

THE NATIONAL CENTER



FOR PUBLIC POLICY RESEARCH

Summer 2011

Message from David and Amy Ridenour

What an incredible start to the year!

In March, our columns were published by newspapers at least 81 times – more than two and one-half times EVERY day of the month.

Our black leadership network Project 21 continued to lead the defense of the Tea Party movement against the left's unfounded charges of racism, providing spokesmen for Tea Parties from coast-to-coast.

Project 21 Chairman Mychal Massie took this defense up a notch by challenging some of the Tea Party movement's worst critics, including Al Sharpton, to a debate at the National Press Club. When Sharpton and others didn't show up, he went on with the debate anyway, exposing these critics as cowards before the national and international press in attendance.

Five shareholder resolutions designed by our Free Enterprise Project to make it more difficult for corporations to aid the left qualified for votes of shareholders over the strenuous objections of the corporations' high-priced legal teams.

One major corporation adopted a Free Enterprise Project resolution as policy rather than face a shareholder vote and possible embarrassment.

National Center personnel were interviewed on television an average of one and a half times every week during the first

quarter of the year, including on Fox's O'Reilly Factor, Varney & Company, and Hannity and on Bloomberg TV.

David's op-eds appeared, on average, more than once every day during the first four months of the year and appeared not only in such leading U.S. newspapers as the Atlanta Journal Constitution, Kansas City Star and Sacramento Bee, but in major international newspapers, too, including the 2.6 million circulation Times of India.



Amy with son Jonathan in New York Times photo.

Amy's work against the forthcoming ban on the incandescent light bulb caught the attention of a New York Times reporter and prompted him to not only interview her for his page one story, but to run a photo on page three of Amy and our son, Jonathan (see photo center), standing in front of our stockpile of the bulbs.

There's so much more we'd like to tell you about our successes – your successes – since the beginning of the year, if only space permitted. But we hope the pages that follow will give you an idea of the enormous dividends your investments in our work pay each and every day. Your support is making a huge difference now and for future generations.

We've had an incredible start to the year. Now just watch what we can do after we're warmed up.

Sincerely,

David and Amy Ridenour



Changing Government Policy Through Timely and Targeted Analysis

Just days after Risk Analysis Division Director Jeff Stier blew the whistle on the Obama Administration for creating a slush fund under ObamaCare to enable it to lobby local governments for policies it wants, the U.S. House of Representatives passed a budget rescinding the funding.



David Ridenour with Sarah Palin at Young America's Foundation's 'Reagan 100 Weekend,' held at the Reagan Ranch Center. (Photo credit: Young America's Foundation)

On April 4, *The Hill*, an influential newspaper read widely on Capitol Hill, ran an article by Jeff detailing lobbying activities of the Communities Putting Prevention to Work (CPPW) initiative, a little-known program funded under ObamaCare. CPPW had been slated to receive \$500 million in funding this year and \$2 billion every year in perpetuity beginning in 2015.

“Federal law forbids any funds to be used for ‘lobbying,’ yet hundreds of millions of dollars are currently being sent [through CPPW] to advance a wide range of specifically enumerated policy changes that... [Obama’s Center for Disease Control] would like implemented locally,” Jeff explained in his column. “Last year, CPPW sent the County of Los Angeles more than \$16 million in tobacco control funds, for programs... ‘encouraging comprehensive smoke-free outdoor air policies.’”

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Project 21 Fellow Deneen Borelli urges privatization of the Transportation Safety Administration on 'Hannity's Great American Panel.'

The CPPW has pushed other programs the Obama Administration wants local governments to adopt, too, including more soda and junk food taxes.

On tax day, April 15, the House of Representatives voted to eliminate funding for the program entirely when it passed Paul Ryan’s budget plan.

The budget also stripped funding for high-speed trains, another wasteful program championed by President Obama that your National Center has – pardon the expression – railed against.

In March, President Amy Ridenour penned an article detailing the shortcomings of this initiative.

