

# **Libertarian Party State Leadership Alliance**



**Conference  
Raleigh Crabtree Valley  
Holiday Inn  
January 24-25, 2004**

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## ***Preamble – Traction and Leadership***

*By Bob Sullentrup, MO Chair*

This year's state chair's conference reflected yet another degree of maturation over prior conferences.

The 2001 conference in Indianapolis, our first in this series, was one in which participants got to know one another. We got a sense of which states were progressing well and had scored successes in various areas. Those states inspired the others who were struggling or just getting started. The contacts we made at that conference benefited MO, for example, when it came time to find mentors for our radio advertising initiatives (MI and ME).

The 2002 conference in Nashville provided all the benefits we accrued in Indianapolis and more. The prepared presentations delivered a wealth of information and then were supplemented with first-hand experience from the field. We opened up the phone lines and let people talk. From those discussions a pattern emerged: The message at that conference was to use "high touch in addition to high tech – talk to people and don't be afraid to ask for what you want".

Last year in Houston we took yet another step. For the first time, we established base performance metrics according to the LNC's strategic initiative to strengthen state and local organizations. We allowed ourselves to be measured and to have our progress gauged. We had moved beyond talk to "nuts and bolts".

If last year was "nuts and bolts", this year's conference was "traction". That was readily apparent from the outset as conference attendees described the best and worst aspects of their states. Despite whatever obstacles we have all encountered recently – membership falling, donations dropping, national downsizing, and loss of key members – states are gaining traction.

For example, Indiana took Mark Schreiber's branding initiative by the bit and is progressing in city council deliberations, press releases, mayoral races, press coverage of convention speeches and so on. IN had 71 candidates posting six victories in an off year and is poised for continued success.

Even Missouri could have pointed to several items, but mentioned its burgeoning 48-page operations manual to document website operations, post office box rentals, convention organizing and other details. Previously, these details existed only in several minds and were frequently fumbled and not handed off. Missouri is slowly getting its administrative act together. When Missouri next gets its political act together, it will have something.

In pulling together Missouri's operations manual, I included the summary of a speech I gave at the 2002 state convention on Volunteerism. Essentially, the speech asked volunteers to "honor their word as themselves". That is, if a volunteer gives his word,

then he/she should keep it. Alternatively, if he isn't going to do something, then he should not commit. At the time I thought the essential key to our success was to acquire a set of effective, reliable volunteers.

With these state chair's meetings, it has become clear that volunteerism is not enough. Leadership is an essential key, and *we conference attendees are the ones to provide that*.

But what is leadership? Roger Staubach, the erstwhile Dallas Cowboys quarterback, said leadership is composed of "honesty and integrity". Billy Parker of the Leadership Institute says it's mainly "integrity".

But it has to be more than that. From what I observed at this conference, good leadership is a *mode of behavior*. And what mode is that? Doing. Just do it. Get started and go.

There are best leadership practices to go along with it. Thinking ahead is always good, and typically does not require calculus. For example Mark Rutherford wondered at some point *prior to the 2004 LSLA conference*, "Where will we have the one in 2005"? He secured my assistance in bringing it to St. Louis, and clearly Mark exhibited leadership. Asking "what should we be doing NOW for next year's election?" is leadership as well.

It's not an act of leadership to figure out why we can't win and offer it up as an excuse for not doing. For example, Libertarians would never engage Haliburton to rebuild Iraq with American tax dollars and accept the campaign donations that would find their way into our coffers. Had Libertarians been in power, we'd have national defense, not international offense, and 9-11 would likely never have happened in the first place.

But just because this 'racket' the Republicans run, or the one the Democrats run with their labor union constituencies, are not available to us, that's no reason we can't win. The deliberate progress in Indiana clearly supports that assertion. And think of America's small businesses that must succeed despite government's regulations and obstacles.

There are no doubt other elements of leadership, perhaps including having a vision, being able to create cheap and effective methodologies, and suppressing the urge to pontificate while keeping the speak-to-listen ratio to one or less. I'll work on this and let you know what I find out. You'll probably find it in a chapter in the prototype operations manual on the CD that Bonnie Scott is compiling at her site (see Resources at the end) to mentor new state chairs. By the way, have you ever seen states collaborating like this before? That's what I mean by traction.

We owe a debt of gratitude to the one whose brainchild these LSLA conferences are. We have 50 parallel experiments going on, and these meetings serve as an opportunity for one another to derive inspiration, ideas and renewed vigor from our peers.

I'm always delighted to spend time with like-minded Libertarians, and remain pleased and proud that people like Thomas Jefferson and the Libertarian leaders at the conference are in my camp.

## ***Attendees and Introductions***

Barbara Howe welcomed the group to North Carolina. Barbara's normal interest in football has peaked by the emergence of the Carolina Panthers in the Super Bowl.

Mark Nelson the meeting moderator introduced Ted Dunlap of ID. Ted requested the group start Sunday's meetings a 8am to accommodate discussions regarding the small business initiative. The group agreed to start the breakout sessions scheduled for 11 at 8am.

Ray Ledford (TN) led a moment of silence for Ron Crickenberger.

Ron, a well respected and well liked former LP Political Director, passed away Jan 20 of melanoma and bone cancer.

Mark Nelson recounted the short history of these state chairs meetings. He noted that from Indianapolis in 2001 through Nashville, Houston and now Raleigh, the State Chair's Alliance has first, grown away from a dependence upon the national organization that launched it. We are now poised to widen our support base and gain increasing acceptance of libertarian ideas by the public. Accomplishing that comprises the goals of the conference.

Approximately 40 representatives from roughly 30 states participated in the conference. Mark asked the attendees to articulate the best and worst aspects of their involvement accomplishments of their state in the preceding year.

The participants and selected comments include:

- NC - Barbara Howe mentioned success in the ballot access reform bill which, unfortunately, the Speaker of House refused to bring to
- CA - ~~Mark~~ Mark Slizer, Vice Chair, and others knocked on doors of registered Libertarians asking them to join the party.
- CA - Aaron Starr, Chair, was present
- CA - Mike Carling, attended
- MO - Bob Sullentrup, Chair, noted his state's Operations Manual, 48 pages and growing, to document the tasks and responsibilities
- FL - Doug Klippel, Chair, has been able to travel around the state to develop a state-wide network for coordination and collaboration
- VA - ~~Spencer~~ Spencer Dainesell, noted general progress in his state
- VA - Fred Childress, was present
- VA - Bill Redpath, noted the ongoing ballot access work in NC
- MD - Chip Spangler, Chair, is fighting rejected signatures for ballot
- ID - Ted Dunlap, Chair, ~~presented~~ presented council election victories

