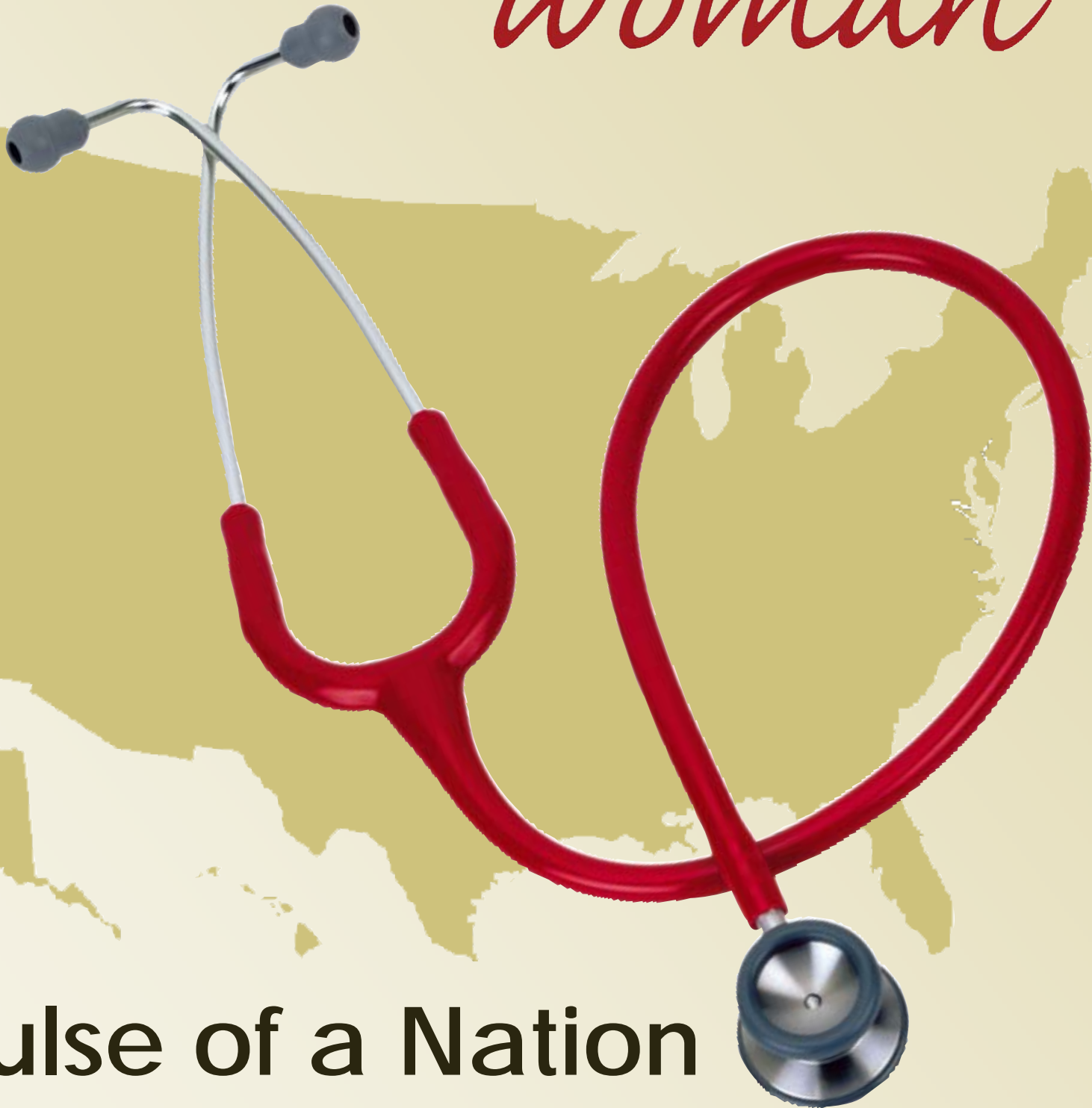


# REPUBLICAN

NATIONAL FEDERATION OF REPUBLICAN WOMEN - FALL 2009

*woman*



## Pulse of a Nation

Sensible Solutions for Healthcare Reform

PLUS: Coverage of the 35th Biennial Convention in Orlando

# ON THE INSIDE

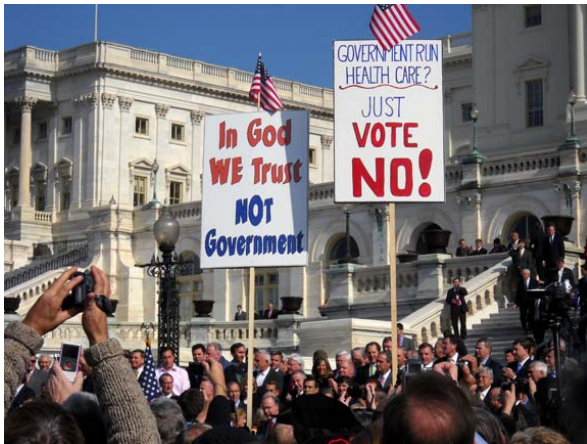
THE REPUBLICAN WOMAN | FALL 2009 | NATIONAL FEDERATION OF REPUBLICAN WOMEN

PHOTO: MARILYN HAYES, NORTH CAROLINA



**OUT, BUT NOT DOWN**—Though the GOP may be *out* of power in Washington, D.C., these women are among more than 1,300 from 46 states who gathered in Orlando in September for the 35th Biennial Convention to prove you can't keep a good Republican woman *down*.

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**HEALTHCARE HOUSE CALL**—The American people want sensible solutions to healthcare reform. Above, thousands of concerned citizens make a "Healthcare House Call" at the U.S. Capitol on Nov. 5 to rally against Democrat proposals, which essentially call for a budget-busting, government-run system.

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# REPUBLICAN WOMAN

**REPUBLICAN WOMAN** is the official publication of the National Federation of Republican Women. It is funded and published by the NFRW and is available, free, to every dues paying member.

**ADVERTISING** in this publication is subject to the approval of the NFRW. For more information, contact communications@nfrw.org.

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Joyce Smith, Indiana

LaDonna Ryggs, South Carolina

## **EDITOR & DESIGNER**

Lisa M. Zirix

## **NFRW HEADQUARTERS**

124 North Alfred St.

Alexandria, VA 22314

Phone: 703.548.9688

Toll-Free: 800.373.9688

Fax: 703.548.9836

E-mail: mail@nfrw.org

Web site: www.nfrw.org

Member Web Site:

www.nfrw.org/membersonly.htm

User Name: federation

Password: 1938nfrw



# PRESIDENT'S MESSAGE

**W**e hope you enjoyed the 35th Biennial Convention in Orlando. It was fun, educational and inspiring. The speakers were dynamic, and the workshops were excellent. Thank you to the Florida Federation and all who worked to make this convention a success.

What an honor it has been to serve as your president. I sincerely appreciate your time, talents, support and dedication. I have gotten to know many of you during my travels across the U.S. You are wonderful citizens who care about our country, and I am encouraged by what we have accomplished together.

Despite the lagging economy and Republican losses in the 2008 elections, the NFRW will have a membership increase this year. We celebrated our 70th anniversary in Chicago and the Lincoln Bicentennial, participated in the Republican National Convention in Minnesota, and initiated the Building Renovation Project with a successful exterior renovation of national headquarters.

To take advantage of new technologies, we created accounts on Facebook and Twitter, provided ample technology training opportunities to members, added exciting features to our web site, and offered many useful online resources, including the NFRW magazine and the 2009 "Leader's Guide." We continued our support of Jessica's Law and Katie's Law, and began an advocacy effort to protect the ballot box through voter identification.

Now, it is time to focus on electing Republicans to office. I cannot tell you how important the 2010 elections are. We must work together to succeed.

Congratulations to the new administration. I sincerely wish you the very best as we **Take Back Our Freedoms and Build Our Future Together.**

A handwritten signature in black ink that reads "Shirley".

Shirley Sadler,  
NFRW President



## IN REMEMBRANCE

### ANNE STUART BATCHELDER

*of Omaha, Neb.*  
Jan. 11, 1920—  
Oct. 28, 2009  
(See back cover)



### ANN HORNER GRANADOS

*of Ocean  
City, Md.*  
April 29, 1935—  
July 5, 2009



A devoted leader and mentor in the Federation for many years, Ann was a member of the NFRW Board of Directors from 1998-2009, having actively served on the leadership, public relations and campaign committees, and as state presidents coordinator. She also served as president of the Maryland FRW from 1998-99.

## ON THE HORIZON

**JANUARY 15-16, 2010**

**Campaign Management School**  
*Memphis, Tenn.*

**MARCH 6, 2010**

**Campaign Management School**  
*Lexington, Ky.*

**MARCH 11-13, 2010**

**Spring Board of Directors Meeting**  
*Renaissance Hotel*  
*Oklahoma City, Okla.*

**SEPTEMBER 29-OCTOBER 2, 2011**

**36th Biennial Convention**  
*Kansas City, Mo.*

# THIS AND THAT

## Dictionary Donations Top 300,000

The Dictionary Project has been a major component of the NFRW Literacy Committee since 2002. To date, **Republican women have donated more than 323,000 dictionaries to students.** It has a special place in the hearts of members who participate. Once a club gets involved, it usually becomes a yearly project.



**READERS BECOME LEADERS**—Students read dictionaries donated by Metroplex RW (TX). “You should have seen these children,” says the club. “What a room full of smiles!”

“We appreciate the dedication and faithfulness of Republican women in assisting us to reach our goal of providing dictionaries to every third grader in the country,” says Caroline Brost of the Dictionary Project. “We hope the gift of this valuable tool for learning, combined with the encouragement and example of the volunteers who distribute the books, will help young people become productive and generous citizens.”

