

Santa Clara Libertarian

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Exciting July Party Meeting !

Reported by Frank Groffie

Our last LPSCC quarterly business meeting was held July 13, 2000, at the Roosevelt Redwood room at the Campbell Community Center. This was a first time in a new location. Treasurer Jon Hugdahl selected the site, which was big, compared to our previous meeting room at Coco's restaurant, because we wanted to be able to handle up to a 10% quorum of 60 or more. We counted least 31 Central Committee members, constituting a quorum, and with members' friends and visitors attending the count was just under 40. The room cost \$75 all but \$5 of which was covered by donations of attendees.



Guest Speaker LP U.S. Senate candidate Gail Lightfoot

Diverse Group of Newcomers

Chairman Marv Rudin started off the meeting with his usual practice of welcoming newcomers. Newcomer James Pace introduced himself. The newcomers grew bolder as each raised their hands. Colin Caret introduced himself as a De Anza student. Herb Hart said he was inspired to attend the meeting after he "got fired-up listening to Harry Brown on the radio today."

James Jones let us know he is ex-Navy, voted for Goldwater in '64, and read the Federalist Papers. Travis Jones came to libertarianism through a friend who listens to Neil Boortz and after researching the election. Jessica read Ayn Rand in high school. Bill Chew, with cowboy hat and roller skates, ran for mayor or district council of San Jose in the last five elections, garnering 6,000 votes the last time. He recently joined the LP, the first time he has ever joined a political party (See story on pg. 3).



Famous SJ activist Bill Chew joins LP and LPSCC Excom!

Rudin then led the next segment of the meeting by discussing the mid-year state of our local party versus plan.

Chair Summarizes Mid-year Progress & Future Plans

Rudin recited salient items in the progress summary given by his column in the last newsletter. About the paramount issue of party growth, he said "We're at about +5%, just half the growth rate targeted by our plan. At this rate it would take over 30 years to reach a plurality, and over 40 years to reach a majority!." He then went on to explain that we now have cost and time effective ways for members to do their part in gaining LP name recognition and attracting new

Libertarians and growing our LP registrations, if only our members would use them. He cited as a first priority, wearing car signs on bumpers or windows because it costs so little time or money, is seen by many, and is totally effortless once installed. And he said he has a sure way to remove any bumper sticker residue. As the second priority means of member outreach he cited OE cards (see article on pg. 6) because passing them takes practically no time, they cost little, and they contain enough information to persuade a voter to register LP with little or no conversation needed. Third he cited cards for the drivers window of cars. Finally he mentioned occasionally spending a few hours manning our portable posters table and passing out cards and/or free T-shirts to registrants at public places like DMVs, market malls, and colleges. In closing he drew applause when describing his practice of putting at least 3 car or OE cards out every day while jogging, saying "By the end of

Continued on page 4

Volume 28, Issue 3

Inside this Issue

Pg. 2 Chair's Column - Let's Get Growing

Pg. 3 Errant Query Gone Right - Local Activist

Bill Chew Comes Aboard As Communications Officer

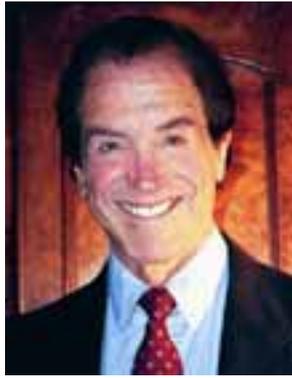
Pg. 3 Rose Wiegley To Energize Speakers Bureau

Pg. 6 Tools To Help YOU Help Us Grow The Party

Pg. 10 Letter of Resignation from LPC Representative Tom Spielbauer

Pg. 12 Libertarian Picnic Sunday, August 20

Libertarian Party of
Santa Clara County
663 South Bernardo
Avenue, PMB 107,
Sunnyvale, CA 94087
Tel: (408) 243-2711
<http://www.sc.ca.lp.org>



Chair's Column - Let's Get Growing

by Marv Rudin, LPSCC Chair

SUMMARY OF PARTY BUSINESS

1. ADMINISTRATIVE & FINANCIAL Need to:

(a) Find source (probably foreign) of very inexpensive logoed T-shirts for gift-to-register tests on campus and elsewhere; (b) Inventory outreach literature; (c) Put office furniture up for sale; (d) Procure another DMV Table (if 1st begins to get more use); (e) Make more tiled test posters; (f) Buy car signs to give members.

2. **GROWTH RATE** Registrations crossed above 5600 for first time; but growth rate was less in July than June.

3. GROWTH PROJECT TESTS Accomplished:

Sadly, no activity in last month (Summer was expected to be a prime period for outdoor tabling/boothing.) .Member who did successful DMV tests in '99 couldn't find time to do a comparison evaluation in July as hoped; **Planned:** (a) Distribute new OE cards to members and poll for % passed and % :web hits (b) organize an LP Growth Programs group and eboard to discuss and organize DMV/market-mall tabling and other specific outreach and publicity programs. Interested? Please contact me to join in.

