

# California Activist '84

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July 1984

## LIBERTARIAN VICTORIOUS IN PLACER COUNTY

by Jim McClarin

Libertarian Erik Henrikson, a 34-year-old excavating and snow removal contractor of Tahoe City, California, beat an incumbent in a two-way race to win a seat on the Placer County Board of Supervisors June 5.

Henrikson's victory makes him the second Libertarian to gain public office in Placer County, joining Ken Kott, a Tahoe-Truckee school board member. It also marks the first time in California that a Libertarian has been elected supervisor. While political pundits, the local media and the defeated incumbent reacted with stunned disbelief, local, state, and national LP members rejoiced at the news.

On taking office in January, Henrikson plans to push for deregulation and budget saving through increased contract services. His term is for four years.

What led to Henrikson's success? There are some surprising answers.

To begin, the candidate was an unlikely choice to win. He suffered extreme discomfort speaking before groups, and on that basis sought to excuse himself from running. County Libertarian chair Bruce Daniel, himself a candidate for another supervisor seat, badgered Henrikson repeatedly, ignoring several rejections before getting Henrikson to agree to run. Henrikson skipped a number of campaign appearances, and didn't exactly sparkle at those he attended.

While his campaign style left much to be desired, Henrikson no doubt lulled his opponent into a too-smug confidence which proved his undoing. At the same time, Daniel and another Libertarian, Allen Fink, each running for different supervisor seats, were shredding all the incumbents with fiery oratory and withering logic. The fight was being waged, with or without Henrikson.

More importantly, the three Libertarians hired an experienced political consultant who forged a state-of-the-art campaign out of a budget only half as large as the \$34,000 originally projected for getting all three elected. This was done by first running the campaign as a slate, rather than individually, then by culling unlikely voters from the mailing list, and finally, on the basis of a county-wide poll, purging those voter groupings least sympathetic to the Libertarian positions from the mailing list.

Several thousand dollars were spent for computer services, including carrier-route sorting for mailing labels. But the savings in postage and printing on the three campaign mailings was well worth the cost.

Four campaign committees were formed, with funds shuttled to and fro as needed. Besides individual candidate committees, a slate committee dubbed the "Placer Taxpayers' Coalition" was formed to resemble an independent citizens' group. This produced headlines like "Taxpayers Blast Supervisors..."

An important bonus for the three Libertarians came when Howard Jarvis and Paul Gann, co-authors of California's famous "Prop 13" tax cut, gave their support. Gann posed for photos, while Jarvis wrote a letter of endorsement.

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Besides contributions from local people and state LP members, several PAC's gave money to the Coalition candidates. These were the Placer Board of Realtors, the Free Market Political Action Committee, and the Gun Owners of California, which also sent a mailing to its Placer County list.

The final enabling factor in Henrikson's narrow win (50.2% to 49.8%) came from Henrikson's opponent, who, according to the poll, was not well known in the county. Since a recent county charter change had forced supervisors to run county-wide, this was a significant weakness. The incumbent, Larry Sevison, failed to submit a statement of qualifications to appear in the sample ballot, and didn't send out any campaign mailings, choosing instead to spend his money on campaign signs and newspaper ads.

By contrast, the Libertarians had no signs, no bumper stickers or balloons, no newspaper, radio or TV ads, and little of the other campaign paraphernalia that's customary. Instead, three professionally done mailings were released to hit in the last five days before the election.

The campaign literature for Henrikson and team consisted of a pseudo-telegram which read "URGENT TAXPAYERS NOTICE," a four-page two-color tabloid called the "Placer County Guardian," and a baseball schedule which opened to reveal the "winning team" of Fink, Daniel and Henrikson.

Nowhere in any campaign literature or news release was the word "libertarian" used. However, the local media knew from the local party newsletter and other sources that Libertarians were trying to take over the county, and constantly identified the three candidates by their party label.

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## STALKING THE HART CONSTITUENCY

by Bob Lehman

The rise and fall of Gary Hart as a contender for the Democratic Presidential nomination presents Libertarians with a unique opportunity, especially here in California. Hart's constituency has been referred to by the news media as "Yuppies" (Young, Urban Professionals) or "Yumpies" (Young, Upwardly Mobile Professionals). Interestingly, many people who are attracted to Libertarian ideas also tend to come from this constituency.

This is not to suggest by any means that Gary Hart bears any resemblance to a Libertarian. However, among those supporting Hart (and his so-called "new ideas"), a significant number might be attracted to Libertarian ideas, once Hart has departed from the 1984 political arena.

