



the Run

My One-Year Experiment
in Democracy by Joe Andrade

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by **Joe Andrade**

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Preface

The Run is:

- a report of a one year experiment in political democracy;
- a guidebook for people thinking of running for national office;
- a guidebook for people working on – or thinking of working on – a political campaign; and
- a personal memoir of my attempt at politics in 2012.

Although based on my 2012 run for Congress in Utah District 2, the lessons learned, perspectives gained, and information gathered should be useful and helpful to any person seeking national elected office. It should also be helpful to those seeking state or regional elected office.

Begin by defining your district or area, its demographics and political history, your own campaign goals, and your own skills and resources. Then as you read the pages that follow, ‘translate’ and modify my experience, perspectives, and recommendations to your unique situation.

Let me know the results at joe.andrade@utah.edu. Tweet and Facebook post about your own experiences and let your world know that *The Run* exists.

Good luck!

Dedication

Four wonderful people were absolutely key and critical to this campaign:

- Fanny Alvarado Blauer – and Danny and Juliette
- Jacob Hanson
- Shannon Kennelly
- Aaron Andrade

Fanny and her family were very enthusiastic and effective supporters, involved in all aspects of the campaign. Fanny's Hispanic interests and background were essential to our connection with and involvement of the Hispanic communities.

Jacob handled website and social media aspects, including trying to inform and educate me. His readings and workshops for Peaceful Uprising, his involvement with their protests and activism, and his personal commitment to sustainability were very important to my platform and engagement with the greater community.

Shannon Kennelly was a wonderful University of Utah (Environmental and Sustainability Studies) intern who was involved in all aspects of the campaign.

Aaron Andrade designed all campaign materials, including signs, posters, and business cards, as well as *The Call* and this book. Discussions with him in December, 2011 helped me decide to run.

Acknowledgements

Zach Henak was one of the first campaign volunteers and assisted in securing candidacy signatures.

Charles Kimball was my District 2 unaffiliated candidate ‘competitor’ who quickly became an ally and strategist in our common goals.

Bill Barron, unaffiliated candidate for Utah Senate in 2012, was my inspiration for running.

Mike Noel, Utah State Representative from Southern Utah, was also my inspiration for running. His arrogance, denialism, and marginal ethics convinced me that many current elected officials must be voted out of office.

Jeff Robinson, Angela Smardon, Reinaldo Escobar, and Rod Decker are the key media people who helped get out the message about the need to consider unaffiliated and third party candidates.

Bob Springmeyer – thanks for the old campaign signs.

Ray Wheeler – thanks for the discussions and video interviews.

Paul Manda – thanks for the coaching, videos, and discussions.

Michael Mielke – thanks for the discussions and advice.

Barbara Andrade – thanks for everything!

Beginnings...

I ran for US Congress in 2012 in Utah. I lost – that was intentional. I placed 4th in a field of 5, receiving less than 1.2% of the vote. That was *not* intentional. I spent \$5,700 on the campaign – \$700 over budget. I ran as an independent, unaffiliated, no contributions candidate. No party. No hidden agendas.

My platform was based on:

- getting money out of politics to help restore democracy;
- developing a truly sustainable, inclusive, forward-oriented economy with jobs for all;
- providing accessible health care for all;
- providing accessible education for all.

Utah is a very Republican, highly conservative state and functions as a partial theocracy due to its very high Mormon population.

My District #2 is one of four Utah Congressional Districts – all ‘designed’ to consist of about 2/3 registered Republicans and 1/3 registered Democrat voters. There are many other voters who claim to be ‘independents’, although many independents are often even more conservative and non-progressive than many Utah Republicans. Libertarian and Constitution parties generally have a strong showing in Utah races.

I did not have any chance of winning. Many rational people thought I was crazy to run, saying my effort was a total waste of time. But my run was about beginning to challenge deeply entrenched, hard-wired assumptions and ideologies – using the legitimacy of being a candidate for Congress as a platform and foundation for public exposure. Good idea and plan – ineffectively executed!

My #1 goal was (and still is) to get money out of politics. I ran a no-contributions campaign – spending \$5,000 of my own money. I ran no ads and purchased no media, except for t-shirts, bumper stickers, and several magnetic signs for my 1996 Subaru.

I was told by a national blogger I contacted, “no dollars means – no chance!”

My initial naïve optimism was based on getting supporters to actually *work* on the campaign. My site said:

In lieu of money, I need You to donate time and action – contact neighbors, friends, colleagues. Let them know about my candidacy and our goals and approaches.



The home page of my archived campaign website.

The site was archived a few days after the Nov. 2012 election and is available for historical and research use.

Very few people did that. Some people I know – including many who complain the loudest about problems with politics and government – *do* the least. Some are willing to give money but not time. That was a major disappointment.

My complete campaign site is available at archive2012.2andrade.org. Please use it.

Why Run? Heeding the Call

I think it began in February, 2010. I had been testifying in Utah Legislature committees related to several bills denying climate change and the CO₂ problem. As a result of that exposure, I was asked to speak at a special meeting at the University of Utah. My six minute remarks (available on YouTube) included:

“The issue is NOT Science...the issue is BELIEF. If you choose to Believe in something very strongly and you choose to adopt a position very strongly – no amount of science will change your Belief. It takes a private revelation... to really change... We must understand that rationality is quite rare... We must identify those totally irrational legislators... and get rid of them.”

Although very pleased with Obama’s win in 2008, I was very discouraged with the growing influence of lobbyists and money in elections and the ‘purchasing’ of elected officials. The Supreme Court *Citizens United* decision in early 2010 would, I thought, make the situation much worse... that we really are now a plutocracy of special interests. Watching an [interview on Sixty Minutes](#) with Jack Abramoff in November, 2011 made me even sicker.

I was very motivated by Tim DeChristopher’s protest actions in late 2008 – and continuing after his arrest. DeChristopher’s Citizen Candidate initiative and candidate Claudia Wright, District 2, 2010, were also an inspiration (documented in the film [Bidder 70](#)). The Occupy movements in late 2011 were also very inspiring. I was also stimulated by discussions with my son, Tonio – who is very concerned that he and his wife are raising three young daughters in a very problematic, dangerous, and uncertain world. The late Dr. Steven Schneider was another inspiration for me (see [his website](#) and the first ten minutes of [this video](#)). Jim Hansen’s *Storms of My Grandchildren* and my own grandfatherly perspective also contributed to the interest in running.

I just had to do *something*.

I had been reading a lot on politics, economics, and sustainability – with a strong focus on environmental issues and on climate change. I summarized those and other perspectives in a free e-book: The Call: Towards Personal Independence and Responsibility. *The Call* serves as a background to this document.

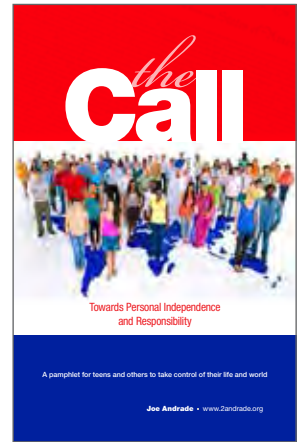
Working with a small group of students and friends over several years, we studied the nature of values as applied to politics and government. We then developed a 12 parameter Visual Values plot and encouraged people to use it to estimate the values of political candidates and public figures (www.visualvalues.us). Applying the Visual Values resource to current politicians helped convince me that fundamental human values are indeed lacking among many, perhaps most, political candidates and elected officials.

I began to get involved with Bill Barron, founder of the Utah chapter of the Citizens Climate Lobby. He was considering running for office, as an unaffiliated candidate for US Senate. I encouraged him and several others to run.

I had never been interested in running for political office. At the time my role was to encourage others and to do what I could to help them. But with the 2010 US Census data saying that Utah would soon have 4 Congressional seats – and with a state-wide and legislative interest in the Congressional District boundaries – there was much interest and talk related to the US Congress races for 2012. That all piqued my interest, and I began heeding *The Call* by considering a Run for Congress – stimulated by Barron's decision to run for Senate.

During a family Christmas-New Year's vacation in late 2011, my son Aaron and I worked on a logo and related materials for a Run in Utah's new District 4.

The local Democratic Party Chair encouraged me to consider running as a Democrat, but I felt the Democrats were just as bad as the Republicans in terms of money, special interests, lobbyists, and the prostitution of elected officials. In fact the first question the Demo



The Call is my free e-book providing a concise background as to how the world 'works' and advocating personal independence and responsibility.

Chair asked me was about raising money. So I decided to run *against* money and chose to file as an unaffiliated candidate.

I formulated a campaign based on challenging now outmoded assumptions and based on facts, critical thinking, transparency, and honesty.

When incumbent Representative Jim Matheson – a ‘blue dog’ token Democrat – chose to run in the new District 4, I shifted my attention to the redesigned District 2, as there would be no incumbent running. Utah does not require Congressional candidates to formally reside within their district.



My two-sided ‘business’ card, showing Utah’s four new districts and, on the back, my three constituencies – the planet, the nation, and Utah’s District 2.

So Aaron and I modified our designs for District 2. I set up a Google-based website, and declared my candidacy (as announced in [this PDF](#)).

There was a general disgust with Congress and with most members of Congress, even in Utah. I felt that a campaign focused on honesty, transparency, and no dollars could resonate with many Utah voters, especially the independents and the youth.

My site and campaign were launched with the statement:

This campaign is targeted to adults – individuals who can deal with facts, realism, and practical approaches to issues and problems. I will not be seeking donations and will run few, if any, ads. I will be factual, honest, and transparent.

Thomas Paine said it best: ‘I offer nothing more than simple facts, plain arguments, and common sense’.

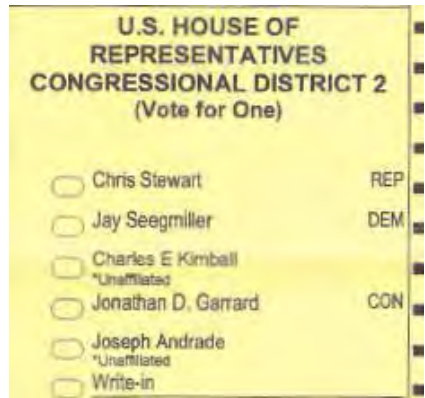
The first step was to get on the ballot, which is not difficult in Utah. Salt Lake City’s former mayor Rocky Anderson: “Utah is actually one of the more democratic states in giving voters a real choice by allowing third-party or independent candidates on the ballot without enormous obstacles.”

I went to the state Elections Office in the Lt. Governor’s office, learned that I have to get at least 300 verified signatures – on special

petition forms – of registered voters and residents of District 2, submit them to the County Clerks for verification, and submit the verified signatures and a fee of \$435 to the Elections Office by 5 pm, March 15, 2012. That’s all it takes to get on the ballot in Utah as an unaffiliated candidate for the Nov. 6, 2012 election.

On March 9 I submitted 355 verified signatures (out of a total of 456 collected) and was then placed on the 2012 Utah Ballot in all Counties included in District 2. Several key volunteers assisted in getting the signatures in dog parks, coffee shops, book clubs, stores, malls, and on the street. It was not difficult. Dog parks are especially good and easy venues as the human users generally are somewhat bored and willing to engage!

Now there was no turning back – I was to be on the ballot. Shortly after the March 15 filing deadline, the list of candidates was made public. I learned that there would be 5 candidates for the District 2 seat: a Republican, to be decided at their state convention; a Democrat, to be decided at theirs; a Constitution Party candidate; another unaffiliated candidate, Charles Kimball; and me – an unaffiliated candidate. I did not know Charles Kimball at the time; we became friends and allies during the campaign.



Here’s the US House portion of the Millard County ballot for November, 2012. All other county ballots were similar.

On the Ballot

District 2

Although generally familiar with the national parks, towns, and roads in the district, I bought and studied maps, became familiar with the various counties represented by District 2, and developed 'business' cards, signs, and logos which showed the District map and boundaries.

As the new District 2 was very different from the old district, most voters were unaware of the changes. And of those who were aware, many were confused as to the actual boundaries and the areas included in the new district. My business cards, signs, and T-shirts all included a district map which greatly helped inform potential voters.