“Billions of taxpayer dollars are on the table and likely to be picked up by foreign companies like Canada’s Bombardier and Germany’s Siemens,” Amy wrote. “Unfortunately, the money they’ll pocket will come from American taxpayers at a time of

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David Almasi chats with U.S. Senator James Inhofe (R-OK) during the Cooler Heads Coalition's defeat of 'cap-and-tax' celebration. (Photo credit: Kathleen Dellinger)

record federal deficits and depressingly high unemployment.” Her article appeared in over 50 newspapers nationwide, including in the Sacramento Bee, Ft. Worth Star Telegram, Kansas City Star and the Washington Times.

It's no wonder the prestigious Wall Street Economists organization named your National Center to its list of the top 30 economic think-tanks in the world on May 4.



Trustee Horace Cooper debates the NAACP's Hilary Shelton on RT News, an English-language Russian news channel.

Thanks to your support, our work is consistently published where and when it is needed the most to change government policy for the better.



Building the Conservative Majority of Tomorrow

It's not easy reaching younger Americans with our ideas of liberty, yet it is critical that we do so if we're to build the

conservative majority of tomorrow. Dollar-for-dollar, no organization is doing this better than your National Center for Public Policy Research.

On any given day, 58% of Americans 55 years of age and older will read at least a portion of a newspaper. By contrast, only 30% of Americans 18-34 will.

Younger Americans aren't getting their information from newspapers, much less from lengthy think-tank pieces, because they're getting it from non-traditional media, including social media outlets such as Facebook, Twitter and YouTube.

That's why your National Center has become very active on Facebook and currently hosts one of the most popular right-of-center policy pages there, with over 30,000 "likes." This means 30,000 people have opted to have our policy updates appear automatically in their Facebook news feeds, which they read frequently.

We've also made substantial investments in online videos by sponsoring "Louder with Crowder," a weekly series of short, humorous policy videos. Produced by stand-up comedian Steven Crowder, the videos communicate conservative and free-market ideas to younger audiences. Because they're so humorous, viewers share them with family and friends, further increasing the number of people we reach with our message. Steven's videos are routinely viewed over 50,000 times – some over one million times. Now that's impact!

In a recent video, Steven poked fun at President Obama's offer to help Brazil develop its oil resources while preventing the U.S. from developing our own.



Free Enterprise Project Director Tom Borelli responds to Robert Reich's Wall Street Journal column assailing him on Bloomberg Television.

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Tongue-in-cheek, Steven suggests that Obama run for President of Brazil and provides celebrity endorsements from Christopher Walken, Tom Cruise, Charles Bronson, Clint Eastwood and others. Steven's impersonations are first-rate, as you can see here: <http://www.nationalcenter.org/crowder13.html>.

We can't depend on Americans to read everything we'd like. When they don't, we find creative ways of educating them about liberty, often without them even realizing it. These efforts make a difference and are only possible thanks to you.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Reversing the Left's Gains

None of the left's major initiatives of the past two years would have gone very far without the financial backing of major corporations.

Corporations spent hundreds of millions of dollars pushing ObamaCare, federal stimulus, the Troubled Asset Relief Program or TARP, cap-and-trade and more.



Project 21 Fellow Deneen Borelli challenges the left's claim that Pepsi's Super Bowl advertisement demeans blacks on the 'O'Reilly Factor.'

If we're to undo the damage done by the left, these corporate miscreants must be neutralized and, through our Free Enterprise Project, your National Center for Public Policy Research is one of the few organizations working to do just that.

And we've had significant success.

Five corporations – GM, ConocoPhillips, Caterpillar, John Deere, and BP – withdrew from the U.S. Climate Action

Partnership, the corporate-green alliance bankrolling the lobbying campaign for carbon regulations, after we pressured them to do so.

