

Libertarian Party State Leadership Alliance



Conference

**St. Louis
Lambert Renaissance
January 22-23, 2005**

Written by: **BOB SULLETRUP, MO**

Reviewed by: **DAN KARLAN, NJ**

Table Of Contents

PREAMBLE	3
OPENING REMARKS	4
LSLA GREATEST HITS	4
WEBSITES AND THE INTERNET	5
MINIMIZING INFIGHTING.....	6
CONVENTIONEERING.....	6
CAMPUS ORGANIZING.....	6
BADNARIK CAMPAIGN REPORT	7
RAISER’S EDGE.....	7
HOTEL EVENT OPTIONS	8
INDIANA’S PATHWAY TO SUCCESS	10
PANEL DISCUSSION.....	11
STRATEGY 5.....	15
ATLANTA PLATFORM AND BEYOND.....	16
BREAKOUT SESSION – SMALL BUSINESS INITIATIVE	17
BREAKOUT SESSION – BCRA LOOPHOLES	17
BREAKOUT SESSION – WRITING PRESS RELEASES.....	17
BREAKOUT SESSION – CANDIDATE TRAINING	17
BREAKOUT SESSION – FUNDRAISING.....	18
SUPPLEMENT – BCRA vs. 527’S.....	20
LIBERTARIAN STATE LEADERSHIP ALLIANCE.....	21
ERRORS AND OMISSIONS	22
ATTENDEES CONTACT INFORMATION	22

Preamble

By Bob Sullentrup, MO LP Chair and National Secretary

“It’s worth the trip just to have a beer with Jim Lark”. This was the assessment of Pat Dixon, the 2005 LSLA Conference master of ceremonies in St. Louis.

While Pat’s assessment is true, the conference was much more than that. The progress we have made in these annual conferences is unmistakable. I described last year’s conference in Raleigh as one of ‘gaining traction’. The 2005 LSLA Conference in St. Louis was clearly a conference that showcased doers. Doers who had brought home successes.

Successful doers like Ben Brandon, the Libertarian County Executive in Georgia. Doers like Bea Jones, the Libertarian Councilwoman from South Carolina.

We had doers like the Indiana contingent led by Mark Rutherford who had as many attendees, eight, as my own host state of Missouri. And Brad Klopfenstein could point to the seven elected office holders in their ranks.

We had doers like Dan Karlan who outlined convention mechanics and proposed changes to help ensure our conventions come across to the public as professional and organized. While this may not be glamorous, it is an important pillar in the organization.

Another doer, George Squyres, presented follow up plans based on the Atlanta Platform, a recast version of its predecessor. Every plank of our platform now has an issues section, a principles section, a solution piece and a transition plan. What George and others on the Platform Committee are doing is subtly introducing a cultural shift. Too often we are content to rant and rave. Now we have the framework to speak intelligently about political issues and solutions in a way that resonates.

Glenn Nielsen, the Webmaster for Missouri who single handedly revamped the MO Libertarian Party website, provided a comprehensive analysis of what’s possible as states begin to harness technology.

Adam Mayer of Oregon returned to describe his state’s progress. You may recall the highlight of the 2002 conference in Nashville when Oregon described its successful “LP Tour for the No Tax Increase Initiative.” Oregon has made steady progress, and now has devised a classification scheme for volunteers – intellectuals, activists, politicians and administrators – so that round pegs go into round holes. A state can only start to think about such things when it has grown to include a large number of activists.

Even the little noticed computer projector, a pricey Christmas gift I persuaded Diane let me acquire, was a doer. It let Glenn Nielsen perform demos right on the spot and enhanced the presentations of all those who used it. This digital display however hardly matched Mark Rutherford’s analog version with chest thumping and all else.

While we may have had fewer states represented than before, we had more participants feeding 63 for lunch, and every one was a doer. We even started on time.

Producing the LSLA conference report this time is a relative snap. So many people had the full text of their presentations available that I am able to assemble everything into a package. Once again this reflects the ‘doer’ mentality.

Finally, I was pleased and proud this group came to St. Louis in my own backyard, and appears to have had a marvelous time over such a worthwhile weekend. I have never belonged to an organization in which I have met so many people that I hugely admire. So, Pat Dixon is not entirely complete. His comment should read, “It’s worth the trip just to have a beer with Jim Lark, *and damn near everybody else.*”

Opening Remarks

Master of Ceremonies Pat Dixon of TX started promptly at 8:30 and welcomed the group. He noted attendees received a packet with a CD of conference proceedings, a “Greatest Hits” booklet, a conference agenda and other items of interest. Within short order he turned the podium over to the first speaker, Mark Nelson of IA.

