



Massachusetts Liberty

The Newsletter of the Libertarian Party of Massachusetts - www.lpmass.org February 2007

Phillies Declares for Presidential Nomination

LPMA Vice Chair George Phillies has announced that he is seeking the Libertarian Party's nomination for its 2008 Presidential nomination.

"I am committed to giving the Libertarian Party an effective Presidential campaign," he said, "a campaign that builds local organizations everywhere it goes, that spends its money effectively, that talks about issues that interest voters—in language that voters understand, and most important that leaves the party stronger rather than weaker when the campaign has ended. To this end, I am looking for Phillies 2008 volunteers and National Convention delegates to give all Libertarians a strong campaign organization everywhere in the country."

LPMA Chair Carol McMahon is Phillies' Campaign Treasurer and Fundraiser. To avoid conflicts of interest, she has announced she will recuse herself from State Committee actions related to particular candidates in the 2008 campaign.

The Phillies 2008 campaign is active across America, with State coordinators on both coasts and some state in between, an active direct mail campaign, web, facebook, and myspace pages, bumper stickers and palm cards, and radio and television ads almost ready to be broadcast.

Phillies is already filing fund raising and disbursement reports



with the FEC; his filed financial disclosure form is reasonably interpreted as revealing a net worth of several million dollars. For more information, please visit www.phillies2008.com

Other Libertarians running for President include:

Steve Kubby www.kubby.com

Christine Smith

www.christinesmithforpresident.com

A more complete list of potential Libertarian candidates, including candidates without active campaigns, nominal candidates not eligible to be nominated, and persons who have been proposed as candidates, may be found at <http://politics1.com/p2008.htm>

Phillies has already made campaign appearances in New Hampshire, and has scheduled appearances at State Conventions in Nevada, Maryland, Florida, Tennessee, New Mexico, New York, Rhode Island, and Pennsylvania, as well as the Libertarian State Leadership Alliance.

Phillies continues to look for active volunteers anywhere across America: "Many state parties are less than ideally active, and my campaign is working hard to help them do better, just as my friends and supporters through hard work have already helped to strengthen the LP of Massachusetts."

Legislative Forum for Youth

Bob Underwood will be covering the 5th Annual Legislative Forum for Youth on behalf of Libertarian Party of Massachusetts. It will be January 26, 3PM to 5 PM at the Greenfield Community Youth Center, 20 Sanderson St. Greenfield, MA

<http://ysr.diasef.org/>

Bob and Shirley covered it last year on behalf of Pioneer Valley Libertarian Association. This year Bob will have a banner, and some literature advertising Libertarian Party of Massachusetts, with mention of PVLA as a local group. Several members of the legislature were speaking. Many other political groups were in attendance.

Some of us might consider those in attendance as kids, but the questions they asked were not kid questions. They were well thought out and taken seriously. It was not like MassCann

Bob Underwood

where the speakers are downed out by music. Most of these people will be close to voting age.

This is a good opportunity to portray us as the party that is different.

Announcing lpmass.org!

The Libertarian Party of Massachusetts is very pleased to announce our new web address, lpmass.org! Please visit our new site for the latest news and events! Join discussions by clicking on Public Forums at the bottom of the left navigation bar and give us feedback on the new site.



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February 2007

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Next Deadline

February 14, 2007

Massachusetts Liberty is the official newsletter of the Libertarian Party of Massachusetts, a state affiliate of the Libertarian Party of the United States.

Send changes of address, subscription requests, and materials for publication to *Massachusetts Liberty's* e-mail address or mailing address. All submissions are subject to editing.

Committee Updates

Rules Committee

The Rules Committee is hard at work improving the Party Bylaws. Bylaws will not cause good

things to happen, but they can certainly ensure that good things cannot happen.

Current Volunteer Opportunities

Socials Committee

We need people to host socials for March and all later months. (We may have a site for July). Social afternoons have routinely run the fourth Sunday of the month starting at 2PM. Please help your state party! Volunteer to offer a Social! Contact the Interim Socials Coordinator, George Phillies at phillies@4liberty.net or **754 1859**

Socials Coordinator

The interim Socials Coordinator would love to be replaced! Contact the Interim Socials Coordinator, George Phillies at phillies@4liberty.net **508** or **754 1859**

Libertarian Events

Pioneer Valley Libertarians Meeting

Wednesday, February 14, 6:30 P.M.