WA - Jocelyn Langlois, the new Executive Director, noted the LP's  
 WA - Majora Dutton, is the new office manager in WA  
 WV - Helen Tucker, Chair, said WV has recently won lawsuits and  
 promoted her "Theft by Deception" video  
 MN - Bob Wadden, Chair, dissention and moved office, Beacon group  
 NC - Bruce Wiscox, Secretary for NC attended  
 Nat - Dianne Pilcher, long time dedicated employee, was present  
 TN - Ray Ledford, Chair, noted membership drive successes  
 TN - Heather Scott, a "Lady of Liberty", mentioned the Taxpayer Bill  
 of Rights initiative that serves to extend the influence of the  
 Nat - Danny Clond, increased LP News, editor, was present  
 NC - Sean Haugh, ED, noted three people were elected city councils  
 Nat - George Getz, was present  
 NV - Brendon Traynor, noted his state formed a coalition to repeal  
 newly imposed taxes  
 PA - David Owens, said he was helping Mike Dixon become LNC  
 AZ - George Squyres, Chair and LNC member, noted the AX LP won  
 SC - Chuck Williams, lost its treasurer but was national's gain. SC is  
 very pleased to have a new Executive Committee position of  
 Event Coordinator. It is a self-funding position with 15% of the  
 AL - Michael Cosby, noted the coordinat the meeting  
 VA - Jim Lark, former chair, noted increases in local activism  
 AR - Gerhard Languth, Chair, is looking forward to 2004  
 AR - Bill Haussig, Vice Chair, likewise  
 NY - John Clifton, Chair, was "here to learn" but identified several  
 initiatives including bans on toy guns  
 NY - Bonnie Scott, Vice Chair, noted website advances  
 DE - George Smith, Chair, has doubled DE's number of activists  
 OH - Jason Hallmark, Chair, noted Ohio's LP Mayor, and suffered  
 having 57000 signatures thrown out by statists from ballot access  
 NH - John Daborn, Chair, noted NH's selection as the free state and is  
 causing chaos among the D's and R's in the NH primary.  
 IN - Brad Klopfenstein, ED, noted IN's 71 candidates  
 IN - Mark Rutherford, Chair, noted IN elected 6 Libertarians to  
 offices with three close calls. Phil Miller, an incumbent  
 TX - Paul Dixon, Chair, noted it will cost \$150k to keep ballot status,  
 but a recent Jimmy Vaughn fundraiser made a dent and  
 FL - Bill Vanz Altem, Sarasota County chair, noted that with 73 state  
 house candidates in 2002, registrations doubled  
 Nat - Rod Serverson, originally Sioux City, is the database manager  
 Nat - Mike Dixon, on the LNC, is running for national chair  
 Nat - Geoff Neale, national chair, was present  
 Nat - Joe Seehusen, national director, was present  
 NC - Jennifer Medlock, a "Lady of Liberty" (October) from Charlotte  
 garnered 21% in her house race.

- IA - Mark Nelson, Chair, noted IA is 3 for 3 in elected offices, and won contested race in Davenport, and raised \$100 per attendee at the IA convention. Moreover, 18 people vied for 14 delegate spots at the national convention.
- SC - Mark Johnson was present at the national convention.
- Nat - Aaron Russo, LP Presidential Candidate was present
- NC - Lee Wrights, Vice Chair, LNC member, was present  
Dan Lewis
- Nat - Nick Dunbar

## **Opportunities**

*Note carefully the items below. These are opportunities LP groups can pull right off the shelf and at little or modest cost to produce a sizeable impact.*

- Dianne Pilcher reminded the group of national's **bulk mail permit** and opportunity for cost savings by states. Contact Dianne Pilcher for more information.
- Doug Klippel, FL, has templates, prototypes and other aids for efficient and effective **petitioning** at [www.lpfs.org](http://www.lpfs.org). The materials help identify signers making the qualification process quicker, easier and thus more likely to be accepted.
- Mark Seltzer, CA, has produced a weekly newsletter in the form of libertarian **TV talk shows**. His shows have a professional demeanor. That is critical – amateurish shows suggest the ideas are amateurish.

Mark is interested in getting the show on in other parts of the country. Contact Mark at

Mark Selzer  
Southern Vice Chair, CA LP  
[Liberty64@jps.net](mailto:Liberty64@jps.net)  
H: 323-469-5372  
C: 323-633-6275  
[www.lpca.org](http://www.lpca.org)

- The **Ladies of Liberty calendar** featuring three conference attendees including Rachel Mills (NC, January 05), Heather Scott (TN, March 04) and Jennifer Medlock (NC, October 04) is available for resale. Volume purchases at cost. Contact Rachel Mills at [www.rachelmills.com](http://www.rachelmills.com) or e-mail [Rachel@rachelmills.com](mailto:Rachel@rachelmills.com).

## **Video, Increasing Press Coverage and Handling Questions**

Barbara Howe, NC, aired a video prepared by the Oregon LP describing how to obtain good PR at minimal cost. One mention in the *Wall Street Journal* that reaches millions is effective, plausible and vastly more cost effective than the equivalent paid advertising.

Persuasion is a key to good press coverage. For example, write press releases in such a way that:

- Objections along with rebuttals are in the press release
- The text is of good enough quality that parts or the whole could be lifted verbatim and dropped into a reporter's story

Media persons have a monster to feed daily governed by the daily deadline. Accordingly, make the media's job as easy as possible.

Write press releases in "newspaper" style, beginning with the classic "who-what-where-when-why-how" in the opening paragraph. Thereafter, drill down to successive, less important detail. This allows an editor to cut a 10-column-inch story to 8 if the remaining text on the newsprint allows only that much space. (see the link to *Success 99* materials at lp.org listed in Resources at the end of this document)

Richard Burke, Oregon's ED, says to begin with the product of campaign issue or other Party position. Promote aggressive ideas that are bold but plausible, and not of the 'hail Mary' variety shooting for a libertarian America by Tuesday. Aim for progress in measured, plausible steps.

It will be hard to crack the media ice since reporters and editors don't have time to listen to Libertarian theorists any more than they have the time for any other group. An excellent suggestion is to *start with the smallest towns in the state*. It is easiest there to get onto the front page since 1) fewer things happen in small towns and 2) the reporters there are unaccustomed to the attention.

From that step stone, it would be easier to "create a buzz" among other media persons. Before long, more media persons will have heard of you.

This approach does not require a lot of money, but it does take persistence and time.

In any case, *do your homework*. Know something about the town before going in.

Oregon tried this in one of their races. When the Libertarian reached 7% in the polls on only \$6k, the republican was forced to spend over \$100k to beat the Libertarian down to 2%.

Remember that political parties such as us have three wings. There are activists who make the public fear a future without change. There are intellectuals who polish the ideas. Finally, there are politicians who make the public comfortable with change. In this Party's case, we need to develop our political wing.

Accordingly, always thank the press for whatever support they provide. However, the media cannot be made to feel as if they are being used or they will turn against us. For that, be trustworthy. Moreover, if they make a mistake in reporting, don't yell at them. They retain the power of the press after the yelling session is complete.

To earn the respect of the press, make sure you do the following:

- Dress like them – always wear a suit (unless speaking to a group of farmers in a pasture, for example)
- Practice
- Do your homework and understand LP solutions
- Use the following 4-step during debates and interviews

Four-step methodology for handling media questions

1. Restate the question and define the issue
2. Identify which principle of governing is involved to identify what we can all believe in
3. Offer the LP solution
4. Explain a transition plan

*(Note: This methodology is also the basis for the LNC's effort to recast its platform planks into jargon-free, understandable, complete and coherent statements that non-Libertarians can understand)*

For example, suppose the question was "Why should we vote against a tax increase for vital services?"

