



The Libertarian Volunteer

A newsletter for LP volunteers, activists, officers, candidates, & student organizers
Volume 4 ♦ Issue 2 ♦ July 1993

A new direction for “APC News”

*New name focuses on “the
volunteers who really make the
Libertarian Party work”*

The *APC News* has a new name, a new look, and a new editor – but its mission will remain the same.

“Real-world political knowledge, swapping success stories, up-to-the-minute news – that’s what we’re going to provide,” said new editor Bill Winter, who recently joined the national office as Director of Communications. (See related story on page 3.)

Renamed *The Libertarian Volunteer*, the newsletter will continue to furnish advice, suggestions, and information to LP volunteers, activists, candidates, elected office holders, affiliate

party leaders, and student organizers.

“Libertarian volunteers are the people who really make this party work, so we’ve changed the name of the newsletter to better highlight that fact,” said Winter. “I mean, for every one person who gets paid to work for the Libertarian Party, there are a hundred volunteers struggling and sweating just because of raw dedication. Volunteers are the engine that drives the Libertarian Party.”

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**“The newsletter
will continue to
furnish advice,
suggestions, and
information.”**

What I learned at the Campaigns & Elections seminar

This month I attended the annual training seminar put on by *Campaigns & Elections Magazine* here in Washington, DC. It was an extremely valuable experience. I cannot possibly in a short column do justice to the wealth of information I obtained, but I want to share some overall reactions.

**BY
STUART
REGES**

There has never been a better time in recent history for us to push our candidates and our message.

► The number of voters who identify themselves as independents is over 25%, the highest it has been in over two decades.

► Over 60% of voters believe that the two-party system is a *failure*, that professional politicians are not to be trusted, and that independents can make things better.

► **Over 60% also say they would join a new party that represented their principles.**

Ross Perot obviously tapped into this community of disgruntled voters in 1992. We have some possibility of doing so as well, but we have to understand what these

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**NatCom
taking bids for
'96 Convention**

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**What makes a
good leader?**

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National HQ seeks state party bylaws and constitutions

The National Libertarian Party is currently seeking up-to-date copies of constitutions, bylaws, and rules for all 50 state affiliate parties.

"We are currently updating our state affiliate files at the National Headquarters and have found that we do not have current copies of the constitution/bylaws/rules for most of our state affiliates," said Steve Dasbach, Political Action/Organizing Area Manager. "It is important that we have these on file in the event a legal challenge is mounted against any of our affiliates."

Please send copies of your state's governing documents (constitution/bylaws/rules/etc.) to the national headquarters immediately.

"We would like to have your files updated prior to the national convention in September," said Dasbach.

► *Mail to: Libertarian Party, Attn: Bill Winter, 1528 Pennsylvania Avenue, SE, Washington DC 20003 Or call: (202) 543-1988*



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The Libertarian Volunteer (formerly *APC News*) is a publication of the Libertarian Party and its Political Action/Organizing Area. Its function is to provide proven advice, timely news, political resources, strategic suggestions, and accurate information for Libertarian volunteers at every level. Letters, comments, articles, and suggestions are welcome!

Editor: Bill Winter

Political Action/Organizing Area Manager: Steve Dasbach

Send all correspondence to:

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Campaigns & Elections

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people want. They have a strong anti-Washington sentiment and a decidedly pragmatic approach to politics. They don't care much about ideology, they want practical results. *They want to elect someone who will fix government.*

We as Libertarians tend to think in terms of abolishing rather than fixing government, but if we are willing to present our beliefs in a new way, we have a tremendous opportunity to tap into this pool of voters. I believe our themes should be "making government work again" and "getting back to basics."

Instead of arguing that it is immoral for government to do what it is doing, perhaps we should stress that it is *wasteful and impractical*. To make government work again, we have to eliminate unnecessary regulation, get government out of people's personal lives, and stop subsidizing the few at the expense of the many.

Our message can still be 100% Libertarian, but the unifying theme should be that we have the *pragmatic* solutions to the problems facing society today.

