

Farr Horizons



FRIENDS OF FARR CAMPAIGN NEWSLETTER

VOL1, AUGUST, 1994

Welcome to *Farr Horizons*, the newsletter of the campaign to re-elect **Sam Farr** to Congress. We'll try to publish *Farr Horizons* every couple of weeks during the campaign to keep you posted on upcoming events, election news and volunteer needs. We appreciate your support and involvement in the campaign.

★ CAMPAIGN KICK-OFF EVENTS ★

- ★ Sam will be kicking off his campaign with a series of regional kick-off celebrations, primarily during the last two weeks of August. We hope you'll join Sam and his friends at the celebration nearest you.
- ★ FOR INFORMATION ON ANY OF THESE EVENTS CALL 625-1999 OR 429-1644.
- ★ The San Benito County kick-off will be Monday, August 29 at 5:00 p.m. at Paine's Restaurant, 421 East Street in Hollister.
- ★ The Salinas Valley area event is Tuesday, August 30 at 5:30 p.m. at the King City Recreation Hall, 401 Division Street.
- ★ The Santa Cruz County kickoff party will be Wednesday, August 31 from 5:30 to 7:30 p.m. at the Darling House, 314 West Cliff Drive in Santa Cruz.
- ★ In the Salinas area, we invite you to join us for Sam's kick-off on Thursday, September 1 from 5:00 - 7:00 p.m. at Chapala Restaurant, 438 Salinas Street in Salinas.
- ★ Sam will also join celebrations of the United Democratic efforts in Monterey and Watsonville in early September. Call us for details.
- ★ Sam's "hometown" kick-off event was held on Saturday, August 20 at the Carmel Women's Club. We had a great time—thanks to all of you who helped and attended.

"RED-EYE" FARR

Sam is spending as much time as possible in the district ---catching the "red-eye" to and from Washington almost every week. However, he's got a ton of work in D.C. with Congress grappling with one it's most substantive agendas in recent memory. Members are working late on Health Care, Crime, Campaign Reform, and a host of other issues. Sam continues to do his fine work on Fort Ord re-use and other local issues. Next time you see him, why not tell Sam how much you appreciate all his hard work for us. And forgive him if his eyes look a bit tired...



ENEMY NUMBER ONE: COMPLACENCY

A lot of Sam Farr supporters are taking his re-election for granted ("he's the incumbent", "it's a Democratic district", "McC Campbell's a weak opponent"). Watch out! These days, being an incumbent is a liability as well as an asset. And last year, a Democrat was defeated in a district more heavily Democratic than Sam's. Most importantly, McC Campbell has been raising more money than Sam. On July 23, the Santa Cruz Sentinel correctly reported "McC Campbell has raised more money than incumbent Sam Farr in the 17th district congressional race....In the six weeks ending June 30, McC Campbell raised about twice as much as Farr...."

Please send a contribution to:



Friends of Farr
P.O. Box 122
Monterey, CA 93942

SAM GOES TO THE FAIR

Sam is planning to attend the Santa Cruz County Fair on Saturday, September 17, and the San Benito County Fair. Say Hi to Sam and pick up your official "Re-elect Congressman Sam Farr" sun visor at the Democratic Party booths.



Our Monterey County Office will be open inside the United Democratic Office on Del Monte Blvd. in Monterey by the end of August at 625-1999.

HELLLLLLLLLLPPPPPP!!!!

As you know successful campaigns are built on all sorts of voluntary assistance. The Farr campaign can use a wide range of help from our supporters. Please give us a call at one of the Farr campaign offices if you can help with any of the following:

❖ Materials for our headquarters:

- ❖ Good tables and chairs
- ❖ IBM compatible computers
- ❖ File cabinets
- ❖ A small refrigerator

❖ Volunteer work:

- ❖ Phoning
- ❖ Miscellaneous office work (especially mailings)
- ❖ Bringing food to events
- ❖ Walking door-to-door in a neighborhood

❖ Easy stuff:

- ❖ Lend Sam your name as an endorser of his campaign
- ❖ Put a bumper sticker on your car
- ❖ Place a yard or window sign at your home or business
- ❖ Attend a Farr campaign event
- ❖ Write a letter to the Editor of your paper telling them what a great job Sam is doing

OP We have a campaign staff and offices...

