

July 2013
Volume 8 Issue 2

Georgia Federation of Republican Women



The Fresh Faces of the GOP's Future

Associate Editor's Desk

Invest in Grass Roots Inclusion

A few weeks ago I had the opportunity to attend the 6th District's Tribute to Sue Everhart, three-term chair of the GA GOP. In her remarks to the attendees, she made a comment about the importance of grass roots. She posited: What would have happened on November 6, 2012, if Speaker Boehner had gone back to Ohio to rally Ohioans? What would have happened if Marco Rubio had gone back to Florida to encourage Floridians to work to get the vote out? What would have happened if Reince Priebus had spent more time in Wisconsin? Maybe, just maybe, Mitt Romney would be in the White House today repairing the damage done these last four years by a Democratic administration.

The mantra of the Republican Party is to be more inclusive; to work to recruit females, Hispanics, Asians, and Blacks into the Party. This work falls on the grass roots. It falls on each of us. We cannot sit back and leave it to someone else to do. We all need to do more to change the face of the Republican Party from a "bunch of angry, old men (and women)" into a party that welcomes new, young, diverse individuals. Sharon Day, Co-Chair of the Republican National Committee, who spoke at the spring GFRW board meeting in mid-May, also voiced her concern that the Republican Party must welcome females, Hispanics, Asians, and Blacks or the Party will be in serious jeopardy of becoming extinct.

With regard to females, it is appalling to me, "(n)one of Georgia's eight statewide constitutional offices, from governor through agriculture commissioner, is held by a woman. None of the five members of the state Public Service Commission, elected statewide to regulate utilities, is a woman. Likewise, none of Georgia's 16 seats in Congress — 14 in the House and two in the Senate — is held by a woman. That's zero for 29" [Jay Bookman, My Opinion, "GOP's success will require including more women," *The Atlanta Journal-Constitution*, May 15, 2013]. Bookman goes on to say, "Georgia voters are probably the least women-friendly in the nation. The question is why."

According to Bookman, in the Georgia House women make up less than 15 percent of the Republican Caucus versus the Democratic Caucus with 50 percent. Republican women are the "worker

bees," but when it comes to seeking or obtaining leadership roles here in the Georgia GOP (with the exception of Sue Everhart), we are "MIA." How sad! There are plenty of business studies that state women do not help other women get ahead in the corporate world once they themselves have broken through the glass ceiling. Again, how sad. In my view, if our party is going to survive, it will need all of us women — Caucasian, Black, Hispanic, and Asian — to speak up and take action, i.e., to help women succeed in getting elected to public office.

GFRW has been described as the *crème de la crème* of the grass roots. Every club within the Federation must do all it can to welcome diversity into their ranks. We must all make an effort to go into the Black Communities, the Hispanic Communities, the Asian Communities and talk about the values we share that have made this country what it is. We must not preach; we must be engaging; and, we must educate. We need to start a dialogue with these diverse groups. We need to "think outside the box" on how to welcome them into our clubs. We need to find interesting ways to identify people like Susana Martinez, Republican Governor of New Mexico, who grew up in a family of Democrats. Governor Martinez tells the story of one day she had a conversation with a Republican who talked about the Republican Party — its ideals and tenets. She ultimately realized she was, in fact, a Republican! There are other Susans as in our communities. Let's find them!!

In this issue of *VOICES*, we are delighted to showcase some "young political animals" — all who present their views of various subjects. We also hear from Lauren and Ashley Bell who write about competing for the Latino voter and growing the Black vote. Hopefully, these articles will inspire you to lead the grass roots efforts to promote the Republican ideals within your community.

Sherry Roedl
Associate Editor
Publications Committee Chair



VOICES Magazine

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VOICES Magazine

VOICES is an online, web-based publication issued three times annually by the Georgia Federation of Republican Women. Information is compiled from resources believed to be reliable, but accuracy of information is not guaranteed.

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Letter from the President

Time to Take Action



The election message from November 2012 was clear — and now it is time to take action. The Party was shocked we lost the presidential election and some other vital seats. We lamented, “This can’t be true; we were doing so well.”

The fact was we did not learn the lesson from 2008, which was *messaging*. We must get our message to the American people. The RNC has informed us what we already knew, but re-enforced the issue -- we lost on two points of messaging. First, we must do a better job getting the message out there. We need to improve our social media. Second, our message needs to reach a broader group of people. Call it what you want: outreach, inclusion, or embracing. As Republicans, we must get the Republican message to our Youth, Black Americans, Hispanic Americans, and Asian Americans.

The message is -- our Republican Principles. We do not need to change the Principles; we need to communicate them better. Our Republican Principles are: limited government, individual responsibility, family values, free enterprise, equal rights for all American citizens, and a strong national defense. These principles will resonate with the Youth and within the Black, Hispanic, and Asian communities, if

we just get out there, get involved, and get them involved with the Republican Party.

Yes, it is time to take action and GFRW is going to promote a plan of action by hosting the July 19-20 NFRW South-eastern Conference at the Renaissance Waverly Hotel in Atlanta, Georgia. Entitled “United We Stand,” the conference will feature high profile speakers who will address many of the major issues. Speakers include GOP leaders, NFRW State Presidents from other states, and members of the RNC, including Sharon Day. The array of speakers also includes: Carlos Gutierrez, Professor Jeffrey Addicott, Karen Floyd and many of our own state leaders. The Friday night dinner will highlight Senator Ted Cruz as our speaker.

Conference registration is \$99 for NFRW members. Members of GFRW clubs are automatically members of NFRW and are invited to take part in this conference. Hotel rooms are \$94.00. Additional information about the conference is included in this issue of VOICES Magazine (page 19). Should you need further information, contact me at 678-386-1059 or wingr@bellsouth.net; Linda Umberger at lindaclaryumberger@gmail.com; or Vivian Childs at vivian.childs@att.net.

**Rose Wing
GFRW President**

RNC's Plan to Appeal to Changing Demographics

**By Sharon Day
RNC Co-Chairman
Florida National Committeewoman**



Now is the time to build the foundation for the next generation of Republican victories. We need to grow our party, bring in new members, and engage with communities where we haven't been. There's no doubt we have plenty of work to do; so as we look to 2014, 2016, and beyond, we can all agree: there's no time to wait.

The Republican National Committee is no longer looking at states as "blue states" or "battleground states" or "red states." The Republican Party should be competitive in every state; and, in order to accomplish this goal, it is essential we earn the trust of more voters, particularly young voters, and voters in minority communities. This does not mean we are changing our principles; it simply means we need to make our message relevant by building relationships.

We can't just "parachute in" a few months before an election. We need to have people on the ground in communities on a permanent basis to build year-round strategic partnerships. For this year alone, the RNC is invest-

ing \$10 million in building a bottom-up, community-based field operation. We will hire hundreds of individuals across the country who have roots in the communities, and we'll work closely with state parties and other groups to maximize our impact.

The fact is, the other side was doing this for the past five plus years. Now is our chance to take the lead and gain an advantage in coming races.

Another thing we have learned in our post-election review is we need to make big leaps forward in technology, data and digital. We know most conservatives are savvy when it comes to Twitter and blogging, but that is only part of the equation. It is crucial we build up each of these three areas so we can target voters, get our message out, and campaign with real 21st century technology. And, we will. The RNC is recruiting the best talent, launching a brand new data system, and even opening an office in the San Francisco area.

The bottom line is we need to grow

our party and we have to grow it from the bottom up. The best ideas are grown in the grass-roots. We need to stay true to our principles, but we have to talk about them in new ways. We also need to be welcoming to new voters, even if they don't agree with us 100 percent of the time.

Demographics are changing in America. But, what makes America great will never change: freedom, liberty, and the promise of equal opportunity. These are the values of the Republican Party, and we must take that message to every state, community, and voter. And, I know the Georgia Federation of Republican Women will continue your outstanding work and lead the way in this effort.

Who Am I?

Sharon Day, Co-Chair of the Republican National Committee, has also served as RNC Secretary and has been Florida's National Committeewoman since 2004. She has been State Committeewoman from Broward County since 1996.



You are invited to join members of the Cobb County Republican Women's Club "Go Red Team" aboard Holland America's New Amsterdam for the Finale of Dancing with the Stars at Sea. You won't want to miss this opportunity to learn from the pros and experience the dazzling production and glamorous costumes.

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Why MY Voice is Important!

By Remington Youngblood

The U.S. Constitution reads, "We the people..." (U.S. Constitution, Preamble). Martin Luther King said, "I have a dream..." (King). And then, there's the quintessential leader, Luke Skywalker, with: "May the force be with you" (Lucas).

The human voice is an extraordinary, precise, and powerful instrument. My voice represents my generation — the voice of America's future. It is the force I use to promote an IDEA of cosmic magnitude that will allow **we the people** to attain a new level of recognition and experience amazing things. What is this IDEA of epic proportions? I like to think of it as "Jedi" training! Here is my **IDEA**:

"I" is to **intently inspire** students to speak up and tune into a larger field of knowledge within their communities. Participation integrates leadership skills and academic achievement with real human needs. Being involved provides some control of what is going on around us and an opportunity to carry out our own creative solutions. Use your voice to show the world real examples of your aspirations and dedication. Our communities are the perfect place to trust the force and make positive changes. By improving the community around us, **we the people** improve our astounding planet.

"D" is to **diligently demonstrate** patriotism. Have a commanding presence and fight for a principle -- an idea that gave birth to our great nation. By using our voices, we teach duty, loyalty, and responsibility to our country. Being a part of discussions about our nation's future is serving a cause greater than us. Demonstrating patriotism means standing up for the values that have made our great country a beacon of hope for so many. The patriotic voices of **we the people** are a valuable asset that should be heard across the universe.

"E" is to **effectively encourage** a healthy, active, and positive lifestyle. Staying healthy and being active builds self-confidence and gives us more energy. A healthy social life is a great way to make new friends and have a good time. By taking a quantum leap and adopting a positive attitude, **we the people** gain wisdom and become a major force in our world.

"A" is to **actively assist** our military and veterans. Tactical support offers them hope and inspiration. When our voices are too far away to be heard, writing letters and sending cards are small gestures that can

make a huge impact. At home, we can use our voices to organize a block-buster food drive. It is a great way to offer a hand-up to our "Jedi" who need assistance. Our troops are a caravan of courage that protects **we the people** and freedoms around the world. With the combined strength of our voices, we can make a difference in their lives.

In closing, I want to share with you three things I know to be true: My voice defines my character and is worth sharing. It has opened doors to which I did not know I held the key. My voice is: **"We the people"** (U.S. Constitution, Preamble). It is the freedom I will take with me wherever I go. And my voice, multiplied by those of my generation, can invoke constructive changes that will build a better America and transform our galaxy.

The force is within us. It is imperative **we the people** fulfill our destinies. If you have an IDEA for positive change, raise your voice; it is the most remarkable of powers! "May the force be with you" all (Lucas).

Who Am I:

A frequent speaker around the state, **Remington Youngblood is Founder and President of Change 4 Georgia** — has an entrepreneurial spirit and a gift for being an inspirational speaker. Remington is a student at Riverwatch Middle School in Forsyth County, is enrolled in all advanced classes, is vice-president of Builder's Club, and is on a Public-Forum debate team. This panoramic "possibilitarian" is **PROUD to be an American!**

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Do the HARD Things!

By Rachel Clark

No doubt about it, I had difficulties volunteering in politics. After eight thousand political phone calls, I still fear talking to people, even friends, on the phone.

"Why in the world would you do something like this? You're not even old enough to

vote yet," countless people asked me. This was precisely the reason I must do something: I can't vote; you can. But, the reasons I became involved went much deeper.

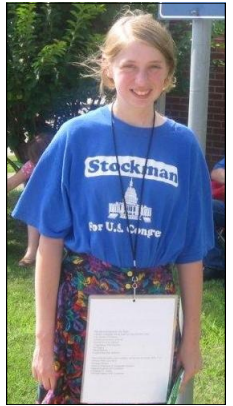
When I was twelve years old, two years ago, I read *Do Hard Things*, by Alex and Brett Harris. The book highlighted young people's amazing capabilities, in contrast to American culture's low expectations for teenagers. The sad reality is that our nation typically considers teens laudable as long as they aren't "bad," even if they try hard at nothing. The complacent attitude of so many young people has largely resulted in apathy, indifference, and a nation falling apart at the seams. Truth be told, young people oftentimes have more energy and time to accomplish great things, whether it be for God, the pro-life movement, the Republican Party, or for charity organizations. When I did a "hard thing" last summer, it sparked in me a passion for politics. Ever since then, I have been trying to learn more about the political process and today's issues, in order to ensure

America's founding principles are reflected in our government and the Republican Party. Knowing and understanding America's founding

principles, getting involved in politics, and studying what you believe and why you should believe it are lifelong essentials to protect our freedoms. Becoming

politically changed my life forever. I know one teenager's help doesn't seem like much, but age is deceiving. How old you are doesn't always indicate

what you are capable of doing. No matter how old you are, I encourage you to fight alongside the Republican Party, the few true conservatives in government, and liberty-loving citizens throughout the nation. As President Reagan put it, freedom is always just one generation from extinction. It is your responsibility to make sure it doesn't die in this generation.



As I recited the usual political phone-call script, I eyed the clock again. This was probably one of the slowest and most unpleasant types of work I had ever suffered. Talking to people I knew on the phone was bad enough — but this! These were complete strangers!

The date was July 11th. Just a few months before, I knew nothing at all about entitlement reform, border security, gun registration, or socialized medicine. Now I was hoarsely responding to worries of random voters. Generally, I felt ill-prepared for the sly queries and trick questions. Combating various rumors and dodging the political mud my candidate's opponents viciously slung, I was fighting to maintain sanity in the constant barrage of difficult topics. I found the people who didn't immediately hang up found pleasure in drilling me — once, somebody made sure I knew all of the towns and counties in what would soon be my candidate's district. (Thank goodness for Google maps!)

"Knowing and understanding America's founding principles, getting involved in politics, and studying what you believe and why you should believe it are lifelong essentials to protect our freedoms."

"I know that one teenager's help doesn't seem like much, but age is deceiving. How old you are doesn't always indicate what you are capable of doing."

"The sad reality is that our nation typically considers teens laudable as long as they aren't 'bad,' even if they try hard at nothing."

"When I did a 'hard thing' last summer, it sparked in me a passion for politics."

Who Am I?

Rachael Clark is a fourteen-year-old homeschooled student who lives in Lumberton, Texas, and is a Young Affiliate member of the

Hardin County Republican Women. A great fan of her congressman, she loves politics, has extensive experience with campaign cell phones, and ran Randall Hermit Crab's unsuccessful campaign for the presidency in 2012. When Rachel's not busy tormenting local politicians, playing harp and debating her socialist cat are two of her favorite things to do.



Taxman ... Don't Tread on Me!