Hart won the California primary by a landslide. While not enough to wrest the nomination from Walter Mondale, the victory in California gave Hart the incentive to take his fight all the way to the Democratic Convention, making it less likely that his supporters will unite behind Mondale after the convention. Thus, by July 21st, it is likely that a substantial number Hart supporters will be looking for an alternative to Reagan/Mondale. Enter David Bergland.

How do we reach Hart supporters with Bergland's message? Precinct analysis holds the key. Figures available at county registrars' offices will show us the precincts where Hart did best in the California primary. The precinct books at the same offices will show us which Democrats in those precincts actually voted. Thus we will be able to target 1,000 specific households for a concentrated test campaign effort, involving doorbelling, a telephone survey, and direct mail.

A mailing to all 1,000 test households could be done for about \$180. A 1% response, with an average contribution of \$18, would be enough to finance another 1,000 piece mailing. A 2% response would allow us to double the size of each succeeding mailing. Doorbelling and a telephone survey prior to the mailing can increase the response rate two ways: 1) by increasing Bergland's name

## MILL RECEIVES 39.5% OF VOTES

Betsy Mill received 29,331 votes on June 5 when she ran against an incumbent for the San Diego County School Board, District 1.

She attributed her high vote count to several factors. First of all, Betsy had been a candidate for the San Diego school board in the autumn of last year. The earlier campaign had been effectively orchestrated by campaign manager Lou Misko and some of that vote carried over. Secondly, her opponent was passive and did not file a candidate's statement nor attend any "candidate" activities. Finally, Betsy received press coverage from local papers including two good articles discussing her recommendations for improving schools. (However, those same papers recommended the incumbent in their suggested slates.)

Betsy definitely intends to run for office again, preferably as soon as possible while she still has some name recognition. She will continue to state her priorities for education reform which include:

1. Parents must have the right to choose the best education for

their children. They must be able to select the school, the teacher and the program that best suits the needs of their child.

2. Incompetent teachers must be fired while excellence should be rewarded.

3. Our money should not be wasted--unused schools should be sold or leased. Janitorial, cafeteria and security services could be provided at low cost by private firms.

4. Advocate tuition tax credits and/or vouchers which would allow parents to choose the best school for their child.

Betsy encourages everyone who wants to run for office to participate in a public speaking program such as Toastmasters International. She is active in Liberty Toastmasters which was formed by Libertarians in San Diego about three years ago.



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Advertisements will be accepted, subject to space constraints and approval of the Editorial Board, as follows: display ads, one per page, \$100 per issue; directory ads, business card size, \$15 per issue. Camera-ready artwork must be provided. For further advertising information, contact Mary Gingell at (714) 754-4054.

identification among voters we intend to mail to, and 2) by saving the cost of mailing to any Democrats who identify themselves as Mondale supporters.

By the second week of August we should have enough test results in to tell if it would be worthwhile expanding the effort to more precincts. We just might discover a gold mine, capable of financing our entire media campaign.

If you would like to be involved in this project, contact your local Bergland for President coordinator, or call Bob Lehman at (213) 389-3358.

ORANGE COUNTY LP HELPS DEFEAT  
1-CENT SALES TAX INCREASE

Proposition A--a proposed 1-cent sales tax increase to fund new transit programs in Orange County--went down to defeat 70%-30% in the June primary.

The proponents, which included all of the wealthy landowners and developers (like the Irvine Company), large corporations and politicians, spent over two million dollars. The opponents--an unlikely coalition of environmentalists and anti-tax groups called "Citizens Against Unfair Taxation" (CAUT)--were

(continued on page 4)

# FROM THE STATE CHAIR

By Jack Dean

This month I'm going to use my Chair's column to briefly cover several unrelated topics which I feel are of importance.

**EXECUTIVE DIRECTOR:** First, I am very sorry to have to report to you that Marshall Fritz--who has served as our state executive director for more than a year--resigned as of June 15. In my contract negotiations with him I met--and indeed exceeded--the financial requirements he had set forth to the Executive Committee at its May meeting in Tahoe. On June 3, it appeared that we had concluded negotiations...that he had agreed to all the terms and the contract would be signed. But on June 15, Marshall called to tell me that he had reconsidered and he read his resignation letter to me. He has since gone to work for the national LP as a paid consultant.

I'm sure you'll all join me in wishing Marshall the very best in his future endeavors.

