

California Activist '83

Bulletin of the Libertarian Party of California

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NOVEMBER, 1983

HOW TO WIN MEMBERS AND INFLUENCE PROSPECTS

Susan Downes

Imagine that you have just heard of the Libertarian Party. Finally here is a political party that makes sense. You are excited and interested, but also uncertain, so you go to a meeting to find out more about it. You walk into the room, you don't know a soul; no one introduces himself to you, no one says hello. Throughout the evening hardly anyone makes the effort to talk to you. The atmosphere is unfriendly and cold.

Unfortunately this is the typical experience of most people's first exposure to a Libertarian gathering.

Some of us are persistent and determined enough to come back enough times to break through the barriers and join the group, but how many more just don't bother? How many potential, valuable members do we lose the first meeting they come to?

Good ideas alone are not enough to produce active, working members. People stay and become involved not only because they agree with us, but also because of the social advantages; the feeling of fellowship and camaraderie that comes with associating with friends of like ideas and values.

We can promote and advertise our meetings indefinitely, but unless we can make them a friendly and enjoyable experience most people will not come back. When new faces come to our meetings, let's act like we're glad they came. Let's act like we want them! A warm welcome can do wonders to dispel a new person's apprehension and put him in a positive, receptive frame of mind.



In most counties or regions a public dinner meeting or supper club fulfills the important function of introducing interested people and enquiries to Libertarianism. This is the place we will make a first and lasting impression. Good speakers and a pleasant and appropriate location are important, but without that friendly, personal touch the first and perhaps last impression will be negative. The dinner meeting is the ideal occasion to make newcomers feel welcome and wanted. With a little time and effort we can greatly improve the friendliness of our meetings by using a welcoming committee, name tags and formal introductions (i.e., at supper clubs, the announcer should welcome and introduce guests to the body as a whole).

Each region should have a permanent welcoming committee for social functions whose only duty is to greet and introduce himself or herself to every new face. This person or persons should then introduce the new person to as many other people as possible and see that he finds someone to talk to. He should also be sure to get names, addresses and phone numbers of new people for future reference. Optimally, this person should have no other duties at the meeting.

I can't stress how important I think this function is. If you don't specifically appoint someone to do this, it just won't get done. It also helps to remind the executive committee and encourage the oldtimers to talk to the newcomers. The welcoming committee has made a big difference in our region

improving the friendliness of our functions, and I would like to see this job instituted in every region.

In our region, we meet an hour early, before dinner is served, for cocktails and conversation. This gives us the opportunity to greet, welcome and talk to new people. After the formal dinner meeting, we adjourn to the bar for more discussion and conversation. This has enabled us to get to know the newcomers better, and has fostered that feeling of friendship and camaraderie.

Unfortunately most people do not remember names well, especially when first introduced. For this reason, name tags are a valuable tool to improve the sociability of meetings. They also facilitate introductions and conversation. I heartily endorse the use of name tags at meetings if they are used as an accessory but not in place of personal introductions.

All this, of course, takes time and effort, but it is effort well spent. We not only have to attract people to the movement, we have to learn how to keep them. So let's prove to the rest of the world that Libertarians can smile and shake hands at the same time.

* * * * *

SUSAN DOWNES is Chair of Region 61, San Fernando Valley, and a member of the LPC Membership Committee. If you like her article and would like to receive copies of additional membership-building articles written by other Membership Committee members, contact Mark W. A. Hinkle, Membership Committee Chair, through the San Jose office.

THE MARSHALL PLAN
Marshall William Fritz
LPC Executive Director

Neal Walker of Bellflower agreed with me that "On the Fritz" wasn't much of a title for a column, and he suggested "The Marshall Plan". Until a better idea comes along, I'll just overlook the statist nostalgia this name implies.

* * *

TELEMARKETING WORKSHOPS--Jim Wilson and Santa Clara County hosted a successful Northern California Telemarketing seminar. The session was well organized by Mark Hinkle and had 12 very satisfied attendees: In addition to Wilson and Hinkle, we saw Bill Wade, Warren Gibson, John Tingen and Bill Lambert (San Mateo), Dan Mosier (Sonoma), Debbie Horner and Lorraine Gallindo (Stockton), and Steve Alexander, Don Cormier, and Michael Lowrie from Santa Clara. Thank you Warren Gibson for the use of your business office.