By John Simpson
Political Consultant



When news broke in the middle of May the IRS had been inappropriately targeting conservative groups for intensive examination of their tax-exempt status applications, both sides of the political aisle were appropriately outraged. Comparisons to Nixon's "enemies list" may or may not be justified; and, ultimately, a thorough investigation will uncover if an insidious motive is at hand or just poor internal controls and leadership at the IRS. But, over the coming weeks, Republicans must be vigilant to ensure that we do not allow Democrats to morph this scandal into a larger debate about money in politics and the appropriateness of independent expenditures on behalf of Republican candidates.

Democrats have waged a relentless war on conservative independent expenditures in recent years, as they attempt to level the playing field by chilling contributions to Republican causes. Democrats are unyielding in their attempts to expose Republican donors, so they can flog them in the public square and stifle conservative political speech. The attempt to "spin" this IRS scandal into a larger debate about money in politics has already begun. In a May 16, 2013, *New York Times* opinion piece written by Sheila Krumholz and Robert Weinberger of the Center for Responsive Politics titled "the Real IRS Scandal," it was argued that the "vertical ascent in political spending by these 'dark money' groups was prompted by the Supreme Court's 2010 decision in the *Citizens United* case, among others, freeing them to be more active in this realm."

Ironically, insertion of the IRS into political donations is actually a Democrat innovation. Following the 2002 Bipartisan Campaign Reform Act, Democrats created hundreds of 527 organizations to attack George Bush and support John Kerry in the 2004 election. It was these Democratic 527s that allowed George Soros, Peter Lewis, and

Steven Bing to spend more than \$60,000,000 against conservatives in 2004. Yet, today, when most people hear of 527 organizations they think of "Swift Boat Veterans for Truth," one of the few Republican 527s in the 2004 election, but the one most bastardized by Democrats and the media.

As conservatives, we have a legitimate fear of government intervention and overreach, particularly when overreach is perpetrated by the IRS. But, as conservative activists, we must be vigilant in our response to this scandal. Democrats are setting a political trap, they will make the case to the American people the IRS scandal requires a rewrite of our campaign finance laws and they will demonize money in politics. Conservatives cannot fall into this trap. We cannot allow this scandal to be used as an impetus to silence our political voice by limiting our political donations. Instead, we should double our efforts to be more aggressive in our fundraising, so we can be more aggressive in messaging and more aggressive in organizing conservatives.

Who Am I?



John B. Simpson is a Public Policy Consultant, practicing in Washington, D.C., and Atlanta, GA. He holds a Bachelor's degree in political science from the University of Michigan and a Master's degree in congressional legislative affairs from The George Washington University. Follow John on Twitter: @jsimpsondc. E-mail John: John@SimpsonPublicAffairs.com.

There is far more danger in public than in private monopoly, for when Government goes into business it can always shift its losses to the taxpayers. Government never makes ends meet—and that is the first requisite of business.

-- Thomas A. Edison

Marketing of the GOP

By Lora Hawk
Political Consultant

Be positive. A lot of political theater is played by negative messaging. Whether it's campaigning, caucus messaging, or church gossip, Republicans should be focused on finding solutions, not speaking ill of opposition or one another. The more negative one makes the discussion, the more negative is the reflection back on oneself. It is also easier to criticize than create. Republicans should be taking the high road of creative solutions, rather than critical bickering. Remember when you point a finger at someone there are three pointing back at you.

Be welcoming. How do ideas catch on? You share them! Everyone wants to know how to work smarter, how to save money, and how to have more time and energy to direct toward their own enjoyment. These also happen to be those core principles I mentioned earlier. Talk about how you demonstrate these principles and in doing so, identify yourself as a conservative. Often times people make assumptions about your political identity — you can set them straight and serve as a living example of why conservative ideals are worthwhile.

I have found these methods are useful for marketing any group of which I've been a part. They're the most challenging, but also the most effective.

Who Am I?

Lora Hawk is President of Scarlet Hawk Consulting, her own political consulting business. She has served as an aide to various elected officials in the Georgia General Assembly; worked on numerous campaigns; and, lobbied for two associations. She is a 2012 graduate of the Conservative Policy Leadership Institute, a leadership organization devoted to promoting conservative leadership.



The marketing of the broad GOP umbrella is not only a requisite focus of party leaders around our nation for sustainability of victory, but it is also a call to action I feel moved to demonstrate. The core principles of the Republican Party of limited government, fiscal responsibility, and the protection of individual rights are wide, bold, and transformative. So often are Republicans portrayed as narrow-minded, slow to move; and, for whatever reason, "progressive" has become the moniker of late for liberal leaders. I reject that notion and here's what I will offer as my encouragement to our leaders — be they down the street or in the District.

Be bold. Don't hold back because your ideas haven't been done; geniuses are just everyday people who have confidence along with a vision. I encounter more often than not women who make sound judgments everyday about budgeting, management, organization, and coalition building; yet, they lack confidence in their ability to have new ideas. Fear of rejection or failure paralyzes people. Republicans need to recognize failure is a stepping stone to achievement. No one looks back at successful individuals and asks how many times they lost; those individuals are touted for their individual win.



VOICES goes nationwide!

NFRW's Facebook page now has a link to VOICES Magazine.



Mission: Educating and Empowering Women for Better

Georgia Is No California - Thankfully

By Randy Evans

GA National GOP Committeeman

In 2010, Georgia voters again overwhelmingly voted for a one-party state. Republicans control the governorship, statewide offices, and have a veto-proof legislative majority in the Senate and an almost veto-proof majority in the Georgia House. Republicans have controlled the governorship and the Georgia General Assembly since 2004.

In contrast, California voters also voted overwhelmingly for a one-party state. Democrats control the governorship, statewide offices, and have a veto-proof legislative majority in both houses of the California legislature.

Rarely have Americans been given such a clear contrast between the policies and results from two very different approaches to governance. Indeed, if anything, these two states illustrate just what can happen when gridlock gives way to direction — sometimes better; other times worse.

Californians have elected to pursue a tax-and-spend approach to government. Proposition 30 authorized the increase of both income and sales taxes by \$50 billion. Notably, California's income taxes were already among the highest in the country while its sales tax rate was, in fact, the highest (along with one of the highest gasoline taxes in the country of over 67 cents per gallon). With Proposition 30, it now has the highest state income tax. While all those taxes might seem like more than enough to solve any budget deficit, they have not.

Indeed, the Legislative Analyst's Office found in a projection last November that California would face a \$1.9 billion deficit "absent the lower debt payments to special funds." Basically, for the past decade, California legislators have circumvented their state's balanced budget obligation by borrowing money from special funds (revenue raised by specific fees and taxes) with a promise to pay them back. As a result, California Governor Jerry Brown has acknowledged a

"wall of debt" which totals up to \$28 billion.

All of this spending has not translated into a sunnier state, however. California now has the highest poverty rate (23 percent) in the United States. Although only 12 percent of Americans live in California, one-third of the country's welfare recipients live there. Meanwhile, municipalities within California (like Stockton and San Bernardino) are filing bankruptcy. Only Illinois has a lower bond rating than California.

In some areas of California, unemployment has risen to above 20 percent. Traffic in California has never been worse, and the state's illegal immigration problems have reached a potentially catastrophic stage. Businesses are leaving California faster than ever.

In fact, one survey of business executives rated California as the worst state in the country to do business for eight consecutive years. Not surprisingly, California ranked 50th out of all 50 states for new business creation.

Now compare that to Georgia. When Georgians elected Governor Nathan Deal, he committed to make Georgia the number one place in the United States to do business. Since then, based on various news reports, 900 businesses have located or expanded in Georgia creating 62,000 jobs. Indeed, Georgia's unemployment rate has consistently moved in the right direction for more than 20 straight months — down by more than one-and-a-half percent.

Area Development Magazine and *Site Selection Magazine* both list Georgia as one of the top five states in the country to do business. Not surprisingly, this did not happen through tax increases, budget deficits, and more regulations.

Instead, the Georgia Legislature moved ahead to eliminate the marriage tax penalty. It eliminated the sales and use tax on energy used in manufacturing. Over three years, this

will result in more than \$62 million dollars left in taxpayers' pockets. In fact, according to the Tax Foundation, Georgia has decreased its tax burden over the last decade more than any other state.

It also means a more efficient government. Adjusted for inflation, Georgia's government spends 14 percent less per person than ten years ago. In part, this is a result of 9,000 fewer state employees than five years ago.

Rather than using "tricky accounting" to cover stealth deficits, Georgia has balanced its budget every year AND increased its "Rainy Day Fund" by 226 percent, bringing the total to \$378 million. While other states teeter on the edge of insolvency, Georgia's bond rating (according to all three major bond rating agencies) is AAA, the highest rating a state can achieve.

Not surprisingly, people are moving to Georgia as a result. According to the last census, Georgia's population increased by more than 1.5 million people — an 18 percent increase. Since then, Georgia has been growing faster than the national average.

Leadership does make a difference. Georgia is a great place to live and there are a lot of reasons why. California used to be a great place to live, but no more. It does prove that elections have consequences.

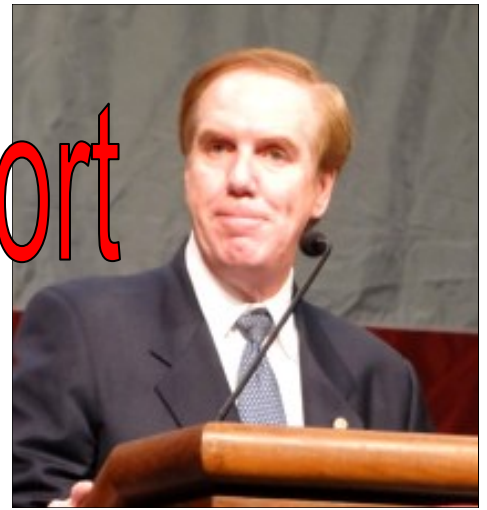
Who Am I?

Randy Evans of McKenna Long & Aldridge served as outside counsel to Speakers Dennis Hastert and Newt Gingrich, and represents several other members of Congress and elected officials in Georgia. He is Chairman of the Board of the Newt Gingrich Companies. Evans is a frequent lecturer and author on subjects of professional liability and ethics, government ethics and politics. And . . . he is Georgia's National GOP Committeeman.

The Evan's Report

By Randy Evans

GA National GOP Committeeman



Congressman Broun serves as the chairman of the Oversight and Investigations Subcommittee for the Committee on Science, Space and Technology. He also serves on the House Committee on Homeland Security and the Republican Study Committee.

In all, the departures of Saxby Chambliss <<http://www.bizjournals.com/atlanta/search/results?q=Saxby%20Chambliss>>, Jack Kingston <<http://www.bizjournals.com/atlanta/search/results?q=Jack%20Kingston>>, Phil Gingrey <<http://www.bizjournals.com/atlanta/search/results?q=Phil%20Gingrey>>, and Paul Broun represent 54 years of seniority (not including Senator Chambliss' eight years in the House of Representatives). This includes positions on powerful committees, chairmanships, and other influential posts.

Of course, Georgia has a long history of powerful people in Congress. Richard Russell <<http://www.bizjournals.com/atlanta/search/results?q=Richard%20Russell>> served Georgia from 1933 until 1971. He served as chairman of the Armed Services Committee, then chairman of the Senate Committee on Appropriations, and finally as the president *pro tempore* of the U.S. Senate. Indeed, his influence was so great that he has a building named after him -- the Richard B. Russell Senate Office Building.

More recently, Senator Sam Nunn <<http://www.bizjournals.com/atlanta/search/results?q=Sam%20Nunn>> achieved significant position and power as the chairman of the Senate Armed Services Committee during his term, which lasted from 1972 to 1997. Like Senator Chambliss, Senator Nunn retired from the Senate citing a lack of "zest and enthusiasm."

(Continued on Page 16)

When the 114th Congress of the United States convenes, Georgians will lose 54 years of seniority as a result of the retirement of Georgia's senior senator, Saxby Chambliss <<http://www.bizjournals.com/atlanta/search/results?q=Saxby%20Chambliss>>. At the time he leaves office, Senator Chambliss will have served 20 years in Congress -- eight years in the House of Representatives and 12 years in the Senate.

Beyond just the time, Saxby Chambliss <<http://www.bizjournals.com/atlanta/search/results?q=Saxby%20Chambliss>> service in Congress is notable. For example, his position on the Senate Armed Services Committee helped protect Georgia military installations during the 2005 Base Realignment and Closure round, including to the extent possible Georgia bases targeted for closure.

More significantly, while in the House of Representatives, he served on the Permanent Select Committee on Intelligence and chaired the House Intelligence Subcommittee on Terrorism and Homeland Security, which was responsible for the Intelligence Committee's investigations after the September 11, 2001, attacks.

His experience was invaluable in the Senate where he served as the vice chairman of the Senate Select Committee on Intelligence. In addition, Senator Chambliss served as a member of the Senate Armed Services Committee, the Senate Committee on Agriculture, Nutrition & Forestry, the Senate Rules Committee, and the Senate Special Committee on Aging. For Georgians, these were all critically important committees. In the Senate, they carried with them enormous power.

But, it is not only Senator Chambliss' seniority that Georgians will lose at the end of next year. Three Georgia congressmen have also decided to leave their current positions to pursue his Senate seat. Each will be replaced with "freshmen" members of Congress. The total seniority

lost for these three members is also notable.

First Congressional District Rep. Jack Kingston <<http://www.bizjournals.com/atlanta/search/results?q=Jack%20Kingston>> has served in the U.S. Congress since 1993. When he leaves the House next year, he will have served 22 years.

Like Senator Chambliss, he holds some impressive positions. In just his second term, he was appointed to the powerful House Appropriations Committee. Currently, Congressman Kingston serves as the chairman of the Labor, Health, and Human Services, Education and Related Agencies

With Saxby Chambliss' departure, Georgia will lose seniority in Congress.

Subcommittee. He is also the senior member of the Defense Appropriations Subcommittee.

Then, there is 11th District Congressman Phil Gingrey <<http://www.bizjournals.com/atlanta/search/results?q=Phil%20Gingrey>>, who was elected in 2002 and took office in 2003. When he leaves the House next year, Georgians will lose another 12 years of seniority in the House.

Congressman Gingrey serves on the Energy and Commerce Committee, the House Administration Committee, and the Energy and Commerce Committee's Subcommittee on Oversight and Investigations. He is also the chair of the GOP Doctors Caucus.

Finally, there is 10th District Congressman Paul Broun, who was elected and took office in 2007. When he leaves the House next year, Georgia will lose another eight years of seniority in the House.

By Linda Herren
GA National Committeewoman



We Survived ... Another Convention Cycle

Well, we have all survived another convention cycle that began in February and culminated with a great state convention. My hat is off to all who participated in this cycle and stayed the course. It is via this process the grassroots truly contribute to the policy and administration of the Georgia Republican Party.

