

California Activist '83

Bulletin of the Libertarian Party of California

Volume 2, No. 4

401 E. Taylor Street, San Jose, CA 95112

July, 1983

MY FRIENDLY REPORTER Marty Swinney

Most newspapers will be happy to print your news releases provided certain criteria are met.

The most important of these is a meeting with the person who covers your "beat" (geographical area or area of interest). During the election season, there will generally be one reporter or editor who will exclusively cover political news.

PHONE FIRST

Start with a telephone call to the newspaper office and find out who this person is, then call that person, introduce yourself, and explain that you will be sending releases periodically and that you would like a chance to meet and talk with him (or her).

Set up an appointment, and be on time and dress as if you were going on a job interview.

Keep this meeting short (10-20 minutes) and to the point. Editors and reporters have plenty to do, so don't waste time. This is important because you want to make the best possible impression on them. The goal here is to develop a relationship with the press which will greatly increase the likelihood that your releases will actually be printed.

In summary: 1) Be prompt; 2) Dress well; 3) Be brief. Also: avoid deep political discussions (your purpose is to introduce yourself, not "prove" libertarianism or convert the editor). And of course, be respectful but not obsequious, recognizing that the reporter, however misguided may be his political beliefs, is a fellow human being and a member of the intellectual profession. He is probably very quick to spot a phoney, so frankness and forthrightness are indispensable.

HAND DELIVER

Initially, all of your news releases should be hand delivered directly to your contact on the paper. Later, as your relationship develops, it may be possible to just leave the release on the contact's desk, or even to just mail it in. But the personal touch, i.e. a hand delivered release, is always the best approach. And even if they say you can mail the release in, you should still periodically stop by to keep the relationship going.

DOUBLE SPACED

It is best if your releases are typed, double-spaced, and even on some letterhead stationery. This lends further respectability to our cause. Even cutting a Statue of Liberty from a piece of party literature, typing in a local address and phone number, then having your "home-made letterhead" photocopied on to some plain paper quite OK.

RELEASE DATE

To begin your release, start with the date you want it to be published or "released". It is generally best to give local papers a two week lead time to find space, but, in the case of fast-breaking news, the words "FOR IMMEDIATE RELEASE" should appear instead of "FOR RELEASE JUNE 5, 1982".

You should also list a contact person at the head of the release, even if the phone number already appears on the letterhead, it is also a good idea to put the words "NEWS RELEASE" prominently around your heading.

SAMPLE SHORT HEADLINES:

LIBERTARIANS TO PROTEST TAXES
LIBERTARIAN BIDS FOR ASSEMBLY
LIBERTARIAN ATTACKS GUN CONTROL

Put the word LIBERTARIAN in the headline so even if a reader skips the article, at least he will see our name in print in the headline.

INVERTED PYRAMID

The main body of the release should be written in an "inverted pyramid" style, i.e., the most important information should be contained in the first paragraph, with lesser information to follow in subsequent paragraphs. Should the editor run out of space, he will begin cutting your release from the bottom up, and this insures that the information of greatest importance is not cut.

QUOTE SOMEBODY, EVEN YOURSELF

Also include some quotes within the body of the article. The press loves to print quotes (it gets them off the hook so to speak). Remember to keep the quotes short.

1" MINIMUM

When writing your release, use 1 inch left and right margins and double-space each line. This gives the editor room in which to write comments for the typesetter. If your release two pages, write "MORE, MORE, MORE" or "NEXT PAGE, PLEASE" at the bottom of the first page.

Also remember that editors and reporters don't like to re-write your article or correct your spelling or punctuation errors. Your news release, therefore, should be free of mistakes!

KEEP IT SIMPLE

A sentence that is too long or complex will usually wind up on the cutting room floor instead of in the newspaper. A sentence longer than 25 words is in trouble; longer than 50 is fatal.

If your event is open to the public, include "The public is invited" somewhere near the end. And if there is a phone number to call for reservations or for more information, even if it is the same number on your letterhead and the same as the contact number, be sure and include that somewhere near the end as well.

End your news release with the symbol -30- (centered) a couple of lines below your last line. This symbol alerts the typesetter that the article has ended.