Utah District 2 is enormous. It includes nearly $\frac{3}{4}$ of the Nevada-Utah border, over half of the Utah-Arizona border and the great bulk of western and southwest Utah. It includes most of Salt Lake

City but very little of adjoining Salt Lake County. The carefully gerrymandered District boundaries were implemented to assure that Salt Lake City's Democratic Party members would be diluted by the highly Republican area of Washington County in Southwest Utah, where the state's second largest urban area is located (St. George, Utah). Careful boundary adjustment resulted in a roughly 2:1 advantage for registered Republicans. The 2:1 ratio also roughly holds for Mormons to non-Mormons. Mormons tend to be overwhelmingly conservative and Republican. Although the Mormon Church claims to be apolitical, most of its members take their cues and guidance from Church leaders, who are overwhelmingly Republican. Utah is indeed an informal theocracy.



The Utah map used for much of the campaign, with District 2 in green – hopefully suggesting my sustainability platform.

But my young, naïve, optimistic, then 70-year-old mindset began to develop an approach and strategy which I hoped would lead to a reasonable showing. I would begin with targeting new potential voters and by focusing on the over 50% of Utahns who do not vote in major elections.

I would interact with high school seniors, college students, and with the University/College and science education communities in which I had worked for many years. My plan was to empower and involve them in a ‘grass-roots’, hopefully ‘viral’, campaign which would rapidly grow and develop.

Voters

Why don't more Utahns vote? The non-voters say it's because the outcome is a foregone conclusion – Republican candidates win by a 2:1 margin. So why bother? Utah is also one of only 12 states who permit straight-ticket voting (you can cast one vote for ALL candidates for a specific party) – and over a third of those who do vote choose straight-ticket. That means third party and unaffiliated (like me) candidates are at an enormous disadvantage.

Utah Democrats are chronically unsuccessful except in Salt Lake City – the only really progressive area in the state. Utah Democrats are fairly cohesive, back and support their candidates, and function as an effective minority party in the State Legislature. The Party does not like being told it's too money-oriented, that their candidates are not fully transparent or honest, that they need a new approach or strategy. They are, of course, not generally receptive to third party or unaffiliated candidates.

So that leaves new voters, those recently relocated to Utah, and the over 50% who do not generally vote.

There are 33,000 people every year who can choose to become eligible voters – the state's high school graduates. Their voting statistics have been terrible – only about ¼ actually vote. Utah educators are, in general, extremely cautious about talking or working with their students about any issue or activity which can be considered even

remotely ‘political’. So most graduating seniors are not politically engaged – and tend to stay that way after graduation.

Most Utahns do not encourage their kids to think for themselves (Utah is one of seven states which never ratified the 26th Amendment – providing the vote to those 18 years of age or over). Utah’s high school students are expected to participate in Mormon Church activities, prepare themselves to serve on a Church ‘mission’, and otherwise to behave as good Church members – meaning they become Republicans like their parents and friends.

But they are also adolescents dealing with their hormone fluctuations and their concern with their own role and place in society and the world – and such concerns tend to not be well addressed by their parents, teachers, or their Mormon bishops. But they are addressed to some extent via social media and the Internet.

To address those adolescent yearnings – needs I can still recall vividly from my own adolescence and young adult years – I wrote a little book to help. *The Call – Towards Personal Independence and Responsibility* – was completed and made available as a free e-pamphlet via my sites, e-mail, and word-of-mouth in early 2012. I began to try to interest school groups, teachers, media, and others in *The Call*, with almost no results.

The 33,000 high school graduates mean that there are roughly 8,000 in each of the 4 districts. Total votes cast in the 2012 election were roughly 1 million (www.elections.utah.gov) – about 250,000 per Congressional District. Thus even if all high school graduates were successfully involved and voted, they would be only about 3% of the results. But, assuming that the entire 18 to 25 year old youth component could be so engaged, they could be as high as 25% of the total vote!

I tried to engage high school seniors via an op-ed piece in a major daily newspaper, via letters to most major high school papers, and letters or op-eds to regional papers. Examples are in Appendix 2.

Access to the rest of the youth population was more difficult; we worked to contact them via college and university papers and via regional papers, as well as by social media, especially Twitter. But it was too little and too late.

Energy

One major reason I chose to run in District 2 is the enormous alternative energy potential in Western and Southwest Utah. Utah was (and is) plagued by a Governor and a Legislature focused on fossil fuel-based energy development, including shale and oil/tar sands. They do not consider and are actively disinterested in the enormous solar, wind, and geothermal resources of the State.

The Governor's Energy Summit in Feb. 2012 did include a set of sessions on alternative energy (organized in part by Sarah Wright of Utah Clean Energy). That session was an eye-opener for me with respect to planned projects and the alternative energy potential of southwest Utah.

I learned of the Parker Knolls hydro-storage project southeast of Richfield, UT; the Magnum Energy compressed gas storage project in the salt caverns northeast of Delta, UT, and the BLM's designation of Solar Energy Zones in southwest Utah. This background reinforced my own thinking and provided the foundation for a platform emphasizing renewable energy development throughout the district.

Early Platform

My first official campaign request was from a group called the Six County Association of Governments (scaog). They invited all candidates for District 2 to a Meet the Candidates discussion on April 3 – during their conference in Richfield. I eagerly accepted – and proceeded to develop a platform and an appropriate 'speech', titled *Creating the Future in District 2* (see Appendix 4).

I was completely inexperienced and naïve about political campaigning (my last elected office was high school student body president in 1958–59!). I had never served in a political campaign, so the candidate displays and materials at the meeting were an eye-opener.

There were some 10 candidates vying for the Republican nomination – this was the real race as the Republican nominee generally walks away with the election. That nominee would be decided at the

state convention on May 8. The favorite was a St. George-area former state legislator, David Clark.

Michael Small, President of the St. George area Citizens for Dixie's Future, and Jay Seegmiller were the two Democrats present. Although the Democratic nominee would be formally selected at their April 21 convention, it was likely to be Jay Seegmiller, a former state legislator.

A Constitution Party candidate, Jonathan Garrard, had filed, as had Charles Kimball, the other unaffiliated candidate. Charles and I were running mainly to challenge assumptions, expand dialog, and try to get voters to think out of their traditional boxes.

Nearly all the Republican candidates had tables with fancy brochures, US flags, banners, signs, and even structures with signs and messages. Several had already spent my entire campaign budget! The materials were not substantive; the 'platforms' were minimal – basically anti-Federal government, anti-Obama, pro-Tea Party – the standard Utah right wing mantra. But they were colorful. We all spoke at the afternoon Meet the Candidates session.

Our session followed a legislative update session which included State Representative Mike Noel, a major climate denier whom I had argued with in earlier legislative hearings. Noel's remarks 'introduced' me and my candidacy. He said that my environment and climate concerns were "...destroying jobs for his 18 grandchildren"!

It was fortuitous that he was there and mentioned me – it allowed me to emphasize renewable energy resources and sustainable jobs

for *his* grandkids. My remarks are in Appendix 4 and available on [YouTube](#) (apologies for this amateur, solo remake of my talk!).

Mike Noel's positions are so distorted and his antics so bad that better candidates are thus encouraged to run!



I was able to meet with several people in Richfield, including Dick Cumisky, President of Sevier Citizens for Clean Air and Water, and Michael Orton, a local progressive. I learned that a woman from Torrey, Utah, Ty Markham, was running against Noel for the state House seat representing southern Utah. Noel is used to running unopposed.

On the way ‘back’ from the Richfield event, I drove South to Junction, then East through spectacular Kingston Canyon to Otter Creek Reservoir, and then North on State Road 62 – to see the site of the proposed Parker Knolls 1000 Megawatt hydroelectric energy storage project. If this project proceeds to implementation, it will be the largest energy storage facility in Utah and perhaps the Intermountain West. And almost no one in Utah knows about it!

From a political strategy perspective, I should have focused nearly all of my time and effort on relatively progressive Salt Lake City – where many of the district’s voters resided. But the people who really ‘needed’ my perspectives and approaches – and whose assumptions and beliefs most needed to be challenged – were those outside of Salt Lake City. The great majority of these people were and are very conservative, right wing, Mormons with a 19th Century mind-set with respect to energy and economics. I chose to focus on them, as my run was more about perspective and culture change than about winning.

One of my campaign’s ‘messages’ was to help make the residents of District 2 aware of and interested in their renewable energy possibilities. My goal was to challenge assumptions and to encourage creative perspectives and thinking. There were a few with such perspectives: a former Beaver County Commissioner told me:

“Renewable energy is a Godsend for Southern Utah.”

My goal is to help deliver that perspective throughout the district. I should have quoted him on signs and posters placed throughout southwest Utah!

Platform and Constituencies

My ‘get money out of politics’ position resonated with everyone, as did an emphasis on jobs and a viable economy. Being independent and unaffiliated tended to resonate with all but the most conservative and the most Republican individuals. The rest of the ‘message’ was not so well received.

I feel strongly that a candidate must have a set of values – and positions derived from those values. There are principles, foundations, basics. I feel further that those principles and positions must be based in reality, critical thinking, science, and reasonableness – and be consistent.

My platform developed, expanded, and evolved during the campaign ([website](#)). It focused on four major areas:

- defeat and eliminate Plutocracy by restoring Democracy – by getting money out of politics;
- develop an Economy which is sustainable, fair and just, and fosters and rewards creativity and innovation while addressing the gross income inequality and income divergence prevalent today;
- Education; and
- Health care.

I formulated platform statements and positions on:

- Sustainable Economy and Sustainable Jobs;
- Immigration, Security, Fear;
- Life, Health, and Health Care;
- Federal Lands and Utah.

The platform and positions in my campaign archive are dated as of about Nov. 5, 2012. They have continued to evolve and develop. I plan to produce Book 3 in this e-book trilogy: *The Plan* – what I would try to implement if I were in office.

The Plan will be current and will also continue to evolve beyond its publication date – perhaps late 2013. *The Plan* – and its future additions and revisions – can serve as the basis of a platform for aspiring candidates with similar values and goals as my own.



Smokey the Bear experiences my bear-powered generator at the Richfield Resource Festival. My adopted helper, Gus, assists.

Media – ‘Earned’ and Bought

We developed a logo, slogan, web-site, and business cards early in the campaign – these are critical.

I told myself that I didn’t need to really begin campaigning until Summer, 2012 – after the Democrat and Republican candidates were selected. I could then use the Spring months to meet my constituents, become informed about the communities and lands in the district, and to generally learn much more about District 2 (See “On the Road”, below). That was well and good, but I should have had appropriate signs and other name recognition materials. One of my supporters purchased their own bumper stickers and gave some to me.

I developed a campaign e-mail list of supporters, sympathizers, and ‘tolerators’. The latter are people not necessarily supportive or sympathetic but willing to listen and read. During the year long campaign I only received several requests to be taken off the list. The list expanded daily and continues to grow. I will use it to announce the availability of this e-book, *The Run*, as well as *The Plan*.

Anyone I had any discussions with was added to the list. Those I wanted to meet but could not, due to scheduling conflicts or time constraints, were also added. I sent campaign updates to the entire list at least monthly (Appendix 3). The list grew to nearly 600 people – each of which I knew personally. I used no other lists. I asked the Campaign Update e-mail recipients to forward the material on to their contacts, with the note and request to become involved, etc. But we never came close to going ‘viral’.

Early on I understood that T-shirts would be very effective and experimented with iron-on, home-made versions. A friend informed me that T-shirts are really not expensive. I committed to an initial order with a distinctive design that we used for the entire campaign. Our second order and revised design was especially effective, but did not materialize until August, 2012. Only about 100 shirts



T-shirts spotted at University of Utah football game and in Bryce Canyon.

Thanks, Henry and NaaNue!

were purchased. The May through October campaign season in Utah is ideal for T-shirts. I should have ordered perhaps 1,000 or more, and distributed them widely to volunteers, supporters, and sympathizers. They serve as walking – essentially free – billboards.

I finally did obtain bumper stickers which were quite effective and relatively inexpensive, but not until nearly July. We obtained some 400 stickers and used perhaps 250 or so. I should have obtained them earlier and tried to distribute them more widely. Although some people are hesitant to ‘mar’ their cars with bumper stickers, they can be used on laptop cases, luggage, backpacks, windows, etc.



Our simple, highly visible bumper sticker – where’s Arizona?