The GRP has a problem...BUT... it is a good problem to have. We have grown from a small gathering to a huge convention. We have increased the delegate numbers with a lot of newcomers. We have a large number of elected officials and many national speakers that wish to participate. It is no longer possible to finish all the business in one day. Hopefully, adjustments to the agenda can be made for the next convention to ease the growing pains.

Many are bemoaning the fact that Saturday went on too long; delegates left and the Resolutions did not come to the floor. Many have hinted at some ulterior motive that caused this. I can assure you that was not the case. I was backstage for much of the time, helping to keep the agenda flowing. The staff did a great job to facilitate the time line.

We have a great slate of new officers that have already held meetings, rolled up their sleeves, and started to work. The GFRW will be a vital part of that effort.

A friend sent me a great Reagan quote: "You know, any administration, even one that lasts 8 years, is keenly aware of the ticking of the clock and the calendar pages flipping by as it strives to achieve what it set out to accomplish." Let's speed up this clock, so Obama cannot complete his agenda by keeping the Georgia D.C. delegation Republican beginning with the 2013 elections.

Who Am I?

Linda Herren was elected as the National Committeewoman from Georgia in 2004. She was a delegate to the Republican National Convention in 2004, 2008, and 2012. She served on the RNC Redistricting, Budget, and Rules committees. She also served on the RNC National Platform Committee in 2004 and the RNC National Rules Committee in 2008.



What do we do, and where do we go from here?

By Ethan Underwood

Farewell Address by Departing Chairman
at the 2013 Forsyth County Republican Party Convention

Now let's discuss the elephant in the room. Amidst our successes locally, I believe there is a feeling, especially regarding the federal government, of exasperation within the Republican Party. As though, no matter what we do, we cannot seem to win the struggle against an ever-growing government. Nationally, the relevance of the Republican Party is being questioned, as is its long-term survival.

What do we do, and where do we go from here? As [an] outgoing [County] Chairman, I offer the following:

1. Americans Want and Deserve a Vision. Republicans must focus on measurable goals and focus every effort toward obtaining them. We cannot simply say we want to shrink government or create jobs. We need to establish hard, measurable criteria (e.g., we want to reduce the deficit by \$100 billion per year, or we want to help the private sector create 1 million new jobs in two years). We then not only have a goal for ourselves, but a positive outcome we can argue liberal policies are hindering.

2. Commit to the Party. How often do we hear, "If the Republicans do this, I'm done -- I'm leaving the party!" But to go where? To vote Democrat? Or, to do the next best thing and form a third party that will guarantee Democrat victories? The Republican Platform states what we collectively believe, and I challenge you to find anything in our ideology that is factually or morally wrong. If you agree with that statement, then commit to the Republican Party. Families do not agree on everything, but they stay together because they are committed to each other.

3. Don't Buy In to the Idea that Social Issues Don't Matter. A popular thing to say in Republican circles is that

we have to ditch the social issues and focus solely on economics. "Social issues," we are told, "are none of our business and are dragging us down."

Let me ask you, "Why is our federal deficit so large? Where does that money go?" The majority of federal spending is on social issues! Medicare, welfare, and now mandatory contraception and abortion coverage are where nearly 70 percent of the federal budget is spent. We spend billions of dollars every year on an antiquated Social Security System that is plundered by politicians for operating dollars then borrowed against, rather than set up a dedicated fund that cannot be touched for any reason other than Social Security. We spend billions of dollars every year to care for the poor, which have been placed in that situation because of the breakdown of the traditional family.

There have been numerous studies regarding children who come from single-parent homes; and, now studies are emerging regarding children of same-sex couples that show these children tend to experience greater levels of poverty, perform worse in school, have higher frequencies of long-term psychological problems, experience greater incidences of sexual abuse, and have greater chances to end up on some form of government subsidy with children of their own in the same circumstances. Abortions and contraception are now taxpayer funded. We are all paying for the effects of bad social policy, but we are told those things are none of our business?

Have you noticed since November, practically the only things Republicans have dealt with are fiscal issues, and we have been getting clobbered. Money doesn't inspire a population where only 48 percent pay income taxes. Right and wrong inspire Ameri-

cans, and social issues are where those principles manifest. Don't give up social policy.

4. Centralized Campaign Messaging and Strategy. Centralized government is bad for individual liberties, but centralized planning is essential for effective political campaigns.

We are at war, ideologically. In wars, there will be a winner and there will be a loser — and, if the promise of America is to survive, it had better be we that wins. [We need to win.] Wars are not won by rogue units running around fighting without a common strategy. The Party must embrace centralized messaging and campaigning and stick to the plan with military-like precision and dedication.

5. People Want to Know We Care About Them as Individuals. People are not platitudes or philosophical abstracts. We must address Americans as individuals and let them know that we care about their success. Every policy has an effect on a family, every dollar spent by the government is a dollar taken from someone. We have to communicate how each action of the government will affect individuals for them to take an interest and join our cause.

6. This is as much a Spiritual Battle as it is Political. Have you noticed that atheists and the morally challenged do not flock to the Republican Party? There is a reason for that. We believe that if people are to be free, we must make our own decisions; and, if we make our own decisions, we must be free to incur consequences for our actions. Moreover, to be free, we must also assume others will not abuse their freedom to do us harm.

In contrast, atheists and

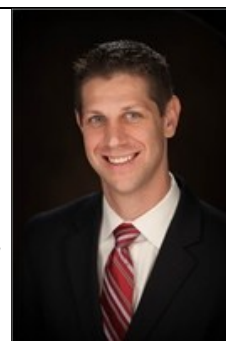
practical atheists almost universally embrace socialism. Liberals do not like the idea of consequences. They argue against moral restraint, but when they notice the consequences of removing it, they immediately demand more government control. It is for this reason President John Adams told us, "Our Constitution was made only for a moral and religious people. It is wholly inadequate to the government of any other."

Freedom will not survive where the spiritual consequences of our actions are ignored. So pray for our nation, and daily conform yourself to the high moral standards our freedom requires.

By providing Americans measurable policy objectives, communicating how those policies affect them as individuals, setting high moral standards, and working together instead of picking each other apart, we can make the Republican Party a strong, national party once more.

Who Am I?

Ethan Underwood is a lawyer in Cumming, GA, with Lipscomb, Johnson, Sleister, Dailey & Smith, LLP. He served as Forsyth County GOP Chairman and was recently elected as 2nd Vice Chairman of the 9th Congressional District GOP and a member of the State Republican Committee. Ethan's focus is on developing campaign resources, planning, and execution for Republicans and our political allies.



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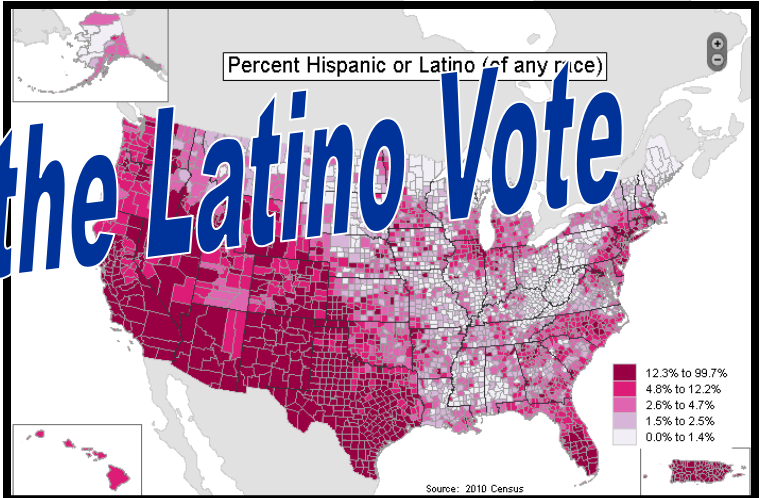
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nfrw.org/programs/convention/

Competing for the Latino Vote

By Lauren Bell



The last election results confirmed what many in the Republican Party have known for a while. The Republicans have a problem communicating the party principles to various ethnic communities, particularly the Latino community. To succeed in the next election, we must as a party commit to bringing our message to populations that have not traditionally voted Republican. Solving this problem does not mean changing the traditional conservative ideals. Instead, to gain the Latino vote, we must understand the Latino vote. So, what exactly are the core values of Latinos?

To help answer this question, I spoke with Charles Alvarez, of Gainesville, Georgia. Mr. Alvarez is of Puerto Rican decent, a registered Republican, and is running to become the first elected Latino Mayor of Gainesville, a town that is located in the second most conservative congressional district in the country.

After meeting Mr. Alvarez, I first asked him what the Republican Party needed to do to get Latinos to show up at the polls and choose Republicans in the next presidential election. He responded: First and foremost the GOP needed to understand who the Latino Community is; Republicans also need to understand the core values of the Latino community.

I followed up by asking Mr. Alvarez to identify the core values of Latinos. According to Mr. Alvarez, by their nature and by their upbringing, Latinos have a conservative family value imbedded within them. Latinos are God-fearing people and are strong in faith. They are hardworking and family-oriented. They respect life and do not want anything handed to them. Mr. Alvarez believes if the GOP could first work on knowing these characteristics, then the Republicans could better understand and effectively communicate with the Latino community.

tively communicate with the Latino community.

Lastly, I wanted to know what suggestions Mr. Alvarez had for the Republican Party. His response is similar to many in the African-American community. In his opinion, the GOP needs to better oppose the scare tactics that are used to drive away the Latino voters from the GOP. Mr. Alvarez also brought up the idea of Republicans improving their relationship with the Latino media.

I hope my conversation with Mr. Alvarez can give us all some enlightenment. Growing the Latino vote is not about changing our values. It is about working to get our message into the Latino community. We can do this by diversifying our messengers, attending local Latino community meetings, and getting to know Latino spiritual leaders in our towns. The motivation for Latinos is no different than what each of us thinks about each day — giving our children a better future.

Who Am I?

Lauren Bell was born and raised in Terrell, Texas. She is a graduate of Princeton University. After college, she attended law school at Louisiana State University where she met her husband Ashley Bell. Lauren now represents small business owners who have been sued in Georgia Courts and is an active member of the Republican Party. Lauren and Ashley now reside in Gainesville, Georgia, with their two children, Lilla Bleu-Angel Bell and Ashley Beaux-Walker Bell.



Evans Report: Continued from Page 12

And, of course, there was Speaker Newt Gingrich, the leader of the Republican Revolution and the speaker of the U.S. House of Representatives from 1995 until 1999. Between balancing the budget and reforming welfare, he was one of Georgia's most historic and powerful politicians.

In the past, with each departure of a Georgia senator or congressman, there have been others to step up. With Senator Chambliss' departure, in the House, Congressmen Tom Price and

Lynn Westmoreland<<http://www.bizjournals.com/atlanta/search/results?q=Lynn%20Westmoreland>> will undoubtedly continue their rise through the leadership with the help of a strong and sizable Georgia delegation. If the Republicans retain control of the House, both will see their stars continue to rise. Yet, 54 years and all those committees and chairmanships is a lot to lose at one time. But, it is the nature of politics -- things change.

[Evans is an attorney and frequent **VOICES** columnist.]

Source: PhotoShop22



Growing the Black Vote

By Ashley D. Bell
Bell & Washington, LLP

The topic of increasing the participation of Black Americans within the Republican Party is a topic often opined about, but rarely actually attempted. It is a prickly topic at best within the Republican ranks. Many party leaders believe that you don't change your message for anybody and, if people want to join, they just will. This is true. However, this approach won't attract enough Black voters to stave off another decade of the GOP garnering below 5 percent of the Black vote in this state and this nation. A problem so one sided by looking at the numbers would seem too impossible to fix, and beyond the next election cycle who cares. The latter is true. The problem with the Republican Party and Black Americans is simple. The vast majority of Black Americans do not believe the GOP likes them or has a clue what matters to them. Can this be fixed? Yes, of course.

What will it take? Patience, persistence, and participation in the institutions and community endeavors that matter to Black Georgians. The GOP and organizations like GFRW need to use the "3Ps" I've mentioned above. It won't be easy and you will be rejected...at first. But, the first time the GFRW or a local [club] signs up to help a local civil rights or Black community organization to do a voter registration drive...the tide will begin to turn. Yes, it would be easier if your organization has Black Republican women who can help you navigate the intimate politics of these types of unions. As a party, the GOP has far too many conversations with the choir. If our GOP women's groups look for and engage other women's groups in the Black faith community, then over time, you will create with the "3Ps" what the GOP has been lacking: a relationship with the Black Community.

There are a list of things I could write of the do's and don'ts when attempting the "3Ps." Such as, attacking Obama will never work, not because the people of color you're talking to don't agree his record hasn't been good for the country and especially Black Americans with double digit unemployment every year of his presidency, but because you're Republican. Anything you say will probably be viewed as hostile to not only the president, but to the Black community. Why? Because, you haven't taken the time to build the relationship.

**The Three P's for
Growing the Black
Vote**
Patience
Persistence
Participation

Republicans can do well in Black communities by delivering the same unequivocally conservative message they do everywhere. However, that has to come after some goodwill and trust has been established.

How do you do that in the meantime?

- 1) Pick issues like Charter Schools and work with parents to do community organizing in a non-partisan environment ;
- 2) Make sure your GOP incumbents take time to visit Black churches in non-election years and support their ministry with volunteer time when possible;
- 3) Do voter registration with other organizations in Black communities; and,
- 4) Provide opportunities for them to

participate and work with GOP elected officials, like sponsoring a young person to be a page at the legislature.

Georgia Growth and Opportunity Partnerships is here to help you and your organization get this done. We are one of the only Republican organizations dedicated to talking to people other than Republicans. We can help. Contact us GOPartner-ships@gmail.com

Who Am I?

Ashley D. Bell is a former Special Advisor to Gov. Mitt Romney and a former County Commissioner elected in 2008 at age 27 to become Hall County's youngest ever Commissioner and one of the youngest in the State of Georgia, representing the 3rd fastest growing metropolitan area in America. Ashley is a partner at Bell & Washington, LLP, where he is a skilled government affairs and public finance attorney. Bell attended law school at the University of Georgia and LSU. He is also honored to be a 21st Century Leadership Fellow at the Harvard University, John F. Kennedy School of Government, Georgia Trend Magazine's "Top Forty Under 40," and member of the National Council of the America-Israel Public Affairs Committee (AIPAC). Ashley Bell has served with distinction as the General Counsel for the Georgia Association of Black Mayors, Georgia Association of Black County Officials and National Association of Black County Officials, in total serving over three thousand elected officials across America. Follow him on Twitter for updates @AshleyBellR





Who Am I?

