

# LIBERTY PLEDGE

## NEWSLETTER

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July 2016

## Gary Johnson warns political establishment: Libertarians ‘disrupting the two-party duopoly’

by Jennifer Harper

Excerpted from the *Washington Times*

Published on July 6, 2016

The Libertarian Party made a big noise in the nation’s capital [this week]. Libertarian presidential nominee Gary Johnson and his running mate, Bill Weld, descended on the National Press Club for a sold-out public event broadcast live on C-SPAN. The two former governors outlined—very clearly—why their third-party effort is more likely to succeed this year than in past elections. Persistent voter disenchantment with establishment politics is a significant factor.

“We are becoming factors in the presidential campaign that can no longer be ignored. We are already disrupting the two-party duopoly—and neither Donald Trump nor Hillary Clinton is happy about it. Americans are ready for a third way. As they learn about us and the small-government, greater-freedom principles we offer, more and more voters

are, indeed, saying, ‘I’m in,’” says Mr. Johnson, who ran for the White House in 2012 and snagged 1.2 million votes with a minimum of public outreach.

Times have changed since then. The Johnson–Weld campaign has [a] formal fundraising apparatus in place, a spiffy new video, and a full calendar of public appearances. A Morning Consult poll released [on July 5] found Mr. Johnson with 11 percent of the vote; Mr. Trump garnered 37 percent; Mrs. Clinton, 38 percent. The Libertarian candidate, however, has his eye fixed on 15 percent—which would qualify him to participate in the sanctioned, nationally televised presidential debates, just over two months off.

“The key is to reach 15 percent consistently in these major national polls. Fifteen percent makes it very difficult, if not impossible, for the Commission on Presidential Debates to exclude Bill Weld and me from the debates this fall,” Mr. Johnson reasons. •

## The small-business appeal of the Libertarian Party

by Jeremy Quittner

Excerpted from *Fortune*

Published on July 7, 2016

An emerging party could cause trouble for both Hillary Clinton and Donald Trump.

Gary Johnson won only 1 percent of the vote when he ran as the Libertarian candidate for president in 2012. The former New Mexico governor is gaining traction in this chaotic election season, particularly among business owners.

With a strong pro-business message, Johnson could eventually emerge as the candidate who grabs votes from either former Secretary of State Hillary Clinton or real-estate magnate Donald Trump, the presumptive [nominees], political analysts say.

He and his vice-presidential running mate, Bill Weld, the former governor of Massachusetts, are likely to appeal particularly to Republicans uncomfortable with the populist campaign Trump has mounted. Not only are they social liberals and fiscal conservatives, they espouse views traditionally associated with moderate Republican candidates on the economy, such as favoring international trade agreements and reducing the national debt.

As such, they also have an appeal to entrepreneurs who want to voice a protest vote against Trump, whose platform currently includes deportation of undocumented immigrants and banning of Muslim immigrants, punishing companies that invest in operations overseas, and a trade war with countries such as China and Mexico.

“It is the first time the Libertarian ticket will have more government experience than the Republican ticket, and that is astonishing,” says Stan Veuger, a resident scholar and economist at the American Enterprise Institute, a conservative think tank in Washington, D.C.

Johnson was most recently the chief executive of a company called Cannabis Sativa, which produces pot-based oils for treatment of health issues. Weld had high favorability ratings from state businesses during his two terms as governor of Massachusetts in the 1990s, for cutting taxes and pushing welfare recipients into work programs, among other things.

Such experience matters to Clint Greenleaf, co-founder and chief executive of HomePlate Peanut Butter, a four-employee company in Texas. Greenleaf, a serial entrepreneur, describes

*continued on page 4*

## Is this Gary Johnson/Bill Weld spot the greatest presidential ad ever?

LBJ's Daisy, Nixon's "Crime," Dukakis's "Snoopy" tank ride, you've got competition.

by Nick Gillespie

Excerpted from *Reason's*

**HIT & RUN Blog**

Published on June 30, 2016

Libertarian Party presidential nominee Gary Johnson and his running mate, Bill Weld, have released a masterful ad that touts their impressive records as two-term governors (of New Mexico and Mass., respectively) while drawing sharp distinctions among their positions and those of Clinton and Trump.