LSLA Greatest Hits

Mark Nelson, LNC Treasurer and Iowa Chair

For the benefit of first time attendees and to refresh the memories of returning attendees, LNC Treasurer and Iowa Chair Mark Nelson looked back on the history and content of state chair’s meetings.

Several times in the past state chairs had gathered. Around 1990 state chairs had met in Las Vegas with a joint CA-NV state convention. In 1989 several state chairs met in Philadelphia. The first all-inclusive chairs meeting was in the mid-90’s when national rolled out the Unified Membership Program, UMP.

In 2001 the state chairs met in Indianapolis in conjunction with the LNC as a part of its strategy deliberations.

The next year in 2002 the group met again, this time in Nashville, where Oregon described their “LP Tour for the No Tax Increase Initiative” that ended up putting the Republicans in a box.

In 2003 the group journeyed to Houston, which was highlighted by Mark Schreiber’s presentation on branding. At the conclusion of this conference, the Libertarian State Leadership Alliance became independent of the national LP.

At the Raleigh conference in 2004 expertise from the outside the Party spoke about for fundraising, web site development, and direct mail among others.

Mark noted several themes from the prior meetings including our focus on:

- The Party becoming more proficient politically
- Outreach
- Nurturing member

One topic missing was how to create and further legislative agendas.

In the conference packets attendees found a booklet containing several sections culled from prior LSLA meetings. That document is also available as a part of this conference write-up in a file named LSLA Greatest Hits.

The topics in the booklet are as follows:

- Preamble from the 2004 Raleigh write-up, Bob Sullentrup
- Opportunities from the 2004 Raleigh write-up, various
- Direct Mail Solicitations from 2004 Raleigh, Dan Lewis
- LP Platform from 2004 Raleigh, George Squyres
- Branding the LP from 2003 Houston, Mark Schreiber
- Most Important Findings from 2002 Nashville, various
- How to Nurture Volunteers from 2002 Nashville, round robin
- Media Relations from 2002 Nashville, various
- Fundraising from 2002 Nashville, various
- Mission from 2001 Indianapolis, Steve Dasbach
- Outreach and Prospecting from 2002 Nashville, various
- Building Local Organizations from 2001 Indianapolis, various
- Eliminating the Pledge from 2001 Indianapolis, Steve Dasbach

The entire booklet can be found in this conference write-up package.

Websites and the Internet

Glenn Nielsen, Missouri Libertarian Party Webmaster

Glenn Nielsen's presentation can be found as a PowerPoint file in this conference package. Notes are included along with slides.

Glenn identified the many ways technologies and practices the LP is using or could be using as a means of increasing the effectiveness of its activists, candidates, members and voters as they promote the interests of the Party.

Minimizing Infighting

Adam Mayer, LP Oregon Chair

The text of Adam's presentation and a PowerPoint presentation file can be found in this conference package.

Adam identified four types of LP members and argued for a separation of duties ensuring 'round pegs go into round holes'. The member types include activists, intellectuals, politicians and administrators.

Conventioneering

Dan Karlan, LNC Regional Rep and National Convention Volunteer to the Secretary

Dan's presentation can be found in this conference package as both a PowerPoint presentation and Word document.

Dan covered the logistics of the national LP convention. While much of the work falls to the Secretary, his assistants and Credentials Committee, certain key responsibilities fall to Delegation Chairs. In addition, look for additional improvements to the convention process in 2006 and 2008 including:

- Elimination of the platform plank balloting that precedes amendment debate.
- Introduction of forms that capture complete sets of information for amendments, resolutions and region formations.
- Having presidential and vice-presidential candidates collect 'signature cards' as a means of fulfilling their requirement to collect petition signatures for the purpose of obtaining 16 or 11 minutes to address the convention.

:

Campus Organizing

Dr. James Lark, III, LNC Regional Rep and former National Chair

The text of Dr. Lark's presentation can be found in this conference package.

Dr. Lark addressed the ins-and-outs of campus organizing. The fundamental principal is that the process requires hard work.

Call Dr. Lark at 434-973-5958 to discuss details and plans further. He is willing to become your state's 'pack mule' – weak mind with a strong back.