Pioneer Valley Libertarians meet the second Wednesday of each month. Meet other local Libertarians at the Hu Ke Lau Restaurant at Mass Pike Exit 5, at 6:30PM. For more information, contact Carol McMahon at **(413) 250-6608** or cjcmahon@verizon.net.

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Worcester County Libertarians

Saturday, February 17, 6:00 P.M.

The Worcester County Libertarian Association will meet on the third Saturday of December. Join us at Tweed's Pub Restaurant at 231 Grove Street in Worcester. For more information, contact George Phillies at **(508) 754-1859** or phillies@4liberty.net or visit wcla.tripod.com.

Worcester County Libertarians

Saturday, March 17, 6:00 P.M.

The Worcester County Libertarian Association meets on the third Saturday of the month. Join us at Tweed's Pub Restaurant at 231 Grove Street in Worcester. For more information, contact George Phillies at **(508) 754-1859** or phillies@4liberty.net or visit wcla.tripod.com.

February Social

Sunday, February 25, 2:00 P.M.

LPMA Monthly Potluck Social at the Lewises, 23 Beech Street, Townsend MA Hosts will supply napkins, utensils, plates, vegetarian pasta, salad and non-alcoholic drinks. RSVP **978-597-9013** or fiberlady@yahoo.com. Directions: 495 to exit #31./rt.119. Go North, towards Groton/Townsend approx. 13 miles. Turn left at traffic signal onto South Street (Cooperage and Grist Mill on the left). At the Y take the left fork onto Warren Road and the first right onto Beach Street.

Lowell Area Liberty Association

Tuesday, March 27, 8:00 P.M.

Meet other like-minded folks at the Outback Steakhouse on Reiss Street in Lowell at 8PM. For more information, contact Arthur Torrey at Arthur_Torrey@comcast.net or **(978) 663-0241**.

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March Social

Sunday, March 25, 2:00 P.M.

Get involved and host a social! The March social date is currently open. Contact George Phillies at **(508) 754-1859** or phillies@4liberty.net to book the date for the March social!

Incite Activism

George Phillies

Our ultimate objective is political victory. To win, we need a large voter base and a strong party. Only then will we and reelect huge numbers of Libertarians. What are the milestones on the road to success? (1) Build a Party that grows because people want to join it. (2) Foster activism. (3) Develop local and special-interest groups. (4) Elect many more Libertarians. And how do we reach these milestones? The key process is

INCITEMENT

Incitement is the art of persuading people to do things that they had not planned on doing. Incitement is persuading people to organize, run for office, carry petitions, handle a campaign treasury, and stuff envelopes.

Why do we need to incite people? People rarely volunteer to run for office. They run because they were asked to run. Perhaps they were told they would do a better job than the incumbent. Other major parties view candidate recruitment as a major task. Under Bill Clinton, credible prospective Democratic Senate candidates were telephoned by the President of the United States himself. At the state level, people run for State Rep because the Governor called and asked them to run.

We don't have a President to do calling. Yet. We do have people with titles, people who promised to spend their time helping the party. These people should all view candidate recruitment as one of their most important duties.

Incitement is also the road to developing candidate staffs and finding more activists. A candidate without a staff is in a challenging position. Every Libertarian group could use more activists. Persuading casual members to become more active is a mission for every activist.

How do we incite people? Incitement is based on personal contact. Incitement demands active local and regional groups, so Libertarian activists can meet potential Libertarian activists and incite them: Move beyond passive membership and Stand Up for Liberty!

How do you incite people to become active? I can preach all you want in the party newsletter about the merit of carrying signs, doing telephone banking, or stuffing envelopes. In fact, that's just what I'm doing. But if you actually want someone in your town to carry a sign, man a telephone, or stuff an envelope,

Do Outreach

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OUTREACH

Outreach, going to people who are not committed Libertarians and moving them in a Libertarian direction, is the core activity for every Libertarian group. We're here to persuade other people to Vote Libertarian! time after time, not to reassure ourselves

there is no substitute for asking them personally. There is no substitute for putting them in a group in which everyone around them says they are doing work.

