PRESIDENT ROSEANN’S MESSAGE

It is an honor to serve as your CFRW President. This has been a very busy summer. I have had the privilege to speak to a number of Federated clubs including Fresno County & City RWF, the Orange County RWF, West Valley RWF, and the Southern Division September meeting. It is such a thrill to meet more of our wonderful members and learn about all the great work they are doing for our candidates and for our communities throughout California.

It was an honor to attend the July RNC “14 in 14” Workshop in Washington, DC and to also have the opportunity to appoint a few CFRW members to attend this workshop with Republican women from across the country. If you have not already done so, please go to http://www.GOP14in14.com and sign up to get important talking points and invitations to Town Hall Conference calls with special guests.

I know many of our clubs were also busy during the summer registering voters, making phone calls and walking precincts for our Republican candidates. Thank you for all your hard work! Labor Day is usually looked at as the official beginning of the election season so we have a lot of work ahead of us. We are so fortunate this year to have so many wonderful candidates! We need to work hard to elect all of our Republican candidates so we can put a stop to the super majority in Sacramento, keep control of the House and win back the US Senate with a Republican majority so we can stop the current Democrat administration in Washington, DC from destroying America.

We need to do all we can to help educate the voters to ensure victory in November. To be sure you have the tools and talking points you need to GOTV, plan to attend our action packed Fall Board of Directors Meeting/Conference in Bakersfield, October 24 to 26. This will be the best opportunity to help you recharge your batteries and prepare to work hard to win on Election Day. On Friday afternoon we have some interactive workshops and a lively Ambassadors Event at Buck Owen’s Crystal Palace in the evening. During the busy weekend you will hear from passionate speakers including Neel Kashkari, House Majority Leader Kevin McCarthy, and California RNC Committeeman Shawn Steel. You will have the opportunity to learn more about the exciting new NFRW Data Base so invite your Club Treasurers and Membership Secretaries to join us in October.

[Continued on next page.]
We will have informative presentations on American Exceptionalism, how the Government is pushing into Real Estate, engaging and recruiting Republican women from all backgrounds, tips on how to “woo the media” and get publicity for your clubs and lots more! You do not want to miss our important ballot measures panel discussion for the November ballot. Our CFRW Advocate, Allison Olson and CFRW Legislative Analyst for Ballot Measures, Claire Plotner will present a lively discussion on the latest ballot measures for 2014, including valuable talking points. You will also learn more about some of the many CFRW projects you can get involved with, and hear from some of our exciting Republican candidates. Most important, you will have the opportunity to network and share ideas with Republican Women from across California. Our Conference Chair Shirley Mark and her team have been working hard to make our Fall Board of Directors Meeting/Conference the most exciting and successful one of the year!

I cannot not stress enough how important this November election is for the future of California and America. In California, we are just one election away from extinction. We have a democrat administration in Washington, DC that seems to be asleep at the switch! They do not have a clue how to build up the economy, how to create real jobs, Obama Care is not working, and after five plus years of a weak foreign policy our President does not have a plan! We can make a difference by electing our Republican candidates, we can turn California back into the Golden State and we can preserve the American Dream for future generations. We can do it!

God Bless You & God Bless America

See you in Bakersfield and let’s Harvest the Vote and get ready to Win in November!

Thank you for all you do,
Roseann

California Federation of Republican Women

2014 FALL BOARD OF DIRECTORS MEETING AND CONFERENCE
DOUBLETREE by HILTON-BAKERSFIELD

October 24-26, 2014

REPUBLICAN WOMEN:

Harvesting the Votes!

Central Division and especially the women of Bakersfield and Tehachapi welcome you to our next conference! Details are included in the Call to Conference that was mailed out in August! For forms online, visit http://www.cfrw.org/index.cfm/conferences_conventions.htm.