Badnarik Campaign Report

Stephen Gordon took a minute of conference time to distribute copies of the final report of the Badnarik Presidential Campaign.

The entire report can be found online at www.FlashOfFreedom.com and is included in this conference package.

Raiser's Edge

Michael Dixon, LNC National Chair

Michael Dixon appeared before the group to discuss the Raiser's Edge project and field any slings and arrows that might be coming his way as a result of a project progressing at times with fits and starts.

Michael tells his clients the following rule that "A terribly flawed plan executed violently will beat a perfect plan diagrammed perfectly".

The LP began executing its violently executed plan for Raiser's Edge when Michael became chair. Prior to that, he had received assurances that fixing the shortcomings of the prior FoxPro system, which didn't work well to begin with and was expensive to maintain, featured a consistent theme: Yes, that's a good idea, we're working on it and you can expect a solution in six months. When Michael became chair, "the six months is now."

Many challenges faced the LP back in 2003 when the party conducted a product evaluation and then purchased Raiser's Edge. The staff was in transition, we were moving into a campaign year, we were to rely on an outside consultant who ended up quitting twice. The alternative was to wait yet another six months. Instead, we proceeded because it is time to get the project done.

The software was installed and the system configured in mid-September, 2004. The October 1 data feed was not particularly good. However, the data improved November 1 and then December 1. In hindsight, the FoxPro data had a lot of problems which needed to be corrected. The largest, most automated states turned out to be most adversely affected. The data were not fixed on time and that was 'my mistake, and you paid a price', Michael noted.

At the moment challenges include:

- Raiser's Edge learning curve and documentation requirements.
- Privacy and security for sharing data with affiliates. Authorization issues are being worked through

- Determining the data exchange format. ‘We want what works best for most of us most of the time’, Michael noted.

Michael addressed an issue raised in Glenn Nielsen’s presentation regarding the manual survey. “We sent a paper survey to members as a means of having them provide information that would help us link them up with other Libertarians. Some chose to complete the information and send it back, and others declined. What could be more free than that?” he asked.

Blackbaud, the vendor for Raiser’s Edge, has not installed the software to our complete satisfaction. The LP has withheld payment on \$16k of invoices out of roughly \$100k. Matters with the firm have improved markedly after advising Blackbaud the concerns “have been taken up with our legal counsel.”

Raiser’s Edge has thousands of users across the country which provides user groups and message boards that we expect will reveal solutions to problems we encounter and thus lower our costs.

Hotel Event Options

Grant Aiken, Marriott Midwestern Region

Grant Aiken, a Midwestern regional manager for Marriott Corporation discussed how to make arrangements with hotels for staging political events.

A fundamental principle of planning a successful event is to establish a budget in advance. Having performed this analysis beforehand helps establish the scope and broad contours of the event. In addition, think about what are the most important things to make this event a success? Is transportation a key? Personal VIP treatment? Audio/Visual capabilities? Other Amenities?

Grant noted there are three phases of the sales process:

- Establishing the event with the sales manager. In this phase it is appropriate to negotiate sleeping room rates and food and beverage contracts.
- The convention services manager who establishes details including the menu, audio visual equipment, event rooms and so on.
- Post-convention follow up to ensure the client leaves satisfied and that the billing is correct.

In this process it is important to have a single point of contact for the arrangements. For larger conventions it is acceptable to have several points of contact but with areas of responsibility clearly drawn. – One for rooms, one for meals, one for facilities and so on.

When this is not the case, the hotel can receive conflicting messages and is left to sort things out.

Grant also shared some tips for negotiating with hotels. The biggest profit item for hotels is its inventory of sleeping rooms. The more sleeping rooms a conference has the greater the leverage a client will have for breaks on coffee service, microphones, a welcome reception and other items.

The next largest profit item comes from Audio/Visual equipment rental.

In any case, make sure you meet your contracted targets. For the 2005 LSLA conference, the group was able to have the meeting room fees waived if 50 room nights were rented. This saved \$400 from the total bill.

As a hedge, consider negotiating a sliding scale for delivering increasing breaks as performance / attendance increases.

Moreover, the scale can extend to the point that the hotel even gives rebates on sleeping rooms.

Rooms are priced 'like airline seats'. They are not fixed. The further in advance of an event, the less expensive rooms will be. For this conference, a \$69 room rate was guaranteed through December 30. From December 31 through the event starting January 21 rooms were still available, but the price had risen in at least one case to \$79 reflecting the reduction in availability.