We're pressuring other USCAP members, including General Electric, Duke Energy, Johnson & Johnson and Ford, among



Media Fellow Steven Crowder entertains thousands gathered at this year's Conservative Political Action Conference (CPAC) with an uncanny impersonation of former MSNBC host Keith Olbermann. Steven also emceed CPAC. (Photo credit: Mark Draper)

others, to compel them to do the same.

In April, we turned out in full-force at General Electric's annual meeting to put the heat on GE CEO Jeff Immelt for lobbying for *de facto* energy rationing.

Deneen Borelli presented a shareholder resolution on the National Center's behalf that would require GE to calculate the risks to its business of the regulations for which it has been lobbying to show investors that Immelt is putting their future returns at risk. Deneen also asked Immelt whether James Mulva, a member of GE's board and CEO of ConocoPhillips, supported his company's lobbying for carbon regulation, to which Immelt responded "yes." No doubt Mulva wasn't pleased.

Our past pressure on Mulva had already caused him to withdraw ConocoPhillips from USCAP. Now he's on the spot again, this time being pressured to wield his influence on our behalf on the GE board.

Although our resolution did not pass, millions of shares were cast in support and in sufficient numbers to qualify it for

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House Gets Snowball Debt Reduction Rolling

BY DAVID A. RIDENOUR, VICE PRESIDENT

Republicans' initial steps to trim the deficit have been dismissed as symbolic, but they're more than that. They're following a time-tested debt reduction model.



David A. Ridenour

House Republicans vowed this year to cut \$100 billion in non-defense discretionary spending from President Obama's budget and have already made good on a significant portion of that.

Compared to the \$3.5 trillion federal budget, such cuts may seem trivial, but this isn't mere symbolism.

Republicans are following the same method many thousands of Americans have used to dig themselves out of debt, the snowball debt reduction method.

The method calls for debtors to pay off the smallest debts first and the larger ones over time. The strategy works in part because it provides constant feedback, building confidence that gives people the courage to tackle progressively larger debts.

The greatest difficulty we have in cutting federal debt is our complete lack

of experience with it. Without successfully making smaller cuts, we'll never be able to make the large ones needed for substantial progress.

The message of the 2010 election, unlike the last Republican wave election in 1994, is clear: Americans believe the federal government has grown too large.

A recent poll of conservatives and Tea Party activists conducted by The National Center for Public Policy Research and FreedomWorks provides a hint of the kind of trouble Republicans may find themselves in if they ignore this message.

It found that the corporations that backed such big-government programs as ObamaCare, cap-and-trade legislation, and federal stimulus are losing support among conservatives, who make up a strong plurality of their customers.

Johnson & Johnson's conservative favorability, initially 69%, fell to just 16% after respondents were informed that the company lobbied for these initiatives.

More significantly, 60% of conservatives said they would be less likely to buy Johnson & Johnson products as a consequence and, among those active in the Tea Party movement, 61% said they would "blog, tweet, post a message on Facebook, or upload a video on YouTube about NOT buying" their products.

Though the survey measured attitudes toward corporations, the implications for politicians is obvious. If Tea Party activists are ready to campaign against big spending politicians' corporate-enablers, just imagine what they're willing to do to the politicians themselves?

Republicans seem to be getting it. They imposed an earmark ban and rejected the Senate's \$1.2 trillion stimulus package even though it was loaded with \$1 billion in earmarks designed to enlist Republican support. And they passed through the House a budget crafted by Budget Committee Chairman Paul Ryan (R-MI) that would cut federal outlays by \$6.2 trillion over ten years.

To make real progress in reducing the federal deficit, they know they'll have to cut mandatory programs, which account for 60% of total federal outlays. Ryan's budget is the first serious effort to do so.

Conventional wisdom holds that cutting mandatory programs such as Social Security and Medicare is political suicide. Poll after poll shows that, given the choice between changing the programs and keeping them as they are, 60% or more choose the status quo. But that's not a realistic choice and the public is coming to realize this.

