

# Libertarian Strategy Gazette

Volume 5 Number 3

March 2005

## State Chairs Meet

### Libertarian Party State Leadership Alliance Assembles in St. Louis

On January 22-23, 2005, Libertarian Party State Chairs, State Executive Directors, and other interested parties met in the St. Louis Lambert Renaissance, St Louis Missouri. Thanks to Missouri Libertarian Bob Sullentrup we have an extremely extensive report on that event. (Thanks also to Dan Karlan for reviewing Bob Sullentrup's report.)

This report will be particularly interesting to New England readers, because not one New Englander attended the event.

We continue from where we left off in the last issue

#### Direct Mail

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

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

Advantages: 1-time large bump, passive ask  
Disadvantages: 1%-3% response rate

#### Direct Ask

Ask anyone who you have contact with concerning the Libertarian Party

1. Ask for at-least twice as much as you expect to get
  - a. The donor will be flattered that you thought that they could give that much
  - b. You won't get big donations unless you ask for big donations
  - c. Don't be shy we are a political party; people should expect to pay-to-play

Advantages: Uses personal relationships, people are less likely to refuse, 50% response rate

Disadvantages: Takes some practice on your part before you are comfortable with looking someone in the eye and asking for money

[State Chairs Meet] (Continued on page 2)

## Public Policy Questions

### Sending the Legislature a Message

Public policy questions allow voters to give (nonbinding) instructions to their state legislators. The questions appear on the November ballot, when the legislators are elected. Many questions reliably pass overwhelmingly. By putting them on the ballot as LfM questions, we can move policy. By choosing questions that will carry, we can show that we are winners. To put these questions on a ballot, you need 1200 signatures for a State Senate District or 200 signatures for a state representative district. Petition papers are available in April 2006.

Successful questions from the last election included: "Shall the state representative from this district be instructed to vote in favor of legislation requiring that in all separation and divorce proceedings involving minor children, the court shall uphold the fundamental rights of both parents to the shared physical and legal custody of their children and the children's right to maximize their time with each parent, so far as is practical, unless one parent is found unfit or the parents agree otherwise, subject to the requirements of existing child support and abuse prevention laws?" and

"Shall the state senator from this district be instructed to vote in favor of legislation that would allow seriously ill patients, with their doctor's written recommendation, to possess and grow small amounts of marijuana for their personal medical use?"

Public Policy Questions are a positive way for libertarians to bring a debate on libertarian policy issues, with an effort that a small group of people can hope to accomplish. Besides, by putting forth winning questions, we establish that we are winners. The Pioneer Valley Libertarian Association is considering a campaign to put on the a ballot question supporting commercial production of industrial hemp (the plant the Navy uses for rope, and that gave the paper on which the Constitution was first printed), and a ballot question urging reductions in ballot access obstacles.

"Shall the state representative be instructed to introduce and vote for legislation that would establish tax credits for persons and corporations supporting the education of any child in a private, non-sectarian school or home schooling environment?"

"Shall the state representative be instructed to introduce and vote for legislation that would establish a uniform process, that does not establish the customs of any particular religion as to who may marry, for residents of the Commonwealth to join together.

"Shall the state representative be instructed to introduce and vote for legislation that would seek to suppress terrorism by making issuance of Massachusetts gun permits "shall issue" to all legally eligible persons at level "Class A" for "all lawful purposes", upgrade all current gun permits to "Class A" for "all lawful purposes", and to maintain public safety require all public schools to

[Public Policy Questions] (Continued on page 2)

*(Continued from page 1)* [Public Policy Questions]

establish age-appropriate compulsory programs of instruction in safety, use, and care of small arms for all students not disqualified by religion, conscience, or physical, mental, or legal handicap?"

"Shall the state representative be instructed to introduce and vote for legislation that would reduce the sales tax in Massachusetts?"

*(Continued from page 1)* [State Chairs Meet]

### Telephone

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

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

Disadvantages: not face-to-face

### Event Fundraisers

#### Conventions

a. Always make fundraising part of your convention

b. Holiday Fundraiser

c. Summer Cookout

d. Breakfast/Dinner with the Chair or ED

e. Ballgames

Charge at least double your cost for people to attend

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

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

### Things to Remember

1. Dress like you are serious

a. Hobos raise quarters, serious politicians raise thousands

b. Always be upbeat

c. Have a project or a goal

d. ED, state HQ, \$100,000 banked for candidate support, etc.

e. Make fundraising a habit

f. Your goal should be to get at least one new donation every day

Have fun!