Weekend rates are going to be better than those offered during the week. The typical nights of high demand for business travelers are Monday through Wednesday. A 'shoulder night' of Thursday with a Friday meeting or Sunday with a Monday meeting will also afford cheaper rates.

The hotel will take steps to ensure fees are covered. If direct billing is desired, allow a 30-day lead time.

If the political campaign or entity wants to pay the day of the event *with a check*, the hotel will still need a credit card as a backup. The hotel will not charge the card, but it serves as a safeguard for the hotel in case the contributions to the campaign are insufficient to meet the obligation. Marriott was not born yesterday.

For press conferences or election night parties, location becomes more of a consideration. If TV stations are located downtown in your community, then it makes more sense to hold your election night party downtown.

Grant says the hotel should "Return your calls the same day". If not, the hotel is substandard and you should take that as a cue of its service and quality.

When asked what he saw as the biggest mistakes clients have made, Grant smiled and said he had a boatload of stories. But a common recurring mistake is for a client to lose his cool in negotiating. “It’s been so bad”, he said, “that we’ve had to refuse some business”.

Other notes:

- Figure on 20 cups of coffee per gallon. Thus \$60/gallon coffee is \$3/cup (ouch). Wentzville, MO’s Holiday Inn charges \$19/gallon, while the price at the Sheraton in Crystal City, VA is \$46.
- Occasional problems arise when incidental charges arise from someone in the group who ‘asks for something’. A preventative measure against this is to review an invoice daily. If ‘no one told us about that charge’, then would be a legitimate beef, though may not waive the charge.
- Figure on one waiter for every 20 people for a plated meal; or 1 to 30 for a buffet and 1 to 50 for a reception.
- A hotel will typically cook to feed 5% more than forecast. A buffet for 100 would serve 105 on average. That is enough to handle normal variation, but a large walk-up crowd could throw a monkey wrench into the works.
- Hotels may overbook. When that happens, hotels have to ‘walk’ people – transferring them to a nearby hotel. Hotels would be more willing to compensate by offering relief to the group or extra services in some way.

(As a personal note, I planned the hospitality suite by going to Dierberg’s website. Dierberg’s is a St. Louis grocery store chain whose customer service ratings are at the top in the entire nation. I followed the guidelines for a party of size 50 at www.dierbergs.com, and had the perfect amount of food and drinks.)

In the future, hotel websites will probably provide similar planning tools.

Indiana’s Pathway to Success

Mark Rutherford, LNC At-Large Rep and Indiana Chair

The text of Mark’s presentation can be found in this conference package.

Mark Rutherford started his talk by revealing a fundamental principle at work: To be successful, begin acting successful.

He noted a watershed event in Indiana was its acquisition of an Executive Director – someone to be there to answer the phone. That led to subsequent changes including moving from a practice of suing the Indiana Election Commission to working with the

agency on a personal basis. Now, the Indiana organization has a deep bench that continues to grow.

Panel Discussion

Topic: How state organizations can help candidates and office holders

Participants:

Beatrice Jones, Hardyville, SC, City Council

Adam Mayer, Oregon Chair

Ben Brandon, Dade County, GA, Executive

Moderator:

Mark Rutherford

Introductory remarks

Bea Jones from Hardyville, SC, sits as a Libertarian on the city council. She has been running campaigns for 16 years and been a political columnist for 12 years. She endorses forming coalitions with other groups and training candidates.

Adam Mayer is the chair of Oregon. He worked on getting Andre Marrou on the ballot in NY state as well as orchestrating a state-wide campaign in Oregon. He believes state parties can help candidates as an extension of their campaign staffs helping with press releases, communications and general support.

Ben Brandon got 66% of the vote in Dade County in Georgia in a recent runoff for County Executive. Ben had been writing an op ed column for 8 years, drafting roughly 40 columns per year.

Ben had many supporters including yellow dog democrats and the vice chair of the Republican Central Committee. After having written the column and been involved in the community for so long, people knew Ben. In addition, Ben had a reputation for doing what he said he was going to do.

Rutherford: *What is the number one thing a state could do to help candidates?*

Bea Jones: States need to be careful so as not to intrude and interfere with campaign operations. The state party contributed financially to the campaign and provided good emotional support.

Ben Brandon: Financial help from state party is always valuable. States should focus on smaller races that are winnable. Candidates have to earn their stripes. Climbing the political ladder.