A Rasmussen poll in October found that only 41% of Americans believe we can continue funding these programs at their current levels. A Gallup survey the same month found that 77% of Americans believe Social Security and Medicare will "create major economic problems."

To borrow from Don Rumsfeld, we aren't going to war against the debt with the choices we wish we had, but with the ones we do. The American people understand this. Maybe Congress is finally catching on, too.

(A version of this article appeared in over 45 newspapers, including the Atlanta Journal-Constitution, the Sacramento Bee, Kansas City Star, and the Lexington Herald-Leader.)



Donor Profile: Roger Milliken, “Builder” *In Memoriam*



We were deeply saddened to learn of the passing of Roger Milliken, a long-time friend and supporter. He died on December 30 in Spartanburg, South Carolina at the age of 95.

For 71 years, Roger led Milliken & Company, one of the world’s most successful privately-held textile and chemical manufacturers. Although

he stepped down as CEO of the company in 2006, Roger remained Chairman of the company until his death.

Born October 24, 1915 in New York City, Roger was heir to Deering Milliken Company, then a small wool fabrics firm that had been co-founded by his grandfather fifty years earlier.

After earning a degree in French history from Yale University in 1937, Roger began his career at the Mercantile Stores Company, Inc., a department store chain (now part of Dillards) that was part-owned by his family.

While working there, Roger learned the business from the ground up, or perhaps slightly above that: One of his early duties was pinning up the hems of women’s coats.

In 1947, Roger became president of Deering Milliken upon the death of his father.

He wanted his epitaph to read, simply “builder.” And that certainly described him well.

Under his leadership, Milliken & Company increased its manufacturing facilities from only a handful to 50, spanning seven countries. In 2008, *Business Week* listed Milliken & Company as one of the “Best Places to Launch a Career.” In 2009, for the fifth time, *FORTUNE* magazine named it one of the “100 Best Companies to Work For.”

Roger fought for his principles and the welfare of his workers, even when it would have been more convenient to do otherwise. When his Darlington textile mill was about to be unionized in 1956, he shut the mill permanently to protect employees from forced unionization. And when one of his company’s mills in Georgia burned down in 1995, he kept every one of the factory’s nearly 700 employees on the payroll until the factory re-opened six months later.

A life-long conservative, Roger was one of a handful of philanthropists who recruited Barry Goldwater to throw his hat in the ring. During the 1964 Republican Convention, Roger had the honor of casting South Carolina’s votes for him.

Our friend Lee Edwards, the famed Goldwater and Reagan biographer, credits Roger with making the election of Ronald Reagan and the rise of the modern conservative movement possible.

“The conservative movement constructed a powerful counter-establishment that by the end of the [1970s] was poised to assume reins of political power,” Lee wrote in his book, *Educating for Liberty*. “It was able to do so because... the philanthropists (such as Henry Salvatori, Richard Scaife and Roger Milliken) had willingly financed the thinkers’ books and writers’ journals and the politicians...”

Indeed, Roger was a generous supporter of many conservative think-tanks, including your National Center for Public Policy Research.

One of his favorite National Center programs was Project 21, our black leadership network. Roger had a long history of supporting greater opportunity for minorities.

In 1964, when Spartanburg’s Wofford College was considering whether to begin admitting black students, Roger, a trustee and benefactor of the college, fought for the college to do so. To persuade the college’s other trustees to go along, he promised to personally make up any contributions the college lost as a result of integration. As a result, Wofford became one of the first historically-white colleges in the Deep South to admit black students.

Roger frequently took time to write us offering words of encouragement. He was especially concerned about ObamaCare, writing to us that ObamaCare “would be the end of the best health care system in the world.”

There may be no better tribute to Roger than overturning ObamaCare. We’re committed to making that yet another of the many legacies of America’s great builder, Roger Milliken.

Consider Making a Legacy Gift to The National Center... Future Generations Will Thank You

By including The National Center for Public Policy Research in your estate plans you will do a great deal more than bequeath your assets.

You will bequeath liberty.