I have already initiated a search for a new executive director. Anyone interested in the position should send five copies of his/her resume to me (enough copies for the Contract Services Management Committee) at Box 5705, Fullerton 92635.

**TIN:** That stands for "Taxpayer Identification Number", and if any local LPC committees have attempted to open a checking account lately, it's very likely that the bank has asked for one. As you may know, the feds are tightening the reigns on tax cheaters, and they've put the banks to work for them. EVERY account opened must now carry either a TIN or a Social Insecurity Number (I call it a SIN).

The state party now has a TIN, and it's available for use by county LP central committees. If your treasurer needs one, please call either myself or state secretary Jerry Douglas to obtain it.

(continued on page 4)

## Libertarian Candidates

The following candidates were inadvertently left off last month's Activist listing of Libertarians running in California, or were listed incorrectly. Please update your list. A complete list will be published again in an upcoming issue. Please send updates and corrections to the Editor at 1525 Mesa Verde E, #105W, Costa Mesa 92626. (Thanks for helping us get it right!)

**JIM CONOLE**, 44th Congressional, 4065 Wightman Street, San Diego, CA 92105, 619-280-2170.

**JOHN H. WEBSTER**, 18th Assembly,

3441 Grossmont Drive, San Jose, CA 95139, 408-259-2387.

**DANTE DEAMICIS**, 23rd Assembly, c/o Libertarian Headquarters, 401 E. Taylor Street, San Jose, CA 95112, 408-286-9882.

**JOHN REDDING**, 13th Congressional, 957 Yarmouth Way, San Jose, CA 95120, 408-268-1793.

**RICHARD HARRIS**, 15th Congressional, PO Box 487, Mariposa, CA 95338, 209-966-3573.

**MARK HINKLE**, 25th Assembly, 7178 Via Colina, San Jose, CA 95139, 408-227-1459.

A "Safety Suggestion" from NOT-SAFE, the "World's Most Sarcastic Organization":

There should be a WARNING LABEL on all State and Federal Tax Forms because of the potential for increasing stress and blood pressure levels. We suggest that you get a complete physical before you start figuring your taxes.



(Chair, from page 3)

## LIBRARY TAX STOMPED IN MARIN

by Dan Dougherty, Chairman  
Creighton for Congress

**CAMPAIGN CONTRIBUTIONS:** Just a word of warning to any local central committees thinking about raising money for LP candidates and running it through their checking accounts--BE CAUTIOUS!!

In a non-partisan race, a check from a political party may be a violation of local law (as one local LP group discovered recently). And in partisan races, a contribution could place the county committee in a position of having to file as a "donor committee" with the FPCC...and report on ALL of its financial transactions there-after.

If you want to raise money for candidates, the best way (in addition to having the candidate set up his or her own committee) is with a Political Action Committee (PAC). Call me if you'd like more info on how to do it.

**AUGUST EXCOM:** The next meeting of the State Executive Committee will be Sunday, August 19, in Van Nuys. Please let me know if you have an item for the agenda. We hope to put together a candidates' workshop for Saturday the 18th...watch for more details.

**QUESTIONS:** If you have questions or comments about Party activity at the state level, your letter or phone call is always welcome and indeed encouraged. My office number is 714/871-4560. I would like to ask, however, that you call me from 7-9 am when I am usually not tied up in meetings or out of the office.

**FINIS:** It's always nice to end on an optimistic note, and thanks to some encouraging results in the June primaries, I find that easy to do this month. Our local LP organizations elected a supervisor in Placer County, helped defeat a library tax in Marin County, and helped defeat a 1-cent sales tax increase in Orange County (see stories elsewhere).

And earlier, in the April election, LPers in Santa Clara helped defeat a community college tax increase.

Both spring elections saw strong performances by Libertarians in a variety of non-partisan races.

All in all, I'd say we're making progress. Let's keep up the good work!

WE DID IT! Here's the official tabulation of votes on the Library Tax measures on the June 5 ballot:

YES	23,230 (59%)
NO	16,120 (41%)

The library tax needed a two-thirds Yes vote and it lost. More accurately, it was defeated by a gallant band of "tax foes" led by Libertarian Howard Creighton!

Howard was the spokesman for Citizens for Library User Fees (CLUF) which led the opposition.

**CLUF:**  
--sent out five news releases to all Marin media. Three of these received headline treatment in the Independent-Journal (Marin's daily paper with a circulation of 40,000).

