ATTENDEES LOVE IT -- SUMMIT 86 SUCCESS

The Advocates second annual convention, SUMMIT 86 in Bethesda, was enjoyed by all:

1. The forty-two participants enjoyed themselves and gave the session high rankings for helping them learn how leapfrog some communication hurdles. Also, everyone commented on the high quality of the food and accomodations at the Hyatt Regency Bethesda.

2. The speakers were great! We were pleased with the consistent high quality of the presentations. Thank you: Bob Anderson, Howard Baetjer, Jr., Peter Breggin, Kevin Cullinane, Don Ernsberger, Richard Fink, Karl Hess, Don Lavoie, Philip Mitchell, Jim Robinson, and panalists Robert Sirico and John Williams.

3. The speeches are recorded on video and audio and will be useful to hundreds of libertarians unable to attend. Thank you Jim Turney, Mike Davis and Jay Tubb.

However, the cheering is over when we look at the finances. My marketing wasn't good enough, and we fell $1,000 below break-even point, plus an additional $3000 for the videotaping and subsequent editing.

The total attendence was almost double our 1985 Summit, but somewhat lower than I had hoped. This was the major cause of the loss. Plus I invested an extra $1000 in a last minute mailer that didn't pay its way at all. I should have listened to my wife.

We'll see if our marketing of the audio and video tapes recovers their production cost. I have reasons for hope:

1. The material we have on tape is exactly what is needed by liberartarians who want to be effective communicators of their ideas. The reaction of the live audience confirmed this.

2. Bill Cummings, owner of Madison Avenue Group advertising agency, is "taking an equity position" in the video tapes and will be responsible for their marketing in the movement.

3. We sold 30 sets of tapes even before the session was held. All audios have been shipped, and the videos will be ready for shipment in early October.

To soften the financial impact of the setback, two concerned individuals made extra gifts totalling $2300. Thank you BG & HH.

But I'm still wincing from the experience, and hoping tape and video sales and rentals bring us to break-even. Or Profit!

Next year - Vancouver, BC? August 29 through Sept 2? Sound good to you?

1986 FREEDOM FOLKSONG COMPETITION

A $100.00 first prize is offered by Rampart Institute for the best original (words and music) folksong, ballad or sing-along that celebrates personal freedom and the spirit of individual liberty.

Entry deadline is October 15, 1986; for entry forms, write to PO 26044, Santa Ana, CA 92799.

ADVOCATES ON TV IN GROTON

Gregg Stanley, Advocate in Groton, CT, likes the video version of the Intro Event so much he took it to his local cable TV "franchise" and asked if they'd like to put it on their public access channel. Connie Rugh, the person in charge, viewed it, liked it, and is ran part 1 September 7 and will run part 2 October 12 at 8:15PM

Thank you Gregg, and congratulations to Connie for her good taste in choosing programming!