4. **PUBLICITY** (a) Big step forward - political activist Bill Chew was elected chair. He will work to get us on cable and also regular web audio and video coverage of our meetings and candidate and Speaker Bureau speeches; (b) My KSJS Libertarian Night on Naked Radio in July ended in Arquimedes Garcia inexplicably overreacting and angrily ejecting my guest, Bill Chew, causing me to consider dropping further participation in the show; (c) Harry Browne made a fund raising visit which was covered by the SJ Mercury News with a mainly derogatory but headlined article; it was also covered by Worth Magazine. Ron Berti Got a good protest letter published about the coverage.

5. **SCHOOLS & COLLEGES** I met De Anza student Colin Caret at the July 13th meeting, and

asked him about starting up a club there, which he is now looking into and I'm giving him possible libertarian student contact information.

6. **SPEAKERS BUREAU** Rose Wiegley, has formulated a speaker training and development plan and sent it to a number of members who expressed an interest in joining her bureau. She also will be soliciting speaking engagements for Bill Carr, Ron Berti, herself, me, our candidates, and any other members who are interested and qualified. If you are interested, please let her know.

7. OUTREACH TO LP SUPPORTED-ISSUES ORGANIZATIONS

FACTS has a big meeting coming up in Sept, and the NRA meets the last Thursday of each month. If you are willing to attend these or other local organizations and attempt to influence them to go LP please let me know.

8. **NET OUTREACH** Are you willing to help develop an LPSCC program to outreach to the eboards and web sites of Silicon Valley organizations? If so please contact me. Your responsibility would be to get personal experience and to find and encourage other members to emulate you in joining local organizations with eboards and adding post-signature LP lines on messages, that will persuade people to visit our sales site at <http://www.lpty.org>. Also you would look into trading banners with web sites of local political-issue organizations whose cause we support, such as gun rights, drug legalization, and right to home school.

9. **MARKET RESEARCH** More LP public familiarity polling and polling of why people have joined the LP or as dues paying members is needed to find out what is working (and what is not). This is easy to do from your home - please contact me if willing to help.

10. **LOCAL CITY POLITICS** Bill Chew has many issues he has been working on in San Jose, notably public access to information and broadcast of meetings. He plans to run for mayor again and no doubt wants help in developing these issues in public fora. Please let me know if you would be interested. ■

Errant Query Gone Right - Local Activist Bill Chew Comes Aboard As Communications Officer

by Marv Rudin, LPSCC Chair

What started out as a mistake, first sent me on a futile wild goose chase, but in the end attracted Bill Chew, one of Silicon Valley's most active and well known political figures to our party.

April 15th I received a call from Larry Gerston, political analyst for KNTV looking for a "Bill Chew's" phone number, saying he called our line because he believed Bill to be a Libertarian since he was on the Free & Clear radio show of LPer Don Cormier some 5 years earlier. I said I'd try to find his number for Larry and get back to him. Assuming the last name was "Chu" or Chiu, (never thought of "Chew"!) I wasted a lot of time searching through our LPSCC lists and archives, and even Pac Bell phone books. I then asked Don Cormier, who said he couldn't find Chew's phone number, but gave me a number of a friend of Chew's, and gave me the correct spelling. But I couldn't reach the friend, and so gave up.



Famous activist Bill Chew joins LPSCC Excom

In May, Don Cormier called me with Chew's number after he'd appeared on Don's show that week. I immediately called to ask Chew if it was OK to give his number to Gerston, and we had such a friendly interchange that we decided to meet for lunch. That led to Bill asking me to appear on his weekly Community show on SJ ATT Cable TV, "Neighbornet," and shortly after he called saying he'd like to join the LP. Shortly afterward he skated (!) to my home, and signed up.

As we got acquainted I had learned that Bill has been a repeated candidate for office -3 times mayor, twice council member - in San Jose, and is well know to people in the county's biggest city. Having learned Bill's propensity to get publicity, and that our Publicity Chair position was open since Graham Thorsen left for Oregon, I asked if he'd be interested, and he said "Very much!". Fortunately the July party meeting-in-a-meeting (see story pg. 1) provided the opportunity, and he's now our Publicity Chair. The saga of Bill Chew, "LPSCC Communications Director," the more respectable sounding title he'll be giving out to the media, now begins. Bill says he intends to develop "a cable show and an internet radio and video broadcast capability" for us, as well as the traditional posting of Libertarian news and announcements to all of the local newspapers and electronic media. ■

Rose Wiegley To Energize Speakers Bureau

Rose Wiegley, newly arrived Libertarian and Toastmaster member from Idaho, has been appointed to relieve Ron Berti as Speakers Bureau Manager. Ron will continue to give speeches for the party when called upon. Rose is determined to develop a very active and competent Libertarian speaker community outreach program. In a memo to candidates and several volunteers she wrote:

"To give all of you an idea of what I'm aiming at with the bureau here is a short description of my goals and plans. Please feel free to send me any comments or suggestions to rwiegley@yahoo.com.