### **Supplement – BCRA vs. 527's**

*Sean Haugh*

*While Sean Haugh did not attend the conference, he provided a write-up of the advantages of 527 organizations over BCRA. The text can be found as the next article, beginning on page three.*

### **Libertarian State Leadership Alliance**

The group addressed several issues facing the group.

### *Location of the 2006 LSLA Conference*

Five cities were nominated to host the 2006 conference: Reno, Phoenix, NYC, Orlando and Birmingham. Phoenix with its warm weather climate and western location was selected as the site. This will be the first time this group has met further west than Houston or St. Louis. George Squyres will be the local coordinator. With the Super Bowl in 2006 being on February 5, George is considering either the weekend before or after that date. By Arizona law, the state convention must be in January, offering the possibility for a joint event which would increase participation and possibly lower costs if not risk.

### *Membership*

After some discussion concerning eligibility for membership in the LSLA, the group ultimately reduced the matter to a moot point. The group considered making state officers and EDs eligible for membership. That alone would bypass county chairs or others waiting in the wings or being groomed for state leadership. Pat Dixon called for a show of support for the idea of formalizing the organization with by-laws and membership eligibility standards. The silence was amusing. Accordingly, since the group has not formalized its procedures via bylaws, the group effectively took a pass on defining membership qualifications.

### *LSLA Leadership*

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

- Pat Dixon will become the new chair, replacing Ray Ledford

- Jeremy Kiel will become the new treasurer, replacing Chuck Williams

- George Squyres will become the meeting organizer for 2006 meeting in Phoenix

- Chuck Williams, the former treasurer, will stay on as a committee member to provide continuity

- Bob Sullentrup, the meeting organizer for 2005, will stay on as a committee member to provide

Doug Klippel was named to represent the group with Dan Karlan's Strategy 5 work

### *Web presence*

The group benefited from Gerhardt Langguth's offer to make available [www.statechairs.org](http://www.statechairs.org) to the group. The group endorsed Gerhardt's recommendation to continue the registration.

### **Errors and Omissions**

These are the notes as I took them at the St. Louis Libertarian State Leadership Alliance Conference, embellished for readability and submitted to others for review. If you spot an omission, a lack of emphasis, or other error, contact me at:

Bob Sullentrup  
140 Hunters Ridge  
St. Charles, MO 63301-0427

## 527s: The Future of Libertarian Politics

by Sean Haugh

Executive Director, Libertarian Party of NC

The federal government, in their zeal for campaign finance reform, have given Libertarians a great gift. Quite simply, they have created the framework for a decentralized way of campaigning, a system perfectly suited to our way of doing politics.

From the Libertarian perspective, it was easy to predict that so-called campaign finance reform would not succeed in banning anything. People would simply find new creative ways to raise the money to do whatever they wanted anyway. And indeed this has come to pass. In the last election, we saw this new form of politics in action. It is the 527.

This kind of organization is also the answer to many of the ugly internal squabbles over what the party should be doing. In the past, frankly we have expected the Libertarian National Committee and our state parties to do everything, which is way too much. The LNC is realizing that they simply cannot do it all and is making hard choices, leaving some essential activities such as ballot access and campus organizing to fend for themselves.

Now if the expectation that the party will do everything was reasonable, we could say that they are turning their backs on core responsibilities. But if there was ever a "do it yourself" political philosophy, it is Libertarianism. The reasonable thing to do, when you see something that needs to be done, is not to argue that somebody else ought to do it. It would be better for everyone concerned if you just went out and did it yourself. Start a 527.

What is a 527? The name comes from a section of IRS code which allows political groups to act like charitable nonprofits and engage in "educational" political activities tax-free. Unlike a political party, you can raise and spend unlimited money from nearly unlimited sources.

Believe it or not, in this area the IRS is much less of a micro-manager than the FEC. The FEC has a great interest in controlling all phases of operations, while all the IRS cares about is if you are paying the taxes you owe. And since most every political activity is exempt, that amount would almost certainly be zero. How you collect your income and what you do with it is of very little concern to them.

As long as you are not directly advocating the election or defeat of a particular candidate within 60 days of an election, you can do anything you want as a 527. Even that restriction has significant loopholes and the rest is under direct challenge in court. Reading the IRS regulations on 527s is worthwhile, if only to glean certain entertaining tidbits. For example, as a 527 it is explicitly stated that you can:

- Pay the candidate a salary;

- Cover the candidate's spouse's expenses;
- Throw the election night party; and, even,

Pay the campaign's debt after the election.