Cindy Pinson, Region VII Director, Central Division
(661)699-6805
OLIVIA McCAFFREY, VP NORTH

The summer has been pretty quiet, but I have been working on a venue for Advocacy for next year. The event will be held in the Sacramento Convention Center on April 20th and 21st of 2015. So mark your calendar. I was told that the event used to be held there at its onset. So we will be “coming home”.

Accommodations will be at the Holiday Inn Express on 16th Street (which is within walking distance of the Convention Center) at a rate of $119.00 + applicable taxes. There is a complimentary breakfast included in the price of the room! Those staying at the hotel will also have complimentary parking, and those coming only for the day can park at the hotel for only $6.00.

For those who do not wish to walk to the Convention Center, cabs will be available. Just let the desk clerk know.

START MAKING PLANS NOW TO BRING YOUR STUDENTS TO ADVOCACY!!!
WE WANT TO SEE TONS OF STUDENTS!!!

Olivia McCaffrey, CFRW VP North
Oliviamccaffrey404@gmail.com

CHANGE IN CLUB ACHIEVEMENT AWARDS POINTS

Jackie Raspler, CFRW Achievement Award Chair
jackie380@msn.com

California’s Federated Women are opening Campaign Headquarters all over the state prior to November’s election. This also involves the development of campaign activities and services that are important in the community regarding good government. Please check the NFRW 2014-2015 Clubs Achievement Awards Report Form. (http://www.nfrw.org/documents/awards/achievement.pdf) By referring to the Achievement Form, you will obtain ideas to benefit your Headquarters and also gain credit for what your club accomplished.

This is also a great time to do voter registration and update citizen change of address registrations, obtain new registrations and/or party change. It also gives you the opportunity to meet and converse with your elected officials or Party leaders to facilitate the election process and maximize your participation. Many Campaign Headquarters throughout the state are planning events at their local Headquarters. This is a great way to get the word out in the community and receive some publicity for clubs, party, and candidates. We can turn this state around by education, facts and volunteerism.

Under ‘Community Relations’, that last item provides for 3 bonus points if your club established a scholarship to benefit a needful Republican woman in your region. NFRW has agreed to 3 bonus points to clubs that donate to the state, county or division scholarship programs in completing this objective. This is particularly helpful for clubs who do not have a scholarship program, as they will now be able to qualify for these points. This is entirely separate from points received for donations to the various NFRW Scholarships. This is indeed a helpful change for many clubs including mine.

See you in Bakersfield!
Jackie Raspler
Wow, the year is really flying and now we are about to see summer in the rear view mirror and we are gearing up for fall. I am very excited about fall plans in Northern Division! As all of our clubs work round the clock to help our Republican candidates get elected, the members of the North Bay Region are also planning a fantastic Northern Division Fall Conference, “Liberty Always Wins”, that will include an incredible concert tribute to our Veterans. I hope that all of you will take advantage of the chance to join together with your Federated sisters to celebrate our great American freedoms and the men & women to whom we owe so much for protecting them! In addition to our speaker line-up of Republican authors, we will be inviting Veterans and their spouses to join us for dinner and the concert. Clubs and individual members have the opportunity to “sponsor a Vet” by paying for their evening as a way of showing our thanks. A portion of the funds raised at this very special event will go to the CFRW Track Chair Project.

I want to personally thank all of our sisters from Central Division who reached out to the Federated members affected by the Napa Earthquake. Within hours of the quake I saw emails from individuals and clubs offering their assistance in any way it was needed. That is the true meaning of the Federated Sisterhood!! Fortunately, although they suffered some structural damage and broken personal items, all of our members came through the earthquake unharmed. I know they join me in thanking you all for the continued prayers as they work through the cleanup process.

Finally, a large contingent of Northern Division Federated Women will be travelling back to Dallas later in September to attend the NFRW Board meeting and to train on the new national computer program that will bring such an exciting change for all of our clubs. We are very excited to hear from the fantastic lineup of speakers including Texas Governor Rick Perry. As always we look forward to networking with Federated Women from throughout the country and we anticipate coming away from the Board Meeting with renewed enthusiasm for making positive changes for our Communities, California and our Country!
The only way to improve our election results is to become involved. Make sure you are right on track as we continue to steam full speed ahead in this critical election year!