As I attended the various sessions at the seminar, I came to realize just how much is out there that we don't know about politics and the mood of the electorate, and therefore don't make use of.

Perhaps I can elaborate in future articles, but for now let me suggest that anyone who is seriously interested in campaigns should subscribe to *Campaigns & Elections Magazine* and should try to attend one of their regional training sessions later this year.

For more information, call them toll-free at 1-800-888-5767.

► *Stuart Reges is the National Director of the Libertarian Party in Washington DC.*

I believe our themes should be "making government work again" and "getting back to basics."

To everyone who helped APC News: "Thank You!"

BY
STEVE
DASBACH

With this issue, *APC News* is being replaced with a new publication – *The Libertarian Volunteer* – edited by our new Communications Director, Bill Winter (see related article on page 1). I'd like to take a few moments to thank the people that contributed to *APC News* over the past four years.

Thank you to Mary Gingell, whose periodic mailings to state chairs in 1989 led to the founding of *APC News* in January of 1990.

Thank you to Kathleen Richmond, who turned *APC News* into a professional looking newsletter in February, 1991, and handled its evolution into a publication that was sent to all activists, and made my job as editor easy.

Thank you to Nick Dunbar, Marc Montoni, and the entire staff at LPHQ who brought production of *APC News* in-house after Kathleen left.

Thank you to Ron Crickenberger, who took on the responsibility of preparing a campaign issue in the Fall of 1992 (while I was swamped with the Marrou-Lord Campaign) and got Allan Wallace to take over as editor.

Thank you to Allan Wallace, for editing and typesetting the last two issues.

And thank you to everyone who shared their successes with LP activists around the country through *APC News*. Although the name of this newsletter and its editor are changing, LP activists can continue to rely on it to provide how-to information on what works, from people who have actually done it.

After all, taking someone else's idea and achieving success with it is the best "thank you!" of all.

► *Steve Dasbach of Fort Wayne, Indiana, is the Political Action/Organizing Area Manager for the Libertarian Party.*

Bill Winter: "I'll be an ombudsman, problem-solver, and spy" at LP HQ

Former Chair of New Hampshire LP takes over at national office as new Director of Communications

Bill Winter has joined the staff at the national LP headquarters as the new Director of Communications, and said he has three goals when it comes to state parties – "Service, service, service."

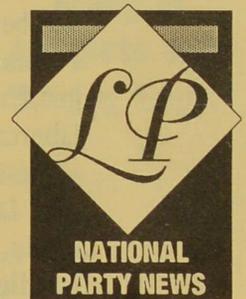
"My job is to do more than just keep in touch with state parties," he said. "My job is to answer questions, provide support, furnish useful information, handle complaints, unplug snags – basically to make sure state parties have the tools they need to succeed."

Winter, the former Chair of the Libertarian Party of New Hampshire, moved to Washington, and started his new job on June 21st. He is adamant that "better communications" with state parties has to be one of his chief priorities.

"I see myself as an ombudsman, a problem-solver, and a spy for state parties at the national headquarters," he said.

A spy? "Sure. I was an activist in New Hampshire for five years; I know what it was

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PHONE RESPONSE

Want more prospects to call your party's phone number? Put an illustration of a telephone next to your number in ads and flyers. Studies show this can *double* your phone response rate.

– TELEPHONE SELLING REPORT

Winter starts at HQ

► CONTINUED FROM PAGE 3

like to deal with the national office. I've had my share of problems with them. I'll admit that even I cursed them a few times!" he laughed. "So state organizations can think of me as their 'spy' in the national party, representing the concerns of ordinary state volunteers and looking out for their best interests."

"It's inevitable that there will be occasional misunderstandings or lapses."

Winter said that as de-facto "ombudsman," he will also try to resolve any conflicts that occur between the state and national organizations. "I've been working with the folks in the national office for a few weeks now," he said. "They're dedicated Libertarians, and hard workers. But it's inevitable that there will be occasional misunderstandings or lapses. I'll make sure we get them solved, so we can get back to our *real business*: making the Libertarian Party more successful."