Lisa Roper is Vice President of Rinco of Texas, a Land Development Company. She has extensive background in Public Relations, Event Planning, Event Staging, and Event Decorating. Lisa generously volunteers her time supporting our men and women in the U.S. Military. In conjunction with her work with Rinco of Texas, Lisa is actively raising funds for The Wounded Warriors Project. She is also a founding member of Palladium View, a conservative women's group dedicated to promoting Republican women candidates and giving women a platform to have their voices heard. Roper currently serves NFRW as 4th Vice President and Regional Director for Region 7.

Turning Point!

By Lisa Roper
NFRW 4th VP

The National Federation of Republican Women is focused on renewing the energy of American women to bring their talents, ideas, and commitments to work together for a stronger, united GOP. We will achieve this goal by reaching out to all who want America's lawmakers to secure our freedoms and our nation and by encouraging them to reach out to strong, trusted conservative leaders to uphold their oaths to defend our Constitution.

Republican Women are the fabric of our society — and — they reach every sector in our communities. Changing the avenues and the approaches to attract new groups of women to our organizations with the objective of bringing everyone together with one common purpose is imperative. The desire to strengthen the bonds that hold us together must be emphasized and we must not let our differences define and divide our important mission.

"United we stand and divided we fall."
The Democratic Party has counted on a divided opposition and has taken up the national narrative.

Now is the time to unite all Republicans, Conservatives, Tea Party organizations, Libertarians, and Evangelicals for a common mission — to overcome the Democratic machine. It will take a strong commitment to take our message to the nation. Using social media, blogs, and building and teaming up with small conservative groups are ways we can deliver the message and counteract the negative messages spread by the Democrats. Remember: We have one common goal — to win every seat for the GOP.

Changing our thinking and moving forward together will be the turning point for the Republican Party. Changing our thinking and moving forward together will help bring the transformation the Republican Party so desperately needs. Changing our thinking and moving forward together starts with you in your club and Federation. You and your respective club members can make that happen — **If** — you remember what we are all working toward and don't get derailed by pettiness and inconsequential matters, which is exactly what the Democrats are hoping to happen.



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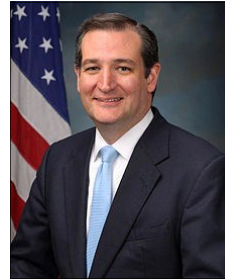
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Speakers



Rafael Edward "Ted" Cruz is the junior United States Senator for the state of Texas since 2013. He is vice-chairman of the National Republican Senatorial Committee. Cruz was the first Hispanic Solicitor General in Texas and the youngest Solicitor General in the U.S.



Sharon Day was elected Co-Chair of the Republican National Committee on January 14, 2011, and reelected on January 25, 2013. From 2009-2011, she served as RNC Secretary and she has served at the grassroots level of our Party.



Karen Kanes Floyd is the Publisher of Palladian View, a digital magazine for conservative Republican women. She was the first woman elected chair of the South Carolina Republican Party. She currently serves as Treasurer of the South Carolina Ports Authority board.



Professor Jeffrey F. Addicott is the Director of the Center for Terrorism Law at St. Mary's University School of Law, San Antonio, Texas. Professor Addicott spent a quarter of his career as a senior legal advisor to the United States Army's Special Forces.



Carlos M. Gutierrez was the 35th Secretary of the U.S. Department of Commerce from 2005 to 2009, the voice of business in government. Former board chairman and chief executive officer of Kellogg Company, Secretary Gutierrez was a core member of President Bush's economic team.

*Additional Speakers
to be Announced*

Recap of Sine Die

The 2013 legislative session ended late in the night with both the Georgia House and Senate voting bills out of their respective chambers. The Senate alone had over 30 bills to vote on; but, the primary focus was on the budget, the gun bill, and ethics. Both chambers escaped the day with very little drama and were able to accomplish most of what they intended.



By Martha Zoller
Former Candidate for U.S. House of Representatives

the House and Senate floors. One reason, Speaker David Ralston did not bring the last-minute Senate abortion amendment to a vote, for which, many in the House from both parties were relieved. Georgia Right to Life was disappointed but happy to learn Governor Deal will likely issue an executive order banning abortions from being covered in state health plans for state employees.

The legislature's only constitutional requirement, the budget, was agreed to and passed in both houses. The 19.9 billion dollar budget was an increase from last year's and includes more funding for K12 education and public health programs. There were also cuts to many state agencies. This year's budget demonstrates this year's tax revenues are projected to be higher.

The gun bill SB 101 was the only exception. It did not make it out for a vote. The contentious issue was the right for students to carry a concealed weapon on college campuses. It was opposed by the Board of Regents. Late in the evening, the conference committee came to an agreement. It would allow college students who were 21-25 years old and passed a gun training course to carry a concealed weapon on campus. The agreed bill did not make the move to the House Rules Committee in time, so it will have to wait until next year.

The ethics bill HB142 unanimously passed in both the House and the Senate. Both sides in the conference committee made the necessary compromises to move it forward. They removed the requirement for volunteers who advocate for bills to register as lobbyists. These advocates must not receive more than \$250 in payments and reimbursements or spend over \$1,000 in lobbying expenditures per year. The \$100 lobbying gift cap decreased to \$75. This ban caps what each lobbyist can spend on gifts like food, golf, hunting, sporting events, and concerts. There were some exemptions — like one committee dinner per year. Both sides agree this is a positive step for ethics reform in Georgia.

This year's session ended smoothly, with no drama. There were no legislators marching out in protest or dramatic demonstrations on

There was also a "Fair Tax" bill presented by Representative Kirby. This will start a study committee, as many lawmakers want to see Georgia end its income tax and replace it with a sales tax. This bill passed along party lines and, possibly, will come up in next year's session.

With the session now ended and two out of three big pieces of legislation passed, the House and Senate members are recouping from a busy and, some would say, productive night in downtown Atlanta. The legislation that was passed was sent to Governor Deal.

Who Am I?

Martha Mitchell Zoller is a columnist, media personality, author, and former Republican candidate for the United States House of Representatives. Zoller, a graduate of the University of Georgia's prestigious Grady School of Journalism, lives in Gainesville, Georgia, with her husband. They have four children. She's been named the Business Woman of the Year by the ABWA and is a Rotarian. In July, 2008, Martha joined the University of Georgia Alumni Board.



Photo: In Legislative Chamber, Georgia State Capitol
GFRW Red Coat Day at the Capitol, 2013
Judy True

*Freedom is never more than one generation away from extinction.
We didn't pass it to our children in the bloodstream. It must be fought for, protected,
and handed on for them to do the same.*

~ Ronald Reagan

My Challenge!

By Lisa Kinnemore

I grew up in Chamblee, GA, about 20 miles northeast of Atlanta. My parents had nine children and encouraged all of us to get a good education, work hard, and vote for Democrats. After all, that was the only political party that cared about black people. I truly believed that until I went to college and became more educated about the Republican and Democratic parties.

As I studied the history of the Republican Party, I found out how instrumental they were in the abolition of slavery and the fight for civil rights. I was surprised by the number of black conservatives who were state and federal representatives in the 1800s. No one had ever taught us this truth, so we believed the lie that blacks were only associated with the Democratic Party.

After I graduated from college, I became more involved with the Republican Party and started telling family and friends about the party of Dr. Martin Luther King, Jr., Frederick Douglass, and Abraham Lincoln. I get excited about these opportunities but am not always well received. In spite of this challenge, I will continue to inform those who are willing to listen.

Over the years, I have realized the only way we can increase diversity opportunities in the party is through education and asking people what they want. K. Carl Smith in his book, *Frederick Douglass Republicans – The Movement to Re-Ignite America's Passion for Liberty*, gives four easy questions the average person can relate to:

- Respect for the Constitution: "Do you believe in the

freedom to live and worship as you please?"

- Respect for Life: "Do you believe all life is precious?"
- Belief in Limited Government: "Would you like to keep more of the money you make?"
- Belief in Personal Responsibility: "Do you believe in the biblical teaching that states if you don't work, you should not eat?"

There are many people who believe they are Democrats and would be surprised by the answers they give to these questions. So we need to reach out to all people, not just minorities; let them know who we are; and, ask them what they want. As long as we remain true to our conservative values of limited government, traditional marriage, and the sanctity of life, people will be drawn by our actions more than our words. By doing this, we will see more diversity and growth in the Republican Party for years to come.

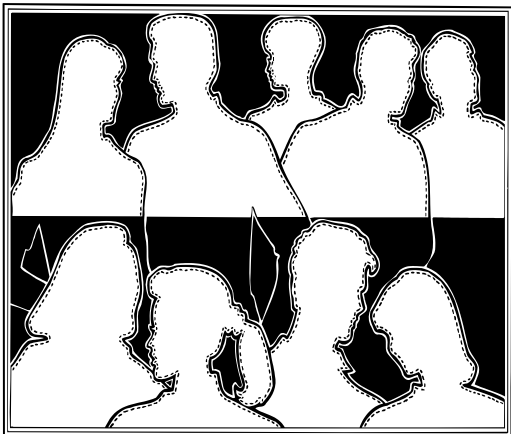
Who Am I?

Lisa Kinnemore is a resident of DeKalb County. She is a member of North DeKalb Republican Women, DeKalb GOP, Georgia Black Republican Council, and Conservative Republican Women of North Atlanta. Lisa earned a degree in Political Science from Georgia State University. She is a member of the Georgia Board of Education. She is married to Gary and has three sons.



The Shining Faces of the GOP's Future

We are extremely proud of the Republicans featured on the cover of this issue of *VOICES Magazine*. They represent the future of our party.



From top right:

- Row 1:** (1) Keiko Orrall, State Representative, Massachusetts; (2) Ashley D. Bell, Attorney, Georgia Growth and Opportunity Partnerships; (3) Rachael Clark, Texas; (4) Elizabeth Gonzalez-Gann, Board of Directors for Southern Arizona Hispanic Republicans; (5) Remington Youngblood, President of Change4Georgia
- Row 2:** (6) Michael McNeely, 1st Vice Chair of GA GOP; (7) Lisa Roper, 4th Vice President of NFRW; (8) Ethan Underwood, 2nd Vice Chair 9th District GA GOP; (9) Lora Hawk, President, Scarlet Hawk Consulting, Georgia; (10) Lauren Bell, Attorney, Georgia;
- Row 3:** (11) Michelle Steele, Vice Chair California State Board of Equalization, District 3; (12) Senator Kelly Ayotte, New Hampshire; (13) Mia Love, Mayor Saratoga Springs, Utah; (14) Governor Nikki Haley, South Carolina; (15) John Simpson, Political Consultant, Washington, D.C., and Atlanta, Georgia
- Row 4:** (16) Laura Ciscomani, Board of Directors, Southern Arizona Hispanic Republicans; (17) Sophie Johnson, Candidate for Arizona State Delegate; (18) Lisa Kinnemore, Member, Georgia Board of Education; (19) Kimberly Yee, State Representative, Arizona; (20) Grace Ho, Student, University of Maryland, and former NFRW Page.



Start with Retention and Follow With Recruitment!

By Lynn Hartung
NFRW Membership Chairman

It takes less effort to keep a member than to find a new member. High retention rates are a signal that you have happy, satisfied members; and, those happy, satisfied members tend to share your club story with others. If you get retention right, you will have built the basis for recruitment.

What do your state's clubs do to retain members? Do you have some success stories? Please share. Sally Taylor reports her club's retention efforts: "My club has about 110 members with 20 board members. I divided the directory and gave each board member five members to keep in contact with on renewals, programs, and member health and welfare...found that one passed away in November, one moved, and one fell while in Europe."

You've heard of "A bird in hand is worth two in the bush"? Although recruiting new members is certainly important — if you want your club to thrive, membership retention is very important!!

Satellite Groups

Satellite groups are a great extension of a local club. The satellite group can be a night group, if the regular club has a day group, such as a professional working women's group and/or Young Republican Women's group, a minority group, or a group to allow young mothers to get together as Republicans. Best of all, this serves as a way to start a new club that cannot find someone to serve as president, etc.

If you can't save the club, SAVE THE MEMBERS. A satellite group is a way for state federations, faced with losing a club, to reach out to the members of the club and keep them from leaving the federation. Local clubs could be encouraged to reach out to those members whose club might be dissolving. The members can become a satellite — reserving their relationships with each other and remaining part of the NFRW. Shirley Kaltenborn, a Membership Committee member, reports that this is exactly what the Clairemont RWF in San Diego, CA, has done, i.e., taken an older club in danger of dissolving as a satellite group. The satellite group would help maintain their members' association, maybe leading to a successor club. Another success story comes from Sharon Barnes who reports: "Republican

Women's Club of St. Louis has taken the Reagan Republican Women's Club (that was going to dissolve) and made them a satellite group! The members are ecstatic that they can continue to meet but without the hassle of paperwork and officers!!"

At step-by-step guide to starting a satellite group is included in the NFRW Membership Handbook. Additionally, the members of the Committee are available to help answer questions about how your state's clubs can set up a satellite and save members.

Do you have a club who is using satellite groups already? Please send a member of the committee information on how your state federation has been using satellite groups. We want to share this with others.

Who Am I?

Lynne Hartung, nominated for NFRW 2014-2015 Treasurer, has over 40 years experience in accounting and business administration positions. Hartung serves as the NFRW Membership Chairman. She has worked on the Membership Committee since 2010 and served as Vice-Chair in 2012. She served as President of the Nevada FRW for the 2010-2011 term. Hartung has been involved with Republican politics and NFRW clubs since 1980, serving in many different capacities. She serves as Washoe County Republican Party Treasurer and is a member of the Nevada and Washoe County Central Committees. She also served on the Nevada Republican Party Executive Board in 2010-2011. She currently is Treasurer for the Board of Directors of the Better Business Bureau of Northern Nevada and served as Chairman in 2008. After raising her son, Ted, as a single parent, Hartung graduated from Embry-Riddle Aeronautical University with a Bachelor's degree in Business Administration.





Marketing Your NFRW Club

By Lynn Hartung
NFRW Membership Chairman

Marketing is the process of promotion and sales of a product or service. You as a member of an NFRW club do have a product – it is membership in the most influential women's political organization in the United States. We have many ways to "market" our product not only to recruit new members, but to keep "selling" your club to your existing members.

How well is your club doing? How many items do you use to not only recruit members, but retain them?

- **Newsletter** — Your newsletter is your club's most powerful and effective marketing tool. It will keep your members informed and involved. It will give the prospective member information about your club and keep them interested. And, if you continue sending to those who did not renew at renewal last year, you might get them to re-join the club. Some key items to make your newsletter more effective:

1. Send to all meeting guests up to three months after the initial meeting. This might be the way to turn them from a guest to a member.

2. Recap last month's meeting – what did they miss? And, every month show who the next two-three months' speakers will be; so, if they can't attend the current month, they already are planning on a subsequent meeting. And, don't just put names and titles on the list – add a little information on what the speaker's topic will be.

3. Encourage guest columnists – legislators; Congressmen; city or county officials; Republican Party officials; and, of course, NFRW and State Federation officers.

