

VOICES Magazine



Learn to play political chess

Photo: Judy True

Election 2014

Feature Series:

Refine the Ground Game

- Learn to play political chess
- Project 51 — Take back the Senate
- Ready for Battle
- Don't underestimate your power
- Give voters the right information

Election Challenges:

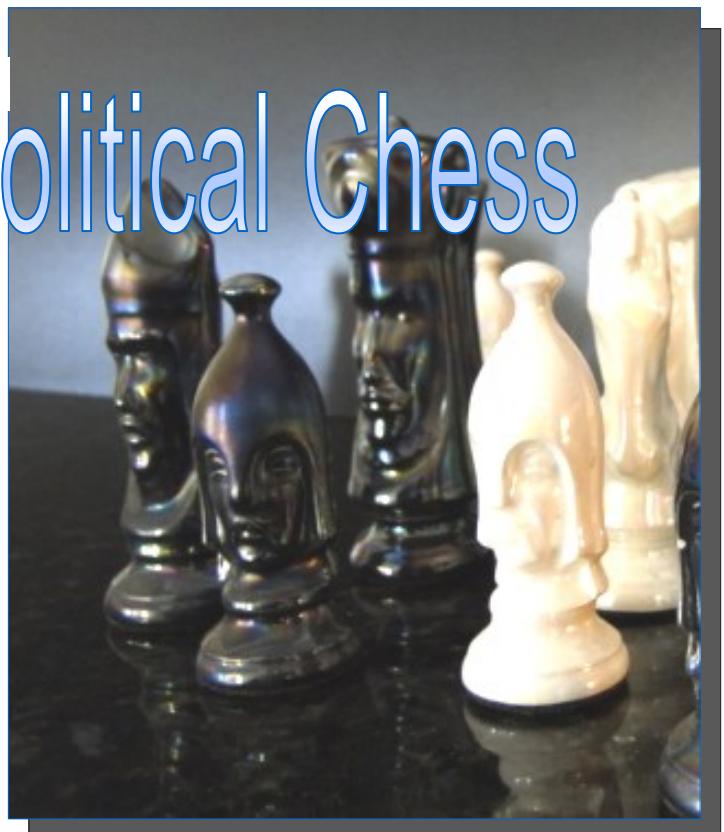
- *Challenges for the new GA Senator*
- *Challenges in a sister state*
- *Mistakes novice legislative candidates make*
- *Use of social media*
- *Organizing volunteers*
- *& more*

Federation Leadership:

- *Bring women to the table*
- *Get committees off to a good start*
- *Recruit from local colleges*
- *Engage associate members*
- *& more*

Georgia Federation of Republican Women

Learn to Play Political Chess



Another midterm election . . . ho hum! Seen one, seen them all? Not hardly! Every election has its own personality and 2014 is no different. Every election brings out each party's best "gamesmanship" at the time.

When the primaries are said and done and Republicans finish baiting and badgering one another, we will face the main event, the big game in November against Democratic candidates. Can we encourage our Federated club members and local GOP networks to stand together without shooting at each other? Heath Garrett says it best . . . "We [Republicans] play checkers and they [Democrats] play chess. The Democrats watch what we do to ourselves . . . going to war over tactics. We don't need to divide ourselves."

U.S. SENATE 2014

With the extremely narrow focus of leadership from the White House and the efforts of a U.S. House of Representatives frequently "hog tied" by an obstinate Democratic majority in the U.S. Senate, Republicans, Libertarians, and Independents are faced with a challenging 2014 midterm election.

Many election seasons boil down to a slogan or mantra. **Project 51 . . .** calls for Republicans to take enough U.S. Senate seats (51) to claim a majority. On November 4, 33 Senate seats will be up for grabs. **Take back the Senate, maintain the majority in the House, and maintain the number of Republican Governors** – the mantra for 2014.

A Georgia Senate seat is one of the 33 national Senate seats being contested. Senator Saxby Chambliss' retirement opens the seat for a robust field of Republican candidates, including U.S. Representatives Paul Broun, Phil Gingrey, and Jack Kingston; former Secretary of State of Georgia Karen Handel; former CEO of Dollar General David Perdue; patent attorney Art Gardner; and, minister Derrick Grayson.

STATE LEADERSHIP 2014

GEORGIA GOVERNOR 2014. While Governor Nathan Deal has a strong incumbent role to play, he will have the challenges of overcoming questions posed from the winter 2014 "Snowjam," which played on media broadcasts across the nation in late January. Coupled with that is the continual challenge of water wars, Common Core, ethics, and transportation issues.

So, once the primaries are history, bury the hatchets and concentrate on the end goals: **maintain our strength throughout Georgia — maintain our position in the U.S. House — and take back the U.S. Senate.** *Learn to play political chess!* Use the suggestions and strategies presented in this issue of VOICES Magazine to refine YOUR political ground game efforts.

Checkmate!

Judy True
Editor in Chief

VOICES Magazine 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.

Any written portion of this publication may be reprinted with credit given to the author and to VOICES. Articles are invited for publication. Acceptances are on a contributing basis only and are subject to editorial review.

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Editor's Desk

It's Time for Offense!

By Sherry M. Roedl, Editor



As I write this editorial, we are some 60 days out from the Georgia primary. Our feature series for this spring issue is "Refine the Ground Game" – with the goal of taking back the Senate in 2014 – and the various election challenges Republican candidates face in these midterm elections. Print media and the "talking heads" of television are consumed with articles and airtime about the Republican Party's chances of garnering the requisite number of seats needed to assume control of the U.S. Senate and retain control of the U.S. House of Representatives.

Surprisingly, the media is reporting on the difficulties Democrats face in retaining control of the Senate. In her opinion piece entitled, "Democrats pulled under by weight of 'Obamacare,'" Maureen Dowd, columnist on *The New York Times* Op-Ed page, writes "Obama's approval ratings will shape the midterms, and some Hill observers compare his crumpling numbers to an illness." She goes on to write that, "... governing through executive order isn't a sign of strength. It's a sign of weakness. And it's that weakness that has Democrats scared to death." (*Atlanta Journal Constitution*, Sunday, March 16, 2014, p.A23)

While the tide seems to be turning for the Republican Party, we know we cannot become complacent. Likewise, Republican candidates cannot continue the tactic of destroying the character of their Republican opponents, especially when the Dems do such a fabulous job of character assassination on Republicans.

While things are looking good at the moment, Republican candidates and those who support them (the "mainstream sleeping giants") must learn how to beat Democrats/Progressives/Liberals at their own game. In this regard, see Daughtry's and Casselman's (2012) book *Waking the Sleeping Giant. How Mainstream Americans Can Beat Liberals at Their Own Game*.

Daughtry and Casselman write, "If the American republic is to be restored, if America is to become great again, it will not occur because professional politicians woke up to reality. It will be because the sleeping giant of the American mainstream woke up and remembered a forgotten truth: We are the guardians of the constitution republic, and the power to restore it lies within us." [p.8]

Republicans cannot beat Democrats/Progressive/Liberals by doing what they've been doing for the last 100 years. While conservatives appear to have won the battle of ideas, Leftists "understand that elections are just the consolation prize of politics." The Left's game tactics include: (1) Ride the appeasement cycle to power; (2) Divide and conquer; (3) Play the victim game; (4) Words mean what Liberals want them to mean; (5) Don't debate, attack; (6) Hide the true agenda; and, (7) Control through confusion. (Daughtry and Casselman pp. 46-53)

So, our work is cut out for us. Vow now to beat the Dems at their own game by using the tools suggested by Daughtry and Casselman: (1) Seize the offensive and stay on it; (2) Recognize the way the Left wants to frame the narrative; (3) Reframe the narrative to put the Left on the defensive; and, (4) Refocus the topic to drive the mainstream agenda. [See page 25 for a bullet list of "game ideas" we can employ this election year.]

We at the grassroots level can begin the "Conservative Long March" to take back our cultural institutions and restore this country to what our founding fathers hoped it would become and remain until the end of time. It will not happen overnight, but it must be done. We "mainstream Americans" have the resolve and the intellect to achieve this goal. Maybe this is just the peaceful revolution this country needs. It's time for Conservatives/Republicans to stop playing defense and start playing offense!

References:

- Dowd, M. (2014, March 16). *Atlanta Journal Constitution*. p. A23.
Daughtry, T.C. and Casselman, G.R. (2012). *Waking the Sleeping Giant. How Mainstream Americans Can Beat Liberals at Their Own Game*. New York: Beaufort Books.

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VOICES Magazine

April, 2014

Volume 9—Issue 1

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Letter from the President



It's Rally Time!

With the success of our first board meeting and Red Coat Day behind us, we must now nurture the momentum coming from that meeting to show the country that Georgia is and will continue to be a Red State and that the women of GFRW play an important role in this process. While many of you are currently busy on various campaigns and will be glad to see the May primary come and go, my years of experience tell me that there will be runoffs in many areas of the state. However, when the primary is over and the runoffs have been held, I hope to lead the charge to rally behind our Republican federal and state candidates and, with your help, see them all the way to victory in November.

Since money is the driving force in politics, I propose that GFRW — as an organization — sponsor fundraisers for the candidates that are facing stiff Democrat competition. In order to do this, I will rely heavily on our presidents and district directors to monitor the races in their area and then strategically identify, after the primary and/or runoffs are over, the races where our assistance is most needed. I will then ask GFRW presidents and district directors to contact those campaigns to advise them that we are ready and willing to assist them in their road to victory.

The reelection of President Barack Obama sent many voters into a tailspin of voter apathy. If we expect to take back the Senate and White House in 2016, this must change. We can now see the light at the end of the tunnel and our mission is clear: to return the Senate and White House to Republican control; to return our country to the conservative principles upon which it was founded; and, to show the world that the United States is still a superpower to be respected. However, to reach our goal, we must educate Georgia's electorate on the importance of midterm elections. I pray that each and every GFRW member makes this a priority and that you reach out to the registered voters in your area to encourage them to vote in the Republican primary and/or runoff.

I will attend the NFRW board of directors' meeting March 27-29, in Washington, D.C. I look forward to meeting the many state presidents who will attend and sharing with you information gleaned from these politically vital women and the exciting line-up of guest speakers.

I want to personally thank Rose Wing, immediate past president of GFRW, for sharing with me her knowledge and experience as president. I look forward to working with you and my executive committee for the benefit of GFRW and the Republican Party.

**Ruby Robinson
GFRW President**

2014 GFRW Red Coat Day



Photo: Mary Lou Berghel

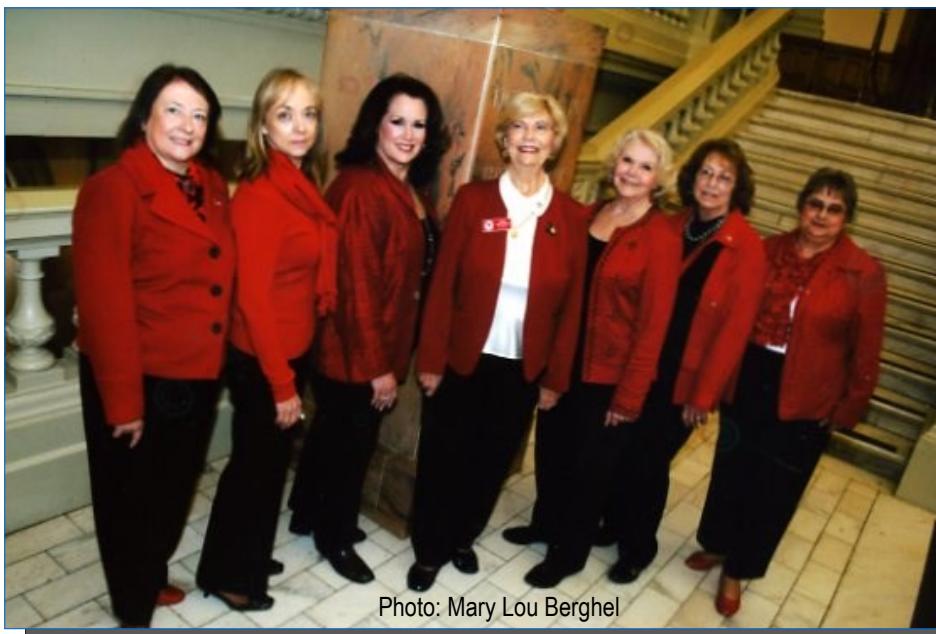


Photo: Mary Lou Berghel

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(Missing: 3rd VP:

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Bring Women to the Table

By **Kathy Brugger**
President, National Federation of Republican Women



The NFRW has been bringing women to the table and empowering them in the political process since 1938, and we will continue building on this long-standing mission with an ambitious plan of action for 2014-2015. This plan includes strategies and goals for communication, political action, membership, meetings and events, and much more. The following are highlights of our plan of action:

COMMUNICATION

Communication is a key component for continuing a strong organization.

