 **MARCHING ON!
WE MUST WORK TO
STOP OBAMA'S
DANGEROUS
AGENDA
- Part Two**



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We should never despair, our situation before has been unpromising and has changed for the better, so I trust, it will again. If new difficulties arise, we must only put forth new exertions and proportion our efforts to the exigency of the times." – George Washington, letter to Philip Schuyler, 1777

The danger to America is not Barack Obama but a citizenry capable of entrusting a man like him with the Presidency. Blaming the prince of the fools should not blind anyone to the vast confederacy of fools that made him their prince. – comment from a reader of Prager Zeitung, a German language newspaper published in Prague, Czech Republic

EVERYBODY PLAYS THE FOOL, SOMETIME There's no exception to the rule it may be factual, may be cruel Everybody plays the fool – recorded by The Main Ingredient in 1972

Except, let's not be the fool NEXT time! In order to make sure we aren't it's time now to start some serious thought and planning. And yes, some of our conclusions may rub us the wrong way – or maybe not – let's just wait and see.

First, Take a Deep Breath, and "Hold Your Water"! We Need to Simplify, Simplify, Simplify!

This is not the time to be talking about personalities to serve in future leadership or candidacy possibilities. I think these **leaders will arise naturally from the process we establish.**

As I concluded in my last report, I think we should **focus on four categories of voters: Latino, African American, the young, and those "seasoned citizens."** I may not present final solutions here (I'm not that smart!) because first we need to focus on the organization and process.

The Goal – We Must Keep This in Sight or We Will Fail!

The goal is that **we want certain groups of voters to consider our ideas, join our movement, and vote for our candidates** – kinda' simple! That's it! Just walk away from anything else! It's very single minded. Anything that runs counter to that is not helpful.

Some "Givens" – Reality Check – We Must Accept These!

What are we facing? Let's look at some "givens":

- You can always count on Americans to do the right thing – after they've tried everything else. (Winston Churchill) – Obviously **we have a long record of “fits and starts.”**
- The **Democrats/Liberals/Progressives (“DLP”)** are better at this process than we are. We **need to gain wisdom, and “play” smarter** – always remembering that **we are right!**
- Obama attracted the minority vote by making empty promises. But he did address their concerns in a way they bought. **Conservatives largely avoided/ignored an effective campaign into the minority communities.** Yes, we will take our lumps for trying!
- In the past, we have campaigned to govern. Rather, **we must campaign to win!**
- The DLP will eventually fail! It just doesn't work! But **we don't have the time to wait.**
- To victors sometimes belongs something more depressing than spoils; namely, the **obligation to make good on lame, idiotic promises.** (Bill Murchison) – They face a challenge!
- **The main stream media will not be with us! Get over lamenting that fact.** We must “get around” that problem. Reagan did!
- If we conservatives don't make our case in a way that makes sense and changes minds, it's we who are the fools! (Terry Paulson) – **If we are sure our policies are best, then there are ways to communicate them, and we must find them.**
- **Leadership is about identifying the truth, believing it, and telling it in a way that people can grasp.** They will respond and follow. (Star Parker) – engage! communicate!
- Conservatives can and must present a **compelling, principled alternative** to liberal ideas.
- **We can't disparage, or discuss with contempt,** those whom we would like to “come over to the bright side”! We have done this and must break the habit or we have lost the battle.
- **Conservatives must get into black and Latino communities,** talk to their clergy and community leaders, and explain how conservative policies of limited government and traditional values will save their communities and our nation. (Star Parker)
- **The poorest voting Americans,** those earning less than \$30,000 a year, gave Obama about 7 million more votes than Gov. Romney. Obama defeated Romney by only 3.5 million votes. **The math is clear.** Once again, this points to engaging Latinos and African Americans.
- There is a large majority of the **young generation** that values the support of the government over their own freedom, and the **GOP has not figured out how to reach them with a message of freedom and independence.** The conversation centers around what each party will do for them, and if that continues, the GOP is in a death spiral. (Tabitha Hale)
- The influence of our education system instilled in **most young people a lack of understanding about economics and free markets** it's clear our nation's college students are largely civically illiterate. (Marybeth Hicks) – We must them bring information.
- The GOP [and conservative leadership] needs some young blood. **Like it or not, cool matters.** (Bernard Goldberg)

The Competing Philosophies – in a Few Words

The opposition defined this for us: it's the concept of **self reliance vs. “you didn't build that, somebody else made that happen.”** That's where the “rubber hits the road”! – kinda' simple! That's it! Just walk away from anything else! This is not the time for one of my favorite heavily philosophical (and, some think, intellectually confusing) discussions re: contrasting liberal and conservative thinking.