Republican Women Making a Difference!

The reason most clubs go ‘dark’ in the summer is that we are too busy. Like our sister Divisions in North and Central, we’ve been registering new citizens at swearing in ceremonies, registering new Republican voters at fairs, markets and festivals, organizing and opening campaign election headquarters, walking precincts, attending candidate events to assure victories in November, raising funds for our Caring for America Track Chair project, training with Election Integrity Project to help dissuade fraud at our polls, introducing new members to the way of the Federation and inviting guests to our meetings and political events.

How proud and excited I am that during this campaign, more than any other in recent history, we have our Candidates working together to elect our entire slate of Republican candidates. Every week, several times a week, we have Federated clubs hosting our candidates, not just for our own members, but inviting non-Federated women and men, prospective members, to hear our philosophies and objectives. What better way to ensure a Republican victory in November than to educate the voting public about our candidates and issues?

Our clubs and counties are also holding workshops and meetings educating our members and guests about the ballot propositions and introducing local candidates in non-partisan races to the public. Including the audience in the discussion of the ballot propositions not only encourages their participation in the election process, but gives them a personal stake in the election as they learn the details of each issue, and educates our members so that each one could go out and share the information to others before the election.

New member events seem to be working with our clubs as a way to introduce newer members to the Federation and getting them involved right away. Those clubs that hold these events, introduce their board members to the new members, each one describing their positions. Once vested in your club, you have a member for life.

Remember to follow your bylaws: We are a Republican organization. We support REPUBLICAN candidates, none from the other party. Any support or endorsement of anyone of a party other than Republican is a breach of our bylaws. Do not give someone registered in a party other than Republican a voice at your meetings and events. We are the Federation of REPUBLICAN Women.

There is no such thing as a ‘non-partisan’ office. Each office has a direct influence on your life. And the office holder that votes on issues that affect your way of life should represent your best interests. That does not happen when you elect someone of the other party, which does NOT reflect your philosophies. Remember Governor Jerry Brown’s first elected office, a non-partisan elected office. In 1969 he was elected to the newly created Los Angeles Community College Board of Trustees. In 1970, Brown was elected California Secretary of State (1971-1975), then quickly jumped to Governor of California (1975–1983).

Work hard, then play hard. There’s plenty of time to celebrate after the November election. This is a great opportunity to work for the candidate of your choice, knowing that you are making a difference in the outcome of the election. A group of federated members, friends, family and prospective members are traveling together after the election on a cruise. For more information, contact Robin Itzler with the Rossmoor-Los Alamitos RWF (rmarlena@aol.com). There’s always room for more!

We are Republican Women Making a Difference!
We’ve reached our goal of raising $2,000+ for this year’s scholarship! Thank you to our Anonymous donors and the following clubs and individuals for their generous donations this year:

Annette De Modena  Lake Arrowhead  Orange RWF
Billie Ruth Harrel  Communities RWF  Pasadena RWF
Bunny Hacker  Latinas United RWF  Phyllis Couper
Canoga Park-West Hills  Linda Lopez-Alvarez, in  Piedmont Area RWF
RWF  Honor of Vista RWF  Point Loma Peninsula RWF
Carlsbad RWF  Lois Godfrey  Rancho Mirage RWF
Clairemont RWF  Lynette Simonson  Roseann Slonksy-Breault
Dottie Linden  Mariann Hedstrom  San Bernardino RWF
East San Gabriel Valley  Marie Cruz  San Clemente Area RWF
RWF  Marjorie Preston  Sandy Pope
Escondido RWF  Mary Helen Kelly  Sharon Durbin
Fresno County & City  Mary Lea Harris, in  South Bay RWF
RWF  Memory of Marie Taylor  Tustin Area RWF
Fullerton RWF  Merced County RWF  Visalia RWF
Imelda Sheppard  Napa Valley RWF
Jo Ann Ayada  Nevada County RWF
Kings County RWF  Novato RWF

This chairman sent press releases throughout California, including community and free newspapers. I am very pleased to announce that applications were received from Fresno, Madera, Santa Cruz, Tracy, and Visalia. The committee is in the process of reviewing the applications, and the recipient is to be presented at the October Fall Conference. We will have an opportunity basket drawing again at the conference! All funds go to the Reagan Scholarship!