In January, we launched the *NFRW Round Table*, a monthly newsletter for Federation leaders, including club and state presidents. Our goal is to foster a closer relationship with our leaders, provide them with information, materials, and tools to help build stronger state federations and clubs, and to increase membership. While the newsletter is geared toward Federation leaders, all members are invited to access and read it.

We are expanding our existing publications, such as the *Capital Connection* e-newsletter, and we are creating new communications tools. Both a new palm card and a new brochure will be available soon for states and clubs to use in their outreach and public relations efforts.

Social media is a focus, as well. We want to expand our “new media” presence on Facebook and Twitter with more news and “how to” stories from clubs and state federations.

Our Web site is a hub of information and activity for members and the general public; and, we are in the process of overhauling, updating, and redesigning NFRW.org, as well as our back-end database system, to bring all of our data and Web information onto a single platform. This is a very exciting step for the NFRW! The end result will be a much-improved user experience for our members.

POLITICAL ACTION

This year is an important midterm election year in which we must retain the U.S. House and work to elect more Republicans to the U.S. Senate.

In order to make Republican gains this year, the NFRW will employ a two-pronged political approach focusing on messaging and activism. We believe there is no one better to lead the charge against the “War on Women” than an articulate, educated Republican woman. So, we will be working to combat this charge during the 2014 election cycle and beyond.

We also will maintain the reputation of tireless activism that the NFRW has cultivated over the past 76 years, and we will continue to be an active grassroots force through this year’s election cycle. We will organize “grassroots days” with targeted campaigns and state federations; and, we are looking at hosting rallies and other Get Out The Vote (GOTV) efforts in the races that need a strong grassroots presence.

Bring Women to the Table

(Continued from Previous Page)

MEMBERSHIP

The NFRW is continuing to analyze membership data and develop strategies to increase membership retention, such as promoting virtual clubs and satellite groups, to provide membership alternatives to younger women, stay-at-home moms, and those living in rural areas. The Digital Resource Library on the NFRW member Web site offers a wealth of membership resources, including the *Ten-Step Guide to Forming a Satellite Group* and the *NFRW Membership Handbook*, which offers many exciting ideas and hands-on tools to help build membership.

BOARD MEETINGS & CONVENTIONS

More workshops and training opportunities on topics such as fund-raising, leadership development, and technology will give members the

tools for success in their communities. Follow-up materials will be made available online.

COMMITTEE ACTIVITIES

Our standing and special committees do very important work on behalf of the Federation, and we want to make sure you know about it. Committee chairs will regularly contribute articles to the NFRW's various publications. State federations and clubs will be encouraged to publish these articles in their newsletters, as well. Committees will work together to present coordinated programs to states and clubs and they will communicate with one another via conference call.

Thank you for your support as we work toward our common goals of strengthening the Federation, electing more Republicans, keeping the public informed, and empowering women in the political process.

Please let us hear from you at mail@nfrw.org with your ideas, suggestions or questions.

NFRW Executive Committee 2014-2015



FRONT ROW: Betty Poe, Rae Lynne Chornenky, Kathy Brugger, Kay VanSant. MIDDLE ROW: Becky Johnson, Eileen Sobjack, Lynne Hartung. BACK ROW: Cindy Graves, Dena Barnes, Suzanne Crow. NOT PICTURED: Carrie Almond

Ready for Battle!

By John Padgett
GAGOP Chairman



The mainstream media is at it again. From *The New York Times* to *The Washington Post*, political pundits are pegging Georgia as a winnable state for Democrats.

Despite Republicans occupying every statewide constitutional office, holding majorities in both Chambers of the Georgia General Assembly, and majorities in our Congressional delegation, out-of-touch media elites claim that a disinterested and frayed base coupled with changing demographics spell doom for conservative candidates, especially in the race for the U.S. Senate.

As usual, the drive-by media is out-of-touch and the narrative they are trying to build and promote is unsubstantiated.

When I was elected as chairman in May, I made two, big picture goals for Georgia Republicans: build the party and beat Democrats. In nine short months, we are well on our way to not only meeting but also exceeding these overarching goals.

On the ground, we are organizing new county parties, especially in south Georgia, to help engage and empower like-minded voters. By opening up regional headquarters in Albany, Augusta, and Statesboro, we now have hubs for grassroots activists to meet, plan, and execute volunteer recruitment and get out the vote efforts that will rock the ballot box. To date, we have identified 1,100-targeted precincts throughout the state and have 250 precinct captains trained and ready to work.

Contrary to what the Beltway Crowd thinks, we don't see changing demographics in the Peach State as a death sentence for the Georgia Republican Party. In fact, we see changing demographics as an opportunity for growth. Our Minority Engagement Director Leo Smith just rolled out his Advisory Committees for African American, Asian, and Latino engagement efforts. By investing long-term in communities that normally gravitate (by default) to Democrats, we can provide a clear choice for like-minded minority groups. We wholeheartedly believe that Republican values like freedom and opportunity align better with minority voters than that of the Democratic Party and we are working tirelessly to communicate that message.

Online, the Georgia Republican Party is engaging conservatives by the hundreds of thousands. Through social media portals like Facebook and Twitter, we are promoting Republican principles and policies -- and it's spreading like wildfire. Our website, www.GAGOP.org, serves as a busy, online hub for thousands of interested conservatives who are looking for ways to get involved, and our petitions against Obamacare, gun control, and big government liberals are adding thousands of e-mail addresses to our database every month.

In the fundraising arena, we are working with Republican elected officials in Georgia and nationally known conservatives like T.W. Shannon, Mike Huckabee, Bobby Jindal, and Col. Allen West to generate the resources necessary to support our Republican nominees this fall. I am confident that we will have the resources necessary to advance our Choose Freedom message and ensure victory at the ballot box for the Republican ticket in Novem-

ber!

Whether it's rolling out our voter registration initiative or our Victory Program, the Georgia Republican Party will be ready to defend our state, protect our Georgia values, and promote our candidates in the 2014 election cycle. Beltway pundits can pontificate all they want, but following the May 20th primary, Georgia Republicans will be ready for battle!

Who Am I?

An entrepreneur, business owner, grassroots leader, and family man, John Padgett is proud to serve as the Chairman of Georgia's Republican Party. Padgett has proudly worked in the grassroots of the Republican Party for 35 years humbly serving as the Chairman of the Athens-Clarke County Republican Party four times, Chairman of the 11th and 12th Congressional District, Secretary of the Georgia Republican Party and member of the GAGOP Executive Committee. Padgett was elected to serve as Chairman of the Georgia Republican Party at the 2013 State Convention. Above all, Padgett is a family man. Married to Mary for more than 30 years, the couple has three daughters and three grandchildren. They are members of Highland Park Church and are proud to call the City of Athens their home.

2014 Predictions Becoming Reality

The Evans Report

Randy Evans

During the last several months, the Evans Report made some bold predictions, long before the events that transpired for the upcoming 2014 primary and general election. At the time, most pundits were still pontificating about elections in the rest of the country, assuming that Georgia would be a relatively uneventful affair with Republicans cruising toward another year of Election Day dominance and Democrats still struggling to find the candidates and resources to mount a serious challenge.

Yet, readers of the Evans Report had the inside information about how things would actually shape up. Now, with qualifying for public office in 2014 completed, it is clear that those predictions look a lot more like reality than anyone expected. Here is a quick review.

In the U.S. Senate race to replace retiring senior Sen. Saxby Chambliss, Democrats recruited Michelle Nunn to run while Republicans fielded a host of candidates. Early on, the Evans Report predicted a strong Democratic challenger aided by the fundraising prowess of a sitting president and the ever-changing electorate in Georgia. In addition, the Evans Report noted that while many Republican candidates would consider, and even campaign for the Senate, some would not make the race.

Of course, on the eve of qualifying, one of the Republican self-funders changed direction and decided to redirect his efforts toward the House of Representatives rather than stay in the race. Eugene Yu made what he called a "Yu turn" and decided to join the field challenging Congressman John Barrow, notwithstanding his clever and innovative campaigning for United States Senate.

More significantly, the Evans Report predicted that Georgia Democrats would not be content with just the Senate race and would challenge other constitutional offices, drawing on a bench of candidates with recognizable political names to create an actual "ticket" to prevent the concentration of Republican resources in just one race.

It came as no surprise when state Sen. Jason Carter stepped up to the political plate to challenge incumbent Gov. Nathan Deal, and he was not alone.

Other names from years gone by joined Michelle Nunn and Jason Carter during qualifying to create the "legacy ticket" -- purportedly distancing themselves from the national Democratic Party, while attempting to ride the residual name recognition of political leaders from Georgia's past. Meanwhile, as predicted, Georgia Republicans faced the challenges of a political party with too many good candidates and not enough vacancies to go around. With three congressmen running for the U.S. Senate, and many other incumbent state officeholders deciding to move up or out, the Republican primary is -- as predicted -- a crowded affair with lots of candidates and runoffs almost certain around the state.

Yet, with so many Republicans and so little fundraising dollars to go around, most find themselves feverishly campaigning the old-fashioned way -- small events, local debates, and phone banks/e-mail blasts targeting voters individually. As a result, as noted just a couple of weeks ago, most have failed to break through in either name recognition or fundraising to become front-runners in any sense of the word.

Recognizing the challenge, Republican officeholders who are seeking reelection moved quickly to end the 2014 Georgia General Assembly session so that they could get to the business at hand -- getting reelected. The

Evans Report predictions of a fast legislative session were borne out by the targeted early end to the 2014 Georgia General Assembly before the end of March. Even shortened, however, this only leaves incumbent office-holders with primary challengers around two months to raise the money, campaign, and win reelection on May 20.

The Evans Report noted that more elections will be won on the last day of qualifying than on Election Day. Again, that proved to be true. Notwithstanding the recruitment at the top of the ticket, Republicans are assured control of the Georgia House of Representatives and the Georgia Senate, because not enough Democrats qualified to make a difference in the control of either legislative body.

The same was true for judicial elections. The Evans Report boldly predicted before qualifying that there would be no challengers for any of the appellate judges seeking reelection in 2014; and, true to form, none of the Georgia Supreme Court Justices or Court of Appeals judges face any challengers in 2014. As a result, those elections are over even before the first vote has been cast.

Finally, the Evans Report noted that in the Republican U.S. Senate primary among the candidates who did qualify had yet to even begin beyond raising money. Instead, the real media war was only now about to begin and begin it has. Those Republican U.S. Senate candidates with money are beginning to spend it with a trickle of biographical advertisements to be followed by a heavy dose of real political advertising just around the corner.

Still to come will be the runoffs -- often nasty and bitter -- to be followed by even rougher campaigns in the fall.

Georgia will be a state to watch as it all unfolds. And, readers will get some insight as to what happens next before it even happens.

Project 51: Take Back the U.S. Senate

By Heath Garrett
Political Strategist

Project 51 is the Republican initiative to gather strength through unity -- and win back a majority in the U. S. Senate with at least 51 votes. To achieve the goal of Project 51, Republicans have a lot of work to do.

In his June 1858 speech to more than 1,000 Republican delegates in the Illinois Statehouse, Abraham Lincoln declared, "A house divided against itself cannot stand."

My third child, Brumby, was named after his great-grandfather, Colonel Arnoldus Brumby, who was the director of the Georgia Military Institute prior to the Civil War which is, of course, an important part of our history in the South.

When then-U.S. House Speaker Newt Gingrich first moved into the speaker's office in the Capitol, he placed a T-Rex on his desk as a reminder that we may all become extinct.

As a Southerner, I think about the last time the South declared it was seceding from the Union and how that didn't end too well for us.

Right now, Republicans are at an interesting time: We're divided. And, it's not going too well for us.

Rather than focusing on the enemy, we have turned inward on ourselves. We are attacking each other. We are name-calling, with terms like RINO, which stands for "Republican in name only." If we are not careful, we will soon suffer the same fate of the dinosaurs -- or my son's great-grandfather.

We have "ultra" conservative groups funding television commercials that attack our own party members -- even when there are no primaries or major issues before Congress. Who

loses? -- The individual under attack -- and the Republican Party. Who wins? -- The other party.

You know those detergents or soaps that offer "ultra" cleaning power? Check out their ingredients as compared to the non-"ultra" brands. For the most part, the ingredients are the same. There's probably more "ultra" in the marketing than the detergent.

Right after the 2012 election, a friend of mine said, "It looks to me like we're playing checkers and they're playing chess."