The organization’s web site gives instructions on choosing the dictionary (several options are available) and contacting the school and teachers, and ideas for presenting the dictionaries to students. Most clubs put a bookplate or label in the dictionary to let students and parents know Republican women care about literacy and learning.

To find out just how easy it is to give this wonderful gift, visit [www.dictionaryproject.org](http://www.dictionaryproject.org).

—Carol Meny, NFRW Literacy Committee chairman

## NFRW Named Top Conservative Site

The NFRW has earned a spot on About.com’s list, “Top 10 Conservative Web Sites.” Other sites featured include the Heritage Foundation, Cato Institute, American Enterprise Institute and Townhall.

# Campaign School: 'Worth Every Penny!'

**O**n Oct. 3, more than 40 Federation members, candidates and volunteers from across Montana trained at the NFRW Campaign Management School in Helena.

The one-day school was taught by Massachusetts political strategist Holly Robichaud, who covered a range of topics, including how to write a campaign plan and effective get-out-the-vote efforts. The school offered attendees a comprehensive look at campaigns, from the early days after a candidate's decision to run to getting-out-the-vote on Election Day.

With the critical 2010 elections just around the corner, the Montana Federation knows the importance of political education to its state.

"We believe it was imperative to bring an updated educational opportunity to Montana, and the NFRW campaign course was exactly what we needed," Montana President-Elect Beth Cargo says. "It was modified to our state's needs and was packed

with specific, targeted campaign planning techniques and methods. I encourage all state federations to bring the NFRW Campaign School to their state."

The NFRW looks forward to continuing to offer this acclaimed program across the nation. To find out how to bring the CMS to your state, contact political director Valerie Dowling at [vdowling@nfrw.org](mailto:vdowling@nfrw.org) or visit [www.nfrw.org/programs/political\\_education.htm](http://www.nfrw.org/programs/political_education.htm).

See the **CALENDAR** on **PAGE 4** for upcoming schools.

See **PAGE 26** for this issue's featured **CMS** article.



**MONTANA REPUBLICAN WOMEN** participate in the Oct. 3 NFRW Campaign School, taught by Holly Robichaud (pictured fifth from left).

**"Best money I've spent in a long time ... worth every penny!"** — *Montana Campaign School Attendee*

## Technological Advancements

It's hard to believe how much the Federation has advanced technologically in a little over a decade. When the NFRW launched its first web site in 1996, few members had e-mail or were Internet savvy, and almost no states or clubs had an online presence. All that has changed!

In 2009, more than 40 states and countless clubs have web sites, and many are using e-mail and other digital options, such as Facebook, Twitter and blogs. Because most members now have e-mail and Internet access, the NFRW is communicating almost exclusively online, and provides most of its information, materials, publications and other member services digitally instead of through costly traditional mail. Even event registration is primarily online. This year, more than 90 percent of convention registrants registered online.

Have you signed up for the NFRW's free member e-mail network? [www.nfrw.org](http://www.nfrw.org).

# STATE SPOTLIGHT

## Cutting-Edge, In-Depth Magazine Gives Georgia Members a 'Voice'

By Millie Rogers  
President, Georgia FRW

Georgia FRW's premier publication, *VOICES*, resulted from the need for a more economical publication with a fresh, new look and an array of in-depth articles from a variety of sources.

Originally a printed newsletter edited by Judy True, *VOICES* evolved into an online magazine. The publication provides members and contributors with a voice and an avenue through which they can gain and share information about:

- Key political topics and issues;
- Leadership materials and techniques used in other fields; and,
- Networking in order to share organizational information.

Published three times a year, *VOICES* provides a forum for a spectrum of opinions without implying endorsement by the Federation. Bylined articles represent opinions of the authors. Editors collaborate with the GFRW leadership to establish themes for feature series and production schedules. Feature articles and reports are contributed by members, prominent officeholders, and invited contributors with expertise on topics and issues.

The main challenge has been gaining member acceptance for an online publication which replaced the familiar printed version delivered to their homes. With the growing expense of printing and postage, an online



**EDITORIAL MEETING**—From left, GFRW President Millie Rogers discusses the content of *VOICES* with features editor Melinda Mock and editor Judy True.

publication became a necessity. Members have grown to appreciate the rich resource of information on political topics, leadership information for clubs, and features by invited contributors. Other benefits include ease of sharing *VOICES*, acquisition of a larger readership, and use of the magazine as a member recruitment tool.



For other states interested in posting a magazine, *VOICES* volunteers would advise, "Do not get in a hurry!" Work out the logistics for publishing the magazine, secure the commitment of a dedicated volunteer staff, and give volunteers and contributors the help and recognition they deserve.

For more information about the Georgia FRW, visit [www.gfrw.org](http://www.gfrw.org).



CASH



HYATT



STRINGER



DARGIE



HANSEN



ROBERSON

## NATIONAL PATHFINDER SCHOLARSHIP

The NFRW has awarded this year's National Pathfinder Scholarship to the following college students. They will receive \$2,500 toward the cost of their higher education.

- **Caroline Cash** of Fancy Farm, Ky., is studying business administration and political science at Murray State University in Murray, Ky. She will complete her degree in 2011. This summer, she served as an intern for U.S. Sen. Mitch McConnell (R-KY) in Washington, D.C.
- **Loren Hyatt** of Arlington, Va., is a gradu-

ate student at the Georgetown University School of Foreign Service, where she is studying international development. In 2007, she earned a bachelor's degree from Wofford College in Spartanburg, S.C. She worked at the White House during the Bush administration.

- **Raquel N. Stringer** of Prescott, Ariz., is a student at Vanderbilt University Law School. She earned a bachelor's degree from the University of Texas at Austin. In 2008, she was a protocol officer for the U.S. Department of State, Office of the Chief of Protocol.

## BETTY RENDEL SCHOLARSHIP

The NFRW has awarded this year's Betty Rendel Scholarship to the following undergraduates who are majoring in political science, government or economics and who display extraordinary leadership ability. They will receive \$1,000 toward the cost of their higher education.

- **Ellen Yvonne Dargie** of Westfield, Mass., is studying government and history at Georgetown University. Upon graduating in 2010, she plans to attend law school. She is active in College Republicans, and served as an intern for Congressman Darrell Issa (R-CA) in 2007.

▪ **Ashley Hansen** of Mehama, Ore., is an honor student at Chemeketa Community College in Salem, Ore. In 2010, she will transfer to Portland State University, where she will pursue a degree in biology. Her ultimate goal is to become an anesthesiologist.

- **Ashtin Elizabeth Roberson** of Savannah, Ga., is an honor student at Armstrong Atlantic State University in Savannah. This fall, she is studying in Siena, Italy, and will graduate this semester with a degree in liberal studies. She plans to pursue her passions for women's history and traveling.

# MEET OUR **R**EGENTS

*Jeannine Long*

GUTHRIE, OKLAHOMA

**BACKGROUND:** Originally from northwest Missouri and an Oklahoman since 1966, Jeannine has been married to husband, Arthur, for 22 years, and has three adult children and two grandchildren.

**PROFESSION:** Now retired, Jeannine was a court reporter for 30 years. Her career highlight came following the Murrah Building bombing in Oklahoma City in 1995 when she reported a two-day statement of Timothy McVeigh for his attorney.

**INTERESTS:** In addition to a multitude of political activities, Jeannine has trained to become a Chamber of Commerce ambassador and volunteered for the Centennial Celebration and Guthrie's Art and Wine Festival. She is an avid genealogist and enjoys creative arts, gardening and playing the organ.

**FEDERATION ACTIVITIES:** A Federation member since 1991, Jeannine serves on the NFRW Executive Committee as secretary, and is the immediate past president of the Oklahoma FRW. She founded First Capital RW, and is serving as its first president. The club doubled its membership in its first year.

**WHY SHE IS A REGENT:** "The Regents Program is vital to the financial stability of our organization. It has been a joy to become well-acquainted with so many outstanding, like-minded women from across our nation, who choose to support the Federation in this way."



#### **HER VISION FOR THE FEDERATION:**

"The Federation has informed me, trained me, encouraged me, and made it possible for me to be a positive political force. I envision a day when we are financially stable; a day when our organization has been rejuvenated by the many young women we have attracted and trained to be political forces in their communities. We can do it!"

## OUR NEW REGENTS

The NFRW would like to welcome the new members of the Regents Program:

**Patricia Allen**, Oklahoma  
**Linda Arnold**, North Carolina  
**Annette Collins-Ferrara**,  
New York  
**Kelly Weist**, Colorado

AS OF SEPT. 10, 2009

**F**or 30 years, the NFRW Regents have combined personal and civic activism with the desire to promote good government nationally. Regents include elected officials, top executives, community leaders and grassroots activists. Their generous donations help support Federation programs, such as the Campaign Management School, while keeping general member dues affordable so that more women can participate in our organization.

In return, Regents receive invitations to private events, priority seating at all NFRW meetings, and the knowledge that their support brings us closer to reaching our goals as Republican women. For more information, contact Anna Lee at (800) 373-9688 or [alee@nfrw.org](mailto:alee@nfrw.org).



## NEW CLUBS

The NFRW would like to welcome the clubs chartered since the last issue of the **REPUBLICAN WOMAN**:



### CALIFORNIA

American River Republican Women, Fed.  
Americans United Republican Women, Fed.

Inyo County Republican Women, Fed.  
Santa Ana Republican Women, Fed.  
Simi Valley Republican Women, Fed.  
Solano Republican Women, Fed.