President Roseann asked me to do the following, and I have agreed to help her: “If you see that some of the applicants who did not get selected list in their application that they ‘have a general knowledge of government and a keen interest in politics, including campaign and clerical office skills adaptable to a busy office,’ we might want to encourage them to consider filling out an application form for the Dorothy Andrews Kabis Internship. The deadline is January 6 to the state President and you have all the information. We did not get any applications for the internship in 2013.” I will be sending out press releases as I did for the Reagan Scholarship.

GREAT NEWS! CFRW Treasurer Carol Stein contacted Julie Harris, NFRW Achievement Awards Chairman, to ask if NFRW would give bonus points to clubs who donate to a state federation affiliated scholarship. These would be the three bonus points available under Community Relations if a club “established a scholarship to benefit a needful Republican Women in your region.” In other words, clubs who do not have their own scholarships could earn these points by donating to our CFRW scholarship. She and I suggested that this is especially important for smaller clubs that do not have funds for their own scholarship.

NFRW has agreed to give those three bonus points to clubs who donate to a state federation affiliated scholarship. It can also be a club donation to a division/county federation scholarship. Please note that these three bonus points are totally separate from the points available for donations to the various NFRW scholarships. Now it’s our job to get this information to our clubs!! Thank you, Carol!
Membership Promotion is at the heart of our organization and can make a substantial difference statewide. Maintaining our Status Quo is not enough; we need to reach out to likeminded women in the workplace, community, and in non-political arenas.

By retaining our present membership, and by also increasing our numbers by involving others in the political process, we can achieve our goal of doubling our membership. If you make membership your number one priority you can make your October 15th goal. You will find yourself with a strong foundation of volunteers for your grassroots efforts. These will be women that are interested in becoming involved in your projects and in attending events. They will be women who will be potential candidates for leadership tomorrow.

I cannot stress to you enough the importance of being upbeat, enthusiastic, and politically knowledgeable. This is the key element when recruiting new members. Our responsibility as members of our clubs is to nurture our new members to make sure they feel welcome when they attend their first meeting. It is important to stay in touch when they are not in attendance, and to find out what you can do to affect their return. If someone needs transportation, please offer to drive him or her to the meeting. Acts Of kindness will reward you in many ways.

“WORKING TOGETHER TO MAKE A DIFFERENCE”! This is something we all need to take seriously. To do this, we must work together to promote the importance of being good Republican women. We must reach out to each of the three divisions, Southern, Northern and Central, and come together to share ideas about how we can accomplish our goal of growing our clubs and help get Republicans elected.

_SOUTHERN DIVISION:_ Aliso Viego, Capistrano Valley, Chula Vista-Bonita, Corona-Norco, Diamond Bar, East Valley, Fullerton, Intermountain, La Jolla, Lakeside, Lompoc Valley, North Los Angeles, Point Loma, Rancho La Habra, San Clemente Area, San Fernando Valley, Santa Ana, Santa Monica, South Pasadena, Temecula Valley, Whittier.

_CENTRAL DIVISION:_ Blossom Trail, Delta Central, Inyo County, Kings County, Latinos United, Madera, Paso Robles, South Eastern Tulare County, Tulare.

_NORTHERN DIVISION:_ Chico, Glen County, Napa Vintage, Nevada County, Solano, Sonoma Valley, South Lake Tahoe, Tulelake Basin.

LET’S ALL KEEP WORKING TOWARD OUR GOAL OF BREAKING VINYL RECORDS AT THE CFRW FALL CONFERENCE IN BAKERSFIELD, OCTOBER 24-26.