11 POINT SUMMARY

- 1) Make personal contact;
- 2) Include a phone number;
- 3) Include a "Release Date" or "For Immediate Release";
- 4) Put LIBERTARIAN in headline;
- 5) Double-space; margins wide;
- 6) Correct all mistakes;
- 7) Use inverted pyramid style;
- 8) Include some quotes;
- 9) Keep sentences short;
- 10) Hand deliver until a relationship is solid;
- 11) Look credible, feel credible, be credible!

Marty Swinney is Vice Chair of Region 15, the South East portion of Los Angeles County. He ran for Assembly in 1982; he is an X-Ray technician and professional photographer.

SELLING FREEDOM ON THE PHONE
Marshall William Fritz

The world does not beat a path to the door of the inventor of a better mousetrap. In fact, the world will ignore him or laugh at him unless he employs some proper selling techniques.

It is the same with our libertarian notions of free market and individual responsibility. No matter how much better these are than the statist notions, we will be ignored or just laughed at until we employ proper selling techniques. So if this article smacks of "selling", good!

THREE PARTS

Successful telephone marketing has three parts:

1. Pre-call planning
2. Telephone call itself
3. Follow-up

1. PRE-CALL PLANNING

First you determine the objective of the call. This sounds obvious, but it is so damaging (and so easy) to forget that I suggest you write it down and tape it to the handle of the telephone. Any of these would be a reasonable objective:

1. Invite to a meeting
2. Ask for contribution
3. Ask to join LPC
4. Ask if wants to receive regional newsletter

Note one objective is missing from this list of reasonable objectives: "convince the person that the libertarian position on issue X is both morally correct and is a better practical solution than what we are doing now."

Yes, the temptation is very high to engage in a good discussion on issue X. But if your objective is to phone 10 people to invite them to the supper club tomorrow night, can you really afford to invest an hour discussing X? Is discussing X the best use of your time? Probably not, especially because that person will have that discussion about X someday anyway, but those 9 you don't call won't get a reminder if you miff the opportunity.

Once your objective is clear and you have made a resolve to avoid long tangents, then you write down your opening statements and key facts (date, time, etc.). See below an example of inviting a person to an Introduction Evening.

Note: some experts suggest you use the written plan during the call. Other experts suggest that to avoid sounding like you are reading, you should use a keyword outline. All agree that writing helps develop a good presentation.

EXAMPLE PHONE CALL

IDENTITY

Hello, Mr(Ms) _____, my name is _____ and I am with the Libertarian Party.

RAPPORT

If I have interrupted dinner I would be glad to call back at a more convenient time...

[...pause...continue if OK]

CREATE INTEREST

All of us thinking Americans are concerned about problems like unemployment, crime and declining education. And the libertarians are offering some truly bold ideas which can help us address these issues.

STATE YOUR PURPOSE

And if you have time in the evening, _____ the _____ th, you will really enjoy

the introduction to libertarian philosophy that will be held in a home near you. Does that evening look OK on your calendar?

[...pause...continue if OK]

TELL THE DETAILS

The introduction evening will be held at the home of _____ in _____ [give address, phone number & directions.]

We will start at 7:15pm and adjourn promptly at 9:45; coffee and refreshments will be served, and there is no charge for the evening.

CLOSE

Should I count on your being there, and will you be bringing a friend or spouse?

WRAP-UP

Mr/Ms _____, you can count on having a very interesting and enjoyable evening. If something comes up and you can't make it that evening, would you please phone the hostess at _____ . Thank you very much.

You should read outloud what you have written because usually it will take a couple changes to sound really good. To improve it a bit further, try reading it to your spouse or to a child.

Next set an objective that is under your control, eg, "I'll dial 20 times tonite". Avoid a goal that is not under your complete control, eg, "I'll get five yeses tonite". This depends upon others' availability.

One simple way to measure your progress is to set 20 coins on one side of the phone, and move one to the other side when you dial. When you have "moved your pennies" you will feel a sense of accomplishment, even if it was a "bad night" in terms of "yeses".

2. THE CALL ITSELF

Make your first call to a friend and practice one more time. Arrange your calls so your better ones are first.

Of course you want to project confidence, so lean forward in your chair rather than slouching. This is noticeable in your voice.

