



Missouri Voter

Volume 72, Issue 3

The League of Women Voters

May/June 2011

PRESIDENT'S MESSAGE

One outcome of the Missouri Convention was the desire for answers at National Council from Elisabeth MacNamara, our National President about the clean air ad shown in Missouri. As soon as I arrived, Elisabeth sought me out for the first of several one-on-one very productive talks. Also, the ad was the first thing on the Council agenda Friday evening following Elisabeth's opening address.

An explanation of the history of the ad was given including the fact that the League has had a national position regarding Clean Air for 40 years. Knowing the EPA issue was coming up, the National board had made Clean Air their number 1 priority for action this biennium, as I had reported earlier. Three mikes were opened for questions and comments from the general assembly which lasted about an hour and a half. Resolutions written by states to the National Board were read, everyone had the opportunity to comment, and both the presidents of Massachusetts and Missouri where the ads were aired gave their states' responses.

Comments ranged from great concern about this approach to those who felt it was about time the League really spoke out on matters about which we feel deeply. The ad was available on You Tube for those who had not seen it.

President Mac Namara was concerned and sorry about the way the ad affected us. Since this was the first time this approach has been used, National tried to anticipate the kick-backs that could happen. They did not anticipate the funding issue. While the funds did come from the consortium of environmental groups with whom the League cooperates, the decision to go forward was entirely that of the League. We were speaking for ourselves and not for anyone else. (See Linda McDaniel's Letter to the Editor of the St. Louis Post-Dispatch, June 14th.)

National learned a lot from this experience and agreed state League leaders should have seen the complete ad, not just the script and been better prepared for responding to questions and negative feelings.

Why was Claire McCaskill targeted? The League lobby team had lobbied all the senators before the vote getting a feel for their views. Four mid-western senators, Sherrod Brown of Ohio, Debby Stabenow of Michigan, Amy Klobuchar of Minnesota, and Claire McCaskill were of concern because they either did not reveal the way they would vote and/or had voting records of not supporting environmental legislation.

There were 4 amendments regarding the EPA legislation. They ranged from totally gutting the EPA to lesser restrictions on it. When the vote was taken, the other three senators voted for lesser restrictions while Claire McCaskill voted for the next to worst amendment, (continued on page 2)

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the Rockefeller amendment. When the ad came out, it is reported that McCaskill met with Harry Reid who simply told her that there are consequences to votes.

Why did names have to be used at all? The League wanted to bring the public's attention to the on-going attempt to weaken standards that protect our environmental health. Yes, this bill did end up keeping the EPA intact, but it will not end the assault. This ad, it is hoped, will help people remember in the next go-round that it is not the first time the LWV

easing of restrictions, or striking them entirely has been attempted. To use names gets the media attention and discussion going. There were over 100 media mentions and while mixed, they were largely positive. The Boston Globe noted we are not known for advocacy, even though we feel we do a lot in that regard, and the New York Times spoke of us as looking relevant.

MacNamara urges us to contact our local press editorial boards to more clearly explain the various facets of the League and what it means to be political but non-partisan. She used the analogy that it is akin to the press having reporting and editorial abilities. Now is a good time to do that and I would urge every League to do so.

President MacNamara stands ready to help us in any way she can. She will be in St. Louis the last weekend in August for a Missouri Bar Association meeting and is willing to extend her visit to meet with anyone who wishes to talk with her. She has offered US staff time to help us prepare for editorial board visits, letters to editors or citizens, or whatever the needs are.

One suggestion was to use the current conversation as a springboard to have a concerted state-wide effort of Clean Air activities as an educational effort in cooperation with other local entities who have an environmental and/or health interest. This was very appealing to our Council delegates and will be discussed at the upcoming Board retreat.

If you have a desire to meet with Elisabeth MacNamara regarding this issue or have questions for her, let me know and I will start an agenda for the end of August.

Lois Detrick

IF YOU MISSED CONVENTION IN K.C., DON'T MISS FALL CONFERENCE IN SEDALIA

SAVE THE DATESATURDAY, NOVEMBER 5 State Fair Community College - 9:30 to 3:30
For those who come in on Friday- Good food, good fun, good company Great hospitality

DID YOU KNOW? WWW.LWVMISSOURI.ORG

The website has a whole new look. Check it out and let us know what you think! Your input can make this a much more effective tool for members and the public.

----- One part human resource raising

MRI Membership Recruitment Initiative - A REQUEST FOR YOUR PARTICIPATION

JUST ASK...."IS THERE ANY REASON WHY YOU WILL NOT JOIN THE LEAGUE OF WOMEN VOTERS?" The League of Women Voters has been in business for 91 Years. We've accomplished some of the goals we set out to do those many years ago. Many goals are on-going - informing citizens about what's on the ballot, moderating candidates meetings, and advocating on legislation to improve our cities, counties and state for all citizens.

BUT the main item we often forget is to "Just Ask" Ask everyone - your friend, neighbor, aunt, someone you meet at a similar issue group, to JOIN WITH YOU IN THE LEAGUE.

If you're interested in the League, why wouldn't they be?

Make the ask, and have others join with us in working for a better community.

Elaine Blodgett

Membership Recruitment Initiative

----- One part conservation

This MO VOTER issue will be the last print issue from the state. All future issues will be on-line. For those of you who do not have access to on-line issues, your local League will be able to supply you with a print copy if you let them know that you want one.