The only organizations from which you cannot take funds are federal political committees. But unlike political committees, you can accept money from corporations, unions, and other entities otherwise prohibited from direct political support.

The reporting requirements are easier as well. With the FEC, if your committee raises or spends over \$5,000 you must start filing detailed disclosure reports. State laws usually place an even lower threshold for state level political committees. With the IRS, that threshold is \$50,000. Similarly, you must report to the FEC information on donors who give over \$200, while the IRS sets this bar at \$500. Best of all, while there are strict limits on how much an individual can give to a candidate (\$2,000) or a party (\$25,000), there are no such limits on donations to 527s.

One need only look to [www.MoveOn.org](http://www.MoveOn.org) to see the power of this new way of doing politics. If you spent any time at the polls on election day, you probably saw some of their "election protection" volunteers, monitoring the process and running one of the most elaborate traditional "get out the vote" efforts ever conducted. They have entered the lobby-

**Be yourname@4liberty.net**  
**NOW ONLY \$14/**  
**MONTH**  
**TO LIBERTARIANS**  
**www.excell.net**  
**Providers of Internet Services**  
[http://excell.net/excellnet\\_national-dialups.htm](http://excell.net/excellnet_national-dialups.htm)  
**Dialup in most states and Canada.**  
**\$14.00 per month special rate**  
**Libertarian Owned!**  
**Libertarian Operated!**  
**Supporters of the**  
**Pioneer Valley Libertarian Association!**  
**National Dialup Service**  
[excell.net/excellnet\\_national-dialups.htm](http://excell.net/excellnet_national-dialups.htm)  
**Available in most states and some in**  
**Canada. \$14 per month to**  
**Libertarians.**

ing arena with great success as well. They have brought people together with house parties and meet-ups. MoveOn is far more than a website. They have created and organized whole communities of people. Lots of people.

While it retains the veneer of independence, it is deliberately establishing itself as a wing of the Democratic Party. By doing so, it is now in a position after a very short amount of time to take ownership of their party. A recent article on CNN [<http://www.cnn.com/2004/ALLPOLITICS/12/09/democrats.critics.ap/>] gives a great rundown on how Move On has openly challenged the Democratic Party leadership with the bold declaration, "we bought it, we own it."

It used to be that Libertarians dominated the Internet. Those days are long past. Groups such as MoveOn have left us in the dust, harnessing the web as the new dominant tool for political organization. We would do well to study and follow their example.

There are two groups within the Libertarian Party which have gotten the message, Freedom Ballot Access and DownsizeDC. Several other Libertarians are catching on and are busy launching their own independent groups designed to elect Libertarians and change public policy in a Libertarian direction.

Freedom Ballot Access [[www.freedomballotaccess.org](http://www.freedomballotaccess.org)] was founded by George Phillies, Richard Winger, Lee Wrights, and myself. Our mission is to change ballot access law and engage in other activities which will allow more people and parties to contest elections. Although we are all Libertarians, and our primary interest is in helping the Libertarian Party, most of what we expect to do long term is of benefit to all third parties and independent candidates. We can and will help non-Libertarian groups and thus retain a purely independent face.

Since advertising is not part of our mission, we can do pretty much anything we want. During the last election, we were able to raise over \$18,000 in a very short amount of time, which we were able to give directly to state parties conducting ballot drives. While we could not take orders from the Badnarik campaign or the Libertarian Party, we could communicate with them to learn where we could be most effective. We could also call the list of maxed out donors to the Badnarik campaign (which they graciously provided) to allow these wonderful people the opportunity to help the campaign even more.

This was well beyond our expectations. When we started in May, we thought we were building towards the future and would have little to no impact on the 2004 elections. Yet we were instrumental in helping six states gain ballot access for the Libertarian Party and able to assist in another half dozen efforts. The simplicity and power of 527 organization made it possible for us to do so much so quickly.

Downsize DC [[www.downsizedc.org](http://www.downsizedc.org)] was started by Jim Babka and Harry Browne as the next step in their activism

after Harry's two runs at the Presidency. They were present at the birth of the 527 in modern politics and saw their power first hand. Their group has chosen federal lobbying as its niche, but like MoveOn if they are successful they are primed to grow into other areas of mobilization.

