David Bergland

David Bergland is a writer, lecturer and owner of Orpheus Publications in Costa Mesa, California. He has been a law professor, a practicing attorney, and a fireman. He holds a B.A. in English and economics from UCLA and a J.D. from USC.

David has a unique talent for explaining how libertarian principles can be applied to real world problems. He has invested over a decade in doing just that. He was the Libertarian Party's presidential candidate in 1984. He has been a libertarian candidate for vice president (1976), California State Senate (1978), U.S. Senate (1980), and served two terms as national chairman of the Liberarian Party (1977-81). He is the author of *Libertarianism in One Lesson*, considered by many to be the finest compact introduction to libertarian ideas.

When asked to share his thinking with libertarians who want to see their ideas spread, David advised, "Sir Francis Bacon said 'knowledge is power.' But knowledge of libertarianism is only half the job. Knowing how to present our ideas in an attractive and persuasive way is equally important. My experience as the 1984 L.P. presidential candidate taught me the importance of improved communications skills. I work on them every day, and I urge all libertarians to make a similar investment in building their knowlege of persuasive communications."

Philip Mitchell, Ph.D.

Philip Mitchell is a practicing clinical psychologist. He also teaches and consults with businesses on how to spread ideas to wider audiences. He is co-author of the seminar, "Communication Skills for Professionals." For 18 years he has been the Associate Director of Education for Living in Lafayette, California. Years ago he flew helicopters in Viet Nam for Air America.

Regarding his development as a libertarian, Philip says, "I've always been a libertarian, but found the movement and the label in 1978. I saw that most libertarians want to refine and improve the ideas of libertarianism. From the beginning, I've been more intrigued with the question of how to communicate these ideas."

Dr. Mitchell became active as a libertarian volunteer in 1983. He has worked closely with the Advocates as a communications consultant since 1985. One application of his professional knowledge was the addition of the "Centrist" area to David Nolan's political typology graph.

When asked what insights his years of experience as a therapist might provide to libertarians, Dr. Mitchell responds: "Pick your better prospects and work with them. Quit wasting your time trying to convert everybody. Some people are unwilling to change. Some think if you're involved in politics you are sick. Jump over those brick walls so you can move on to greener pastures."

Marshall Fritz

Marshall Fritz is founder and President of the Advocates for Self-Government. He uses that position to devise better ways to get opinion leaders to encounter, evaluate and embrace libertarian ideas. He then teaches these new methods to fellow libertarians.

He was a libertarian organizer for the Libertarian Party for two years, and prior to that was in computer sales, education and design. He received his early sales training at IBM, and later refined his communication skills in the life insurance business.

Marshall says that he is neither a natural communicator nor a natural libertarian. He has had to learn both, and believes his struggle with his own personal handicaps helps him better teach others how to develop themselves.

Marshall is well known as a lecturer (600 days on the road in 4 years) and has authored many libertarian speeches now being delivered by other libertarians. These include *Self-Government: an Idea Whose Time Has Come (Again)*, *Does Wrong Become Right if the Majority Approve?* and *Persuasion vs. Coercion: The Case for Self-Government.*

When asked about the future of our movement, Marshall says, "I see cause for hope that our ideas can be victorious in 20-30 years. In that time we can win the 2% of society it takes for ours to be 'an idea whose time has come.' I'm having a ball working toward that triumph."

WHAT QUALIFIES BERGLAND & FRITZ TO TEACH YOU ABOUT COMMUNICATIONS?

Bergland and Fritz are not natural communicators. Both had to learn it. This helps them teach it.

Fritz had an "ah-ha" experience at age 15 and has been working on communications self-development ever since. He's made a lot of progress since his early days in IBM when he was the company's "oldest living trainee" and was threatened with dismissal if he didn't improve faster.

Bergland was never famous as a great communicator. He's a rather late bloomer. He was age 48 and in the middle of the 1984 presidential campaign when he had his "ah-ha realization" that powerful communication skills are learnable.

Two years later he had another major turning point. He discovered how to spot the four different ways people approach and embrace new ideas. Finally, he'd found a way to reach people who here-to-fore had seemed, by his previous paradigm, either too stupid or too evil to learn libertarianism.

Both are now top-notch communicators. You can learn from them how they did it and how you can become a persuasive communicator too.

LEARN HOW TO BECOME A PERSUASIVE LIBERTARIAN NOVEMBER 13-15, 1987

AT THE SUMMIT 87 "COMMUNICATOR WORKSHOP" SPONSORED BY THE ADVOCATES FOR SELF-GOVERNMENT

This Intensive Communications Workshop
Is Presented By
- *David Bergland, President, Orpheus Publications*
- *Philip Mitchell, Consultant, Education for Living, Inc.*
- *Marshall Fritz, President, Advocates for Self-Government, Inc.*

SUMMARY

In 16 intensive hours you'll learn the secrets of effective communication. You'll become a persuasive, convincing libertarian!

What You'll Gain

- You'll be part of hands-on exercises so you can gain the SKILL of communication, not just the knowledge.

- You'll feel a new confidence that you can get people to evaluate your ideas with an open mind. Could you ask for more?

- You'll enjoy two splendid dining events: the Saturday night banquet features Barbara Branden and Peter Breggin together for the first time. They'll present "The Ayn Rand in Each of Us."

- And at the Sunday Brunch, you'll enjoy well-known science fiction author L. Neil Smith in a rare Los Angeles appearance.

WHAT CAN LIBERTY LEARN FROM MUSIC ?

Divide and Conquer

The Toronto Symphony enthralls the audience. Beethoven is alive that night, breathing, pulsing, throbbing. Does anyone sneer at the conductor, "You didn't write that. Beethoven did!"? Of course not!

For centuries, the music business has divided the labor of composing music from that of playing it. There is honor in both. Indeed, musicologists tell us Horowitz and Van Cliburn can play better Beethoven than Beethoven himself!

We libertarians employ the benefits of specialization with books. It would be inefficient for each of us to write our own book. Rather, we give copies of Rothbard, Ringer or Rand.

But what about our public speaking? Here, most libertarians are in the Victorian age, holding to the notion that each must write his or her own speeches. This notion prevents potentially great speakers from getting started.

Let's shake off this outdated notion. Indeed, let's go further! If 10-hour books and 1/2 hour speeches can be composed by experts and used by many, why not 30-second answers to questions we all encounter? Persuasive answers — engineered by specialists, validated by testing, then widely published and learned.

Let's distinguish between design and delivery. Division of labor. There is honor in both. (And let no one claim that Rubenstein is Beethoven's clone. He plays his way.)

Practice Makes Perfect

Wherefrom comest Rubenstein's greatness? Born with talent, of course. But was it enough? Does he ever practice? Scales? Entire

(CONTINUED)