President's National Council Report – Lois Detrick

Over 100 persons attended LWVUS Council on June 17-20 at the National Training Center in Leesburg, Virginia. Attending from Missouri as delegates were president Lois Detrick and treasurer, Janie Riley. Elaine Blodgett also attended as the chair person for the Nominating Committee for LWVUS.

It was lively, instructive and humorous at times. We were instructed to bring a "State Campaign" idea with us to plan during the Council. We went with the idea it would be development. However, as that was one of the sessions in the afternoon, and Janie had the opportunity to talk with the appropriate person several times, we switched to the possibility of doing something with Clean Air to capitalize on putting a positive spin on what the Clean Air Ad was trying to say.

All of Saturday afternoon was spent attending sessions on Visibility/New Media, Leadership/Membership, 2012 Elections, and Fundraising. Two speakers, Celinda Lake, President of Lake Research Partners and Tammy Gordon, the Senior Advisor and Director of Social Communications and Strategy at AARP were both powerful in their case for LWV to take part in social media at national, state and local levels.

What impresses me is the informality of Council, where all the board members are accessible all the time. They even had "Office Hours" before sessions started in the mornings to sign up to talk with them and Q & As with the budget staff, nominating committee, Education study chair and Privatization Study chair. No reason to leave Council uninformed! It was quality time presented in a professional manner, but in a relaxed atmosphere, making this a most worthwhile Council to attend. Anyone is able to go as an observer, and I highly recommend it.

What's Inside:

Presidents Message about "the Ad" and National Council, State Convention Action, Calendar Order Form

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Calendar

Looking Ahead

July 4 Independence Day (office closed)
 July 4 LWVMO office closed
 July 5 LWVMO President in LWV office
 July 30 LWVMO/EF Planning Retreat – Cape Girardeau
 August 2 LWVMO President in LWV office /Election Day
 September 5 Labor Day (office closed)
 September 6 LWVMO President in LWV office
 September 24 LWVMO/EF Board Meetings

November 4 LWVMO/EF Board Meetings - Sedalia
 November 5 Fall Conference - Sedalia

Contact Your LWVMO

8706 Manchester Road, Suite 104, St. Louis, MO 63144
 Phone: 314-961-6869 Fax: 314-961-8393
 Email: league@lwvmissouri.org
 Website: www.lwvmissouri.org

60th STATE CONVENTION IN KANSAS CITY – ACTION FROM THE FLOOR

- All current League Program items were retained. See State Guide to Action for details.
- A short-term budget indicating a lack of fund raising by the State with severe cuts to staff, elimination of board expenses and other cost cutting measures was adopted with the understanding that by the next quarter the budget would be revised upward with new and improved fund raising in place.
- The following officers and directors were elected:
 Lois Detrick – President – Southwest MO Debby Howard –Vice President - St. Louis
 Cindy Stephens – Secretary – Southwest MO Janie Riley –Treasurer- Moberly/Randolph Co.
 Marcia Coccozza –Director – Sedalia/Pettis Co. Sue Brocket – Director - Southeast MO
 Barb Davis –Director – Mexico/Audrain Co. Elizabeth Fahey –Director – Southwest MO
 Joan Mills –Director- Kansas City/Jackson/Clay/Platte Co. Marty Ott –Director – St. Louis
 Peg Prendergast –Director- Kansas City/Jackson/Clay/Platte Co Jo Sapp-Director
 Columbia/Boone Co
 NOMINATING COMMITTEE: Cheryl Barnes– Chair- Kansas City/Jackson/Clay/Platte Co
 Betty Ann Gilbert –Member- St. Louis, Jerry Osborne –Member – Moberly/Randolph Co

Words cannot express all the new friendships made, lively discussions, and overall wonderful experiences all attendees had. So look at the pictures.



Delegates – St. Louis
Columbia/Boone Co

Reception Choices
Great Food!

Getting to know you
Massage by Becky Clausen



League of Women Voters of Missouri 2012 Appointment Calendars

Order Today: Pay with a credit card at www.lwvmissouri.org or 314-961-6869 or
Mail form & payment to LWV, 8706 Manchester Rd., Ste 104, St. Louis, MO 63144

Monthly Wall Calendars

Calendar Pricing:

1 - 9	\$5.00 each
10 - 99	\$4.50 each
100 +	\$ 4.00 each

Shipping and Handling:

1 - 3	\$ 3.00	26 - 50	\$ 20.00
4 - 10	\$ 10.00	51 - 99	\$ 50.00
11 - 25	\$ 15.00	100+	call for quote

Pocket Calendars – *New this Year* – Weekly or Monthly

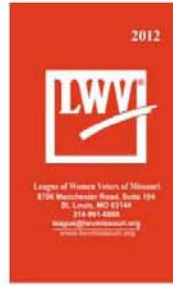
Weekly

\$4.00 each
includes shipping & handling



Monthly

\$3.00 each
includes shipping & handling



Select Payment: Check MasterCard Visa American Express Discover

Credit Card # _____ Expiration _____ CSC _____

_____ # Wall Calendars @ _____ = Total \$ _____ + S & H \$ _____ = Total Enclosed _____

_____ # Weekly Pocket Calendars @ \$4 each (includes shipping and handling) = Total Enclosed _____

_____ # Monthly Pocket Calendars @ \$3 each (includes shipping and handling) = Total Enclosed _____

Ship to: Name _____

League or Organization (if applicable) _____

Street _____

City _____ State _____ Zip Code _____

Phone _____ Email _____