Phillip Mitchell of Contra Costa was the co-teacher of the event and was praised by the students for his insights into human motivation.

Speaking of motivation, Mark Hinkle was so excited he went home and made 42 dialings that very afternoon. Hooray Mark!

The telemarketing approach has such potential for the LPC that Jan Bellamy (Santa Barbara) has agreed to conduct one quarterly in Southern California. The next one will be hosted by Region 62, West Los Angeles, on Saturday, December 3, at the Beverly Hills office of Larry Leathers. Call Larry at 213-278-6006 if you would like to attend. No charge for LPC members; \$25 per person for non-LPC.

The primary session will again be from 10 A.M. to 2 P.M.

On that day Jan Bellamy and I will have two other sessions: 1. for those who have telemarketing skills and would like to co-teach future classes, we will meet from 8-9:40 A.M. 2. for those who will be organizing telephone banks and telephone trees, we will offer a workshop from 2:15-3:30 P.M. No charge.

Please call Jan to reserve a spot in either session (805-965-7821r).

Reminder: the prime purpose of the telemarketing

workshop is to teach libertarians how to be more effective on the phone, and how to enjoy it.

* * *

20,000 COPIES of the new "WHY THE LIBERTARIAN PARTY IS FOR YOU!" brochure were printed on-the-house by Dick Wood on paper furnished by Frank Salaman. Special thanks, because neither quite considers himself a libertarian yet. They see we are doing a pretty good job, even if a bit bold. Typesetting was done on-the-house by JPAX Communications, owned by full-blooded libertarian Jack Paxton; layout was by libertarian Jay Hubbell, both of Fresno County.

This new brochure will be available to counties at very low cost, and even FREE in certain circumstances, e.g.: if you would like to include the brochure in one of your mailings, just call me and tell me how many copies.

* * *

SUPER ADVANCE WORK--Debbie Horner did excellent advance work for my trip to Stockton to give an Intro. she arranged an interview with the paper, two radio stations, and the Catholic Bishop of Stockton (no, I did not make a libertarian out of him in our 1/2 hour meeting, but I did make a start). Her excellent advance work included posters at the local colleges announcing the Intro, and garnered over 20 attendees.

* * *

SOUTH BAY (region 66) did a bang up job for the Intro on Oct. 14. Chair Sylvia Barton and Membership Chair Dave Nichols did the phoning and preparations, and Immediate Past Chair Steve Kelley arranged three newspaper interviews to 'hype' the event. Attendance was 29.

* * *

SCOLINI FACTOR--Bruno Scolini is a friend of mine. He is not a libertarian. He recently asked me if Ed Clark thought he had a chance in 1980. I said "No."

Bruno was pleased, as he had feared maybe Ed thought he could win, and if so, would be crazy. By the way, Bruno is not crazy, hence did not vote for Ed because only a crazy man would vote for somebody who might be crazy.

Moral of the story: I think we have been mistaken to not be candid. When I ran for an educational race last year

I used all the cute dodges to the "Do you think you have a chance?" question. But I now think that was a mistake. I think in most races we need to give a flat "No, I do not expect to win office this year."

Ray Ransberger of Visalia suggests this immediate follow-up: "I do expect to win my campaign, for I plan to explain these free market ideas to over 2000 people, and recruit over 100 of them to register Libertarian." Of course, you will want to use your own countable goal.

NOTES FROM THE CHAIR
Mary Gingell

Last month's Activist was packed so full that I couldn't get a word in edgewise, so I'd like now to give some credit and thanks where they're due, for recent and not so recent events.