4. Highlight the benefits of being members of the NFRW membership two or three times per year.

- **Meeting announcements** — send out at least three weeks prior to the event. Remember your members are often busy women. Having meeting information in advance will help them keep your club on their calendars.

1. Your announcement email/mailling list should include members, members who

have not renewed, local Republican Party officials, and Republican office-holders in your area.

2. Every meeting guest should be added to the list for a period of time. Their initial visit might not convince them they want to join, but the continued interaction might.

- **Websites** are so important if we are going to attract younger members to our Federation. They provide a quick way for a Republican woman to find a Federation home. Does your club have a website?

1. Design is important. The woman looking for a club to attend/join wants to find two items quickly and easily -- where and when the club meets and contact information. This should be on the top half of homepage!

2. Every club can have a Web presence which is provided by the NFRW. If your club does not feel they have the money or expertise to maintain a website, the NFRW has created a site for them:

www.republicanwomen.net/state/name
(State – 2 letter; club – just club names –
an example: www.republicanwomen.net/nv/sparks)

- ☐ The club has the ability to log in and edit the page, so that it reflects current information about the club.

- ☐ Annually, the new club president will receive an email from the NFRW to update the information at this site. The president can add information about where and when the club meets; major projects the club supports; and, the biography of the club president.

- **Club brochure** – The NFRW has a sample, customizable brochure available for clubs to edit at <http://www.nfrw.org/documents/membership/brochure10.pdf>. The club just changes those fields in green and prints. Does every member have copies of the brochure to hand out to friends and families? Are there copies of your club's brochure at your local Republican Party headquarters?

- **Renewal Letters** -- Make sure that the renewal notice gives the member a reason for renewing:

1. Letters that just ask for renewal dues do not particularly inspire members to come back for another year! First, say thank you for being a member.

2. Summarize what the club has accomplished during the last year – its speakers, its functions, and its fundraising efforts. Remind the member of how the club helped Republican candidates through volunteering and the community through its Caring for America and Literacy projects.

3. Tell the member what the club is planning for the following year – let her know the club needs her commitment for the next year to achieve even more, to make a difference in her community.

- **Business Card** — Some clubs have created business cards which identify them as officers and/or members of the club. Just as important, though, is what is included on the reverse side — the meeting dates, times and locations for that year, as well as contact information to make reservations. Business cards serve as a quick reminder to anyone who receives it of your club's functions!

- **Facebook** — Announce all your meetings in the "Events" section of Facebook; then make sure your members send it onto their Facebook friends.

- **Miscellaneous:**

1. Create a membership poster to support the clubs in your area. Hang it in the local Republican headquarters announcing the names, contacts, email addresses of all the local clubs.

Each club is responsible for supplying brochures or flyers about their clubs to hang adjacent to the poster. Remember there are many volunteers at headquarters who are not members of the Federation.

2. Caring for America & Literacy projects – if allowed, make sure you have a label on donated items to show that your club is supporting the community. That label could be enough to convince one Republican woman your club is what she has been looking for.



Seek the Best of the Best!

By Dulaney Woodward
NFRW Nominating Committee

A nominating committee is tasked with presenting a slate of capable, committed, energetic, and knowledgeable women at every position, who understand and love their Federation or club, and can be cohesive, supportive, and caring. To do this, members of the committee must have an open mind for their work and be able to devote the time necessary to read and understand all submissions without bringing a personal agenda to the task. Their deliberations are the time for a forthright and honest evaluation of all candidates. **The strongest slate of officers is the goal.** Each committee member must bring the same quality of thought to her determination as those most suited to serve; and, to the best of her ability, judge them on their character, qualifications, and performance. It is essential that there is a non-disclosure agreement signed by all members. Speaking outside the meeting regarding deliberations is damaging to all concerned — anger or hurt feelings may never be mended. The nominating committee is to bring order to the election process, not dissension or division.

When considering members of the committee, choose those who are familiar with the roles of all offices and, if possible, have had experience in the level they are working to fill. It is important they be knowledgeable about the membership and can speak from experience regarding strengths and weaknesses of the candidates.

Committees may work in very different ways: some simply verify qualifications, while others may be at the other end of the spectrum and seek out those who will run. Some may accept the positions the candidates are seeking, and others place them in different offices. Some will read letters of recommendations and others will actively interview anyone seeking an office. All are valid and fit different environments but still require the same thoughtfulness and diligence.

The quality of thought you bring to your determinations will directly affect the quality of officers you will nominate. Who you are and what you value will help determine the type of leaders you will choose. This is not the time for a beauty or popularity contest, nor is it based on a *quid pro quo* or back room promises. This is when you will shape the direction of your organization.

**We are only as strong as our leaders, so choose them wisely and selflessly,
and then support the slate you have chosen.**



2013 GFRW Nominating Committee:

Elaine Watson, Helen Story, Joyce Hinton (Chair), Denise Ogino, Sharon White

Who Am I?

Dulany D. Woodward is First Vice President of the Colorado Federation of Republican Women and running for state President. She is Vice Chair of the NFRW Achievement Awards Committee. She was also elected to the current NFRW Nominating Committee. Dulany is an advocate for women's issues and a frequent contributor to VOICES Magazine.



By Judy True

NFRW Public Relations Committee

Use them . . . Or, Lose Them!

Federations lament the lack of new and/or young leaders. The last two presidential election cycles hammered again our need to appeal to the young men and women across our nation. Why are we having difficulty bringing young people on board? This IS one of the elephants in our room!

Jeffrey Cufaude is widely recognized as a consultant on leadership and management issues. Several years ago at a leadership conference, he conducted informal discussions with a variety of young leaders in the organization and quizzed them about what frustrated them regarding their involvement opportunities. He later summarized their themes – calling them – “The Dirty Dozen.” (Cufaude, 2000)

I recently revisited Cufaude’s list and found the “dirty dozen” still hampering Federation efforts to attract young leaders. (And . . . most of us “experienced leaders” don’t like the dirty dozen either.) If any of these problems exist in your leadership arena (local club, state or national federation levels), what can you do to turn these problems into opportunities?

The Dirty Dozen Frustrations for New Leaders:

1. **Bureaucracy and red tape.** The perceived hoops and barriers new leaders face in order to “prove” themselves are sometimes excessive and even unnecessary. Existing bureaucratic red tape and “requirements” in order to work one’s way up in the organization can throw a roadblock in the way of new leaders. Such hoops do not fit their time frame and prevent them from feeling they CAN make a difference.
2. **No clear vision, lack of focus.** If committee assignments and volunteer activities lack purpose or direction, new leaders may lose interest or direction. They have little patience for going through the motions of volunteering.
3. **Not fun!** A boring or painful experience will discourage young leaders from being willing to expend further energy.

4. **No end commitment.** Long, permanent appointments hold little interest to busy, new leaders who are more apt to be interested in short-term, project-specific opportunities.
5. **Not open to innovation and creativity.** “Same old, same old” is not exciting! New leaders want opportunities to make their mark and use their know-how. They seek volunteer organizations to provide outlets for creativity not available in their jobs or at home.
6. **Bad meetings or bad planning.** New leaders have little patience with poorly run meetings and sloppy organization. They consider their time valuable and become frustrated trying to figure out how to get things “going.”
7. **Patronizing attitudes.** Being confronted with a fellow, long-standing leader (with a patronizing attitude) is a bummer — a turn off! This gal makes equally experienced, new leaders . . . angry! The new gals want people to see the quality of *their* contributions.
8. **Fear of change.** Entrenched, established leaders are frequently afraid of change. The “If it ain’t broke, don’t fix it!” attitude frustrates new leaders who are willing to take risks – to try something new.
9. **Lack of appreciation.** Like all of us, new leaders need to be appreciated and to receive recognition for their efforts. Recognition and accolades during meetings go a long way. Without acknowledgement, these gals will move on to other groups that meet their needs.
10. **No sense of community and spirit.** The “good ole girl network” and the cliques of established leaders are apt to be viewed with impatience. New leaders look for diversity and a sense of connection to others in the group.

11. **“Pay your dues” mentality.** Seeing a required number of years necessary to climb the organization ladder is a major source of frustration. Maybe the top is not their goal, but they want to make a difference from day one . . . or they lose interest!
12. **Talents not utilized, perspectives not respected.** In summary, we hear young women say . . . “Don’t waste my time!” When they feel their talents aren’t used, or they are being ignored – they move on!

Look at your leadership arena . . . are we guilty of any of the Dirty Dozen? Many of us have been involved in political volunteer efforts for decades – beginning in Young Republicans and progressing through clubs, state federations, and national federation opportunities. Now is the time to cultivate new leadership – **be a mentor – not a mother.** Open the doors for promising young women whatever their age or experience. Invite them to serve on committees. **Open up your federation structure to create opportunities where new leaders can play a significant role.**

If any of the “dirty dozen” exist in your leadership arena (local club, state or national federation levels), what can you do to turn these problems into opportunities?

Source: Cufaude, Jeffrey (Jan. 2000). “Cultivating New Leadership.” *Association Management*. 73-80.

Who Am I?

Judy True is Editor-in-Chief of VOICES Magazine and Vice Chair of the NFRW Public Relations Committee.





NFRW Leadership Resources

By Kay VanSant

Chairman, NFRW Leadership Development Committee

Results of the Striving for Excellence Survey, conducted earlier this year by the Public Relations Committee, clearly showed a need for more leadership training by NFRW. The Leadership Development Committee has long been aware of this need and, consequently, was the motivation behind the development of the Leadership Development Training Modules over the past few years. These resources may be found on the NFRW website, located in the Digital Resource Library, and are available to all of our members. The question that the Leadership Development Committee asks is, "How many of our Federation members, at all levels, know about what is available and how to find it?" Let's look at the procedure for locating these resources:

- Go to the NFRW website
- Log in to the MEMBER CENTER
- Type in User name: federation; Password: nfrw1938
- Click on DIGITAL RESOURCE LIBRARY
- Cursor to LEADERSHIP DEVELOPMENT & MENTORING
- Find the title you are looking for, and now you have it!

In the Leadership site, you will find the complete library of Power Point training modules which you may read from the slides, download them into Power Point, convert to a pdf file, or you may simply print them for your use and reference. Another exciting addition will be a series of Self Study Guides for each of the modules which will be available by the end of the year. These guides will be posted on the website so members who have not had an opportunity to attend a Leadership Development workshop can use the guides in their own homes, their clubs, or even in small groups to lead discussion sessions.

We hope members, at all levels of the Federation, will utilize the resources already on the website. We are currently working on updates and improvements to the LD section of the Digital Resource Library. The Leadership Development Handbook no longer appears on the site, but that manual is currently being updated and will be available on the site before the end of the year. The LD Committee is very excited about the newest module currently in review, "Training for Treasurers," which focuses on state and club treasurers. This will be posted as soon as approval has been received and will be introduced at convention in September. Questions should be directed to: **Kay VanSant, Chairman, NFRW Leadership Development, 160 County Road 551, Centre, AL 35960**

P: 256-927-4282, C: 256-557-2239. kcvsant@tds.com

Who Am I?

***Kay VanSant** currently serves as Chairman of the Leadership Development Committee. She serves on the Executive Committee for the Alabama Republican Party and is Secretary of the Cherokee County Republican Executive Committee. She also serves her church as a member of the Administrative Board, the Finance Committee, and has just completed a term as Lay Leader. Kay is a graduate of Auburn University with a B.S. degree in Education.*



Mark Your Calendar!



**GFRW Fall Board Meeting
Hilton Atlanta /Marietta
Hotel & Conference Center
October 25-26, 2013**

Clean Up Your Loose Ends!

By Millie Rogers
Chairman, NFRW Program Committee

Summer is finally here and it is time to clean up loose ends and finish tasks for the year. The 37th Biennial Convention will soon be upon us, leaving only a few short months to complete your programs under the 2012-2013 NFRW Achievement Awards.

Even though Achievement Awards have been turned in and clubs have earned credit for programs may occur after the June 1, 2013, awards deadline, your programs still need to be scheduled.

The Program Committee urges clubs to evaluate their programs for the rest of 2013, so that they will know where they stand and what they still have to do. With this in mind, the Program Committee would like to remind clubs that there are many program ideas on the NFRW website.

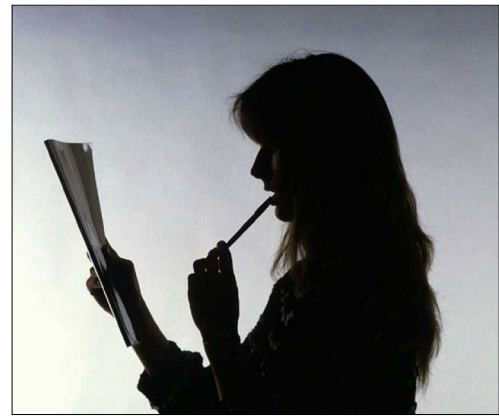
In order to complete your program requirements, your meeting can have more than one program presentation at one meeting. You can get credit for information handed out on a specific topic.

We invite you to visit the NFRW website: www.nfrw.org for more program ideas. We encourage you to utilize the NFRW scholarship as a means to promote the scholarship program and as an outreach program.

If you have any questions about your programs, please don't hesitate to contact me as the NFRW Program Committee chairman.

Who Am I?

Millie Rogers—Feature Editor and Regional Distribution Director. Millie acquires feature articles and directs distribution of VOICES to national and state leaders. A GFRW Past President, she chaired the GFRW Americanism Committee and was a Liberty Day Project Coordinator. Millie is Past President of Cobb County Republican Women and Past 2nd Vice President of the Cobb County Republican Party. She currently chairs the NFRW Program Committee. Millie is employed by the Cobb County Board of Commissioners.



PROGRAM IDEAS

- ☐ Adopt programs to the season, national holidays, and special events
- ☐ Feature Republican speakers and activists: (political consultants, chief of staff for elected officials, party chairmen (county and state)
- ☐ Feature Republican elected officials: (congressmen, state house, county and school board)
- ☐ Highlight Republican initiatives
- ☐ Sponsor Republican Candidates and Candidate Forums: (statewide, board of commissioners, city council, and school board)
- ☐ Publicize current Legislative Issues: (state and national)
- ☐ Present Republican Philosophies versus Democrat Philosophies
- ☐ Present Republican plans of action by state party chairman, national committeewoman or national committeeman
- ☐ Present history of state federation and national federation
- ☐ Invite state federation officers to present history
- ☐ Host a "Legislative Day" at the state capitol
- ☐ Present an advocacy program and the implementation of a plan to lobby at state and national level.
- ☐ Show how a bill becomes a law or study a bill or legislation
- ☐ Invite elected officials to give legislative update
- ☐ Arrange a program on the United States Constitution by a Constitutional law lawyer
- ☐ Present a Social Media update
- ☐ Invite outside resources to share how to grow, increase, retain members, i.e., Chamber of Commerce
- ☐ Schedule a program on "Why you are a Republican: " I am a Republican because...testimonials by elected officials and Republican leadership
- ☐ Schedule a Voter Registration presentation by director of Board of Elections
- ☐ Plan a Public Relations panel of journalist from the media: TV or newspaper
- ☐ Promote Leadership Development/Mentoring
- ☐ Identify political topics: Katy's Law, property taxes, voter ID
- ☐ Schedule Caring for America Project speakers and Americanism Forums on issues such as: domestic violence, property rights etc.