--secured the opposition of Marin United Taxpayers Association and Irate Taxpayers of Marin, the two groups which constantly monitor the Marin Board of Supervisors.

--wrote the ballot argument for the voters handbook and the rebuttal to the opponent's argument.

--inspired a host of letters to Marin papers from libertarians and other allied tax foes.

--distributed 2500 flyers to rerry and bus patrons and at shopping centers and communities throughout Marin.

--placed ads in the Tiburon Ark, Novato Advance, and the I-J (combined circulation of 60,000).

Howard spoke at one candidates

night (which was televised for the local cable channel), spoke to two other groups, was interviewed on TV-50 (Santa Rosa), and was called by several papers.

Proponents of the library tax spent a year preparing for this election, secured the endorsement of the entire political establishment of Marin County, and still couldn't get more than 24% of the men and women of Marin County to step forward and say, "Yes, I'll pay \$18 per year to support the Marin County 'Free' Library." The library has 160,000 library cards and got only 23,000 votes. They raised and spent over \$30,000 on the campaign at a cost of \$1.30 per vote.

In contrast, CLUF was organized less than three months prior to the election, spent \$1,100, and convinced 16.2% of adults to vote No. One out of every six adult residents of the district voted No and they stopped a \$3,600,000 tax dead on its launching pad, at a cost of less than \$.07 per vote.

With the library vote behind us, the Creighton campaign proceeds with summer plans which include participation in the Bergland-Pickens-Creighton booth at the Marin County Fair (June 30--July 4) and a fund-raiser evening at a little theater later in July. In addition, Creighton will be visiting all accessible media in the Sixth District in June and July and will also be meeting with libertarian groups throughout the district.

for the \$20,000 cost of the printing. It also provided good exposure for the LP (the mail piece said "Paid for by the Libertarian Party of California").

The LP also received some very favorable press coverage due to its participation.

Total cost to the Orange County central committee was less than two dollars, according to chair Ray Cullen.

(EDITOR'S NOTE: Use of the LP's bulk mail permit for such programs must be reviewed by the state officers. Local organizations wishing to learn more about how to use the permit to aid the Libertarian side of an initiative should contact state chair Jack Dean.)

(Prop A, from page 2)

able to scrounge up only about \$100,000. But even the 20-1 financial odds couldn't help the proponents dupe the taxpayers on this one.

Orange County's Libertarians joined the CAUT coalition early, and were able to make a substantial contribution to the effort by mailing an anti-A piece to nearly 100,000 voter households on behalf of CAUT. Use of the LP's political bulk rate mail permit saved \$3,278 on postage--netting the Party credit for a contribution "in kind" to the campaign in that amount, in addition to credit

# LOCAL EVENTS & CONTACTS

1. Alameda	4th THU, July 26, 7 PM, dinner meeting	Chair, Fred Foldvary	(415) 548-3776
4. Butte		Chair, Harry Pendery	(916) 877-7652
7. Contra Costa		Chair, Hugh McLean	(415) 234-7809
10. Fresno	2nd WED, Jul 11, 7:30 PM, Bergland Fundraiser	Chair, Bob Subers	(209) 299-7294
15. Kern	3rd WED, discussion group	Chair, Dan Lucas	(805) 366-6660
17. Lake	every SAT, Literature table at Post Off.	Chair, Randy Grindle	(707) 994-4817
21. Marin	1st WED, July 4, 5:30 PM, Bob Lefevre	Chair, Dan Dougherty	(415) 454-2454
27. Monterey		Chair, Bob Ratto	(408) 424-3143
29. Nevada		Interim Chair, Jim Hosbein	(916) 273-9174
30. Orange	2nd TUE, July 10, 7:30 PM, central committee meeting	Chair, Ray Cullen	(714) 754-4054
31. Placer	1st THU, July 5, 7:30 PM., central committee meeting	Exec. Dir., Jim McClarin	(916) 663-2568
32. Riverside	3rd THU, July 19, 7 PM, central committee meeting	Ron Holman	(714) 684-5218
37. San Diego	July, 24, 7 PM, Debate on Religious Freedom	Program Chair, Eunice Sperlein	(619) 692-4305
38. San Francisco	July 12, 6 PM, Bergland Fundraiser	Chair, Mark Pickens	(415) 864-0952
39. San Joaquin	July 4, 1 PM, picnic	Chair, George Schwappach	(209) 334-5948
41. San Mateo		Chair, Dave Bell	(415) 365-9102
42. Santa Clara	3rd THU, July 19, central committee meeting	Chair, Jim Wilson	(408) CRY-FREE
44. Santa Cruz	every WED, 7:30 PM	Chair, Tim Kilburn	(408) 688-1376
48. Solano		Chair, Mark Moberg	
49. Sonoma		Chair, Jim Oglesby	(707) 823-5261
50. Stanislas		Chair, Steve Gerringer	
54. Tulare	July 11 and 25, 7 PM, study group	Chair, Hartune Neffian	(209) 732-5674
61. San Fernando Valley	July 4, Newhall Parade and picnic	Regional Message Center	(818) 705-6496
62. West LA		Chair, Neal Donner	(213) 477-6462
63. Glendale-Pasadena	July 17, 7 PM, Movie: "The Poverty Trap"	Chair, Steve Malmberg	(213) 257-9491
64. Central LA	2nd THU, July 12, 7 PM, dinner meeting speaker: Sara Baase	Chair, Laurel Fest	(818) 241-1881
65. Downey	2nd WED, July 11, 7 PM, central committee meeting	Chair, Terry Holloway	(213) 925-7235
66. South Bay	2nd THU, July 12, 7:30 PM, central committee meeting	Chair, Carolyn Treynor	(213) 546-2846
67. East San Gabriel		Chair, Gail Lightfoot	(714) 599-1627