HOPE TO SEE YOU THERE!!!
Gaylon
707-255-2815 - cell 707-254-5946
Let’s start with the question “Why is opposition research effective in political campaigns?”

Opposition research is in-depth analysis of a candidate’s biographical, legal, criminal, medical, educational, financial, public and private voting and administrative records as well as any prior media coverage. A candidate’s strategy, her messages and arguments used in the public square are all fair game to opponents when running for elected office.

Opposition research is most likely to be used if a candidate or campaign is competitive. It is very hard for a candidate or campaign to recover when caught off guard by an opponent’s attack, especially close to the election. Opposition researchers profile candidates, campaign materials, and activities. Information about direct contacts, mail campaigns, canvassing, events, networks, trade union relations, and social media are collected.

Media monitoring, everywhere, all the time, should be expected. Information disclosed publicly by a candidate or campaign makes for especially useful data if it can be used strategically by a political opponent. Candidates, campaigns, and supporters should be very careful and purposeful with what information they put out to the public.

Republicans need to expand their toolbox using opposition research to strengthen their competitive edge in future elections. A great example of such a project is the below wish list item that was included in the recent Republican National Committee Growth and Opportunity Project:

"An allied group dedicated to research to establish a private archive and public website that does nothing but post inappropriate Democrat utterances and act as a clearinghouse for information on Democrats would serve as an effective vehicle for affecting the public issue debate."

Democrats have been better lately at funding, organizing, and sharing opposition research about Republicans to win elections at all levels. We hope that projects like the Republican National Committee’s Growth and Opportunity Project will aid our candidates and their campaigns in future elections and be a counter weight to those forces. With the party’s renewed focus on messaging, demographic partners, campaign mechanics, third party groups, and fundraising to name a few, we should be able to improve the flow of information at all levels so as to better equip Republican candidates and campaigns to win elections at all levels – local, state, and national.

In closing, opposition research professionals state that an underappreciated part of opposition research is “self-research,” which uncovers the vulnerabilities of your own candidate. Do your homework. Don’t make it easy for your opposition to challenge your character.

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1 [http://growthopp.gop.com/default.aspx](http://growthopp.gop.com/default.aspx), GOP Go Project, Republican National Committee
2 [Online Tools for Opposition Research](http://online-tools-for-opposition-research.com), Ben Donahower
EFFECTIVE LEADERSHIP

Joy Bliss, CFRW Leadership / Mentoring Chairman

The following is a reprint from the National Federation of Republican Women Leadership Handbook. I believe it fully describes what a leader is, and there is no way that I can improve or add to it. We all need to be reminded of these qualities over and over again.

- Leadership is a unique combination of qualities which together produce desired results. Leadership is a combination of character, conduct, and confidence, and each person has her own unique qualities that she brings to a particular challenge.

- The only aspect of leadership that is universally agreed upon is that most leaders are not born, but are individuals who LEARN TO BE LEADERS! Leadership styles differ from person to person and from situation to situation.

- A leader must believe in herself and what she is doing, and have confidence that she will succeed. The attributes of knowledge, persistence, drive, courage, imagination, and all the rest buoy her own spirits as much as those of others. That is why leaders can lead. They stimulate and inspire others.

- A leader has strength of character, integrity, individuality, concern for others, commitment to excellence, ability to motivate others, and to help them develop their own potential. A leader not only inspires loyalty, but she gives loyalty.

- A leader never hesitates to compliment those around her.

- To be an effective leader, you need to understand your personal qualities and determine how you can use them in your leadership role. Evaluating your personal traits can help you improve those that need to be improved. Other qualities not easily dealt with include the ability to make a decision quickly. You may be faced with a situation at a meeting or a community program in which someone has to make a decision promptly. Being able to make decisions quickly is important in this situation. However, there are times when it is better to be patient and not decide an issue in haste, and to draw others into the decision-making process. A leader will know the difference, and know when to take the appropriate action.

