

Orangewood Consulting

Introduction

Here in Cave Creek, 1000 feet higher in elevation than downtown Phoenix, we have had our usual overnight frosts. Enough to kill the Bougainvillea and have us putting on parkas for our morning horse chores, but not enough to provide skating rinks on puddles.

Inside the Campaign - Richard for Arizona

We are about to complete the first phase of the campaign. I submitted the necessary papers; we have raised funds to the extent that we are allowed when running a Clean Election; we have collected enough \$5 contributions to qualify for Clean Election funding and enough signatures to get my name on the ballot. I will be running down to the Secretary of State to get on the ballot once they tell us officially how many signatures we need. Thanks to all of you for signing, contributing and getting your friends to do the same. I am amazed and delighted with the support.

We are moving into the next phase of the campaign. A refresh of the website is overdue - that is in process. I have already been attending house parties and open houses, giving voters a chance to find out more about me and for me to learn what is important to them. We are scheduling more of these. We have been canvassing (knocking on doors) to gather signatures. From now on it will be to get to know the voters and vice versa.

Besides getting to know the residents of this district, I will be continuing to meet with current incumbents to begin forming relationships with the people I will be working with and learning about the process of legislation. I will be preparing for the beginning of the 2025 session. No shortage of things to do!

Most candidates continue to collect signatures. Grab your driver license and go to the secretary of state's [website](#) to see who you can sign for.

The Rambler

When I was running Orangewood Wines, I realized that there are two quite different selling models. The first is the bar model. When someone walks into a bar, they are likely already thirsty and ready to buy a drink. Unless the bartender

really does a bad job, there will be a sale. The second model is the same bar, but the person heading to the bar wants to sell wine. Unless she or he is really lucky and finds the right buyer who needs some of whatever the sales person is selling, there will not be a sale. It takes a while to learn who buys wine, when they meet with sales people and what kinds of wine they are looking for. Rejection is the norm in this kind of selling.

I recruited a lot of people to sell wine for Orangewood. I was always on the lookout for likely candidates. Enthusiasm about wine was the minimum requirement; having some wine knowledge was always a plus. Many of the eligible candidates worked in restaurants, so they were used to the first model. Dealing with rejection was a major change. Some could handle it, for others it was too depressing.

I was thinking about this in the context of my relationship with voters. I am interested in relationships. Whether they agree with my politics and priorities or not, whether they vote for me or not, I am interested in their opinions. Everyone has ideas and some of them will be the basis for solutions. I want the best for our district, Arizona and the United States.

Oops, another pun-free ramble. I'll try harder in February.

The Rambler rambles on...

Cheers,

Richard and Laurie
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