Besides those tasks, Winter will also edit *The Libertarian Volunteer* newsletter (formerly *APC News*); publish the LP Directory; handle monthly information and prospect packages to state parties; help evaluate affiliate party strengths and resources; and help coordinate national/state LP projects.

In the area of "external communications," Winter will also deal with the media and act as LP liaison with sympathetic groups in Washington.

In his short time in the nation's Capitol, what has Winter noticed as the principle differences between Washington and New Hampshire?

"Well, it's hotter!" he laughed. "And *everything* is taxed. I never really appreciated how great it was to live in a state with no sales or income tax until I moved here. And, oh yeah, skiing prospects look a little bleak here! But it's exciting. I'm glad to be here – I want to start getting things done!"

LP Convention delegate lists due by August 2, 1993

State affiliate parties must submit lists of their delegates to the upcoming LP convention by August 2, 1993 – or run the risk of their delegation being denied recognition.

According to national LP Bylaws, "A list of the names and addresses of all delegates and alternates chosen by each affiliate party shall be sent to the Secretary no later than one month prior to the start of the first general session of the Regular Convention."

Since the first general session is scheduled for September 2, 1993, delegate lists must be in the hands of the Secretary no later than August 1st, 1993.

The Bylaws go on to state: "Amendments to such lists may be made by the affiliate parties until the close of the Credentials Committee meeting preceding the Convention. The number of alternates' names submitted shall not exceed the greater of 50 or the number of delegates allocated."

If alternates are ranked, please include the ranking, and any rules governing the selection and seating of alternates.

What if your state doesn't submit a delegate list by the deadline? "Failure to submit a listing of delegate/alternate names and addresses, as prescribed within these Bylaws, shall cause no delegation to be registered from that affiliate party."

"It's important that you submit your state's list by the deadline *even if it isn't complete*," said the party's announcement. "You can continue to amend the list up to September 1st."

If any state officer or LP member wants a copy of the names and addresses of all elected delegates/alternates, it will be available from the Secretary.

"It's important that you submit your state's list by the deadline even if it isn't complete."

The list may be downloaded from Joe Dehn's BBS (303-972-6575, file area 19) at no charge, or sent by mail upon payment of \$2 for copying and mailing costs (make checks payable to Libertarian Party).

Please send your delegate lists to:

Joseph W. Dehn, III, LNC Secretary, P.O. Box 621015, Littleton, CO 80162-1015

Phone: 303-972-8094. **FAX:** 303-972-4608

CompuServe: 70305,241 **Fidonet:** Joe Dehn on 1:104/418 **MCI Mail:** 106-6052 **BBS:** 303-972-6575 **Internet:** jwd3@dehnbase.fidonet.org. **Submissions by electronic mail or disk (IBM format) are preferred.**

Leverage success to create success!

Need to do a better job "selling" the Libertarian Party? **Start leveraging your track record!**

Too often Libertarians just talk about our "ideas" or "philosophy." That's important, but it creates the impression that we are all theory – *and no results*. Americans tend to be pragmatists; *they want ideas that work*.

So start talking about Libertarian success stories! Do you have a local Libertarian official who helped cut taxes, or implement a school choice program? Has your party helped win an anti-tax referendum? Has any individual LPer helped thwart a censorship effort?

Then publicize it – *as often as you can!* Mention it to the media, put it in your newsletters, write press releases, tout it in brochures. Portray yourself as an *effective, energetic political party that gets things done* – and you will start to be perceived that way. Start showing the public what we stand for by what we *accomplish*, not just what we *say*.

"To fail to exploit your achievements is ominous," wrote Sun Tzu in *The Art of War*, more than 2,000 years ago. **Exploit your achievements** – shout them from the rooftops – and help your party grow!

New "APC News"

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Winter said the newsletter will continue to solicit and share "success stories" from state parties, but will also feature more "expert opinions" culled from trade magazines, newsletters, and seminars.

"We're going to tighten up the editorial focus, and concentrate more on featuring professional-level advice," he said.