We agree on the big issues: Repealing and defunding Obamacare, defunding and rolling back Environmental Protection Agency rules that make America less competitive -- and lowering taxes.

We agree on the principles: The principles of individual liberty, limited government, private property rights, and Second Amendment rights. Those are conservative principles for which we have all fought.

So, other than claiming that some of us are "ultra" and others are not, we are disagreeing over tactics.

It would be the equivalent of Army Rangers arguing -- and splitting up -- in the middle of battle. Who wins in that scenario? The enemy wins.

I have a picture of Teddy Roosevelt with his quote: "Aggressive fighting for the right is the noblest sport of mankind."

Friedrich Hayek, who taught at the University of Chicago and is the economic spiritual leader of the modern conservative movement, said

that the most important thing in education, and I think this is true in politics, is: "We must think things through."

We need to think about the importance of being one party, of working and winning together for conservative, "ultra" or otherwise, principles.

Lincoln was right. A house divided against itself cannot stand.

But together, Republicans can stand, and win.

Together, we are stronger, smarter and more capable of winning. And, we can achieve ambitious goals -- Project 51.

With Project 51, Republicans can take back the U.S. Senate.

And, in 2016: the White House.

Who Am I?

Heath Garrett combines his skills as an attorney, political advisor, media strategist, and public affairs consultant.

He is the founding member of COMM360 and Turner, Bachman & Garrett/Georgia 360 Public Affairs. He is also currently a political strategist with the Stevens and Schriefer Group, a national political media firm. Heath was Senator Johnny Isakson's Chief of Staff and political strategist for Isakson's successful U.S. Senate campaign in 2004. Heath has been recognized as one of Georgia's rising stars and has been listed as one of Georgia's most influential people.



What IS Project 51?



Project 51 is a new kind of advocacy organization with one goal: To organize grassroots conservatives to elect 51 Republican U.S. Senators

www.project51.com

In 2014, conservatives have a chance to work to elect a Republican majority in the U.S. Senate. We recognize that in many swing states, there are going to be tough primaries and disagreements among multiple conservative candidates. Our goal is to develop a true grassroots network of dedicated and like-minded conservatives who are focused on winning a majority in the U.S. Senate. In the states where Republicans have a chance to pick up seats, Project 51 will work with grassroots conservatives during the primaries to organize a network willing to work from day one after the primary ends. We know that the best way to advance the conservative agenda in Washington is to win back the U.S. Senate.

We are not a traditional organization run by Washington, D.C., insiders. Project 51 is founded and managed by grassroots conservatives who are tired of seeing elections lost because Republicans sat on their hands in

November. Our message is to work with groups who have not been engaged in past elections, including women, minorities, and young people. Learn more at

www.project51.com

Project 51 is a grassroots movement to flip the Senate to a GOP majority. We'll be speaking to women, minorities, and young people in the states identified as opportunities, like Arkansas, Louisiana, North Carolina, Alaska and others, as well as protecting our seats in Georgia and Kentucky. It's different from others because it's not D.C.- based and will be assisting primary winners in GOP contests for Senate with volunteers and support help.

Martha Zoller

Bo Callaway

April 2, 1927 -- March 15, 2014



- ◆ First U.S. House Representative from Georgia since the Civil War
- ◆ Secretary of the U.S. Army
- ◆ Recipient of Medal of Distinguished Public Service by Department of Defense
- ◆ Korean War Veteran
- ◆ Chairman of the Colorado Republican Party
- ◆ Principal owner of Crested Butte Mountain Resort in Colorado
- ◆ Cofounder of Callaway Gardens Resort and Gardens

- ◆ He inspired a generation of Young Republicans in the 60s and 70s
- ◆ Bo wrote the first chapter of the "modern Republican Party in Georgia."
- ◆ He was our GAGOP superstar of the 70s, 80s, and 90s.

Thank you, Bo!

Don't Underestimate YOUR POWER!

By Randy Evans

Georgia's National GOP Committeeman

Pundits and political insiders agree on two things heading into the 2014 midterm elections. First, unless Republicans just fall asleep or suffer a catastrophic political miscalculation, they will retain control of the United States House of Representatives.

Of course, Georgia is a big part of that calculus. With three open seats created by incumbents running for the U.S. Senate, and a fourth Democratic seat (held by Congressman John Barrow) at play, Georgia is critical to Republicans' hopes at the national level to holding the House.

Second, Republicans have a good chance of recapturing control of the U.S. Senate with current Democratic incumbents in Red States retiring and quality Republicans running in other Red States challenging vulnerable Democrats. Again, much of the Republicans' hope for capturing control of the U.S. Senate depends on Georgia Republicans doing their job in holding the Senate seat currently held by retiring senior Senator Saxby Chambliss.

Not surprisingly, the Senate Republican primary is a crowded affair with several high-powered, quality candidates in the race. Inevitably, there will be a runoff. And, after that runoff, the Republican senatorial nominee in Georgia will face Michelle Nunn, the well-funded daughter of former Democratic Senator Sam Nunn.

Unfortunately, the chances are that, coming out of the primary, the Republican nominee will be drained of resources, wounded from partisan infighting, and facing the best chance Democrats have had in years for winning a Georgia statewide election. Yet, notwithstanding the wishful thinking of Georgia Democrats, Georgia is still a Red State. As a result, the 2014 midterm elections will come down to Georgia Republicans taking care of business.

Georgia Republicans can decide the fate of the national Republican Party in its bid to retain control of the United States House of Representatives and regain control of the United States Senate.

Never have Georgia Republicans had so much power to dictate their own destiny. This power originates in working hard to nominate the best nominee to defeat Michelle Nunn in November. Within this context, it means helping the best candidate, not tearing down the other candidates. In the end, there will only be one nominee. To have the best chance in November, every Georgia Republican will have to move directly out of the internal divisions of competitive primaries into the party unity necessary to elect the Republican nominee.

Contrary to insider opinions, elections are not won by money alone. Certainly, contributions

(even small ones) are important for the Republican nominee in the Senate race and the Republican nominees in the other races. Yet, campaign bank accounts do not decide elections. Instead, the ultimate power to decide elections remains in the hands of voters who cast their ballot.

One year ago, Georgia Republicans appeared to be on cruise control toward reelecting all statewide elected Republicans, huge majorities in the Georgia House and Senate, and nine Republican members of Congress. Now, Georgia Republicans can decide the fate of the national Republican Party in its bid to retain control of the United States House of Representatives and regain control of the United States Senate.

The bottom line is "don't underestimate your power." This year, Georgia Republicans have the power and they have a job to do.

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.



Interview with Johnny Isakson

U.S. Senator from Georgia

Challenges for the New Georgia Senator

Photo. From ZPolitics

Voices: What are the tests you see Georgians have as expectations for the new senator?

Senator Isakson: My first recommendation would be to establish a responsive constituent services operation. A senator's constituent services operation is critical because it touches the everyday lives of thousands of Georgians each year in important ways. Whether it's assistance in obtaining a passport, difficulty with the Internal Revenue Service, or a veteran having trouble receiving his or her benefits, my constituent services operation must be proactive and deliver top-notch customer service to my constituents at all times.

Another expectation our new senator will face is that Georgians expect you to be ready to defend your positions on the issues and to understand theirs. You must be ready to listen and learn. I chose to run for office to serve and represent Georgians — and I am proud to do so every day.

Voices: Are there any suggestions on how to navigate the Democrat-dominated Senate? What are things the new senator will find from colleagues in the Senate?

Senator Isakson: While the Senate is currently controlled by Democrats, we certainly hope that the November 2014 elections will put the Senate in Republican hands. However, no matter which party controls the Senate, the newly-elected senator will need the ability to be able to reach across the aisle and forge consensus. To accomplish nearly anything in the Senate, you need 60 votes; therefore, neither Republicans nor Democrats will be able to accomplish anything alone.

Voices: Are there any recommendations for connecting with constituents that you would recommend? What challenges have you faced to stay connected/informed?

Senator Isakson: It is key to remember that you now represent a large and diverse state of more than 10 million people. I spend

many of my recess weeks and weekends traveling the state, speaking to groups and, more importantly, hearing from them. I hold telephone town hall meetings to engage folks from around the state; and, I rely on my field representatives to keep me up-to-date on local news and issues from even the smallest towns, in addition to the largest cities.

Voices: What are some best practices for an incoming senator? In what ways were you prepared for this role and what more did you have to learn once you were in office?

Senator Isakson: I had campaigned statewide more than once and that allowed me to build a network of trusted Georgians to help me in their areas of expertise, including in agriculture, business, education, medicine, municipal government, etc. This was helpful immediately with the broad diversity of issues I faced in the Senate and in my committee assignments. I realize every day that it is important to gather as much information as you can and to never assume you don't have more to learn. I have always been a student of life, but never more so than in the Senate.

FROM ANOTHER PERSPECTIVE

Election Challenges in Arkansas

**A Report from Melonaie Gullick
President of the Arkansas State Federation**



The history of Arkansas politics is a strange animal, mired deep in Democratic muck. However, in 2012 the will of the people – the conservative people – broke free and began to rise. For the first time since Reconstruction (138 years), Republicans took the majority in the state House and Senate. Additionally, we took three of the seven constitutional offices: lieutenant governor, secretary of state, and land commissioner -- a monumental beginning that we plan to continue in 2014. We have candidates in all seven offices this year and the odds are in our favor. The most notable seat, of course, is governor.

In the past few years, we've really seen a move in the conservative electorate. During the filing period, we had 132 GOP candidates: 45 uncontested vs. 88 Democrats for state/federal offices. And, to top it off, 29 of those candidates are qualified, intelligent, diverse women! How's that for a "war on women"?

The May primary will see a big turnout for Republicans. We have contested races for governor, lieutenant governor, attorney general, treasurer, and auditor. In comparison, the Democrats have only one contested race. This will give us the advantage, as we also will vote for the non-partisan judicial seats, giving us the opportunity to elect the conservative candidates.

One of the biggest races for the state is the U.S. Senate seat, currently held by Mark Pryor. While Pryor attempts to show that he understands Arkansans, his voting record shows he votes party lines without regard for the hard-working people of this state. Congressman Tom Cotton is challenging Pryor and the polls are in our favor. In 2012, we took all four Congressional seats for the first time, in addition to one Senate seat. This year, it is imperative that we take the second Senate seat and Congressman Cotton is the ideal person to get it done. Because of the importance of this race, Arkansas is getting assistance at the national level. We have victory offices around the state and motivation is high in the counties.

We are making historic gains across the state and this year is a pivotal one for Republicans. Republican women are busy at all levels of campaigning — we are focused on the win. We are determined to turn Arkansas *red*!

Who Am I?

Melonaie Gullick is President of the Arkansas Federation of Republican Women, serves on the NFRW Campaign Committee, and is the Faulkner County State Committeewoman. Melonaie retired from the U.S. Navy as a Senior Chief Petty Officer. She returned from Afghanistan in 2008 where she earned a Bronze Star.

Top 10 Mistakes Novice Legislative Candidates Make

Photo: Public Domain

If you have ever thought about running for office, this is the year. You might be thinking like Hillary Clinton — “What difference will it make?” Look how much damage one Illinois state senator has done to our nation. If we had stopped President Obama at the legislative level, we might not be living under this dictatorship of a presidency.

Run, run, run!

2014 is setting up to be a good political year for Republicans. Voters are angry with President Obama and that sentiment will filter down the ballot. The GOP must take full advantage. It's going to take a lot of Republicans across every level of government to fix the mess the president has caused.

So, if you are a first-time candidate, here are some common pitfalls to avoid:

Candidate neglects to spend enough time fundraising

Whether the candidate likes it or not, he/she is the best person to ask for large donations. The number one reason why campaigns fail is due to lack of funds. Fifty percent of the candidate's time must be dedicated to raising funds.

You don't have to have the most money. You need adequate money. However, that still requires a huge

time commitment on behalf of the candidate.

An overwhelming majority of candidates dislike calling for money and try to avoid it like the plague. Hence, a top responsibility of a manager and finance director is to ensure that the candidate is working the phones. A candidate who does not want to dial for dollars must write a large personal check to the campaign.

This year many candidates are claiming to be running grassroots efforts hoping that no one is noticing that they are using this as an avoidance technique for not picking up the phone. This is not a winning formula. You need money to advertise and communicate with voters -- not just goodwill.

Candidate manages the campaign

Candidates cannot manage their own campaigns. It is a recipe for failure. A candidate has two responsibilities: (1) to get votes and (2) to raise funds. All too often candidates will use the excuse of managing their campaigns in order to avoid fund-raising. Let the manager worry about getting the trains to run on time.