We want to leave to our children and grandchildren an America that's better than we found it. We want future generations to be less dependent on government, less burdened by taxes and regulation, less concerned about our nation's security, and have greater freedom to conduct their lives as they wish.



Though our programs will change as the threats to our freedom do, you can be confident that your National Center for Public Policy Research will continue fighting to preserve and expand American liberty long after we're gone.

A great way to ensure we're ready for whatever challenges the future holds is by including The National Center in your legacy plans.

Bequests. A bequest is the easiest way to include The National Center in your estate plans. You can bequeath either a set percentage of your estate or a specific dollar amount. Sample language: **"I give and bequeath to The National Center for Public Policy Research of Washington, D.C. <X/Y% of my estate> to be used for its educational purposes."** If you're uncertain of the amount you'll be able to bequeath after paying final expenses and/or providing for family members, a residuary bequest – a gift of whatever is left over – may be your best option. Sample language: **"I give and bequeath to The National Center for Public Policy Research of Washington, D.C. the residue of my estate for its educational purposes."**

Insurance Policies. Donating life insurance policies you no longer need is a great way to support our work AND earn a generous tax-deduction. To qualify for a charitable deduction, you must name The National Center for Public Policy Research as your beneficiary AND transfer ownership of your policy. How much you may deduct will depend on the type of insurance policy.

Trusts. A number of specially-designed trusts allow you not only to transmit your values to the next generation, but create substantial benefits for you and your heirs. If, for example, you expect \$100,000 of your estate to be subject to the federal estate tax when you pass away, it might make better financial sense for you to use these funds to create a Charitable Remainder Trust (CRT) and name The National Center for Public Policy Research as the beneficiary. If you do, you will: 1) receive fixed annuity payments for the rest of your life; 2) be able to give a portion of these payments to your heirs to allow them to take out a life insurance policy on you for an equal amount – \$100,000; and 3) leave the remaining value of the CRT – likely much more than the original \$100,000 investment – to The National Center upon your death. So The National Center will receive \$100,000+, your heirs will receive \$100,000 from the life insurance policy tax-free, and government will receive nothing. Charitable Lead Trusts, or CLTs, also provide incredible tax benefits for you and your heirs. They're essentially the opposite of CRT in that instead of paying you, the CLT will pay The National Center a fixed amount before the assets pass to your heirs. The advantage of a CLT is that it reduces or eliminates taxes on assets you pass on to your heirs. Since your heirs will not receive the assets until years into the future, the taxable value is discounted. The amount is also offset by charitable gift deductions equal to the present value of the annuity payments. None of the appreciated value of the trust is subject to estate or gift taxes.

Charitable Gift Annuities. A Charitable Gift Annuity (CGA) may be your best bet if you wish to support our work years into the future, but need the assets now to provide income. Charitable Gift Annuities typically provide better returns than other investments, such as money markets, CDs and conventional savings

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Senior Fellow R.J. Smith discusses the potential for U.S. energy independence with nationally-syndicated radio host G. Gordon Liddy. (Photo credit: Katherine Ruddy)

another vote next year. This is significant: GE will be forced to include a statement of our choosing in its proxy materials, which enables us to educate GE shareholders about the company's left-wing activism.

Vice President David Ridenour grilled Immelt over his possible conflict of interest due to serving as both CEO of GE and Chairman of President Obama's Council on Competitiveness and Jobs. He asked if Immelt represented GE's interests or the public's interests on the Council. Immelt refused to answer, a tacit admission that the conflict of interest exists.

Free Enterprise Project Director Tom Borelli took Immelt to task for his close association with Obama, noting that it is

accounts. Just how much better depends on your age. If you start a Charity Gift Annuity at The National Center for Public Policy Research (\$10,000 minimum), you will receive a partial tax deduction and an income for life (partially tax-free) at a rate based on your age. Currently, a 72-year-old might receive a rate of 6%. That's considerably better than the 1%-2% offered by most money market funds! Starting a CGA with appreciated stock provides even greater benefits. If you fund a \$10,000 CGA with stock you purchased for \$6,000, your annuity payments will be based on the full \$10,000 value of the stock at the time it is transferred. You will receive a partial tax deduction based on the full \$10,000 AND avoid paying capital gains taxes on the appreciation.