Personal contact and group bonding are equally important at every level. A national officer could telephone a state chair, for the first time in the three years the state chair has been in office, and ask if the state chair could run a few more people for Congress. That's a very difficult request. It is a very different request if the national officer (i) had regularly talked with the state chair, (ii) had systematically persuaded state parties to unite in support of a plan to run people for Congress, (iii) is suddenly in a predicament because a state party couldn't come through with promised candidates, and most important (iv) had previously given material support to the state party for the state's choice of projects, so the state party owes the national officer some favors. In that case, people who have worked together and done favors for each other now see that one of them needs one more favor. Extended personal contact and favor bonds open doors that would otherwise be closed.

What activities do we incite? Every group should help activists organize, form local groups, and improve their performance. Note I said "help", not "persuade". Preaching is cheap. Providing concrete support is challenging. You can preach at people until they print up stationery and call themselves a Town Committee. You can preach at people who have never been active, never held petitions, and never run for office, until finally they get active, take out petitions, and try to run for office. However, if you don't tell your newly-found candidates and staffers what they need to do, supply them with contacts, and give them meaningful support, they may well throw up their hands and quit. That's why your state committee is preparing to train candidates and volunteers, and is preparing to raise money to support them.

Helping new candidates and staffers by giving expert advice is not simple. Part of expert knowledge is expertise in teaching. It is not enough to know how someone else can get on the ballot. You need to teach candidates what they need to do, in words they will understand and remember, so that they do the right things, get on the ballot, and run an effective campaign.

George Phillies

that it's OK for us to vote for ourselves. Running candidates for office is the most fundamental effective approach to outreach, but campaigning is linked to the election cycle: No election, no campaigning.

Political campaigns let us advertise libertarian positions to the body politic when they are likely to be listening. Campaigns let us do external outreach, going to people who are not Libertarian and convincing them that we are the political party they would prefer to support. Campaigns also let us do internal outreach. Through internal outreach, we go to Libertarians who vote but are not active in the party and persuade them to become activists. Identifying and cultivating media contacts is something every Libertarian group should do. In practical terms, each group should

continued on page 10

101 Things for Volunteers to Do

Mark Selzer

Volunteers can get burned out and bored easily when asked to do a task that does not challenge them or fit their interests. This list is to find things for volunteers to do and let you know about some of the things that need to be done. This list can also be shown to volunteers so they can find things that they would like to do or a new thing to do when they no longer want to do what they are doing.

By Mark Selzer (host of "The Libertarian Alternative," long-time-running public access TV show in California)

1.. FIND OUT WHAT OFFICES ARE AVAILABLE TO FILE FOR IN YOUR AREA. The registrar of voters will be able to tell you what is possible to file for. Look for partisan and non-partisan offices. Lots of offices can be one just by filing for them. Some small cities even have offices that have to be appointed because no one filed for them. Things vary greatly from state to state.

2.. FIND OUT WHAT OFFICES ARE AVAILABLE FOR APPOINTMENT EACH YEAR. Some government offices are appointed. Sometimes they will appoint people who just write a letter asking to be appointed. Find out if there are any in your area by calling or writing the offices of the local city council or other such local politicians.

3.. BECOME A PARTISAN CANDIDATE. Having a partisan Libertarian on the ballot is invaluable. It raises Party Recognition and increases party registration. You can run full time or just do it to get a Libertarian on the ballot. Make sure you look for getting more registrants and Party members out of your run and take advantage of free publicity. We need to win more of these offices.

4.. BECOME A NON-PARTISAN CANDIDATE. Running a non-partisan campaign can also be used to promote Libertarianism. If you have a chance to win or do win the press will report you are a Libertarian and you have more chances of winning a non-partisan office. Some lower level non-partisan offices can be won by just putting your name on the ballot. This will vary from state to state.

5.. WRITE A LETTER TO YOUR LOCAL PAPER. Letters sections are the most read section of papers and periodicals. A good idea is to have a contest at your local meeting were anyone that gets a letter printed has their bill for their meal picked up by the party.

