"Whatever you do," he concluded, "do it professionally."

The Party-Building Workshop

Next door to The Campaign Workshop, another group of activists were learning the basics of party building and organization...

The Party-Building Workshop began with a speech by National LP Communications Director Bill Winter, who provided an overview of the necessary activities for a successful

state party.

"Success comes from growing our membership," he said. "More members means more money, volunteers, candidates, election wins and publicity." To explain how to accelerate growth, Winter



"Whatever you do, do it professionally." — Jerry L. Russell

presented what he described as his "vowel formula for success"...

"A is for *activity*," he said. "The most important internal activity is fundraising. You also need to be involved in the political arena. We need to define ourselves not by what we say, but by what we do."

"E is for *excellence*," he continued. "We all need to make a personal commitment to succeed. Projecting a capable, professional image will attract more capable, professional people to us."

"I is for *infrastructure*. You must build a strong organization before you can accomplish your political goals."

"O is for *outreach*. A successful party relentlessly seeks new members."

"U stands for *you*. The LP is the people who belong to it. In 1987, I joined the LP and attended my first meeting — five guys sitting around talking a lot and doing very little. Afterward, I said to myself, 'Those Libertarians should be doing something! How can they succeed if they don't do anything!' Then I suddenly realized that there is no they — there was only I. I had joined this organization. I was the Libertarian Party. It was up to me to take action."

"Which brings me to the sometime vowel, Y," he said, "which stands for *why*. Why should we do these things? Because victory feels better than defeat. As Paul Tsongas once told a crowd of his supporters: 'Let's try winning for a change. If we don't like it, we can always go back to our old ways.'"

Later, Steve Dasbach expanded on the subject of organizing, beginning with a discussion of the executive committee...

Workshop was conducted by Jerry L. Douglas, a communications executive with almost forty years of experience in public relations and political campaign management. Douglas discussed ways for candidates to

The Excom should set your party's goals," he said, "which should be few and measurable. The chair's task is to bring the group to a consensus."

Dasbach continued: "Once you decide your goals, you build them on two pillars — the first of which is fundraising. There are three levels of fundraising: membership dues, monthly pledges and contributions. Your membership dues will not provide you with all the resources you need. That means you must have a pledge program, which should bring in about \$20 per member, per year."

As for contributions... "The national LP mails a fundraising letter every month," said Dasbach, "as does the California LP. You also need a major donors program. Good fundraising programs give people a lot of different reasons to donate and enable them to donate in a lot of different ways."

The second pillar upon which projects are built, according to Dasbach, is volunteers. "How do you motivate people to take on a project? Ask them to perform a specific, measurable task that they can see a start and an end to — like writing 6 letters over the course of the year. When it comes to recruiting candidates, we usually ask them to do six specific things. Once they've said 'yes,' most end up doing a lot more."

Later, Perry Willis talked about his tenure as chair of the San Diego County LP, where membership grew to exceed that of most state parties; he also contributed his two cents on fundraising...

"A lot of Libertarians think fundraising is begging," he said, "It isn't. People only give money to support things they want to have happen."

In an effort to dispell two myths about direct mailing, Willis said: "You can't mail too often, and longer letters are better than shorter ones. You need to have a unique selling angle, then use as much space as you need to present a complete and forceful argument."

On the subject of media relations, Winter and Dasbach gave advice on how to compile a media contact list and write press releases.

Bill Farley, Director of Communications at *Playboy* magazine, advised

Fundraising Banquet

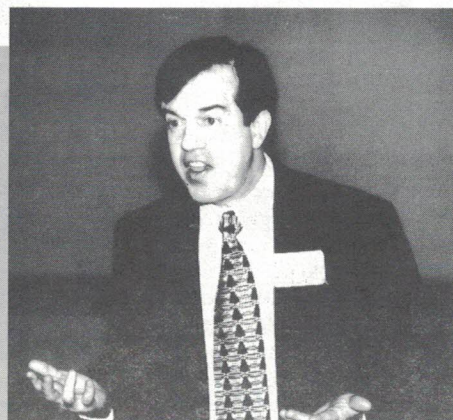
On the evening of Saturday, October 18, Libertarians attending Success '97 gathered for a special fundraising banquet. Guest speaker for the event was Michael Cloud, who entertained the crowd with several witty analogies...

First, Cloud compared the relationship between government and private citizens to the famous "Road Runner" cartoons. "The road runner is like the average American. He just wants to run down the road of life, free and happy. The only problem is that a mangy, stinking, flea-bitten coyote, like government officials and bureaucrats, won't leave him alone. In fact, the coyote wants to eat the road runner! And how does he try to catch him? With all those Acme products — which are just like government programs: they never work! They either blow up in your face or send you careening off a cliff!"