Our Main Messages (check out a great discussion of conservative messages by Katrina Trinko)

- The **conservative vision isn't about ruthless individuals**, striking out on their own and thriving or failing as their luck and innate abilities permit.
- The conservative vision is all about a **smart, but limited constitutionally based government** – with smart and humane policies and growth as a goal!
- We are about a society where **merit and hard work are rewarded**, where **neighbors help each other** in tough times, and where everyone works together to build a thriving nation.
- Conservatives are about a country where **religious organizations are allowed to follow their spiritual convictions**.
- We are about a country where **capital flows from the rich to the start-up businesses**, and where **no one is as alone and friendless as faceless Julia unless she chooses to be**.
- **Low- and middle-income African Americans and Latinos are disproportionately hurt by a sluggish economy** that can only be revived by less government spending and regulation, and low taxes.
- The young people today are who conservatives are trying to protect. **The DLP would leave the youth high and dry to pay all our bills**. We must communicate that fact.
- **Conservatives are about a society which is willing to make the tough choices for the benefit of all**.
- **Health care reform IS achievable through the free market system**. Determine what parameters you want, convert those to laws, revise the IRS regulations to be consistent with the intent, and let the free market get the job done from there. No bureaucracy, no extensive rules – **just collective desires, and the rule of law**. (I have written extensively about this at my website in the “Health Care” section.)
- **THINK BIG! START NOW!**

Organize for the Task at Hand! – It Doesn't Matter How We Used to Do It! That Failed!

Since the crowd out there has asked so enthusiastically for my suggested organizational structure (NOT!) Anyway, it's my website so I get to bloviate, and **this is presented for the sake of argument** – a place to start the conversation. We must have a fresh start! Here is one possibility:

- The Republican Policy, Strategy and Victory Committee (**“Victory Committee”**) would be led by a chairman and two “at large” members representing the current RNC.
- Two members from each of four focus committees would join the three members on the Victory Committee. This top level would therefore have 11 members. Its responsibilities would be to coordinate the **focus committees**, bringing all ideas together at one level, and establish strategies for those target groups not addressed by the focus committees.
- The four focus committees would be organized around **target groups: Latinos, African Americans, young potential voters, and “seasoned citizens.”**
- Each subcommittee would have nine members and they would **operate like a “think-tank” and would be responsible for suggesting strategies**. Eventually they could be asked to implement the approved strategies.
- Each of the four focus committees would be given some resources and limited staff – **but let's go light on bureaucracy!**
- Members of the focus committees would have **relevant experience and requirements**. I like the idea of having at two non-republican members on each. It would be a great idea to have at least one state governor on each committee. And how about having a republican senator and a republican representative as a member on each? And of course all the members should come with **credentials obviously consistent with the target audience**.

- The Chair and two “at large” experts would establish an operational framework and rules. These must be debated and ultimately approved by each of the four committees, and a **final framework would be established**.
- Also established, at least provisionally, would be **a single goal along with certain messages to be considered**. I suggested on possibility above.

Economist Thomas Sowell would take this process and make certain refinements. He suggests that Republicans should set up these committees with outside experts to inform them on particular issues. For example, a committee on income, poverty, inequality, and class mobility could be headed by an expert like Robert Rector of the Heritage Foundation. Demonstrable falsehoods have become the norm, and one on which devastating refutations in plain English are readily available. A committee on the counterproductive effects of liberal policies such as minimum wage laws on minorities could be headed by someone like economist Walter Williams. Here too, there are many plain English explanations that could expose the huge harm done to minorities by liberal policies that claim to be helping. Interestingly, Sowell would say it isn’t necessary to explode every single lie put out by liberal Democrats. All that is necessary is to thoroughly discredit a few of their key claims, exposing them as liars. He is confident in a more limited approach than I am.

Obstacles? There Are Many! Solutions? There Are a Few!

Do we drop our emphasis on social issues? How would we replace the huge segment of voters we would lose? We can’t, but interestingly enough, many of the target communities aren’t seriously turned off by many of the conservative social issues. Dropping those is **NOT the way to go!**

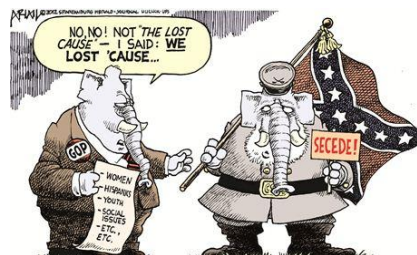
Minority outreach to those segments of the population that were such a powerful supporters of the democrats in this election – how do we do it? **Troubling to be sure!**

Young, old, and the powerful influence of gender issues in both of those categories. How do we change our unsuccessful tune without compromising our base of traditional support? There is a way, but what is it – or at least how do we start finding out what we should do? **We start with a fresh look at organizing for success, as discussed above! But where do we go from there?**

Smart, bipartisan, immigration reform; entitlement challenges; and on and on – it’s challenging to be part of the greatest nation on “God’s Green Earth”! Just stay positive and **NEVER, NEVER, NEVER GIVE UP!**

THINK BIG! START NOW!

We must continue to be guided by the logical tenants, the fundamental goodness, and the predictable success of the path we have already chosen. And we need to spread this diligently across our country. – Stefano Bachovich, obscure, but very wise political pundit



NEXT: More on how to face these challenges!