"I'm talking inside stuff that the experts know, but we Libertarians don't – whether it is from the political industry, or the business of advertising, direct mail, volunteer management, fund-raising, desktop publishing, or whatever! There is tried-and-tested wisdom out there we better start tapping into if we're going to compete with the big boys."

Winter promised more "how-to" feature stories, as well as a series of short, sensible, pragmatic "Tips" in every issue.

"I want *The Libertarian Volunteer* to be a *practical tool* for success, something that our activists keep as a permanent reference," he said. "And if I'm not accomplishing that, I want to hear about it."

Winter said there is only one way to measure if the newsletter is doing its job correctly: "If Libertarian volunteers tell me it is!"

The Libertarian Volunteer will be published every other month.

► If you have suggestions, advice, story ideas, or comments about *The Libertarian Volunteer*, write:

Libertarian Party, Attn: Bill Winter, 1528 Pennsylvania Avenue, SE, Washington DC 20003. **Or call:** (202) 543-1988 (days.) Winter's home phone number is: (202) 966-6807. **Fax:** (202) 546-6094 **CompuServe:** 76177,2310 **Internet:** lphq@digex.com

"There is tried-and-tested wisdom out there we better start tapping into if we're going to compete with the big boys."

NatCom seeking bids for 1996 LP Convention

Convention Oversight Committee urges all prospective bidders to act as quickly as possible

The LP National Committee is currently soliciting bids for the 1996 Libertarian Party National Convention – the prestigious presidential nominating event that draws party activists and media from all across the country.

The convention is scheduled to run from Tuesday, July 2 to Sunday, July 7th, 1996.

Any groups or individuals who want to bid on the Convention must submit extensive information to the National Committee outlining everything from the city in which it will be held; financial planning, transportation availability, the proposed Convention theme, and plans for speakers.

Minimum space requirements include a convention hall that can hold 750 delegates; at least four other conference rooms which can hold between 40 and 70 people, and suitable, reasonably priced hotel rooms and restaurants.

The complete "Bid Proposal Request" form is available from the LP's Convention Oversight Committee (COC).

"We ask that interested parties submit a bid based on the information requested on the [bid form]," said Dan Karlan, a member of the COC. "We also encourage any additional information that might positively influence the National Committee in their decision."

Bid Proposal Request forms can be requested from Karlan at (201) 444-2846 (h); (201) 818-8900 (o); or on CompuServe at 71214,1714.

Karlan encouraged prospective bidders to respond immediately, because the COC needs

time to evaluate the bids, and plans to make a decision at the NatCom meeting in December, 1993.

One word of caution from Karlan: "Any person or company intent on submitting a bid for convention services for the National LP will be doing so as an independent contractor, not as an agent of the National LP."

A sampling of the kinds of information the COC requests from bidders:

- What city will you hold the Convention in? Why is it a great place?
- What airlines fly into your city?
- What is the proposed theme of the Convention?

➤ What is your suggestion for a keynote speaker? Featured speakers? Panels and workshops?

➤ Will the state or local LP be involved? What is their membership/organization base?

➤ What are your qualifications for running a convention?

➤ How many rooms can be blocked for the Convention? At what cost?

➤ What non-convention activities are available in your city? Shopping and entertainment? Cultural events? Sporting events? Activities for spouses and children?

"What is your suggestion for keynote speaker? Panels and workshops?"

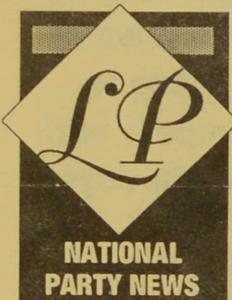


DIRECT MAIL LETTERS

In any direct mail letter – including fund-raising letters – experts say **the P.S. is the most frequently read portion**; many times the part that's read first. *Use it wisely!* Stress again the most important point of your selling message, ideally in such a way that the reader dives back into the letter for more information. Or use it to mention an **important benefit** that overcomes the reader's inertia, and encourages him or her to act.

P.S.: A good postscript can **dramatically increase response** to your fund-raising letter. It is a *powerful* tool – so utilize it right!