### GEORGIA

East Georgia Republican Women  
Oconee Regional Republican Women  
Southwest Georgia Republican Women

### KANSAS

Jackson County Republican Women

### MASSACHUSETTS

Cape Cod Republican Women

### OHIO

Central Ohio Republican Women

### OKLAHOMA

Rogers County Republican Women

### PENNSYLVANIA

Blair County Council of Republican Women  
Sun Area Council of Republican Women  
Westmoreland County Council of Republican Women

### SOUTH CAROLINA

Kershaw Republican Women

### TENNESSEE

West Polk County Republican Women

### TEXAS

Hardin County Republican Women  
South Plains Republican Women

### VIRGINIA

Jamestown Heritage Republican Women

# MEMBERSHIP UPDATE

## National Dues to Increase in 2010

Effective January 1, 2010, national member dues will be \$10.00 per member. The \$2.00 dues increase was approved by the NFRW Board of Directors in March, and then by delegates to the 35th Biennial Convention in September.

Starting in 2010, annual national MEMBER DUES will be \$10.00 per member.

Both the NFRW's investment specialist and independent auditor strongly recommended an increase in annual member dues. This is a modest increase, considering it now costs approximately \$13.00 per year to service each member.

Historically, the NFRW's operating capital has come from three sources: fundraising, the Regents Program, and member dues. With severe declines in fundraising and the Regents Program—which largely can be attributed to the difficult economic climate and changes in political power in Washington, D.C.—the NFRW is now operating almost exclusively from member dues.

For more information, contact membership director Frederika ver Hulst at [fverhulst@nfrw.org](mailto:fverhulst@nfrw.org).

## Federation Gains Members, Clubs

Despite the economic downturn and Republican losses in the 2008 elections, the NFRW has an overall membership increase and an increase in total clubs this year.

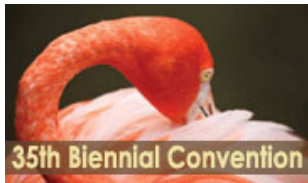
“Over the past few decades, the trend has been that membership organizations are shrinking,” NFRW membership director Frederika ver Hulst says. “When you factor this with the economic downturn and the recent shift in political power, it's remarkable the NFRW gained members this year.”

Ver Hulst says the increase indicates that Republican women are energized, motivated, and working at the grassroots level.

“It's an encouraging sign for the crucial elections next year, and even in 2012,” she says.

# OUT ... BUT CERTAINLY NOT DOWN!

While the GOP may be **OUT** of power in Washington, D.C., more than 1,300 from 46 states gathered in Orlando Sept. 10-13 for the 35th Biennial Convention to prove you can't keep a good Republican woman **DOWN!**



## CONVENTION HIGHLIGHTS

### Outstanding Speakers

Republican leaders and elected officials, political analysts, policy experts, authors and other notable guests gave outstanding presentations on a variety of topics, including Republican National Committee Chairman Michael Steele; Minnesota Gov. Tim Pawlenty; Florida Gov. Charlie Crist;

and, Frances Rice, Chairman of the National Black Republican Association.

### Healthcare and More

Common themes and topics during the four-day event included opposing President Barack Obama's healthcare reform plan, supporting the flourishing tea parties and other grassroots conservative movements, and helping the Republican Party build momentum for the 2010 elections.

Nearly every speaker commented on the raging healthcare debate, with a few dedicating their entire presentations to the issue. Dr. Benjamin Sasse, former assistant secretary of the U.S. Department of Health and Human Services, gave a speech titled, "What if Politicians Told the Truth About Healthcare?"



Bob Asztalos, Sally West and Dr. Julio Gonzalez presented a workshop titled, “How Healthcare Reform Will Impact America.”

In addition, 10 state presidents, as well as several members of the Florida Federation, participated in a healthcare roundtable with Republican National Committee Chairman Michael Steele the afternoon of Sept. 12.

See pages 20-25 for extended coverage of the healthcare reform debate, our featured topic in this issue.

CONTINUED ON PAGE 12

PHOTO COURTESY: BETTYE CHAMBERS, GEORGIA



**STANDING PROUD—** Page Natalie Burgin of Florida carries the flag for West Virginia in the opening ceremony.



**TELLING IT LIKE IT IS—**A convention-goer stops for a chat with reporters from Fox News.

## What They Said ...

“Our success will not be found in dusting off old campaign manuals, by pretending to embrace diversity. That old way of thinking, I’m asking you to help me kick to the curb. We don’t do outreach anymore. The test for this Party will be embracing diversity by engaging those communities, by having something to say to them every day.”

—RNC Chair Michael Steele



“We believe in entrepreneurship, in free markets and capitalism, that everyone deserves a chance, that everybody can get ahead in this great country. We are the greatest country on the face of the planet. Nobody is leaving this place in rafts. They’re coming here in rafts. That tells you everything you need to know.”

—Florida Gov. Charlie Crist



“(Healthcare) is not only the largest economic issue in America’s future, it’s arguably the largest economic challenge in American history, rivaled potentially only by the 1837 banking crisis.”

—Dr. Benjamin Sasse, former assistant secretary, U.S. Dept. of Health and Human Services



“We have a healthcare system where we don’t really know what the price is, what the quality measurements are. The bill goes off to some third party, and they manage and pay for the relationship. That is not consistent with what we know about markets, human behavior, financial incentives.”

—Minnesota Gov. Tim Pawlenty



“From its inception in 1854 as the anti-slavery party, the Republican Party has always been the party of freedom and equality. ... As author Michael Scheuer stated, the Democrat Party is the party of the four S’s: slavery, secession, segregation and now socialism.”

—Frances Rice, Chairman, National Black Republican Assoc.



Unless otherwise noted, Convention Photography by MARILYN HAYES of Hilton Head, N.C.



President-Elect Sue Lynch and our new officers take office January 1, 2010. To read their bios and to access information about their agenda and goals, visit [www.nfrw.org/programs/convention/elections.htm](http://www.nfrw.org/programs/convention/elections.htm).

**NFRW OFFICERS, 2010-2011**—Front Row: Shirley Sadler, Sue Lynch, Rae Lynne Chornenky and Martha Jenkins. Back Row: Jessie Morton, Jane Lane, Brenda Smith, Patt Parker, Kathy Brugger and Carrie Almond. Pictured right, Joyce Smith.

## Election of NFRW Officers

Convention delegates made pivotal decisions as they selected the women who will lead the Federation next year. Sue Lynch of Wisconsin was unanimously elected president Sept. 12. Delegates also elected the four vice presidents, the secretary and the treasurer. Following the convention, the Board of Directors elected the members-at-large.

### NFRW Executive Committee, 2010-2011

- President:** Sue Lynch, Wisconsin
- 1st Vice President:** Joyce Smith, Indiana
- 2nd Vice President:** Rae Lynne Chornenky, Arizona
- 3rd Vice President:** Martha Jenkins, North Carolina
- 4th Vice President:** Jessie Morton, Louisiana
- Secretary:** Jane Lane, New Hampshire
- Treasurer:** Brenda Smith, Kansas
- Member-at-Large:** Patt Parker, Maryland
- Member-at-Large:** Kathy Brugger, California
- Member-at-Large:** Carrie Almond, Missouri

## A Message from President-Elect Sue Lynch

I am deeply honored that you have elected me to serve as the NFRW's next president. My plan of action for 2010-2011 focuses on several areas, including membership development, fundraising, public relations, legislative initiatives, programs and campaign activities for the 2010 election cycle, and much more.



My number one priority will be to increase our membership. Membership is the key to our success, and membership promotion is the heart of our Federation. Maintaining the status quo is not enough – we must grow to further the influence and the credibility of the NFRW.

Please feel free to contact me at [kells52@aol.com](mailto:kells52@aol.com) or 608-792-5131. Thank you!

## Other Business

Delegates approved three amendments to the Bylaws, an annual membership dues increase (see page 9 for more info.), a resolution supporting the Enumerated Powers Act (H.R. 450), as well as four additional resolutions. The Bylaws amendments and the dues increase will take effect Jan. 1, 2010.

To read bylaws amendments, visit [www.nfrw.org/programs/convention/bylaws.htm](http://www.nfrw.org/programs/convention/bylaws.htm).

To read resolutions, visit [www.nfrw.org/membersonly/resolutions/20090913.htm](http://www.nfrw.org/membersonly/resolutions/20090913.htm).

## Training Opportunities

Attendees trained for leadership roles in government, politics and community by attending the two-day campaign management school, and political and policy workshops on healthcare reform, women

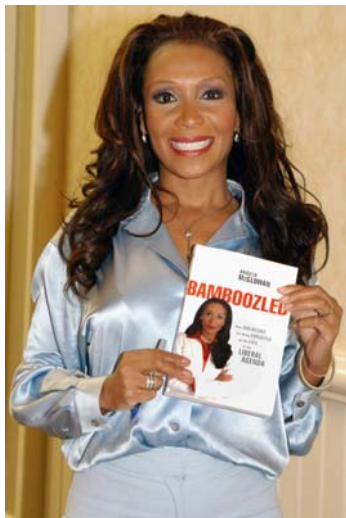
**TIDES OF CHANGE**—Below, Vincent Harris tackles the increasingly important topic of new technologies and media at a convention workshop. Right, a student has the opportunity to ask a question in the interactive workshop.



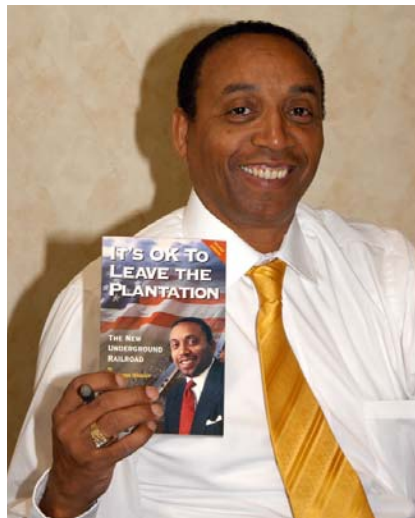
and campaigns, technology and new media, and membership development – taught by nationally-recognized experts.