The power of the Internet is no substitute for the more traditional forms of political organization. Just the opposite, it is a powerful tool completely in the service of those who want to mobilize an army of bodies, whether to drive people to the polls en masse or convince our elected representatives, bureaucrats, and the media that they still answer to us. Babka and Browne get it. The growth and success of DownsizeDC will be defined by the number of people they can identify and motivate to engage in Libertarian activism.

Here as well, they know they can work with and recruit people who are not Libertarians to do Libertarian work. A web-search on "DownsizeDC" will quickly bring up plenty of examples of their campaign against the FCC's new indecency regulations being talked up on non-Libertarian websites. Again, in a very short amount of time this tool has allowed them to already show tangible results at comparatively little cost. (An excellent article by Babka which goes into more detail on this point can be found at <http://www.libertarian.to/NewsDta/templates/news1.php?art=art783>.)

So, although lobbying is core political activity, the national party doesn't have to worry about it as long as DownsizeDC and similar groups rise up to do that work. Similarly, one sign that Freedom Ballot Access has achieved its desired level of success will be when the LNC no longer has to debate whether or not they will support state petition drives.

In fact, in the current legal framework, the only things the party has to do is recruit candidates, put them on the ballot, and make the party name mean something which causes people want to vote for them. And as we have seen with the L Factor group out in Arizona [<http://www.thefactor.org/>], even some of that can be farmed out too. It would be great if our national and state parties do more than that, but it would be greater still if they had help.

Starting your own 527 is about the simplest thing in the world. The IRS website is not all that difficult to navigate. Start with this page: <http://www.irs.gov/charities/political/index.html>. That will give you quick links to all the basics. You have to obtain an Employer Identification Number (EIN) by filling out form SS 4 (your own social security number won't do) and file an initial notice with form 8871. After that you send in form 8453-X so you can file your reports electronically. You use form 8872 to file your quarterly reports if you go over the \$50,000 threshold, and form 990 annually if you go over \$25,000. Then there's an annual tax return.

That's it. It may sound like a lot on the surface, but these forms are written in plainer English, are far less detailed, and need to be filed less frequently than FEC forms. Another pleasant contrast is that as long as your papers are in order these regulators hardly give a damn what you do. (The fact

that I am on a first name basis with many people at the FEC and none with the IRS is telling.) All of these forms can be found easily using the above link. Strangely enough, the only one that you can't file over the web is the one that allows you to file electronically.

That's the end of the nuts and bolts. What you do with them is totally up to you. Anything and everything you can imagine under the rubric of doing politics is something that can be done as a 527. All you need to start creating an effective or even dominant political organization is an idea, a computer, a phone, and your own ambition.

It is essential to realize that party committees and 527s are not competing groups within the Libertarian Party. We must work together closely and harmoniously to achieve our common goals. Instead of seeing each other as appealing to the same donors or competing for the same glory, we would be better served realizing that our success is success for everyone, and that success we make possible for others is success for us.

Of course, if that doesn't work, there's always the Democrats' ugly example. If you feel the party is failing us don't complain, just start a 527.

## How One State Party Advanced

**Indiana's Pathway to Success  
Libertarian Party State Leadership Alliance  
January 22-23, 2005  
Mark W. Rutherford, Chairman  
Libertarian Party of Indiana**

The Libertarian Party of Indiana has become a part of the political process in Indiana. Among the many things marking this achievement is the following nonexclusive list of accomplishments since 1999:

- a. Our leaders are known in media and political circles (our birthdays get mentioned in the Indianapolis Star!);
- b. Government election officials know we exist and include us in the process automatically;
- c. Press hits have gone from infrequent mentions at election time to now daily mentions statewide and scores of daily mentions during the election season;
- d. Our candidates are included in debates (and when it was attempted to exclude our gubernatorial candidate in 2004 – the media and public howled in protest);
- e. We have started electing Libertarians in partisan elections to smaller, local offices, including City Council, Town Judge, Township Advisory Board and City Clerk. Numerous Libertarians have been appointed to Zoning Boards and advisory boards;
- f. Raw vote totals have improved;
- g. Candidates are run statewide and have grown from around 50 in number a cycle to around 100 - 150 in number a cycle;
- h. The LPIN has a paid staff;
- i. Nominations for our top of ticket state races have become contested at our state conventions – greatly improving the

- strength and organization of the eventual nominee;
- j. County affiliates have been organized in almost 40 counties (out of 92);
- k. The LPIN was even lampooned in an Indianapolis Star's "tongue in cheek" list of monthly predictions for 2005 (others lampooned included Governor Daniels, Indianapolis Mayor Peterson and the Indianapolis 500 – pretty good company);
- l. Most importantly, we are now much more likely to be taken seriously because we focus on local issues and practical libertarian-oriented solutions.