6.. WRITE A LETTER TO YOUR LOCAL POLITICIAN. You could get some interesting replies. You could also ask for a meeting with them and lobby them on Libertarian issues. The lesser the office the more likely you are to get into talk to them. Be sure and have written questions relevant to local issues ready.

7.. BECOME AN OFFICER IN THE PARTY. Each area of the Libertarian Party has positions to fill. Try to find something that fits the time you have available and your skill set. Try not to overextend, this can lead to burn out.

8.. CANDIDATE RECRUTER. This ideally is someone who has run for office at least once. They should look for presentable persuasive people with social skills. Having some of their own money to put into the race is also a plus. This can be done at meetings or from lists of party members and registrants.

9.. CALL REGISTERED LIBERTARIANS. Thank them for being registered as a Libertarian. Try to get them to become dues paying party members and come out to the meetings and get more involved. Getting them to increase involvement and awareness at any level is a victory.

10.. CALL YOUR LOCAL PARTY MEMBERS. These are people who have already made some commitment to the party in becoming members. Try to get them to become involved more in any way that they would have time for and enjoy. Ask them for a monthly pledge to the party on their credit card.

11.. CALL A TALK RADIO SHOW. It is easier to get on the more local a show is. Make sure you are a persuasive person who is able to convince people and always be polite. Make your points but make sure the people listening like you. If the host is hostile do not get hostile back. Try to give out the website and phone number of the Libertarian Party.

12.. BE A CITY COUNCIL WATCH PERSON. This person goes to a local city council and speaks out against new laws regulations or taxes as a representative on the Libertarian Party. Don't forget to also find opportunities to praise when and if they do something good too. If a new regulation is proposed try spearheading a group of local businessmen to come and speak against it etc. Give reports on this at your local region meeting newsletter and website.

13.. VOTER REGISTRATION TABLE. This can be done anywhere with permission and in some cases with out permission. Stock the table with Libertarian literature and your most persuasive and social members. A clever individual can use this as a great way to talk themselves and their friends into concerts, fairs and other events for free.

14.. START A POLITICAL FAIR. This can be done on a high school or college campus or even in some workplaces. This can be a small event with a few people talking politics to a big event with a stage and entertainment. The various political parties can send representatives or people can volunteer to represent their political parties and candidates. Since you are a Libertarian and you are the planner you can make sure Libertarians are included and given equal time.

15.. DISTRIBUTE VOTER REGISTRATION FORMS. Go to your local voter registration office and get a box of voter forms and distribute them to Libertarians at local meetings. Make sure everyone keeps some voter registration forms in their home, office and car in case they need one.

16.. START A LIBERTARIAN MUSICAL GROUP. If you are musically inclined start a musical group and sing songs promoting Libertarianism. This can be anything from a church choir called the "Liberty Singers" to a punk rock band called the "Objectivists"

17.. PUBLIC ACCESS TV. This is free TV time given away by your local cable company. Usually they provide a place to produce shows. Find your most personable and photogenic person to

continued from page 4

host a interview show or just re-broadcast Libertarian speeches
continued on page 5

101 Things for Volunteers to Do

or conventions. A good pre-produced Libertarian show from another area can also be put on as well. The only Libertarian show I have ever seen worth re-broadcasting in other areas is available at www.libertarianalternative.org.

18.. RUN A LIBERTARIAN WEBSITE. This can be for your local region, county or state. Make sure you put lots of pictures of happy smiling people being social on your website. You can also post upcoming events and articles about Libertarians and letters to the editors from Libertarians. This can also be a place to post your candidates and links as well as any local elected Libertarians you may have or anything else needed.

19.. START A LIBERTARIAN ISSUE GROUP. These are groups that focus on a single issue like Free Speech, Freedom of Expression, Self-Defense, Immigrants Rights, privacy, Etc. The possibilities are endless. Since this group will be run by Libertarians it can be used to educate your members on Libertarian ideas and serve as a stepping stone into the Libertarian Party.

20.. BALLOT INITIATIVES. These can be hard to do but very rewarding if you can pull them off. It can be to reduce or restrict or sunset a certain county city or statewide tax. Initiatives have been put on the ballot in some cities to legalize marijuana or medical marijuana. The possibilities are endless. The more local you do these things the easier it will be.