Our Campaign Manager is **Jeff Janssen**, a refugee from the Santa Clara Valley who used to work for Congressman Norm Mineta. Our Field Director (and Farr Horizons editor) is **Don Lane** former Santa Cruz Mayor and veteran of Leon Panetta's early Congressional campaigns. Our Fundraising Director is **Mike Celiceo**, a California native who's done political work in both Sacramento and Washington. Our Computer Wizard is **Orla Stuart**, a veteran of dozens of Democratic campaigns in the Santa Cruz area. Our Monterey Peninsula Office is temporarily located in Carmel at 625-1999. Our Santa Cruz office is located in the Democratic Party headquarters at 201 Front Street (just off Laurel in the old car dealership) at 429-1644.

FRIENDS OF FARR
P. O. Box 122
Monterey, CA 93942 - 0122

Bulk Rate
US Postage
PAID
Santa Cruz, CA
Permit #128



WHO IS BILL McCAMPBELL?

This guy is reshaping his image under the direction of a New York advertising agency. He is very conservative, trying to appear moderate. He is not pro-choice but he tries not to talk about it. He says he's not a politician but he's run for Congress three times in three years AND he used to be a lobbyist. He says he's for lower taxes and a balanced budget---but he doesn't explain how reducing revenue in a budget that already has a deficit will balance the budget. He says he's for mainstream American values but he was a lobbyist for a puppet government of the old Apartheid regime in South Africa---a regime that the vast majority of Americans found oppressive and completely undemocratic. He says he's for campaign reform but he has no solution for the problem of rich people (like himself) spending tens of thousands of their own dollars to buy a seat in Congress. He calls himself a small businessman but his "business" is being a lawyer. (Nothing wrong with that...but why does he hide it?)

Interesting opponent for Sam....interesting enough that you might want to write a letter to the editor comparing this hypocritical politician to our fine Representative in Congress.

LEON PANETTA IS COMING HOME FOR SAM!



OP Save the evening of Friday, September 9. Join **Sam** in welcoming **White House Chief of Staff** (and our old friend) **Leon Panetta** back to Monterey Bay. We have two events planned:

From 4:30 - 6:30 p.m. you are invited to a reception with Leon and Sam at the Seascape Resort in Aptos. The donation for this event is \$35.

Or you can have a light buffet dinner with Leon and Sam at the Monterey Hyatt from 7:00 to 9:00 p.m.. The donation for this event is \$250.00

You can reserve your spot at either of these events by mailing a check to Friends of Farr, P. O. Box 122, Monterey, CA 93942-0122. Phone 625-1999 or 429-1644 for more information

Farr Horizons



FRIENDS OF FARR CAMPAIGN NEWSLETTER

VOL 2, SEPTEMBER, 1994

PANETTA EVENT A SMASH

Cisneros, Boxer coming soon for Sam!



Scott Campbell

The extraordinarily successful pair of events for the *Sam Farr* campaign with special guest *Leon Panetta* sent our campaign into high gear last week. Nearly 500 friends of Leon and Sam packed the first reception at the Seascape Resort in Santa Cruz County. Then, more than 200 generous supporters dined and chatted with Leon and Sam at the Hyatt Regency in Monterey. Both crowds were treated to Panetta's rousing speech in support of the administration efforts to actively address the nation's problems and an enthusiastic endorsement of Sam Farr's productive efforts on behalf of our district. Panetta also delivered a sharp critique of the Republican leadership that just says "no" to everything regardless of merit.

Now the campaign rolls on to a series of events featuring some of our finest national leaders, *Housing and Urban Development Secretary Henry Cisneros*, and *U.S. Senator Barbara Boxer*. We are also fortunate to benefit from the generosity of local supporters Jack and Elena Baskin and Alice and Manny Santana, who are hosting events to benefit the Farr campaign this fall.

