

# Let Freedom Ring!

Volume 6 Number 3

Available electronically at [www.cmlc.org/cmlc/pubs.htm](http://www.cmlc.org/cmlc/pubs.htm)

March 2004

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Let Freedom Ring!/Libertarian Strategy Gazette are edited and published by George Phillie, 87-6 Park Avenue, Worcester MA 01605, who is solely responsible for the contents, for the Pioneer Valley Libertarian Association ([www.pvla.net](http://www.pvla.net)) and others. Subscriptions are available from the PVLA, c/o Carol McMahon, 221 Bumstead Road, Monson MA for \$15/year to Activists, \$20/year to others. Checks payable "PVLA", please.

## LNC Meets

February 21-22, 2003

by Sean Haugh

For Sean Haugh's full report, read Liberty for All! <http://www.libertyforall.net>

### 1) SPT Review

We reviewed the Strategic Plan (SPT) <http://www.dehnbase.org/lpus/library/spt/>. We only examined Strategies for which either the LNC and/or our national office staff have some responsibility to accomplish. Strategies which are the responsibility of the state and local affiliates, and those aspects of the Strategies before us which belong to them, were not on the table. The votes we took reflect what we think the national LP should be doing right now, with our current resources. It is no reflection on what we think should be done long-term, nor does it show how popular the various Strategies are with us overall. Just because any particular Strategy might not rate highly today does not mean it will be abandoned.

We first considered the LNC related Strategies. They are:

[LNC Meeting Report] (Continued on page 2)

## State Party Finances Still Challenging

As reported in the last issue, the Massachusetts Libertarian Party State Committee canceled its planned state convention, thus cutting the bill from a minimum of \$17,000 to a maximum of \$8500, of which \$1000 has already been paid. In our last issue, we reported that the state party had \$ 8050 cash on hand, owed \$ 4511 to distinguished Party members, at its January meeting gave \$4750 to Mr. Cloud's Senate campaign, and owes up to \$7500 to the convention hotel, for a potential debt of \$8710. We left a number out. The State Party also has *unfunded liabilities*, namely the LPMA has 500 members (and falling), who cost us over \$1/month each to service, potentially balanced by UMP payments from the National Party of \$1/ member/month, plus an additional microshare of donations adequate to cover the gap—at the moment.

The State Party Executive Committee was supposed to select a new meeting site. It has not met since the State Committee meeting reported in our last issue. At last report, no decision has been made. By the time you read this the Regular members of the new State Committee will have been elected.

## Elections and Money

In the Wisconsin Primary, State totals show Badnarik 1,497; Nolan 1,488. Russo entered the campaign too late for ballot access. Badnarik got 104 votes in Manitowoc County and Nolan only got 29 there, so that was decisive. The two counties that were carried by Thompson in November 2002, Juneau and Monroe, were also both carried by Badnarik, 30-13 and 57-40. This is written four days before the Massachusetts and California primaries, on which more next issue.

To complete our reports on expenditures of the Presidential candidates, for the quarter ending 12/31/2003 the Nolan campaign raised \$15072 and spent \$13301. Most of this money went for travel reimbursements. One person received \$656 for Campaign Support Services; the LNC received \$1365 for advertising. There were modest charges for credit card processing, web site design. and the like.

## Candidates Launch Campaigns

PVLA Member Carol McMahon has begun the signature drive for her State Senate Campaign. She is running the the Worcester Franklin Hampden Hampshire District, which extends from Rhode Island to New Hampshire. She needs three hundred valid signatures,

PVLA Members Patty and Stan Shaw write that they are working with a local group (including building their website) to improve civic government in Wilbraham, Massachusetts. The group is very libertarian in nature: [concernedcitizensofwilbraham.org/](http://concernedcitizensofwilbraham.org/)

PVLA Member Robert Underwood [rjunderwood2000@yahoo.com](mailto:rjunderwood2000@yahoo.com) writes that he has taken out nomination papers for the 9th Hampden House District. He needs 150 valid signatures and is working door to door. A Libertarian is running for State Rep in Hampden 12th. Daniel Dunn of Arlington is running for State Representative.