Property. Gifts of homes, jewelry, property, artwork, coins and other valuables will also help ensure our work can continue for generations to come.

If you decide to include The National Center in your estate plans, you'll qualify for membership in **The Legacy Society**.

As a member of The Legacy Society, *you will be part of an elite group of supporters to receive recognition*. To recognize this level of support, Legacy Society members will receive:

- an attractive Legacy Society membership certificate;
- invitations to Legacy Society events where you can meet with Amy and me, National Center staff and other conservative leaders;
- inscription of your name on a plaque in our main conference room recognizing you as a member of the National Center Legacy Society;
- copies of every major publication the National Center publishes so you can see the impact your support is having; and
- periodic tips on how to get the most out of your charitable contributions.

To get started, please fill out the brief form below and mail it in the attached reply envelope. Alternatively, you may call David Ridenour at (202) 543-4110 ext. 16 or email him at dridenour@nationalcenter.org.

Name _____

Address _____

Phone number _____

- I've already included The National Center in my estate plans. Please begin my membership in the Legacy Society right away.
- I'd like more information on how to leave a bequest. Please call me.



Project 21 Chairman Mychal Massie discusses illegal immigration on the Fox Business Channel's 'Bulls & Bears.'

hurting the corporation's image among conservatives who make up a strong plurality of GE's customers. Tom provided Immelt and the GE board

with the results of a poll we sponsored with FreedomWorks showing that GE's favorability among conservatives fell from 51% to just 20% after respondents were informed that GE lobbied for cap-and-trade and other big-government programs.

We didn't just turn up the heat on Immelt inside the shareholder meeting, but outside it, too. Before the meeting, Tom and Deneen spoke at a "Fire Jeff Immelt" rally organized by FreedomWorks and Tea Party groups.

These efforts generated significant media attention, including from the print media, Bill O'Reilly and the Fox Business Channel.

But media attention wasn't our only success in our effort to reform GE.

In advance of the meeting, to avoid a vote of shareholders, GE adopted a resolution proposed by David Ridenour requiring it to disclose how it determines its lobbying priorities.

The resolution is important as it provides us with additional details of the company's lobbying activities and gives us access to the company's "rules" for lobbying, providing us with yet another potentially powerful weapon against its left-wing activism.

And perhaps best of all, a few days after these events, Immelt gave a speech saying he had now "lost interest" in energy-policy activism. We're cautiously optimistic that GE is beginning to see the error of its ways.

We're not just going after companies that have supported the radical green agenda, but those that supported ObamaCare, too.

One day after the GE shareholder meeting, General Counsel Justin Danhof attended Johnson & Johnson's annual shareholder meeting in New Jersey to question its CEO, William Weldon, about his company's support for energy regulations and ObamaCare.

Justin shared a poll we commissioned showing that the com-

pany's support for big government is harming it among conservatives, who represent a strong plurality of its consumers.

The survey showed that 69% of conservatives initially viewed Johnson & Johnson favorably, but that its favorability dropped to just 16% after respondents were informed that the company had lobbied for ObamaCare and cap-and-trade.

Justin also took Weldon to task for failing to keep a promise he made to The National Center at the shareholder meeting last year to provide an exact figure on how much Johnson & Johnson provided to the drug industry group, PhRMA, to promote ObamaCare.

The negative publicity that we've generated against the left's corporate enablers has helped us to pick off one corporation after another. We couldn't do it without you.



Jordan Crowder as 'Union Harold' in an installment of our 'Louder with Crowder' video series in an episode about union thuggery.