CONTINUED ON PAGE 14

## Motivational Authors Invited to Address Convention



**ANGELA MCGLOWAN**  
author of "Bamboozled"



**MASON WEAVER**  
author of "It's OK to Leave  
the Plantation"



**JACKIE GINGRICH CUSHMAN**  
co-author of "5 Principles for  
a Successful Life"

Unless otherwise noted, Convention Photography  
by MARILYN HAYES of Hilton Head, N.C.

## My Favorite Teacher Award

The My Favorite Teacher Award recognizes excellence in education by honoring one of America's outstanding teachers. This year, the NFRW presented the fifth biennial award to elementary school teacher and former army

pilot Susan Jordan of Salina, Kan., during the luncheon Sept. 12. Jordan and the four national finalists were introduced

by Minnesota Gov. Tim Pawlenty, who also served as keynote speaker of the luncheon.

Established in 2001, the award is a key component of the NFRW's grassroots education reform program, No Child Left Behind. It is presented every two years to one current or retired teacher. The application process begins at the local level and includes letters of endorsement and a written essay.



**NATIONAL FINALISTS**—Above, national finalists for the 2009 My Favorite Teacher Award are pictured with Minnesota Gov. Tim Pawlenty, who made the award presentation on Sept. 12. Pictured are, from left, Brenda Beaven, Texas; Susan Harp, Indiana; Lorien Rhodes, Virginia; Bonnie Hilgenberg, Wisconsin; national winner Susan Jordan, Kansas; and, Pawlenty.

Read more about the various NFRW awards at [www.nfrw.org/programs/convention/awards.htm](http://www.nfrw.org/programs/convention/awards.htm).



PHOTO COURTESY: BETTIE CHAMBERS, GEORGIA

## Susan Jordan

Susan Jordan has 19 years of teaching experience and is a second grade teacher at Meadowlark Ridge Elementary School. She also has a 30-year background as an aviation officer in the Army National Guard and served as a pilot in Afghanistan in 2003 and 2004.

In addition to teaching her students how to serve by example, Jordan has encouraged them to make a difference in their communities and across the globe by developing Project Kid to Kid. She also established Project PRIDE to promote a schoolwide learning community with an emphasis on citizenship, life skills and the celebration of student achievement.

"It is her dedication to this country, at the local, state and national level, coupled with her global perspective and experiences that separates Susan Jordan from the masses," wrote Robert W. Winter, superintendent of Salina Public Schools, in a recommendation letter.

Jordan was nominated for the award by her student, eight-year-old Magdalena Kellogg (*pictured above with Jordan*), who joined her onstage during the presentation.



DASHIELL



BRUGGER



CAMPBELL



SIMPSON



VON SCHILLER

Convention Photography by MARILYN HAYES of Hilton Head, N.C.

## Ronald Reagan Leadership Award

The NFRW recognized the outstanding leadership of Toni Anne Dashiell, president of the Texas Federation of Republican Women, with the third biennial Ronald Reagan Leadership Award. As part of the award, Dashiell received an inscribed 14-inch bronze bust of President Reagan from the Ronald Reagan Presidential Library.

The award was established by the NFRW in 2005 to honor the legacy of the late President Reagan by recognizing the outstanding leadership of one state

president. The award is presented every two years at the biennial convention.

Dashiell and four other state presidents were selected as finalists based on overall leadership and initiation of programs, increases in membership, participation in national programs, and excellence in public relations and campaign efforts.

The four runners-up are: Kathy Brugger, California; Brenda Campbell, Virginia; Paulette Simpson, Alaska; and, Freida von Schiller, New York.



### Toni Anne Dashiell

Toni Anne Dashiell of Boerne, Texas, has been an exceptional leader in the Republican Party since her involvement as a Teen Age Republican in 1969. During her tenure as TFRW president, she has motivated TFRW's 10,000 members to action on a wide range of issues. She has implemented tools such as Facebook and Twitter, and has overseen numerous communications workshops around the state. She has been an active Federation member for 15 years, having served in several leadership roles. Likewise, she has taken on leadership roles with the local, state, and national Republican Party, and has worked on dozens of campaigns, even traveling to other counties and states for candidates.

### Awards of Distinction

Sunday, Sept. 13, the NFRW presented awards recognizing accomplishments at the state and local levels in the areas of membership and program development, campaign activities, community service, and public relations, including almost 500 Club Achievement Awards and dozens of other awards.

For more details about these awards, visit [www.nfrw.org/programs/convention/awards.htm](http://www.nfrw.org/programs/convention/awards.htm).

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**WOW FACTOR!**—Seven-year-old Gina Incandela of Orlando performs an inspiring rendition of the national anthem during the opening ceremony.

## A Place for Young Women

The NFRW gave more than 50 young women, ages 14-17, from across the nation the educational opportunity to represent their home state during the opening flag ceremony and to serve as a page during the convention. Saturday, Sept. 12, seven-year-old Gina Incandela of Florida inspired the crowd with a powerful rendition of the national anthem.

## Networking Opportunities

Delegates and other attendees had plenty of opportunities to network with women from across the nation at events such as the Opening Night Reception hosted by the Florida Federation of Republican Women, and the evening hospitality receptions hosted by states and candidates. The Regents were treated to a memorable evening of fine entertainment and dining at the luxurious Bice Ristorante at the Portofino Bay Hotel.

## State Quilts

Through a project sponsored by the NFRW Armed Services Committee, 22 states created

## Thanks and Recognition

The NFRW extends its thanks and appreciation to the following, whose contributions of time, resources and talents helped make the 35th Biennial Convention possible.

- Sharon Day, Florida, Honorary Convention Chairman; Pat Mica, Florida, and Ingrid McCollum, Florida, Honorary Convention Co-Chairmen;
- Florida FRW President Linda Ivell, the Florida Host Committee and volunteers, including Co-Chairs Carolyn Booth and Mariann Lansing;
- The Florida Realtors Association for sponsoring the Opening Reception and Florida Congressman Ander Crenshaw for sponsoring the page outing;
- The Republican Party of Florida, Dennis Baxley and Jac Thompson-Beigel for their sponsorships;
- The convention speakers, instructors, entertainers, and vendors and exhibitors;
- Jan Kennedy, PRP, Texas, convention parliamentarian;
- Marilyn Hayes, North Carolina, photographer;
- The NFRW Fundraising Committee and Chair Catie James for organizing the NFRW Silent Auction;
- NFRW leaders who served on the Official Convention Committees; and, the young women who served as pages;
- Tate Publishing & Enterprises, Oklahoma, for donating design services for the convention graphics; and,
- The Caribe Royale and its staff.



beautiful and creative quilts based on their state's history. The quilts were prominently displayed during the convention (pictured above). Each state will now present its quilt to a local veteran of the Korean War.



## Silent Auction

Under the leadership of Chairman Catie James of Maryland, the NFRW Fundraising Committee raised close to \$8,500 from the Silent Auction.

## Kansas City, Here We Come!

Missouri Federation President Carrie Almond introduced delegates to Kansas City, Mo., site of the 36th Biennial Convention, scheduled Sept. 29-Oct. 2, 2011.



PHOTO: KANSAS CITY CONVENTION & VISITORS ASSOCIATION

**HOLIDAY CHEER**—More than 80 miles of lights adorn Kansas City's famous Country Club Plaza for the holidays.

Unless otherwise noted,  
Convention Photography  
by MARILYN HAYES  
of Hilton Head, N.C.

## A Message From Sue Everhart

What a true honor it was to take part in such a great event with such a wonderful group of women. I was humbled and amazed by the reception that I received from the National Federation of Republican Women and the attendees at the 35th Biennial Convention. It was a truly encouraging event, and I'm so glad to have been a part of it. What I saw was a capable, excited, and determined group of likeminded women that stand ready to make a difference in their communities and in this country.

When asked what I took away from this event, the answer is simple: Republican women are hungry. They are hungry for information, hungry for respect, hungry for an opportunity, and hungry to engage in politics at a higher level than they currently are. They want to be part of the real political process. They want to run the campaign, not just bake the cookies or attend the phone banks. Most importantly, they are tired of not being considered a viable piece of the political puzzle. Women have been in the trenches and acted as the backbone of this Party for many years. It is time for women to come out from behind the scenes of our Party and come to the forefront. We are capable, and we are ready!

The class I taught at the convention was called, "Why Women Don't Get Elected," and the answer is, "Because they don't run!" Republican women across the country are in leadership roles, anywhere from running a business to running a home. I encourage these women to continue to do just that—lead, and encourage other women to do the same. Women need the confidence to step up to the plate and run a campaign or run for office. Who better to give them that confidence than one another? I'm excited to see what the future holds for Republican women in our country. I know that the fire is there, we just need to stoke it!



**SUE EVERHART** is serving a second term as chairman of the Georgia Republican Party. Her presentation to the convention general session on Sept. 12 was titled "WIN—Women in Numbers." She also taught a convention workshop titled, "Why Women Don't Get Elected."

## Turning the Burden of Too Many

By Stephanie Roesner  
NFRW Web Site Assistance Committee

**I**s your Republican women's club trying to share information with your membership and recruit new members? Are you overwhelmed trying to choose the right digital option when there are so many choices?

Narrow the list of opportunities you'll find most suitable by answering these questions:

### 1. What resources do you have?

Think in terms of the people with whom you are working. What can they bring to the table?

### 2. What type of message are you trying to send?

### 3. How do your club members get and share information?

### Break It Down—Time, Tools and Talent

Republican women's clubs typically have a range of ages in their membership and a plethora of talent. Don't underestimate the hidden potential of your members or assume that the younger members are more tech savvy. Think outside your current comfort zone. Have you ever used a tool or household item that was created for a specific purpose, but suddenly realized that same item could be used several different ways depending upon your needs?