Our first hand-made lawn sign – in my front yard.

Although I had an informal campaign committee, we were not very effective in recruiting and mobilizing volunteers. My adult, academic mind-set assumed that supporters could be self-empowered and would become involved – including recruiting and involving their friends, colleagues, and family. The monthly campaign updates and web-site postings (Appendix 3) encouraged and requested such action and

activity. But little of it happened. I did have a core group of some 15 or so people who would come to events, help work the crowds, etc.

We made our own lawn signs. A friend had run for Governor many years earlier. He gave me several hundred of his obsolete signs. Several large ‘teacher’-size Magic Markers and a little practice produced very legible and effective signs. I invested in 100 metal lawn sign mounts and began to place signs. Unfortunately, we didn’t really begin until perhaps September. I had assumed that signs placed earlier would just annoy people and wouldn’t be very effective. Strategic mistake!

We had sign-making demonstrations at several farmer’s markets and in my home. We placed signs in some strategic locations – such as the entrance to Mill Creek Canyon, a major local recreational site (thanks, Andy!); and on the road to Emigration Canyon (thanks Lee and Sally!). The 50 or so signs we placed were very effective – but they were too few and too late. Generally people loved the fact that our signs were hand-made from old, recycled signs – enforcing our ‘money out of politics’ position.



Campaign sign-making 'studio' – thanks, In Han!



Sign-making workshop on the grass – thanks, Juliette!

We tried to get submitted Letters and Opinion pieces in to the various local papers, with very modest success. All such published pieces are on [my archive site](#) under the Media tab.

Most such pieces were written by me. Very few letters were written by supporters. Perhaps surprisingly most people have difficulty writing such materials, even well educated academics! We even included draft letters and templates, together with submission instructions, in our Campaign Update e-mails (App. 3).

I contacted and worked with the major rural papers throughout District 2, as well as the five major daily papers:

- Salt Lake Tribune
- Deseret News
- Ogden Standard-Examiner
- Provo Daily Herald
- The Spectrum (St. George area).

Most papers have a publication limit – no more than one submitted piece per month per person. Some, especially some of the rural papers, see candidates as a way to generate advertising revenues and thus choose to not publish their

Here's the campaign car parked outside The Spectrum newspaper office, St. George, Utah.



letters, etc. I did not purchase or run any ads. Several papers did indeed agree to interviews and ran brief stories.

A local Spanish language paper, *OKEspañol*, was contacted by our volunteer Hispanic coordinator, resulting in an early interview.

This paper and their key reporter stayed interested in our campaign and covered later events.

Several papers and organizations offered free Voter's Guide profiles – some via a small bio and others via response to specific questions. For example, the profile for *The Spectrum* was available [online](#).

The *Deseret News Voters Guide* is no longer online. My material is in [this PDF](#).

A local neighborhood paper, *The West View*, published the best Voter's Guide of 2012 in their free paper. My responses are in [this PDF](#).

Various organizations also produced Voter's Guides and input to specific questions. The best of these was the League of Women Voters ([LWV](#)).

Our local PBS affiliate, KUED TV, Channel 7, through the [VoteUtah2012](#) project, enabled every candidate in major races to participate in a 2 ½ minute 'free speech' studio 'shoot' for airing on Channel 7. This was the only free TV coverage available to all candidates. My video aired on Sept. 24 and is online [here](#).

Radio exposure was also very limited, especially for unaffiliated and third party candidates. I was fortunate that a local public radio station, KCPW FM, became interested in my 'Don Quixote'-like campaign and my initial slogan, *'I put Utah Third'* – building on incumbent Congressman Jim Matheson's mantra: *'Matheson puts Utah FIRST'*. Reporter Jeff Robinson did an [early interview](#) on his Politics Up Close show on March 23, shortly after the candidate filing deadline.

The inability of third party and unaffiliated candidates to get media access was addressed in a forum on Oct. 15 at the Salt Lake Public Library Auditorium. This forum, catalyzed by me and Charles Kimball, was moderated and co-organized by Jeff Robinson, who had been with KCPW-FM. Titled: *What do Independent and Third Party*

Candidates have to offer Utah?, the Forum had about 50 people in attendance, was announced on their blog, [broadcast on KCPW-FM](#), and was noted in later print media stories.

Reporter Andrea Smardon with the local NPR affiliate, KUED FM, became interested in the challenges of independent candidates and did a [feature story](#) on Oct. 24.

KUSB Cedar City (590 AM) did an audio interview on Oct. 26, following up on the District 2 debate the previous day (covered below). The KSUB story is not online but can be heard [on my site](#).

Radio/TV exposure was very limited. I should have reached out to talk radio and other broadcast sources. Some inquiries were sent, with no response – but I was just not aggressive enough in getting on the air.

Although I chose to not do any mass mailings, we did do some very targeted mailings using semi-personal letters. These ‘special’ letters (sample in Appendix 3) went to the managers/directors of District 2:

- Ace Hardware stores
- Airports
- Art Galleries
- Bed and Breakfasts
- Breweries and Wineries
- Coffee Shops
- Fire Departments
- McDonald’s Restaurants
- Museums
- Police Departments
- Post Offices
- Public Libraries
- Radio Shack Stores
- Solar Energy Companies
- State Liquor Stores
- State Parks

We obtained the names and US Mail addresses on-line.

Some 250 or so such letters were mailed in October; there was a roughly 10% return due to bad addresses. I received very few direct contacts or inquiries and only 2 negative responses.

Debates and Protests

Candidates for major political office are expected to debate each other. We expect forums where the candidates respond to questions and otherwise make themselves and their positions known to those in attendance. Some radio and TV stations did indeed organize and conduct District 2 debates, but only for the ‘major’ candidates: the Republican and Democrat Party nominees. In such cases the third party and unaffiliated candidates were not even mentioned. That was also the case for most of the press stories resulting from the debates.

The two independent candidates, Charles Kimball and me, argued long and hard to be included, with only one success – the Southern Utah University (suu) Leavitt Center for Politics District 2 debate of Oct. 24.

The Republican candidate, Chris Stewart, actively argued against including any but the two major candidates. Many people feel that third party and unaffiliated candidates function as ‘spoilers’. They did not appreciate the new and different perspectives such candidates can bring to the discussion. Interestingly, many in the audience at the suu debate noted after the event that the unaffiliated candidates were the only ones contributing anything new to the discussion.

The five District 2 candidates at the Southern Utah University Leavitt Center debate. From the left: Charles Kimball, unaffiliated; Chris Stewart, Republican; Jay Seegmiller, Democrat; Jonathan Garrard, Constitution; Joe Andrade, unaffiliated.



I am now convinced that for now (until the nation's campaign and campaign finance processes are drastically changed) the most effective way to 'earn' media is to make it – via protests and related events. I learned this too late in the campaign to be very effective.

In mid-October I learned that KUTV Channel 2 would be hosting a debate for District 2 candidates Jay Seegmiller, the Democrat, and Chris Stewart, the Republican. I contacted that station and inquired as to why those two as there were five candidates on the ballot. The program coordinator tried to 'explain' that only candidates polling at 5% or more are generally included. When gently 'pushed' he admitted he had no polling data – but would not consider including any other candidates. I informed Charles Kimball, who then also made inquiries, but to no avail. So I decided to 'protest', issued a Media Alert to the press (Appendix 3), and recruited some volunteers to participate.

Several supporters and I showed up at the entrance foyer of the KUTV studio in downtown Salt Lake City, with large hand-made signs saying: *Boycott KUTV for Political Discrimination*. Our timing was good, as the two 'major' candidates entered the foyer when we were there and were escorted into the studio; we followed them in but we were denied entry. I had some semi-heated discussions with the building's security lady – who responded to our most rational questions with the statement “...it's a private building and you are now trespassing. Get out.”



KUTV protest: building security lady and her larger helper – after she'd called the police.

I insisted on calling the program coordinator and the reporter doing the interview, Rod Decker, whom I knew from previous non-political interviews and stories. This was while the security lady was calling the local police. I did reach Dan Kaufman, the program coordinator, let him know what was happening, and ‘insisted’ that he let Rod Decker know. Fortunately, he did – and then promised me that Decker would come out and interview us on the sidewalk (outside the building) after the debate filming. So we left the building before the police arrived.

The best photos of the event were made available online by *OKEsanol* (who had a photographer present for our protest).

The Salt Lake Tribune’s coverage of the ‘debate’ did briefly mention the protest.

Two policemen did indeed appear and proceeded to inform us that we had been trespassing. We gently and rationally argued. I gave them my business cards, requesting that they vote in the November election!

Rod Decker and a cameraman then appeared, and we had a good discussion, which briefly aired on KUTV.

The protest coverage – both by KUTV and the print media – helped spark the KUER FM coverage and program on third party and



‘Discussion’ with police at KUTV protest. We didn’t get arrested! Thanks, Jody and Shannon.



KUTV’s Rod Decker and cameraman did appear and interviewed me. Thanks, Rod.

unaffiliated candidates, noted above. Our KUTV protest coverage was probably far more effective than the coverage of the actual Seegmiller-Stewart debate. We captured our own video of nearly the entire event. Thanks, Jake.

Had we done such protests much earlier in the campaign – and kept them up – I am sure we would have done much better in the election results. The fact that we did protest – and got serious coverage and attention – made our little campaign far more interesting and credible.

I then heard that the Salt Lake Rotary Club was having a Seegmiller-Stewart event at their luncheon meeting on Oct. 30. After some inquiries, I learned that they only include those polling ‘...at about 15% or better’ – but again no data. I have some friends in that Rotary Club and informed them I would be protesting their event and policy, and had issued a Media Alert.

Their event was at the downtown Marriott Hotel, in one of the ballrooms. I found a table and set up signs and materials, very close to their member registration/sign in table. It was a friendly protest. There was media to talk with. I said that “...*although I have great respect for Rotary, they do their members and the political process a great disservice by not being inclusive.*” No police this time!



KUTV protest – facing the TRAX trains. Hey folks, look and help! Thanks, Fanny and Jody.



Protesting can be fun; perhaps less if you're arrested.

On the Road – 4,360 miles!

After the April 3–5 Richfield experience (Trip #1), I put cool, magnetic signs on my red 1996 Subaru Impreza and set out to further experience Utah’s District 2.

I combined ‘campaigning’ at several locations with hands on energy workshops and demonstrations I do as a volunteer for The Leonardo – at various natural resource, green, or renewable energy festivals. I wore a unique, black TheLeonardo T-shirt at such events.

At all other times I was a walking billboard with my *Andrade... Congress... For a Sustainable Future* T-shirt.

Trip 2, April 20–26 (700 miles, 6 nights), began in Springdale, the gateway community to Zion National Park. I set up a table and energy demonstrations for TheLeonardo at the Springdale Earth Day festival on April 21. This was not a campaign event but served to make festival visitors aware of energy principles, renewable energy, and the energy potential of southwest Utah. Springdale is one of the most green and progressive communities in Utah, so it

My trusty 1996 Subaru sporting a small rear campaign sign; there were two larger ones on each rear door.



was a very receptive audience. I met with several local residents to obtain advice and perspectives related to nearby Dixie College and St. George.

After some hiking in Zion National Park, I had a set of meetings on April 23 in St. George and Washington County (population 75,000 and 142,000, respectively).

David Clark, the leading contender for the Republican nomination for District 2, works, lives, and represented the St. George area in the State Legislature. I met with one of the very few Occupy St. George participants, a student at Dixie College, and with a local feature reporter – obtaining perspective on local issues, politics, and on Dixie College. I also met with the city of St. George Water Services and Energy Services Directors. I had a special interest in their community solar activities, called the SunSmart program. Water was also of key interest, in lieu of the politics of the Lake Powell Pipeline and water use/conservation discussions in the Southwest. Part of my agenda was to raise the question of impending severe drought stemming from climate change and growth.

My goal was to listen, ask questions, gently challenge assumptions, and introduce words like *sustainability* and *stewardship* to the discussions.

While in St. George I became familiar with the organization and layout of Dixie College, to be the focus of a future trip.



The Leonardo Energy Workshop table in Springdale, Utah. Note the human-power generator on the left and various demos and signs.



Me and T-shirt at the 2012 Utah Arts Festival, observing an interesting sculpture.