1. (restate)

"Your question is how can we vote against this tax increase for vital services? But that's not what this is about."

2. (principle)

"It's about items that never should have been funded in the first place."

3. (solution)

Our LP solution is to get government to provide vital services, not discretionary or unnecessary ones

4. (transition)

We would get the state out of the insurance business. We would sell off its insurance function and net \$2B which would fund the shortfall.

Copies of this videotape are available by e-mailing: [Tom@thomasbcox.com](mailto:Tom@thomasbcox.com) or by calling 971-570-4933. Price is \$20 + postage.

## ***Indiana, 71 Candidates***

Mark Rutherford and Brad Klopfenstein explained the elements of IN's recent success in attracting 71 candidates and scoring six victories, aided by its central committee raising \$6-7k for the efforts.

"We're a political party, and not CATO nor the Advocates for Self-Government", Brad Klopfenstein explained. Accordingly, IN performed political activities starting with the fundamental of "getting good people, and giving everybody a job".

Beyond that, however, IN appears to have injected itself in community politics in some clever ways. "The D's and R's hate each other more than they hate us", Brad explained. "For bipartisan boards, we would ask the partying power if they wouldn't like to have L's, not R's on your board?"

"We met with town officials, particularly those not elected and asked them how we could help. We knocked on doors and connected with people".

Adequate financing is also a key. A rule of thumb indicates it will take \$5 per winning vote.

Indiana has demonstrated we can win at local elections. From there, moving up the political chain is a matter of time.

Brad made two additional points. First, he encouraged party members to get involved in outside groups such as the Kiwanis, Optimists Club and so on as a means of gaining exposure as well as demonstrating that libertarians want the same things as other people – good roads, schools, environment, etc.

Secondly, endorsements will vary in their particular contribution. Brad's endorsement by the Fraternal Order of Police netted \$200, but made no apparent difference in the vote totals. His endorsement by the Gay and Lesbian Alliance, however, turned out for him in droves.

## ***Billy Parker, The Leadership Institute*** **The Real Nature of Politics**

Winning is a mindset. Politics is like a business. We have a product, and the product is the issues we sell.

In order to sell these issues, being pure or being right is not enough. Recall the 1964 Goldwater debacle in which arguably the most libertarian presidential candidate in the last century won only six states and lost 60-40 in a landslide. Goldwater's slogan was "In your heart, you know he's right". Compare that with 1980 in which Reagan defeated Carter, also by a wide margin. Their messages were largely the same.

What was different? Certainly a recent presidential assassination is one. The hostages in Iran was another difference. Beyond that, the Republicans had learned to better

- Organize, and
- Get out their message

Though this was not his slogan, Reagan came to be known as the "Great Communicator".

Accordingly, political success is a function of the number and effectiveness of activists.

The political technology used to garner political success is aimed at better organization and communication. The political technology employed is philosophically neutral.

*As Libertarians, we owe it to our philosophy and our cause to study how to win.* This is what separates coffee house politicians from the work of blue collar politics. In short, DO, don't TALK ABOUT DOING.

There are three elements of political technology:

- Time, which is limited
- Talent, the volunteers and activists
- Treasure, the money of the campaign which can be thought of as congealed labor

A political campaign needs all three. Of these, time is the most valuable because it cannot be retrieved once spent nor replenished.

Little things make a difference. Take name tags, for example.

- A candidate's name tag should occupy the whole space for easy reading
- A name tag should be on a person's right side, not left, to make it easier to read when shaking (right) hands.

Of course, there is no cookie cutter approach that works in all places, all the time. Otherwise, the formulas could be compiled in a manual and simply distributed for your reading pleasure. Politics is an inexact science.

The Leadership Institute, founded by Morton C. Blackwell in 1979 has a mission to identify, recruit and train the next generation of conservative leaders.

The Leadership Institute does not endorse, support or oppose legislation. It has an open admission policy to all programs. It seeks to minimize costs by having students stay in a dorm.

The campus has a studio to show prospective candidates how to get in front of a camera to be interviewed. The Leadership Institute is a boot camp for persons involved with candidate development, campaign leadership, broadcast journalism or public relations.

The costs for the program are quite reasonable, amounting to \$75/day including food and dorm accommodations. For a week it might run \$175.

Aaron Starr, CA, noted the Leadership Institute was “the best value for political training, bar none”.

The new LP director Joe Seehusen attended the Leadership Institute’s courses on development and fundraising. He rated the program as superb and noted its valuable role in an organization’s transition out of a think tank mentality.

Responding to a question Billy noted he has heard of no negative experiences with the LP in the press or on TV, but noted we were “under the radar” of the mainstream media.

Another question asked what qualities made the best students? Billy’s answer was “leaders”. So what is leadership? Roger Staubach, the erstwhile Dallas Cowboys QB quoted in the current Southwest Airlines in-flight magazine, said “integrity and honesty”. Billy said the key ingredient to leadership was integrity.

[www.leadershipinstitute.org](http://www.leadershipinstitute.org) 800-827-LEAD. Talk to Chris Stio, Director of Schools. He will “make it fit” for us.

### ***Aaron Russo, LP Presidential Candidate***

Aaron Russo showed up at the conference, much as Gary Nolan, Michael Badnarik, Judge Jim Gray and a stand-in from the draft L. Neil Smith movement did last year in Houston.

Aaron Russo has been a libertarian all of his life he said, a life that has included producing hit movies such as *Trading Places* with Dan Akroyd and Eddie Murphy and *The Rose* with Bette Midler. He’s also won an Emmy for a TV show with Dustin Hoffman.

Aaron praised Badnarik and Nolan, but believes he can “elevate the Party to a place it’s never been before”. Aaron could get on *Larry King Live* and promote the Party.

Aaron's affinity for the Libertarian Party increased during a bout with bladder cancer. An alternative medicine contained the disease and allowed the cancerous tissue to be isolated and extracted. Today he is cancer free.

Aaron concludes America HAS to change. He will send out 50 million e-mails next week to underscore one of his campaign issues, opposition to the military draft. In addition to the draft, his three other main issues include opposition to the Patriot Act, government spending and the war in Iraq.

<http://www.russoforpresident.com/>

### ***Barry Smith, Improving Media Relations***

Barry Smith is a reporter for the Raleigh Bureau of the *Freedom Newspapers*. Raleigh is one of six *Freedom Newspapers* in the state. The papers have a libertarian editorial policy, and Barry is a former editorial editor.

Barry recommends you start your introduction to the media by simply sending them your events calendar.

Beyond that, don't assume the media knows about the LP. Even if the media members have some exposure to libertarian ideas, they may not be particularly deft with the details. You have to help them. Barry had examples regarding zoning laws and municipal annexation.

You don't have to be particularly creative, ingenious or otherwise to produce newsworthy copy. How a person votes on a zoning board is news, and that affords an opportunity for introducing the Libertarian point of view on the matter.

Don't forget milestones as news. When your first Libertarian gets elected, that's news. Thurgood Marshall was the first black on the Supreme Court, Sandra Day O'Connor was the first woman and Sally Ride was the first American astronaut. All qualify as news.