Adam Mayer: The state can offer use of an office where people can actually get things done such as photocopying, stuffing envelopes conducting research. Oregon's office is a sort of clearinghouse for this.

In addition, the presence of state party members from big cities can hinder local races. They can be perceived as carpetbaggers.

Ben Brandon: In small communities, that's absolutely right! The out-of-towners are not recognizable faces. Atlanta is different, being much bigger. "I didn't even know my own neighbors for years when I lived there", he added.

Bea Jones: That's a correct assessment about carpetbaggers. A blue suits means IRS, or a government agency or general mistrust.

The consensus is for you to know your area. Avoid the appearance of carpetbaggers in small areas.

Rutherford: What could the state have done in general to help campaigns?

Bea Jones: State parties can conduct statewide announcements for campaign events. WE need to celebrate our successes. And the state could have helped with fundraising.

Ben Brandon: The state could have provided financial support sooner. While new faces from out-of-town are sometimes suspect, money slides right in. Actually members of other parties helped in my campaign.

Rutherford: How do we decide if a candidate is deserving of support?

Adam Mayer: The state can typically respond to requests with even small donations that help the campaign. In addition, it can help in ways that are even more valuable including membership lists, newsletters, and help with press releases.

Bea Jones: Believe it or not a good way to fundraise is to simply 'sit in a bar'. I've seen someone peel off five \$100 bills in a bar and give it to a campaign.

Adam Mayer: Oregon helps in other ways including workshops, 100-page campaign booklets for campaign strategizing, help filling out forms. It's typically clear whether a candidate is serious or a paper candidate.

Rutherford: Would any campaign training have been helpful?

Ben Brandon: The school of hard knocks is tough way to learn the ropes. I'm a Libertarian because as a Republican I didn't even get five 5 minutes of help. The slogan I came up with was "The taxpayer's best friend".

We changed the back side of national's \$1 Million Dollar Bills to point out Dade County spends \$1 M every two weeks.

Rutherford: Would it be helpful for the state party to train campaign managers?

Bea Jones: Every campaign needs a manager. I'm not exactly sure where the party is in training campaign managers.

Adam Mayer: Campaign managers are extremely valuable. In my own experience, I had been focusing on issues, and ended up losing with 49% of the vote. In my next experience, the discussion with a campaign manager was how to sell the candidate, not about discussing the issues. We gave the campaign structure in terms of volunteers, events and activities. We gave the campaign structure. And then came the issues.

Rutherford: Can statewide candidates help the locals?

Ben Brandon: Statewide candidates can actually draw adverse attention. For example, a state-wide candidate who rants about the drug war will play well in local communities. We have to focus on issues that get people to agree with us.

Bea Jones: People vote on emotion. All voters worry about is how much is in their paychecks and how much is left over at the end. When we campaign, we need to get them to feel smart. People relate to people.

Adam Mayer: One time my opponent's main 'issue' was that he 'loved the salmon'. He provided an emotional appeal. Salmon in Oregon is sacred. I ran on the issues and got 49%.

Ben Brandon: I ran on three issues: taxes, taxes and taxes. It is important to stay on point. One of my planks was to take grandma and grandpa of the tax roles for education. That effect would have been to reduce funding for education by 0.8%. But nobody wants to stick granny with tax bills.

Rutherford: What do you do if a statewide candidate wants to run on transvestite rights while locals want to run on not fixing the park?

Adam Mayer: Don't get them to run in the first place.

Rutherford: To what community organizations do you belong to?

Bea Jones: Vice chair of Relay for Life; I'm on the Planning and Development board and am President of the Rotary Club.

Ben Brandon: I've been involved with the Chamber of Commerce, and am the Past Commander of the American Legion. I'm involved with my church.

Adam Mayer: I've focused on appointed offices. I'm on the Rural Roads Maintenance Organization. If you want to be on a board, start showing up for meetings six months in advance. Be active in charities and volunteer activities. When you run for office, these will help you be well liked and respected.

Rutherford: Is the Libertarian Party label a help or a hindrance?

Ben Brandon: It really does not matter, and it's not a liability. In 20 years, I've seen the area north of Atlanta turn around 180 degrees. 20 years ago, you could not find a Republican office holder. Now there are no Democrats in the state legislature in this area.

Bea Jones: It does not matter at the local level. What matters is whether voters know you, do voters believe you, and do voters trust you? For higher offices, it is an important matter.