Three Month Starter Goals:

1. Have at least 3 speakers, each with a well prepared speech on a different subject.
2. Give 6 speeches in the next 3 months (1 in Aug, 2 in Sept, 3 in Aug)
3. Use the feedback and questions from giving the speeches to improve their impact and quality.
4. Create research files on 3 hot issues (Social Security, Gun Control, Drugs, or?)
5. Create a database of organizations to contact for speeches. (Contact info, what issues are important to them, how did they react to previous speeches, etc)
6. Create a web page for publicity and accessing our research files, organization database, etc.
7. At the end of Oct evaluate the current setup and set new goals.

Which of the following activities are you interested in helping with:

1. Giving speeches
2. Speech helper (Go to the speech to record, hand out material, provide moral support, etc)
3. Speech Evaluator (Listen to and give feedback on speeches before they are given)
4. Research (Creating topic specific files on topics to help speakers build speeches and answer questions.)
5. Publicity (Gathering information on local organizations, scheduling speakers)
6. Web Site (Creating a public web site for advertising, creating a private web site for communication)" ■



Rose Wiegley New Leader

Late News: Rose held her first Speakers Bureau Meeting at Cocos on Aug. 13 and demonstrated her leadership and speaking skill with a very creative speech designed to appeal to Episcopalians. And she's lost no time to use it. She's already asked for a chance to give it at a Mt. View

Continued from page 1

the year I'll have reached a thousand people with our message." This drew applause, to which he responded "Thanks but I'm only one. Imagine if all our 600+ members did the same - 600,000 LP sales messages out to the public!"

Vice Chair Runs Meeting Adroitly

Publicity Chair offices.

Endorsement of Candidates

Campaigns Chair Ray Strong had our local candidates in this November's election line up and ask for our votes. We voted (a largely symbolic vote) to give our endorsement to this slate of local libertarians for state and national office. Strong also warned us about what may be the most pernicious statewide initiative on the November ballot: a reduction of the 2/3 vote requirement down to 55% to pass special taxes. It hasn't been assigned a ballot proposition number yet; Vice Chair Bill Carr speculated it might get designated the number 666. National LP western region Rep. Joe Dehn then summarized events at the national LP convention.

Gail Lightfoot Speaks

Invited speaker Gail Lightfoot, a luminary in the California LP, traveled from Pismo Beach to update us on her campaign for Diane Feinstein's seat in the U.S. senate. She emphasized the opportunity to publicize the Libertarian Party by using her campaign signs and car decals, in view of the difficulty of getting media coverage and the high cost of media advertising. She showed her signs and said she plans to raise money to



Gail Lightfoot (center) presents news about her run for a U.S. Senate seat from California

Vice Chair Bill Carr then took over his duty of chairing the meetings as planned when the current slate of officers ran for office in January. He expertly kept the meeting moving on the scheduled agenda of officer reports, followed by endorsement of candidates, speech of Libertarian U.S. Senate candidate, Gail Lightfoot, August picnic announce-



Campaigns Chair Ray Strong (left) presents local Libertarian candidates for CA and U.S. offices.

ment, FACTS endorsement, Speakers Bureau program announcement, reports on National LP convention and Operation Breakthrough, and managed to squeeze in an unplanned Excom meeting needed to elect new officers for unfilled vacancies in the LPC Rep and

send free car decals to all Libertarians statewide. She gave her address to send donations as:

Gail Lightfoot
for U.S. Senate 2000
P. O. Box 598, Pismo Beach, CA 93448

Member Katherine Albrecht said her decision to become more active in libertarian politics was related to one of Lightfoot's opponents. Her decision turned



Katherine Albrecht (right), expecting to bear a new little libertarian soon, tells us about her activities in politics.

on a recent conversation she had with Tom Campbell, Republican candidate for U.S. senator from California. She offered a donation to his campaign, but he refused it because it was in the form of cash. Not only could cash give him trouble with the campaign finance laws, but he seems to be turned off by cash on a visceral level. He supports a national sales tax to replace the income tax. Yet Campbell admits a sales tax would require monitoring of every monetary transaction that transpires across the country. Albrecht was spooked; wouldn't you be?

August 20 Picnic Announced

Katherine Albrecht announced there will be an LPSCC picnic August 20. She said the party will provide the eats - hamburgers and hot dogs, and it should be a festive occasion and a chance for Libertarians to socialize and bring their friends to learn about Libertarianism first hand. It will be at Sanborn Park in Saratoga (see announcement on pg. 12 of this issue).

FACTS endorsed

We formally voted to support the group FACTS (Families Against California Three Strikes) in the fight against the three-strikes law in California. Chair Marv Rudin described the positive response he received at a FACTS meeting this year, and noted that he could find no official Libertarian position on the Three Strikes law, but that it often causes unconstitutional "cruel and unusual punishment" to those convicted of crimes, especially victimless crimes.