Check with local editors to see what their constraints are. There may be limits on the number of words or the number of letters to the editor per month.

Feel free to make suggestions to editors regarding how to make their stories balanced. There is no lobby in America for "How can we give citizens more freedom"? After all, ideas don't hurt people, and media people agree.

Give them your contact information including your cell phone. This comes in particularly handy when they need a quotation for a story from an opposing viewpoint right before a deadline. Make particular use of inroads such as high school friends who have become members of the media.

Respect the reporters and their time. They are particularly busy as an impending deadline approaches.

Consider developing a local Libertarian 'On Call' list as colleges do to promote their experts on their faculty. Call Gus for gun rights, Penelope for the Patriot Act, Doris for the Drug War and Eddie for education and government schools.

Finally, sending press releases as e-mail is preferable to fax since the former can be copied and pasted into other documents without rekeying.

### ***Dr. Jim Lark, Working with Campus Libertarians***

Dr. Jim Lark, former national chair and professor at the University of Virginia, addressed the group on the topic of campus organizing.

Jim recently updated his article on campus organizing posted at the lp.org website as a part of the *Success 99* manual. The list of articles is at <http://www.lp.org/services/s99/>, and the one noted here is <http://www.lp.org/services/s99/campus.html>. The updated version of Jim's article should be available at lp.org shortly if not already there.

Otherwise, e-mail Jim at [JWLark@virginia.edu](mailto:JWLark@virginia.edu) for additional information or call him at home at 434-973-5958.

The bottom line on campus organizing is:

- Organizing is hard work.
- As few as 3 committed folks can have a big impact.
- Yes, it's really simple

One committed activist can have a big impact. The example Jim gave concerned the situation at the University of Virginia in Fall 1992, when Students for Individual Liberty and University Libertarians had a major impact upon the University of Virginia. At that time, 99% of the work was done by three people (Bill Olinger, Boris Starosta, and I), only one of whom (Mr. Olinger) was a student.

Jim recommends starting at the student council office as a means of obtaining a list of campus organizations to identify friendly ones. Frequently, lists of student members are available from them as well. While you are at it, obtain information about the rules and regulations about campus groups. For example,

- Is it necessary to have an advisor?
- Is there a minimum number of students needed?
- What is the procedure for reserving rooms on campus?

- Can people and groups not associated with the university reserve space on university property for the purpose of holding an organizational meeting?

I also made the point that even if a Libertarian group is not currently organized, it is possible that the records of previous groups (including contact information) will be available in the student council office. In addition, I noted that you should find out not only whether there friendly groups, but whether there are unfriendly groups.

Next, walk around campus to get the lay of the land. Find out where the bulletin boards and student centers are. Talk to the campus newspaper and find out how to place ads or bulletins. Look for the places on campus where people gather, and locate the appropriate rooms in which to hold events. In addition, identify all of the various media in the area including campus radio, campus TV, community publications concerning art/music/culture, etc.

Campus activities typically occupy three categories:

- Social activities intended for students to blow off steam
- Black belt activities to improve fielding “the hard questions”, learning the Ransberger pivot and so on or
- Unabashed proselytizing

*Accordingly, start two groups on campus.* One group is for the LP. The other group is for the LP but is non-partisan. The other group is explicitly Libertarian, but explicitly nonpartisan. Jim noted this might take the form of a specific group with a specific cause such as the Students for the Second Amendment . Alternatively, this might take the form of an “umbrella group” for liberty-oriented organizations. This is the function of The Liberty Coalition at the University of Virginia.

This is a useful strategy because as Steve Dasbach pointed out at the 2001 State Chair’s Convention in Indianapolis, people who join the party typically don’t start out being 100-100 on the Nolan Chart. After they join, however, they gradually move to becoming more Libertarian. Jim himself noted that transformation in his own life from 1976 to the present.

Student activities include arranging speakers, providing information tables, participating in debates and so on. Candidates make for a particularly attractive set of speakers, and it provides an “off Broadway” stage for them. Jim recommends being entrepreneurial in creating campus events and aim to getting a foot in the door.

Jim’s labeled as “platitudes” the following useful, true, but frequently overlooked items:

- The messenger is more important than the message. You need to represent the ideas well.

- Be thankful for the people, typically college administrators and clerks, who arrange things for you. Send them thank you notes. You never know when you will need a favor.
- If prospects don't immediately embrace you, don't worry about it. It may take a while.
- Little things mean a lot including the principles of 'proper name tag practices' mentioned above in Billy Parker's section above.

Finally, follow up. Libertarians are great at getting names of prospects, but poor in following up with them.

An additional resource is Lance Brown's site at [www.campuslp.org](http://www.campuslp.org).

### ***Ray Ledford, Core and Critical Activities Survey***

Goal Two, Strategy Four of the LNC's strategy initiative calls for strengthening state and local organizations.

Last year Dianne Pilcher of national surveyed the 51 affiliates in an effort to establish baseline metrics.

With the Libertarian State Leadership Association taking responsibility for its own operations, Ray Ledford (TN) surveyed state chairs prior to the meeting as Dianne Pilcher had done for the 2003 meeting.

Highlights of Ray's analysis include:

- Revenue was down across the board except for MO and IN. MO's performance appears to be an anomaly. IN received increased contributions by design in a more aggressive appeal to support off-year local elections.
- Newsletters were produced sporadically with newsletter editors frequently burned out. Newsletters typically run 8 pages and circulation is roughly constant. Online copies are increasingly popular, as is the use of e-mail as a distribution means.

Unfortunately, Ray still awaits additional responses.

See the current responses at <http://www.january31.com/statechairs/>

### ***Dan Lewis, Direct Mail Solicitations***

Dan Lewis writes fundraising letters for the national LP's vendor who provides fundraising solicitations via direct mail. Dan has been involved in grassroots senate and presidential candidates, as well as not-for-profits and issue advocacy groups.

He produces roughly 150 letters per month for his client. Some letters he tweaks from the previous year, while others are drafted from scratch.

Dan's goal in his presentation was to describe a pathway to make both state affiliates and national mutually successful.

Dan's metric for success is based on a simple formula: A mailing should return \$1, net, for every piece sent out. *This is achievable for the LP all the time if the LP 'does it right'.*

In order to achieve this, states and national should establish *an ongoing* properly written direct mail program.

Dan presented three topics:

1. Debunk the 'limited pie' myth
2. The basics of direct mailing
3. Suggestions for chairs

One immediate concern among Dan's clients structured like the LP with a central organization with affiliates is cannibalization. The thinking is that for every dollar that goes to National is one less available to the states.

Dan can prove this is not the case. The greatest expense Dan says is 'prospecting' – acquiring new donors. Such mailings can actually lose money. However, they are undertaken with the goal of identifying long term donors. *Since every donor to national belongs to some state, the states reap the benefit of national's prospecting at no cost.*

The contributions that make the organization money that Dan identifies are from the established donors on its distribution list.

However, "you need a ongoing program", Dan states.

The primary reason individuals give is because they have given money before, and they have done it recently. "You should always net money from those", he states. "Who is most likely to subscribe to a fishing magazine?", Dan asked. It turns out it's from those who have subscribed to another.