- Taking criticism well is the mark of a leader. Criticism will come to those in leadership positions, and if you can take comments that people make as suggestions, rather than personal criticism, you will learn from them and grow in your leadership ability.

- Politics demands a combination of qualities: tolerance, moderation, diplomacy, emotional stability, and unconditional devotion to the best interests of the Republican Party and to the Federation. Effective political leadership can provide direction for the broad spectrum of political thinking that an all-inclusive base of strength requires. Within the Federation, great leaders work not only in the political arena, but at the national, state, and local club level.

Always,
Joy Bliss
Barbara Bush Literacy Program - September is Literacy Month

Maxine Bennett
CFRW MELP Chair, NFRW Education & Literacy Chair

Students at Island Elementary School are excited to receive their copy of a Scholastic Thesaurus presented by Kings County Republican Women Federated

"The American Dream is about equal opportunity for everyone who works hard. If we don't give everyone the ability to simply read and write, then we aren't giving everyone an equal chance to succeed." - Mrs. Barbara Bush

Twenty-five years ago, The Barbara Bush Foundation for Family Literacy was launched by then First Lady Barbara Bush. Her goal was to improve the lives of Americans through learning. Driven by her passion for reading she set out to raise awareness about the importance of family literacy -- giving children the opportunity to learn and achieve.

Building on that theme, in 2002, the NFRW Education and Literacy Committee launched the Barbara Bush Literacy Program and designated September as Literacy Month. This would be the month local clubs would have the opportunity to share literacy projects that they instituted during the year. Projects that range from book donations, dictionary projects, tutoring and financial support of literacy programs, essay contests and much more.

Working in concert with the Barbara Bush Foundation, NFRW celebrates the literacy outreach that is done in communities and recognizes those clubs that document their work in this worthwhile cause.

NFRW wants to make sure clubs get the recognition and kudos they deserve. If your club has done something to advance literacy in your community during this past year, we would like to know. The NFRW website's digital library has the available form needed to submit your project. Clubs have until October 31st to submit the completed form. A "mystery" judge selects the first and second place winners, which receive a monetary award. Last year's judge was Doro Bush Koch, daughter of 41st President George H.W. Bush.

You can access the Barbara Bush Literacy Program Form on the NFRW website at www.nfrw.org. Don't allow your club's hard work for literacy to go unnoticed!

In literacy,
Maxine
garymaxb@sbcglobal.net
AMERICANISM

Thomas Paine wrote these famous words in his pamphlet *The American Crisis*, dated December 23, 1776, a time when Patriot forces stood on the verge of losing the Revolutionary War. Paine implored Americans to not give up the fight.

“These are the times that try men’s souls. The summer soldier and the sunshine patriot will, in this crisis, shrink from the service of his country; but he that stands it now deserves the love and thanks of man and woman. Tyranny, like Hell, is not easily conquered. Yet we have this consolation with us, that the harder the conflict, the more glorious the triumph. What we obtain too cheap, we esteem too lightly: ‘tis dearness only that gives every thing its value. Heaven knows how to put a proper price upon its goods, and it would be strange indeed if so celestial an article as freedom should not be highly rated.…. 

Let it be told to the future world, that in the depth of winter, when nothing but hope and virtue could survive, the city and the country, alarmed at one common danger, came forth to meet it and to repulse it....I love that man can smile in trouble, can gather strength from distress, and grow brave by reflection. ‘Tis the business of little minds to shrink; but he whose heart is firm, and whose conscience approves his conduct will pursue his principles unto death.”

Once again our world is engaged in a period of great challenge. Together, we must confront and defeat the evils of terrorism. And only by working together can we build a world that is freer, safer, and better for the generations who follow. We are Americans and we will not give up the fight!

As Thomas Wolf said “America…It is a fabulous country, the only fabulous country; it is the one place where miracles not only happen, but where they happen all the time.” We could use one of those miracles right now!

God Bless America!