Refuse to ask friends and family for money

Campaigns cannot rely on just party donors. You need to have base

support from friends and family before known party donors will join the team. Candidates should have a minimum of 100 friends and family on their Christmas card list that they are willing to ask for money. If a candidate cannot produce a personal list of 100 names, then he or she should think about making friends instead of running for office.

Spend too much time searching for a silver bullet

Rarely in politics is there a silver bullet that finishes off an opponent. You are more likely to win by Chinese water torturing your opponent. Drip by drip you can lay out the case as to why the incumbent should be fired.

Don't get overly focused on a silver bullet that may never materialize.

Attacking too early

Most candidates don't like their opponents. However, attacking him or her is not the first step in winning an election. You don't want your initial impression to be negative. Build positive name identification with voters, before giving him/her a reason to fire the incumbent. The rule of thumb is that a voter needs to hear or see your name 13 times before they will remember it.

(Continued on Next Page)

All men having power ought be distrusted to a certain degree. George Washington

Continued from Previous Page

Fail to go door-knocking

For legislative campaigns, there is no better way to meet voters than visiting them at their home. A hand-shake beats a piece of mail and a phone call every day of the week. Voters remember candidates who come to their door.

Legislative candidates who refuse to door-knock usually lose. However, a campaign with a non-door-knocking candidate will have to spend at least four times more on mail and phones in order to be competitive.

For Congressional campaigns, the district is usually too large, so it is essential to target door-knocking to swing areas.

Using wrong election for targeting

The 2014 election will not be the same as 2012. Turnout in presidential elections is much larger than state elections. You need to target voters according to the type of election you are facing.

Free events gets you freeloaders

Hope is never a good fundraising tool, but that is the method people are employing when organizing meet and greet events. If you don't ask, people will not contribute. All successful fundraising events ask attendees to contribute a specific amount. If you are not requesting a

donation, then it is a voter contact event not a fundraising event.

Relying on one method of fundraising

Twenty years ago the typical fundraising plan was a group of wealthy businessmen who raised most of the money in large sums through personal solicitation. Nowadays, campaign fundraising is a complex undertaking involving a coordinated plan of events, finance committees, personal solicitation, phones, the Internet, and direct mail. There are many types of donors. For example, direct mail contributors don't attend events. So, if you refuse to use mail, you are leaving money on the table.

Failing to prepare for the onslaught

In October, special interest groups will aggressively campaign during the last three weeks. Be prepared. Have enough money to talk to voters when most of them make up their minds. Don't let special interest groups control the agenda during the final days.

No such thing as "off the record"

Whether you are talking to the press or a neighbor, everything is on the record nowadays. Look at what happened to Joe Biden in 2008 at his own fundraiser. His comments to a few supporters were broadcast nationwide. Never go "off the record" with a reporter and never say

anything that you don't want to see on YouTube.

Other media rules include never lying to a reporter, keeping answers to 30-second sound bites, staying on message, and calling back reporters before deadline.

Leave election results up to fate

Campaign must have an organized and strategic get-out-the-vote plan. It can make a four to 10 percent difference in the results which can be the difference between winning and losing. Who doesn't want an extra four to 10 percent?

Win one for the Gipper!

Who Am I?

Holly Robichaud has more than 25 years experience consulting for campaigns at the local, state, and national levels. She has worked with the Republican National Committee, the National Republican Congressional Committee and the National Republican Senatorial Committee. She specializes in strategy, fundraising, and voter contact programs and is an instructor in the campaign school for NFRW. She is a four-time Pollie Award winner. Robichaud has also received a Reed Award and been named to Aristotle's National Republican Dream Team.



Do your club members receive what they pay for?

Ensure that your club members receive what they pay for. Urge your club treasurer to send updates of the club roster and members' addresses to the GFRW treasurer. Include mailing addresses, telephone numbers, and e-mail addresses. Without e-mail addresses, members will not receive **VOICES Magazine**, GFRW E-Newsletters, Legislative Updates, VOICESmail or NFRW's **Republican Woman Magazine**.

Update address changes. When members move or change e-mail addresses, forward a copy of these changes to the GFRW treasurer, so that members will continue to receive publications and notices.

Announce when new issues of magazines are available. Put the links to the publications on your club Web site and in your club newsletter. Encourage members to click on the **VOICES** link in their e-mail announcement from GFRW.

Pass around a copy of VOICES Magazine during club meetings. Display **VOICES Magazine**, **The Republican Woman Magazine**, or the latest **VOICESmail** on a laptop computer before and after local club meetings. Station a member at the laptop to show others how to access the publications.

Ask computer savvy members to forward the VOICES links to their friends, neighbors, and local GOP members.



Freedigitalphotos.net

Reprinted with permission. This article originally appeared in VOICES Magazine in the spring issue of 2010 and provides an informative review of how Republicans define themselves. August 21, 2009, posted on iSquared Communications.

In campaigns, candidates sometimes confuse their principles with their message. They believe being “the most conservative candidate in the race” is all the voters want – or need – to know about them.

If I had a dollar for every candidate who has said, “You should vote for me because I am the conservative in this race,” I’d never have to work again. Give me another dollar for every candidate who has said, “I’m taking a principled stand on the issues,” and no member of my family would ever feel the need to work again. This mistake most often happens in primaries where candidates are trying to appeal to a party’s base vote, but it happens in general elections, too.

Often, candidates feel simply taking “principled” stands on issues will get them elected. In reality, those candidates typically arrive at or near the bottom in contested races. It’s not that the voters are “liberal;” it’s just that conservatism, liberalism, libertarianism, and all the other “isms” we use to label politicians actually mean different things to different people.

If you ask a Republican, “are you conservative?” the answer is almost always “yes.” You have to scratch much deeper to determine what “kind” of conservative the Republican is. Social conservatives have a different definition of conservatism than many economic conservatives.

While social conservatives usually are also

Give Voters the Right Information for Decision-making

**By: Rusty Paul
Mayor of Sandy Springs, GA**

fiscal and economic conservatives, they typically focus more on a candidate’s moral, ethical, and religious values. Abortion is truly a litmus test for most social conservatives, but a broader range of value-laden issues rank high, too.

Social conservatives are not as static in their views as many candidates believe. For instance, in recent elections, a significant percentage of voters have moved more to the left on environmental issues. They see the Biblical admonition to “subdue the earth” in different terms, interpreting it as a command to be better stewards of God’s creation. These conservatives want limited government, but they also want government policies supporting the values they feel are essential to a virtuous society. They believe America cannot be great unless it is virtuous and traditional values – usually traditional Judeo-Christian values – define virtue.

An effective campaign doesn’t get bogged down in the differences among the various factions — but finds ideas and issues with broader appeal.

Economic conservatives are more focused on fiscal and economic issues and, in fact, may consider themselves “progressive” or “libertarian” on social issues. They want government “to stay out of their wallets and their bedrooms.” They want lower taxes, less government regulation, and less interventionist government in most economic and social matters. They aren’t total libertarians, because they see a role for government outside the libertarian just “tote the mail and defend the shores” mindset, such as providing transporta-

tion and infrastructure, schools, and delivering other “essential” services. But, once the essentials are done, leave me alone and tax me just enough to pay for those services. These often are your entrepreneurs — first and second generation business owners or individuals involved in small or medium-sized businesses — who value their independence and who carry forward America’s pioneering spirit. They get fired up about the flat tax, the fair tax or any system other than the existing complex, counterproductive, intrusive income tax system that falls disproportionately on them and punishes productive, creative work. While social conservatives get fired up about the current health care debate, this group of economic conservatives is the driving force behind the Tea Parties and the anger evident at the recent health care forums.

A subset within economic conservatives is what I call business conservatives. They tend to be executives or “professional managers.” They see government as a mixed bag. Less ideologically driven, they want government to ensure a fair, level playing field for their business and to promote economic development through tax breaks and publicly financed projects, but they also want government to minimize regulations and taxes. More importantly, they want government to be consistent. They feel they can adapt to any set of rules government makes, but just don’t be changing them constantly.

Many cultural and some economic conservatives are leery when this group calls itself “conservative,” but they do have generally (though often soft) conservative values. Often called “Main Street” conservatives, other conservatives see this group as “the mushy middle,” thus constituting the greatest obstacle to a true conservative revolution.

(Continued on Next Page)

Election 2014: Project 51

However, this group is crucial to the Republican coalition. They represent a disproportionate share of political contributors and write the business Political Action Committee checks that fuel campaigns.

At the other extreme, reside the libertarian conservatives who see government in stark black and white — good vs. evil terms. A true libertarian conservative has never seen a government he/she likes. Government isn't a necessary evil — it's just plain evil. Democrats have the same striations and variations within the liberal/progressive political sphere.

In truth, most voters — conservative or liberal — are a blend of various philosophic sub-branches. So in elections, conservative voters want to know what kind of conservative are you?

Thus, successful Republican candidates develop campaign messages to reach across the sub-strata of conservatism (ditto for Dems on the left side of the political dial). Even divergent wings of a philosophical movement have unifying fac-

tors and an effective campaign employs unifying themes to bring its voters together. An effective campaign doesn't get bogged down in the differences among the various factions — but finds ideas and issues with broader appeal. Does that mean you forsake principle and make blatant political appeals designed just to get votes? You better not. Philosophical warriors are experts at spotting the phonies among us.

It does mean, however, that in developing effective campaign messages, candidates simply can't declare themselves conservatives. They must define their conservatism and outline ways they plan to put principles into action. After all, a campaign's message explains why a candidate is running, outlining his or her aspirations once in office. It helps voters decide why they should vote for you and not your opponent(s). And, your messaging must define and explain the choices voters must make voting in your race.

In fact, the most effective campaign messages force voters to decide between opposing viewpoints, unifying various philosophical factions

while creating stark choices for them by focusing on what makes you different from (better than) your opponent(s).

Who Am I?

Rusty Paul was elected Mayor of Sandy Springs in November 2013. Paul was Assistant Secretary for Congressional and Intergovernmental Relations in the first Bush administration.



He is also a former Georgia State Senator and a past Chairman of the Georgia Republican Party. As state chairman, Paul served on the Republican National Committee where he chaired the State Chairman's Advisory Committee. He has been a long-time campaign consultant for state and local campaign.



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 a new news service — via Internet e-mails — 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 our readers' interests.



Congratulations!

**Cobb County
Republican
Women's Club**

50th Anniversary

**Established April 1964
by Lee Ague Miller
[GFRW Past President 1965-67]**



Organizing Federation Volunteers

LOOK FOR VOLUNTEERS

As summer approaches state federations and local clubs will work to build a volunteer base needed for upcoming campaign activities. And, as Federation women, we are "expected" to devote time to these endeavors, because many times our efforts and those of our friends will govern the success or failure of Republican candidates — locally and nationally. How can we attract "worker bees" to the cause? The most successful clubs meet the personal needs of their potential volunteers. As a recruiter — remember *why* people volunteer. If you are going to appeal to your friends and colleagues to "get involved," then it is important to "remember the ROPES" of why people volunteer.

The Volunteer "ROPES"

R — Recognition. Volunteers look for challenges and chances to excel. They want to be recognized for doing something important. What can be more important this election year than electing Republicans? Some may seek recognition because they have political aspirations. Others expect only to be acknowledged for a contribution of time and effort. Consider how to laud and recognize your volunteers for their efforts.

O — Opportunity. Working on a campaign committee or task force or being active in a candidate's campaign organization enables volunteers to learn new skills that can transfer to other life, home, or job applications. Campaign work also enables volunteers to prove themselves to existing leaders in the club/federation, thus improving their chance to move up in your organization.

P — Policy (or mission, beliefs, ideals). Your organization exists for the purpose your members find meaningful. Members join the federation and volunteer because — like us — they believe in electing Republicans.

E — Empowerment. Volunteers look for a spot where they can create something new and/or contribute to a task they deem important. They want to make meaningful contributions. Committing to a new club project, to a new campaign strategy, or to an established campaign activity or movement and enabling your club to be a front-runner in that movement empowers those of us who take a part in such efforts.

S — Social. People join . . . people! Spending social time with like-minded folks is the prime networking opportunity within any organization. The campaign season provides numerous social political gatherings and events: speeches, dinners, wine tastings, etc. Also consider the informality of working in a campaign headquarters with others who are

on the telephone or stuffing and stamping mail items. Such informality not only promotes conversation, but enables volunteers to build lasting friendships.

Sources of Volunteers:

Precinct members
Local GOP groups
Parent/teacher groups
Local library (reading clubs)
Churches (circles, choirs, Sunday school classes)
Civic groups (Rotary, Lions, Elks, Moose, etc.)
Professional associations
Young Republicans Club
College Young Republicans Club
Community theater groups
Community choirs, bands, orchestras
Retirement centers
Chambers of Commerce

"Recruitment of volunteers doesn't end with simply signing them up; you must tap into their network of contacts, transforming individual volunteers into active recruiters. . ." (Caroline, 2003)

Resource. Caroline, G. (April, 2003). *Maximizing campaign volunteers: the NRA way*. National Rifle Association, USA.