First, I want to thank my monthly dose of enthusiasm, Santa Clara Libertarians, for unflinchingly boosting my spirits every month at the Activist newsletter folding, stapling and mailing. Thanks to Karen Huffman calling in the troops each month, I am entertained for several hours by regulars Jan and Dante DeAmicis, Mark W. A. Hinkle, Linda Torno, Steve Alexander, and mailer extraordinaire Jeff Smith. Others who have worked with us in the last few months are Kim Roberts, Steve Holly, Ross Parlette, Wes Pinchot, Michael Chastain, Mike Piltch, Wil Cunningham, Don Cormier, Jim Oser and Jim Wilson. Thanks also to computer whizzes Bill White and Dale Burrow for the use of their computers and their computer expertise in getting the office system operational.

A giant Thank You goes to Mark Ross and Michael Tejada of GRT Printing, who not only print the Activist gratis but give us 24-hour turn-around on extremely short notice!

If I tried to thank everyone personally who helped make the California delegation run smoothly at the National Convention in early September, I would end up listing most all the delegates! Thank you all--your patience and good

(continued on page 3)

**IMPORTANT NEWS
FOR ALL LPC MEMBERS**

**REGARDING OUR UPCOMING
CONVENTION**

The 1984 LPC Convention is almost upon us (see article elsewhere in this issue). To prepare for this meeting a constitution and bylaws committee and a platform committee must be appointed, and delegates must be chosen from counties and regions.

The relevant portions of the LPC bylaws are reproduced below for your convenience. Of particular importance is the fact that a delegate or alternate must be a member of the county or region at the meeting at which he or she is chosen.

If you are interested in one of the positions appointed by the Executive committee, let your Rep know immediately so he or she can place your name in nomination at the November ExecComm meeting in Sacramento.

Look for the business meeting schedule in the next issue of California Activist.

BYLAW 11, SECTION 2: For each convention, the executive committee shall appoint a committee of five members of county central committees to recommend changes in the constitution, bylaws, or convention rules.

SECTION 3: There shall be a platform committee for each convention. The committee shall consist of a coordinator and one delegate from each county central committee. The coordinator shall be appointed by the executive committee at least 90 days before the convention (November 18 this year). The county delegates shall be selected at least 30 days prior to the convention (January 18 this year) in such manner as each county organization shall provide.

BYLAW 13, SECTION 2: Every county shall be entitled to send delegates to the convention according to the following criteria:

a. each county central committee shall have one delegate for each 1% of the total number of members of county central committees affiliated with that county, as determined by the executive

committee two months prior to the convention; (memberships should be postmarked to San Jose office by December 18 to be included in this count)

b. in addition to the foregoing, each holder of elective office who is registered to vote as a libertarian, each chair of a county central committee, and each member of the party executive committee shall be delegates from their respective counties.

c. the delegates in subsections a. and b. shall be selected by counties in such manner as the county organizations may provide;

d. no person shall be a delegate who does not meet such requirements as may be stated in the convention rules.

CONVENTION RULES, RULE 3, SECTION 1: Any delegate or alternate to a party convention must be a current member of a county central committee as defined in Bylaw 3, Section 2, at the meeting at which the delegates are selected.

SECTION 2: Certification of delegates and alternates selected for each county shall be submitted to the party secretary at least two weeks prior to the convention by the person presiding over the meeting at which the delegates were selected.

SECTION 3: Failure by a county to submit certification at least one day prior to the opening session of the convention shall cause no delegates to be registered from that county.

BYLAW 3, SECTION 2: Individuals may become members of a county central committee either by:

a. election to the committee by Libertarian voters in a primary election pursuant to the relevant parts of the elections code, or by . . .

b. making application; paying such dues as prescribed by the executive committee; and signing the following statement: "I hereby certify that I do not believe in or advocate the initiation of force as a means of achieving political or social goals."

c. Membership in any county central committee confers membership in the Libertarian Party State Central Committee. Any references to central committee in these bylaws refers both to state and county central committees.

**LPC CONVENTION TO OFFER
SALES COMMISSIONS**

Bob Lehman

In an unprecedented attempt to boost attendance at the 1984 LPC Convention ("A Tribute to Our Libertarian Heritage", Sheraton-Universal Hotel, Universal City, February 17--20), organizers are offering convention-goers sales commissions of up to 20% of their registration fee, for each additional person they get to register for the convention.