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(Continued from page 1) [LNC Meeting Outcomes]

S3) Redevelop the Libertarian Party platform, presenting both direction and destination, with an eye toward electoral success without compromising core beliefs.

S5) Define and codify relationships between (and expectations among) national, state, local, and campus Libertarian Party organizations.

S11) Increase the commitment of those already within the Libertarian Party's support base.

S14) Develop and implement an internal program of ideological education.

S19) Develop an awareness that success requires adequate resources of all sorts.

S20) Motivate the Libertarian Party support base to increase activism by recognizing and rewarding both effort and success, and by making involvement in the Libertarian Party an enjoyable, positive experience.

S21) Track the performance of core and critical activities in the national Libertarian Party organization; encourage and support the national party in creating and executing plans to improve performance.

First, we took a preference poll, rating each Strategy from one to five, 1 being strong agreement and 5 being strong disagreement, from the perspective of the framing question above. We used these votes to sort the Strategies into categories A and B. We then went on to prioritize the A Strategies. The "B" list apparently stands for back burner, so we can focus our limited resources on the most vital tactics.

The first votes came out like so, in order of preference:

S3 (platform): 1.07

S20 (reward and recognize): 1.4

S21 (track national performance): 1.4

S19 (resource awareness): 1.73

S5 (define relationships): 2.07

S11 (increase internal commitment): 2.2

S14 (internal education): 3.0

After revotes, S14 and S11 were moved to the B list. We then ranked the remaining strategies in order of importance, from 1 to 5. That came out: S3 (platform): 1.53; S20 (reward and recognize): 2.93; S21 (track national performance): 3.13; S5 (define relationships): 3.6; S19 (resource awareness): 3.8

The Platform reformatting project should be ready in time for the Atlanta convention, which means that our top priority here is already nearing completion, at least of its first stage.

Ideas for increasing recognition of effort and success, and for making the LP a more fun place to be, include tracking the number of awards given out, the number of affiliates who bestow awards, and spreading details of where states have instituted ongoing recognition programs. We could also give out a lot of pins for various kinds of support and achievement. (Hey, don't laugh, I like pins. Pins are great.)

Tracking the performance of the national party's operations is the main duty of the LNC. We have made a lot of progress in improving the clarity and accuracy of our reports, but there still is some work left to be done there.

Defining the relationships between the affiliates includes stuff like the long rumored UMP contracts. These draft contracts have been developed and I see no reason why they can't be presented to the states as soon as other database conversion issues are resolved (see below).

The main subtext of developing awareness of the need for a variety of resources is getting the message out that there is no magic bullet. No one tactic is going to heroically catapult us and our ideas into prominence. It's going to take a lot of hard work in all kinds of areas. As the LNC, our role is to communicate this clearly, mostly by disseminating best practices that arise in the states, and by setting a positive example at the national level.

And although increasing the level of support from those who are already with us made the B list, this does not diminish our responsibility as board members to encourage our members to give more time, money, and effort to the party.

Next we turned to the Strategies for which the national office staff has responsibility:

S1) Define, develop, and promote the LP brand.

S2) Develop and use high quality presentations of Libertarian ideas, which present both direction and destination, to support the work of affiliates, campaigns, the national party, and individuals.

S4) Track the performance of core and critical activities in the state and local Libertarian Party organizations; encourage and support these organizations in creating and executing plans to improve performance.

S6) Expand and strengthen Libertarian Party organizations at levels other than the affiliate level (e.g., local, city, county, campus).

S7) Recruit more and better qualified candidates.

S8) Target races and allocate resources for maximum effectiveness.

S10) Increase the number of new people comprising the Libertarian Party's support base.

S11) Increase the commitment of those already within the Libertarian Party's support base.

S12) Strive to achieve a left/right balance among the Libertarian Party's support base.

S13) Provide training, training materials, and training support to Libertarian Party candidates and campaigns (e.g., campaign methods), Libertarian organizations (e.g., organizational matters), and individuals (e.g., communications skills).