These arguments, according to Dan, disprove the limited pie theory. Donations are based on human behavior, not upon rigorous logic. These principles even hold true among different religious denominations (!!).

Now on to direct mail basics. While there is no formula, there are some tricks to the trade.

The first technique is to include an “involvement device” such as a petition or survey. “If they fill something out, they are more likely to send it back”.

Always have a return envelope, and point it out when you are paying for their postage – lay a minor guilt trip on them. “Never underestimate the laziness of your donors”, Dan stated.

In the text of the letter, evoke emotions. Fear and anger which translate into survival or revenge are the best motivators. “Evoke a fear of something bad is about to happen or anger that something has”. People will give if they think their contribution will correct the injustice of what you describe.

Don’t be afraid to use guilt as a motivator (e.g., if California Liberarians won’t support California Libertarian candidates, who will?)

*Write the letter in a way as if they are part of your inner circle.*

- *Make the letter appear to be typewritten correspondence. For that, use Courier (evenly spaced typewriter font) 12 point (make it large enough to see) correspondence.*
- *Put an extra blank line between paragraphs.*
- *Leave plenty of white space with 1.25 left and right margins and an inch at the top and bottom (MS Word defaults).*
- *Put a return name above the logo on the envelope also in Courier font to make it appear as if a typewriter has prepared it.*
- *Two pages, both sides for four typewritten sides, with the logo on page 1 and signature on page 4*
- *Use one color on page 1 for the logo and for the signature on page 4. Otherwise use black on white.*

Remember that specifics sell in direct mail appeals just as on a resume. In your letters, point to the specific differences that various appeals have achieved. Amorphous goals not bad, but people are much less likely to give to the cause of “general advancement”.

*Establish an **ongoing** direct mail program.*

- *Refer to projects of earlier letters and include what you’ve helped fix*
- *Make it interesting, and have it be a cliffhanger*
- *Appeals of up to every three weeks are permissible*
- *Track your progress to see what works and what doesn’t*
- *Credibility is king – do what you say you are going to do with the money and report back to the donors*

While national conducts its direct mail program, individual states should focus in on issues specific to states such as ballot access and candidates.

States should focus on winnable races for two reasons. First, it enhances credibility and second, it focuses on specific objectives.

States could also throw in newsletters or other materials into the fundraising package. One client of Dan's did that and at least made the newsletter pay for itself. Before that it was an expense to the organization.

Use a teaser on state envelopes (e.g., Dear LP of Texas Member ...). This helps even getting the piece even opened because it tells the recipient that he is one of us.

The national LP has purchased but not yet implemented "Razor's Edge" database software. The process awaits data transfer from legacy database applications. National has planned a 'list cleaner upper' step using a special change of address methodology or service.

"Do these things and over time your donor group will be more and more loyal to you".

## **Shane Cory, Websites**

Shane Cory of CoryConsuling.Com is the LP's new webmaster. Shane brings a hugely impressive background to web development including, among others, the Judicial Watch website.

Shane, typical of a self-described geek, hooked a laptop projector up to his machine, logged in to the Internet, and spoke as he surfed.

In so doing, he covered a number of topics and assessed a number of sites including the Party's state affiliate sites.

In sum, the main points were:

- (New) content is king. Many of the state sites do not have a news feature that would make Internet users want to return to the site for updates. Think of news sites more than party sites.
  
- Good websites make it easy for people to connect. This can be achieved by providing chat rooms, event calendars, event notification agents (e.g., e-mail LP members in Calhoun County when a Calhoun County event is posted), organize campaign "house parties" (a Howard Dean website feature) and so on.
  
- A state's website needs:
  - A subscription box
  - News that is updated and timely

- A means of visitors building relationships with each other (forums, chat rooms, meetings, and *private* discussion groups)
- Do not attach unprotected and unmoderated lists to your site, however, or a reporter could mistakenly form the impression that the ordinarily respectable and astute posters in the Party are flaming maniacal ranting malcontents
- Web page and website design are less important than a conscious effort to direct the user to “do what you want him to do”. As an illustration, the DeanForAmerica.com site of Democratic hopeful Howard Dean has a contact info form on its home page inviting the visitor to immediately sign up.
- ‘Directing the user’ as Shane describes could take the form of directing him to make a donation, sign up for the newsletter, submit his e-mail address, suggest topics to debate, and so on.
- A clear opportunity for branding is to employ some standard template or standard feature for at least the home page of each state.
- Many states do not collect e-mail addresses in any prominent way at their sites as perhaps should be expected.

Shane hit a site named Alexa which publishes statistical reports on website access.

As Shane visited state sites, he made the following observations:

(To minimize the sting of embarrassment, we’ll start with MO which has not been updated for at least three years and has admittedly copious room for improvement. The state does have a comprehensive “Internet Initiative” underway which is progressing as resources permit)

MO: The site is not that bad, but it’s on Geocities, typically the one used for Aunt Sally’s picnic

NH: There is no subscription box, though plenty of content and a clear message.

CA: Has a dated design and needs fresh content.

SC: WOW! This site is ideal.

HI: Has a billboard motif with static data listed in a table.

WA: Navigation needs work. Direct them to what they want to do. Still ok, some stuff.

VA: a good site

OH: Simplistic, and can use information on the right.

Other recommendations and notes:

- Associated links are helpful such as with PayPal or Amazon to make donations, or constituent sites such as the National Federation for Independent Businesses.
- When soliciting donations using e-mail rather than direct mail, the e-mails should be short – not the 4 page narrative in snail-mail formats
- When analyzing visitors, look at unique visitors not hits. A hit is any request for an image or file from the server. A single request can generate tons of hits.
- The LP HQ's approach is to not perform a comprehensive redesign, but rather gradual tweaking over time to minimize disruption. Much of the initial work will be to improve the back end (typically database) interface implementing features not currently used.
- Update your site frequently with graphics that change upon each visit. Animation is not necessary.
- Weekly polls that inform users of results are a great tool.
- Google provides ad words – boxes on the right hand side that appear when certain searches are entered. Clients pay only when the boxes appear.
- For news items, it is better to have short list of highlights each on a single line and with minimal spacing than a expanded list with more narrative and wide spacing.
- Other successful sites are MoveOn.Org and the Yorktown Patriot
- Cost is not prohibitive. \$250 for a content managed site using a templated design and knowledge of HTML are all that is required.

Shane will create a 'good, bad and ugly' list of sites and provide them to this group as examples of such.

### ***Geoff Neale, National Convention***

National Chair Geoff Neale reported the national convention will be held at the Marriott Marquis from May 28 through 31<sup>st</sup> in Atlanta. Rooms are \$99.

The convention fee is \$10 less than last time. With fewer staff available, we will be using more volunteers. Additional volunteers are welcome.

The minimum convention fee is \$49. Libertarians who cannot afford even that will be invited to work for their fees as convention volunteers standing as door monitors for paid meals (they would not have paid for the meals, so can safely monitor the door) or work in some other capacity.

The convention schedule is published in the January issue of *LP News*. The first day will feature business and the chair's report. The afternoon will begin the platform proceedings and carry into day two on Saturday.