Organizing Federation Volunteers

MOBILIZE THE VOLUNTEERS

The National Rifle Association is one of the most effective grassroots organizations that mobilizes volunteers. Adjust the NRA management plan to your club and consider the following steps: survey, delegate, train, title, recognize, pamper, involve, reward, and thank.

Survey. Find out what your members and volunteers want to do and what they can do. Use a survey form and profile volunteers by identifying their individual resources, interests, experiences, and skills. In addition to their personal skill sets, members may provide resources such as computers, printers, scanners, or even a pick-up truck (for sign distribution).

Delegate. Assign volunteers to committee tasks matching their professional or personal experiences. For example, assign those with writing experience to prepare articles for campaign publications or a club newsletter; assign those who are "vocal" to handle telephones; assign those with photography experience to cover events and create a photo record; assign the "computer addicted" to tasks requiring the computer; assign capable organizers to manage event planning or the assembly line of mail-out activities (directing volunteers in preparing envelopes: organizing stuffing, stamping, etc.).

Train. Provide explicit directions. Oral directions are great, but are easily forgotten. Oral directions accompanied by a written direction sheet will be more effective. When meeting with volunteers, give them time to ask questions before beginning their tasks and provide an open opportunity for them to continue asking questions.

Title. Motivate your volunteers by giving titles



commensurate with the jobs they are doing. Appeal to their egos! With a title, a volunteer becomes motivated, works harder, and takes on more responsibility. How would you prefer to describe what you do — a phone caller or "a phone bank captain?" If you are busy on your computer, are you entering data, or are you "a database manager?"

Recognize. Permanent name tags/badges are a requirement! When attending political functions, your members and volunteers need to be easily recognized by lawmakers, staffers, and candidates. Volunteers who give their time repeatedly expect the movers and shakers to recognize their names — otherwise, they may lose interest.

Pamper. The three Cs make for a cozy work situation: cokes, coffee, and cookies. Light snacks, food, and pizza will encourage volunteers to show up at a volunteer headquarters right after work.

Involve. Always have work for the volunteers to do. If you don't use them, you lose them! Again, volunteers are busy people. Making

time for their volunteer activities is important to them; but, if their time is being wasted, they will not be back. Have a volunteer coordinator whose job is to make sure that everyone will have something to do! Always have the volunteer coordinator or a campaign staff member on hand to clarify directions and to handle "the unexpected."

Reward and Thank. Win or lose — volunteers must be recognized. Recognized, lauded and appreciated, these volunteers are more apt to step up and take a leadership position in the local club or in the state federation. Letters, commemorative pins, low budget statuettes, a special coffee cup — all acknowledge the contributions of the volunteers. And, a letter or personal e-mail from a candidate, a committee chairman, or the club president is . . . "a keeper."

Resources:

Caroline, Glen. (April 2003). *Managing campaign volunteers: the NRA way*. National Rifle Association
(http://findarticles.com/p/articles/mi_Campaigns_elections)

**One of the penalties for refusing to participate in politics,
is that you end up being governed by your inferiors. (Plato)**

Organizing Federation Volunteers



KEEP TRACK OF VOLUNTEER HOURS

Every campaign season, club officers are astonished at the number of volunteer hours that go unrecorded and unrecognized. Many new club members know little, if anything, about the reasons for recording their volunteer time. Why do we need to do this "recording?" **Volunteer hours demonstrate the power of Republican women.** NFRW honors individual clubs and state federations that spend significant amounts of time promoting the Republican Party, Republican candidates, and the Federation of Republican Women.

The following information is cited from **NFRW Policy for Counting Volunteer Campaign Hours.**

Presidents: Please distribute a copy of these activities to your club members.

Volunteer Activities

1. All non-paid political activities benefiting the party, candidates, and the federation.
2. Work done at home, i.e., mailings, preparing campaign posters, phone calls, etc.
3. Work at and/or for a special event – but not as a paid guest or if you are compensated for the event.

Does your club provide directions and assistance to members for keeping track of their volunteer hours? Or, is this a last minute — "Oh, by the way . . ." — item on a

4. Attendance at and travel portal to portal to GFRW board meetings and conventions — as well as time spent in preparation for federation meetings if you serve on a committee.
5. Time in session at [and travel portal to portal] precinct/ward, county, district, or state party conventions for delegates and alternates only.
6. Time in session including travel portal to portal to RNC conventions [delegates and alternates only].
7. Time spent as a county, state, or national party committee member or as a temporary member, i.e., Rules Committee, Resolutions Committee, etc.
8. Political work at club meetings, i.e., getting petitions signed, doing mailings, etc. [Time at regular club meetings does NOT count.]
9. Traveling from event to event — but NOT for personal stops en route.
10. Volunteering at county, state, or federation headquarters.
11. Volunteering for a Republican candidate for a non-partisan office, e.g., school board elections.
12. Working as a poll watcher on Election Day, but NOT if you are paid.
13. Involvement in a Campaign Management School, i.e., training to be a faculty member, teaching, and organizing a campaign school, etc.
14. Working on Election Day as an election judge or election clerk — but only if you turn the money you are paid over to your county party or your local club
15. Presenting political programs and speeches at local civic organizations.
16. Appearing on local media for the GOP cause.
17. Running for office — all time spent campaigning.
18. Time of NFRW Associate Member [men and women] volunteering for the federation or GOP, i.e., working at the headquarters of the Party or a candidate, putting up signs, etc.

meeting agenda?

Has this topic been carefully scheduled to maximize members' attention? Has the topic been scheduled well in advance of when accumulated hours are to be reported?

Are members supplied with a record form or booklet or directions for recording hours? Improve demonstrations of volunteer hours for your club through the following activities:

1. Include in meeting folders or "packets for members" a tally sheet for your members to complete and turn in showing hours and activities related to the event(s). Distribute at meetings such as: [a] federation board of directors meetings and conventions and [b] Party conventions, precinct or ward meetings, county, district, state, RNC (Delegates and Alternates only).
2. Distribute at orientation meetings for [a] county, state, or national committees [b] club volunteers signing up to work in political activities of the club (i.e., getting petitions signed, doing mailings, making phone calls, working at a special event, etc.) [c] club volunteers signing up to work for a Republican candidate for nonpartisan elections or to work for a Party candidate.
3. Have available at each meeting tally sheets on which members may record their hours and update their record prior to the end of the meeting.
4. If members are given a directory for the year, include several tally sheets.
5. Provide small wallet-size notebooks or calendars for members to carry. (Having the notebook/calendar on hand will encourage more careful record keeping.)
6. Through e-mails and newsletters — remind club members to update their tally sheets.

Volunteering is an avocation that is ongoing; it is not restricted to campaign years! However, this year every hour counts. Begin now to enable your members to demonstrate a commitment to volunteering by developing a system encouraging them to keep track of their efforts.

Information for "Organizing Federation Volunteers" was assembled by staff of VOICES Magazine



Why Use Social Media?

By Patt Parker

Having an alternative that is "out there" which takes on the established media is not an option. If no action is taken, then the public will continue receiving biased reporting. This is a challenge we must accept if we are going to regain control of the U.S. Senate in 2014 and grow our numbers in the U.S. House of Representatives.

The key, critical challenge is reaching voters — very obvious but very true — still!

Public or social media both have an overwhelming task in the upcoming election. Although Google, Facebook, Twitter, and other social media have worked diligently on creating ways to reach people of all ages and to pander to those running for office with advertising and outreach with e-mail lists, all for a price to the candidate, messaging assistance can be quite costly.

However, we must also consider both the earned media and the social media. Campaigns will need to pull together a social media team which brings in experts in the various media to work together as a team and develop a synergistic approach. The team leader must be well-entrenched with the rest of the campaign team to be able to carry the messages to the social media team. Timeliness and consistency are the two most important ingredients to consider. This does not just "happen"; this needs to be planned for and anticipated.

Given that the planning is done and the messaging is ready and well-coordinated, we still have a very large challenge. We must determine who is reading, what are they listening to, and whom or what are they following.

First, we need to look at the voters: their ages and their reading and listening habits. That will vary from place to place; however, that data is available from your state Republican Party headquarters or the Republican National Committee.

The best source of information I have found is Pew Research Studies. I'm using their data within the bounds they have established for sharing their information. Pew has completed a study in the first quarter of 2013. Below are some of their findings:

Just a Third of Young People Watched Any TV News Yesterday

Watched news on television yesterday ...	2006 %	2012 %	Change
Total	57	55	-2
18-29	49	34	-15
30-49	53	52	-1
50-64	63	65	+2
65+	69	73	+4

PEW RESEARCH CENTER 2012 News Consumption Survey. Q13.

Fully 29 percent of those younger than 25 say they obtained no news either from digital news platforms, including cell phones and social networks, or traditional news platforms. That is little changed from 33 percent in 2010. (Source: Pew Research Center)

Looking at social media, cell phone use, and Web use is important to understand in planning a successful campaign. [For vital nuggets of information regarding use of social media and new media, click here.](#)

For a detailed demographic portrait of users of various social networking sites, please see the recent Pew report, [Social Media Update 2013](#).

This is a challenge we must accept if we are going to regain control of the Senate in 2014 and grow our numbers in House. Go for it!

Be informed -- Be Creative -- Be a Winner in the PR Challenge

Who Am I?

Patt Parker has served NFRW as 2nd vice president. She also has served as a member-at-large to the NFRW Board of Directors. Parker's two passions are to train women leaders and to elect Republicans by ensuring Republicans are aware of and embrace Republican values, enabling them to knowledgably engage those in their circle of influence. While Parker's master's degree is in national security from the National War College, she also holds an MBA from Marymount University and has more than 100 graduate hours in leadership development, organizational effectiveness, and strategic planning.



How to Use Social Media Messaging

**By Patt Parker
and John Simpson**



Social media is a valuable tool for clubs and candidates to engage the communities they serve. Careful planning with a specific goal in mind is the key to success with this type of initiative.

What is Social Media? This term refers to using technology that allows individuals -- rather than large media conglomerates -- to create, share, and/or exchange information and ideas.

Why Social Media? Social media is very cost-efficient and timely, and a wonderful resource we can access. Social media embraces grassroots activism. Most importantly, social media is becoming the communication source to reach a new generation of voters and volunteers.

What are some types of Social Media? Social media is technology-driven. We commonly think about Web sites. Here are a few others: YouTube, Facebook, Instagram, Pinterest, Twitter, LinkedIn, Flickr, Vine, Blogs and Google+

How Should Social Media Be Used? Once you know which voters or potential members you need to reach with the message, you must put together a plan. Providing timely information is critical! Remember, what you say and how you say it reflects on you, the candidate, your club, and the Republican Party!

A successful social media campaign will be multifaceted and utilize several social media platforms. A communications director or social media chair should coordinate messaging across all platforms. The team leader also must be well-entrenched with the rest of the campaign team to ensure the social media strategy fits with traditional earned and paid media.

Timeliness and consistency are the two most important ingredients for a successful social media campaign. Social media moves fast; some faster than others. (Tweets are replaced more rapidly by new content than Facebook posts.) You must post regularly and often to make a social media campaign successful. This does not just "happen"; this needs to be planned for and anticipated.

Different social media platforms target different voters.

Twitter, Snapchat, and Instagram trend younger, while more established outlets like Facebook are still the preferred platform for Generation X and increasingly baby boomers. You can get substantial information about the types of users on each platform by reviewing the social media pages of like-minded organizations. In addition, most state parties maintain voter databases with demographic information that can help you glean voters' ages, socioeconomic status, political philosophies, etc.

Publicize your social media efforts. Publish your Twitter handle and Facebook account in e-mails and newsletters to club members. Tag other clubs, ask for retweets and followers. Use hashtags. (On Twitter, most states have political hashtags that are followed by Republican activists, i.e., #gagop in Georgia, #sayfie in Florida, and #tcot nationwide).

Take the time to train women in your club! Research the social media sites of other political organizations and campaigns. Search YouTube to get started; better yet, bring in a TARS (teen age Republicans) member or other young person to teach your members.

YOU CAN MAKE A DIFFERENCE: BE INFORMED — GET INVOLVED!

Who Am I?

John Simpson is Principal at Simpson Public Affairs. With more than a decade of experience in and around Congress, Simpson advocates on behalf of clients of all sizes to protect their business interests and advance their policy agenda. Simpson is an expert at developing effective messages, drafting legislation, monitoring Congressional activity and creating innovative legislative strategies. He has advised organizations of all types from publicly-traded corporations to trade organizations and Wall Street investors.