- **Time:** Which members in your club are willing to share their time, and how much time can they devote in a month?
- **Tools:** How many members have a computer? What software programs are available?
- **Talent:** What kinds of things can your members do? What experience do they have?

### Personal Preferences for Sharing Information and the Law of Averages

In an effort to keep up with our friends, family and associates, we often expand out of our comfort zones to stay in touch. Most likely a majority of your members already use e-mail, share photos, or have a Facebook or MySpace account. It's easy to downplay our talents and potential, fail to recognize how many transferable skills we have, or realize how many tools used on a large scale are just as suitable on a small scale for a different group of people. If you can type, e-mail, post photos, make comments on a social or business networking website or blog, you have the basic skills to pursue a variety of new media opportunities.

### Inquire Within—Knowledge of Rocket Science not Required

Lots of training and knowledge is no longer required to create, build and maintain a website, blog, etc. Today, many companies have software that makes it easy for everyone. Consider some of these new media opportunities.

- **Social Networking Web Sites** (Facebook, MySpace): These types of web sites can be static – providing basic information to establish a presence; or interactive – providing additional information such as event details, photos, links to other information, comments from members and the ability to send messages and event invitations.
- **Commentary and Information** (Twitter, blogs, text messaging, mobile alerts, e-lists): Professionals use Twitter to share a variety of information such as news, resources and event updates, while individuals may use it to announce what they had for lunch. Blogs are

# Choices Into Great Opportunities

great for opinion-based commentary, and visitors can post replies. Text messaging and mobile alerts are popular with people who like the portability of their cell phone to get and receive information. E-lists can be automated (with a server application), or can be as simple as a distribution list of members.

- **Web Sites:** Web sites can provide more types of information in one place. The cost ranges from free (with restrictions) to expensive (with monetary or technical limitations). Google Groups and various other web builder tools are web-based and provide templates for users – just enter the text and upload files and images.

Application based web site software offers full creative control, but also requires a higher level of technical experience. No time or technical resources? You can hire a professional, but your budget may limit your options.

- **Visual Media:** Visual media are best used in combination with other types of new media. Videos alone won't tell others much about your club. However, if you have a blog, a web site, social networking site, etc., you can publish a video of a club event and provide a link to it, enhancing the information already posted.

## **Why Aren't Our 'Old Ways' of Communicating Adequate Anymore?**

One-to-one communication is more time and labor intensive. New media, on the other hand, offer many choices for one-to-many communication that range from faster and easier to truly amazing. New media are searchable on the Internet. Information that is printed, e-mailed or shared over the phone is not.

A good example of one-to-many communication is the rising popularity of social networking sites. An individual can upload pictures, add commentary and provide information or video links on her page. Anyone with permission to visit that page can view everything posted without downloading anything to their computer or saving files. No special software is required, just an Internet connection.

Whenever you add or change something on your page, a notification is automatically delivered to your identified friends. This allows an individual to post information to a general group that they wouldn't normally e-mail on a continuing basis and disseminates information quickly from one source. It notifies "friends" of updates and allows visitors to your page to respond and interact.

## **What Should Your Next Step Be?**

Get busy, of course! Gather up your resources and enthusiasm, solicit feedback from your membership, and either improve upon the progress you've already made or get your club on the Internet. See how many choices can be turned into great opportunities to get your message out.

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*Stephanie Roesner resides in Alexandria, Va. She is an NFRW Regent, a member of the NFRW Web Site Assistance Committee, and the web master for the Virginia Federation of Republican Women and Mount Vernon Republican Women's Club.*

*For helpful information and resources, visit the NFRW Web Site Assistance Committee's web site at [www.nfrwwinningwebs.org](http://www.nfrwwinningwebs.org).*

## Better Health, Lower Costs, Higher-Quality Care Keys to Improving Health System

By David Merritt  
Center for Health Transformation

**A**side from the outright creation of a government-run healthcare system, it is hard to imagine a more destructive course of action than the one being pushed by Democrats in Washington. It has been a flawed process driven by partisan politics and bad policy.

**PROCESS.** Shortly after President Obama took office, the new White House web site was launched and included this pledge: “President Obama has committed to making his administration the most open and transparent in history.” Has the health reform debate lived up to this standard? Hardly.

Democrats have written trillion-dollar bills in secret with virtually no Republican input. In the Senate, after a party-line committee vote, it took two months for the final text to be made available to the public. Only then was it apparent that Democratic staff had made more than 75 changes to the final legislative text that Senators voted on. A 2,000-page bill written in isolation by a few politicians is the wrong way to accomplish open, positive change. The American people have demanded a fair and balanced process and have been met with anything but.

The president made this pledge in July: “So I just want everybody to know, Congress will have time to read the bill. They will have time to debate the bill. They will have all of August



*David Merritt is Vice President and National Policy Director at the Center for Health Transformation, an organization founded and led by former Speaker of the House Newt Gingrich.*

to review the various legislative proposals. When we come back in September, I will be available to answer any question that Members of Congress have. If they want to come over to the White House and go over line by line what’s going on, I will be happy to do that.” This kind of cooperation and openness would be a refreshing change of course, but experience tells us that is not likely to happen.

**POLITICS.** A recent poll by Kellyanne Conway on behalf of the Independent Women’s Forum showed the depth of opposition among women. Seventy-five percent of women want few to no changes to their own healthcare, and by a margin of 64 percent, women would “rather have private health insurance than a government - run health insurance plan.” Only 24 percent have greater confidence in the federal government to do so. Similar trends can be found among seniors, independents, and rural Americans.

Why is it that after the August town hall meetings, when the American people voiced their growing opposition to the emerging plans and with poll after poll showing that Americans do not support the direction of the debate, do congressional leaders continue their march ahead? Because Democrats have put politics before the needs and desires of the American people.

**POLICY.** Over the summer, when the director of the nonpartisan Congressional Budget Office was asked if the Democrat bills would “bend the long-term cost curve,” his response was a firm “no.” He noted that the proposed legislation did not provide the fundamental changes necessary to reduce the trajectory of federal health spending, and on the contrary, would significantly expand the federal responsibility for healthcare costs.

Sadly, nothing has changed since that time. Democrats continue to push a dramatic expansion of government while doing nothing to fundamentally improve America’s healthcare system.

There is no doubt that we need to improve healthcare. At the Center for Health Transformation, we believe that to truly bring down costs and expand coverage we need to focus on the following areas:

- **Improving individual health by incentivizing prevention, wellness and early health;**
- **Incentivizing providers through fair and proper payments to adopt proven best practices of what works to deliver higher-quality care; and,**
- **Reforming public programs to root out fraud, cut waste and reward quality.**

The savings from these changes — better health, lower costs, higher-quality care — can be used to insure every American. We can do it if we put politics aside and come up with smart policy in an open, honest way. Let’s hope Democrats in Washington embrace this approach before it is too late.



**HEALTHCARE ROUNDTABLE**—California FRW President Kathy Brugger, left, is one of 10 state presidents who participated in a roundtable discussion on healthcare with David Merritt of the Center for Health Transformation, center, and RNC Chairman Michael Steele in Orlando, Fla., on Sept. 12.

## State Presidents Participate In Healthcare Roundtable

Ten state presidents and several members of the Florida Federation participated in a healthcare roundtable with Republican National Committee Chairman Michael Steele the afternoon of Sept. 12 in Orlando, Fla. The event was planned in conjunction with the NFRW’s 35th Biennial Convention.

Topics of discussion included the overwhelming cost of President Obama’s plan, opposition to a public option, whether illegal immigrants would be covered under the Obama proposal, the cost of premiums, tort reform, portability, small business pools, the Republican “Senior Bill of Rights,” and moving from a paper-based to an electronic system.

## Bigger Isn't Always Better

By Jeffrey H. Anderson, Ph.D.

**P**olls consistently show that more than half of all Americans oppose the Democratic healthcare bills — and that's in relation to a status quo that nobody wants. Imagine how poorly the proposed bills would fare against a viable alternative — an alternative that offers genuine, sensible, targeted reform, through a series of solutions that have the consensus support of the American people.

And imagine if that competing proposal were so easy to understand that it could be printed on just a single page.

Such a “small bill” ([www.smallbill.org](http://www.smallbill.org)) is already circulating and gaining traction across America. It has been endorsed by the Weekly Standard, praised on national television, and even highlighted by the New York Times.

The small bill would address the American people's most pressing healthcare concerns — without disrupting the employer-provided insurance of millions, dramatically increasing government control, raising taxes, or cutting Medicare.

Unlike the Democratic bills, the small bill wouldn't create a massive new bureaucratic apparatus. It wouldn't require Americans to buy government-approved insurance and fine them if they don't. And it wouldn't cause Americans' insurance premiums to skyrocket.

What it would do is this: It would end the unfair tax on the uninsured, giving them a tax break similar to that which is already available to those with employer-provided insurance. At the same time, it would keep employer-provided insurance and its tax-exempt status entirely intact — grander experiments being for a different political day.



JEFFREY H. ANDERSON

The small bill would lower costs in a variety of ways. It would allow Americans to buy health insurance across state lines, giving them the chance to shop for the best value. This, in combination with the tax credits for the uninsured, would inject much-needed life into the self-purchased insurance market. The small bill would further cut costs by allowing private entities to reward those with healthier lifestyles. And it would cap punitive damages to reduce the cost of malpractice insurance and reduce incentives for doctors to practice wasteful defensive medicine.

The small bill would provide needed help to those with prohibitively expensive preexisting conditions, by increasing funding for state-run high-risk pools. And it would expand Americans' ability to keep their insurance when they leave their job, by increasing COBRA eligibility to 30 months.