This is hands-down powerful, power-

ful stuff and highlights Johnson's interest in capturing what he calls the "broad middle" of Americans who are socially liberal, fiscally conservative, and desperate for "small, efficient government" that gets core tasks done without blowing up the budget to pad the payrolls of favored businesses, bomb and drone foreign countries into the Stone Age, and strangle us all in regulatory red tape.

[Gov. Gary Johnson introduced the video via Twitter, asking], "Are #youin? Check out our new video—and spread

it around. #election2016 #TeamGov," [on] June 29.

Take a look and comment it up. •



The ad can be viewed at:  
[Reason.com/blog/2016/06/30/is-this-gary-johnsonbill-weld-spot-the-g](http://Reason.com/blog/2016/06/30/is-this-gary-johnsonbill-weld-spot-the-g)

### New and renewing Liberty Pledgers

Erin Adams	David Demarest	Susan Hogarth	Bennett Morris	Todd Scott
Arlen Ambler	Christopher Dinelli	Brian Holk	James Morris	Robert Seelbach
David Anderson	Joel Dixon	Steve Hoverman	Kenneth Mosely	Stuart Simms
David Aschmann	Jeff Dudley	Steven Howard	Chris Nemitz	Ian Smith
Sean Baldwin	Michael Duncan	Geoffrey Hurd	David Niggemeyer	Bob Smither
Eugene Bell	Brian Dunn	Kevin Hutchinson	John Oliphant	Eric Solon
Ruth Bennett	Bryan Durbin	Buck Johnson	Luke Osborn	Chad Spears
Harold Benson	Edward Duree	William Johnson	Sean O'Toole	Aaron Sprouse
Whitney Bilyeu	Claudia Eccles	Dorsett Jordan	Tyler Ovard	Craig Stibbe
Keith Binam	Paul Eccles	John Keller	William Overholt	Gary Strebel
John Binder	Robert Enright	Martin Keller	John Payne	Milan Sturgis
Charles Bishop	Keith Ericson	Brian Kelly	Gregory Peele	Joseph Sturza
Antonio Blasini	Samuel Esquibel	Larry Kiser	Richard Perkins	Justin Summers
Anthony Boris	Susan Falk	John Kleiner	Timothy Peters	Michael Sutton
John Boston	Richard Fields	Brian Kundert	Harold Peterson	Eric Svenson
Craig Bowden	Stewart Flood	Jonathan Lee	Rich Piotrowski	John Thompson
Matt Brafman	James Foster	M. Ann Leech	John Pittman	Frances Tipton
Michael Brauer	Thomas Frain	Jonathan Leifheit	Jason Pohlman	Louis Towles
Joye Brooks	Mark Galligan	Shawn Levasseur	David Porter	Christopher Tsuha
Lloyd Brooks	Grant Gallimore	Leandro Lima	John Prentice	Jason Turner
Brandon Brown	Tangeneka Gaskin	James Logan	Richard Price	John Tyner
Tiffany Brucker	Aaron Gilmer	Mark Loud	Charles Puglisi	Daniel Underkofler
Carol Bussa	Ronald Givens	Aaron Lucia	Rafael Ramos	Kenneth Varley
Anthony Carvelli	Joel Godfrey	Matthew Madden	Sven Ratsep	Kyle Varner
Allen Chantelois	Sam Goldstein	Marc Mangum	David Reddig	Cynthia Verschuur
Gerald Clarke	Ryan Gray	Matthew Mashek	Trail Reeves	Robert Wade
Woodworth Clum	James Green	Kris Massengill	Dain Reinhart	Kevin Watson
Joe Cobb	Peter Guetter	John Mattinen	Jonathan Richter	Marion Wilhelm
Alexandra Coe	Bruce Haskin	Jack McFadden	Mark Roders	Dustin Williams
Fredric Cohen	John Hathaway	Randy McGlenn	Lynn Rosas	Michael Williamson
Tyler Cole	Jason Havey	Shayna McGroggan	Douglas Rubin	Derek Winton
Richard Cooper	James Hayes	James McNeill	Ernest Ruehle	Garrett Wischman
Logan Corse	Jonathan Hedges	Bridget Middaugh	Chad Rumsley	Ashley Wood
Cristina Crawford	Mark Hinkle	Ray Minter	Teresa Rushing	Sung Wu
Elizabeth Crouse	James Hoffman	David Misco	Pat Schachtner	Craig Yope
Michael Cullen		Anna Mnyukh		David Ziebell
Jeff Currie		Didier Monin		Jeffrey Zweber