Visit [Programs Survey Results](#)

user id: federation password: nfrw1938

What Makes a Perfect Republican Senate Candidate?

By John B. Simpson

What makes a perfect Republican Senate candidate: a candidate who is ardently pro-life; one who doesn't waiver in their support for the Second Amendment; or, is it one who will enforce the debt ceiling and fight for lower taxes? We probably all agree that the perfect Republican candidate will do all three, but I would argue that the perfect Republican candidate is none of these things. *The perfect Republican is one that can beat a Democrat.*

Georgia has a problem, one that we've seen in other states over the past two election cycles. The retirement of Senator Chambliss has set the stage for a no holds barred Republican primary that will undoubtedly require all the candidates to race to the right and stake out positions that are more conservative than their opponents' in an attempt to corral the Republican base and win the primary. The winner of that race will have just three months to pivot to the center and attract the support of moderates and independents to win the general election.

Conventional wisdom suggests that Georgia is "too Republican" for a Democrat to win statewide, but the numbers tell a different story. Georgia has a Cook PVI rating of R+6, which means it is just six points more conservative than the country as a whole. Over the last two election cycles, Republicans have made a habit of selecting Republican candidates that meet a variety of litmus tests for Conservatives. Republican primaries have systematically eliminated any moderation from our political dialogue. As a result, we have been left with candidates that were unable to attract support in the general election and have given up valuable Senate seats as a result.

Georgia Republicans only need to look at Indiana for an idea of what may lie ahead. In 2012, Indiana Republicans ousted six-term moderate Senator Dick Lugar for a more conservative candidate endorsed by the Tea Party and other outside groups. In November, Republicans lost this Senate seat to Democrat Joe Donnelly. Prior to the election of Joe Donnelly, Indiana and Georgia were the least conservative states to have two Republican Senators, both with a PVI of +6. *The lesson here should be simple, if Republicans let their primaries become a race to the right, rather than level-headed discussions about Republican principles, we will continue to lose critical Senate seats and, if we aren't careful, Georgia could be one of them.*

[John Simpson, Public Policy Consultant — Washington, D.C. and Atlanta, GA]



Past Presidents Of the Georgia Federation of Republican Women

S.S. Halliburton, 1957
Halycon "Chon" Bell, 1960 to 1962
Anne Bateman, 1962 to 1964
Rita Creeson & W.C. LeShanna,
Oct. 1964 to March, 1965
Lee Ague Miller, 1965 to 1967
Bootsie Calhoun, 1967 to 1968
Virginia Estes Massey, 1968 to 1971
Margaret Holliman, 1971 to 1975
Lil McAfee, 1975 to 1977
June Kidd, 1977 to 1979
Kathie Miller, 1979 to 1983
Helen Van Waldner, 1983 to 1985
Sandra Deyton, 1985 to 1987
Reva Jennings, 1987 to 1989
Kathie Miller, 1989 to 1993
Sharon Jacoby, 1993 to 1997
Emma Hinesley, 1997 to 2001
Valerie Betz, 2001 to 2005
Millie Rogers, 2005 to 2009
Susan Voyles, 2010 to 2012

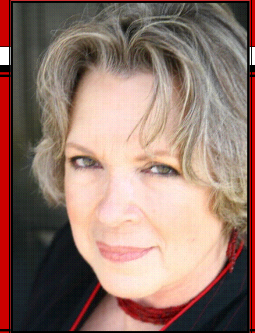
I believe there are more instances of the abridgment of the freedom of the people by gradual and silent encroachments of those in power than by violent and sudden usurpations.

~ James Madison

What LEADERS Need to Know

What's Your Leadership Style

By Johnell Woody



Leadership has been defined many ways. However, I think Northouse (2010) summed it up very well when he defined leadership as "a process whereby an individual influences a group of individuals to achieve a common goal." How a leader goes about this process of influencing and obtaining the common goal is a reflection of leadership style. And, there are almost as many theories of leadership style as there are definitions of leadership. The more recent theories of leadership focus on transformational leadership and transactional leadership styles.

Transactional leadership is focused on the exchange that occurs between a group of followers and a leader. For example, politicians win votes through promises to shrink government and end wasteful spending in return for votes. In other words, the focus is on the overall outcome, with less regard for the individuals. Conversely, **transformational leadership** focuses on engagement with group members to create a connection which increases the level of motivation and value based decisions in both the leader and the follower. Transformational leadership is a process that encourages group members (followers) to be more and do more than just follow orders. By engaging the members -- by building relationships with group members -- while nurturing their strengths and helping them to improve in areas of weakness, the leader transforms the group. A transformational leader empowers (trusts) the group (or committee) to develop ideas, plan, and implement ideas with minimal oversight. In the process, the individuals in the group gain experience, confidence, and ownership of the finished product.

Not certain whether your style is transformational or transactional? Rate yourself on the following statements. A "0" rating = not at all; a "1" = occasionally; a "2" = sometimes; a "3" = fairly often; and, a "4" = frequently, if not always. Rate yourself for each of the following statements (Northouse, 2010).

- | | |
|---|-----------|
| 1. I go beyond self-interest for the good of the group. | 0 1 2 3 4 |
| 2. I consider the moral and ethical consequences of decisions. | 0 1 2 3 4 |
| 3. I talk optimistically about the future. | 0 1 2 3 4 |
| 4. I reexamine critical assumptions to question whether they are appropriate. | 0 1 2 3 4 |
| 5. I help others to develop their strengths. | 0 1 2 3 4 |
| 6. I make clear what one can expect to receive when goals are achieved. | 0 1 2 3 4 |
| 7. I keep track of all mistakes. | 0 1 2 3 4 |

- | | |
|--|-----------|
| 8. I wait for things to go wrong before taking action. | 0 1 2 3 4 |
| 9. I avoid making decisions. | 0 1 2 3 4 |

This self-rater survey measures self-perception of your leadership behaviors and, thus, your leadership style. Your scores for statements #1, 2, 3, 4, and 5 access transformational leadership attributes; your scores for statements #6 and #7 access transactional leadership attributes; and, your scores for statements #8 and #9 access passive/avoidant leadership style (not leading, just hoping for the best).

How did you do? If you scored higher in transformational leadership attributes, congratulations! Current research has found women in leadership positions tend to prefer a transformational leadership style slightly more than male counterparts, and followers prefer to follow transformational leaders (Wu, 2010). If you rated yourself high for statements #8 and #9, consider taking a look at how well the goals you have set for your organization are being met. Not so good? Study the statements #1 through #5. See what behaviors you can comfortably adopt to be more pro-active, without becoming controlling, to engage, empower, and educate, if necessary, the group members to achieve the common goal(s). If you rated yourself high for statements #6 and #7, your followers may find you more concerned about a specific outcome than about the overall good to the organization and/or its members.

Understanding your leadership style is the important first step in becoming an effective leader. Engaging with your group of followers will help you understand how they best respond to leadership. Some want autonomy, others want a blueprint -- as leader, it is up to you to "flex" your leadership style to ensure success of the whole, while nurturing the growth and development of each group member, if true leadership, rather than power, is your goal.

Ours is a world of different cultures coming closer and closer together to achieve common goals. This collection of cultures, according to Werhane's (2007) claim, is the revised leadership mindset [transformational leadership] may best be "exemplified by women." Is your leadership style all it can be?

Who Am I? VOICES columnist **Johnell Woody**, has a degree in Business, with a Real Estate Emphasis, from Cerritos College, CA, and is currently studying for an additional degree at Kennesaw State University. She has worked as a real estate broker, manager, trainer, and consultant. She is the owner and director of Westwood School of Real Estate Studies and is a member of the Cobb County Republican Women's Club and the Georgia Real Estate Educators Association.

TECH Talk



Master Your E-Mails and Facebook Before They Master You!

By Bobbie Frantz
VOICESmail Distribution Director
And Staff Writer

E-MAILS

Within the world of *Texting*, some these days think e-mail is passé. That may be; but, for people who have actual work to do, the inbox remains the center of the universe. Here are some tricks to help you take that universe in the palm of your hand and utterly dominate it.

Folders: E-mail Folders can be useful for organizing messages that you want to keep for reference, keeping your Inbox clear of old clutter. (In Gmail, Folders are known as "labels," though the idea is the same.) Beware the urge to create more Folders (and especially Subfolders) than you can consciously track from day to day. For instance, I have folders such as NFRW, GFRW, Family, Invoices, etc. I also have Subfolders for individuals in GFRW, i.e., Rose Wing, Judy True, Millie Rogers, Sherry Roedl, etc. Sub-Folders help to sort out important messages from individuals when you are expecting e-mails regarding a project, an assignment, or other tasks. Try to limit the number of Folders you create, so that you will be able to see them. When your Folder list gets so long that you can't see all of them in one glance, you're unlikely to maintain adequate awareness of what's in them.

Filters and Rules: Filters and Rules are the processes by which the Folders are populated. Setting up filters and rules prevents messages from reaching my Inbox at all; instead diverting them to the specified Folder(s) keeping me focused on the primary tasks of my day, my Inbox. Filters and Rules are also good for gathering messages about an important project or event into one place for quick perusal. Unfortunately, overuse of Filters and Rules can be just as counterproductive as overreliance on Folders. Allowing Filters and Rules to handle too much of your incoming mail invites you to lose track of what's passing through your Inbox. If you have 20 Filters and 20 Rules sending messages to 20 different Folders, there's no way you can stay on top of what's coming in.

Delete First: Most of the e-mails you get are proba-

bly garbage. Not spam, necessarily, but useless to you and unworthy of your attention even for a moment. I scroll through my Inbox and delete these types of messages before tackling the important messages. By cleaning the Inbox of the clutter, you can start working confidently through the messages that matter. Of course, there is also a Junk Mailbox that should be monitored from time to time. Important messages may be perceived as junk (especially if it is sent to a lot of people or contains an attachment) by the Junk Mailbox. These messages must then be moved to the correct Folder or Inbox for handling.

Take Action Immediately: When you open an e-mail message, do something with it right away. If it's junk, just delete it without further ado. If it's worth keeping, but requires no further action, file it in a trusted folder or archive it so you can search for it later if you ever need to do so. Use the 2-minute rule: If a message requires action from you that you can complete in less than two minutes (such as typing a reply and hitting *Send*), do it at once. If the message requires action from someone else, delegate it by hitting *Forward* and sending it to the person who needs to act on it. And, don't forget to use your *Flags* and *Categories* when using a mail program such as Outlook. *Flags* can help you to follow up today, tomorrow, next week, etc., while *Categories* can help you sort Business from Holiday and the like. And, don't forget *To Do Lists* and *Notes* which can also help you to keep on top of things.

FACEBOOK

You have joined Facebook and now your life can be exposed for everyone to see -- and scrutinize. Below are quick tips on how to personalize, privatize, and generally get the most out of Facebook's Timeline.

Privacy: How to hide things

You probably already know that Facebook has controversial positions on privacy. So you may now find some things included on your Timeline are best kept from curious eyes. To edit or remove a Timeline

element, click the pencil icon at the top of the offending post, then choose "Edit" or "Remove." Easy! When making a new Post, choose the Tab at the bottom of your Post to access your Privacy Settings to allow Public, Friends, or certain Lists to view.

Status or New Post

Simply click on the Status tab to open up a box to fill in your thoughts and comments. If you wish to state who you are with, add a year, add a location, or add emotions to your status, click on the appropriate icon at the bottom of the box. Don't forget to set your Public or Private settings before hitting *Post*.

RSS Feeds

If you are so inclined, you can have Posts sent directly to your Facebook page via other programs such as **dlvr.it**. Dlvrit is a program (<http://dlvr.it/>) that distributes your blog to Facebook, Twitter, Google+ and more. The free version of Dlvrit includes five Feeds, three Social Profiles, and your feed is updated every 30 minutes. You choose your sources such as GFRW, NFRW, Georgia Republican Party, etc., and then choose your destinations such as Twitter, Facebook, and Google+. Each time a post is made from the source you chose, it is automatically posted to your destination application. Using a program such as Dlvrit eliminates your having to constantly update the pages and distributes timely information automatically. Another free program that delivers to your posts automatically is called Bitly, found at <https://bitly.com/>.

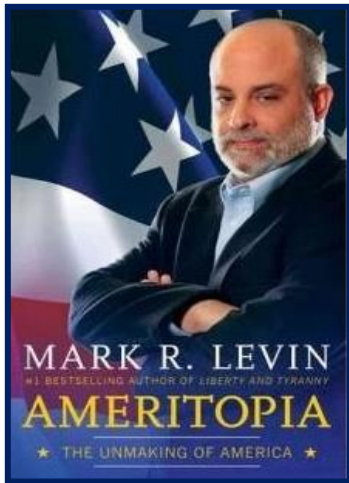
Add some individuality: How to customize your Timeline

Adding some individuality to your Timeline is as simple as adding a Cover Page, Photos, Music, Books, TV Shows, Photo Albums, Videos, etc. Of course, these options are customizable so you can add, delete, edit, or change at any time. Adding or changing any one of these options is as simple as clicking the appropriate tab and following the new tabs within the area to add, upload, or edit.

Appearances matter: How to check out your Timeline from different angles

If you decide to make a number of posts and photos private or hidden from your Timeline, you can still get the full, complete view of your Facebook action history. On your Timeline, click "Activity Log." There you'll find posts and information you need to review before it publishes to your profile, as well as a complete look at your interactions on Facebook. This log is completely private to you. You can choose to filter what you see by clicking the "All" dropdown menu at the top. You can choose to see only your posts, posts by others, and posts from specific Facebook apps, photos, and more. Like before, you can also check how others view your profile. Next to "Activity Log" is a cog icon. Click that, and you can choose "View As..." and either enter a friend's name or click the "public" link to see how your profile looks to strangers.

The Book Nook



By J.D. Van Brink

Introduction – Mark Reed Levin graduated magna cum laude and Phi Beta Kappa from Temple University Ambler in 1977 at the ripe old age of 19, and then went on to earn a juris doctorate from Temple University Beasley School of Law in 1980. During the Reagan administration, Levin advised several cabinet members and served as Attorney General Edwin Meese's chief of staff. He is a lawyer, constitutional scholar, hosts a nationally syndicated talk radio show, contributes to various media outlets such as *National Review Online*, currently serves as president of Landmark Legal Foundation, and is a *New York Times* bestselling author.

neer General Edwin Meese's chief of staff. He is a lawyer, constitutional scholar, hosts a nationally syndicated talk radio show, contributes to various media outlets such as *National Review Online*, currently serves as president of Landmark Legal Foundation, and is a *New York Times* bestselling author.