# BERGLAND FOR PRESIDENT

By Bob Lehman

Libertarian Presidential candidate David Bergland will return to California for a week of campaigning in mid-July, following a four-and-a-half month "road trip" during which he has visited 26 states.

On this trip, his last major tour of California until late October, David will campaign primarily in Northern California, in conjunction with the Democratic National Convention, which starts July 16th in San Francisco.

At press time, David's itinerary is as follows:

- JUL 8 SUN Beverly Hills  
San Marino  
Newport Beach  
San Diego
- JUL 9 MON Rest
- JUL 10 TUE Los Angeles
- JUL 11 WED Bakersfield

- Visalia
- Fresno
- JUL 12 THU San Francisco
- JUL 13 FRI Sacramento
- JUL 14 SAT Missouri Convention
- JUL 15 SUN Missouri Convention
- JUL 16 MON Bay Area
- JUL 17 TUE Bay Area

The schedule of David's media appearances will be firming up during the week of July 1st. Contact your local Bergland for President coordinator for details.

New county coordinators added this month are:

- LA-66 Tom Bisko  
(213) 545-8190
- LA-67 Gail Lightfoot  
(714) 599-1627
- Placer Jim McClarin  
(916) 989-0773

Mark Tarses has resigned as Alameda County Coordinator.

Once the California campaign revenue reaches \$20,000, we plan to buy radio ads in various counties, in proportion to the funds raised from each county. Here is the breakdown by county, of funds raised as of June 14, 1984:

Los Angeles	49%
Santa Clara	20%
San Diego	5%
Alameda	5%
Contra Costa	3%
Ventura	3%
Santa Barbara	3%
Sonoma	2%
Mendocino	2%
Others	8%

We still have quite a way to go, however, before reaching the \$20,000 plateau, so there is plenty of opportunity for your county to increase its percentage.

(Placer, from page 1)

After the election the North Lake Tahoe Bonanza ran a banner headline, "LIBERTARIAN UPSETS SEVISON." Even the Wall Street Journal (June 8) commented that "a Libertarian unseated an incumbent Placer County Supervisor."

Even the two Libertarian losers fared better than the Libertarian norm. Allen Fink pulled third in a crowded seven-way race with 17% beating an ex-mayor and an ex-city council member, and Bruce Daniel scored 38.3% to the incumbent's 61.7%.

Two years from now two more supervisor seats will be up for election. Bruce Daniel is already searching for candidates to run from those districts, reluctant or otherwise. Of course, the incumbents may decide to join the Libertarians fearing that next time the Libertarians will actually meet their budget projections!

#### BAASE SPEAKS TO REGION 64

Sara Baase, the Libertarian candidate for Congress in the 41st District of California, will address the July 12 dinner meeting of Region 64, Central Los Angeles.

Dinner begins at 7 P.M., with the program starting at 8 P.M., at the Los Angeles Press Club, 600 North Vermont.

Dinner and speaker are \$10, \$3 for speaker only. Dinner reservations must be made by July 11, to Regional Chair Laurel Fest, at 818-241-1881.

Region 64 will also have a booth at the Gay Pride Fair, July 1 at the Pacific Design Center.

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