Then it was on to Cedar City and Southern Utah University (suu). Having heard of an upcoming Engineering Technology Fair and awards ceremony at suu, I had earlier talked my way onto the program, as an ‘invited’ speaker. This was easy as I had been Dean of Engineering at the University of Utah and served as a credible and even ‘prestigious’ speaker. Clearly not a campaign event, my very brief talk was titled *Creating the Future: Creatively, Realistically, Critically, Responsibly, and Efficiently* and addressed my concerns with resources, climate, and a sustainable economy; see Appendix 4.

While at suu I met with several faculty interested in environment and climate issues and in rural economic development – as well as several other people in the Cedar City community.

Then on to Milford and a very unique event: the 4th Annual Milford Renewable Energy Fair, an event by SUTREC – the Southwest Utah Renewable Energy Center, a project of suu and Milford High School. I manned an energy demonstration table for The Leonardo. The audience was very responsive as this was/is one of the few regions in Utah with a serious commitment to renewable energy. Milford is famous in Utah for the state’s first major wind energy project, the result of an innovative high school teacher and his students who happened to reside in a very windy part of the state. It’s a great story!

Then it was on home...

At all these events, meetings, and travels I tried to interact with everyone I met – motel clerks, gas station attendants, restaurant staff, etc. to inform them of the race, my candidacy, the district map, etc.

Trip 3 (750 miles, 5 nights), May 11–17, began with a The Leonardo energy demonstration gig at the Richfield Resource Festival, a community event focusing on natural resources, agencies, education, and public awareness. I then routed through Kanab to attend their Amazing Earthfest event: *Invocation to Sustainability* – and then on via the Arizona Strip to St. George.

May 14 was focused on St. George, visiting the Bureau of Land Management (BLM) regional manager and a Washington County Commissioner. We had a good discussion about the importance of Federal funds to rural counties, including Payments in Lieu of Taxes (PILT) – about \$36 M/year to Utah – and the Rural Schools Fund.

During our discussions he looked wistfully at the map on my business card, noting all the energy resources in Eastern Utah and the lack of such in southwest Utah. I tried to get him to appreciate that southwest Utah has enormous renewable resources, and that a little awareness, attention, and planning would make for great economic development. It was a start...

I then met with Dixie College faculty and volunteers. I tried to recruit Dixie students as interns/volunteers, but it was too late in the term – that would have to wait until the fall term – and then that turned out to be unsuccessful. I had the same intern non-result at suu, Westminster College, and Snow College.

Back to Kanab to officiate at a Future of Kanab essay contest for high school seniors, part of the local Amazing Earthfest activities. Although not a campaign event, I was able to meet several City and County elected officials and others in the Kanab community. Three of the four essay contest ‘winners’ and panel participants emphasized the need for Kanab to retain its beauty and environmental attractiveness. Kanab has a small, relatively progressive and environmentally aware community embedded in a larger, very conservative, and very traditional group. As it is generally the more established, conservative element that populates City Council and County Commissioner chambers, it was very important for a few of them to hear that their grandkids are indeed concerned about environmental issues. I also did several in class energy workshops at Kanab High School. Discussions with the Kanab region BLM Director and with the Manager of the Grand Staircase-Escalante National Monument were very helpful.

On the way home I visited the Superintendent of Bryce Canyon National Park, learning more about the enormous impact the Park has on local communities.

Panguitch, a gateway town to Bryce Canyon, is a small, rural community highly impacted by coal trucks from a new Alton coal strip mine southeast of Panguitch. The trucks roll North and West to railheads at Cedar City or to the Intermountain Power Project coal facility outside of Delta, Utah. A proposed major expansion of the Alton mine would inundate Panguitch and connecting roads with coal trucks. The few mining and driving jobs are a big deal for small

communities like Alton and Panguitch, which are almost totally unaware of the potential for renewable energy activities in their areas.

The Trip 3 visits and discussions further reinforced my commitment to a renewable energy – based economy for Utah’s District 2.

Road Trip 4 (475 miles, 3 nights), June 14–17, began in Delta with a visit to the Intermountain Power Plant, to a major dairy farm (including a ride/discussion on a large grain thresher), and the site of the new Topaz Museum. I also visited the Delta Library and received a quiet ‘endorsement’ by their favorite son, Mark Twain. I made some contact with the local Millard County Progress paper, but they didn’t respond to my later submissions.

My discussion with Millard County’s Economic Development Director was very informative and helped catalyze my platform regarding economic development and rural/urban growth. I developed the thesis that the inversion-prone Salt Lake and Utah counties should direct their proposed growth to Delta, Richfield, and other more rural communities.

The growth along Utah’s urban Wasatch Front has resulted in very severe air pollution, massive highway building programs, and a range of serious land use issues. Plans for oil refinery expansion (just north of Salt Lake City) and a huge expansion in the Kennecott mining

*Coal truck rolling
through down-
town Panguitch.
Thanks, Bobbi.*





Delta's Mark Twain providing advice outside the public library.

operations – all in the small, inversion-prone Salt Lake Valley – mean that air quality, health, and well being will all continue to deteriorate.

“Your problem is our solution!” said the Millard County Economic Development Director. Why continue to grow, pollute, and congest Salt Lake City and County when other regions of the state could easily accommodate such growth? Good question.

The position of Mayor of Salt Lake County was also on the 2012 ballot. The two major mayoral candidates were each endorsing enormous population and business growth projections AND supporting cleaner air. Their traditional assumptions and mind-set were and are inconsistent with the need for a sustainable economy and stable population. In their presence I began to emphasize the sustainable nature of my platform and to note the inconsistency of their platforms.

After the Delta discussions I headed West to the Snake Valley Water Festival in Baker, Nevada (practically on the Nevada-Utah border) and to Great Basin National Park (GBNP). Although in Nevada, GBNP is a key Federal Land neighbor of District 2, with Delta serving as a gateway city to the Park.

*Baker, Nevada
Snake Valley
Water Festival;
the pipe
demonstrates the
volumes of water
Las Vegas wants
to grab from
ancient aquifers
in the west desert.*



Snake Valley is the site of an ancient underground aquifer which the City of Las Vegas wants to exploit as a water source for Vegas' unsustainable growth objectives. This is a key component of Utah's serious water issues and water resource debates. I learned of the Great Basin Water Network, becoming informed of issues and actions via their alerts and announcements.

Utah's First Nations are also very concerned with water resources, land use issues, and appropriate renewable energy development. The Snake Valley water issue is paramount to the Goshute peoples who reside in the Nevada-Utah border region.

On all these trips and outings, whenever and wherever reasonable, I was a walking billboard with my prominent campaign T-shirt, as well as displaying auto signs and bumper stickers. I pinned my business cards to rural post office and other bulletin boards whenever I could.

Trip 5 (July 6–13, 750 miles, 7 nights) began in Ephraim at Snow College, where I tried to identify faculty and student groups for later contact, then on to Manti and the office of the Sanpete Messenger for an unscheduled interview, which resulted in an interesting story and photo (see [this PDF](#)).

Torrey was next, to participate in the annual Apple Days parade, where I marched with my large hand-made campaign sign and

had discussions with other candidates in the parade – all conservative and one vehemently anti-Obama (his float of grand-daughter princesses won first prize!).

Torrey and its ‘suburb’, Teasdale, are somewhat like Springdale: fairly progressive, gateways to a major national park (Capitol Reef), and home to many new residents, as well as many old-timers. There is a strong contingent of University of Utah faculty and staff with property in and connections to the area. Along the parade route I saw and recognized many people from Salt Lake City and the University of Utah!

After some hiking in Capitol Reef National Park, I met with other locals, including Ty Markham, running in Utah State District 73 against Mike Noel. District 73 includes the State’s most rural counties: Wayne, Garfield, Paiute, Kane, San Juan, and Beaver. All but San Juan are in Congressional District 2. We compared notes, people, strategies, etc.

Utah’s Federal Lands aspirations are most vocal in these highly rural counties. The land is largely Federally owned and managed – up to 94 % in Wayne and Garfield counties. The paucity of private land and tax base provides serious challenges for these regions, although the counties do receive some Federal funds to partially compensate for such hardship.

On Monday I met the Capitol Reef National Park superintendent. We discussed visitation numbers, regional economic impact, the history of School Trust Lands, and community agreements and partnerships.



The lone walking candidate in the Torrey Apple Days Parade.

Campaign sign parked in Capitol Reef National Park.



*Welcome to
Boulder, Utah.*



The local paper, the *Wayne County Insider*, ran a story on my campaign and had a Meet the Candidate event in nearby Bicknell.

Then it was on to Boulder and Escalante, along the incredible Highway 12, and then via Tropic, Hatch, Mt. Carmel, and Zion Park to Springdale.

I entered Zion Park from the East via Highway 9 through the unique Zion tunnel – the most spectacular way into Zion NP and Springdale! Again, along the way talking with people at visitor’s centers, coffee shops, diners, and gas stations.

I met with the Zion Park Superintendent and his assistant on July 10, learning about the very high visitor numbers of the park (over 3 million per year!), the history and success of the Springdale/Zion shuttle system, and regional economic impacts. We also discussed transportation and access issues, Federal lands, and related topics.

I then routed through Washington City, Ivins, and Kayenta – to become more familiar with parts of Washington County. The City of St. George Conservation Manager was very helpful, as were discussions at Dixie College related to building and energy efficiency.

The local paper, *The Spectrum*, did an interview, but I don’t think it ever appeared. They did print some of my later letters, however.

While in Kayenta I met with the mayor of Ivins. We had a good discussion on renewable energy, efficiency, etc. I also talked with several Kayenta residents. Then it was back North to Richfield but via The Grind Coffee Shop in Cedar City and other stops along the way.

I attended the Richfield meeting of the Utah Alliance for Economic Development – to learn about Central Utah initiatives and to network with key officials and educators. I arranged an interview and a photo with the local Richfield Reaper, which, as far as I know, never ran. Then it was on home.

The annual Rural Economic Conference in Cedar City, August 8–11, was road trip #6 (505 miles, 3 nights). The two day meeting provides good background and perspectives related to rural economies and their development and potential. Held on the Southern Utah University (suu) campus, it is generally well attended, includes displays, and this year a radio feed via Utah Public Radio.

While at suu I met with the people at the Leavitt Center for Politics, encouraging them to organize a District 2 candidate debate at suu. We considered an Oct. 3 date for the debate. I also met with local residents regarding Cedar City perspectives and with a local BLM Manager.

Tooele was next on Aug. 17 – road trip #7. On the way I routed through Magna, which is in District 2. I love libraries, so I was especially pleased to see and experience the new Magna Library. Then to Tooele Army Depot (TAD) to participate in a media event launching their solar electrical energy project. I learned of this project via a newspaper story, contacted TAD, and got an invitation to attend. This event further buttressed my arguments on the renewable energy economic development potential for District 2. I continued this approach with discussions at a Tooele Chamber of Commerce meeting on Aug. 22 – an update on the status and future of the three major Federal Department of Defense installations in the Tooele area.

Tooele County is also home to a major low-level radioactive waste storage facility, at Clive, off Interstate 80, operated by Energy Solutions, Inc. Much earlier I had suggested to Energy Solutions' management that they use parts of their one square mile facility to

install solar panels and thus to truly be an Energy *Solutions* company. They have not.

Tooele County is very unique and interesting. It is huge and has several very large Federal facilities: Tooele Army Depot, Dugway Proving Grounds, Deseret Test Center, and Air Force bombing ranges, as well as the Deseret Chemical Depot, now being decommissioned.

With the US Department of Defense now playing a leading national role in the development of renewable energy, some Utah state leadership and vision could facilitate a huge renewable energy economy for Utah – but such leadership and vision is non-existent.

While in the area I visited Grantsville and saw their new library, under construction.

Next was to be the District 2 debate at suu on Oct. 3, but it was changed to Oct. 23 (see below). Before the change, I had arranged to do a Faculty Forum lecture at Dixie College on Oct. 4 titled *Responsible Citizenship – From Assumptions to Ideology and on to Reality*. My hope and plan was to do similar lectures at all higher education institutions in the District. It takes time and persistence to organize such events, as most academics don't like someone from the 'outside' suggesting campus events – and are especially suspicious of active political candidates. Dixie College did respond and scheduled a Faculty Forum for Oct. 4. I look forward to lectures and discussions along these lines after the campaign.