### I. Secured Ballot Access in 1994

The LPIN ran an excellent candidate with good name recognition. The candidate was known in his profession (law), an excellent speaker, well versed in issues, as well as dedicated and willing to raise money. The LPIN ran a good PR campaign on the benefits of a third party and the fairness of choice. The LPIN expended energy and money on the race including widespread radio commercials across the state. The candidate was totally devoted to campaign activities after Labor Day.

### II. The LPIN immediately took advantage of ballot access by running as many candidates as possible in the next election years of 1995 and 1996.

### III. The LPIN retained ballot access in 1998 by running the same excellent candidate and hiring its first state party employee.

The LPIN wanted to be a good steward of national's generous money and support to get our ballot access candidate on the ballot in 1994. Many of us worked hard to remain self-sufficient and keep ballot access in 1998. Those of us working on the ballot access campaign in 1998 wanted us to grow and be truly self-sufficient.

It was important for the LPIN to stand on its own in order to become a political force. Due to the work of many dedicated LPIN'ers– we haven't needed national's support for ballot access since 1994.

We also used the UMP payment instituted around this time to hire our first employee. It is my opinion that the relatively rapid growth and influence of the LPIN is tied to the LPIN taking a very daring action and hiring our first employee.

### IV. The 1999 State Convention promulgated bylaws with an emphasis on a reorganized Central Committee based on four officers and representative from each of the Congressional Districts; and emphasis on affiliation of county parties with minimal standards.

### V. Central Office

Since 1998, the LPIN has had at least one employee, usually full-time. This freed the volunteers from lots of administrative tasks. It also allowed the LPIN to immediately respond to political events.

Currently, the Central Office is being reorganized, with the State Chair taking more of a daily role in management of the office. This has allowed for Brad Klopfenstein to be more narrowly focused on political matters (including candidate recruitment, lobbying, press relations and affiliate support and organization).

Justin Kempf was brought on board to work on development (fundraising, membership and other activities to expand the base of supporters of the LPIN).

The LPIN has established a relationship with law firm of Laudig George Rutherford & Sipes to handle some administrative tasks, such as mail, photocopying, minor bookkeeping, etc.

## VI. Organize Affiliates

Since 1999, there has been an aggressive outreach to organizing county affiliates. Almost 40 of 92 counties have been organized. Much like sorority or fraternity chapters, some run better than others, some have to be temporarily closed down, etc. The result though has been several counties running at the highest levels ever, and many more counties running at lesser levels, but far superior than the LPIN's best county affiliate in 1999.

## VII. Concentrate on the Political (Elect Libertarians from the Big Tent)

United States Vice President Thomas Marshall claimed that he learned all about how to survive in politics by growing up in Indiana, especially his time at Wabash College. This is very true. Indiana has a very natural political climate – it is a democratic political culture, based on ideas and not great men, and practiced from Kindergarten onwards.

Thus, supper clubs, email chat lists, discussion groups, etc. have not taken as great a hold in the LPIN as in some areas. They are not promoted or supported as a part of the LPIN. While these are all valuable to the overall libertarian movement, the LPIN has developed a very strong culture of political action, and focusing on its specific mission – running candidates in order to get them elected to political office.

There also is an emphasis on being a “big tent” political party for Libertarians who hold a substantial overlap in common libertarian beliefs. In the mid-1990's influential Indiana Libertarians put aside minor Libertarian differences and started to advocate being a “big tent” party. They spoke to internal and external groups about being a “big tent” party of all libertarians. They spoke of the need for all libertarians to become political active, and to accept as Libertarians those who held substantial common ground with the party, although they might differ in belief on one or two issues (such as the Drug War, Gun Control, Social Security, etc.)

It was also noticed that Libertarians in Indiana became more “libertarian” the longer they were active. Thus, someone who was generally libertarian in thought, but an advocate of the Drug War, was slowly convinced of the destructiveness of the Drug War **by being active and involved in the LPIN.**

If a “test” had been required of this person before they became a member, they would never have been accepted and probably

would have remained a drug warrior for many years to come.