S14) Develop and implement an internal program of ideological education.

S15) Target public opinion leaders to embrace and espouse Libertarian ideas.

S18) Focus resources to achieve the repeal of drug prohibition at the federal level by 2010 and get substantial credit for it.

S21) Track the performance of core and critical activities in the national Libertarian Party organization; encourage and support the national party in creating and executing plans to improve performance.

## Web Pages:

Worcester [wcla.tripod.com](http://wcla.tripod.com)

Western Massachusetts [pvla.NET](http://pvla.NET)

America and the World [www.cmlc.org](http://www.cmlc.org) (Now in Spanish)

After multiple rounds of votes, the list of HQ Strategies in rank order was S10 (increase external support): 2.13; S11 (increase internal support): 3.33; S2 (develop presentations): 3.67; S1 (branding): 4.13; S13 (training and support): 4.2; S21 (track national performance): 4.8; S15 (target opinion leaders): 5.73

Later in the meeting, on an 8-6 vote, we asked Executive Director Joe Seehusen to present written plans for Strategies 2, 13, and 15 by our next meeting.

The LNC then applied the same process to the six goals. The six Goals are: 1. Increase the number of Libertarians holding public office. 2. Strengthen Libertarian Party state and local organizations. 3. Increase the Libertarian Party's support base (members, contributors, and volunteers/activists). 4. Increase the Libertarian Party's market share among youth. 5. Increase public awareness of, acceptance of, and support for Libertarian ideas. 6. Remain the Party of Principle as we grow. The results of multiple votes were: G1 (Libs in office): 1.07; G3 (increase support base): 1.13; G2 (strengthen affiliates): 1.33; G5 (support for Lib ideas): 1.6; G6 (remain principled): 2.07; G4 (youth base): 2.87

2) Future Metrics

As part of our SPT Review, we set new metrics and looked at the monitors established for each SPT Goal. [The metrics may be found in Sean haugh's full report on Libertyforall.net]

The following tables show the metrics the team originally set for 2004, estimated actual performance, and the metrics we set for 2004, 2006, and 2008.

Goal 1: Increase the number of Libertarians holding public office.

metric	# elected	# candidates
projected 04	500	
actual 2003	ca 300	ca 350
metric 2004	375	1500
metric 2006	450	1800
metric 2008	600	2400

Goal 2: Strengthen Libertarian Party state and local organizations.

metric	written state/ natl agreement	States with Presidential ballot access
projected 04	done	33
actual 2003	not done	27
metric 2004	pending database	36
metric 2008	done	38

Feedback from state chairs has been completed.

Outside ballot access issues, the paradigm is changing within the LP for the states to take more responsibility for their own affairs.

Goal 3: Increase the Libertarian Party's support base.

metric	members& subscribers	LNC Revenue
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projected 04	50,000	\$5.5M
actual 2003	20,800	\$1.7M
metric 2004	24,000	\$1.9M
metric 2006	29,000	\$2.3M
metric 2008	36,000	\$2.8M

Goal 4: Increase the Libertarian Party's market share among youth.

metric	# campus organizations
projected 04	150
actual 2003	ca. 250
metric 2004	250
metric 2006	350
metric 2008	500

Goal 5: Increase public awareness of, acceptance of, and support for Libertarian ideas.

Goal 6: Remain the Party of Principle as we grow.

3) Database and Membership

Implementation of Raiser's Edge, our new database software, has begun. There are large nonrecurring bills, with \$46,000 already paid. conversion is now projected for the end of July. The Party has network problems; they are being fixed. The database conversion has finally forced the issue of correcting all of the inaccurate membership expiration dates in the system. Some members (who are not Life Members) have absurd expiration dates. These errors have to be fixed individually and manually. Fixing the 25 most egregious examples saved about \$5,000 in future UMP liability.

The new standards is that a member's expiration date is 400 days after their most recent contribution in excess of \$25. Monthly pledgers will be given fixed annual dates for their expirations. Should material sales and convention registration result in membership extensions, as is currently the case?