Trip # 8 was a fast trip down to St. George to do the Forum – a non-campaign event. Although only a handful of people attended, it did allow me to develop the argument and perspective that we are using 18th Century economic assumptions in a highly constrained 21st Century world. I thought such an historical perspective might help break through the hard-wired assumptions in which most people operate. I was to continue that argument and activity well into 2013 – and long after the Nov. 6, 2012 election. The talk was recorded and is available [here](#).

Trip # 9 was the last major campaign road trip: Oct. 23–26, to Cedar City for the suu Leavitt Center debate, and to points beyond.

The District 2 candidates' debate at suu on Oct. 23, hosted by the Leavitt Center for Politics, almost did not happen. I initiated the interest during earlier visits to suu. When the new Leavitt Center Director started to organize the debate, the Republican candidate, Chris Stewart, wanted only the two major candidates involved – no third party or unaffiliated candidates.

This was standard operating procedure for most Utah debates. Fortunately Charles Kimball, the other unaffiliated candidate in the race, pushed back very hard; I enthusiastically endorsed and supported his efforts, encouraging suu and its Leavitt Center Director to push back against Stewart. Fortunately, he did, and the debate – all 5 candidates – came together and was broadcast live and online via Utah Public Radio. suu organized a very substantive debate, with good questions and questioners. This was the only debate among all 5 District 2 candidates. The debate audio is available [here](#). Thanks to my brother-in-law, Paul Manda, we did capture video of the entire debate.

Barbara, my wife, and I, with Paul and Antonia Manda, then headed East to experience Highway 14 and then Highway 12 to Escalante. We installed a few *Andrade Congress* campaign signs and talked with a few people along the way, particularly in Escalante, Boulder, and Torrey – of course sporting our four campaign T-shirts wherever we went!

We hiked in and rolled through Capitol Reef Natural Park, and then left District 2 just north of Hanksville.



Family campaign volunteers sampling Cedar City coffee at The Grind coffeehouse, just before the SUU debate. Thanks Antonia, Barb, Paul.

Urban Exposures

When I wasn't 'On the Road' I was in the Salt Lake City area participating in farmer's markets, meet the candidates events, street fairs, and related events – meeting people and generally campaigning.

Volunteer from Oklahoma at Farmer's Market, with T-shirt. Thanks, Moses.



Salt Lake City has a large number of Community and Neighborhood Councils which meet regularly. Salt Lake County has a network of Senior Centers, each of which has a Meet the Candidates event. All candidates who are ballot qualified were automatically informed and invited to the senior center Meet the Candidate events in 2012.

Salt Lake County seniors meeting their candidates.



I participated in nearly all of those which were within the District 2 boundaries.

Other groups schedule similar events, but do not necessarily invite all candidates. It is important early in the campaign schedule to search “Utah Meet the Candidates”. This is especially important for unaffiliated and third party candidates who tend not to be on the ‘radar screens’ of most organizations, agencies, or groups.

Represent Me Utah! is a local group advocating democracy: www.representmeutah.org. They organized a Meet the Candidates outdoor event in a large local park (Sugarhouse Park) on Sept. 29. As I expected Chris Stewart to be there, I wanted to be more pointed and direct regarding my alternative energy focus and his atrocious drill-anywhere-and-burn-everything Romney-based energy ‘plan’. So I wore a gas mask to illustrate the air quality problems associated with his plans – and sported a No Bullshit sign to deal with his inaccurate mutterings (it turned out he did not speak and left before I spoke). But my talk and approach were recorded and well received.



▲ Three frames from the *Represent Me, Utah!* event video showing my ‘gas’ mask prop and ‘no bullshit’ sign.



◀ Meet the Candidates event at Sugarhouse Park. Volunteers in action. Thanks Marco, Santiago, Danny, Juliette.

I learned of a local Presbyterian Church's Meet the Candidates event and talked my way onto the schedule (Oct. 21).

The Tooele Chamber of Commerce organized a large Meet the Candidates event at the local firefighters museum on October 10. All five District 2 candidates were present and spoke, although it was not a debate, nor were questions taken.

Although farmer's markets generally discourage politician booths and tables, they were very receptive to people wearing political message T-shirts. They are generally held weekly during the summer and fall seasons.

Campaign table at People's Market. Thanks, Fanny and Danny.



My campaign attended and 'walked' the Salt Lake City Pioneer Park and Sugarhouse Park markets, as well as the People's Market in west Salt Lake City.

Street fairs, county fairs, art festivals, green festivals, music festivals, a beer festival, a crafts fair, and other summer

events were very receptive to political candidates. Check the relevant lists and schedules early in the campaign season:

The farmer's market crowd tends to be progressive, interested and involved in home and organic gardening, and very receptive to a sustainable economy perspective. Most were sick of the money emphasis of the major political parties and very supportive of an unaffiliated, independent, and no contribution campaign. Art, music, and related festivals are also very receptive.

The key is to 'work the crowd' one person at a time – and especially the people running booths or tables at Farmers Markets. You get to know them after several weeks of strolling the market. Comment on their products and displays. I found one who displayed quotations, so we exchanged quotes. One of my business cards had five very significant quotes on it:

“We can’t solve today’s problems with the mentality that created them.”

—Albert Einstein (paraphrased)

“If you can’t solve the problem, expand it.” —Dwight Eisenhower

“The difficulty lies, not in the new ideas, but in escaping from the old ones.” —John Maynard Keynes

“It is difficult to get a man to understand something when his salary depends upon his not understanding it.” —Upton Sinclair

“An educated citizenry is the only safe repository for democratic values.” —Thomas Jefferson

I found one of the booths using my quotes during the market season!

We ‘did’ as many of these events as we could. My most enthusiastic and effective volunteer was Fanny Blauer who, with her two wonderful children, ages 7 and 9, and her husband David, participated in many events. Fanny also took the lead in getting access to Hispanic media and events.



Volunteers at Pioneer Park Farmers Market – having fun.

Shannon Kennelly was a wonderful University of Utah intern. She participated in many of the events, bringing some of her friends and classmates. Volunteers can very effectively work such events – wearing T-shirts and carrying small signs, business cards, and distributable flyers.

Some events also have Voter Registration booths, often via the local League of Women Voters chapter. Many also have environmental or sustainable non-profits represented, including local environmental education and related groups. The people visiting such tables are generally very receptive to learning about a candidate who shares their views and perspectives.

I did not seek out events in Northern Salt Lake County or South Davis County, two high population density areas in District 2. This likely contributed to my low vote result.

Campaign intern and friend campaigning at Farmers Market. Thanks, Shannon and Jessica.



Academic Apathy

The major disappointment of the campaign was not the ideology and ignorance of much of the ultra-conservative population – it was the apathy, disinterest, and lack of involvement of the education and academic communities.

I was and am a ‘practicing’ academic – with 44 years of teaching, research, and administration in the state’s major University. A former Dean (of Engineering), Department Chairman (Bioengineering, Pharmaceutical Sciences), and a faculty member in four different departments during my career, I had many colleagues, friends, awards, and was, I think, held in generally high regard.

The University of Utah thinks of itself as a highly creative, collaborative, inter-disciplinary institution – as does most major universities. But, like the others, it is also insular, conservative, and largely isolated from the society which funds it and which it is expected to serve.

I represented my campaign as ‘apolitical’ – no party and no donations, so clearly not ‘political’.

If one of my respected academic colleagues was running for Congress, I would likely have been very pleased – and would have endorsed, supported, and otherwise worked to assist the campaign – particularly an apolitical one. A few did work for my campaign – you know who you are. Many others said things like:

Thank you for running;

We need candidates like you;

Good luck – let me know what I can do (I did, they didn’t);

Wish I could help, but...(midterms, grants, travel, etc., etc.);

I’d like to help but I must remain neutral, non-political.

Although I appreciate and thank those who said ‘I voted for you’ – I was very disappointed that most of those voters did nothing else. Most feel that the very act of voting makes them an exemplary citizen!

Most academics inherently distrust ‘politicians’ – even the very few derived from academia itself.

Most academics are very critical of fellow academics, especially of those outside their own disciplines. They think...

How can an engineer run for Congress?

What could you know about politics?

You have no political experience or qualifications.

And yet academics are among the most vocally critical of government, politics, and politicians. They generally advocate reform, change, improvement – so long as they don’t have to get their own hands or brains involved.

These attitudes are reflected in the academic organizations and societies, including the AAAS (American Association for the Advancement of Science), the ACS (American Chemical Society), and others. They have their programs of media awareness, public and societal ‘outreach’, science ‘communication’, etc. But they can’t become ‘involved’:

Because they are non-profit and thus must be non-‘political’.

Because they must be ‘objective’.

Because, because...

But they advocate for increased funding; they encourage political action against budget cuts for science... They can advocate for general self-interest, but they think they should not advocate for general public interest – to help facilitate a functioning and representative democracy.

One of the reasons our nation is in the mess it’s in – where ideology rules and critical thinking is almost non-existent – is because the most educated in our society have chosen to be among the least involved. This is especially true in academia. Academic apathy often prevails.

The same was true of the Education community. I worked for some 25 years in science outreach to junior high and high schools, via the Utah Science Center, The Leonardo, and my own earlier Center for

Integrated Science Education (CISE). The various state education organizations – the Utah Science Teachers’ Association (USTA), the Utah Council of Teachers of Mathematics (UCTM), and the Utah State Office of Education (USOE) – ignored my candidacy and campaign. As noted earlier, they are indeed ‘political’ groups, as they are very afraid of our highly ideological and largely anti-science Legislature. They cower and submit by avoiding anything even remotely ‘political’.



Here’s Congressman Jim Matheson giving a district update to University of Utah students. The Hinckley Institute of Politics blue color is appropriate, as Jim is a very blue-dog Democrat.

The Hinckley Institute for Politics at the University of Utah was very unresponsive. They weren’t even curious. I think they basically assumed that any time spent on any but the two major candidates was a total waste of time. The argument that third party and independent candidates bring fresh ideas and perspectives to the debate simply did not resonate. They had no interest in third party or unaffiliated, independent candidates, although they did warm up a bit towards the end of the campaign..

Finally, after the 2012 elections were over, Hinckley Institute agreed to ‘host’ a panel discussion. *Independent and Third Party Candidates in the 2012 Utah Elections – Role, Effect, and Future* on Dec. 3, 2012, Univ. of Utah, was co-organized by me and moderated by Jeff Robinson.



The ‘minor’ candidates panel after the election. From left: Tim Chambless, Hinckley Institute moderator; Ty Markham, candidate for state legislature; Charles Kimball, unaffiliated candidate for District 2; Bill Barron, unaffiliated candidate for Senate; Robert Gehrke, political reporter, Salt Lake Tribune.

The details of that discussion are available on my blog. Listen to the discussion here.

I noted earlier the interactions and discussions with the Leavitt Center for Politics at Southern Utah University. They did indeed host a debate of all five District 2 candidates, available here.

Dixie College (now University) did host my Assumptions lecture (non-political), as noted earlier.

Repeated inquiries to Westminster College and Snow College for such a lecture were ineffective.

Effectiveness? Lessons?

Was my one year experiment worth it? Did it accomplish anything?

Yes, I think so.

My speeches, newspaper letters and op-eds, signs and cards, and personal interactions introduced words like *sustainable*, *climate*, *alternative*, *renewable*... to a population which rarely hears such words from their leaders and candidates. Most of the population is semantically sheltered and isolated – ‘protected’ from issues, concepts, and problems. I tried to break through the very right, conservative echo chamber in which most Utahns reside. As people hear these words spoken and written – by people and candidates which otherwise seem to be reasonable, informed, educated, and interested – the words will begin to seem less of a threat.

The 2,600 votes I received were only 1.6% of the total vote. I had hoped to garner 5 to 10%, or in the range of 10,000 to 20,000 votes. Had each of my voters worked on 5 to 10 friends to cast votes for me, I would have achieved that goal. The 5–10% range is important as one can then argue to be included in debates and other activities in which the ‘major’ candidates are represented.