The convention brochure, which will be mailed in November to all current dues-paid members of the LPC, contains details of the commission plan whereby each person who registers for the convention will be sent extra brochures, (specially marked so that commissions earned can be properly credited) which he can use to sign up family members, friends, or other Libertarians in his area, thus helping to defray his own cost of attending the convention.

Speakers added to the program since last month's update include Rick Maybury, Tibor Machan, Manny Klausner, Fred Okrand, and Harry Pollard.

(CHAIR, from page 2)

humor helped us get all our votes in on time and avoid any challenges. Special thanks to my first two good-natured guinea pig vote talliers, Kim Roberts and John Vernon, and to June Genis for developing and implementing a multiple-vote counting system in about 30 seconds! Kudos to Karen Huffman for her calm, systematic handling of the typical last minute new members who showed up to vote in the close presidential nomination race, and thanks to our credentials expert, Lyn Sapowsky, for her insights into that mysterious process.

As the voting dragged on, just about every delegate got involved in returning voting cards, tallying, tracking down stray delegates to get their votes in, and basically just keep our delegation's voting friendly, fast and accurate. You were all wonderful!

(continued on page 4)

LP TICKET IS BERGLAND-LEWIS

GRANT ELECTED CHAIR AT NEW YORK CONVENTION

On September 3rd and 4th, delegates to the Libertarian Party's 1984 Presidential Nominating Convention in New York City, chose David Bergland and Jim Lewis to be their standard bearers in 1984.

Most of the 800 people arriving at the Convention were stunned to hear that Gene Burns, the front-running and virtually unopposed choice for the presidential nomination, had withdrawn his candidacy one week earlier. The Burns decision was apparently based on his belief that the LP was not strong enough to raise the kind of money he thought appropriate to the size campaign he wanted to run.

Two major candidates for the nomination soon emerged: David Bergland, a California lawyer who had been the LP's vice presidential candidate in 1976, candidate for U.S. Senator in California, and two term chairman of the LP; and Eric Ravenal, a Georgetown professor and foreign policy expert.

Bergland received the endorsement of Ed and Alicia Clark and Murray Rothbard while Ravenal won support from a diverse coalition including the so-called "Crane Machine", Bob Poole, Roger MacBride, Bill Hunscher and some members of the LP's Radical Caucus.

Spirited debate and politicking surged back and forth for several days as the candidates appeared to answer questions from the delegates, hosted "get acquainted" hospitality suites, and ground out broadsides. Bergland's campaign experience, service to the Party, and in-depth understanding of basic Libertarian principles were touted as his virtues. Ravenal's credentials and his desire to make foreign policy the centerpiece of his campaign were cited by his supporters. Some thought Bergland a less than inspiring speaker while others thought Ravenal too scholarly to reach the average voter. Some questioned Ravenal's understanding of free market principles while others thought Bergland would only appeal to "right-wingers".

The appearance of "dark horse" candidate Mary Ruart, and a sizeable "none of the above" vote caused balloting to go to 4 ballots. Ruart withdrew, endorsing Bergland after the 2nd ballot but the 3rd was still indecisive. Jim Norwood, the candidate who claimed he could be elected as the LP candidate and with 87% of the vote, predictably gathered no support beyond his 2 votes on the first ballot.

With Bergland holding a narrow lead after the 3rd ballot, Bergland's principal managers (led by Evers, Clark, Steinberg and Franzl) fanned out across the floor to seek the needed votes. Needing 270 votes to win nomination, Bergland got exactly that many on the 4th and final ballot. After some indecision about North Carolina's tally, Eric Ravenal stepped to the podium and withdrew from the race to the applause of all delegates recognizing his plea for unity.

The nomination of a vice presidential candidate had to be carried over until Sunday morning. Candidates included Jim Lewis, a Connecticut-based salesman; Dave Nolan, founder of the LP; Joe Fuhrig, an economics professor from California; and Mary Ruart, from Michigan.