4) Finances

The Annual Report is going out this month. (I received mine while I was away on this trip.) That's a bit later than usual, which affects our budget projections for January. Otherwise, we remain at the treading water stage. We are still current on our bills, with no great development of reserves or cash for new projects.

We examined the list of those who have accounts receivable with us older than 90 days. Most of these balances are from ads placed in LP News. In our previous meeting, we had requested a report on these so we could dispose of them, but that report was not provided.

To be honest, there is not a lot of documentation for many of these items. So we did the easy thing and punted it all back to Joe Seehusen, to forgive, send to collection, or write off as bad debts as he sees fit.

Mr. Seehusen received a fourth quarter bonus of \$3,500 (out of

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a possible \$5,000), and a year end bonus of \$2,050 (ditto).

### 5) Ballot Access

It is becoming obvious that if we are going to have 50 state ballot access this year, someone other than the LNC will have to make it happen. (Treasurer Bill Redpath is still working hard to raise money and get help to those states which need it. Mr. Seehusen made it clear that ballot access fundraising is in conflict with the other fundraising priorities set for him by the board. There was much discussion of a projected fundraising letter for ballot access to be sent in March. After Mr. Seehusen made his views clear, it was decided not to send this letter, and to encourage Mr. Redpath to use other methods than direct mail.

On a side note, Mr. Seehusen stated that he is more interested in closely guarding the mailing list every day, and that in fact we have not rented it to anyone for a few months now. Expect that policy to continue in the future, even with regard to internal LP projects. We are finding that our ability to control the appeals that go out to our members and supporters is more financially valuable than the fees we collect for renting our list.

### 6) Convention

Several more openings were filled on the various convention committees:

Credentials: Rich Maroney (IA) and BetteRose Ryan (SD) were appointed. The seats for the LNC to appoint on this board are now filled.

Bylaws: Aaron Starr (CA) was named. There is still one more LNC seat available here.

Platform: Second Alternate Mark Hinkle (CA) is likely to become his state's appointee to this committee. We named David Euchner (AZ) as Third Alternate.

George Squyres, speaking for the Platform Committee, said that the reformatting project is moving along. He said they have no plan to address planks individually. Instead, their strategy is to ask the convention delegates to approve the overall reformatting of the existing platform text.

An extensive report on possible sites for the 2006 and 2008 conventions was presented. Portland OR or Denver lead for 2006. The report's recommendation was to hold the 2008 convention in Dallas.

### 7) Election Plans (some additions of names by Editor)

BetteRose Ryan (SD) announced she is withdrawing from the race for Vice Chair, for health reasons. She is still holding out the possibility of running for reelection to an At Large seat, but is undecided at this time.

Lee Wrights (NC) announced he is running for Vice Chair. M Carling (CA) is running for Vice Chair.

Mark Nelson (IA) is running for Treasurer.

Mike Dixon, Ernie Hancock, and George Phillies are running for Chair.

Bob Sullentrup (MO) is running for Secretary.

Trevor Southerland (TN) and Rick McGinnis (TX) will seek At Large seats.

Sean Haugh is seeking election as the Southeast Regional Representative.

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Pioneer Valley  
Libertarian Association**

## Working Group Report: Reform of the Libertarian Party of Massachusetts—What Should Be Done

### Financial Reform:

The State Party should pay off its debts and learn to live within its means. Expanding those means would be good.

Money raised for a specified purpose, with commitments to donors, should actually be spent, and spent for that purpose, in a timely way. The State Party should make an accounting of prior occasions on which money raised for some purpose was spent on something else.

There should be competitive bidding for goods and services procured by the state committee.

In the future, State Committee moneys should not be used for partying. The Party may assist interactions between candidates who wish to collaborate in staging a post-election party.

The State Party should make a quarterly financial report to the members, including a comprehensible list of all disbursements.

The LPMA should withdraw from the LNC Unified Membership Plan. This plan makes it impossible for us to offer cheap memberships, and gives us only a small share of donations from Massachusetts--except, of course, when the National Party is too broke to make UMP payments, and runs months behind in giving us our money.