Phyllis Stout, Americanism Chair
phyllisstout39@gmail.com
We are all working hard in one way or another to assure that Republican Asian-American candidates win their respective elections this fall. It is wonderful to see the enthusiasm of Asian-American candidates and their supporters as we strive for victories and gains in the Assembly and state Senate as well as in the House of Representatives.

Our fall (October) CFRW Conference at Bakersfield is shaping up to be a great event. As always, our President, Roseanne is working hard to assure that this will be another success. Republican National Committeeman and former California GOP Chairman will be presenting an update on Asian-American activities that will be very interesting. (Shawn is always interesting.)

Every club is encouraged to assemble a team who can reach out to meet Asian-Americans in their communities to build bridges of mutually shared concerns. We are all grass roots and by working together, we will grow. We can form mutual support teams that include Asian-Americans to get Republicans elected, and to support bills and measures important to us all.

The fall season after the elections will be time for getting together and learning about one another. It will be a time for building lasting relationships during Halloween merrymaking; Thanksgiving meals where our families can share with Asian-American families; and then Christmas followed by the New Year are more opportunities to cultivate Asian-American relationships. Many Asian-Americans enjoy their major celebration of the Chinese lunar New Year which will be reported on in the Fourth Quarter Newsletter.

When you encounter Asian-Americans you can initiate conversations by asking (for example) what in the field of politics, education, the economy, etc. is most important to them and their families. This can lead to an exchange of what will most likely be mutual concerns and you can move on from there.

Recently, Michelle and Shawn Steel invited me to a musical and Asian-American campaign event in Orange County, CA. We were treated to a wonderful and unique classical music concert put on by a dozen handicapped Asian-American children. It was an awesome performance. Orange County, CA has the third largest Asian community in the USA.

*IF YOU HAVE ANY STORIES, PLEASE EMAIL YOUR STORY TO ME*
Public Relations Resources -- At Your Fingertips

Trish Lester, CFRW PR/Marketing Chair

PR/Marketing Chair Trish Lester will be appearing at the CFRW conference in Bakersfield October 25-26, sharing advice that may help club leaders communicate with print and broadcast journalists. Don’t miss her presentation -- “Wooing the Media: If there is NO news, MAKE news!” tentatively scheduled for Sunday morning.

If you missed Trish's lively presentation at the spring 2014 CFRW conference in Orange County (“Cheap & Easy – Your PR Plan, Not Your Reputation”), you’ll get a chance to see and hear her creative ideas at the Central Division conference mid-November in Visalia. Watch your email for details of that event, too!

While conferences offer valuable training and education, there’s no need to wait, if you have messages to get out about your club's activities and events. The Federation offers public relations resources online -- at the NFRW Website. Here’s where to find them (note that you need an account to gain access – something available to members in good standing) www.nfrw.org/membersonly/resources/publicrelations.htm

You’ll see such titles as:

- Successfully Writing a Letter to the Editor
- Press Time: Public Relations Media Kit Portfolio
- Successful Media Coverage

There are numerous other PR tips on the World Wide Web. Bring up your favorite browser (Google, Yahoo, etc.), and type in phrases such as “media relations tips” or “how to get press coverage" to uncover literally thousands of educational pieces.

Then...jump in and make some news!

One final point: If no one in your club has the expertise or interest in doing the PR job, it’s time to recruit members with the skills you need!

CONTACT GOVERNOR BROWN NOW AND ASK HIM TO VETO THESE BILLS!

[From CFRW Capitol Update 9/8/14]

There are several bills that we need Governor Brown to hear us on! Contact Governor Brown TODAY and ask him to VETO these bad bills for California!

**AB 1522** (Gonzales, D): The good news is that this bill was amended to less of a burden on California employers. The bad news is it is still an unnecessary mandate for employers that will drive even more businesses out of the state and employers will be forced to pass that burden onto consumers. AB 1522 now requires that California employers provide three paid sick leave days to all their employees.