After several ballots, Lewis emerged the winner. His campaign is expected to stress tax reduction issues.

Bergland expects to campaign extensively in 1984 and his campaign chairman, Ed Clark, has set as a goal getting

on the ballot in every state. The spending goal has been set in excess of \$2 million, with \$45,000 being raised at the convention banquet on Saturday night.

OTHER CONVENTION HAPPENINGS

When the Ravenal candidacy went down to defeat, rumors about challenges to Paul Grant and other announced candidates for Party office abated. Grant was elected Chair, Heide Hartman was elected Secretary, and Dave Walter was elected Treasurer without opposition. The only contest was for Vice Chair, where Mary Gingell of California bested Dale Hemming of Minnesota.

The By-Laws Committee had suggested major changes in number of At-Large NatCom members and method of selecting Regional Representatives but the delegates chose to stay with the old method.

The big fireworks predicted over Platform debate on the question of nuclear disarmament fizzled again this year. As usual, the delegates voted to hear the controversial planks last and, as usual, the time for Platform debate was used up before that plank came to the floor. As one PlatCom member put it: "Why do I bother?"

The "lame-duck" NatCom meeting before the Convention opened voted to move the LP's national office to Houston, Texas in order to take advantage of lower rental costs and a ten-fold increase in possible volunteer hours. The new NatCom voted 22-7 to confirm that decision and the office will be relocated during late September. Honey Lanham was reappointed as National Director of the LP. The new NatCom consists of only ten returning members and twenty one new. Returnees in addition to Grant and Walter include Rothbard, Evers, Franzl, Clark, Monroe, Hemming, Pratt, and Brazler. Conspicuously absent are those who supported former director Eric O'Keefe after Alicia Clark fired him. This factor may lead to a more unified NatCom able to move steadily in the direction the majority chooses. Or, given the absence of the one faction, those who had supported Clark on the O'Keefe matter may find that they too have differences of opinion worth squabbling over.

According to preliminary figures, the convention was a financial success for the Free Libertarian Party of New York. Profit is expected to be more than \$10,000. Gary Greenberg noted that media coverage of the convention may have been the most ever: NBC, ABC, Newsweek, National Review, NY Times, Washington Post, C-SPAN, L.A. Times, and UPI were among the media present.

How the Party fares in 1984 (when most commentators believe the showing of 1 million votes for Ed Clark must be matched) depends to a large degree on how the disappointed Ravenal supporters react (Roy Childs, for one, has reportedly resigned from the LP). Before the Convention, Roger MacBride gathered several LP leaders together and they signed the "Biddeford Statement" pledging to "Support whoever may be the National nominees of the Party, and its choices for Party offices, with all our abilities." Signers included Grant, MacBride, Ed and Alicia Clark, Hunscher and Chris Hocker. Now the Party will learn if unity is possible.

(For those of you who have not yet had the chance to read an account of the 1983 LP Convention, held in New York City this past September, the article above is reproduced from the September issue of Individual Liberty, the newsletter of the Society for Individual Liberty. Subscriptions to Individual Liberty are \$8.00/year, from P. O. Box 1147, Warminster, PA 18974.)

(CHAIR, from page 3)

More recently, I saw a tribute to the spontaneous order of the electronics age. Sylvia Barton, prompted only by two messages from me on her answering machine, and a return call from her to my secretary, was able to schedule people (Bob Lehman and Larry Leathers) to man the LPC/Bergland literature table at the Future of Freedom conference on Oct. 22 & 23 in

Long Beach.

Lucky thing she did, too.

I had planned to attend to help staff the table, but my journey to Long Beach was rudely interrupted at midnight Friday night, just outside of Morgan Hill, by a railroad tie in the middle of Highway 101, and I didn't make it (only injuries were to the car, which is still in the shop).

After 4 hours of waiting for the tow truck and then for Bill to drive from home to

rescue me, I was greatly relieved to be able to cancel on Carolyn Treynor to cancel all my appointments and plans for the weekend, while I went back to sleep early Saturday morning to try and sleep off my emotional injuries!