Meeting-within-a-meeting; Three New Officers Elected by Excom

The problem of replacing Tom Spielbauer who had recently resigned as LPC Rep was raised, and a novel solution ensued in which Jascha Lee was appointed (appointment by the Excom and affirmation by the full Central Committee is the method specified by our bylaws) LPC Rep by an Excom meeting called within the CC meeting (by temporarily suspending the latter). This was made possible because a quorum of Excom members was present. The same process was used to appoint Allen Rice as alternate LPC Rep. Then the Excom meeting was adjourned, the CC meeting resumed, and the two appointees were affirmed by a vote of the Central Committee. Later, the Chair moved to convene a similar Excom meeting to elect new Libertarian politico Bill Chew, who had expressed an interest, to fill the Publicity Chair left vacant when Graham Thorsen moved to Oregon. Chew was elected unanimously (see story on pg. 3).

Author's Comment

The meeting differed in tone from some past meetings. It seemed more calm and business-like, I think simply due to the increased room to breathe and stretch out. The food was simple but filling: a variety of plentiful hot pizza brought in and sold at a buck a slice by Jascha Lee. In some respects the July meeting was experimental but showed again that the LPSCC can turn out a large number of dedicated, adaptable



16th Congressional District Candidate Dennis Umphress addresses members at quarterly meeting held July 13 in large 100 seat room at Campbell Community Center

members who can get a lot accomplished. ■

Tools To Help YOU Help Us Grow The Party

by Marv Rudin

We Desperately Need To Grow The Party Faster!

LPSCC registrations are at record high levels, but are still far far below where they must be to engender viable Libertarian candidates or affect Republicrat races enough to get real media coverage and public attention. To get to that point we must grow from 0.76% of the electorate to at least ten times that. Fortunately our registrations have been growing rather than shrinking, but if we continue to grow at the rate we've been growing - about 5% to 10% per year, it will take another 24 to 47 years (see chart) to get that

%/yr growth:	5%	6%	7%	8%	9%	10%	12%	14%	16%	18%	20%	22%	24%	26%	28%	30%	32%	34%	36%	38%	40%
approx yrs > 10x:	47	39	34	30	27	24	20	18	16	14	12.75	11.75	10.75	10	9.25	8.75	8.25	7.75	7.45	7.15	6.85

needed 10X growth! As the chart shows, we must grow 20% or more annually if we are to achieve 10X in 6 to 12 years.



Dan Weisberg with DMV cards in hand with poster-table set up in front of Longs Drugs

We Need Your Help To Do It!

I don't see how that can happen without you and the other readers of this newsletter doing your share to spread our highly appealing Libertarian message using time-saving inexpensive tools and methods now available or in development and test. We Libertarians are presently too few to put up the advertising money that might do it without any outreach or contact with prospects by us. And many prospects need to see flesh and blood Libertarians or require personal contact and handy forms to motivate them to sign up.

So will you please do your share of outreach to grow the party using your choice of one of our time efficient methods?

The Many Ways And Tools You Have To Choose From

At your request, the following free tools and supplies and methods of outreach with written instructions or personal training (see paragraphs preceded by "→"), as applicable, are presently, or in the near future will be made available to you for advertising, polling, informing, and recruiting the public:

→ **Car signs** - window decals and signs (electrostatically or adhesively affixed), outer surface signs,

including adhesively attached (e.g., bumper stickers) and magnetically held signs

→ **OE (Operation Everyone) Cards** - handout to friends and friendly strangers at your convenience (without changing your normal personal activities and locations visited). With your help various card designs will be tried until a design with very high web visit and LP registration rate is found (See newest trial card design on next page).

→ **Car-window-edge Cards** to be slipped under weather seal at edge of driver's side window.

→ **Free/discounted Logo/Message-bearing Garment Gifts** (such as Libertarian messaged T-shirts and caps) to over 18's who register LP).

→ **Public Card Handout without poster table** at DMV, Mkt Malls, schools and college campuses, and other high traffic places.

→ **Poster-table kit & Public Card Handout** at DMV, Mkt Malls, schools and college campuses, and other high traffic places.

→ **Poster-table kit & Public card handout kit & Operation Homeless Opinion Survey (Lib'n quiz with visible quiz results chart)** for fairs, festivals, flea markets, and other leisure-oriented places.

→ **Polling members of the general public** (from home phone) periodically to measure what percentage that without prompting, know the name "Libertarian Party" as one of their ballot choices, and also to measure what percentage know that the party's

philosophy is small government, low taxes, and more social and economic freedom. This will provide feedback on whether and how well our publicity and educational efforts are working.

→ **Polling new members of the Libertarian Party, both dues-paying and non-dues-paying** (from home phone) to measure what percentage joined prompted by each of various different outreach and publicity activities of the party in recent months This will provide feedback on how well our different outreach and publicity and educational efforts are getting party growth so we can concentrate on the most time and cost effective ones.

Easiest, Cheapest, And Therefore Highest Priority Ad Method Is Car Signs

Car signs provide free party advertising whenever you're out in traffic. They come in several forms:

1. **"Bumper" stickers** can adhesively or magnetically attach in 1 to 5 minutes on bumpers or other flat areas outside your car. The adhesive type cost about \$1. If you'll use one of them the party will supply it free. They come with one of two types of adhesive - rubber based which removes easily, and acrylic based, which does not. Your author tested several removal solvents and clean removal of acrylic adhesive is easy using of all things, Spray 'N Wash. It foams the adhesive away from the surface so it can be wiped away with a paper towel without spreading and smearing on the adjacent surface area The magnetic type cost about \$5. Adhesive signs can attach to a magnetic sheet that enables easy mounting and unmounting on any steel under surface on your car.

