

Orangewood Consulting

Introduction

This newsletter started back in 2001, intended for the Orangewood suppliers, customers, consumers and some of our friends to give some insight into wines, wine making and the wine business. We sold the business last year, and then newsletter gave a view of our search for consulting work. However, our search led me to running for the Arizona Legislature. This newsletter is evolving again to give an inside view of what running for public office entails. (I notched up the Volume number.) I will continue to ramble as usual.

Inside the Campaign - Richard for Arizona

Having decided that running for state office as a moderate Democrat and finding the AZ Democratic party encouraging and welcoming, it was time to do a big gulp of the technicalities of doing this. After expressing interest, establishing a committee and setting up financial tracking on the Secretary of State's website, I started to worry about fundraising. I decided to take the clean elections approach because the training I was taking suggested that, if not, I needed to set aside 30% of my time calling potential donors. I guess I had never thought about how all those TV ads get paid for. The clean route provides some funding from the state, although it will not stretch to TV spots during the Super Bowl. The focus will be more on signs (I promise to take them down afterwards), mailings and printed handouts. And social media. From the last newsletter Mary (among others) volunteered to help. She has taken on the management of our Face Book page "[Richard for Arizona](#)". You should expect to see news of the campaign most weeks. **It would great if you "follow" me there.**

The Rambler

I am going to ramble for a couple of sentences about this section. I enjoy writing this, though it does take more thought than you might imagine. The intent of it is not to regret what is past or predict the future, but instead to appreciate the present. We are so lucky to be able to write newsletters and to be able to read them. Enough!

The weather continues to be rather warm here in Arizona. Fortunately, the electricity and beer distribution networks are hanging in there. Last time, I gave a

brief update on our search for a new house beer. I got feedback from Alison regarding an East Mesa brewery, Lochiel, that does a Scottish Red Ale which sounds perfect. An hour's drive across metro Phoenix would certainly call for a beer. Ed suggested "Crispy", a light Ale from The Shop Beer Co. in Tempe. This beer is distributed to some places close to Cave Creek, so Laurie and I enjoyed some. It works well at 113F, but not for year-round consumption. The search continues.

Many thanks to those of you who donated to the campaign. I do need some seed money because of the Clean Elections rules. We are allowed to raise about \$4,000 to get us through this year. We are over 50% of the way there. Thanks also to those of you who offered to help (Mary, Ginny, Michael, Sam, Jack). I expect to need all the help I can get as we approach November 2024. Finally, thank you for all those thumbs up and comments on Linked In, they help spread the word.

The Rambler rambles on...

Cheers,

Richard and Laurie
Orangewood Consulting



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