On Sunday we will have the presidential selection followed by the vice presidential proceedings.

Geoff has arranged for certain party members who are speakers to be 'floaters'. They will speak as needed to fill in time as it emerges owing to requirements of debates and deliberations that take precedence.

Following that we will select a new LNC chair, then vice chair and so on. The convention ends at noon on Monday, Memorial Day. An LNC meeting follows from 1-5.

In addition to the convention, Jimmy Vaughn, a winner of four grammies, will perform for the conventioners. Tickets are \$25 and is open to the general public.

Niel Boortz will be a meal speaker. Those who wish to protest or otherwise disrupt his appearance will have to pay to do so.

Another speaker is Carl Pope, the Executive Director of the Sierra Club. It turns out Mr. Pope is a free market environmentalist who believes the federal government subsidies of water projects, by lowering the market price for water, causes more pollution by way of excess cattle farming and cattle feed production.

Nancy Neale, Geoff's wife, is managing the speakers list. To suggest additional speakers, e-mail Nancy at [torches@austinrr.com](mailto:torches@austinrr.com)

### ***George Squyres, LP Platform***

Acting upon a component of the Libertarian Party strategic plan, George Squyres (AZ) and others on the platform committee of the LNC were tasked with "redeveloping the platform and solving its problems".

Casting the LP platform as a "problem" begets a torrent of outrage, fear and strident opposition to any attempt to alter what to some is a sacrosanct document that embodies, or should embody, the essence of Libertarian purity.

If the reader is one of those so alarmed, please take a deep breath and read on slowly and carefully the following two sentences:

1. No one is about to emasculate the platform rendering it either inept, without principle or D-and-R light.
2. What the committee IS trying to do is make it comprehensible to the common voter.

The committee arrived at a framework for expressing all of the planks in the platform. This framework Libertarians from Oregon are using as a means of answering questions in debates or responding to questions from reporters.

The framework has an esthetic beauty and elegance all its own:

- The first part of the plank will describe the **issue**
- The second part of the plank will describe the **principle**
- The third part of the plank will describe our **solution**
- The fourth part of the plank will describe the **transition** methodology

Imagine how a platform statement lacking any of these elements (example below) would play in the mind of a common, non-Libertarian citizen.

- Without an issue, he/she asks “so what’s the problem”?
- Without a principle, he asks “Why should this be any different than anything else”?
- Without a solution, he says, “So what”?
- Without a transition he says, “How could this possibly be done”?

The structure seeks to eliminate the jargon that has crept into our platform over the years.

Moreover, it seeks to close the holes in our platform that have left our candidates vulnerable to unwarranted attack.

Nowhere in our platform does it say we advocate “having sex with children and taking heroin while doing it”, and clearly no sensible person would ever advocate that. But by not nailing down the language, we have left ourselves open to egregious interpretation by readers. These holes exposed some of our candidates to exactly this sort of attack.

How did these holes and jargon-creep happen? Consider how we used to arrive at our platform. The platform committee would meet, study the platform and deliberate over it months in advance of the convention. They would produce the best product their combined intellects could deliver.

Various parts of the product would not please some, or perhaps many, of the hundreds of convention delegates. Taking matters into their own hands, earnest convention goers would strive to fix matters and, scribbling on cocktail napkins and the like, propose amendments that the entire congregation would assess, debate and resolve.

Due to time limitations, frequently as much of the platform got tabled as resolved. What eventually passed tended to be understandable by convention-going Libertarians and had little regard for what would resonate in the general public.

This framework strives to achieve the goal of a platform that resonates with the public without sacrificing principle. Yes, such inventions are indeed possible, much as automobile motors came to be which were at once much more powerful than earlier versions while emitting less noise.

An example of a reworked plank will illustrate matters. Consider our current plank on “Individual Sovereignty”. First, putting aside for a moment the immediate question of what exactly “Individual Sovereignty” might mean, it says:

**I.8 Individual Sovereignty.** THE ONLY LEGITIMATE USE OF FORCE IS IN DEFENSE OF INDIVIDUAL RIGHTS – LIFE, LIBERTY, AND JUSTLY ACQUIRED PROPERTY – AGAINST AGGRESSION, WHETHER BY FORCE OR FRAUD.

THIS RIGHT INHERES IN THE INDIVIDUAL, WHO – WITH HIS OR HER CONSENT – MAY BE AIDED BY ANY OTHER INDIVIDUAL OR GROUP.

THE RIGHT OF DEFENSE EXTENDS TO DEFENSE AGAINST AGGRESSIVE ACTS OF GOVERNMENT.

WE FAVOR AN IMMEDIATE END TO THE DOCTRINE OF “SOVEREIGN IMMUNITY” WHICH IGNORES THE PRIMACY OF THE INDIVIDUAL OVER THE ABSTRACTION OF THE STATE, AND HOLDS THAT THE STATE, CONTRARY TO THE TRADITION OF REDRESS OF GRIEVANCES, MAY NOT BE SUED WITHOUT ITS PERMISSION OR HELD ACCOUNTABLE FOR ITS ACTIONS UNDER CIVIL LAW.

This is a fabulous plank that I, the author of this document and Chair of the Missouri LP, comprehend and fully and enthusiastically support. But would it resonate with a typical voter? What is “Abstraction of the State”? Clearly it is an element of internal Libertarian Party jargon meaning “artificial legal entity upon which rights can be bestowed”.

Consider the following suggested alternative recast as follows:

(Issue)

THE GOVERNMENT HAS PLACED ITSELF IN A POSITION OF SUPERIORITY ABOVE ITS CITIZENS, HAS DENIED OUR RIGHTS UNDER A POLICY OF “COMPELLING STATE INTEREST,” BECOMING THE PRIMARY THREAT TO OUR RIGHTS, RATHER THAN THE PROTECTOR OF THEM, AND HAS DENIED ITS CITIZENS THEIR RIGHT TO SUE THEIR GOVERNMENT FOR REDRESS OF GRIEVANCES, CLAIMING A POSITION OF SOVEREIGN IMMUNITY.

(Principle)

THE INDIVIDUAL IS SOVEREIGN OVER THE GOVERNMENT, AND HAS RIGHTS THAT THE GOVERNMENT MAY NOT INFRINGE ON; IF GOVERNMENT DOES ACT AGAINST THE RIGHTS OF THE INDIVIDUAL CITIZEN, THE CITIZEN HAS THE RIGHT TO REDRESS IN THE COURTS.

(Libertarian Solution)

THE POSITION OF GOVERNMENT MUST BE RETURNED TO ITS PROPER ROLE OF PROTECTOR OF RIGHTS AND IT MUST BE ONCE AGAIN MADE ACCOUNTABLE FOR ITS ACTIONS TO THE INDIVIDUAL CITIZEN. INDIVIDUAL ELECTED OFFICIALS MUST BE HELD ACCOUNTABLE IF THEIR ACTIONS DIRECTLY VIOLATE THE RIGHTS OF INDIVIDUAL CITIZENS.

(Libertarian Action or Transition)

WE FAVOR AN IMMEDIATE END TO THE POLICY OF "SOVEREIGN IMMUNITY;" WE FAVOR AN END TO THE POLICY OF "COMPELLING STATE INTEREST," AND AN END TO THE IMMUNITY FROM PROSECUTION ENJOYED BY ELECTED OFFICIALS.