2. **Window signs**, called decals in some forms, can attach adhesively or by static cling, and can use front, back, or side windows and cost about \$1. The back window signs probably attract the most public exposure, but they and front window signs must be

small and avoid certain locations to prevent interfering with driver vision (a 7" x 7" limit is specified in the state vehicle code). The party will design and provide these free when we enough members indicate they want to order them. One possible design for a window sign is shown in the lower left corner of this page. It is like a bumper sticker design by the national LP, except with a web site address, lpty.org/a that will enable measuring the visitor rate caused by it, instead of a phone number (no room for both and experience with LIFE cards on cars has shown that many more people will visit a web site than will call).

3. **Windshield Sun Block Signs** are added to the surface of sun block panels used to keep the sun's rays off the front seats and console and reduce heat inside the car. They have a larger surface than most other car signs, although side back window signs may be large if they don't block a driver's vision of cars to the side. Obviously they are only operative while a car is parked, but if your car is parked a lot by a busy sidewalk , this can be a good way for you to publicize the LP and its principles. If enough members say they already have sun blocks, we may be able to justify making signs of a matching size that can adhesively attach.

OE Cards Give You The Most Bang For Your Time And Your Party's Money

Second priority is Operation Everyone (OE) cards because because passing them takes nearly no time, is pleasant - even enjoyable , you can do it if you choose any day of the year , and they are inexpensive and are compact and easy for recipients to put in purse or pocket for later reading. They are designed with just the essential soundbite level of information needed to inform people who already lean Libertarian that there is a party that has their views, and to give thm the contact information visit our web site to confirm it and to register and/or join the LP. They also will cause others to become curious, and start the journey toward Libertarianism. They are also useful for leaving on cars, but their primary purpose is to enable all Libertarians - thus the Everyone in OE - to be what I call "Micromissionaries" by passing cards to friendlies they meet in their normal daily activities, ideally without having to say more than nothing at all or something like "Hello, here's something you may find interesting." The fact that the OE method doesn't require members to take time away from their normal daily life to go to a booth, table, or other site at some specified day or time, but can be done any day, any time, is why it can be so



Possible window sign design based on bumper sticker from national LP

appealing to our busiest members. The author averages 3 OE or car cards (see later description) per day. That's over 1000 per year. They cost between 2 and 2.5 cent each, depending on quantity. Imagine if every one of our 600+ members did the same we'd have 600,000 cards out to the public at a cost of \$12,000, which isn't far above our present budget. And at 1% of recipients registering Libertarian, we'd double our numbers annually and be a force that couldn't be ignored in 4 to 5 years!

The latest design of the OE card, which is about to be tested is at the right of this page. It has 3 elements:

1. A personalized "Political Landscape Chart" and quiz that lets people see how Libertarian they are.
2. A message loosely approximating the old party policies of high tax (Democrat) and low social freedom (Republican), and citing the media as loving government and therefore not covering the LP, and giving them a to "get our story" from the web or by phone.
3. If they're Libertarian based on element 1 and/or 2 above, the "Re-register as a Libertarian" box gives them an action they can take any day of the week to send an unmistakable message to the old party politicians.

We plan to put 4 of these cards into the next paper version of our newsletter, due out in October. Will you pass yours out and let us know you did, so we can assess the hit rate the new card engenders?

Wear Garment Signs When You'll Be Seen By Many

Garment signs are an easy inexpensive way to advertise when shopping or walking in any busy traffic place where one is seen a lot. They take no time away from your normal pursuits and are reusable, so average cost per use is low. The most common garment signs are on T shirts and sweat shirts - with sign on front, back or both, and on caps - baseball and golf styles. Our

Membership Chair, Roger Ver, demonstrated last year that college students were attracted to register at high rates by the offer of free T-shirts with a Libertarian message. He got 50 registrations in just 5 hours by this method. At the low quantity price he obtained,

Political Landscape Chart

What's your political position?
Answer the questions below and find out!

Find where number of Social Freedoms to which you answer "Mine" and number of Economic Freedoms to which you answer "Govts" cross on the chart. That is your political position.