Question from the floor, George Squyres: What can state parties do to help you govern once elected?

Ben Brandon: Being a good county executive is just being a good businessman. It's not particularly complex. We start by asking "What's achievable", and then even simpleminded questions are valuable such as "What's this check for?" Typically, the request is legitimate.

Bea Jones: I've been in office 2.5 years, and it is a pain dealing with county, state and federal regulations. There's an area where the state party could help. But it is important to always form coalitions, and to always encourage more free market. I start with a plan that has stakes in the ground and set goals to achieve them.

Adam Mayer: In Oregon we are turning power over from the state organization to counties. Thus, this issue is more local than state.

Question from the floor, Aaron Starr: Is there any prospect for turning officeholders from Republicans into Libertarians?

Bea Jones: Form coalitions. They would jump in a second if we had the key group that would keep them in office.

Question from the floor, Doug Klippel: *Is the Leadership Institute training helpful?*

Adam Mayer: Every state different. Oregon's makes progress largely by trial and error. We have no formula. We just find something that works, and do it.

Strategy 5

Expectations, Relationships, Ballot Access and Beyond
Dan Karlan, LNC Regional Rep

Dan Karlan began the Sunday morning sessions by noting Strategy 5:

Define and codify relationships between (and expectations among) national, state, local and campus Libertarian Party organizations.

Dan became the Champion for Strategy 5 when his predecessor, Mark Nelson, became treasurer and relinquished the honor.

Dan's goal in the presentation was to identify two elements of that strategy that involved codifying the relationship between national and affiliates. In addition, he wanted to determine if there were other issues that should be addressed. The presentation primed the pump for ongoing discussions on the web.

The first and easier item is readily solved with a Bylaws change is to codify the member expulsion question. Missouri for example expelled Martin Lindstedt, a white supremacist from the Ozarks, in April, 1997. He technically remained a member of the national LP.

The Bylaws change would allow an affiliate to petition National to expel a member. The reverse is also true, that National could initiate the expulsion. Such matters could be appealed to the Judiciary Committee.

A second more involved matter regards ballot access. In years past the LP went deep into debt to acquire 50-state ballot access. A complicating fact is that on average 425 of the 1450 delegates to the national convention will be allocated on the basis of the percentage of votes for the LP presidential candidate. A state where the presidential candidate is not on the ballot can reasonably expect zero delegates.

The prevailing modes of thought include both extremes – that if National helps one affiliate, then it should help all, and that ballot access is a core function. Others state that the LP should stay out of the matter and turn the responsibility over to a political action committee to raise funds and manage shortfalls.

Adjunct questions include:

- Are we better off in a state by litigating to change laws rather than paying petitioners?
- Are we better off by using \$250k to hire an executive director rather than paying petitioners?
- How do we allocate funds to among different states whose varying laws put varying demands on the LP for the prospect of delivering varying amounts of votes?

Mark Rutherford raised an additional issue regarding the Unified Membership Program. UMP, and now UMP2, is not part of the bylaws but stands as a contract between National and affiliates.

This discussion served to initiate continued discussion of these matters online.

Atlanta Platform and Beyond

George Squyres, LNC Regional Rep, Platform Committee Member and Champion of Strategy 3

George Squyres thanked the group for having passed en banque platform amendments in Atlanta. Those motions revamped platform items to express them with four sections: issue, principle, solution and transition.

This framework can present additional benefits if we can get members to think in these terms. It would amount to a cultural shift and redirect the focus from ranting and raving to articulating how we frame the issues. It focuses on how we campaign and how we present ourselves to the public.

The transition section represents the weakest area in our platform. A recent charge made against the LP in Indiana was that “We don’t care about women and children because all we want to do is abolish OSHA.” George suggested we should recast this in a way that makes people say, “yeah, that makes sense.” One example would be to express in the transition section that the way to protect women and children would be to organize boycotts locally against the offending businesses.

To make sure our only message is not “down with the government”, transitions are vital. Candidates are the best source for providing this. George wants those solutions and requested members send him their ideas.

For the 2006 convention, George plans on addressing 10 or more of the weakest planks. There are some, for example, which are contradictory. In one plank we state that government should not own real estate. In another we endorse open borders. From this it

follows all immigration would necessarily occur on private land and arguably making it necessary for government to interfere with private land use.

George also requested members give him their lists of the 10 next planks to work on.

Aaron Starr recommended we also focus on benefits. The difference between Libertarians and Demoblicans is not the goals we say we wish to achieve, but the methodology.