The opening clause about government placing itself superior to its citizens is a clear and recognizable statement to anyone who has filled out tax forms, applied for a building permit or business license, boarded an airplane, stood in line at the post office or heard a politician speak, never mind having been audited by the IRS or accused of a drug violation.

This framework allows us to frame issues rather than demand rights.

George predicts that these platform improvements will be the source of heated debate at the convention. "The platform is the battleground for the culture of the Party", he noted. He went on to ask the state chairs to lobby for it within our states.

For more information, see the website at <http://www.aznorthernalliance.org/LNCplatform/help.shtml>

### **Mark Rutherford, Small Business Initiative**

Mark Rutherford (IN) led a break out session describing what Indiana is doing to implement the Small Business Initiative, also known as the Branding Initiative, that Mark Schreiber introduced at the previous conference.

This initiative stemmed from the LNC's Strategy One calling for us to define, develop and promote the Libertarian Party.

"Sex, drugs and rock and roll, that's our brand right now", Mark Schreiber told us a year ago, based largely on our opposition to the failed War on Drugs, but also "The best and worst details of what we do, and everything in between". Mark Schreiber said this approach could lead us to *dominate a state by 2008*.

The branding initiative would “encapsulate what we are in a positive way, so people hear what we have to say”.

Branding is not an issue-based strategy. Issues divide. Candidates are our best medium for addressing issues. Branding is more subtle and generally more appealing. We are “finding a parade and trying to get in front of it, so that it can become our parade”.

Mark Rutherford began by recapping what Mark Schreiber had told us the prior year:

In order to create a brand, you must:

1. Know who you are
2. Know why you exist (why are we here? – we do have a mission statement)
3. Know who you serve

Who we are:

*Libertarians are principled individuals, who are self-reliant, and who have reluctantly entered into the political arena in order to restore liberty and our American values.*

Why we exist:

*To move public policy in a libertarian direction, by building a political party that elects Libertarians to public office. (mission statement)*

Who we serve:

*As of last year, a core constituency for the LP had not been identified. Mark Schreiber recommended we target small businesses, though doctors in private practice was a close second. At the moment the Libertarian Party is not big enough to embrace several constituencies like the Democrats. Indiana and other states chose small businesses.*

A “constituency” Mark Schreiber defined as a clearly defined group of people

- Who can self-identify and
- Who are easily classified as a member of a group with homogeneous characteristics,
- Who have a vested interest, and
- Who lend credibility to the successful accomplishment of organizational goals.

Mark Schreiber said we need a constituency because it defines whom we represent so we can present a message of benefit to someone other than ourselves.

As an illustration, Mark said, “Suppose we told the teacher ‘Tommy is a bully’”. The teacher would not do anything.

Suppose we told the teacher, “Look at Billy, Tommy pushed him down and broke his glasses”. The teacher would intervene. “We need to find our Billy”.

Indiana has found its Billy in small business, and is couching its political effort in many ways and on many fronts in terms of small businesses.

Before getting to Indiana’s practices, however, a constituency:

- Mirrors who we are
- Is well liked and respected as a group. No negatives.
- Is large enough and important enough to be meaningful.
- Does not already have a champion in the political arena and needs one.
- Has an inherent understanding of its vested interest in our success. Even if they are not active members, they should fundamentally share our philosophy of governance.
- Brings credibility to the LP
- Affords an opportunity to address “our” issues on their behalf, or from “their” point of view, or ideally both, without alienating non-constituencies.
- Brings a base level of support.

Once again, Mark Rutherford asked, “who in this group are small business owners”. Just as last year, 90% of the attendees raised their hands.

Small business owners are among the best connected people in the community.

Mark Rutherford then went on to explain what Indiana was doing to promote this initiative and court small businesses.

- Indianapolis has formed a small business council to first solicit information from the small business owners as a means of establishing relationships and stockpiling political ammunition.
- The Libertarian Party opposed a prospective smoking ban in Bloomington. Press releases and speakers before the council said nothing about civil rights. Everything was couching in terms of how the smoking ban was hurting small businesses.
- In Carmel, IN, an affluent community with “republican socialism” in full swing, the Libertarian candidate for mayor garnered 27%. The issues? Signage and spending, and its effect on small business. Carmel is in full swing tearing down small businesses to put up government buildings.
- In all press releases, there is a tie in to small businesses, even if IN has to invent one. Same with speeches. Mark Rutherford’s convention speech gained front page press in Michigan City at the convention site.

- Indiana has courted the National Federation of Independent Business and put a link to their site on Indiana's.
- Modifying the website logo to include the slogan "Defender of Small Business".
- Dovetailing direct mail campaigns about small business injustices and making a TV ad focusing on that.

Mark noted that while patience is a virtue, Libertarian Party IN is already talking to small business contacts about running for office.

Mark echoed what many others including Steve Dasbach and Jim Lark have noted, "once we get members into the Party, members become more libertarian".

Indiana is on track for reaping the rich rewards for its small business initiative.

(Note to MO readers: It occurred to me that instead of figuring out how to get in front of casinos to ask them for money, simply get started however modestly with the SBI as IN has done. The approach should be to Serve Small Business. If we serve them well and establish solid relationships, the money and success will follow.)

### ***BCRA, Sean Haugh***

Sean Haugh held a breakout session on BCRA, Bipartisan Campaign Reform Act. *Yes, it is bi-partisan and it does apply to us – the D's and R's are one party.*

What follows is the short form of Sean's presentation. For the long (14 page) version, contact Sean at

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seanhaugh@MINDSPRING.COM

#### **BCRA FOR STATE LPS SEAN HAUGH, JANUARY 25, 2004, RALEIGH NC**

Very brief excerpts from the Libertarian BCRA FAQ, v.1.1, January 23, 2004:

If your state or local affiliate does any of the following:

- a) sends money to the LNC for memberships, literature, or for any other reason; or,
- b) nominates or supports candidates for federal office (US House and Senate); or,
- c) runs *any* candidates in an election where *any* federal candidates even appear on the ballot;

then it is subject to the provisions of BCRA and federal campaign finance law.

### **Federal Bank Account**

The only funds you can deposit there are funds from other federal committees, or from individual donors *if and only if* the donor is aware that the money may be used for federal election activities.

If your state affiliate receives UMP, then the easiest thing to do is to deposit one or more of your UMP payments directly into this account. It is important to keep this strict segregation between your federal and nonfederal accounts. If you use your nonfederal account to pay for memberships, for example, you make it subject to federal regulations.

One option is to keep only one bank account and classify it as federal. This is not recommended, as then you would have to report all your activity to the FEC as well as to your state elections agency. It is also almost certainly the case that your state campaign finance laws are less restrictive than the FEC's.

You may transfer money from your federal account to the non-federal one. However, you may NOT transfer money from your non-federal account into the federal account.

### **Filing with the FEC**

If your federal account either raises or spends \$1000 in a calendar year, only then must your affiliate start filing with the FEC as a federal committee. If you stay below those thresholds, then you only have to be federally compliant, but you do not have to file yet. UMP payments from national do NOT count towards this threshold.