<p>SOCIAL FREEDOMS</p> <p>Whose decision should it be whether you:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; border-right: 1px solid black; padding-right: 5px;"> <p>Mine</p> <p>Govts</p> </td> <td style="width: 50%; padding-left: 5px;"> <p>Mine</p> <p>Govts</p> </td> </tr> </table> <p>Wear a seatbelt or helmet? Own a gun? Become a soldier? Help a foreign country? Buy sex? Use drugs or cigarettes? Buy adult books or videos Have a baby? School your children at home? Gamble?</p>	<p>Mine</p> <p>Govts</p>	<p>Mine</p> <p>Govts</p>	<p>ECONOMIC FREEDOMS</p> <p>Whose decision should it be whether you:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; border-right: 1px solid black; padding-right: 5px;"> <p>Mine</p> <p>Govts</p> </td> <td style="width: 50%; padding-left: 5px;"> <p>Mine</p> <p>Govts</p> </td> </tr> </table> <p>Run a business in your home? Pay a maid \$3 an hour? Buy a foreign-made product? Hire an unlicensed contractor? Hire an undocumented alien? Save for your retirement? Invest in a risky investment? Use a non-doctor for medical care? Work for \$3.50 an hour? Work on your house with no permit?</p>	<p>Mine</p> <p>Govts</p>	<p>Mine</p> <p>Govts</p>
<p>Mine</p> <p>Govts</p>	<p>Mine</p> <p>Govts</p>				
<p>Mine</p> <p>Govts</p>	<p>Mine</p> <p>Govts</p>				

New Operation Everyone Card - Side 1

THE DEMOCRATS'LL TAX AWAY EVEN MORE OF YOUR MONEY.
THE REPUBLICANS'LL OUTLAW EVEN MORE OF YOUR FREEDOMS.
ONLY THE LIBERTARIANS'LL TRY TO PROTECT ALL YOUR RIGHTS.
BUT THE MEDIA WON'T TELL YOU - THEY LOVE BIG GOVERNMENT.
TO GET OUR STORY, CALL US, OR GO TO THE WEB AT: WWW.LPTY.ORG

IF YOU WANT LIMITED, LESS BURDENSOME GOVERNMENT SOME DAY, **YOU NEED TO LET IT BE KNOWN NOW!** SEND A MESSAGE ALL THE REPUBLICAN POLITICIANS WILL UNDERSTAND:

RE-REGISTER AS A LIBERTARIAN!

CALL 408-243-2711 AND WE'LL HAPPILY MAIL YOU A POSTAGE-FREE REGISTRATION FORM



Libertarian Party of Santa Clara County

Tel: 408-243-2711 Web: www.sc.ca.lp.org

New Operation Everyone Card - Side 2

\$4, and considering the advertising benefit of students wearing these walking ads around campus, this looks like a very attractive way to add new Libertarians who will be voting LP for many years to come.

To capitalize on this method LPSCC members are needed to go to campuses during the day when colleges are in session and recruit students until some Libertarian students are found who will do the job. Also we need to log the names of T-shirt recruits, and compare them with names of registered Libertarians a year or two later to see if they're still there or if it was the lure of freebies and not the LP philosophy that prompted their joining. We may want to ask for a small donation like \$1 to help weed out the uncommitted if a high percentage of dropouts occur.

Caps cost almost the same as T-shirts, and have far less area for a message. But some members won't wear T-shirts, and will wear hats. What's your preference?

Sweat shirts cost considerably more than T-shirts, but are good for winter wear, and probably more members would wear them. Would you?

Public OE Card Handout Is Simple, Easy, And Effective

OE cards were designed for daily personal outreach to friends or friendly strangers without the need to take time away from normal pursuits. But when you have the time, by going to high traffic areas like shopping malls, college campuses, and DMV offices, you can use the OE cards to reach out to 100 strangers per hour! For some such venues, the party will need to provide you with a permit. But in a test at a market mall Longs Drugstore (see picture pg. 6), there was no security guard, and no permit was requested although our full poster-table was setup next to Longs' door. To put shoppers in a receptive mood, you just say "How're you doing today?" or "How are you?" in an upbeat voice, and then hand them a card. In the test, Dan Weisberg, with no prior experience, but using this technique found that at least 60% accepted the card. It's unlikely a brochure would get so many takers. A card is easy to stow in a pocket or purse.

Poster-Table With Card Handout And Registration Forms

Setting up portable table with posters and handing out cards (see example pg. 6) designed for that purpose has two advantages over just card OE card handout. The 3 posters advertise our messages to all passers by, whether card takers or not, and those persuaded can be registered on the spot. However it is more trouble unless you have your own poster table setup. Cost is about \$30 - \$50 for a camper or card table, and \$10 to \$200 for posters, depending on whether they are hand made by tiling or professionally printed. For anyone willing to use one frequently, the cost of a personal poster-table would be money well spent. One day last year at the Santa Clara DMV, Roger Ver registered 13 and handed out 600 cards in just 9 hours! Poster tables can be a serious growth mechanism, and a rewarding experience for you when you sign up new people. If interested, let us know.

Same Plus Political Homeless Opinion Survey And Chart

By adding the "Political Homeless" Opinion Survey (commonly called "the quiz") and putting up an easily visible Nolan Chart with color dots showing where

quiz takers have scored, members of the public are attracted by the activity and chart dot patterns showing relative political views in the Liberal, Libertarian, Conservative, and Authoritarian quadrants. And those willing to take the quiz can be more strongly influenced, causing a small but significant percentage to register LP. This requires substantially more effort by Libertarian volunteer reps - typically at least two are needed at one time. And experience has shown that only at fairs and festivals, when people are in a leisure mood, will significant numbers take the time to do the quiz. In initial tests at the Santa Clara DMV, we had a chart up on an easel, but people were apparently in a hurry, and quiz takers were. So we dropped its use on future tests.