Federal Employees Now Have a Choice

Conservatives fighting for American liberty from inside the federal government can now donate through the Combined Federal Campaign (CFC) to a group that shares their values... The National Center for Public Policy Research.

If you're a federal employee, please consider us for a CFC gift this year. If you have family members who work for the federal government, encourage them to donate to us through the campaign, too.

Our five digit CFC code is 27733.

Thanks for your support!





Book Review: Top 10 Secrets of Successful Giving

Do you want to get more out of your charitable contributions?

Now there's a terrific guide to help you do just that: *Top 10 Secrets of Successful Giving: How You Can Ensure Your Gifts Fulfill Your Dreams*.

Written by Ron Robinson, President of Young America's Foundation (YAF) and member of The National Center for Public Policy Research's board, and YAF's Nicole Hoplin, *Top 10 Secrets* provides some excellent tips not only on what to do, but a what not to do, before you contribute.

Among their best tips:

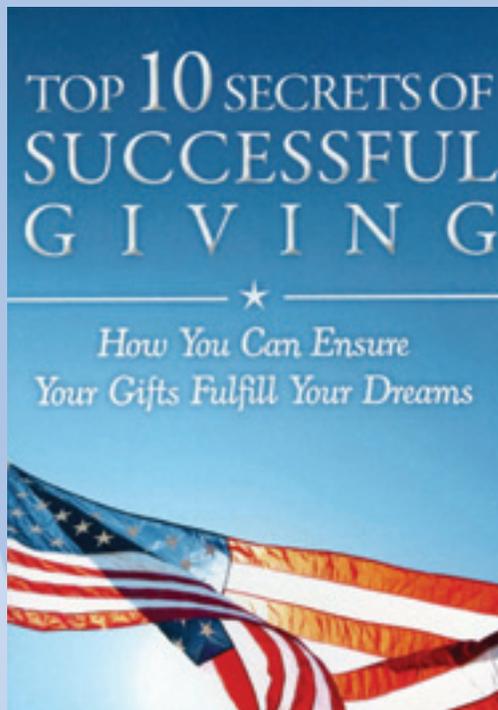
Observe Which Organizations the Left Attacks.

Robinson and Hoplin write, "Leftists are not reliable when they suggest they know best which charities or institutions you should support. However, they are quite reliable in their attacks on the Conservative Movement's most effective organizations." Indeed, when left-wing organizations such as Media Matters, Mother Jones, Greenpeace, the NAACP or the Nation magazine vilify a conservative group, you can bet they aren't doing so because the group is inefficient and ineffective. They're doing so because the group is standing between them and their big-government objectives.

Beware of Charitable Rating Groups.

Donors are increasingly looking to self-described "charity watchdog groups" for guidance on how to get more out of their charitable dollars. But, according to Robinson and Hoplin, some of these groups have a left-wing bias and CAN'T be relied upon to provide good advice on how to make your important funding decisions. They note, for example, that such charity monitors allow liberal

organizations to understate their true fundraising costs, making conservative groups look less efficient by comparison, thereby discouraging contributions to the conservative movement. "Leftist charities are lavishly funded by taxpayer dollars... [and] have federal or state government covering their 'fundraising costs,' so you don't see their true costs when you evaluate their financial documents," they write. "Most conservative and libertarian groups accept no government funds." Though *Top 10 Secrets* doesn't say so explicitly, the liberal bias of charity watchdogs is no accident: It's one of many liberal tactics for discouraging giving to conservative and libertarian organizations. If a conservative group accepts government funds, the left labels it "hypocritical." If it accepts corporate funds, the left labels it a "paid corporate lackey." If it accepts funds from many individuals – a more expensive means of fundraising than stealing taxpayer dollars – the left labels it "inefficient."



Get to Know the Leadership of the Groups You Support.