Let's compare the small bill to the bill recently passed by the Senate Finance Committee, also known as the Baucus bill (after its sponsor,

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CONTINUED ON PAGE 24

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## “Small Bill” Proposal for Sensible Health-Care Reform

To make health insurance more accessible, affordable, and portable — without threatening the quality of care or the preexisting insurance of millions of Americans:

**1. End the unfair tax on the uninsured (and self-insured), giving them a tax-break similar to that which is already available to those with employer-provided insurance.** Provide refundable and advanceable tax-credits of \$2,000 per person, up to \$5,000 per family. *LEAVE EMPLOYER-PROVIDED INSURANCE, ITS TAX-EXEMPT STATUS, AND THE REST OF THE TAX CODE, INTACT.* (Increase in government spending: none. Average reduction in taxes: \$26.5 billion/year (see \* below), offset by using unallocated economic stimulus funds.)

**2. Allow Americans to buy insurance across state lines.** Allow Americans to shop for coverage from coast to coast — whether from lower-mandate states at lower prices, or from higher-mandate (additional-coverage) states at higher prices. Allow plans bought in one state to be transported to another. (Increase in government spending: none.)

**3. Expand Americans’ ability to keep their insurance when they leave their job.** COBRA allows former employees to pay the costs of their insurance premiums (including the employer’s former share) and thereby keep their insurance in effect, but only for 18 months. Expand COBRA by 12 months, allowing people to keep their insurance for up to 30 months if they have not yet secured a new job with an employer-sponsored plan. (Increase in government spending: none.)

**4. Allow lower premiums for healthier lifestyles.** Existing federal regulations ban private companies from offering more than a 20 percent discount to those who eat and drink in moderation, exercise, or don’t smoke. Such regulations handcuff private efforts to reward healthier lifestyles and to thereby cut health costs — and they should be eliminated. (Increase in government spending: none.)

**5. Cut costs by preventing runaway malpractice lawsuits.** Relieve doctors from having to practice defensive medicine, by capping punitive damages at \$250,000 per provider and \$750,000 total, while continuing to allow unlimited economic damages to compensate for financial loss. (Increase in government spending: none.)

**6. Provide further help for those who are uninsured and have expensive preexisting conditions, by increasing federal support for state-run high-risk pools.** Thirty-four states already have pools to help those who have been denied affordable coverage because of prohibitively expensive preexisting conditions, and we should incentivize their establishment in all 50 states. (Federal (DSH) funds currently covering emergency-room care would gradually fund the pools, as reliance on emergency-room care is reduced. Increase in government spending: \$15 billion in the first year, gradually dropping to \$0.) (See \*\* below.)

10-Year Scorecard		
	Baucus Bill	"Small Bill"
Spending Increases	\$806 billion	\$75 billion
Tax Increases	\$480 billion	\$0
Tax Cuts	\$23 billion	\$265 billion*
Increased Fines	\$27 billion	\$0
% Americans Insured	94%	94%
20-Year Scorecard		
	Baucus Bill	"Small Bill"
Spending Increases	\$3.6 trillion**	\$0.1 trillion
Tax Increases	\$2.3 trillion**	\$0
*All for the uninsured or self-insured		
**According to CBO projections		

**Ten-year totals: \$15 billion in increased spending in Year-1, gradually declining to \$0 in Year-10; average of \$26.5 billion per year in tax cuts — all for the uninsured or self-insured.**

\*28 million Americans are uninsured (46 million minus 9 million non-citizens, minus 9 million on Medicaid who said they were uninsured (Census)). An estimated 7 million have only self-purchased insurance and aren’t eligible for the self-employed tax-exemption, making 35 (28 + 7) million eligible. With an average tax-credit of \$1,600/person, if initially 1/4 and eventually 1/2 of those eligible either already have insurance or buy it, the total tax-reduction would be \$14-39 billion/year, and 94 percent of Americans would be insured by year-10. (If that percentage lowers, fewer tax-credits would be given.)

\*\*A federal survey cited by the CBO indicates that 1-1.5 million Americans are uninsured because of preexisting conditions. Safely assuming twice that many (2-3 million), each would get \$5,000-\$7,500, plus a tax credit of \$2,000, for a total of \$7,000-\$9,500 per year in federal relief.

www.smallbill.org

## Bigger Isn't Always Better, CONTINUED FROM PAGE 22

Senator Max Baucus):

The Baucus bill would increase government spending by \$3.6 trillion over 20 years, according to the Congressional Budget Office (CBO). The small bill would increase government spending by \$75 billion — just 2 percent as much. The Baucus bill would raise Americans' taxes by \$2.3 trillion over 20 years. The small bill wouldn't raise taxes by a penny and would cut taxes for the uninsured (and self-insured). The Baucus bill would pilfer \$2.3 trillion from Medicare — already perhaps the least fiscally solvent program in America. The small bill wouldn't steal from Medicare in the least.

According to the Census, 90 percent of Americans are insured (46 million minus 9 million non-citizens, minus 9 million Medicaid beneficiaries whom the Census says were falsely recorded as uninsured). The Baucus bill would raise that tally to 94 percent (according to the CBO), and the small bill would do the same. But unlike the Baucus bill, if the small bill were to fall short of that projected tally, its ef-

fect on the federal treasury would lessen.

Unlike the Democratic proposals, the small bill would only pay for results.

As I noted, the small bill is gaining traction. The endorsement of a key Republican senator or two would advance it as a real, viable alternative. Let's give the American people a choice.

The small bill may or may not win over a Democratic Congress and President, but it would certainly win over a lot of Americans to Republican ideas — and the American people will ultimately decide this debate (whether now, or in 2012).

*Jeffrey H. Anderson was the senior speechwriter for Secretary Mike Leavitt at the U.S. Department of Health and Human Services during the Bush administration. His health-care op-eds have recently been published by the New York Post, the Weekly Standard and other national publications, and he has made TV appearances on Fox News.*

## SIX STRAIGHTFORWARD STEPS to better healthcare

1. Stop Paying the Crooks
2. Move from a Paper-Based to an Electronic Health System
3. Tax Reform
4. Create a Health-Based Health System
5. Reform Our Health Justice System
6. Invest in Scientific Research and Breakthroughs

*Source: Center for Health Transformation, [www.healthtransformation.net](http://www.healthtransformation.net)*



# Happening On the Hill

## HOUSE

On Nov. 7, the House passed the Affordable Health Care for America Act (H.R. 3962) by a vote of 220-215. More than 39 Democrats joined Republican members in the House in opposing the Democrat healthcare overhaul legislation. Only one Republican, Rep. Joseph Cao (R-LA) voted "yes." Despite the large Democrat majority in the House, the narrow margin by which the bill passed signals the tough battle ahead as the legislation now moves to the Senate.

The 1,990-page bill will cost \$1.05 trillion over the next 10 years to expand health insurance to more than 36 million Americans. It also creates a new public insurance option by 2013 and requires most Americans to have health insurance. House Republicans presented their own version of healthcare reform legislation, the Empowering Patients First Act (H.R. 3400), which focused on lowering healthcare premiums for families and small businesses, increasing access to affordable, high-quality care, and promoting healthier lifestyles. The bill was defeated by a vote of 176-258.

## HOUSE CALL RALLY

Thousands of people attended the House Call Rally on the steps of the U.S. Capitol on Nov. 5. Congresswoman Michele Bachmann (R-MN) led the call for citizens to join Republican members to help express public sentiment regarding PelosiCare. Federation members from across the U.S. joined with thousands of other concerned citizens to rally against Speaker Pelosi and House Democrats' healthcare reform overhaul. Republican members of Congress came out for the event and pledged to fight hard to prevent the government takeover of healthcare.

Mark Levin, bestselling author of "Liberty and Tyranny," spoke about the importance of defending the freedoms upon which our country was founded. Chants of "Kill the bill!" and "Can you hear us now?" were heard as crowds swarmed the area around the Capitol. After the rally, attendees visited their representatives to share their concerns about the healthcare bill.

Let's continue to help Speaker Pelosi and the Democrats get the message on healthcare!



**CAN YOU HEAR ME NOW?—**NFRW President Shirley Sadler, right, protests the Democrat healthcare reform proposals at the Healthcare House Call Rally at the U.S. Capitol on Nov. 5. She is pictured with Kathy Baker of Evergreen, Colo.

## SENATE

Senate Democrats have presented their own version of a healthcare reform bill, which has been sent to the Congressional Budget Office for scoring to determine what the costs would be over the next 10 years. After the bill has been scored, it will move to the Senate Floor for amendments and open debate. Senate rules would require 60 votes to pass the measure, instead of the simple majority required in the House.

Moderate senators like Joe Lieberman may oppose the bill depending on the inclusion of certain provisions, such as the controversial public option. Several Democrat senators have been identified as key players due to serious political risks based on their position on healthcare.

Senate Republicans are working to build a consensus to filibuster any healthcare reform legislation that may come up for a vote. They have asserted their belief that any reform bill should lower costs and expand access without raising taxes or increasing the federal deficit.

— Reports by NFRW Political Director Valerie Dowling

# CMS 101: Campaign No-Nos

## Avoiding 10 Deadly Mistakes

By Carlyle Gregory

**W**ant to run for office? Good for you. But if you are going to run, try to avoid these common mistakes.

### 1. Don't assume people know who you are.

Candidates assume voters know who they are because they've been active in their community, have lots of acquaintances, attend church, coach little league teams and are generally good citizens. They are shocked when they get polling that states otherwise. You will have to tell people who you are, what your story is and why they should vote for you. You will have to tell them over and over until they get it. Some never will.

### 2. Don't underestimate how much it's going to cost.

No matter how much you think it's going to cost to run for office, you are guessing too low. The cost goes up every year, and there is no end in sight. Most of the increase is caused by the skyrocketing cost of paid media, and that campaigns start sooner and last longer.