Party Recognition Polling Is Easiest To Do But Requires Interpretation Of Answers

This kind of polling requires only your residential phone book covering a part of our county. An Excel table will be made available to you for asking questions and entering pollees reached and their answers in a consistent format. This will enable statistical analysis and comparison of results between different pollers, and most importantly, to see if there is measurable improvement in future years. Two basic parameters are measured: (1) LP name knowledge sufficient to know the LP exists without prompting; (2) Un prompted knowledge of what the LP stands for - small government, low taxes, and high social AND economic freedom for individuals and, by extensions, organizations. Any comments that approximate these principles are accepted as a positive for (2). If we don't see significant annual improvement in the percentage scoring positive on (1) and (2), we will know that we need to find ways to improve our methods of outreach.

Polling New Libertarians

Amazingly, I've not seen or heard of anyone in the LP polling new Libertarians to find out what they did right to get them to go LP. This is like being a marketing company without market research. It's like flying blind or driving with a dirty windshield. How do you know which kinds of outreach to continue to pursue, or what to try to improve, if you don't know how well what you have been doing is working? New Libertarian polling is pretty easy. I supply you an Excel spread sheet with names and phone numbers of new paid members, a box with dialog to use, and multiple choice answer category cells to check depending on what your told (may require interpretation. Can be done from home phone. It's fun to talk to newcomers!

Will you do it? ■

To find out more about any of the growth tools and methods outlined in this article, please call me at 408-736-5626 and let's discuss the maximum good you can do with a minimum of time and effort. Do it and you'll sleep better knowing you did your part to launch the freedom movement now!

Procrastination doesn't work :-)

Let's talk soon.

Marv

Letter of Resignation from LPC Representative Tom Spielbauer



Thomas Spielbauer
leaves LPSCC Excom

I recently resigned as Region 43 representative to the LPC Executive Committee. The reasons that I have resigned are several. The reason which is at the core of my decision to leave the Excom is that I no longer feel that I can make a difference to the Party at this time, at least in the capacity of a state or local officer.

When I first ran for Excom in 1998, I pledged to make every meeting. I kept that pledge. However, after re-election in January, I missed two meetings in a row. That caused me to reflect, even though I had valid reasons for not having attended.

I stood for the Libertarian Party when I ran for judge this past March. My candidacy helped the Party as I stood for Libertarian principles in a non-partisan race. The media could not summarily dismiss the Libertarian philosophy as it is so wont to do in partisan races. It had to look at Libertarianism, although it concluded in my race that Libertarians do not make good judges.

My campaign in the 2000 primaries took more out of me than I had initially thought. However, it also made me realize how little a number of Libertarians appreciate the individuals who contribute to the party and who truly attempt to make a difference. When Allen Rice wrote his email many months ago and described us as squabbling middle-aged men, he struck a chord. He was right.

During the time I have been with Region 43, I have seen genius and commitment, unlike I have seen in other organizations. I have also seen petty squabbling and petty personal animosities continuously interfere and impede the greater goals which we have declared ourselves as striving to accomplish.

A person who readily comes to mind is our current Chair, Marv Rudin. His commitment, determination to accomplish results, and his intelligence, is phenomenal. Yet, rarely is he recognized for it.

I have a two year old daughter who more and more is wanting daddy to be around. I found myself balancing the time spent away from my daughter and the good that my time and energy rendered to the party, and society as a whole. I felt little was accomplished by the time, energy and talent which I contributed, although I am deeply grateful for those who supported me.

Opportunities for Libertarian greatness abound. All that is needed is for the leadership of our party to be open to it, knowing that the opportunity may not come in the form that they would like it to.

One such opportunity, both to make a bold stand for our principles as well as to stand for one of our very own candidates came in the form of Steve and Michelle Kubby in 1998. I was vocal in saying that we needed to vigorously go to Steve Kubby's defense. The most effective way of accomplishing this, and putting the Libertarian Party on the political map, was to initiate a recall against the District Attorney of Placer County. I was willing to be a co-leader in that effort, and Marv Rudin was willing to seek out potential funding sources. Instead, rather than permitting a preliminary exploration to examine viability, fear and complacency struck, and the LPC created a blue ribbon committee whose function was to put the idea to sleep. I know. I was elected to the blue ribbon committee during its waning days.

Now, almost two years later, we have lost Peter McWilliams. Steve and Michelle Kubby are still facing prosecution. Nothing else has changed. Our inaction, and the justifications for it, certainly has not gained us any kind of political respect.

I mention opportunity in order to exhort future leaders to be open to the future possibilities which will lead to Libertarian growth, and which will surely come. These opportunities generally are disguised by the circumstances in which they come. It takes courage and creativity to face these situations. However, the good news is that we have within our party the talent and genius necessary to effectively utilize these opportunities. We only need to give those with vision the opportunity to lead, and encourage vision within those who currently lead.