Charles Kimball and I had very similar goals. Between us we received 5,000 votes, about 2.25% of the total cast. Kimball has suggested that his showing may have been due to the name Kimball – which is highly regarded among the Mormon electorate.

After the election I reached out to District 2 voters, County by County, with a letter to the editor, titled *Thank You, [Specific] County* (Appendix 3):

Thank you for the xxx votes I received for the District 2 Congressional seat. I placed 4th in a field of 5. I ran as an unaffiliated, independent candidate with the goal of asking tough questions, challenging obsolete assumptions, and promoting common sense

and reality-based solutions. I ran against money in politics and against fear, fantasy, and ideology. My one-year Experiment in Democracy ended on midnight Nov. 6. I lost, but winning was not the objective. The objective was to experience the process and work toward changing the conversation. That objective was successful...

Those xxx of you who voted for me, thank you – the future really is in your hands. Please run yourself – or strongly support and help candidates who work toward restoring our democracy. I will not run again.

Please express your voices and positions loudly, clearly, and often to your new congressman and to our state government. If enough of you speak up, you will be heard. The times are indeed changing.

The Letter was published in many of the rural papers.

I reached out to the youth audience via high school papers, Facebook, and Twitter – as well as via an event at Kanab’s Amazing Earthfest celebration in May, 2012. High school students submitted essays on *The Future of Kane County* and focused on Environment, Education, Energy, and Economy. They participated in a panel discussion, whose audience included several City Councilman and other community leaders. The program was continued in May, 2013 with 35 submitted essays. Such events help communicate to students that it is *their* future we are discussing and that *they* need to be a part of the dialog and the discussions – including participating in the political process.

Although I only received 38 votes (5th in a field of 5!) in Kane County ([click here](#) then click on Election Results), I feel such events and activities are very important in mobilizing the new generation of voters. During the Earthfest 2013 event, we realized during the panel discussions that the current group of new voters for 2014 were born *after* the Grand Staircase Escalante National Monument (GSENM) came into being in 1996 – an event which older residents still denigrate – and whose memory fuels their continued opposition to Federal and public lands. Their kids don’t necessarily feel that way. These same kids in the next 10–20 years will assume leadership positions in their communities.

My rural Utah interactions, discussions, and experiences convinced me that most people know major changes are coming – they *know* their historical expectations are in flux. They are afraid of such change. They are afraid of the climate change they hear about and work to deny. They are afraid of impending drought. They are afraid of carbon fees or taxes. They are afraid of higher energy costs. *They are afraid.*

Southern Utah's State Representative Mike Noel is wise to worry about jobs for his 18 grandchildren, which is why he denies and denigrates the changes he knows are inevitable. He wants to put off the reckoning as long as he can – he wants the echoes in the chamber to resonate as long as possible. But he and the many other deniers do know, perhaps subconsciously, that change is inevitable. They will each eventually undergo their private revelations in their own time. My self-assigned job was to assist in that process.

The columnist Ellen Goodman said:

'...change occurs when people learn what they already know.'

And Samuel Taylor Coleridge wrote:

'So often do the spirits of great events stride on before the events ... and in today already walks tomorrow.'...quoted by Al Gore in his recent book, *The Future*, 2013.

And in Bob Dylan's words, *'the times they are a-changin'.*

Rural and conservative Utah knows that, although, without real leaders, most will deny and oppose it as long as they can.

Tipping points do happen – psychologically as well as physically. If Utah's Mormon leaders began to talk about climate change, about resources, about sustainability – most of the Mormon electorate would then have their own personal revelations. Their pioneer heritage and history is about frugality, inventiveness, doing more with less. Their more recent history is about materialism, rapid population growth and large families, large homes, large cars, well-paying jobs. There are Mormons who are environmentally conscious – who understand climate change, who support the rapid phase-out of fossil fuels. One group is MESA: the Mormon Environmental

Stewardship Alliance. They are beginning to get a following and are resonating with Mormon youth.

The problem and challenge is *time*. Major climate and environmental tipping points are upon us. We no longer have multiple tens of years with which to help educate and ‘engineer’ private and communal revelations. We need more and more candidates, speeches, discussions, and activities which cut through the denialism, which disrupt the echo chambers, which engage and empower youth, which help drive those personal revelations which are so desperately needed.

My campaign helped develop an interest in third party and independent candidates via our late and limited protest actions. The media and other established, ‘credible’, recognized institutions basically ignored Charles Kimball, Bill Barron, and I. Unaffiliated candidates are even worse than third party candidates – we are spoilers – we simply want notoriety – we want a soapbox. We perform no useful function. Although they did not always say such things – they intimated and thought them – at least until we got on their radar.

The 2012 Utah election, I was told, was the first election in which unaffiliated and third party candidates received some notice – largely due to my campaign’s protest actions in October, 2012. As a result, such candidates will, I think, have a bit of an easier time with the media in 2014 – and I will do what I can to facilitate their access to the media and to the general public.

Recommendations

These are my recommendations for candidates in 2014 and beyond. Knowing what I know now, here's what I would do if I were running again.

Budget

I ran a no-contributions campaign with a \$5,000 budget. I recommend a budget of about ten times that – \$50,000 – to be allocated roughly as follows:

Travel throughout the District – gas, lodging, meals	10,000
Promotional Materials – T-shirts, business cards, signs	10,000
Social Media, including website, etc.	10,000
Interns and part-time help	15,000
Fund-raising, financial reporting, media ads	5,000

You should run a no plutocracy, no large contributions campaign. I'd focus on small, personal donations (say \$500 or less) and on fund-raising events.

Time, Timetable, Commitment

If you're largely unknown, plan on a two year campaign. If you'll run in 2014, start right NOW!

You need to spend the first year becoming known throughout the district – as a non-politician. You need to participate in local and regional community activities and events:

- you can judge science fairs, art competitions, etc.;
- you can write articles for local papers and magazines – perhaps...
 - a survey of coffee shops in Kane County;
 - do Europeans know about the Paiute ATV trail?

- solar energy at the Tooele Army Depot? ...
- if you practice a common religion, get known throughout the district in that religious community;
- depending on your profession, participate in all relevant groups and activities:
 - geologist? Visit rock shops, geology teachers, ...
 - musician? Work with local music groups and teachers...
 - contractor? Work with local sub-contractors, give seminars, workshops,...
 - chef? Do cooking contests, offer to cook for events, ...;
- subscribe to and follow local and regional papers, including the major ones which cover parts of the district. Follow up on people, events, issues,...

You need to demonstrate your interest and involvement in the various communities in the district. *If you are not genuinely interested in the district and its people, do not run.*

Become familiar with the key reporters and editorial writers for the various newspapers and weekly magazines throughout the district, including the college student publications. Feed them ideas for stories, opinion pieces, etc. Submit letters and op-ed pieces. It's actually easier to be published *before* you become a 'politician'!

Get to know and work with the education communities – public, private, and higher education. Attend and participate in regional meetings of the various teacher groups. The relevant Utah examples include the Utah Education Association, Utah Science Teachers Association, Utah Council of Teachers of Mathematics,

Become familiar with the programs and people of the State education administration, such as the Utah State Office of Education.

The higher education institutions in the district are especially important. The students are almost all 18 years of age or older – they are all potential voters. They are somewhat engaged and involved. There are political science clubs, centers or institutes, environmental studies programs, sustainability centers, and dozens of academic departments. These various programs can be sources for interns – either paid or unpaid. Interns can help you deal with specific issues

as you develop a platform. They can help prepare materials, letters to the editor, opinion pieces, etc.

Participate in your state Legislature – be at the Capitol during parts of the legislative session. Participate in committee hearings. Become known to key legislators and reporters as an informed, interested, involved citizen. Speak up. Testify. Submit written input. Go to air quality meetings and hearings; to land use hearings; to all hearings for which you can allocate time and are relevant to your platform.

Go to your local Congressional representative town meetings, community updates, etc. You'll be noticed and hopefully recognized.

If you work full-time, you'll need to arrange your personal and work lives so you indeed have the time – at least 20 hours/week – to get known throughout the district. And this is before you file your candidacy.

I had the time as I was in a phased retirement from my academic job. I was also already fairly well known in certain sectors of the population. I retired fully July 1, 2012 so I could focus 60 hours per week or so on the final 4 months of the campaign. I should have retired even earlier and should have worked harder.

Candidates file their candidacy in Utah in March of the election year. Your state may be different. Go to your state's elections website ([click here for Utah's](#)) and become familiar with filing. I assume you plan to run as a third party candidate, meaning you need to file as a candidate of that party. If so, start working with that party now. To file as an unaffiliated candidate, you'll likely have to secure registered voter signatures, as I did. Start about 3 months before filing – around New Year's Day.

Then you begin Year 2 – the actual campaign.

Suggestions and Ideas

As you begin to seek signatures or a party nomination, you announce your candidacy – you go public. You need a campaign e-mail address, a bank account with which to process donations and expenses, a website, and a social media presence – via Twitter,

Facebook, Linked In, and perhaps others. You must have an election team or committee in place, a preliminary but coherent and comprehensive platform, a logo, and some campaign materials – such as T-shirts, bumper stickers, and business cards. Design these items so they are not year-specific, in case you want to run again (or run for re-election!).

All qualified candidates and their contact information will be listed on the state elections web-site shortly after the filing deadline, generally in late March. You can then expect to begin receiving Meet the Candidates invitations. Generally the Democrat and Republican candidates are chosen at their state convention – in Utah that’s usually May or June. That’s when you’ll know the actual names to appear on the November election ballot.

As soon as you know you’ll be on the ballot, start your lawn sign and bumper sticker campaign. It takes time for name recognition. My campaign’s use of hand-made and recycled signs generated a lot of interest. Had we started much earlier and got hundreds, even thousands, of signs out, I’m sure it would have had a very positive impact on the election results. Keep track of all the signs. Start with your close friends and supporters, then broaden out. Perhaps go back to all those who signed your candidacy petition and ask them to post signs.

*Sign on 13th
South St. (thanks,
John and Karen),
and to the left of
Stewart, on St.
George Blvd., St.
George, Utah.*



Keep track of *everyone* you meet, talk and interact with, get signatures from, etc. Get their email addresses. Set up an email campaign list. Send out regular updates, advisories, etc. Urge each to inform their friends, coworkers, etc. – always try to expand the awareness – to go viral.

Be aware of the major party caucuses for specific interests. Try to get to know their leaders. If the major parties are not especially receptive to their interests, you can interest them in you and your campaign. Don't be shy!

It's important to become familiar with the positions and background of all candidates. You can learn a lot from their websites, their speeches, their promotional materials.

I expect you will run a positive, issue and values-oriented campaign, but you need to know your competitors' weaknesses, background, and 'baggage'. You need to be ready at any time to comment on their statements, positions, or actions. Your key supporters should do the work of criticizing your opponents via Letters, Opinion pieces, questions at their rallies and events, Twitter, etc.

The 'major' candidates (Republican and Democrat Party nominees) will have professional, complete, and often expensive websites. Follow their Tweets and Like their Facebook page. Have your volunteers or interns fully follow their web and social media presence and activities.

See their calendars, event lists, etc. This is where you learn about their scheduled events, media activities, debates, speeches, etc. As a third party or unaffiliated candidate you will not get direct notification of the events. Find them. Go to them. Wear your T-shirt, ask questions, introduce yourself, let the people present know there's another candidate running.

Don't be shy. These are public events – you are part of that public. Your job at this early stage is to get known – name recognition. The district voters must learn that you exist.

Comment – in the media – on their events. In the online newspaper account of, for example, Republican Chris Stewart's Bountiful Park event, I added my own comment. Be substantive, informative, reasonable; challenge ideology, misinterpretations, spin, and outright

lies. And do this in writing, via Letters to the Editor, your own Tweets and Facebook posts, the blog on your own website, etc.

Although I did all this in my campaign, I didn't do enough of it. You have more time, a bigger budget, a larger staff... so you should be much more effective.

Try to come up with unusual, newsworthy activities. One example is Bill Barron's Ride for Utah – a one month ride throughout the state.

Bill was the unaffiliated candidate for US Senate from Utah in 2012. His month long ride throughout the state garnered much interest. Unfortunately, his team was unable to generate much press exposure for the ride and the events along the way. If he'd had a larger team and more effective press interactions, the ride could have been much more useful to his election result.