### 3. Don't count on other people to raise your money.

It is the rare friend who cares enough about you to ask people for money. Raising money is a tough job, and those who



try it usually fall by the wayside quickly. Face it, you are going to have to do the bulk of it yourself.

### 4. Don't count on the party to fund your campaign.

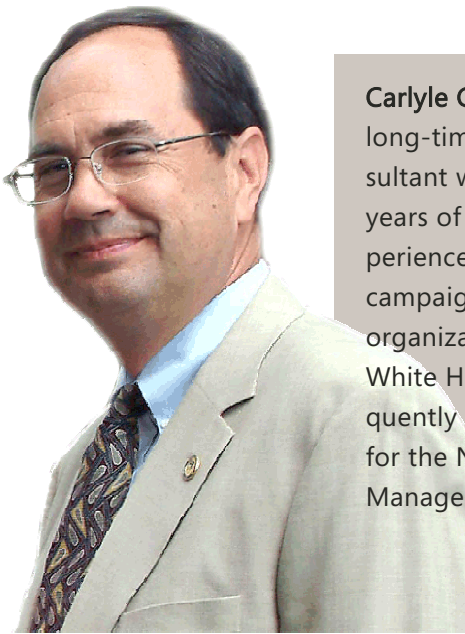
Political parties aren't in the business of handing out money just to be nice. They can't spend their resources on candidates they don't think can win. And if you look like you are going to win, they won't waste any money on you either. You may be one of the fortunate few who will hear the bugle call of the party riding over the hill to your rescue, but you can't count on it.

### 5. Don't count on your association with a popular politician to win the day.

Voters are much more interested in what you are going to do than in a testimonial from some windbag of a politician. An early endorsement may give your campaign some credibility, but the other guy probably has some endorsements up his sleeve, and they may be stronger than yours. Telling the voters who you are and the differences between you and your opponent is a much better use of your resources.

### 6. Don't try to do it all yourself.

There's too much to do, and not enough time. You don't have to have a big money-sucking staff, but you do need people to help you. That means recruiting volunteers (or hiring paid staff) and letting others carry some of your load.



Carlyle Gregory is a long-time political consultant with nearly 40 years of first-hand experience with political campaigns, Republican organizations and the White House. He frequently is an instructor for the NFRW Campaign Management School.

### **7. Don't think you really understand your district.**

Yes, you've lived here all your life, but there are many places you've never been and people you've never met. Read up about the district you hope to represent, learn to listen, seek out people different from yourself and draw them into your campaign, and if you have the money, conduct polling.

**8. Don't believe in magic beans.** Magic beans are a secret weapon, a strategy no one has tried before, a group of voters who have switched allegiance, a little known fact about the election, a change in the district that no one else has noticed - any "short cut" to victory. Candidates often rely on magic beans to rescue them from electoral disaster. The problem is that belief in magic prevents campaigns from grappling with real problems and seeking real solutions.

**9. Don't rely on a "silver bullet."** The silver bullet is that fact we have discovered in our research that will slay our opponent. Of course, sometimes we just can't find that bullet. Or, we can't prove it when we do. And sometimes the issue we thought was a killer isn't. Campaigns are much like football games:

yes, occasionally you win with a Hail Mary pass, but most gains are made a few yards at a time, up the middle in a cloud of dust.

**10. Don't lose control of the checkbook and the budget.** This is mundane but important. Each campaign needs a budget, or money will be frittered away on fingernail files. Each candidate must have approval on large checks. Bills must be accounted for and debts kept track of. If you aren't good at this, find someone who is and put them in charge.

**11. Don't rely on winning the debate.** Yeah, I know I said 10, but here's a freebie. I can't tell you how many campaigns turn themselves inside out over debates. Candidates lose sleep, managers wake up at 3 a.m. in a cold sweat, hours are spent in rehearsals, and everything in the campaign stops in preparation for the debate. The truth is, the world will little note nor long remember what was said at the debate. Focus on something useful like raising money or winning votes.

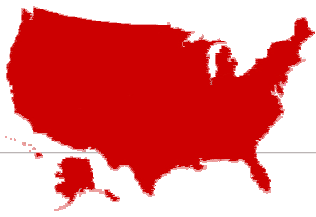
There. Was that helpful? Running for office is no walk in the park, but it is important work, and ordinary citizens are the only ones who can do it.

Ask anyone who has served in public office, and they will tell you that it was one of the greatest experiences in their lives and well worth the pain of campaigning. And even those who are not successful feel that running broadened their lives and that they accomplished things they never thought they could do.

Give it a try.

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*This article is based on material covered in the NFRW Campaign Management School.*



# FEDERATION STATEMENTS

*Each state federation is invited to submit an article for this section of the magazine. Although space limitations prevent us from publishing every photograph, we do print a portion of every article submitted.*

## **ALABAMA**

Fifteen delegates and four alternates represented Alabama at the NFRW convention in Orlando. AFRW was pleased with the recognition received in all award areas, especially being named runner-up in the Caring for America and Public Relations awards. Alabama's total membership and number of clubs are at an all-time high, and more clubs are being organized. AFRW's biennial convention in October featured NFRW President Shirley Sadler; Janet Huckabee, wife of Gov. Mike Huckabee; a technology workshop; and, a tribute to Gov. Bob Riley.

## **ARIZONA**

AzFRW sent 25 delegates, three alternates and five guests to the NFRW convention. Former president Rae Lynne Chornenky was elected NFRW 2nd vice president. AzFRW received the 2009 Betty Heitman Award for State Excellence, first place in the Public Relations Award, and the Winning Web of the Week. At AzFRW's convention in October, NFRW President Shirley Sadler installed the new officers.



**ARIZONA—AzFRW** members attend the NFRW's 35th Biennial Convention in September.

## **CALIFORNIA**

CFRW made a strong showing at the NFRW biennial convention. President Kathy Brugger was elected NFRW member-at-large and was a finalist for the 2009 Ronald Reagan Leadership Award. CFRW received recognition in several award categories, including Club Membership, New Generation, Club Achievement, Caring for America, and Campaign. Three Californians served as pages, and several members served on convention committees. CFRW vice president Mariann Hedstrom created an impressive red hat for the NFRW silent auction.

## **COLORADO**

A delegation of 23 attended the NFRW convention in Orlando. "We returned with renewed resolve to elect Republicans who represent our values in 2010," President Marolyn Scheffel says. In October, CFRW welcomed NFRW President-Elect Sue

Lynch to Colorado Springs for its annual convention. The event also featured candidates and elected officials.

## **CONNECTICUT**

Stonington RW recently hosted a breakfast for member Glee McAnanly, who is running for selectwoman in Stonington. New member Daria Novak, past recipient of the Superior Honor Award from the U.S. Department of State, is campaigning for the 2nd congressional district race. Old Saybrook RWC is working to ensure that state Rep. Marilyn Guiliano is successful in her next election. A close working relationship has been formed between CTFRW and the RNC women's coalition, thanks to national committeewoman Pat Longo. A special thank you to Barbara McInerney, chair of the NFRW Americanism Committee, and to page Anne Foley, who participated in the NFRW convention.

## DELAWARE

DFRW continues to increase pride in the U.S. military with several patriotic projects. Some of the projects include distributing pocket flags to military personnel as they begin their overseas assignments; presenting wreaths on Memorial Day to VFW posts, veteran cemeteries and memorial statues; assembling “flag bags” for fourth graders and for state fair attendees; collecting Beanie Babies for military to distribute to Iraqi children as a symbol of friendship; and, supporting the Worcester Wreath Company in its effort to place a fresh Christmas wreath on every military grave in the nation. DFRW worked to elect state Sen. Joe Booth.

## DISTRICT OF COLUMBIA

The League of RW, which is comprised of a diverse group of women, is organizing some exciting outreach events in the coming year that will strengthen and educate the community of women. The club has a new web site at [dcrepublicanwomen.yourmembership.com](http://dcrepublicanwomen.yourmembership.com), and also has a new board, led by President Christina Culver.

## IDAHO

IFRW’s delegates, alternates and guests enjoyed the NFRW convention in Orlando. “Many had never attended an NFRW convention, and were thrilled to meet so many like-minded Re-



**ILLINOIS**—In honor of Abraham Lincoln’s Bicentennial, Marty Downing, board member of Vermilion County RW, talks to students about four posters from the “Lincoln: His Life and Legends” series, provided by the Illinois Department of Education.

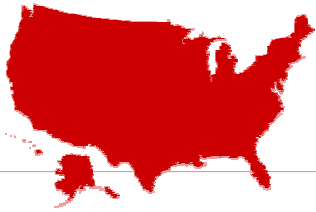
publican women from other states,” President Donna Montgomery says. Kootenai County RW won the Caring for America Region 2 Award. Also, long-time member Ruthie Johnson of Kootenai County was IFRW’s volunteer with the most campaign volunteer hours reported.

## ILLINOIS

In recognition of NFRW Literacy Month in September, Vermilion County RWC read “Abe Lincoln’s Hat” by Martha Brenner and Donald Cook at area schools. The book was chosen in honor of the Lincoln Bicentennial. The club also donated books and a four-poster series on Abraham Lincoln to the schools.

## KANSAS

KFRW delegates to the NFRW convention had an awesome experience. President Brenda Smith was elected NFRW treasurer, and KFRW’s My Favorite Teacher winner Susan Jordan was named the NFRW My Favorite Teacher. In October, NFRW President-Elect Sue Lynch attended the fall convention in Wichita. Coffee Cup winner Michelle Martin shared her NFRW convention experience, and Jordan was honored. New officers include President-Elect Becky Johnson. KFRW has chartered its fifth club in the past year, Jackson County RW.