Tweet Power!

By Dottie Krull

The GOP is taking the “game of politics” seriously these days and working hard to raise up the grassroots to take back our government! To that end, the RNC sponsored “Blackboard to Blacktop: Getting Ready to Run,” a workshop designed to empower women to run for office, run a campaign, or run a local county Republican Party. Be assured, I’m not going to run for office or even assume to run a campaign; but, I do want to do something about turning our country back to its roots!

Among the training sessions was one on networking and social media, something I dabble in on several sites, but have mastered none. Among the social media is Twitter. I have an account, but never really did anything with it. As I was listening to Martha Zoller on the radio one morning, she was interviewing a candidate for Senate and I thought it was a good interview. Determined to practice my tweeting, I pulled out my iPhone and started a brief tweet, practicing the hashtag move — now that I knew what hashtag



Public domain

meant. I pressed the tweet button and off it went. That afternoon, I received notice that the candidate’s spouse had re-tweeted my tweet and later that night the candidate re-tweeted my tweet. “Yeah, it worked!” But, that’s not all! A few days later I received a message from a reporter for the *Atlanta Journal Constitution* asking for an interview with me regarding the candidate — and that, my friends, is the value of a single tweet!

Let's Tweet!

Who Am I?

Dottie Krull is a retired small business owner and is now active on the Lumpkin County Board of Elections and the Lumpkin GOP (Webmaster for Lumpkin County GOP). Krull is a member of the Republican Women of Hall and the Dahlonega Woman's Club. She is also an avid Facebook and Twitter activist.



“Washington is shifting the burden of bad choices today onto the backs of our children and grandchildren. America has a debt problem and a failure of leadership. Americans deserve better.”

Senator Barack H. Obama, March 2006

Political Ground Game IDEAS FOR 2014



FOCUS: Educate, Empower, Elect

There is no one better to lead the charge against the "War on Women" than an articulate, educated Republican woman. (Brugger)

Remember the GFRW mission: Educate, Empower, Elect.

- Share the candidates' definitions of their conservatism and how they plan to put their principles into action.
- Share campaign messages that explain why a candidate is running, outlining his or her aspirations once in office.
- Your message must define and explain the choices voters must make voting in each race. Force voters to decide between opposing viewpoints. Unify philosophical factions, but also seek the stark choices that make candidates different from one another. (Paul)
- Encourage voters in your area to vote in the Republican primary and/or runoff. Monitor the races in your area and then strategically identify, after the primary and/or runoffs are over, the races where our assistance is most needed. (Robinson)

Stop Name-calling, Erase the Divide, and Get Back to Work!

"Establishment Republicans" cannot win without the "Tea Party Republicans" and "Tea Party Republicans" cannot win without the "Establishment Republicans." In other words, it is time to stop the internal name-calling and focus on the real opponents — the Democrats! Move directly out of the internal divisions of competitive primaries into the party unity necessary to elect the Republican nominee. (Garrett and Evans)

Develop YOUR Narrative with "The Core Tool: The Three Rs"

- "Recognize the way the Left wants to frame the narrative."

Use the fill in the blanks technique.

This is a technique where you quickly diagnose the Liberal attack and then take measures to be on offense, rather than defense (which is where we normally are), which then allows the Left to define and control the debate.

Liberal: "You are bad because you (fill in the blanks)"

Republican: "You misunderstood me. I was trying to (fill in the blanks). This is playing defense!"

Do not continue to allow the Left to control the topic. Instead, respond with a question. This sets the tone that you are not going to play their game and you then seize the offensive position. You must "recognize the way the Left wants to frame the narrative." (Daughtry and Casselman)

- "Reframe the narrative to put the Left on the defensive."

Seize the Offensive and Stay ON It. Your goal is to take the bull out of the bully. You want the bully to be seen as "out on the fringe of political thinking." It is at this point you gain the upper hand and put the Liberal on the defensive. (Daughtry and Casselman)

- "Refocus the Topic to Drive the Mainstream Agenda."

Example: A Liberal attacking the character of a strong female candidate expects you to defend her. Instead, say "Many people are intimidated by strong women, so it makes sense they would be threatened at the thought of her in the Oval Office." This response is unexpected. Go on to say, "But whether people are intimidated by her is not important to me. What's really important is that she will reverse the government's unconstitutional takeover of our health care system." You have taken control of the debate and moved it from defense of your candidate's character to a debate about the unconstitutional takeover of our health care system. (Daughtry and Casselman)

Participate in Fundraising Activities

- Host rallies and other GOTV efforts in races that need a strong grassroots presence. (Brugger)
- Sponsor fundraisers for the candidates who are facing stiff Democrat competition. (Robinson)
- Ask attendees to contribute a specific amount. If you are not requesting a donation, then it is a voter contact event — not a fundraising event. (Robichaud)
- Encourage your candidate to take part in raising campaign funds and knocking on doors. (Robichaud)

Become Part of Your Candidate's "Support Base"

Campaigns cannot rely just on party donors. Become part of the base support, the "team." Your candidate needs a minimum of 100 friends and family on his/her Christmas card list they are willing to ask for money and for time to knock on doors. (Robichaud)

Organize Your Volunteers

- Find out what they want to do and can do.
- Assign volunteers to tasks that match what they want to do.
- Give clear direction of what TO do.
- Recognize and award volunteer participation.
- Have work for volunteers TO do.
- Provide a way volunteers can record their volunteer hours.



A Tribute to Marjean Birt

2013 GFRW Woman of the Year

**By Laurie Padgett
GFRW First Vice President**

Congressman, Dr. Tom Price, who tells folks that it's commonly known that "You can't get put on a ballot for political office in Fulton County without Marjean's approval!"

Marjean wrote for a local newspaper for six years. She was eventually asked to cover political news. In response, she told them she would only cover Republican news. They accepted her offer! When presidential candidate Ronald Reagan was in Atlanta, she was able to interview him in person. She was very impressed with him because he was so humble and down to earth.

Marjean was instrumental in starting the Chattahoochee Republican Women's Club and, with a couple of short exceptions, has been the club's president for 22 years.

Marjean has been actively involved with the NFRW for 56 years. She has served as the 6th District Director and has held two elected positions on the GFRW State Board.

Marjean has been involved with the Alpharetta Historical Society, the Alpharetta Woman's Club, and was the chairman of the Roswell, Georgia, Chamber of Commerce for seven years.

She and her beloved husband, Lucas, were married for 54 years and have a married daughter, a son-in-law, and three grandchildren.

Marjean, you are a shining example to all of us. We thank you so much for all of your love and passion for God and country and for your service to your community -- spiritually, politically, and socially.

Marjean Birt says she became a Conservative Republican when she was four years old! She began her political career in Erie, Pennsylvania, 56 years ago when she joined the Erie County Republican Women's Club. She became the membership chairman and membership soon doubled to more than 1,000 while board members increased to 41. It was later a great joy for her to serve as the club's president. Two of her greatest pleasures were campaigning to elect the first Republican mayor of Erie, Pennsylvania, and running the Erie campaign for presidential candidate, Barry Goldwater.

After moving back to Georgia, she continued to campaign for Goldwater and later for gubernatorial candidate, Bo Callaway. She has continued to campaign for many candidates at the national, state, and local levels. She says she campaigned for all the Republican presidential candidates and knew most of them. She is still very active as a voter registrar and has served the polls in both Georgia and Pennsylvania. Marjean campaigned for our current 6th District

If you think health care is expensive now, wait until you see what it costs when it's free!

P. J. O'Rourke

Getting Committees Off to a Good Start!

Information from GFRW
Leadership Workshop Documents

It's that time of year when club presidents are concerned about getting their committees off to a good start. The "good start" begins with: (1) selection of a strong committee chairman; (2) a clear set of charges or marching orders to direct committee activities; and, (3) orientation.

The job of the president is to convert the mission statement of the organization into specifics or short-term charges/goals that will promote the mission of each committee. Each committee needs a list of these charges to direct their efforts. Writing committee charges begins with the mission and the working documents of the organization — such as bylaws and the policies and procedures of the organization.

Once a job is understood and charges provided, select people who have demonstrated the skills and potential needed to get the job done. Determine which jobs require a team or committee and which can be handled by one strong individual. Ask, "Who can implement the philosophy?" Find the best people for the job — period!

How are committee chairmen and members selected?

In many organizations the president is responsible for selecting committee chairmen and members of the committee, sometimes with approval of the club's executive committee. Another option is to begin the selection process by entrusting a "Committee on Committees" to offer suggestions of names for committee chairs and members with the input and approval of the president and subsequent adoption by vote of the executive committee. A

"Committee on Committees" not only helps in the selection process, but the legwork done by the committee also saves time and enables the president and executive committee to focus on other issues and major initiatives. This option is particularly helpful where large numbers of members are involved in determining chairmen and committee members, i.e., for a state federation or for a large club.

When do you assign a job or charge to one individual? Some clubs are blessed with individual members who can take on a job

and quickly follow it through to completion. The secret is to match the job to the skill set of an individual member. If one person embodies the skill level necessary to complete the entire job and if that person works most effectively as a "loner," then assign the job to that individual.

When do you assign a job or charge to a committee or team? Remember — a team or committee is more than one! If a team is needed, who can take the lead? Rudy Giuliani, former New York City mayor and a master team builder, says:

Successful sports teams are never built on one person . . . Any leader will have team members with more seasoning than others. The effective leader will encourage such people to impart their wisdom to those less experienced. Talking and sharing advice can do that. . . . The job of the team leader [or committee chairman] is to . . . direct [the team/committee] toward a good result." (Giuliani, pp.107-118).



Who do you assign to the team or committee? Analyze strengths and weaknesses when looking for team members. Play to their individual strengths when assigning them to a particular committee/team. Success hinges on each team member taking responsibility for thinking through how she will do her job. And, your ladies need to be able to tell others on the team what it is they do that helps her effort and what they do that hampers her effort. Members must be able to look beyond the scope of their own efforts and be willing to promote efforts for the common good of the team and the organization.

Do the committees/teams understand what they are to do?

Initial orientation must provide committees with the organizational skills needed to get them off to a good start. A clear understanding of the mission of the committee will help members understand their jobs and how their individual efforts contribute to the good of the organization. Presidents can ask committees to develop an action plan, outlining what individual members will do to meet the specific charges given to them.

(Continued on Next Page)

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How can orientation be best provided? A letter or e-mail from the president can summarize the mission of the committee and how that mission meets the goals of the organization. Include an outline of the charges for the particular committee to which the member is assigned and a list of the names and contact information of other committee members.

As soon as possible, arrange an opportunity for new committees to have face-to-face meetings. When all committees meet at the same time and place, the president has the opportunity to clarify the mission and her philosophy and to set the expectations and goals for the workers. Guidelines for making reports may be shared, as well as suggestions for establishing patterns of communication. When the members divide into their committees, the president is then free to move from committee to committee and provide further clarification as needed.

This “leadership orientation meeting” might be held as soon as the first or second club meeting of the new club year, or at a Saturday breakfast meeting, or at an evening potluck dinner. The goal of the meeting is to enable new committees to make plans, organize their work, and commit to individual assignments. At this time, committee members have the opportunity to:

- Get to know one another; establish rapport
- Share what each member hopes to accomplish — personally — by being part of the committee
- Review charges and tasks needed to accomplish the charges
- Volunteer or be assigned to tasks
- Prepare a schedule for accomplishing work of the committee
- Enable members to agree to the plans discussed

A president can ask each committee chairwoman to share a written summary of her committee’s plan or “action plan.” Chairwomen are responsible for developing a viable group of committee members who will carry out the obligations of the committee and in the process (hopefully) nurture future candidates for committee chairmanships.

Remember. The “good start” begins with (1) selection of a strong committee chairman, (2) a clear set of charges or marching orders to direct committee activities, and (3) orientation.

Source: Documents from the 2009 GFRW Leadership Academy.

Drucker, P. (1992). Managing the non-profit organization: principles and practices. New York: HarperCollins Books.

Giuliani, R.W. (2002). Leadership. New York: Hyperion - Miramax Books.

True, J. (2007). Organize the committee. 2007 GFRW Leadership Workshop



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,
October 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

Rose Wing, 2012 to 2014

A liberal is someone who feels a great debt to his fellow man, which debt he proposes to pay off with your money.

G. Gordon Liddy



Looking for a LOGO for Your Club? Seven Criteria for Logos

Clubs can distinguish themselves through their selection of:

- (1) a memorable name, and
- (2) a memorable logo.



Many Republican women's clubs and GOP organizations use *elephants* in their logos. The National Federation selected an eagle. Following its lead, new clubs might consider using something other than an elephant in their club logo. Older clubs looking to "update" their brand or image, might consider a new look.