I thank you for having given me your trust and confidence in permitting me to serve as your Region 43 representative to the LPC. Jascha Lee will take over the duties of Region 43 representative. He brings a high level of commitment, wisdom and experience to this office. ■

Officers:

Chairman	Marv Rudin	(408) 736-5626	rudin@lpty.org
Vice Chairman	Bill Carr	(408) 507-2300	william_r_carr@yahoo.com
Secretary	James Aven	(408) 436-7992	james@AvenEstate.com
Treasurer	Jon Hugdahl	(650) 965-3744	jon@NoMoreTax.com
Membership	Roger Ver	(408) 313-1853	roger_ver@hotmail.com
Campaign	Ray Strong	(408) 268-8466	hrstrong@hotmail.com
Publicity	Bill Chew	(408) 999-0725	
Fundraising	Frank Groffie	(408) 935-9652	fgroffie@aol.com
Activities	Dana Albrecht	(408) 292-4880	orfeo@morality.virtue.org
Newsletter	Jascha Lee	(831) 471-2551	jascha@sebastian.com
State ExCom Rep	Thomas Spielbauer	(408) 279-3336	thomas@spielbauer.com
Alt ExCom Rep	Jascha Lee	(831) 471-2551	jascha@sebastian.com
Judicial Committee	Paul Rako	Richard Relph	Allen Rice
	paul@rako.com	richard@netgate.net	puffed3@aol.com

Editor's Note:

By mutual agreement between Chair and Newsletter Chair, the Chair will edit electronic editions in Aug., Sept., Nov., Dec., and Newsletter Chair will edit paper editions in Oct. and Jan.

So send articles to one of us or the other depending on the edition you are targeting. Priority on articles is on local party or political happenings, not Libertarian philosophy.

Do you have something to say? Submit an article to the editor!
 scl@lpty.org

651 Princeton Drive, Sunnyvale, CA 94087

For further information, call (408) 736-5626. Or see our web page at <http://www.sc.ca.lp.org>.

This is the publication of the Libertarian Party of Santa Clara County, a non-profit political organization.

THE LIBERTARIAN PARTY



of Santa Clara County

663 South Bernardo Avenue, PMB 107, Sunnyvale CA 94087

Please Print:

Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ E-mail: _____

The Libertarian Party is the party of principle. To assure and affirm that our party never strays from its principles, we request our members to sign the pledge below. (Non-signers cannot vote on party business).

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: _____

Membership Application

- \$25 Basic
- \$100 Sustaining
- \$250 Sponsor
- \$500 Patron
- \$1000 Life

Plus an additional contribution to the LPSCC:

- Monthly pledge
- One-time donation

Total:

Payment Method:

Check payable to:
Libertarian Party of Santa Clara County

VISA or MasterCard (circle one)

Credit Card #: _____

Expiration Date: _____

Cardholder Name: _____

Libertarian Party of California
State Central Committee
Libertarian Party of Santa Clara County
663 South Bernardo Avenue, # 107,
Sunnyvale, CA 94087

Address Service
Requested

NON PROFIT
ORGANIZATION
US POSTAGE PAID
PERMIT NO. 4040
SAN JOSE CA



FREE FOOD!

Libertarian Picnic Sunday, August 20
Noon to 3:00 PM
Mark your calendar!

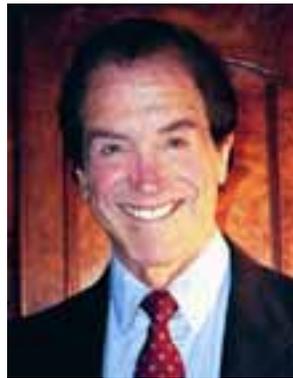
Join us for a Sunday picnic in the park. On August 20th the Libertarian Party of Santa Clara County will host a picnic at Sanborn Park in the foothills above Saratoga. We'll be grilling burgers and hot dogs and serving beer and wine. Come meet your local candidates and fellow libertarians and win liberty-related prizes in

our raffle!

Spouses, family, kids, and non-Libertarians are all welcome. This will be a great chance to introduce your friends to the Libertarian party and to discuss issues among friends.

DIRECTIONS: From Saratoga, proceed 2 miles west on Highway 9 to Sanborn Road. Turn left onto Sanborn Road, traveling 1 mile to the park entrance.

If you would like to attend, please **RSVP** to our website at <http://lpty.org/picnic> or, if you don't have web access, call the Albrechts at **(408) 292-4880**. Directions with a map to Sanborn park are available on the website or via phone. We hope to see you there!



**"PLEASE SPREAD THE WORD
THERE'S A PARTY OFFERING TO
SLASH TAXES AND RESTORE FREE-
DOM. IT'S EASY AND FUN WITH NEW FREE
TOOLS! (SEE ARTICLE INSIDE, pg. 6)
AND YOU CAN SLEEP BETTER KNOWING
YOU'RE DOING YOUR PART TO GET THE FASTER
GROWTH YOUR PARTY SO URGENTLY NEEDS."**

**Marv Rudin
Chair**