21.. RUN A LIBERTARIAN ISSUE WEBSITE. This is a website that promotes a Libertarian issue not in an overt big "L" libertarian way but helps to bring people to our philosophy and websites. These websites can help to distribute information supporting a specific issue and facilitate activism regarding that issue. Just buy the website and get to work.

22.. CYBERSQUATTING FOR LIBERTY. This is controversial and only for the more computer savvy people. This is where you buy website names that you think may be used in the future like DickChney4president.org, net, com etc. Then once you have it and people may someday start visiting it they will find a website with Libertarian arguments and propaganda as well as links to Libertarian websites. All is fair in love and politics.

23.. SPEAK AT A LOCAL HIGH SCHOOL. If you get a good reaction from young people call or write your local high school and ask to speak in the political science or social studies class. This may take some work and time to learn who to speak to and how to get in. High school kids are tough - be ready for some hard-hitting questions especially from the teachers. You had better be good at answering questions about the environment and health care.

24.. SPEAK AT A CHURCH OR LOCAL COMMUNITY GROUP. You never know who may want a speaker. Be sure you can speak well to that group of people and that point of view about Libertarianism. Call or write and make yourself available if you are a great public speaker. If you give any group the right angle they may take you up on it. I know a woman that lectures Christian groups about why the Drug War is wrong using passages from the bible. The sky is the limit.

25.. LIBERTARIAN LITERATURE PERSON. This person brings Libertarian literature and books, videos, bumper stickers, DVDs

and CDs to Libertarian meetings, protests, outreach tables etc. Sale of all books and other items goes to buy more literature. Their job is also to make sure every Libertarian has something to give away to inquiring minds they may meet on the street, at the office or even at home. Make sure that outside literature that may alienate some of our members is not included like conspiracy theory groups etc.

26.. FUNDRAISER. Each local, county and state affiliate should have a fund raiser. A person whose job it is just to raise money for that organization. They should attend meetings and solicit funds as well as make phone calls if appropriate to solicit funds. They should also stage fund raising events. Money is the mother's milk of politics- perhaps that is why it led some people to say it is the root of all evil.

27.. VOLUNTEER TO HELP A PARTY OFFICER. People who are officers and officials in this party are often overworked. Try to relieve some of the pressure and volunteer to do things for them that they need to have done.

28.. VOLUNTEER TO HELP A CANDIDATE. Candidates need help filling out surveys, booking speaking or media events, making fliers and campaign literature, getting a website up, writing position papers, getting to and booking events and fund raisers and general help in getting people to join the party and register. Giving a candidate a bunch of advice is not volunteering.

29.. RUN AN E-MAIL LIST. This can be for your local region or state or a national or worldwide list to facilitate activism on any scale. You could have debate lists and list to debate specific issues with other groups as well. It is always best to separate the activist lists from the discussion/debate lists to keep your debaters from wasting the time of your doers.

30.. FLYER DESIGN AND WRITING. Libertarians need fliers to hand out at Earth Day or Gun shows or Anti War rallies Etc. and often nothing is available on certain issues at LP.org. For instance you could make a flyer to hand out at Republican meetings that says "Stop the Creeping Threat of Socialism" Then show some graphs and charts revealing the Republicans are spending worse on social programs than the democrats and then an application for LP membership. The sky is the limit. Put these up on a website so people can download them and take them to a copy shop or some such place.

31.. GET LIBERTARIAN VIDEOS STREAMING ONLINE. If you have the technology and the space you can put up online streaming video of Libertarian events or appearances in the media as well as Libertarian videos and shows that have been produced. Then just let others know through e-mail lists that it is available. People who are running Libertarian or websites sympathetic to us on some issues can then link to the ones they want. The URLs could also be sent out to people who may be swayed towards Libertarianism by watching them.

Enjoy the next set of 101 Things for Volunteers to Do in the March issue of Massachusetts Liberty!

Do Outreach

continued from page 3

focus on reporters and columnists whose work corresponds to the group's geographic range, including the closest major media markets.