In his 2012 book, *Ameritopia: The Unmaking of America*, Levin attempts to answer the basic question, "What kind of power both attracts a free people and destroys them?" He answers this question by presenting a history of various utopian thought followed by the philosophical influences on America's Founders. He ends the book with examples of how utopianism is transforming and destroying America by eroding its foundational principles of life, liberty, and the pursuit of happiness. A basic premise of the book is that free people throughout history have often fallen to tyranny because of their own decisions, rather than having been conquered by outside forces. In an 1838 speech Abraham Lincoln said that "If destruction be our lot we must ourselves be its author and finisher. As a nation of freemen we must live through all time, or die by suicide."

Utopianism – The first chapter, entitled "The Tyranny of Utopia," excellently summarizes the basic tenets of utopianism, including how utopians think and what motivates them. Utopianism ignores and defies human nature, human history, and reason. It relies on deceit, conceit, and delusion because the utopian believes truth is irrelevant when compared to their desired goals. The ends, as defined by them, justify the means.

Utopianism condemns individuality and success, calling them immoral if they do not contribute to the common good. As a quasi-religion it requires subservience to the state over family, community, and faith. It assigns people to a group identity based on qualities such as race, ethnicity, age, gender, and income, and then acquires and maintains power by turning people and groups against each other. It is advanced through gradualism, and appeals to the "disenchanted, disaffected, dissatisfied, and maladjusted who are unwilling or unable to assume responsibility for their own real or perceived conditions but instead blame their surroundings, 'the system,' and others." It is a form of radical egalitarianism that forces equality of results, rather than equality of opportunity, and may be best described by Winston Churchill who said, "The inherent vice of capitalism is the unequal sharing of blessings; the inherent virtue of socialism is the equal sharing of miseries," and "Socialism is a philosophy of failure, the creed of ignorance, and the gospel of envy, its inherent virtue is the equal sharing of misery."

Utopianism creates crises that are then used to justify more "statism,"

a term coined by Levin to describe those who believe in forced collectivism. It is sold to the people as being "for their own good," and as "new, different, better, and bigger," especially when compared to the "throwback" Founders who were not "modern" or "progressive." When it fails, as it always has, there are countless excuses which never include the possibility the fatally flawed utopian ideas themselves are to blame. Instead, blame is ascribed to "those assigned to carry them out, or to the people's lack of sacrifice, or to the enemies of the state who have conspired to thwart the utopian cause." It is dependence through coercion, which is totally incompatible with the Declaration of Independence and the Constitution of the United States, and is at its core a form of slavery.

Plato – While there is debate among scholars as to whether or not Plato's *Republic*, written in about 380 B.C.E. (i.e., Before Common Era), was meant to be a serious attempt to define the "ideal city" or a tongue-in-cheek satire, there is no doubt that "it is not difficult to find the germs of Marxism, National Socialism, Islamicism, and other forms of utopianism in the *Republic*." Plato describes an ideal society that is ruled by the Guardians, an elite class of philosophers who have absolute power and authority. They rule over the Auxiliaries, who are a warrior class, and the Producers, who are nothing more than slaves. Lying by the Guardians is not just acceptable; it is required, as is eugenics and the abolition of both the nuclear family and private property.

More – Next on the list of utopianism's greatest hits is Thomas More's *Utopia*, a word coined by More in 1516. More envisions a micromanaged society where every need and want is met, resulting in a near perfect existence. He describes an island nation of fifty four identical cities, each twenty four miles apart, containing no more than 6000 citizens. Each city is surrounded by a collection of farms, ruled by the oldest man and woman, with no fewer than forty inhabitants who switch places with the city dwellers every two years.

Each year the two hundred Phylarchs, who each represent thirty farms, are elected and tell the city magistrates how many city folk are needed for the annual harvest. The twenty Tranibores, who serve as advisors to the Prince in secret meetings every third day, are each elected by ten Phylarchs. The Prince, who serves for life as a non-hereditary monarch, is elected by the Tranibores. Are you confused yet? Citizens are told when and where they can travel, what identical clothing they must wear, and what jobs they must perform. Meal times, bedtimes (8 P. M.), and sleep duration (8 hours) are strictly enforced. My wife and I often joke about how as children we used to strongly object to having to go to bed at 8:00, and now we would beg, borrow, and steal to do so (perhaps this is why More was granted sainthood). There is no private property, the existence and use of money is banned, and healthcare is "free," although those who are fatally ill are encouraged to commit suicide. Interestingly, farms are allowed to have slaves, who are captured enemy prisoners from the "odd" wars with other cities or nations. As with Plato's *Republic*, scholars still debate More's intentions for writing *Utopia*, but it is clear that Utopia's citizens lack individuality and free will which represents a radical egalitarianism that set an example for the future

Hobbes – Next is Thomas Hobbes' *Leviathan*, written in 1651, which is a term that represents the all-powerful state. Scholars do not anguish over Hobbes's intentions. He was a partisan who supported the English royalty and argued the Sovereign, which may be an individual or an assembly, must be given absolute power to protect Subjects from both themselves and foreign enemies, thus resulting in peace, stability, and contentment. This, he stated, would cause the absence of war, which he argued was the natural state of man that was "solitary, poor, nasty, brutish, and short." He envisioned a social contract where the state controls the judicial system, foreign trade, the subjects' free will and possessions, as well as the distribution of materials such as land.

(Continued on Next Page)

(Continued from Previous Page)

According to Levin, "Hobbes creates a false choice between polar opposites. Either live in anarchy or live under despotism."

Marx and Engels – Finally, we come to *The Communist Manifesto*, written in 1848 by Karl Marx and Friedrich Engels, which defined the history of humanity as being of a class struggle between the Bourgeoisie, or capitalists, and the Proletariat, or laborers. The authors predicted a working-class revolution would replace the Bourgeoisie with the Proletariat, creating an all-powerful state, and then ten tenets, or planks, would be used to eliminate all remnants of Bourgeois society, creating a workers' paradise under which the state would no longer be necessary and would simply "wither away." The ten planks include the abolition of private property and rights of inheritance, a heavy progressive or graduated income tax, state control of banking, communication, transportation, manufacturing, and agriculture, labor unions, and public education. I would argue all ten planks are already in force in America today to some degree, having been instituted gradually over several generations.

Locke – The first author Levin uses to illustrate constitutional republicanism is John Locke, who wrote *The Second Treatise of Government* between 1685 and 1688, and *An Essay Concerning Human Understanding* in 1690. Levin says "Locke makes the case for a civil and consensual government with just laws impartially enforced and in which the liberty and rights of the individual are respected, thereby rejecting the utopian centralized model where the philosopher-king, prince, sovereign, or "temporary" despot rules over "the masses" and shapes the individual against his will." Essentially, Locke believed men were generally good, but imperfect, beings and consensual government exists to protect man's individual sovereignty and inalienable rights. The impact Locke had on the Founders cannot be overstated. In fact, entire sections of *The Declaration of Independence* appear to have been borrowed from Locke's work, including his reference to "life, health, liberty, and possessions." It is worth noting Locke was vehemently opposed to slavery,

writing that "Slavery is so vile and miserable an Estate of Man, and so directly opposite to the generous Temper and Courage of our Nation; that 'tis hardly to be conceived, that an *Englishman*, much less *Gentleman*, should plead for't."

Montesquieu – The Founders were also heavily influenced by French philosopher Charles de Montesquieu, who lived from 1689 to 1755. While he did share Locke's views on the nature of man and societies, his major impact was on the structure and form of government, which lead to the separation of powers, enumerated powers, and federalism in the United States Constitution. In his greatest work, *The Spirit of the Laws*, published anonymously in 1748, Montesquieu explains the concept of natural law, which establishes our rights come from God. He promotes a constitutional republic as the best form of government, and is very critical of monarchy, despotism, and democracy, all of which restrict the sovereignty of the individual. Also, he states only a virtuous people can preserve a republic.

Tocqueville – Levin also reviews French thinker and philosopher Alexis de Tocqueville's *Democracy in America*, written as two volumes in 1835 and 1840, based on his travels around America. While Tocqueville obviously had no influence on the Founders, his contributions to us are his prescient predictions regarding both American virtues and the allure of utopianism. He correctly observed America had no aristocracy or hereditary class structure, but also warned of the danger of misunderstanding the true meaning of equality. To Tocqueville, equality was defined as natural law and inalienable rights, not equal social and economic outcomes from radical egalitarianism. He warned of "a depraved taste for equality, which impels the weak to attempt to lower the powerful to their own level and reduces men to prefer equality in slavery to inequality with freedom." He wondered if any democracy could resist the temptation of what Levin calls utopianism, but if any society could it would be America because "America is great because she is good."

Conclusion – I had read all of the books Levin uses to illustrate both the utopian and Founders constitutional republican philosophies when I was a political science major in the 1970s. When reading his take on them I was transported back in time to lengthy discussions with classmates in the University Cen-

ter, and late night debates with friends while consuming our favorite beverages (use your imagination).

By his own admission this book does not put a happy face on America's current situation or future expectations, and this was before he knew the 2012 primary or general election results. Instead, he says, "It will take nothing short of a prodigious effort, of the kind I discussed in *Liberty and Tyranny*, over a course of many decades, to reestablish America as a constitutional republic." *Ameritopia* earns five stars for laying bare the mindset of utopians so constitutional republicans may better understand their adversaries and develop and implement a strategy for defeating them. It is the challenge of our lives, but it is not too late.

To read my book review of Mark Levin's *Liberty and Tyranny: A Conservative Manifesto*, see the GFRW May 2012 edition of *VOICES* (page 31, Vol. 7, Issue 2).

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Who Am I?

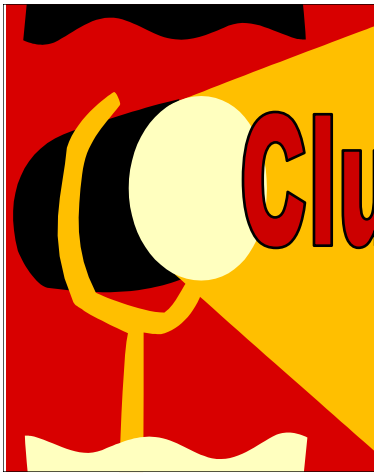
John David (JD) Van Brink earned his MBA from Tennessee Technological University. He has worked at Olin Corporation, EDS, General Motors, IBM, Barclay's American Bank, Duke Power, and The Institute for Nuclear Power Operations (INPO). JD now works as a software developer at one of the largest credit card processing companies in the world, Total System Services (TSYS), in Kennesaw, GA. Also, JD is the Chairman of the Georgia Tea Party™. He enjoys reading books on a variety of topics including history, politics, and philosophy.



VOICESmail

As *VOICES Magazine* continues to grow and attract contributors and readers, more articles are available than can sometimes be included in the regularly scheduled issues. Likewise, we receive articles deserving immediate distribution rather than waiting for scheduled publication dates.

The *VOICES* staff has initiated this news service – via Internet emails, through which time sensitive articles may be shared with readers as soon as the articles are available. Such items may be repeated in upcoming issues of the magazine if they are still timely and relevant to readers' interests.



Mission: Educating and Empowering Women for Better Government

Clubs in the SPOTLIGHT!

Cobb County Republican Women's Club—by Janet Bell, President
Central DeKalb Republican Women— By Ullainee Stokes, VOICES Staff
Foothills Republican Women and Northeast GA Republican Women -
By Judy True, VOICES Staff

Cobb County Republican Women's Club has gotten off to an exciting start. In January, we presented awards to several of our active members. At that meeting, we presented a check to Stephen Siller Tunnel to Towers Foundation on behalf of Marine Cpl. Todd Love for \$5,000. The funds from our Veterans Celebration Event and from our Members will be used in building a Smart Home to enable this quadruple amputee to live independently.

In February, our speaker was Field Searcy, a political researcher and citizen activist speaking on the overreach of government in our lives. At every general meeting luncheon, a book is signed by our speaker and then donated to "Books on Bases" <http://www.youtube.com/watch?v=mrsxTNkBIjY>

Our March meeting included a Member Expo for an hour at the beginning of the meeting. Committee Chairs, Cobb County GOP, GA GOP, and GFRW prepared tables with information, volunteer sheets, and candy to encourage learning about volunteer opportunities.

We were pleased to have Heath Garret, Political Analyst, and Toria Morgan, GA GOP Asst. Treasurer, as our March speakers to provide Election Reflection and inspiration and thoughts for going forward.

In April, we were inspired by K. Carl Smith of the Frederick Douglass Republicans speaking on expanding the party and conservative values. He also featured his book *Frederick Douglass Republicans: The Movement to Reignite America's Passion for Liberty*, which contains many talking points and wonderful quotes.

Our club also supports GFRW's *Caring for America* program. Kim Sherk chairs the committee this year. CCRWC has provided monetary support to the following organizations: The Center for Children and Young Adults (February); Project Mail Call (March); YWCA Northwest Georgia (April); Cobb Street Ministries (May); and Change4Georgia (June).

Future events include the Fourth of July Parade in Marietta, Veterans Celebration on November 2nd, and the Go Red Cruise, January, 2014. We invite you to visit a meeting or come to an event. Our website is www.ccrwc.org which highlights activities, Caring for America, and Newsletter archives. We are working on our 2013 goals of increasing communication and training for our members and increasing communication to our community.

The **Central DeKalb Republican Women** hosted Donna Looper, Executive Director of the Georgia Charitable Care Network, as their speaker for the February, 2013, meeting. Donna spoke on "Charity Clinics: An Important Piece of Georgia's Healthcare Puzzle." The Georgia Charitable Care Network is an organization of more than 100 free and low-cost health clinics throughout the state that provides health care to the poor and underinsured. A study by the Georgia State Auditor found its clinics provide up to \$400 million worth of charity care annually to about 18 percent of the state's uninsured patients.

As a club project, "Our House" in Decatur has been chosen. In support of GFRW Diaper Day, CDRW members brought diapers to the meeting in January for "Our House" in Decatur. The *Atlanta Journal-Constitution* recently highlighted "Our House" for their work in the community. "Our House," located in Decatur, is a nationally-accredited agency for day care and provides at no charge quality day care from 7 a.m.— 6 p.m., Monday--Friday. This is for pre-school age (six weeks to five years) children from families who are homeless and allows the parents to seek employment and housing. "Our House" provides services and resources help parents gain financial security through employment readiness training and other life skills training.