**VIII. 1994 Society** This monthly credit card pledge program was unveiled at the 1999 state convention and has become very successful. Currently it produces over \$3000 a month in revenue from approximately 85 contributors.

## IX. Press and Governmental Relationships

In 2001, Brad Klopfenstein, the LPIN Executive Director and Mark Rutherford, state chairman, joined the Indianapolis Press Club. Currently, Brad Klopfenstein is president of the organization.

Efforts have been made to get to know the media, print, radio and television. If they know you, they will report on you. And if they like you, it might even sometimes be favorable. Regular press releases are sent to the press.

The test of this came in October 2004 when the R's and D's attempted to exclude the LPIN candidate for governor from the debates. Within minutes, media was contacted across the state from the personal rolodexes of our activists, and a television news interview was broadcast that evening. The next morning, the exclusion of the candidate was the topic of the press, including talk radio in Indianapolis.

Also, an independent group has been encouraged– the Libertarian Writer's Bureau. While not officially a part of the LPIN, its contributors are all activists in the LPIN. Weekly Op/Eds are sent on Libertarian topics. The press hits on this are numerous and often include major Indiana papers. The most recent one was a couple of weeks ago in the South Bend Tribune.

In 2000, the LPIN was at odds with all government agencies in which it was in contact – the Indiana Election Commission, County Clerks, etc. Our reputation was “sue first – let the judge sort it out”. A lot of our time was taken by lawsuits and fights with government – no one would give an inch.

This was slowly changed in 2000 with Brad Klopfenstein making a concerted effort to work out problems first (and usually problems were worked out to the LPIN's benefit). A lawsuit became a last resort instead of a first resort. Now the LPIN spends very little time fighting government agencies that regulate elections because of this change of philosophy – yet is gored less frequently by the government ox. This also includes the LPIN advocating compliance with campaign finance laws that weren't overly burdensome based on our evaluation of priorities. Too much time was spent by the LPIN with fighting the government over trivial campaign finance forms and compliance so that the truly important issues worth fighting over were lost in the minutia.

## X. Candidate Recruitment

### Y.

This has continually improved and evolved. If you have ballot access and you're a political party, the public ex-

pects you to run candidates – so do so. It is no longer a rarity for a Libertarian to be on the ballot in Indiana. In many areas of Indiana it is expected and commonplace. At first, efforts were made to find candidates, including paper candidates. Now that people are used to seeing Libertarian on the ballots, the effort is to recruit candidates who will run to win, at the sacrifice of total number of candidates.

**XI. Training** A yearly County Chairs conference was instituted in 2000 in which training of county leaders is undertaken.

**XII. Communications** Press releases are routine. Communications with members of the press is now routine. The LPIN and affiliates have become quite good with radio commercials. The LPIN is venturing into cable this winter and spring with targeted cable TV advertising aimed at branding the LPIN as a credible entity and expanding our support base.

**XIII. Round Pegs in Round Holes** Too often, activists were placed in a position because they were available, not because they had the attributes for the job or position. Great efforts have been undertaken to put the right person in the right job. This has resulted in a much more effectual leadership at the state and county levels. This also applies to candidates. Some people are good candidates but poor campaign managers, etc. Others are best at writing letters to the editors, but make miserable candidates. Thus, we're trying to get people in the positions best suited for them and put our activists in the position that suits them best.

**XIV. Distribution of Duties and Responsibilities (Division of Labor)** County Organizations take care of county problems, issues and local candidates. They make their own decisions. There is very little top down interference other than meeting the minimum requirements of the bylaws.

The State Party recruits state officers, polices the minimal requirements of the bylaws and nominates state candidates. The LPIN concentrates on affiliate support, candidate recruitment, and expanding the base of support. It also provides leadership with ideas – but never demands – only leads by example.

**XV. Long Term Planning** In 2000 long term planning was institutionalized. Once a year it is topic of a Central Committee meeting. Recruiting for 2006 candidates began in 2004.

**XVI. Short Term Planning for 2005**

- \* Expand base of support to enlarge contributor and activist support bases;
- \*Start to recruit 194 candidates for 2006;
- \*Reorganize weak county affiliates and affiliate previously unaffiliated counties;
- \*Reorganize state headquarters to become more effective;
- \*Lobby the 2005 state legislature on election law and small business issues.

