

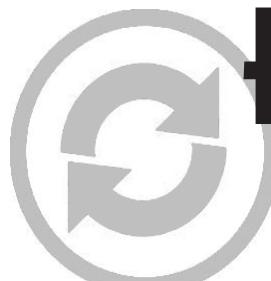
# REBOOT

*Getting Back to Basics - Bringing People Together  
Increasing Member Communications*



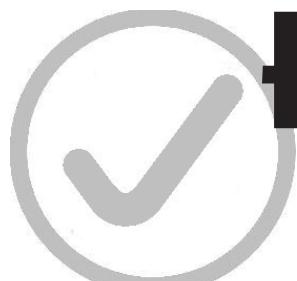
# RELOAD

*Increasing Membership - Building Value into 1994 Society  
Growing County Affiliates Intelligently*



# REFRESH

*Renewing Media Outreach - Asserting Legislative Presence  
Expanding Tools for Affiliates*

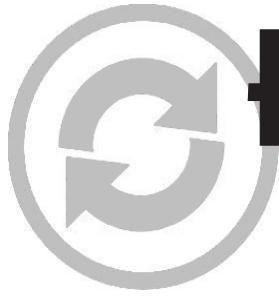


# RESULTS

*Winning Elections - Influencing Public Policy  
Changing How People View Success*

## ***Dan Drexler for LPIN Chair***

Candidate for Marion County Auditor - Marion County LP Secretary & Vice Chairman  
Candidate for Indianapolis/Marion County C/C Council - Interim LPIN Executive Director  
7th District Representative LPIN SCC - Vice Chairman LPIN State Central Committee  
Campaign Manager, Mike Wherry for SOS - 2nd District Representative LPIN SCC  
Midwest Regional Director, Gov. Gary Johnson 2012 Campaign  
Midwest Regional Director, Our America Initiative PAC



# REBOOT

*Getting Back to Basics - Bringing People Together  
Increasing Member Communications*

## ***Getting Back to Basics***

Sheila Kennedy wrote recently, "Powerless people don't engage." I wish I would have coined the phrase as it defines my views on leadership and empowerment perfectly. We must create a culture of empowerment through better communications and attention to details. To move forward in a political arena, we must be sharper than the opponents. Better office records. Filing deadlines met. A candidate must know the jobs for which she runs. When we sharpen our basic skills, people take ownership. people engage. We must cultivate that sense of ownership.

## ***Bringing People Together***

Politics can be divisive -- even when people share a similar end-goal. By definition, Libertarians, small "I" and big "L" alike, appreciate individuality like no other group of people. The belief that one controls himself is core to our values and the principles of non-aggression central to each of us. How we get to that end-goal is often times difficult. In several states

we see divisions leading to party paralysis. In Indiana, we have been largely lucky to avert these divisions in how we approach party politics. Strong leadership, absent an abrasive style, is needed to bridge these divides and keep everyone focused on the greater party goals. I have shown a strong ability to be that person over the years. It is also important that we have someone leading the Party who has established strong relationships across the region and the U.S. As Midwest

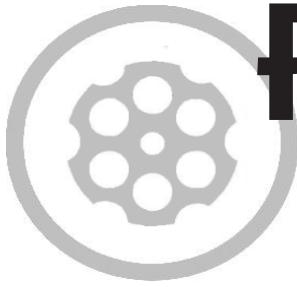


Regional Director for the Gary Johnson campaign, I forged relationships across the entire thirteen state region. Traveling the state and region will allow me to build even more upon those relationships.

## ***Increasing Member Communications***

LPIN excels at the use of social media. The followers we have online are only surpassed by a few much larger states. Unfortunately, not all of our members are connected to Facebook or Twitter. We must expand our communications outreach to include traditional print mailers, as well as personal calls from leadership to active members, county officers, candidates and donors. Information is critical to feel engaged. With more engagement comes more success.





