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Orangewood Consulting

Introduction

Last month shorts and t-shirts were de rigeur. Now it's jeans and sweaters and I'm looking around for some gloves. Brrr!

Inside the Campaign - Richard for Arizona

Every activity and profession has its own jargon and acronyms. In computers there are bits and bytes and URLs. The wine industry talks about brix and batonage and SKUs. Campaigning is no exception. Who would have figured out that canvassing does not refer to tents or sails, but instead, knocking on doors to talk to voters. Or that "Litdrop" means leaving pamphlets for people who are not at home. Or that GOTV is not a broadcast channel, but instead, stands for Get Out The Vote. I knew that I was running for a Legislative District (LD) but had no idea that LD3 is divided into 58 precincts, each with its own precinct chair, which is not something that you sit on. It's a person (PC) responsible for finding volunteers to canvas the precinct. Driving all this is a vote goal. The number of votes that I need to win. Figuring out the goal is more of an art than a science. Looking at historical results is especially difficult. The District boundaries changed in time for the 2022 election and there was no competition for the seat I am running for. Amusingly, the current incumbents, with no competition only managed to secure 50% of the votes cast. I guess I can have the other 50% and then arm wrestle for a couple of extra votes!

Looking at progress on our campaign, we have reached our goal for fundraising the seed money we are allowed to get prior to getting funding from the Citizens Clean Election Commission (CCEC). We are ahead of plan collecting signatures to get on the ballot and Qualifying Contributions to get the CCEC funding. We have a former Connecticut House Representative as our Campaign Manager, a consultant to provide advice, guidance and support. We

have volunteers for Treasurer (Laurie), volunteer coordination (Sarah), Social Media (Mary) and Compliance (Lynn). We have other volunteers standing by to help with the campaign. We had a kickoff event last week with the LD chair, Victoria Kauzlarich, introducing me. 12 months to go!

The Rambler

In the previous section I talked about the jargon associated with different activities. I was reminded of the "bootstrap loader". This was a computer term that described how computers were "booted up". This is now done invisibly to us mortals these days, but back then it was complex. The computer was there, ready to do anything it was told, but it had nothing in its memory to tell it what to do. We started by manually putting in 16 instructions (16, 16 bit words) and telling it to execute the instructions. Those instructions told the computer to read from a paper tape reader and store what it found as the 17th instruction. It added to the original 16 words so that whole programs could be loaded. It was amazing stuff. At that time I understood what was going on, but that knowledge is useless now. Which leads me to say that this month's rule to live by, which is the same as last month's, but with a different rationale. This month's rule to live by "**Learn something every day**", or you are becoming obsolete.

The Rambler rambles on...

Cheers,

Richard and Laurie
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