Federation logos usually reflect a general theme of patriotism, a symbol of patriotism, a reflection of the geographic area from which members are sought, or the mission of the organization. However, a logo may not be able to do all of these things. Select one emphasis to control the graphic art and to catch the attention of the viewer. For example, a logo including Lady Liberty suggests women hold the torch and they get the work done. Lady Liberty can represent the freedom to fulfill this mission.

If you Google "criteria for logos," you will find a variety of guidelines to apply to the logos being considered for your club.

What makes a logo not just creative, but strong, successful, and lasting? How do you know when your logo isn't working any more? What makes one concept better than another? How do you narrow down your choices of logo designs when different people are using different criteria? Through a Google search, we found a selection of criteria you can apply to your club logo designs. (Suggestions on GISBrands and David Airey's ideas regarding "What makes a good logo?")

1. **Customer Focus and Relevancy.** Will the logo appeal to your potential members, both current and future? Does it speak to their interests and their age group? Will they be able to "connect" to the graphics? Does the logo define

a narrow population area or will it adapt to accommodate regional interests? Can it be seen in the context of your political arena? Or, can it be seen in the context of your client base — their geographic area?

2. **Distinctiveness.** Logos are about being distinctly different from the competitors. "If we're solely following a 'me, too' trend, we've missed the mark." The logo needs some level of distinctiveness. You will not want a symbol or logo that may be perceived as a cliché or a caricature.
3. **Memorability.** Will someone be able to recognize the logo in the future and remember your club? This memorability will likely be a combination of the logo mark, the name, the typography, and the color scheme rather than one single element.
4. **Simplicity.** Is the logo distilled, clean, and high impact? Are

the elements essential to communicating your idea and the club's focus? The name you select for the club, as well as the logo, establishes this mindset.

5. **Credibility.** Does the logo communicate quality, expertise, and trustworthiness? If this is someone's first introduction to your club, does it inspire the trust you want?
6. **Timelessness.** A good logo should be able to last for decades. "Trendy" can look outdated in a couple of years.
7. **Adaptability.** Will the logo look good in just black and white? Will it look good on T-shirts, calling cards, as well as stationery? How will it look on pens and badges? Will the logo be adaptable to digital, video, and social media?

Your logo is part of your brand. Give careful consideration to the graphic image your constituents will associate with your club.

Judy True



Membership

Recruiting Club Members from Local Colleges

By Sherry Roedl

Photo. Public Domain

In a previous life, I sold real estate for Harry Norman Realtors®. One of the first lessons I learned was, “If you feed them, they will come.” In other words, if I wanted to get agents to preview my new listing, I held an agent luncheon on caravan day. One of my biggest sales resulted from a luncheon held in a \$655,000 listing in Vinings. It worked!

It occurred to me that perhaps this is a way our clubs can recruit both general and associate members from local colleges. Yes, this includes recruiting young men as associate members. They have girlfriends, sisters, mothers, aunts, and female cousins who are potential members. Feed them and they will come — **not to monthly luncheons** — but to events that are geared to them. I would offer this: create a committee whose sole purpose is to plan and facilitate social events aimed at attracting young men and women age 18-22. Talk to your kids, your grandkids, and your neighbor’s kids, and find out what the “younger set” is doing to meet other people their age.

One of the popular events this demographic is drawn to is “Drink* and Link” events — an opportunity to meet people their own age in a non-threatening environment. Plan events around this theme. You can have a couple club members at a table with some literature about the Republican Party and/or your club.

Many young adults like to get involved with organizations that have a mission to provide assistance in the community. If you go to these young adults and ask for their help in planning an event to help homeless veterans, for example, they will be delighted to help. The key is to give them a specific task and let them accomplish that task with minimum supervision. You don’t need to “hover.” Give them the task and appropriate deadlines; ask for weekly updates; and, encourage them to contact you if they have questions or run into any problems.

Some ideas to consider:

1. Plan/sponsor a Cinco de Mayo party* at a Mexican restaurant near the college campus.
2. Plan/sponsor a trivia party — at a bar near a college campus. Many bars/restaurants offer a trivia night. Perhaps you can “piggyback” on their weekly trivia events. Perhaps you could offer a prize for the winner for the night. Be sure to insert some trivia questions that deal with the Republican Party vs. Democrat Party. (For example, Abraham Lincoln was a: A. Independent; B. Democrat; C. Republican; D. Socialist)
3. Sponsor a fun run — 5K — with a keg party* or pizza party at the end of the run.
4. Plan a Happy Hour* before a function to introduce a young Republican running for elected office.
5. Partner with a sorority or fraternity to plan an event. Offer to help with their food costs — in exchange for allowing you to put out some literature, including your membership applications or voter registration forms.
6. Contact the president of your local college’s Young Republicans and ask him/her how your club could partner to build membership in both organizations. Perhaps you could plan some kind of sporting event: co-ed volleyball, bocce ball, or softball game. Let the kids come up with some activities they know others would be interested in doing.

The point is to go where the young people are. *They will not come to you.* More importantly, there is no way they will come to a monthly club luncheon surrounded by 60-something year-old women. But, if we sponsor or hold a fun event that draws the 20-somethings into our clubs, everyone wins! We know that if we are to grow our party, we need to educate and recruit this demographic. If you do have a successful event, share your ideas with us.

[*Be mindful of your liability if you sponsor a party where alcoholic beverages are served. You may need to consult with an attorney to know what your obligations are in this regard, e.g., checking IDs of all participants, etc.]

Membership

How to Engage Your Associate Members

By Sherry Roedl



Photo: NFRW PR Committee

What has your club done to show its appreciation to its associate members? My bet . . . nothing. I believe this is a big mistake. The majority of your associate members are spouses of your general members. Or, they are businessmen, judges, and politicians who believe it is important to support your club.

I believe you need to think of your associate members as ambassadors for your club. More importantly, they need to think of themselves as ambassadors for your club. In order to foster this symbiotic relationship, the first step is to show your associate members that you appreciate them. I would suggest that you host an event specifically for associate members — not in conjunction with your monthly luncheon meetings — to show your appreciation to them.

A few ideas include:

- Host a barbecue in the parking lot of your county GOP office. Grill some hamburgers, hot dogs, and have some cold beer and soda in the coolers.
- Host an Oktoberfest and grill some brats.
- Find out when their birthdays are and have a tin of popcorn or a dozen cookies sent to their offices. Perhaps there is someone in your club who would be willing to be your "official

baker" and have the club reimburse her for her out-of-pocket expenses.

- Buy a bunch of \$5 Starbuck's cards and enclose them in a thank you card.
- If your budget is tight, just send them a thank you for supporting your club. Get a team together with your corresponding secretary and write these notes.
- Have a special ribbon made for associate members to wear at your monthly luncheon to show them that you appreciate their support.

If your club is like mine, we are always asking our associate members to do something for our club. It's time to turn the tables, ladies, and do something nice for them. Show them that they are really appreciated. Yes, it may cost your club a few bucks, but my guess is you will earn it back "in spades" — either by having them recruit other associate members or general members to your club; or, the next time you come "begging," they will open their wallets without hesitation. My mamma always said, "You catch more flies with honey than vinegar." Break out the honey and start spreading it around. I firmly believe that if we show our appreciation to our associate members on a regular basis, we will be building some long-term friendships. These friendships are bound to lead to new members for your club.

**The time is near at hand
which must determine whether Americans
are to be free men or slaves.**

George Washington



Photo: Judy True

District Directors **HOTLINE** Membership

By Johnell Woody and Judy True

What is the "Hotline?"

The Hotline is an informational release for GFRW members. The Hotline may arrive as a **VOICESmail** item or appear as a column in **VOICES Magazine**.

Who contributes to the "Hotline?"

The Hotline is provided by GFRW district directors as a service to clubs throughout Georgia. District directors serve as liaisons between local clubs in their districts and GFRW and they serve as members of the GFRW Membership Committee. They help organize new clubs and promote the ongoing health of existing clubs throughout their district. When your club has a question or a problem, the district director is your first-line of inquiry — your "go to" person.

What is the "hot topic" for this issue?

An obvious hot topic at the beginning of the year must be MEMBERSHIP: retaining members, as well as attracting new members. The following suggestions and ideas come from a variety of organizations and can be adapted to your local club.

If your local club is to be an effective influence on the upcoming 2014 political campaigns in your areas, you must have a cadre of ready and able members. A strong membership is your club's first step to being "ready and able."

The HOT TOPIC: Membership Ideas to Begin 2014

Four promotion ideas:

Give a free membership for buddies. It works this way: a member joins with a non-member, and memberships are given to both persons for the price of one.

Give a discounted membership for buddies. If you do not feel your club can afford "free" memberships, offer a discounted membership when a member and her friend

join together. For example, if your membership fee is \$30 per year, invite existing members to sponsor a brand new member and each can join for \$25.

Hold a 30- or 60-day membership drive. New members (non-dues paying members for the past three or more years) join at a discounted rate of \$5 or \$10 off the regular membership rate AND current members sponsoring members receive a coupon for each new member (include a limit or limit coupons for the next calendar year only, not to exceed the membership dues) in the same or similar amount of the new member discount to be applied to next year's membership fee (must have coupon to receive discount).

Provide several gift certificates from local merchants and have a drawing for the certificates at your meetings. If a new member joins the club as a result of a member's effort, both members will receive two or three additional chances to win for each new member recruited. Or, have a special drawing in the spring just for existing members who brought in new members.

Three benefits that motivate women to join your club — and to continue staying involved:

They want personal/professional development to help elect Republicans to office.

This includes the formal education programs and workshops you sponsor, as well as the skills members learn while being active in your club. Meetings should be engaging and empower members every month; it's okay to forego the business part of the meeting every now and then.

(Continued on Next Page)

District Directors HOTLINE — Continued

They want to contribute to some greater good.

This may be raising the standards of your participation in local elections, paying for a scholarship, or working on intensive community service projects. The key is to design an opportunity for contribution that is relevant to members in your location.

They want to be part of your club.

Women want to feel they belong to a circle of friends who care about them. Women are doers — be certain to give them something meaningful to do.

Your club must find ways to offer all three of these benefits regularly.

Three mistakes to avoid:

Clubs putting all of their emphasis on one key outcome, purpose, or activity. Different people are looking for different outcomes from involvement in your club. No matter what your club and federation mission may be, weave all three of the above benefits into your club's events and promotional materials.

Leaders think their members should "get" the benefits; therefore, they do not bother to spell them out in promotional materials, in e-mail and Web site communications, or at meetings. In order to keep members' involvement a priority for them, regularly remind your members why it's worth the investment of their time to be active in your club.

Clubs underestimate how hard it is for the typical person to get involved with people they don't know. Walking into a room of strangers is a very stressful experience for most people. Help

your visitors and new members break through their fears and find their comfort zone in your club community. Have "greeters" at every meeting available to extend hands of friendship. Have your greeters ready to introduce those who are attending for the first time. Consider adding a hospitality or greeters' committee or sub-committee that is dedicated to making everyone feel welcomed and included.

ACTION STEP: Take a few minutes to look at how you promote your meetings and projects. Do you emphasize all three benefits regularly? If not, how can you start to weave them in?

Future Hot Topics

Your 2014 district directors need your help!

What topics would you like your district directors to address in the future through

VOICESmail or VOICES Magazine?

E-mail your ideas to judytrue@gmail.com.

Who Are We:

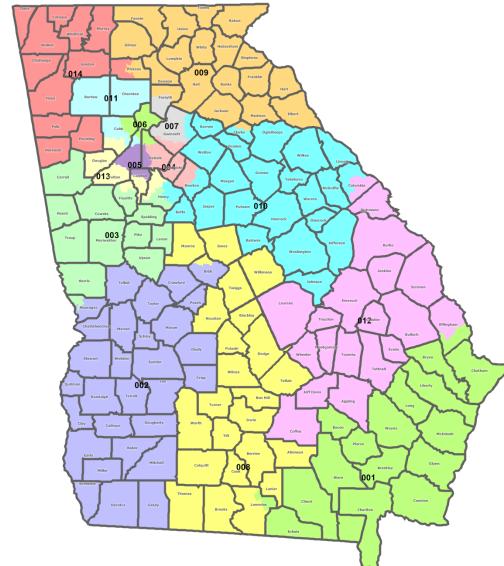
Johnell Woody is Membership Chairman of the Georgia Federation. She holds degrees in Business (real estate emphasis) from Cerritos College, CA, and a Bachelor of Science in Integrative Studies and a Master of Arts in Integrated Global Communications from Kennesaw State University. Woody has worked as 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, the Georgia Real Estate Educators Association, and the Association of Leadership Educators.