Please visit the website at

<http://lpconvention.org/platform/index.php>

to join the platform discussion.

A requirement to participate is that posters must be national party members. Thus registration may take a day or two to complete.

The Atlanta Platform can be found in this conference package.

Breakout Session – Small Business Initiative

Mark Rutherford

The text of Mark's presentation can be found in this conference package as well as the IN SBI brochure and other materials.

Breakout Session – BCRA Loopholes

Bill Hall and M Carling

The text of the presentation can be found in this conference package.

Breakout Session – Writing Press Releases

George Getz

Breakout Session – Campaign Education Topics

Beatrice Jones

1. The purpose of training and educating candidates - long before any convention nomination or election campaign initiation - is to eliminate bad candidates that damage the Party's progression, as well as to encourage good candidates. One does this by:

- A. Teaching candidates how to speak
 - i. Personal appearance
 - ii. Developing a rapport with the media
 - iii. Constant and unrelenting appearances
- B. Teaching candidates how to form coalitions
 - i. When you speak to a group - know the group's history and what they stand for
 - ii. Never fall into the trap of "The Black Vote", "The Gay Vote" - There is no such thing!

When people of any persuasion are hard-working and tired of their money going for frivolous things via the government, they will listen.

2. It is always "we" - never "I" - remember what has worked for every single candidate I have ever run - inclusiveness. "We can all make a difference", "We can all change things and make things better"!
3. Never attack your opponent. Never mention his name! All you should talk (or write) about is what you want to do in your position as an elected official.
4. The answer to every question is the principles of Life Liberty and Property - or, if you prefer, "Individual Rights And Personal Responsibility". The minute you abandon the Principles, you lose.
5. Campaign Managers are absolutely necessary for every campaign. They protect and defend the candidate from attacks, make appointments for the candidate (so he doesn't sound alone and desperate) and help inspire and form the coalitions. They are also the most hatred people in a campaign - even by the candidate - until the candidate wins.

Breakout Session – Fundraising

Brad Klopfenstein

\$\$ is the mothers milk of politics.

You as a Libertarian state leader owe it to our philosophy and our party to be able to fund an office and support candidates. A well-funded state office will allow you to attract high-quality candidates. In turn, high-quality candidates with proper funding are the best vehicles we have to deliver a positive message to the public.

Types of Fundraising:

1. Monthly Pledge Program
2. Direct Mail

3. Direct Ask
4. Telephone
5. Events

Monthly Pledge Program

1. Get your state set-up to take credit cards
 - a. At least Visa & M/C, but you should also take AMEX & Discover
2. Only take credit cards
 - a. It is much too big of a pain to send monthly reminders to those writing checks, and they are undependable
3. Provide special incentives for your pledgers
 - a. Name badges or pins
 - b. Private receptions at your state convention and special pledger-only events

Advantages: Steady monthly income, easier to budget

Disadvantages: None

Direct Mail

1. Send fundraising letter to your membership between once a month and once every 6 months
 - a. Your response rates will dictate how often you can send a letter
2. Use the letter as an opportunity to talk-up what you are doing
3. Themes:
 - a. Fear
 - b. Attack
 - c. Special Project
 - d. Good Candidate

Note: when fundraising for a candidate, the state party should keep 10%-50% to cover administrative costs

Advantages: 1-time large bump, passive ask

Disadvantages: 1%-3% response rate

Direct Ask

1. Ask anyone who you have contact with concerning the Libertarian Party
2. Ask for at-least twice as much as you expect to get
 - a. The donor will be flattered that you thought that they could give that much
 - b. You won't get big donations unless you ask for big donations
3. Don't be shy
 - a. we are a political party; people should expect to pay-to-play

- Advantages: Uses personal relationships, people are less likely to refuse, 50% response rate
- Disadvantages: Takes some practice on your part before you are comfortable with looking someone in the eye and asking for money

Telephone

1. Similar to direct ask
2. If you are a state chair, dedicate yourself to making 10 calls per week. If you are an ED, dedicate yourself to making 10 calls per day.