# RELOAD

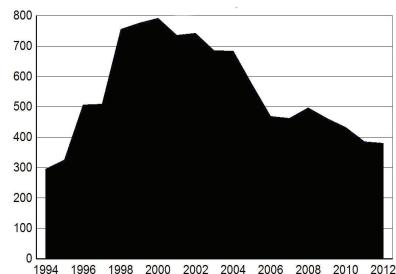
*Increasing Membership - Building Value into 1994 Society  
Growing County Affiliates Intelligently*

## ***Increasing Membership***

With close to 5,000 followers on Facebook and over 100,000 votes in statewide races, national membership in Indiana should be on a steep incline. Unfortunately, the multi-year trend is flat at best. Factoring in state-only membership, LPIN remains close to 300 members shy of our high water mark in the early 2000's. This trend must change for Indiana to maintain influence on national scene.



*National Membership*



\*Does not include state-only membership, estimated at 95 additional.

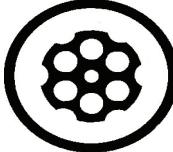
I would like to see the LPIN adopt the goals of "Double the LP" and work to create a contest among members for new membership recruitment. I have personally set a goal of twenty new members for the year.

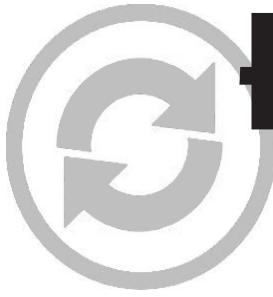
## ***Building Value into 1994 Society***

The 1994 Society is the financial lifeblood of the LPIN. Contributions in recent years have diminished making outreach and funding priorities difficult. We must build more value into the program and consider the success of top affinity programs as models for this effort. In addition to discounts on program fees throughout the years, I propose we consider creating a quarterly product exchange in which Society members would receive discounts on products and services from supporting businesses.

## ***Growing County Affiliates Intelligently***

To grow our Party, we must continue to grow our local affiliates. However, that growth must be done in a manner that shows viability and sustainability. Too often in the past, we have rushed into affiliating county organizations and offered no mentoring or assistance along the way. That must change. We need healthy county affiliates intent on growing rather than affiliated counties simply for affiliation sake.





# REFRESH

*Renewing Media Outreach - Asserting Legislative Presence  
Expanding Tools for Affiliates*

## ***Renewing Media Outreach***

Newspapers, print publications and radio stations have increasingly cut back on staff over the last several years. As a result, it is increasingly more difficult to earn media coverage for Libertarian Party political activities. While individual candidates have had some success, the LPIN has largely been shut out of media coverage. As LPIN Chairman, I will work with staff and volunteers to make more personal connections with media across the state. While traveling, I will call on newspaper editorial staff and introduce LPIN priorities. In addition to editorial meetings, we will issue regular media advisories.

## ***Asserting Legislative Presence***

Too often outside libertarian circles, members are viewed as simply naysayers to all public policy proposals or negative toward any governance. In 2006, I created the LPIN Legislative Blog largely to change that perception. The focus was to provide a mix of legislative efforts we support in addition to those we oppose. Recognizing legislators for the good work being done is as critical as standing on the sideline arguing against policies. That effort lent itself to the popular LPIN Legislative Review group on Facebook. The LPIN must reassert itself on legislative matters and build strong relationships with key legislators. As Chairman, I will create a Legislative Review Committee that will work with our Communications Director to publish our party positions and expand upon the relationships currently in place.



## ***Expanding Tools for Affiliates***

Traveling the 13-state Midwest Region with the Gary Johnson campaign, I was able to meet with a number of state chairs and key volunteers. The great ideas across this region are numerous. Those conversations made me realize the untapped resources we have within our own county affiliates. As Chairman, I will request the SCC incent programs focusing on the "Best Practices" of counties, creating competitions for grants, matching fund grants and marketing assistance. LPIN will encourage these "Best Practices" be adopted statewide.