I didn't seek endorsements but should have. Find the groups that resonate with your values and platform and seek them out. Even if they cannot formally endorse you, their members, staff, and supporters may be interested in you. Cultivate them. Ask to speak at their meetings and events. Consider:

- LGBT, equality, rainbow, and human rights groups;
- Secularists, Humanists, Atheists, and Unitarians;
- Third parties not running a candidate in your race:
 - Libertarian, Constitution, Green, Justice, etc.;
- Women, Hispanics, and other 'minority' groups;
- Environmental organizations;
- Garden clubs, community gardens, farmer's markets;
- Renewable, sustainable energy groups;
- Health, medicine, and social welfare groups;
- Family, Children, Kids focused groups;
- Disability and Handicapped advocacy groups;
- Science, Engineering, and Technology groups;
- Museum Associations and groups;
- Art Galleries, museums, schools;
- Book clubs, Salons, Library associations;
- Unions and professional organizations – police, firefighters, postal workers
- Dance, exercise, yoga groups



Dancers for Andrade

There are thousands of groups – get to know the major ones, interact with them.

You must be genuinely interested in their interests and causes – all of them!

Issue Press Releases or Media Alerts. Announce your endorsements. Announce your own speeches, debates, or other events. Be credible but have fun at these events. I mocked Chris Stewart's advocacy of *drill, drill, drill – dig it all and burn it all* – by wearing a gas mask at several events.

Know your audience. If you're speaking to a retirement community, for example, you need to deal with issues important to them (Social Security, Medicare, Housing, Families, etc.) – and they are NOT turned on by a candidate wearing a gas mask!

You need to be relevant to your audience while not pandering to their specific biases or ideologies.

Truth, honesty, transparency, creativity, reality – they must always be the message.

Be on the lookout for debates and for Meet the Candidates events (best by following your competitors' websites and calendars). Note all such events. Are you invited? Why not? Insist on being invited. If there's no good reason (in *your* opinion) for you to not be invited – to not participate – then show up. Bring your signs and wear your T-shirt. If it's at a private home or building and they won't let you in, protest on the sidewalk. Talk to those entering and leaving. If it's a significant event, do a Media Advisory to let the district know that you (and your supporters) will be there, protesting your exclusion from what should be (in *your* opinion) a more inclusive event.

Isn't Democracy about multiple candidates – and means for voters to learn about ALL candidates? Be sure the media is well aware and informed via media advisories. Be sure photos are taken and posted. Use Twitter, Facebook, YouTube, etc. Try to go viral with some of your actions and events.

Late in my campaign I did two protests – I should have done many more – and earlier. And perhaps should have been arrested (hopefully to be quickly released!) You have to *earn* your media exposure, as your budget won't permit you to purchase it.

The last week or two of the campaign do Honk and Wave events at major commuter intersections, near major bus and light rail stops, etc. Most of the public gets into the spirit of the election season – flashing lights, tooting horns – very few raised index fingers!



Tall Danny doing the wave.



*Wave, wave,
wave. Thanks,
Shannon and
Cathy.*

Then – on election night – relax with your close friends, family, and supporters and enjoy the process. Take the signs and bumper stickers off your car – perhaps place your magnetic signs on metal doors – or on your fridge – a nostalgic reminder of your exciting campaign. Win or lose, politics is a great sport, a wonderful process, and an inspiring institution. We must all work to make it better – and work for a truly sustainable and democratic future for all.

Good luck!



*Campaign team
and friends
celebrating elec-
tion loss – and
Obama's victory.*

YOUR Turn!

You Won – Next!

Now begins the job of setting up an office in Washington and offices in key cities in your district. You need to think about several key staffers. Consider people associated with the incumbent you just defeated. I can't offer much advice. If you won, you already know what you're doing!

You Lost – Next!

Here I have some experience! Let your opponent and new Congressman know that you are watching – and willing to help. Provide constructive input and criticism.

If your new Congressman is unwilling to listen, to modify, to change, to respond – if he's truly hopeless, then start to work to defeat him/her in the next race. If you do not plan to run, encourage others to run – and help them.



Newly elected District 2 Congressman Chris Stewart at a town meeting, April, 2013, talking with constituent. I had just given him the Post Carbon Institute's new, large book ENERGY, which he is dutifully carrying, and hopefully studying!

Write your own version of *The Run* and get it distributed. Your experience can be of great help to more novice candidates.

What am I doing? I'm working on the transition to a truly sustainable and fair economy.

I'm also working on trying to get deniers, ideologues, and arrogant Congress people *out of office* by encouraging good people to *run* – all over the country. See here and click on the CALLing You tab.



This is All There Is – one planet Earth and its Sun. They are our resources, constraints, and limits. Toward a Sustainable Future...
www.2andrade.org

Contact me at joe.andrade@utah.edu

Let's close as we began, with Thomas Paine:

“Perhaps the sentiments contained [herein] ... are not yet sufficiently fashionable to procure them general favor; a long habit of not thinking a thing wrong, gives it a superficial appearance of being right, and raises at first a formidable outcry in defence of custom. But the tumult soon subsides. Time makes more converts than reason.”

Be persistent!

And finally, via Don Quixote:

“Too much sanity may be madness – and the maddest of all – to see life as it is, and not as it ought to be.”



Appendix 1: *Sources and References*

Books and Reports

Fox, Richard L and Ramos, Jennifer M; *iPolitics*, Cambridge University Press, 2012. A somewhat academic treatment of ‘citizens, elections, and governing in the new media era.’ It’s worth a quick perusal and partial read.

Gore, Al; *The Future – Six Drivers of Global Change*, Random House, 2013. Gore’s latest is the most current and complete treatment of everything we must consider in planning – and governing – for the future.

Issenberg, Sasha; *The Victory Lab*, Crown Publishers, 2012; subtitled ‘The Secret Science of Winning Campaigns’. It’s well worth a quick read.

Kennelly, Shannon; *The Race in Retrospect*, Citizen Awareness intern report, Univ. of Utah, Dec. 24, 2013; PDF available [here](#).

Salit, Jacqueline; *Independents Rising*, Palgrave-McMillan, 2012. A history of and perspectives on the independents’ movement. She is founder of independentvoting.org and runs an annual conference well worth attending and following. independentvoting.org

Silverman, Herb; *Candidate without a Prayer ... a Jewist Atheist in the Bible Belt*, Pitchstone Publishing, 2012; a humorous memoir of running for Governor of South Carolina.

Trippi, Joe; *The Revolution will not be Televised*, Regan Books, 2004. Trippi was the key architect in Howard Dean’s electronic and social media campaign efforts in the earlier days of the campaign.

Articles

<http://www.thenation.com/article/173651/alaskas-lesson-left>

<http://www.theatlantic.com/magazine/archive/2013/05/a-womans-edge/309284/>

http://www.huffingtonpost.com/norman-solomon/how-to-build-a-grassroots_b_2117350.html

Organizations and Services

www.candidateproject.org

www.independentvoter.org

www.candidateproject.org

www.writeindependent.org (now off line but should be online early in 2014)

www.votesmart.org

www.opensecrets.org

www.realwomenrun.org

www.cleanslatenow.org

www.tweetcongress.org

www.postcarbon.org

www.citizensclimatelobby.org

<http://www.steadystate.org>

Appendix 2: *Engaging Youth*

Teens and Politics in the Salt Lake Tribune – March 17, 2012

<http://www.sltrib.com/sltrib/opinion/53700669-82/utah-andrade-joe-voice.html.csp>

High school papers are available (only a partial list) via:

<http://www.schoolnewspersonline.com/clients/client-list/high-schools/>

Scroll down to your state and note the list and URL.

You can go to your State Office of Education site for a Directory of all schools, and do your own high school research. The newspaper and editor/faculty advisor are often listed or you can request that information via the Principal: <http://schools.utah.gov/main/INFORMATION/Educational-Directory.aspx>

Interact with specific interest clubs, such as sustainability/environmental and political clubs, also public service groups. The students are important in their own right, but are also conduits to their own parents and other adults.

Letter to new graduates – to high school and regional newspapers:

May 25, 2012

Congratulations, Graduates!

With your high school degree in hand, with 18 years under your belt (most of you), and being US citizens, you are now qualified and eligible to vote (assuming you register to vote by about October 1).

The Nov. 6, 2012 election is a big one:

- President
- Senator
- 4 CongressPeople (you're in District 2)
- Governor and other state positions, and
- local state Senate and House offices.

We need you to do your 'homework' (homework doesn't end with graduation!), register with your County Clerk, and vote on Nov. 6.

Your brains are hopefully more flexible and creative than the rigid, partisan, far right, or far left brains of many more 'experienced' voters.

The State and the Nation really need YOU to vote and get involved.

Thanks.

Joe Andrade, Professor
University of Utah
www.joeandrade.org
joe.andrade@utah.edu
801-706-6747

Appendix 3:

Engaging Media

Daily and regional papers are readily accessible via your local state press association. For example: <http://www.utahpress.com>. You simply identify and select all papers serving your district, prioritize them based on circulation, demographics, and suitability for your particular campaign goals and needs. Most accept Letters and Opinion pieces – and, of course, ads! They may have a press release distribution service. Utah's has a modest fee of \$25, for example.

Radio and TV media information is available at your local broadcasters association: <http://www.utahbroadcasters.com>. A simple click under the Radio Tab brings up:

http://en.wikipedia.org/wiki/List_of_radio_stations_in_Utah and the TV Tab yields:

http://en.wikipedia.org/wiki/List_of_television_stations_in_Utah

Social media are primarily Facebook and Linked In. If these are new to you see what your major competitors are doing and follow their 'guidance'. A good college intern can do wonders here!

E-Mail Campaign Updates

I provided monthly and then twice-monthly campaign updates to my e-mail list. The list grew to about 600 addresses towards the end of the campaign in late 2012.

Here are several of those updates.

Oct. 28, 2012

The 2012 election campaigns have 10 days to go!

Our campaign and positions have begun to be heard. There has now been a debate between all 5 candidates for Congress District 2 – hear it at:

<http://www.utahpublicradio.org/post/2nd-congressional-debate-access-utah-thursday> and print stories at:

<http://www.thespectrum.com/apps/pbcs.dll/article?AID=2012310240022>

<http://www.sltrib.com/sltrib/mobile/55145288-68/debate-candidates-district-seegmiller.html.csp>

Andrea Smardon's **KUER story** on independent candidates appeared on Oct. 25:

<http://www.kuer.org/post/independent-candidates-fight-be-heard-utah>

Judy Fahys of the SL Tribune is also doing a story.

We will continue to picket, protest (http://kutv.com/news/top-stories/stories/vid_2420.shtml), and speak out to help insure that Democracy is indeed served.

There is a protest scheduled for Tuesday, Oct. 30, 11:45 am, at the SLC Rotary Club luncheon meeting, Salt Lake Marriott, 75 S. West Temple St. This is because the SLC Rotary is hosting a debate between Seegmiller and Stewart and refuses to allow the other 3 candidates (including me) to participate.

Join us if you can – wear your T-shirts and perhaps make a small sign.

Look at the Media and the Upcoming Events tabs at <http://www.2andrade.org> to be aware of all events and exposure (including possible changes and updates).

My major competitor, Republican Chris Stewart, is presenting himself as a Romney robot-automaton. There are many reasons for Republicans to NOT vote for him:

<http://2andrade.org/category/blog/>.

There is a real chance we could win this!

I need you to (NOW, as time is running out):

Contact everyone you know in Utah and ask them to support me if they reside in District 2. Those who reside in Districts 1, 3, or 4 have friends and family in District 2 - ask them to support me and to encourage those friends and family to also support and endorse me. This is very important – it is all about networking, personal recommendations, and word-of-mouth action. If you contacted people more than 30 days ago, please contact them again!

Lawn signs are very important and effective. Call me for one (801-706-6747) if you are on a busy, prominent street.

Campaign T-shirts are also very important and effective. Call for one now! 801-706-6747. They won't be useful after Nov. 6!

Come to our campaign events, especially the Honk and Waves scheduled for Nov. 1, 2, 5, and 6. See Upcoming Events tab for dates, times and locations.