# 'Babes of Liberty' want to break the Internet, too

## All in the service of encouraging you to vote Libertarian, of course

By Elizabeth Nolan Brown  
Excerpted from *Reason's*  
**HIT & RUN Blog**  
Published on July 2, 2016

Their message is simple: *Vote Libertarian*. Inspired by the trending "Trump Girls," who "broke the Internet" [the week of June 27], a bevy of liberty-minded women have been snapping and sharing selfies that support peace, freedom, and the Libertarian Party presidential ticket. These "babes of liberty"—that's the name you

can find them under on Twitter and Instagram—join a growing number of Gary Johnson and William Weld supporters across the country.

To spread the love for Johnson and other LP candidates, New Yorker Rachel Maisonet invited more than 200 women (and a few men) into a private Facebook group for "Lovely Liberty Ladies," urging them to [submit] a photo of themselves promoting libertarianism. By Friday [July 1], group members had pitched in to launch "Babes of Liberty" accounts on social media—the Twitter account has more than 1,000 followers already—and were avidly sharing bios, beliefs, and shots with one another on Facebook.

If the goal is to garner #TrumpGirlsBreakTheInternet-level attention, the Babes of Liberty may have a ways to go. But if bringing together a bunch of bold, smart, and passionate libertarian women from around the United States was Maisonet's goal, she's already succeeded beautifully. •

To spread the love for Johnson and other LP candidates, New Yorker Rachel Maisonet invited more than 200 women into a Facebook group for "Lovely Liberty Ladies," who pitched in to launch "Babes of Liberty" accounts on social media.



Photo credit: Darlene L. Underwood

Darlene L. Underwood,  
LP Florida's Region 10 rep and a Babe of Liberty

I would like to make a one-time donation to the LP:

- \$5,000
- \$1,000
- \$500
- \$250
- \$100
- \$50
- \$25
- \_\_\_\_\_ Other

I would like to increase my monthly pledge to this level:

- \$2,500
- \$1,000
- \$500
- \$250
- \$100
- \$50
- \$30
- \_\_\_\_\_ Other  
(minimum \$10)

(Please make checks payable to **Libertarian Party**.)

Please bill my  Visa  MasterCard  AmEx  Discover

Card number: \_\_\_\_\_ Exp.: \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Occupation\*: \_\_\_\_\_

Employer\*: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Work: \_\_\_\_\_ Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_

\* Federal law requires us to use our best efforts to collect and report the name, mailing address, occupation, and name of employer of individuals whose contributions exceed \$200 in a calendar year. Political contributions are not tax-deductible.

## Gary Johnson beating Trump among African–Americans, neck-and-neck among millennials, in new battleground state poll Wisconsin at an overall 16 percent especially strong for the Libertarian ticket

by Brian Doherty

Excerpted from *Reason's HIT & RUN Blog*

Published on June 30, 2016

A newly released poll by Greenberg Quinlan Rosner, done for a couple of Democratic Party-associated operations, covered nine battleground states and has some encouraging and/or just interesting results for Libertarian Gary Johnson. The survey was of 2700 likely voters and [was] conducted from June 11–20.