Advantages: you can make more asks in a shorter period of time

Disadvantages: not face-to-face

Event Fundraisers

1. Conventions
 - a. Always make fundraising part of your convention
2. Holiday Fundraiser
3. Summer Cookout
4. Breakfast/Dinner with the Chair or ED
5. Ballgames
6. Charge at least double your cost for people to attend

Advantages: Some new people will come out who you have not seen, booze loosens wallets, opportunity for fun instead of business

Disadvantages: Up-front costs, potential to lose \$\$ if attendance is low

Things to Remember

1. Dress like you are serious
 - a. Hobos raise quarters, serious politicians raise thousands
2. Always be upbeat
3. Have a project or a goal
 - a. ED, state HQ, \$100,000 banked for candidate support, etc.
4. Make fundraising a habit
 - a. Your goal should be to get at least one new donation every day
5. Have fun!

Supplement – BCRA vs. 527's

Sean Haugh

While Sean Haugh did not attend the conference, he provided a write-up of the advantages of 527 organizations over BCRA. The text can be found in this conference package.

Libertarian State Leadership Alliance

The group addressed several issues facing the group.

Location of the 2006 LSLA Conference

Five cities were nominated to host the 2006 conference: Reno, Phoenix, NYC, Orlando and Birmingham.

Phoenix with its warm weather climate and western location was selected as the site. This will be the first time this group has met further west than Houston or St. Louis. George Squyres will be the local coordinator.

With the Super Bowl in 2006 being on February 5, George is considering either the weekend before or after that date. By Arizona law, the state convention must be in January, offering the possibility for a joint event which would increase participation and possibly lower costs if not risk.

Membership

After some discussion concerning eligibility for membership in the LSLA, the group ultimately reduced the matter to a moot point. The group considered making state officers and EDs eligible for membership. That alone would bypass county chairs or others waiting in the wings or being groomed for state leadership.

Pat Dixon called for a show of support for the idea of formalizing the organization with bylaws and membership eligibility standards. The silence was amusing.

Accordingly, since the group has not formalized its procedures via bylaws, the group effectively took a pass on defining membership qualifications.

LSLA Leadership

In keeping with the 2004 practice, these persons will assume roles in what might be called the *LSLA Leadership Council*:

- Pat Dixon will become the new chair, replacing Ray Ledford
- Jeremy Kiel will become the new treasurer, replacing Chuck Williams
- George Squyres will become the meeting organizer for 2006 meeting in Phoenix
- Chuck Williams, the former treasurer, will stay on as a committee member to provide continuity
- Bob Sullentrup, the meeting organizer for 2005, will stay on as a committee member to provide

State	Name	Phone	E-mail
		C: 314-280-2847	
	Greg Tlapek	877-Vote-4-Us	gtlapek@aol.com
	Michael Pakko	314 845 6308	mrpakko@aol.com
	Greg Arrigo	636 662 2535	garrigo@nothulout.net
	Candi Ferguson	636 662 2535	
	John Schultz	573 874 1687	jschultz@coin.org
	Glenn Nielsen		glenn@earthdome.org
	Darla Maloney		Lpdarla4freedom@aol.com
North Carolina	Michael Dixon	C: (704) 576-2332	dixon2@megsinet.net
Nevada	Brendan Trainor		
New York	John Clifton	877 769 4014	MrJClifton@yahoo.com
Ohio	Jason Hallmark		
	Robert Butler		
Oregon	Adam Mayer		adammayer@juno.com
Pennsylvania	Chuck Moulton	215 542 8398	chuck@moulton.org
	David Jahn	610 461 7755	chair@lppa.org
South Carolina	Chuck Williams	843 816 0441	waterbaron@earthlink.net
	Chris Panos		
	Bea Jones		
	David Herndon		
	Joe Clarkson		
Tennessee	Trevor Sutherland		
Texas	Pat Dixon	512 771 3936	chair@lptexas.org
	Wes Benedict	512 442 4910	director@lptexas.org
Virginia	Steve Damerell		
	Leonard Harris		
	Jim Lark	434-973-5958	jwl3s@virginia.edu
Wisconsin	Jeremy Kiel		
HQ	Daniel Cloud	202-333-0008 ext. 226	DanielCloud@hq.LP.org
HQ	Sam New	202-333-0008 ext. 221	Samuel.New@hq.LP.org
	George Getz	202-333-0008 ext. 222	George Getz@hq.LP.org
	Jessica Neno Wilson	202-333-0008 ext. 225	JessicaWilson@hq.LP.org
	Joe Seehusen	202-333-0008 ext. 228	JoeSeehusen@hq.LP.org
	Jennifer Villarreal	202-333-0008 ext. 231	Jennifer.Villarreal@hq.lp.org