**SB 270** (Padilla, D): This narrowly passed bill now bans all plastic bags from grocers and retailers throughout California. Not only a ban, but a tax on Californians, who will now be charged 10 cents to use a paper bag or reusable bag. This will put thousands of plastic bag manufacturer workers out of work in California. This is useless legislation and must be stopped!

**SB 1077** (DeSaulnier, D): The recently amended "Road Usage Fees" bill (from "Mileage Based Fees," same function, different name) passed through the legislature and is waiting for Governor Brown's signature. This bill creates a pilot program for the California Transportation Commission to begin to tax California automobile users by the number of miles they drive per day. The tax revenue from gas taxes just isn't the same in California since everyone and their mother drives a hybrid, so the Democrats have gotten creative on how they can take our money. This bill unfairly targets rural drivers who have to drive further for basic necessities and blue collar Californians who commute everyday.

Mail: Governor Jerry Brown

c/o State Capitol, Suite 1173

Sacramento, CA 95814

Email: CLICK HERE  
Tweet: @JerryBrownGov

Phone: (916) 445-2841  
Fax: (916) 558-3160
HOW TO MAKE YOUR VOICE HEARD

Messages to legislators on a periodic basis serve to let him or her know that someone is watching and caring about his or her actions. It may be as simple as a note of congratulations. Just remember to follow the basic tenets of effectively communicating to your legislators.

The United States President and The White House
http://www.whitehouse.gov/
Phone: 202-456-1414    Fax: 202-456-2461

Governor Jerry Brown
http://gov.ca.gov/interact#connect
Phone: 916-445-2841    Fax: 916-558-3160

Senator Barbara Boxer
www.boxer.senate.gov
Phone: 415-403-0100    Fax: 415-956-6701

Senator Diane Feinstein
www.feinstein.senate.gov
Phone: 415-393-0707    Fax: 415-393-0710

U. S. Congress

California State Assembly
http://republican.assembly.ca.gov/

Find Your Legislator
http://republican.assembly.ca.gov/Members/index.asp

California Republican Women's Caucus
http://www.sen.ca.gov/womenscaucus/history.htm

California State Senate
State Senate Caucus Daily Briefing
http://republican.sen.ca.gov/pubs.asp

Phone, fax or send an email to your legislators! It’s important to let them know your thoughts on their actions. As the CFRW Advocacy Handbook advises, “whatever technique for communication you choose, the most important thing is to do it”. The first contact can be the beginning of a long and worthwhile relationship with your elected representatives. It can bring you that satisfaction of active involvement in the political process. Even if you rarely agree on issues, they should know what you, their constituents, think. To download a copy of the advocacy handbook from the CFRW website, go online to: http://www.cfrw.org/files/advocacyhandbook.pdf.
September 18-21  NFRW Board Meeting, Dallas, TX
September 19-21  CRP Fall Convention, LAX Marriott
October 20   Voter Registration Deadline for the General Election
October 24-26   CFRW Fall Conference, Bakersfield
November 2   Daylight Savings Time Ends
November 4   ELECTION DAY
November 7-8   CFRW-Northern Division Fall Conference, Embassy Suites, San Rafael
November 11   VETERAN’S DAY
November 14-16   CFRW-Central Division Fall Conference, Holiday Inn, Visalia
January 30-31, 2015  CFRW Winter BOD Meeting / Conference, Modesto
April 20-21, 2015  CFRW BOD Meeting / Student Advocacy, Sacramento
October 23-25, 2015  CFRW BOD Meeting / Biennial Convention, Irvine

This is a publication of the California Federation of Republican Women. CFRW is affiliated with the National Federation of Republican Women (NFRW).

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For your member password to our website, please go to: http://www.cfrw.org. On the right side of the page is the Member Center; move your cursor over the top and a dropdown menu appears. Click on Request Password, fill out the form and submit. You will receive a computer-generated password. After successful log in, you may change your password by going to: http://www.cfrw.org/members/index.cfm?fuseaction=changepassword.

Submissions for the 4th Quarter 2014 Newsletter are due by December 15, 2014.
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