Cloud went on to compare government programs to weeds: "You know what happens if you just trim weeds? Their roots spread out and the nasty little devils sprout back up somewhere else. The only way to stop 'em from growing is to tear 'em out by their roots!"

Finally, Cloud advised the audience to take a lesson from Weight Watchers when it comes to measuring the size of government: "When you go to Weight Watchers, they don't want to hear how you skipped lunch — while neglecting to mention that you also ate a gallon of ice cream for dinner. In the end, they just tell you to get on the scale to see if you weigh more or less. We need to use the same approach with Republicans. They talk a lot about cutting government spending and taxes, while conveniently forgetting to mention all the increases they've passed! So I say to them: Do we have less government or more? I don't want to hear your talk about less government! Shut up, tubby, and get on the scale!"

The evening's fundraising duties were performed by Ron Crickenberger. Proceeds from his efforts totaled a whopping \$5,500. ■



"Government programs are like weeds — you've gotta tear them out by their roots."

— Michael Cloud

activists to give reporters one good reason to tell their story, saying "One good reason is better than a hundred half-baked ones."

Winter also discussed ways to produce quality newsletters, saying that a good newsletter is instrumental in maintaining membership. "They're not effective fundraising devices in-and-of themselves, but they're crucial in positioning members to respond positively to your other fundraising pitches."

Other speakers at the workshop included Dr. Jim Lark, advisor to the Liberty Coalition and Students for Individual Liberty at the University of Virginia, who

provided tips on how to start Libertarian college organizations. And Michael Cloud discussed The Seven Deadly Sins of Public Speaking and how to avoid committing them. He also imparted his wisdom on the regularly recurring subject of fundraising.

Seminar Wrap-Up

Success '97 drew to a close Sunday afternoon, and received rave reviews from most participants. Kudos to all those responsible for making it such a rewarding and well-mounted event, particularly state coordinator Laura McFadden and national coordinator Kris Williams. ■

For Your Information

Renewing Your Membership

Renewal notices are sent to members whose expiration date is coming up. Just return your dues payment in the accompanying envelope and your membership at the national, state, and local level will be renewed for one year. Please respond to renewal notices promptly so we don't need to send additional reminders — every additional notice costs money we could otherwise use to grow the party!

Address Changes

Be sure to let us know if you move! Send your address change notice to the national office so that your newsletters and other important correspondence can be sent to your new address. If you are moving out of state but want to continue as an LPC member or continue subscribing to *LPC Monthly*, please also notify the state office so we can make the necessary arrangements to keep you on our list.

Special Requests

If you need some special update to your membership records, such as a change in region affiliation, please contact the state office.

Address Labels

The address label on your copy of this newsletter provides important information relating to your membership records. On the top line of the label, you will find a six-digit number. Please mention this number in any correspondence relating to your membership.

On the same line you will also find a two-digit number identifying the LPC region with which you are affiliated. (If you are not a member but are receiving the newsletter for some other reason there will be a two-letter code instead.) See the listing on page 11 to find out the name of your region and who to contact for information about local activities.



Announcements

1999 Convention Bids

The LPC Excom announces that it is now officially accepting bids from contractors interested in organizing the 1999 LPC Convention. Traditionally, conventions are alternate between Southern and Northern California locations; because the 1998 Convention will be held in Los Angeles, the committee would prefer a Northern California site for the 1999 Convention. However, all bids are welcome. Interested parties should submit their bids to LPC Chair Mark Hinkle, 655 Lewelling Blvd. Ste. 362, San Leandro CA 94579-1844.

Candidates Needed

It's not too soon to plan for the 1998 election! Libertarians are needed to run for U.S. Congress, State Senate and State Assembly throughout California. Filing starts in January, but we need to plan ahead. If you are interested in running for public office as a Libertarian, or if you would like to volunteer to assist the campaign of another candidate, contact the LPC's Candidate Coordinator, Ted Brown, by telephone at (818) 286-7817, or via e-mail at <tedb@mail.idt.net>.

Cato & Bionomics Institute Conference

The world's preeminent libertarian think tank, the Cato Institute, and the Bionomics Institute will be sponsoring their 5th Annual Bionomics Conference. The conference will be held at the beautiful Mark Hopkins Hotel in San Francisco from November 13th to the 15th. At the time we go to press, sponsors are lining-up an impressive roster of guest speakers, including Peter Huber, Greg Benford, Virginia Postrel and Michael Rothschild. For more information, call the Cato Institute at (202) 842-0200, or visit their website at <www.cato.org>.

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Next Month:

*More Libertarians
Elected to Office!*

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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: _____

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I choose to set my dues at:

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

Plus additional contribution to LPC:

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