Judy True is 9th District Director for the Georgia Federation. Prior to her retirement from the field of education, she served as Southeastern Regional Representative for Membership and Development with the International Reading Association. The elected position was for promoting membership development within a 13-state region comprised of state organizations and local councils.



It's unfair to compare the rollout of Obamacare to the voyage of the Titanic. The Titanic had at least three good days. And the Captain chose to go down with the ship.

Peggy Noonan, *Wall Street Journal*



GFRW

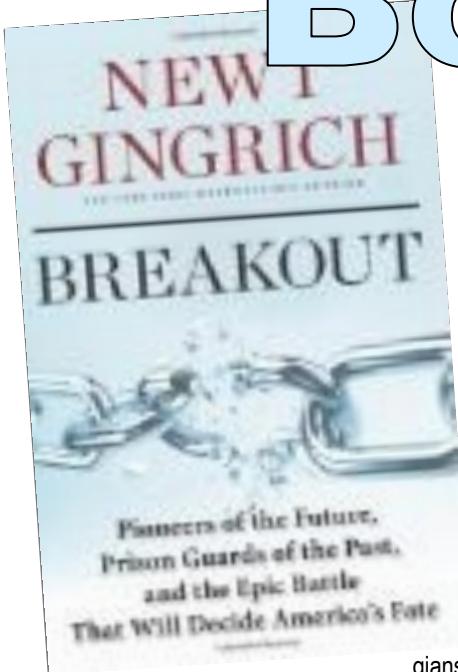
District Directors

1st District	Anne Mueller Chatham County (No Clubs)
2nd District	Chris Owen Cowetta County
3rd District	Sarah Looper DeKalb County
4th District	(Vacant)
5th District	Natalie Olmi DeKalb County
6th District	Linda Williams Gwinnett County
7th District	Varie Rustin Houston County
8th District	Judy True Hall County
9th District	Jean Blackstone Oconee County
10th District	Melinda Mock Cherokee County
11th District	Lillian Smith Columbia County
12th District	Joyce Hinton Henry County
13th District	
14th District	

Book Nook

By J. D. Van Brink

Chairman of the Georgia Tea Party



Introduction —

Former Speaker of the House and 2012 Republican presidential candidate Newton (Newt) Leroy Gingrich is no stranger to Georgians, having represented

Georgia's 6th Congressional District from 1979 to 1999. In addition to his public service, Gingrich is a prolific writer, a political consultant, and currently appears weeknights on CNN's resurrected "Crossfire" debate show. Possibly a lesser-known aspect to this complex man's life is his penchant for science and technology. His latest book, "Breakout: Pioneers of the Future, Prison Guards of the Past, and the Epic Battle That Will Decide America's Fate," is the intersection of science fiction and science fact that tells a story about several ingenious breakthroughs on the verge of becoming reality, with a healthy dose of tempered optimism thrown in for good measure.

Breakout vs. Breakthrough — Breakthroughs, according to Gingrich, are constantly happening in several fields; but, a breakout happens when conditions occur that cause a convergence and amplification of breakthroughs with a gestalt value that results in a new paradigm improving lives.

The Cast of Characters — There are four groups of people who play a role in the current paradigm. First are the pioneers of the future who develop the breakthroughs "creating opportunities for greater prosperity, more jobs, lower costs, more choices, healthier and longer lives, and greater national security." Most of the thousands of pioneers are not famous, although names like Bill Gates and Steve Jobs are household words. Second are the prison guards of the past "who profit by the old order." This group includes the politicians, government bureaucrats, many unions, and radical environmentalists who do not want to give up the power, privilege, and prosperity they enjoy from being a monopoly. Third are the prisoners who "include most of the news media, most members of Congress (in both parties), and sadly, most people, period." These prisoners enable their prison guards by consenting to their own captivity. Fourth are the breakout champions who take upon themselves the admirable and challenging task "To awaken the prisoners

from the spell of their guards." The first step in breaking out is to believe that it is possible, and the champions do this by strongly advocating for the pioneers and their innovative ideas.

Breakouts in Learning, Health, Energy, Transportation, and Government — Advancements in information technology are leading the way to breakouts in several fields. Individualized, self-paced, interactive learning is the future of education for children and adults. Doctors are using 3-D printers, still in their infancy, to print new human organs. Vastly increased computer speed and storage capacity allows for personalized, preventative medicine through advancements in applied genetics and diagnostic testing. Hydraulic fracturing, or fracking, and horizontal drilling are revolutionizing the oil and natural gas industries to fuel (literally) growth in the American economy. Imagine owning a self-driving car that runs your errands after dropping off you and your family at work or school. They are safer, faster, more reliable, and cheaper to operate than are today's vehicles. A rethinking of the proper role of government from authoritarian to service is necessary to further these breakouts.

Conclusion — Gingrich states, "The defining battle of our time is not between the Left and the Right. It is between the past and the future." One cannot read this book without being filled with a sense of awe and wonder at the possibilities that lay before us, but we will need to champion the pioneers who are blazing the trails to make them a reality in our lifetime. Please sign me up.

Hardcover: 256 pages /
ISBN-13: 978-1-62157-021-9

Who Am I?

John David (JD) Van Brink earned his MBA from Tennessee Technological University in 1984. He has worked at Olin Corporation, EDS, General Motors, IBM, Barclay's American Bank, Duke Power, and The Institute for Nuclear Power Operations (INPO). Van Brink 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. Van Brink is also the chairman of the Georgia Tea Party™ and The Simple Tax. He enjoys reading books on a variety of topics, including history, politics, and philosophy.



REAGAN 2014

Members of the Georgia Federation of Republican Women have the opportunity to become a member of the 2014 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 Web site — www.gfrw.org
- Print educational materials
- Post the on-line magazine *VOICES*
- Post *VOICESmail* 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 also can 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 at the \$100 level

- receive a Reagan Club pin
- are invited to special receptions
- are recognized on the Web site
- are recognized in *VOICES Magazine*, and
- enjoy VIP seating at GFRW Board of Directors' meetings and functions.

Sustaining Members at the \$25 level

- are recognized on the Web site
- are recognized in *VOICES Magazine*.

For further information email

Wanda Duffie
welizabethduffie@yahoo.com

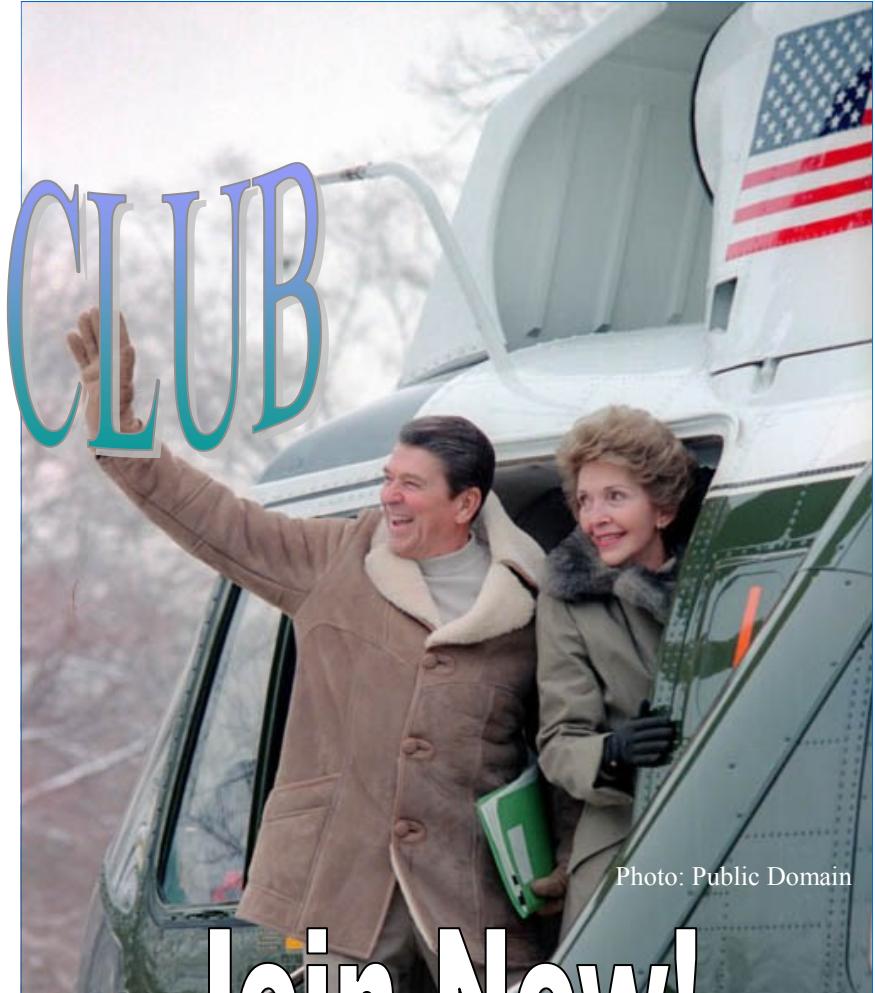


Photo: Public Domain

Join Now!

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



Reagan Club

Photo: Mary Lou Berghel

Individuals

Babe Atkins-Byrne
Niki Broun
Vivian Childs
Wanda Duffie
Bobbie Frantz
Shelia Galbreath
Lydia Hallmark
Sarah Looper
Audrey Mahoney
Denise Ognio
Ruby Robinson

Varie Rustin
Kathy Strickland
Judy True
Linda Clary-Umberger
Chris Waldman
Sharon White
Margaret Williamson
Rose Wing

Clubs

Coastal Republican Women's Club

Central Savannah River Area
Republican Women
Golden Isles Republican
Women's Club
Greater Fayette Republican
Women's Club
Greater Gwinnett Republican
Women
Middle Georgia Republican
Women
Republican Women of Henry
County
Savannah Area Republican
Women

Help Wanted!

[Unpaid Internship]

Nationally-recognized *VOICES Magazine*
is interested in broadening its publications staff.

This is an excellent opportunity for a budding graphic designer
to acquire experience working for an online magazine
and in the process build your resume.

Qualifications: you must be a college student majoring
in graphic design with a GPA of 3.0 or better.

Send your portfolio with examples of your work to
Sherry Roedl, Editor, *VOICES Magazine*, 3535 Roswell Rd., Ste. 19,
Marietta, GA 30062





VOICES Publications

Advisory Committee

VOICES Magazine Editor: Sherry Roedl: Sherry chairs the GFRW Publications Committee and is a member of the Cobb County Republican Women's Club where she serves as co-chair of the Publications/Electronic Communications Committee. 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.

VOICES Communications Editor-in-Chief: Judy True. Judy supervises VOICES Publications including VOICES Magazine, VOICES-mail, special magazine issues, and other publications running the VOICES Publications banner. Judy has been a GFRW First Vice President and is currently GFRW's Ninth District Director. An author and speaker on organizational leadership, she has edited a wide variety of publications for professional organizations and nonprofit groups. Judy founded LEADER — an international special interest group, serving as President, Executive Director, and newsletter editor. She is a retired professor from the University of North Georgia and a member of the Republican Women of Hall.

VOICES Political Advisor: Rose Wing. Rose is Immediate Past President of GFRW. She is a Past President of the Cobb County Republican Women's Club and serves as First Vice Chair of the Cobb County GOP. An active participant on the local scene, Rose participates in a variety of community organizations, as well as civic and political groups. She is an attorney in Marietta.

Columns Editor: Ullainee Stokes. Ullainee Stokes is the "go to" person for articles from standing columnists of VOICES. She has served GFRW on the GFRW Bylaws/Rules and Resolutions Committee and 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.

Copy Editor: Melinda Mock. Melinda proofreads the final copy of VOICES Magazine and she serves as Director of GFRW's 11th District. She is a member of the Cherokee Republican Women. She is President and CEO of the NAON Foundation. As President of Healthcare Cost Consultants, she serves as an Orthopedic Nurse Consultant holding certifications in orthopedic nursing and life care planning. Melinda is Vice Chairman of the Georgia Leadership Council for the National Federation of Independent Businesses.

Distribution Director and Postmistress for VOICESmail: Bobbie Frantz. Bobbie is GFRW Second Vice President. She distributes VOICESmail and VOICES Magazine to members through e-mails and postings on www.gfrw.org. Bobbie, a retired Legal Administrator, also served as Secretary of GFRW from 2008-2011, past President of North DeKalb Republican Women, GFRW's 4th District Director, and is currently serving as Treasurer for the DeKalb GOP and Treasurer for the 6th Congressional District.

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

Senior Feature Editor: 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 chaired the NFRW Program Committee (2012-2013). Millie is employed by the Cobb County Board of Commissioners.