Most people wouldn't dream of hiring an employee without interviewing candidates, yet some donors give gifts the size of annual salaries to institutions without ever talking to their leadership. You can learn a great deal about how an institution is managed by reading its newsletters, publications, reading its press coverage, and visiting its website. But an even better way to get a measure of a group is by talking directly to one of its leaders. You can do so by agreeing to meet the next time you're asked by a conservative leader or by accepting an invitation to one of the group's upcoming events. Alternatively,

you can call, email or write with your questions.

As Robinson and Hoplin note, "If an institution is too large to be responsive to your desire to get to know its leadership, then it is probably past any 'venture capitalism' stage when your gifts might make a decisive difference in the organization's development or programming."

Top 10 Secrets offers many more terrific insights for more effective giving and we highly recommend it. For information on how you can obtain a copy, contact Young America's Foundation at 1-800-USA-1776.

Obama Offers Libertarian Paternalism... Without Libertarianism

By JEFF STIER, DIRECTOR OF
THE RISK ANALYSIS DIVISION

Cass Sunstein, President Obama's regulatory czar, argued that the government should push people to make better choices in *Nudge*, a 2008 book that he co-authored with behavioral economist Richard Thaler.



Jeff Stier

Sunstein and Thaler called their idea "libertarian paternalism": Government could nudge consumers to make the choices it prefers by making it easier for them to do so and without taking away their choices. Requiring individuals to opt-out of an organ-donation program rather than opt-in is one example.

But the Obama administration has taken this concept and turned it left side up. In case after case, the administration, working with local agencies that receive federal-taxpayer dollars, is using the language of choice, but offering no such thing.

Consider Boston Mayor Thomas Menino's recent executive order to ban the sale, advertising, and promotion of non-diet soda and sports drinks from city-owned properties. He justified the

move in Sunstein-esque language: "I want to create a civic environment that makes the healthier choice the easier choice in people's lives."

But when you ban something, you are not helping people make choices, but taking choices away. It's libertarian paternalism without the libertarianism.

And there's no evidence that the plan will make Bostonians thin. If sugary drinks are the cause of obesity, then why was apple juice exempted?

The executive order was the result of campaigning by the Boston Public Health Commission, which received more than \$6 million from a Centers for Disease Control (CDC) slush fund created as part of the stimulus bill, and now funded, in perpetuity, as part of Obamacare. The program will balloon from last year's half billion dollars to \$2 billion in 2015.

The federal grant-making program in question, "Communities Putting Prevention to Work" (CPPW), lists "decreased consumption of sugar-sweetened beverages" as the first item on the list of projects funded under the Boston grant.

The Obama administration now believes it has the right to spend federal tax dollars to promote laws at the local level that Congress never approved. These include Mayor Menino's executive order, increased soda taxes, outdoor-smoking bans, and even bans on e-cigarettes, electronic smokeless cigarette replacement devices.

The CDC insists that program funds may not be used for lobbying, but it acknowledges the grants are going to promote local policy changes that do not reflect existing federal policy.

Things aren't any better in Chicago, which received more than \$20 million in CPPW funds. Principals in Chicago public schools get to decide whether parents should be trusted to send their kids to school with lunches from home. One principal who forbids kids to come to school with a lunchbox is Elsa Carmona. As the *Chicago Tribune* noted, "her intention is to protect students from their own unhealthful food choices."

Some argue that now that the government is paying for health care, it has the right to tell people how to eat. But that's more of an argument *against* single-payer health care than *for* nanny-statism, especially since these programs are implemented even when they don't work.

Consider the Obamacare requirement that chain restaurants place calorie counts on menu boards. Scientists studied the impact of a similar law already in place in New York City. They reviewed receipts from kids who ate at restaurants with the menu boards and compared them to receipts from kids from Newark, N.J., where the calorie counts were not posted as prominently. They found that the New York City kids actually ate *more* calories. Maybe they were trying to get a bigger caloric bang for the buck. Whatever the reason, the law didn't have the desired effect.

By campaigning for nanny-state approaches to the real problem of obesity, the administration is not only taking away our liberties, but filling us up on the policy equivalent of junk food: junk science.

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