Once you have to start filing, you can find all the forms you need at <http://www.fec.gov/>. When you get there, click on "Reporting Forms and Filing Information" in the left column.

First, fill out FEC Form 1, your Statement of Organization. This is a simple four page form which asks for your basic contact, bank, and organizational info. You'll be dealing primarily with FEC Form 3X. What you have to report depends on your level of spending:

If you spend less than \$5,000 on FEA, you only need to report the activity in your federal account.

If you spend \$5,000 or more on FEA, then you have to also report your use of Levin funds.

If you spend \$50,000 or more a year on FEA, then you have to start filing electronically.

FEC's Campaign Guide for Political Party Committees  
<http://www.fec.gov/pdf/partygui.pdf>

### **Federal Election Activities**

Besides transfers to other federal committees, only these four activities fit the official description of FEA:

- a) Voter registration within 120 days of a regularly scheduled general election;
- b) Get out the vote activity (GOTV), voter identification, and generic campaign activity where a federal candidate appears on the ballot;
- c) Public communications which identify candidates; and,
- d) Payment for employees devoting more than 25% of their time to federal elections.

An activity is only FEA if it is in connection with a federal election. If you engage in any of these activities outside the time periods in the law, it can be considered nonfederal activity.

Generally, your newsletter, website, and other usual core and critical activities do not count as FEA, even if they are used to promote your federal candidates.

### **Questions?**

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### ***Libertarian State Leadership Alliance (LSLA)***

The LSLA held a business meeting Sunday morning.

Conference registrations and additional donations covered all costs with a surplus of \$230 (unofficial).

The consensus was this conference again was “tremendously valuable”. This was a sentiment shared by both first-time and repeat attendees. The convention was “focused and organized”.

This comes despite having managed to experience the typically single annual Carolina snowstorm. While the hotel facilities offered the best dollar-for-dollar value in the area, there was a call for a better quality hotel that was more comfortable and closer to the airport.

Doug Klippel (FL) recommended we compile lists of best practices and best issues prior to the conference as an adjunct to the surveys conducted this year by Ray Ledford (TN). A best practices manual is a recurring request (Ted Dunlap, ID in 2003, among others).

Bonnie Scott (NY) is compiling a website of useful documents at [www.January31.com/statechairs](http://www.January31.com/statechairs), meaning that before long a best practices manual may be compiled by mining her site as well as Success 99 available at [lp.org](http://lp.org).

Some topics mentioned including candidate recruitment, campaign strategies, ballot access drive strategies and conflict resolution are available at Bonnie's site.

Looking ahead, Sean Haugh (NC) distributed a proposed organizational charter. Mark Nelson (IA) desires to focus the LSLA limiting it to staging this annual conference, and to partner with separate groups who might provide other Libertarian events even across the hall from the LSLA conference. An example might be a candidate training session staged by the Leadership Institute and arranged by a separate group.

The issue then was whether the formalization proposed in Sean's charter was needed or not, whether it was a help or a hindrance, and whether it was necessary to limit the group's focus or be adopted and accept whatever bureaucratic baggage that might ensue.

The group decided to allow the LSLA to grow in its current laissez faire manner before it reassesses its charter next year. Accordingly, Sean's charter was tabled.

Ray Ledford (TN) has stepped up to become the new LSLA chair.

Bob Sullentrup (MO) agreed to make arrangements with a hotel near Lambert Airport in St. Louis to hold the 2005 meeting there on the same weekend. The most likely site is the Renaissance Hotel where the LNC met in December.

Mark Nelson and Ray Ledford are responsible for obtaining speakers and setting the program agenda.

Mark Rutherford (IN) remains on the committee, and Chuck Williams (SC) remains as treasurer, and Mark Nelson (IA) in an advisory role. The LSLA thanks Brad Klopfenstein (IN), Sean Haugh (NC) and Gerhardt Langguth (AR) who are retiring from committee service.

Sean Haugh will pass on to Bob Sullentrup the authorizations to set up and manage the YahooGroups e-mail address list for the St. Louis organizing committee.

## ***Resources***

- A list of useful web sites for Libertarian Party information, compiled by Joe Dehn.

General website	<a href="http://www.lp.org">www.lp.org</a>
LP archive site	<a href="http://archive.lp.org">archive.lp.org</a>
LPUS Library	<a href="http://www.dehnbase.org/lpus/library/">www.dehnbase.org/lpus/library/</a>
LNC Meeting Summaries	<a href="http://www.dehnbase.org/lpus/library/meetings.html">www.dehnbase.org/lpus/library/meetings.html</a>
LNC Official Minutes	<a href="http://archive.lp.org/lnc/">archive.lp.org/lnc/</a>
LNC Audio Recordings	<a href="http://www.dehnbase.org/mav.cgi">www.dehnbase.org/mav.cgi</a>
Strategic Planning	<a href="http://www.dehnbase.org/lpus/library/spt/">www.dehnbase.org/lpus/library/spt /</a>

- Lance Brown's campus Libertarian Party site: [www.campuslp.org](http://www.campuslp.org)
- Bonnie Scott's (NY) new chair's CD materials: [www.January31.com/statechairs](http://www.January31.com/statechairs) or <http://www.january31.com/statechairs/splashpage.htm>
- Success 99 notebook: <http://www.lp.org/services/s99/> including:
  - [Checklist](#)  
For successful state & local parties
  - [Your First Meeting](#)  
How to get your new county party off to a good start
  - [Mushrooms in the Night](#)  
The Myth of Overnight Success for the Libertarian Party
  - [The Machinery of Freedom](#)  
Upgrade and Expand, or Wear Out and Rust
  - [Candidate Criteria](#)  
How to select suitable candidates
  - [Campaign Plan](#)  
Preparing your "business plan" for your campaign
  - [Absentee Voters](#)  
Your Crucially Important Absentee Voter Plan
  - [30-Second Answers](#)  
Sample short answers to tough questions
  - [Knee-Jerk Libertarianism](#)  
Increasing Your Credibility as an LP Spokesperson
  - [The Late, Great Libertarian Macho Flash](#)
  - [Speaking on Campus](#)  
Key points on how to talk effectively to college students
  - [Media Lists](#)  
How to develop a media list for your local party
  - [Media Tips](#)  
36 tips to increase your media coverage
  - [Better Interviews](#)  
How to make your media interviews more effective

- [Print Media](#)  
Do's and Don'ts when dealing with print journalists
- [Raising Money Quickly](#)  
Raising your first \$2,500 in 7 days
- [From \\$0 to \\$250,000](#)  
The History of the Jon Coon Fundraising Plan
- [Direct Mail](#)  
Techniques to make your direct mail letters raise more money
- [Volunteers](#)  
Do's and don'ts for managing volunteers
- [The Role of the Chair](#)  
How to be a more effective state or local Chair
- [Gresham's Law of Activists](#)  
Telling good LP activists from bad

### ***Errors and Omissions***

These are the notes as I took them at the Raleigh Libertarian State Leadership Alliance conference, embellished for readability and submitted to others for review. If you spot an omission, a lack of emphasis, or other error, contact me at:

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