Across those nine states (Arizona, Florida, Michigan, Nevada, North Carolina, Ohio, New Hampshire, Pennsylvania, Wisconsin), some big-picture stuff:

- Clinton 45 percent, Trump 38, Johnson 11
- Johnson beats Trump among African–Americans, 7 percent to 5
- Johnson beats his overall 11 percent average slightly with Hispanics, with 12 percent
- Johnson neck-and-neck with Trump with millennials,

22 percent to Trump's 24. Johnson's Gen X support also beats his overall average, at 13 percent. With boomers, though, he's only pulling 5 percent.

- Five percent of identified Democrats say they'll vote Johnson; 11 percent of identified Republicans say the same.
- Identified independents are going for Johnson 24 percent (Trump has 33, Clinton, 32, of that group).
- Without Johnson as a choice, Clinton does 4 percent better, Trump does 3 percent better, and "other/don't know" does 4 percent better.

Some state-specific results show Johnson beating his nine-state 11-percent average in Ohio (14), Pennsylvania (13), Wisconsin (16), and Michigan (12). Johnson's worst state among the nine is North Carolina, where he's pulling only 8 percent.

Among the five Rustbelt States, Johnson is outperforming Trump with minorities (12–11) and millennials (28–21).•

### The small-business appeal of the LP

*continued from page 1*

himself as a fiscal conservative who has tended to vote Republican over the years, but who has recently become a Libertarian.

This year, however, he finds himself disappointed with the negative tone of the presidential campaign, as well as the prospect of voting for either Clinton or Trump. Specifically, Greenleaf disapproves of Clinton's big government philosophy and the controversies swirling around her. But he also dislikes the grandiosity and wavering inconsistencies of Trump, on everything from immigration to taxes.

The policies put forth by Johnson and Weld, plus their collective experience governing their home states, are likely to win his vote.

"I think the biggest thing is their ability to work across the aisle," Greenleaf says. "They were both Republican governors in blue states."

Johnson and Weld are long-shots, political analysts say. Yet they could attract enough voters to make things difficult for either Trump or Clinton, where according to at least one recent poll, the Democrat and Republican tie at 35 percent, with Johnson garnering 13 percent of the vote.

They've staked out positions that business owners tend to favor. Johnson, the former governor of a state that bordered Mexico, a U.S. trading partner that Trump regularly maligns, favors a more open immigration policy that would allow undocumented immigrants to get work visas to fill jobs that U.S. workers don't want.

He would reduce the federal debt and deficit by cutting federal spending. On taxes, always a top concern for entrepreneurs, Johnson would abolish the Internal Revenue Service, and ultimately eliminate the corporate tax, which in turn could create millions of new jobs, Johnson says. Johnson and Weld appeal to entrepreneurs because they seem to be a saner alternative to Trump, says Philip Wallach, a senior fellow in governance studies at Brookings Institution, a centrist think tank.

"Part of this is just Trump being such a wild card, which might potentially be off-putting to many small business owners who worry about economic uncertainty and instability threatening their businesses," Wallach says.

**"By voting Libertarian, I would be voting for more common-sense level-headedness."**

—Jeff Koenig, business owner and Republican

That certainly rings true for Jeff Koenig, owner of the business consulting firm Open Four Business, in Manhattan, Kansas. A registered Republican who says he has also voted for centrist Democrats, he respects Trump's business acumen, but he says he has no idea what Trump stands for politically. And that troubles him. He also won't vote for Clinton, whom he says he views as a "corrupt" career politician.

Like Greenleaf, he's leaning toward Johnson and Weld.

"I don't entirely agree with...Libertarianism," Koenig says. "By voting for the Libertarian Party [this year], I would be voting for more common-sense level-headedness."•