And to project warmth and enthusiasm, SMILE. If you think this is silly and that people can't tell, try it with a friend. You will be amazed how much better he/she sounds when smiling.

Be diplomatic. If the callee says something you think is sort of stupid, you can at least say "that's an interesting point of view....I've never heard it expressed that way."

Use the callee's name every third or fourth sentence. One study showed people pay extremely close attention for six seconds after their name is used.

If the callee wants to engage you in conversation, tell him/her you will call back after you've completed your calls. Avoid the interesting 90 minute conversation.

It is my experience that you are safe calling strangers until 9PM, and fellow libertarians until 9:30. Later than that, you better know them very well.

Thank them for their time even if they do not agree, and hang up last as a matter of good manners.

3. FOLLOW-UP

Keep records of you activities. These codes may help:

B	Busy
NA	No Answer
LM	Left message
LMTC	Left message to call

Later in the evening you can call back the Bs and NAs. Tomorrow you can call the others.

After your calling, mail anything you promised and complete any forms the telephone manager has requested. Most libertarians won't ask you to record much information unless they have a rational purpose, such as measuring the effectiveness of the telephoning so we can be sure the very best is being made of your volunteer time.

If the callee has promised to do something or send something, put this on a tickler file (sometimes called a "come-up file") so someone will be reminded in case it doesn't happen.

Marshall Fritz is the Executive Director of the LPC; he has had 18 years experience as salesman and manager in computers and life insurance.

NOTES FROM THE CHAIR

I want to take this opportunity to express my thanks to Bill Evers, Marshall Fritz and Karen Huffman for keeping me going, day after day, in our quest for liberty. (I can get away with this only because this month I'm pasting my article into an otherwise complete issue, and Marshall won't see it until it's printed!)

Karen and Marshall are doing what many of us dream of doing--working full-time for liberty and getting paid to do it! However, they are both working very hard for the relatively low fees they collect, particularly compared to what they could make in the "real" world for similar work. In addition, they face the frustrations that I'm sure all libertarian volunteers face--but on a full-time basis!

Nonetheless, they are always ready to chat with me, to commiserate with me, to cheer me up with a laugh if I'm down; and to provide answers to my questions, reactions to my ideas, and quick results for my "emergency" projects. In short, they are the two people who provide my day-to-day LPC back-up system, and I am very lucky to have them around.

I urge you all to make the best use of these two dedicated people, to call them with

your questions and ideas, and most of all to show them your appreciation--we couldn't run this party without them!

(I also get extreme pleasure and encouragement from dealing with libertarian activists throughout California, and it almost goes without saying that my biggest and most loyal supporter, my husband, Bill, is also my closest source of encouragement in my libertarian activities.)

* * * * *

The August 7 Executive Committee will be held in Orange County at the Bristol Plaza Holiday Inn in Costa Mesa. Committee meetings will be held on Saturday, August 6, and the Southern California Delegate Caucus will be held during Sunday's lunch. More details will soon be mailed to ExecComm members and national convention delegates and alternates. For hotel reservations, call (714) 557-3012 (\$45 single or double room).

SONOMA LIBERTARIAN
James Oglesby
PO 3742
Santa Rosa, CA 95402

VOICE OF LIBERTY
John Wickham
PO 99198
Stockton, CA 95209

ADVANCE TO LIBERTY
Bob Gaede
709 Huskey Drive
Bakersfield, CA 93308

CAN YOU HELP?

Maybe you are the person who can provide one of these muchly needed items. If so, call Karen Huffman at 408-CRY-FREE or Marshall Fritz at 209-292-6700.

COMPUTER...Karen could make excellent use of a micro or mini computer in the San Jose Office. It would primarily be used for keeping the membership statistics for the LPC.

PRINTER SUPPLIES...Marshall has a DECIMATE II and could use ribbons (Digital Equipment/Quime printer model LQPO2), both multi strike and cloth, and white continuous form paper (9.5x11" and 15x11").

PRINTING...We will soon be producing a "Why Join the LPC" brochure on coated paper, and would much appreciate a donated press run of 10,000 (8.5x14 inch, 2 color).