CALENDAR OF EVENTS

- **Saturday, September 24** --Three opportunities to meet HUD Secretary Henry Cisneros
 - 1:00 — Santa Cruz County Democratic Central Committee's annual BBQ at Harvey West Park, Santa Cruz. \$20 donation
 - 2:00 — At a public rally with Sam Farr at Tierra Linda at 490 Beck Street, Watsonville
 - Immediately following the rally (by reservation only) at Jalisco Restaurant, 618 Main Street, Watsonville. Call 761-9474 or 429-1644 for more information
- **Saturday, October 1**, 2:00 p.m. A relaxing afternoon by the Bay with Sam and Shary at the home of Jack and Elena Baskin. Donation \$25. Call 423-8301 or 4291644 for more information
- **Sunday, October 16**, 2:00 p.m. San Juan Bautista reception with some of the world's best Mexican cuisine at Jardines de San Juan. Donation \$25. Call 644-9554 or 429-1644 for more information.
- **Sunday, October 21**, Luncheon featuring Senator Barbara Boxer at Seascape Resort. Details to be announced. Phone 429-1644 for more information.
- **Friday, October 28**, Monterey reception and auction in the late afternoon/early evening. Details to be announced. Phone 644-9554 for more information.

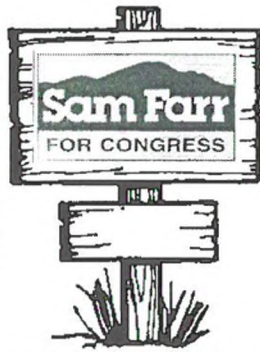
SAM'S NO CHICKEN

In case you missed it, Sam dazzled C-SPAN and network news audiences with his brutally honest description of the crime bill debate. Sam exclaimed, "*This bill's not about pork, it's about chicken!*" Sam went on to describe the real story of National Rifle Association lobbying on the crime bill and the fear it put into some Congress members' hearts. It made a lot of us proud of our Congressman's courage.



DON'T BE INVISIBLE

In political campaigns, visibility is one of the keys to success. You can be a part of that success by simply placing a Sam Farr yard or window sign at your home or business or by putting a Farr sticker on your car. You can pick up a sticker or sign at one of our campaign offices. Or call us and we'll get one to you.



THE ENVELOPE ISN'T *JUST* FOR MONEY...

We've enclosed an envelope with this newsletter so you could check one or more of the many boxes on it. We *love* contributions — and we love *all kinds of other help mentioned on the envelope*. **SEND IT BACK!**

BLOW OFF A LITTLE STEAM

The campaign spends a fair amount of time and resources trying to get press coverage for Sam's fine efforts and trying to illuminate some of our opponent's weaknesses.

Fortunately, there's one way we can achieve press coverage for next to nothing---*letters to the editor*. All you need to do is write one and mail it in. Here are some suggestions: Write short, punchy letters that make one or two points clearly. Keep your letters factual and issue-oriented. Follow your local paper's procedures carefully so they won't have an excuse to pass over your letter. If you'd like to send a letter but need help with the writing, stop by one of our offices and we'll give you a hand.

FRIENDS OF FARR
P. O. Box 122
Monterey, CA 93942 - 0122

Bulk Rate
US Postage
PAID
Santa Cruz CA
Permit # 128



YOU KNOW WHO YOU ARE

We don't have space to thank all the wonderful volunteers who've helped at events, in the office, on the phone, etc. **THANK YOU.** We couldn't do it without you.

IF YOU HAPPEN TO SEE HIM

If you happen to see or hear Bill Mc Campbell anywhere (public appearances, TV shows, radio, interviews, etc. -- please call one of our campaign offices (429-1644 or 644-9554) and fill us in.

IN CASE YOU'RE LOOKING FOR US

We have two staffed Farr campaign offices in Democratic Headquarters in Monterey and Santa Cruz. The Monterey office is located at 999 Del Monte Blvd. (at Aguajito - phone **644-9554**) and the Santa Cruz office is located at 201 Front Street (at Laurel - phone **429-1644**). The Farr campaign is also represented at the United Democratic Campaign Offices in Salinas at 272 Main Street (phone **771-0910**) and in Watsonville at 999B Main Street (across from the Pajaronian - phone 761-9474).



Soon we'll be in the San Benito Democratic Party Headquarters. Call Tony Ruiz at **637-2258** for details. Stop by and say 'Hello.'