Advertising is a fundamental process for outreach. Activist events, e.g., Libertarian speakers at supper clubs, are fine for reach people who have already become aware of the Libertarian movement. To reach people who have no inkling that they could choose to support the Libertarian movement, you need a method that puts our message onto media that they watch. This is advertising: Cable TV, radio, theater slides, and newspapers and magazines all put Libertarian ideas in front of people who would otherwise never hear about us. It is especially important to reach people who are not already committed to one of the duopoly parties. Libertarian groups and campaigns may have different budgets and cover different geographic areas, but all share a

Raise Money

Our ultimate objective is political victory. To win, we need a large voter base and a strong party. Only then will we and elect huge numbers of Libertarians. What are the milestones on the road to success? (1) Build a Party that grows because people want to join it. (2) Foster activism. (3) Develop local and special-interest groups. (4) Elect many more Libertarians. How do we pay for all this? The key mechanism is

FUND-RAISING

Money is the lifeblood of politics. Main stream candidates spend half their time raising money. Fundraising is a necessity for every Libertarian group and every Libertarian campaign. Nonetheless, in the list of activities for all Libertarian organizations, I place fundraising last. Fundraising is important for most everything else we do, but fundraising is only a means, not an end in itself. Furthermore, because the Libertarian party differs from other major parties in opposing corporate and other welfare, we will never get the hundreds of millions in special interest moneys given to the duopoly by every group that wants to loot the Federal treasury. We have many places where we can beat the duopoly, but head to head fundraising is not automatically one of them.

Fundraising is only good if the money is spent effectively. A group that makes spectacular promises and ties up a large part of the money available for Libertarian projects in a year might score a breakthrough. That group for sure makes it harder for all other Libertarians to fund the incremental gains needed to reach a broad-front victory.

A single Libertarian group that perpetually ties up a large part of the movement's available donations had for sure better be spending that money to strengthen the Libertarian movement as a whole. The Libertarian movement is not a public relief project for political consultants. Libertarians should insist that Libertarian money is well spent, and close their checkbooks when it is not. For this reason, your State Committee is moving toward a clear policy of openness in reporting how its raises and spends its moneys.

We can easily look at our competitors and see how not to spend our money. A new political party is much like a start-up firm.

6 Massachusetts Liberty

common responsibility to advertise Libertarian ideas to the general public.

The Internet and other wired media: Half of all Americans use the Web. A solid web presence is critical to any serious political group. For this reason, your state committee is reviving the party web pages, and urges each local group to have its own pages. To reach activists, for speed and price nothing competes with a private electronic mail list.

It is appropriate, and easier every day, for local, state, national, and special-interest groups to field their own web pages and EMail lists. Especially at the local level, one must always remember *Many People Do Not Use Electronic Mail*. Many populist groups make effective use of telephone and fax trees. Almost everyone has a telephone, and lots of people can receive a fax.

Someone and a couple of partners have found a product and are going to go into business. All too often, start up firms go under because they make standard mistakes, mistakes that a knowing entrepreneur would instantly avoid. The mistakes are made by people who've worked in a company, perhaps several companies, but never really understood how their companies worked.

Working on limited capital, unsuccessful firms rent an office, hire a secretary to answer the phone, get some furniture, and hire a senior manager or executive officer to run the office. The question that is never asked is "what is the value added from this decision? Why can't we work in the garage, answer our own phone, and get the furniture from the Salvation Army?" All too soon, the startup is out of cash and out of business.

The political equivalent is very similar. There is a temptation to rent an office, furnish it, and give the party its own paid Executive Director, without asking what value is added. That's a cash sink, not a good decision.

The rational alternative as the party grows is to recognize that there are certain sorts of clerical work that could be done by staff or contractor instead of volunteers. Eventually, you need clerical support to handle renewals, donations, and mailing of information packets. You start hiring staff who will have value added — these are clerical staffers. The party chair, unpaid, speaks with each of them once a week or so, standard business practice. If you want people to be reliable and show initiative, you pay accordingly. Eventually the staff grows to the point that the party chair cannot keep track of them all. Now you need an office manager, not to be the party brain trust, but to keep the most routine of the multi-person tasks going. In the end, you have so many office managers that the party chair can't handle all of them. Now, finally, with an operation of 40 or 80 people and an operation in the five or ten million a year range, you actually do need an executive director and a professional financial officer, and have the resources to hire them.

The difference between hiring because it sounds prestigious and hiring because the employees add value should be instantly apparent.

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