NEWSPAPER READERS...Someday when the LPC is rich we will hire a clipping service. Until then, let's try to build a home-grown version. Can you volunteer to clip stories from your local newspaper that use the word "libertarian"? If you can, drop a postcard to Marshall with your name, address, phone number, and the paper you would like to clip. (If that is too big a job, volunteer to be a half-clipper and do just odd or even days.)

Attention Newsletter Editors:

Below are the 5 newest LPC newsletters. The editors will very much appreciate you sending them an exchange copy to help them get ideas.

WEST LOS ANGELES LIBERTARIAN
Neal Donner
2550 1/2 Centinela Ave.
Los Angeles, CA 90064

SAN GABRIEL VALLEY LIBERTARIAN
Marrissa Jackson
20716 Moonlake
Walnut, CA 91789

1 6 L P C M O N T H L Y P R O G R A M M E E T I N G S

N O R T H

Alameda	Mark Tarses	415-843-4019	2nd Thursday
Contra Costa	Hugh McLean	415-234-7809	2nd Wednesday
Fresno	Virgil Strait	209-229-4733	2nd Wednesday
Sacramento	David Harvey	916-425-2585	2nd Thursday
San Francisco	Mike Mayakis	415-864-0952	2nd Wednesday
San Joaquin	Debbie Horner	209-957-7797	1st Wednesday
San Mateo	Marion McEwen	415-889-9216	2nd Monday
Santa Clara	Jim Wilson	408-262-4143	3rd Thursday

* debut July 21

** debut August 18

S O U T H

LOS ANGELES:

S. F. Valley	Susan Downes	805-252-3250	2nd Wednesday
West L.A.	Phyllis Kaskus	213-839-8211	3rd Thursday *
Pasadena	Mike Yauch	213-793-9000	2nd Thursday
Central L.A.	Tim Custer	213-851-3100	3rd Wednesday
Downey	Terry Holloway	213-925-7235	3rd Wednesday
South Bay	Sylvia Barton	213-374-9871	2nd Thursday
E. San Gabriel	Gail Lightfoot	714-599-1627	3rd Thursday **
San Diego	Perry Willis	619-566-4898	3rd Tuesday
Santa Barbara	David Villadsen	805-685-1686	3rd Thursday

C A N W E M E A S U R E O U R P R O G R E S S ?
Marshall William Fritz

As individuals we have many milestones by which to measure our growth. Riding a bicycle with no hands is a small example. We all know that achieving a milestone is gratifying and acts as a motivator to go forward to a higher level of accomplishment.

MILESTONES & MOTIVATION

The motivating aspect of milestones operates just as strongly in individuals involved in a team effort as those working solo. In fact, it may be even stronger because there are friends and teammates who give affirmation to the individuals involved as the team achieves a milestone.

A hallmark of successful organizations is the setting of measurable objectives (milestones) by the individual working groups (branch offices, chapters, etc.). The leaders of these working groups use the milestones both to measure their effectiveness as leaders, and to help motivate individuals to greater effort.

TOUGH CHALLENGE

Setting milestones is an especially tough challenge for our organization, the Libertarian Party of California, because almost every person in our happy band is a staunch individualist. None of us wants someone else telling us what to do.

Yet successful individuals don't mind suggestions from people with experience. Indeed, they actively seek such advice from experts.

LET US BEGIN

So let us begin. Below are two checklists. One shows basic milestones, the other more advanced milestones for a county or regional chapter. Please consider these to be a point of departure from which we can build. You can help decide which milestones are appropriate to suggest to our local organizations. Please review the following list and send your suggestions as to what could be added, deleted or changed.
(5533 E. Swift, Fresno, 93727)

20 BASIC MILESTONES
=====

LEADERSHIP & PARTICIPATION

- Y N Do you have 5 or more officers/leaders?
- Y N Did your leadership meet 6+ times in the last 12 months?
- Y N Did a member go to 1+ ExComm in last 12 mos?
- Y N Do 15% of your members contribute \$50.00 + per year to support LPC Central Office?

PROGRAM MEETINGS

- Y N Did you have 6+ program meetings during the last year?
- Y N Did you record the names/addresses of 20 or more first-timers at your program meetings?
- Y N Do you use nametags at these meetings?
- Y N Were 75% of these meetings announced in your local paper(s)?