There should be a vigorous Party fundraising campaign, to pay off the current Party debt, to support our candidates and referenda, and to build a stronger party for the future.

### Electoral Reform

The Associate Members should be nominated by fixed geographic regions, for example, 20 associate members elected from pairs of state senate districts. Election should be by mail ballot sent to all members in the district. Each candidate should be able to send up to one page of material with the mailing. Each candidate will receive a list of district members so that the candidate can contact his voters directly.

Once we get a reasonable number of elected Libertarians, they should be able to nominate Associate Members to the State Committee as their representatives.

### Governance Reform

The State Party Bylaws should be reformed so that the State Chair's powers are administrative rather than executive. We need a Party Chair, not a Party dictator.

The State Committee's Committees should be activated,

perhaps with substantial membership involvement, as committees or working groups. Working Groups should be launched corresponding to the substantive activities that the State Party should be performing.

State Committee members should be expected to contribute work to the Party.

The elist general@lpma.org should be reinstated as an uncensored open mail list.

### Policy reform

The state newsletter should focus on inciting and supporting electoral activism.

The state committee should take a proactive role in developing local groups and town committees, for example by vigorously sharing list data.

Information, especially lists of contacts and activists, should be vigorously shared rather than being treated as confidential, for example by distribution via regional representatives.

The State Party should promote donations to Libertarian PACs in Massachusetts, because these support our candidates in an efficient manner.

Given Internet advances, a low-price electronic membership in which the party Newsletter is circulated via email or alternative active-push means should be established.

### Actual Policies

It was agreed that a policy on the loss of major party status would be highly controversial. In any event, we may or may not retain such status after next year for reasons that are not under our control.

The purpose of the Party is to move Massachusetts in a Libertarian direction via the electoral policy. We do this by persuading people to run for office, etc., and supporting them when they do so. We also do this via initiative, referendum, and public policy questions.

### Putting our policies into effect

In general, we need to be seen as people who work hard and get things done. We should run for office or help our friends to do so.

There should be a propaganda piece for this state convention, **namely the one you are now reading**, urging positive policy changes for the party.

State Committee membership is pursued via the electoral process.

We should work to strengthen such local groups as exist, including the PVLA, WCLA, and other more eastern groups.

**PVLA Endorses**

## Let Freedom Ring!

### Phillies for National Chair

The Libertarian Party will be casting votes for a New Chair at this years convention. An opportunity to make a difference. An opportunity to speak out and be heard.

There is one Candidate for National Chair of the Libertarian Party who is unafraid to speak out. A Libertarian Party National Chair Candidate who has demonstrated an unwavering commitment to realistic politics. A Libertarian National Chair Candidate who has shown his vision. A Libertarian national chair candidate who seeks to restore the Libertarian Party to its roots. A Libertarian National Chair Candidate who believes in bottom up, not top down policies. A Libertarian National Chair Candidate committed to outreach and providing a proper foundation on which activists nationwide can point to as an example for all who seek life, liberty and the pursuit of happiness.

When it comes to moving the Libertarian Party in a direction that seeks to restore liberty, the choice is clear... George Phillies is the best Candidate for National Chair of the Libertarian Party.

The Pioneer Valley Libertarian Association enthusiastically endorses George Phillies for National Chair of the Libertarian Party.

Richard W. Watras, Jr.  
Chairman

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### Worcester County Libertarian Association

Founded 1996.

Meetings (except December) the Third Sunday at Tweed's, Grove Street, Worcester. Contact George Phillies, 508 754 1859  
[phillies@4liberty.net](mailto:phillies@4liberty.net) for future meeting plans

### Pioneer Valley Libertarian Association

Meets the Second Wednesday of the Month  
7PM, Bickford's Family Restaurant, Springfield  
Corner of Old Boston Highway and Pasco Roads  
(Mass Pike, Exit 7, south on 21 to Old Boston Highway, and three blocks to the Right)

### Our Web Pages

<http://www.pvla.net>      <http://www.cmlc.org>  
<http://wcla.tripod.com>

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