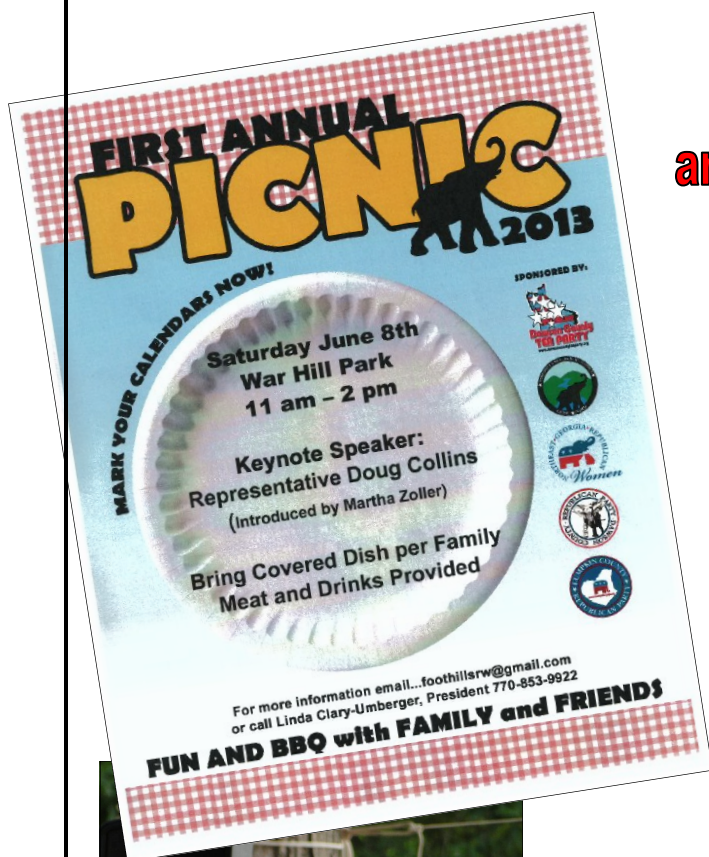
Central DeKalb continues to support ongoing projects which are as follows:

1. Collecting can tabs to deliver to the Ronald McDonald House
2. Pill bottles and old towels for the Atlanta Humane Society

CDRW was well represented at Petite Auberge Restaurant for the DeKalb County Lincoln Day Dinner in February by Sarah and Joe Looper, Jean & Ed Ballentine, Judy Newell, Cheryl and Bruce Swartz, and Ullainee and John Stokes. Thanks to Sarah for arranging for our very own table! The food was yummy and, as always, Representative Tom Price made a great speech, but he did not say he would be running for Senator. It was also good to see Karen Handel!

The May meeting of CDRW hosted speaker Mary Ann Woodworth who spoke to the joint meeting with the DeKalb Seniors Network about the study being done on the City of Lakeside. The Lakeside Alliance is collecting funds to have a feasibility study done. A lively discussion followed, as there were those for and against the project.

Central DeKalb Republican Women is proud to have among its members, our National Committee Woman, Linda Herren, and GFRW Past President, Helen von Waldner.



Foothills Republican Women and Northeast GA Republican Women

The Northeast Georgia Republican Women and the Foothills Republican Women joined forces with the Dawson County GOP, the Lumpkin County GOP, and the Dawson Tea Party to throw one FANTASTIC picnic. Held at War Hill Park on Lake Lanier, the event featured many speakers and members of the Georgia GOP "Who's Who" and candidates for the U.S. Senate including:

- John Padgett, newly elected State GOP Chairman
- Karen Handel, U.S. Senate Candidate
- Congressman Jack Kingston, U.S. Senate Candidate
- Billie Gingrey, wife of Congressman Phil Gingrey, U.S. Senate Candidate
- Steve Gooch, GA House Representative
- Kevin Tanner, GA House Representative
- Mike Berg, Dawson County Commission Chairman

Martha Zoller brought greetings and introduced keynote speaker Ninth District Congressman Doug Collins.

Rose Wing, President of the Georgia Federation of Republican Women, was introduced, as was Joe Dendy, Cobb County GOP Chairman who offered the prayer of invocation..

Federation women involved as organizers for this stellar event included: Laura Ward Johnson (President of the Northeast GA Republican Women) and Linda Clary Umberger (Dawson County GOP Chairman and President of the Foothills Republican Women), and Judy True.

The picnic was well attended with over 125 residents coming from Cobb, Dawson, Forsyth, Gwinnett, Hall, Lumpkin, and Union Counties.



5 Positive PR Products Allow Innovation to "Bubble Up!"

By Laura Ward Johnson, Chair

GFRW Communications Committee

So what are you doing for Public Relations (PR) in your club? What makes you stand out among the masses from word of mouth to mainstream media to social media? All of these items and more should be tapped to get the word out about your club and events. The key is to find out what is newsworthy. What is it that makes your news bubble up to the top? The following are "5 Positive PR Products" you should be using to get the word out.

1. Press Release. This is the easy one and the most common piece of PR out there. Simply write a few paragraphs containing Who, What, When, Where, and Why and send it to your local newspaper(s) with a relevant image. This can be anything from an upcoming event to a recent recognition. Keep in mind, the smaller the paper, the more likely they will run it, so look for those that are really geared towards your community. And speaking of community, don't forget the community calendars, both in print and online! Most are free to submit and only take your time and energy.

2. Posters. Find someone in your club who likes to create posters and put yours in places all around town. Send them to your club members and have them placed in their places of work, community bulletin boards, and storefront windows. Get everyone on board and to help participate!

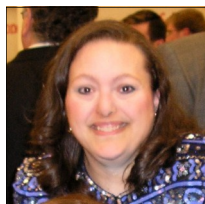
3. Social Media. Nearly everyone uses some form of social media. Appoint a social media person to maintain a club Facebook page, Twitter account, even a Pinterest board! Make sure all club interests are announced in these venues and get everyone to Share and Re-Tweet! Keep in mind, this is the best way to reach out and find younger members.

4. Special Events. This is an easy way to get the word out and have several club members participate. Consider having a booth at a local fair, a candidate open house, a bake sale in front of a local business, a voter's registration drive, speaking at your local school, etc. These are ways to be seen in your community and speak volumes to people who may be interested. Be inviting and make sure you greet everyone with a smile.

5. Phone Tree. Don't forget a personal touch can always be the best. Sometimes people just need to be asked. Obtain your local voter registration lists and divide them up among several willing club members. Starting a week or two out before the next meeting, call women on the lists, and invite them to your club. You might be surprised how many show up -- but one new person might make all the difference in the world.

Who Am I?

Laura Ward Johnson is Chairman of the GFRW Communications Committee, and she is in charge of the GFRW website and Facebook page. Laura is President of the Northeast Georgia Republican Women's Club. She has extensive graphic design, marketing, advertising and Web usability expertise.



By Lydia Hallmark, MELP Chair

GFRW Mamie Eisenhower Library Project (MELP)

The Mamie Eisenhower Library Project (MELP) and Literacy Committee Present
New ideas and Projects to Serve Your Communities

1. Since many people are no longer able to pay for Internet service in their homes, we suggest Republican women volunteer to go to libraries to help people apply (via the Internet) for jobs. They might also help Senior Citizens apply for Social Security Benefits or other computer-related functions

2. During "court-in-session" days in the county courthouse, there are often many children who have to wait for their parents in court. These children often come in hungry and many times have to wait all day for their parents to complete their court business. These children have nothing to occupy themselves and are often fidgety and unruly. Republican women can serve their community by providing coloring books, crayons, snacks, juice drinks, etc., for them. Cracker Barrel has been kind enough to donate some of their coloring packets and crayons for this public service.

3. Republican women can help students get a GED by sponsoring a student who did not finish high school. The cost in Paulding County is about \$169 per student.

4. Distribute lunches to needy children during the summer school break. Must Ministries out of Cobb County collects lunch donations from people and partners with Hope Church on Dallas Hwy and CAYA on Paulding Drive in Dallas to distribute approximately 350 lunches. They distribute these in backpacks. Add a page or two from activity books along with a couple of crayons to the bags of food.

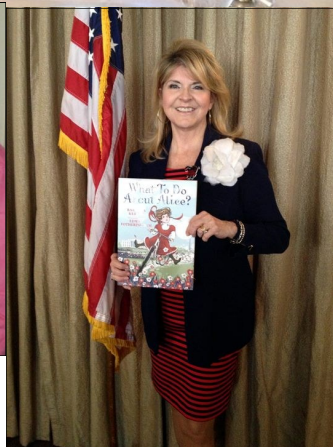
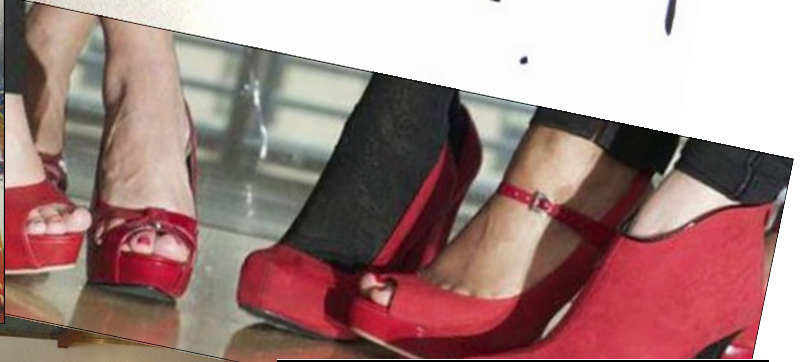
5. If each club would provide just one book under MELP, we would collect approximately 28 books a year.

Who Am I?

Lydia Hallmark is Chairman of the GFRW Mamie Eisenhower Project Committee. Lydia also volunteers with the Paulding County Literacy Council and the Paulding County Children's Cabinet. She was a founding member of the Paulding County Republican Women's Club, a Charter Associate member of the Haralson County Republican Women's Club, a long time member of the Cobb County Republican Women's Club.



Spring Board Meeting 2013 in Athens



Come On Board The Reagan Club

Members of the Georgia Federation of Republican Women have the opportunity to become a member of the 2013 Ronald Reagan Club. Memberships enable GFRW to achieve the organization's goals for the Republican cause in Georgia. Your contribution makes it possible for GFRW to:

- Maintain the website— www.gfrw.org
- Print educational materials
- Post the on-line magazine *VOICES*
- Post *VOICES*mail and other E-News to your e-mail address
- Form new clubs and support existing clubs.

We welcome your contribution as a Reagan Club Member (\$100) or as a GFRW Sustaining Member (\$25). Your local club can also join the Reagan Club. Membership dues support GFRW's efforts to advance the participation of Republican Women in all areas of politics and to promote Republican candidates and philosophy.

Members are recognized on the website, in *VOICES Magazine*, and they enjoy VIP seating at GFRW Board of Directors' meetings and functions. Sustaining members are also recognized on the website.



Join the 2013 Crew!

Check one: ☐ Reagan Club Membership \$100,
☐ GFRW Sustaining Membership \$25

Name

Club

Address

City State ZIP

Telephone (Home)
 (Work)
 (Cell)

E-Mail Address

E-Mail Preferences:

☐ plain text only, ☐ rich text color,
☐ PDF attachment, ☐ WORD Attachment.

Make your check payable to GFRW and on the reference line—write *Reagan Club*. Mail to:

Wanda Duffie
4193 Day Road
Martinez, GA 30907

GEORGIA FEDERATION OF REPUBLICAN WOMEN

VOICES Staff

T.E.A.M. . . . Together Everyone Achieves More



Editor and Layout Artist: Judy True. First Vice President of GFRW and Editor of VOICES, Judy is a well known author and speaker on organizational leadership topics and has edited a wide variety of publications for professional organizations and nonprofit groups. She also serves as Vice Chairman of the NFRW Public Relations Committee and is Secretary of READ (Reading Education Association of Dawson County). Judy founded LEADER—an international special interest group, and served as President and Executive Director. Judy is a retired professor from North Georgia College & State University, and is an officer of the Foothills Republican Women.



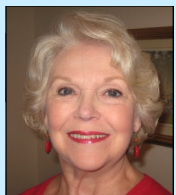
Associate Editor: Sherry Roedl. Sherry chairs the GFRW Publications Committee. As a member of the committee she revised the Policy and Procedures Manual and compiled the Georgia entry for NFRW's Public Relations Award. A former Executive Director of the Cobb Symphony Orchestra, Sherry also served as President of the Board of Directors and Executive Director of Metropolitan Youth Symphony Orchestra of Atlanta. She is a licensed real estate broker, formerly affiliated with Harry Norman Realtors. She is Treasurer of the Cobb County Republican Women's Club and serves as a member of the NFRW Public Relations Committee.



Feature Editor and Regional Distribution Director: Millie Rogers. Millie acquires feature articles and directs distribution of VOICES to national and state leaders. A GFRW Past President, she chaired the GFRW Americanism Committee and was a Liberty Day Project Coordinator. Millie is Past President of Cobb County Republican Women and Past 2nd Vice President of the Cobb County Republican Party. She currently chairs the NFRW Program Committee. Millie is employed by the Cobb County Board of Commissioners.



Columns Editor: Ullainee Stokes. Ullainee Stokes secures articles from standing columnists of VOICES. A Members of the GFRW Bylaws/Rules and Resolutions Committee, she is a Past First Vice President, Treasurer and Secretary of GFRW. She is the current Secretary and Newsletter Editor of Central DeKalb Republican Women and a Past President. Ullainee is retired from the construction and insurance industry.



State Distribution Director and Postmistress for VOICESmail: Bobbie Frantz. Bobbie is VOICES mail postmistress and she distributes VOICES Magazine to members through emails and postings on www.gfrw.org—the website. Bobbie began her work on VOICES as a photographer for the publication before becoming Distribution Director. A former President of North DeKalb Republican Women, she is currently Treasurer and Publicity Chair for the DeKalb GOP and GFRW 4th District Director. Bobbie is a retired Legal Administrator.



Manuscript Editor: Babe Atkins-Byrne. Babe Atkins Byrne edits the initial copy of VOICES. She chaired the GFRW Membership and Campaign Activities Committees, and is a 30 year member and Past President of the Cobb County Republican Women's Club. She is retired as a Judicial Administrative Assistant for the Cobb Superior Court and is doing job sharing for Judge George Kreeger.



Copy Editor: Melinda Mock. Melinda proofreads the final copy. As President of Healthcare Cost Consultants she serves as an Orthopedic Nurse Consultant holding certifications in orthopedic nursing and life care planning. She is a member of the GFRW Bylaws and Rules Committee and the Chattahoochee Republican Women. She is President and CEO of the NAON Foundation.



Editorial Advisor: Lisa Ziriaux. VOICES Editorial Advisor Lisa Ziriaux is Communications Director for NFRW and responsible for the **Republican Woman** magazine, the NFRW website, and other promotional materials and programs. Prior to joining NFRW, she developed Internet and other high-tech applications and worked as a newspaper and magazine editor. With a bachelor's degree in journalism she has also instructed journalism classes.