ELECTORAL CAMPAIGNS

- Y N Did you have 2+ candidates in last general election?

NEWSLETTERS & MAILINGS

- Y N Was newsletter sent 6+ times in last 12 months?
- Y N Is newsletter sent to 200+ people?
- Y N Are more than 50 of these media, schools, association directors, local VIPs, etc?
- Y N Is the name/address list on computer?
- Y N Are you using non-profit mailing permit?

OUTREACH & INTERNAL DEVELOPMENT

- Y N 4+ "Introduction to Libt" in last year?
- Y N 12+ study group meetings in last year?
- Y N 5+ non-campaign school & club speeches?

EVENTS

- Y N Tax Day Protest in 1983?
- Y N 1+ booth at public event in last year?
- Y N 2+ social events in last year?

SCORING: 10 POINTS FOR EACH YES

20 ADVANCED MILESTONES
=====

LEADERSHIP

- Y N Did your leaders meet each of last 12 months with at least 6 in attendance each month?
- Y N Were you represented at last 4 ExComms?
- Y N Do 25% of your members contribute \$50.00 + per year to support LPC Central Office?

PROGRAM MEETINGS

- Y N Did you have 11+ program meetings during the last year?
- Y N Did you record the names/addresses of 60 or more first timers at your program meetings?
- Y N Are these meetings regularly announced on three or more radio or TV stations?

ELECTORAL CAMPAIGNS

- Y N Did you have 5+ candidates (total) in last 2 general elections?
- Y N Has an elected office been won in last 4 years?
- Y N Is a registered LPer in office now?

NEWSLETTERS & MAILINGS

- Y N Was newsletter sent in 11+ of last 12 months?
- Y N Is newsletter is sent to greater of: 500 or 10x membership?

OUTREACH & INTERNAL DEVELOPMENT

- Y N 8+ "Intro. to Libt" in last 12 months?
- Y N 4+ "Intermediate Libt" in last 12 months?
- Y N 24+ meetings of libt. study group?
- Y N 20+ non-campaign school & club speeches?
- Y N 1+ member in both League of Women Voters and local Taxpayers Association?
- Y N Membership growth of 50% over prior year?

EVENTS

- Y N Tax Day Protest in 1983?
- Y N 3+ public event booths in last year?
- Y N 4+ social events in last year?

GROWTH REGIONS, MARCH 1 - MARCH 31, 1983

RANK	REGION NUMBER	MAJOR COUNTY	CURRENT MEMBERS	30 DAY CHANGE	YTD CHANGE	YTD % CHANGE
1	14	LA-Central	64	9	9	16.4
2	1	Placer	10	1	1	11.1
3	13	LA-Pasadena	38	3	3	8.6
4	20	San Diego	48	3	3	6.7
5	3	Sacramento	17	1	1	6.3
6	10	Riverside	18	1	1	5.9
7	12	LA-Santa Monica	36	2	2	5.9
8	15	LA-Downey	22	1	1	4.8
9	9	Ventura	30	1	1	3.4
10	7	Santa Clara	155	2	2	1.3

Membership growth is not our purpose, but it is a very good indicator of our progress.

MEMBERSHIP COMMITTEE REPORTS PROGRESS

Mark Hinkle, Chair of the LPC Membership Committee, reports that he has already had his first working meeting. Seven libertarians worked for one and one half days in Fresno the weekend of June 11-12:

Sharon Ayres	Orange
David Bergland	Orange
Susan Downes	LA-SF Valley
Steve Gurringer	Stanislaus
Marshall Fritz	Fresno
Mark Hinkle	Santa Clara
Perry Willis	San Diego

The group worked Saturday evening to confirm its purpose. They decided to help libertarian leaders in local organizations to learn which membership growth ideas are productive and how to implement them at the local level. The group decided that this is a big enough challenge for this committee, and it would leave to others the statewide projects such as recruiting membership through direct mail.

Then Sunday it was all business. The group split itself into three teams, and each team tackled part of the membership recruitment process:

1. AYRES & GERRINGER IDENTIFY PRE-PROSPECTS

Definition: "Pre-prospect" is a Californian who is receiving a local newsletter because he/she may have an affinity for libertarianism, but who has not yet attended a local meeting.