**XVII. Small Business Initiative**

The LPIN started advocating the Small Business Initiative in 2002. The Small Business Initiative is an effort to make the small business community a constituency that is served by the LPIN and in which small business and the public sees the LPIN

as the political party that serves small business. The LPIN advocates the initiative by example and leadership. It is not mandated on the county affiliates – who should know their county better than the state – and can make decisions on the best strategies. However, the LPIN's leadership in this area allows counties to see the program and decide if it will work for them. It also gives them another option in their arsenal

**XVIII. Ownership** This is the internal cultural issue the LPIN is currently attacking. We still have too many people who say, "you oughta do (fill in the blank)" yet don't contribute. Efforts are being undertaken to educate our leadership and members that if they don't do it, it won't get done. The "Buck Stops Here" applies to State leaders, county leaders and members. We're all responsible for the success of the LPIN – it is not anyone else's problem but our own to be successful. If we don't act like the owners of the LPIN, then we won't be successful.

**Small Business Initiative**

Libertarian Party State Leadership Alliance

The Small Business Initiative developed out of the efforts and vision of Mark Schreiber, former Marketing Director for the National Party. He proposed small business as a possible constituency, out of many, for us to reach. While we have many possible constituencies, we are barely large enough to handle one, if that many. Thus, we should concentrate our efforts and go after one constituency at a time. He proposed three critical questions to be answered:

**Know who you are:** Libertarians are principled individuals, who are self-reliant, and who have reluctantly entered into the political arena in order to restore liberty and our American values.

**Know why you exist:** "To move public policy in a Libertarian direction, by building a political party that elects Libertarians to public office."

**Know who you serve:** "Constituency: a clearly defined group of people who can self-identify and who are easily classified as a member of a group with homogenous characteristics, who have a vested interest, and lend credibility to the successful accomplishment of the organizations goals."

Schreiber also made the following case for the small business owner as a core constituency:

**Small Business mirrors who we are.** The small business owner is a very good fit with who we are. They are principled, independent, and self-reliant. Many of our best activists are small business owners.

**Small business is well liked and respected and has no negatives.** Small business is America. Norman Rockwell has turned the small business into an American icon. They contrast sharply to big business when it comes to being liked.

**As a group, small business is large enough and important enough, to be meaningful.** There are millions of small business owners in America and they account for over half of all

jobs in America. The NFIB, a lobbyist organization, alone represents 600,000 small business people.

**Small business does not have a champion in the political arena:** The small businessperson feels politically homeless. Even lobbyist like the Chamber of Commerce has abandoned them. The Republicans have chosen big business; the Democrats have chosen labor, leaving the small businessperson without a champion.

**Small business should have an inherent understanding that our success is beneficial to them:** Free markets are the battle cry of small business and the LP. Less regulations, freedom to choose how they run their business is inherently Libertarian and pro small business.

**Small business will bring credibility to the LP:** Small business is inherently credible. No one survives for long as a small business without having successfully served a core constituency of his or her own.

**Small business affords us an opportunity to address “our” issues on their behalf, or from “their” point of view, or ideally both without alienating non-constituencies.** Our positions on; taxes, regulations, individual liberty, social engineering, free trade, immigration, social security, foreign policy, drug prohibition, healthcare, environmental regulations, and gun rights are all easily presented as a benefit to small business. We also, can cast our messages from the point of view of: men, women, gays, im-

migrants, ethnic minorities, and the poor. All these sub constituencies have validated that owning your own small business can have profound positive benefits to the individual and to their community.

**Small business brings a base level of support in the form of money, talent and influence to our party and its candidates:** Our best activists and supporters are often small business owners. They have the money, influence, and the other intangibles necessary to enhance our candidates and ensure victory on Election Day.

### Indiana’s Implementation of the Small Business Initiative

1. Literature: Small Business Brochure
2. Television: Cable
3. Reach out to Small Business groups
  - a. NFIB or National Federation of Independent Business – Its National Web Site Links to the Colorado, Indiana, Missouri, North Carolina, Washington State and National LP web sites as well as the Advocates for Self Government site
4. One on One contact: Visit Small Businesses
5. Small Business Advisory Group
6. Rent Display Booths at Small Business Expositions
7. Run Small Business Owners as Candidates
8. Work to Get Small Business Owners Appointed to Boards
9. Recruit Small Business Owners to become LPIN Officers, etc.
10. Lobby Indiana Legislature on Small Business Issues

Let Freedom Ring  
c/o George Phillies  
87-6 Park Avenue  
Worcester MA 01605