—TARGET MARKETING MAGAZINE



What makes a good leader?

Libertarians need to learn the tools of effective leadership

What makes an effective Libertarian leader? The same traits that make a person a leader in business, in politics, and life: Energy, empathy, and a successful vision.

But Libertarian leaders usually have one additional burden that, say, business leaders don't have: The need to work entirely with volunteers. Volunteers can't be *ordered* to work; they can only be *asked and encouraged* to work.

That means that leadership qualities – the ability to forge a bond of trust, respect, and vision – are *especially important* for Libertarians. The degree that local and state LP officials can learn and use the tools of leadership is the degree to which *their parties will succeed*.

What are the building blocks of a good leader?

Energy and excitement: "Leaders get excited about their work, and stimulate their subordinates. That excitement builds strong relationships and high morale throughout the organization," writes Abraham Zaleznik in his book *The Managerial Mystique: Restoring Leadership in Business*.

Empathy and good people skills: "Leaders relate to people in intuitive and empathic ways. For them, empathy is the capacity to take in emotional signals" to help establish a "relationship with an individual," writes Zaleznik.

A successful vision: "Leaders earn respect by originating ideas, suggesting solutions to problems, and translating visions into far-

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Newsletter editor mulls swap and LP "Newswire"

A Libertarian newsletter editor is examining the possibility of setting up a non-profit service to exchange news items, feature stories, publications, and advertising with other LP newsletter editors around the country – and wants to know if there is interest and support for the idea.

Jennifer Palonus, editor of the *Washington Libertarian*, has proposed:

➤ **A Libertarian newswire**, to distribute news stories, columns, filler pieces, and scanned photos to Libertarian publications via a computer bulletin board.

➤ **A nationwide advertising service**, to solicit and place "a page or two" of advertising in all state LP newsletters.

➤ **A newsletter exchange service**, to collect newsletter from all 50 state parties, and then distribute in a monthly packet to newsletter editors and paid subscribers.

"Boy, is it a chore getting good articles month after month," said Palonus, explaining why she may start these programs. "Being an inveterate entrepreneur, I want to start three non-profit services that local party newsletters can draw upon. But before I commit to any of this, I need a sanity check!"

Questions that still need to be answered, said Palonus, include:

➤ Will Libertarian writers be willing to submit articles to a news service for free?

➤ Will states pay a small fee for a newswire?

➤ Would state parties be willing to send out packets of 50-100 newsletters each month?

These ideas are "just brainstorming" at this point, cautioned Palonus, who encouraged interested Libertarians to contact her on CompuServe at 74046,2446. **Or call:** (206) 935-2942. Fax: (206) 935-2464.



"Leaders earn respect by originating ideas, suggesting solutions to problems, and translating visions into far-reaching goals"

Good leadership

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reaching goals," writes Zaleznik. A leader makes "decisions that move a company forward." A leader also *seizes every opening for success*: Leaders have the ability "to perceive opportunity. Leaders carry imagination one step forward by being opportunists."

What other guidelines do successful Libertarian leaders follow?

► **Don't make promises you can't keep.** Your reputation rests on *delivering what you promise*.

► **Never give orders that cannot be carried out.** It just creates failure – and puts volunteers in an embarrassing position.

► **Treat everyone equally.** Failure to do so is a sure way to garner hostility.

► **Listen empathetically.** Hear what volunteers say to you; *what they really mean*;

and what they avoid saying.

► **Support your volunteers;** help them succeed. If you show people how to succeed, you win their gratitude.

Tip!

SETTING GOALS

Want to galvanize your state party? Become a "vision-driven" organization, suggest several Stanford business professors.

What makes a "vision-driven" enterprise?

Two things: They have a "Guiding Philosophy" (a set of core values) and a "bold mission," made up of a BHAG – Big, Hairy, Audacious Goal. The BHAG – *tempered with a sense of realism* – is what "galvanizes an organization."

—SUCCESS MAGAZINE



The Libertarian Volunteer

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Address Correction Requested

FIRST CLASS