Thanks also to Steve Malmberg, who picked up the new LPC brochures and delivered them to the literature table that weekend, and to Sharon Ayres, who drove over to deliver Bergland literature and bumperstickers and ended up helping out with the table, too. NOVEMBER, 1983

CALL FOR NATCOM BIDS

The Libertarian Party National Committee will be accepting bids for all the NatCom meetings over the next two years at its meeting in early December. If a county, region, individual, or any combination thereof is interested in hosting one of these meetings, prepare a brief summary of your bid and submit it to one of your reps on the National Committee for presentation to the committee.

With At-Large Reps Ed Clark and Murray Rothbard, Immediate Past Chair Alicia Garcia Clark, National Vice-Chair Mary Gingell, and Regional Reps Bill Evers and Mark Hinkle, Californians have plenty of representation on the NatCom. Help make it financially easier on these folks to represent you over the next two years, and bring the fun and excitement of a National Committee weekend to your local area--host a NatCom meeting!

Meetings are to be held approximately every four months. For more information, contact one of your many reps.

LP Platforms

- LIBERTARIAN PARTY OF CALIFORNIA
Adopted in Long Beach in Feb. 1982 50¢ each, two for 95¢
- NATIONAL LIBERTARIAN PARTY
Adopted in Denver in Aug. 1981 45¢ each, two for 80¢
- LIBERTARIAN PARTY OF CALIFORNIA
Adopted in Irvine in Feb. 1980 10¢ each, two for 15¢

Payment in stamps preferred, check or cash ok. IF a self-addressed, stamped (20¢ for 1, 37¢ for 2, 54¢ for 3 or 4), business sized envelope is included with the order there is no handling charge. Otherwise, add 75¢. Quantity prices available, write for price list. Send orders to location below.

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LIBERTARIAN PARTY OF CALIFORNIA PLEDGE CLUBS

Our monthly pledge program offers options for every level of financial ability. Please help provide the ongoing financial support necessary to make the Libertarian Party's message of freedom heard throughout California.

| CLUB OPTIONS | | | |
|-------------------------|---------------------|---------------------|-------------------------------|
| <u>ONE % CLUB</u> | _____ \$39/Month | _____ \$390.39/Year | <u>ONE TIME CLUB</u> \$ _____ |
| <u>20/20 CLUB</u> | _____ \$20.20/Month | _____ \$200.20/Year | <u>LATER ON CLUB</u> \$ _____ |
| <u>10.39 CLUB</u> | _____ \$10.39/Month | _____ \$100.39/Year | in the month(s) of _____ |
| <u>GOOD NICKEL CLUB</u> | _____ \$5.55/Month | _____ \$55.55/Year | |
| <u>UNIQUE TO U CLUB</u> | _____ /Monthly | _____ /Quarterly | _____ /Semi-annually |

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Please send the monthly contributor (Minimum of \$20 per year) reminders &/or LPC news updates to address below:

Name _____

Address (h) (w) _____

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Phone (h) () _____ (w) () _____

Mail form to:

LIBERTARIAN PARTY OF CALIFORNIA
Pledge Clubs
401 East Taylor Street
San Jose, CA 95112

Membership Application

Name _____

Address h w _____

City/State _____ Zip _____

H Pho _____ W Pho _____

I live in _____ County and wish to be a member

in same county, or _____ County.

My voter registration is: _____ Party

Decline to State (no party) Not Registered to Vote

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 _____ Date _____

LIBERTARIAN PARTY OF CALIFORNIA
Central Committee
401 E. Taylor Street
San Jose, CA 95112
408-279-3733

| | CALIFORNIA MEMBERSHIP | COMBINED MEMBERSHIP CALIFORNIA & NATIONAL |
|------------|----------------------------------|---|
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| Student | <input type="checkbox"/> 15.00 | <input type="checkbox"/> 25.00 |

Subtract \$10.00 if you do not wish to receive CALIBER newsletter (useful if more than one member in household)

I'm enclosing an extra \$ _____ to help

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THIS ISSUE INCLUDES IMPORTANT NOTICES FOR ALL LPC MEMBERS!