# FEDERATION STATEMENTS, CONTINUED

## KENTUCKY

In August, more than 200 women attended the first annual Bold Fashion Show in Louisville. KFRW has chosen the “bold” theme as its rallying cry, taking the concept from a CPAC speech by Ronald Reagan. The event featured celebrity models and netted more than \$5,000. Several legislators, candidates and party leaders attended.

## LOUISIANA

At the NFRW convention, Jessie Morton was elected NFRW 4th vice president, and LFRW received several awards, including the Caring for America grand prize. In October, LFRW hosted the fall conference, which featured workshops on parliamentary procedure and on social networking web sites, a tea party sign contest, an event at the Kent House Plantation, a raffle for a limited-edition print of Ronald Reagan to help fund a technology update, and the unveiling of a new state-of-the-art web site.



**KENTUCKY**—KFRW treasurer Jamie Young models a fall suit at the first annual Bold Fashion Show in August.



**LOUISIANA**—U.S. Senator David Vitter with President Argiro Morgan. Vitter was a guest at LFRW’s fall conference in October.

## MARYLAND

MFRW launched Operation Elephant this fall to identify and catalog members’ interests and campaign skills so that enthusiastic volunteers can be matched with great candidates. Also, recognizing the importance of new media in today’s campaigns, MFRW is providing access to technological skills through statewide workshops, club instruction, and one-on-one sessions, all conducted by members.

## MISSOURI

In August, 21 members were honored by their clubs at the Missouri Women of Tribute ceremony. Past President Mellene Schudy was selected as the MoFRW honoree. Schudy is serving as the protocol chair, and has been active with the Wright County Republican Central Committee for 22 years. Biographies of the honorees can be read at [mofrw.org](http://mofrw.org). Congratulations to President Carrie Almond, who has been elected NFRW member-at-large.



**MARYLAND**—MFRW leaders picnic with members of the Maryland Ladies in Leadership.



**MISSOURI**—In August, MoFRW honored these members at the 2009 Women of Tribute ceremony.



**NEW MEXICO**—NMFRW delegates to the NFRW's 35th Biennial Convention are caught on camera as they prepare to participate in convention events. The delegates planned to share their convention experiences with fellow members upon their return to New Mexico.

### NEBRASKA

Four delegates-at-large and two club delegates attended the NFRW convention. "Our delegates were impressed with the convention speakers and the luncheons," President Lynnette McCulloh says. "We were inspired to increase our membership." Buffalo County RW has increased membership by 40 percent this year. In 2010, NeFRW will use the gift from the Batchelder Foundation to help increase club membership through advertising in the local newspaper. "We will be informing area residents about NeFRW and local club activities, while helping the local economy. We are looking forward to a prosperous 2010."

### NEW JERSEY

RW of Cape May County donates dictionaries to all county elementary schools, and participates in scholarships for women returning to school. At Christmas, the club partners with charitable organizations to donate gifts to the needy. In February, more than 250 participate in the successful Lincoln Day Dinner to raise funds for local Republican candidates. The club also sponsors a free social bus trip to New York, a free summer picnic, and a free rally for candidates the Sunday before Election Day.

### NEW MEXICO

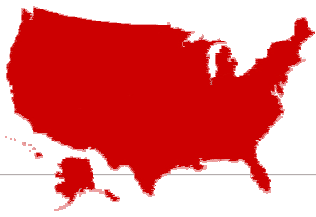
In October, NMFRW celebrated its 70th anniversary at its biennial convention in Taos. The event featured flamenco dancers and mariachi groups, 2010 gubernatorial hopefuls, and the installation of new officers by Martha Jenkins, who will serve as NFRW 3rd vice president in 2010-2011.

### NORTH CAROLINA

NCFRW received several awards at the NFRW convention, and considers it a sign of the strength of its clubs and members. Past President Martha Jenkins was elected NFRW 3rd vice president. Mona Brommer, East Lincoln RW, made NCFRW's beautiful quilt to donate to a veteran. NCFRW was proud to sponsor convention speaker Mason Weaver. In November, the fall board meeting featured Liz Cheney and Jonathan Krohn. Also in November, President-Elect Dena Barnes and the other officers for 2010-2011 will be installed.



**NEW YORK**—Pictured are members of NYSFRW's delegation to the 35th Biennial NFRW Convention in Orlando. Also, Hana Pfifer of Middle Island served as New York's page at the event, and Immediate Past President Freida von Schiller was a finalist for the 2009 NFRW Ronald Reagan Leadership Award.



# FEDERATION STATEMENTS, CONTINUED

## OKLAHOMA

In August, Edmond RW and Heartland RW hosted the OFRW's 33rd biennial convention in Edmond. NFRW Member-at-Large Joyce Smith was the featured speaker, and new officers were elected, including President-Elect Debra Henley. Current and incoming officers are helping prepare for the NFRW spring board meeting, which will be held in Oklahoma City in March. "We invite all members from around the country to the 'Reddest State in the Nation!'" President Sara Jo Odom says.

## OREGON

OFRW sent 15 women to the NFRW convention. Becca Spain of Roseburg served as Oregon's page. Cathy Mann, president of Coos County RW, designed a beautiful quilt for the state quilt project. The quilt will be presented to a Korean War veteran.



**OREGON**—Pictured with Oregon's quilt at the NFRW convention are, from left, Della Hill, Vi MacDonald, and President Joyce Waggoner. The quilt was designed by Cathy Mann for the NFRW Armed Services Committee's quilt project.

## PENNSYLVANIA

Earlier this year, PFRW members gathered at the state Capitol in Harrisburg for the annual Red Jacket Day on the Hill. The event featured tours of the state Capitol, PFRW headquarters and the Gaming Control Board Gaming Lab; a briefing by state Attorney General Tom Corbett; visits to state legislators; and, an evening wine reception. Members also attended the regional spring conferences, and many helped organize and participated in the local tea parties. In June, Caroline Vail received the 2009 Anne B. Anstine Memorial Scholarship.

## TEXAS

Through the Constitution Project, TFRW clubs are encouraged to get involved with their school districts by planning a Constitution Day Celebration. The goal is to provide a pocket-sized copy of the U.S. Constitution and Declaration of Independence, a set of flash cards, and a lesson plan/quiz for all Texas fifth graders. "Our young people need to study the Constitution, because it is the document of America, and without it, we would not have the right to assemble or the right to free speech," President Toni Anne Dashiell says.



**TENNESSEE**—Above, Flo Charles of Kingston receives the Statesman of the Year award for congressional district 3 from state Rep. Jason Mumpower and state

Sen. Mark Norris. Left, Myrna Elmer of Nashville receives the award for congressional district 5. The awards were presented in July at the annual Tennessee Republican Party's Statesmen's Dinner.





**WASHINGTON**—Pictured at the NFRW convention, WFRW members model the T-shirts they sell as a fundraiser and public relations tool. The shirts come in several colors with two messages: “Thinking Women Vote Republican” and “Republican Women are the Life of the Party.”

**VIRGINIA**

VFRW is proud to have been involved in the winning campaigns of Bob McDonnell, governor; Bill Bolling, lieutenant governor; and, Ken Cuccinelli, attorney general. “Members volunteered many hours and contributed funds to let Virginians know we offer a much better choice of proven leadership and promising ideas,” President Brenda Campbell says.



**VIRGINIA**—VFRW members gather for dinner during the 35th Biennial NFRW Convention in Orlando.



**WISCONSIN**—WFRW’s 22-member delegation to the 35th Biennial NFRW Convention in Orlando includes NFRW President-Elect Sue Lynch (front row, third from left), the state’s first national president.

**WISCONSIN**

WFRW sent a delegation of 22 to the NFRW convention. The delegation worked to help elect Wisconsin’s Sue Lynch as the state’s first national president. Also during the convention, President Ginny Marschman participated in the healthcare roundtable hosted by Republican National Committee Chairman Michael Steele. WFRW recently presented a rewritten election observer’s manual to the state party, and plans are underway to implement an ongoing training program throughout the state. This fall, officers were elected at the biennial convention in Waukesha County.



**WEST VIRGINIA**—Attending the NFRW convention in Orlando are, from left, Jane Ann Reed, Hazel Lilly, Karen Higginbotham, Iva Danner and Nancy Bradley.

# SAYING GOODBYE TO OUR LOYAL FRIEND

PHOTO COURTESY: THE BATCHELDER FAMILY



## *Anne Stuart Batchelder*

During the past several decades, no one has been a greater supporter of the National Federation of Republican Women than Anne Batchelder of Omaha, Nebraska. When Anne passed away on October 28 at the age of 89, the Federation lost one of its most loyal friends and true treasures. Anne's life was marked by service and devotion. She generously shared her time, talents and resources with her church, her community, her country and her party, saying cheerfully: "It is my philosophy that I should do it as a citizen."

During World War II, Anne met her future husband, Clifton Batchelder, while serving as an American Red Cross club mobile driver in Europe. She was a pillar in Nebraska politics, serving as the first female chair of the state GOP, as national committeewoman, and as the Republican nominee for lieutenant governor in 1974.

Her leadership within the Federation is

equally impressive. She helped form more than 43 Republican women's clubs, served as president of the Nebraska Federation in the 1970s, was an NFRW board member for more than 30 years, and was a charter member of the NFRW Regents Program and a long-time Capitol Regent.

Anne made many generous financial contributions to the NFRW and underwrote several special programs. In the early 1990s, she "purchased" the Nebraska room to help pay for the new national headquarters. Here, her stately portrait still hangs today. She also helped fund the renovation of the headquarters in 2001 and 2008.

Anne leaves behind a beautiful legacy for her four children, 12 grandchildren and six great-grandchildren, and for all whose lives she touched through her shining example.

“*Anne Batchelder was a woman of strength, dignity, principle and generosity. She believed in the Federation and its members. She was an asset for many, many years. She will truly be missed.*”

NFRW President Shirley Sadler