Sharon Ayres & Steve Gurringer identified eight projects which can be used by a local organization to build their newsletter mailing lists with pre-prospects.

They then estimated the cost (dollars and volunteer manhours) each project requires to find a pre-prospect.

2. BERGLAND, HINKLE & WILLIS RECRUIT PROSPECTS

Definition: "Prospect" is a Californian who has attended a local meeting but who is not a member.

David Bergland, Mark Hinkle and Perry Willis identified nine projects which encourage a pre-prospect to come to a local meeting. They also estimated costs and productivity of each project to help decide which should be recommended to local leaders.

3. DOWNES & FRITZ SELL MEMBERSHIPS

Definition: "Member" is a person who has paid dues to the LPC and signed the membership form.

Susan Downes and Marshall Fritz identified seven projects which encourage a "prospect" to become a member. As did the other groups, they estimated costs and productivity so the more effective projects will be the first to be documented and training offered to local leadership.

* * *

In the final hour, each group presented its proposed projects to the main body and many refinements were made. Then each person volunteered to document a project:

1. IDENTIFY PRE-PROSPECTS

Sharon Ayres: Research and document the procedures and costs to list "LIBERTARIAN PARTY" in white pages of major phone books.

Steve Gurringer: How to be effective in using a Fair Booth and Campus Booth to identify pre-prospects.

2. RECRUIT PROSPECTS

Perry Willis: How to set up a telephone tree to invite pre-prospects to supper clubs, meetings, work sessions and parties.

3. SELL MEMBERSHIPS

Susan Downes: How to make meetings more friendly so that prospects have the incentive of "good companionship" to join.

Marshall Fritz: How to use the phone to call prospects and solicit memberships.

David Bergland: How to recruit former members back to the LPC.

1, 2 & 3. GENERAL

Mark Hinkle: Design programs for local level to recognize members who are effective in one or more of the three phases (identifying pre-prospects, recruiting prospects, selling memberships).

Also, set up a recognition program to give proper credit to local organizations which are doing an effective job of membership growth.

* * *

Each member agreed to have a first draft written by July 3. This draft will be circulated for constructive criticism among other members of the committee and other libertarians who have specific expertise.

You can expect to see the first results in next month's California Activist: Susan Downes will be completing her assignment in time for publication in the August issue.

The committee agreed its next meeting would be Saturday, August 6, the day before the ExCom in Orange County. Note: if you would like to work on the membership committee, call Mark Hinkle at 408-227-1459.

LIBERTARIAN PARTY OF CALIFORNIA

Central Committee Membership Application

401 East Taylor Street, San Jose, CA 95112

Name _____

Address h w _____

City/State/Zip _____

Phone h w _____ Residence County _____

- I wish to be a member in my residence county or
 _____ County.
- I am not registered to vote.
- I am registered Decline to State.
- I am registered to vote in the _____ Party.
- Please send a voter registration card.

I hereby certify that I do not believe in or advocate the initiation of force as a means of achieving political or social goals.

Signature _____ Date _____

Membership Type	California Dues and Newsletter	Combined Membership California/National
Student/Basic	<input type="checkbox"/> \$15.00	<input type="checkbox"/> \$25.00
Regular/Basic	<input type="checkbox"/> \$25.00	<input type="checkbox"/> \$35.00
Sustaining	<input type="checkbox"/> \$45.00	<input type="checkbox"/> \$70.00
Life/Benefactor	<input type="checkbox"/> \$500.00	<input type="checkbox"/> \$1500.00

A subscription to the newsletter of the Libertarian Party of California and the local county is included in all memberships.

- Membership dues only—no newsletter—minus \$10.00. _____
- Nonmember newsletter subscription—\$15.00. _____
- Additional donation to help support the LPC. _____
- TOTAL _____

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209-292-6700

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ADDRESS CORRECTION REQUESTED



Civilization is the encouragement of differences. Force, violence, pressure or compulsion with a view to conformity is both uncivilized and undemocratic.

GANDHI

Non-Profit
Organization
U.S. Postage
PAID
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