Why you should work for and vote for Joe:

- Your vote sends a message for transparency, facts, and reality – and against fiction, baloney (BS), and fantasy;
- your vote sends a message to get money out of politics;
- your vote sends a message on moving towards a sustainable economy, with jobs, education and health care for all;
- your vote tells both major parties that we do not want business as usual;
- other good reasons are at: <http://www.2andrade.org> .

The major argument for not voting for Joe:

- Votes for an independent take away from the Democrat and permit the Republican to win (the 'spoiler' argument);
- counter-argument: the Republicans are likely to win all major races anyway – with or without independent or third party candidate votes.

A vote for the Democrat endorses their National and State platforms and endorses their concern with \$\$ and fund-raising – it sends no new message. It endorses business as usual.

If we get a significant showing, it will demonstrate to the state and the nation that a growing number of voters are indeed working against the status quo/business as usual approach – and may encourage more (especially young and youth voters) to do likewise.

I want to make a good showing and send a clear message that there is a contingent of voters in Utah who desire facts, transparency, reality, and much less control of government by moneyed interests.

Please help – now. Every action – every moment counts. Talk about this in check-out lines, meetings, dinners, etc...

Thanks.

Oct. 2, 2012

35 days to Nov. 6!

If you are unsure as to why you're getting this, please visit <http://www.2andrade.org>, then call me at 801-706-6747.

Apologies if you receive duplicates.

Look at <http://www.2andrade.org>. Our site has been expanded and improved. Note the new video links on the home page, including my new gas mask video.

Thanks to all of you who've been helping with the campaign. Please continue to work with your contacts and networks to make them aware and get them involved. Please forward this note to your friends, colleagues, students, etc.

Lawn Signs - Our recycled hand-lettered signs are showing up. Please suggest optimum sites for lawn signs – preferably easily visible front yards on well trafficked streets. Call me (801-706-6747) if you want and can display a sign – or have a location suggestion.

Summer events - Farmer's Markets, music festivals, art festivals, etc. are great events for general public awareness. Many are noted at the On the Road tab – upper left at: <http://www.2andrade.org>. Please wear our T-shirt at events, call 801-706-6747 (say size), and we'll get one to you. Look at the On the Road – the Last 100 Days tab to see photos of the many events at which we've had fun and done good.

Media events: There's a third party and independent candidates forum and discussion Monday, Oct. 15, 7 – 9 pm City main library auditorium – hosted by and broadcast by KCPW (Jeff Robinson). Please come and sport your Andrade Congress T-shirt or other signage.

There's a District 2 Congress all candidates debate from 6:30 to 8 pm on Oct. 25 at SUU in Cedar City - it should be broadcast live on KCPW and other public radio stations. That should be a real debate. If you plan to be in the Cedar City area at that time, or have friends in Cedar City, please let me know.

Local events and actions: On Nov. 1, 2, and 5 we'll be organizing 'honk and wave' events (standing on a street corner with large signs) during commute times. We'll also organize some community knocking on doors activities Oct. 29 – Nov. 3. Could you initiate and coordinate such activities in your neighborhood?

Please be sure you and your friends are registered to vote: <http://voter.utah.gov>

A major part of the reason why the country is in the mess it's in is because good people have been too busy doing other good things – but not being politically involved.

Remember Tolstoy: *“All that is necessary for evil to triumph is for good men to do nothing.”* And note that today is Gandhi's Birthday: *“Be the change that you wish to see in the world.”*

I've put myself out there and will work as hard as I can for the next 35 days – and beyond. I can't do it alone. Please help.

Call anytime: 801-706-6747

Thanks.

August 31, 2012

66 days to Nov. 6!

If you are unsure as to why you're getting this, please visit <http://www.2andrade.org>, then call me at 801-706-6747. Apologies if you receive duplicates.

Look at <http://www.2andrade.org> . Our site has been expanded and improved, thanks to Jake Hanson. Our Twitter (@JoeAndrade2012) and Facebook presence (/2012andrade) are expanding, thanks to Shannon Kennelly.

Thanks to all of you who've been helping with the campaign. We ALL need to participate – we need to get personally involved – to dedicate TIME.

Here's what we need to do for the **next 66 days**:

Major Media - Please contact KUER and KCPW and tell them you want debates and forums – with all candidates. They tend to leave out unaffiliated and third party candidates. Please tell them you want all ballot candidates to debate and to be represented in their programs and activities:

- Robinson Jeff <jrobinson@kcpw.org>
- Fabrizio Douglas <dfabrizio@kuer.org>

Contact - we need much more Twitter, Facebook, and personal email activity. Include 2andrade.org in your Tweets and they will then appear at 2andrade.org. Please work with your contacts and networks to make them aware and get them involved. Please forward this note to your friends, colleagues, students, etc. Do not assume they already know about my run – most do not. People who are outside of District 2 have friends and co-workers in Dist. 2 – try to get as many people connected and involved as you can. Dist. 2 map and details at: <http://elections.utah.gov/map/district-maps>. Most of SLC is in Dist. 2 – most of the rest of SL County is not.

Letters - Thanks to Hee-Kyung and the others who have submitted Letters online and for print. We need many more brief Letters to the Editor of the SL Trib, Deseret News, and UU Daily Utah Chronicle saying something (hopefully positive) about me and the campaign. It's very easy to write and submit brief letters online. Registration is free and easy.

See:

- submit a letter at: <http://www.sltrib.com/pages/help/>
- <http://www.deseretnews.com/site/feedback/>
- http://www.dailyutahchronicle.com/?page_id=7748

Please look at and contribute to **online comments**. Although much of that stuff is junk, all of it is scanned and counted. We also need letters to TheSpectrum (St. George), Ogden Standard-Examiner (North end of Dist. 2 includes parts of Davis County), University/ College papers (UU, Westminster, suu, Snow, Dixie), and the rural weeklies. You are all good with words! It takes only a few minutes.

Talk - in addition to talking about the campaign in all appropriate situations, please call in to radio programs. No matter what they're discussing, you can call in and say something like 'have you heard about Joe Andrade and his independent run for Congress in District 2 – he says this about that and I think ...'. Of course, please do read over my platform at <http://www.2andrade.org>. Most of you are really good talkers – again, just a few minutes!

Your Car! - please use our simple bumper stickers – especially if you use your car a lot and tend to park in publicly visible spaces. Call and I'll mail you one: 801-706-6747.

Summer events - Farmer's Markets, music festivals, art festivals, etc. are great events for general public awareness. Many are noted at the On the Road tab – upper left at: <http://www.2andrade.org>. Please wear our T-shirt at events, call 801-706-6747 (say size) and we'll get one to you. Note the T-shirt/event photos at the On the Road tab. BeerFests, music festivals, farmers markets are all fun - do wear our T-shirt and/or display a sign – and engage people.

Lawn Signs - Please find optimum sites for lawn signs – easily visible front yards on well trafficked streets. See Joe tab/Work with Joe for instructions on making your own signs. We've had several sign-making events; call me (801-706-6747) if you want and can display a sign – or have a location suggestion. In late October we'll be organizing 'honk and wave' events (standing on a street corner with large signs) during commute times.

Libraries, Museums, Schools - We need people in 1's and 2's to be in front of Library branches and museums to talk with people coming and going- about voter registration, about the 2012 elections, and especially about Andrade for Congress. Please let me know if you can help with these events.

Your social events - please mention me and the campaign at your book clubs, group meetings, salons, gym sessions, faculty meetings, hairdresser/barber visits, doctor or veterinarian visits, neighborhood parties, church events, retreats, etc. Most of you are not particularly shy! If it's appropriate and the schedule fits, I'd love to be invited to talk and discuss at appropriate events.

And please be sure you and your friends are registered to vote: <http://voter.utah.gov>

A major part of the reason why the country is in the mess it's in is because good people have been too busy doing other good things – and largely ignoring their other citizenship duties. Remember Tolstoy: *“All that is necessary for evil to triumph is for good men to do nothing.”*

I've put myself out there and will work as hard as I can for the next 66 days – and beyond. I can't do it alone. Please get involved and DO.

Call anytime: 801-706-6747

Thanks for your interest and help.

July 3, 2012

Hello. **The campaign begins tomorrow – on Independence Day.**

The 4th of July is a good time and day to consider our democracy, politics, and responsible citizenship – and to reread the Declaration of Independence: <http://www.ushistory.org/declaration/document/>

Here are some of my favorite Jefferson quotes:

A little patience, and we shall see the reign of witches pass over, their spells dissolve, and the people, recovering their true sight, restore their government to its true principles.

Ridicule is the only weapon which can be used against unintelligible propositions. Ideas must be distinct before reason can act upon them.

The unnecessary felling of a tree, perhaps the growth of centuries, seems to me a crime little short of murder.

...laws and institutions must go hand and hand with the progress of the human mind. As that becomes more developed, more enlightened, as new discoveries are made, new truths disclosed, and manners and opinions change with the change of circumstances, institutions must advance also, and keep pace with the times.

I know of no safe depository of the ultimate powers of the society but the people themselves; and if we think them not enlightened enough to exercise their control with a wholesome discretion, the remedy is not to take it from them, but to inform their discretion by education.

I feel...an ardent desire to see knowledge so disseminated through the mass of mankind that it may...reach even the extremes of society: beggars and kings.

June update:

Meetings and discussions with many physician, health administrator, and other friends with knowledge and background in health care issues. With the Supreme Court ObamaCare decision out, I'm finalizing a platform component on health care.

- Continued meetings and discussions with state officials;
- talks with local SLC Community Councils;
- visits and discussions in Delta and other parts of Millard County
- (with an 'endorsement' by Mark Twain at the Delta City Library!);
- discussions with people at the Snake Valley Festival and in Baker, Nevada; and
- T-shirt exposure at local farmers' markets and related events.

See website On the Road tab for ongoing calendar and past events.

My 'platform' is evolving, summarized by a 2 page piece now being used in meetings and events (on the site home page). Details of the platform are at the Positions and Statements tab. Your comments and suggestions would be helpful.

July plans:

On the Road again this Friday to:

- Torrey (Apple Days and Meet the Candidates event in Bicknell);
- meetings with Capitol Reef and Zion National Park superintendents;

- meetings in Escalante, Springdale, St. George, and Kayenta; and participation in the
- Utah Alliance for Economic Development meeting in Richfield on July 13;
- meetings with Federal land officials (and former officials) along the way.

The week of July 14–27 we'll be working on campaign videos and other materials.

I plan to have several campaign media and 'marketing' discussions with you July 30 and 31.

Your ideas and actions related to earned media, events, 'exposure', etc. are needed!

For now, I need **each of you** to contact at least 10 other friends, family, coworkers – inform them of my candidacy and campaign, encourage and empower them to get involved, connect and contact others, etc.

We now have bumper stickers as well as T-shirts (and 'business' cards). Some lawn signs may be available by early September. Remember, this is a minimum \$\$, no donation campaign. It can only work with your direct involvement.

Thanks for your help and support. Call or email anytime!

Please use the 4th of July to help restore our Democracy!

P.S. If you know someone who needs help with discovering their own personal independence and sense of responsibility, refer them to my free little eBook: *The Call: Towards Personal Independence and Responsibility*, available at <http://www.joeandrade.org>

And the last letter on

Nov. 7, 2012

Thanks for your interest in and help with my one year experiment in Democracy.

The Experiment ended last night.

The experiment and its analysis will result in a short e-book, perhaps titled **The Run** – #2 in an E-Book Trilogy:

- #1 – *The Call* – the call for active involvement and participation;
- #2 – *The Run* – my one year Experiment in Democracy;
- #3 – *The Plan* – what I would have tried to do had I been elected.

This Trilogy is designed as a guide and handbook for others who want to get involved in active Democracy.

The campaign site <http://www.2andrade.org> has been archived effective 11-7-2012 for historical and research purposes.

I will continue to use the same site/URL for ongoing political commentary, critique, and input – with an emphasis on Utah and energy/climate/environment issues and topics.

Do send me your comments, perspectives, critique, etc. so I can consider them and perhaps include them in the e-books. Let me know if I might cite or acknowledge you for such input – if it is used. If you have photos of the campaign in action (lawn signs, protests, honk and wave, etc.), please send them.

If you installed any lawn signs, please do remove them, recycle the sign/plastic, and recycle or use the aluminum holder (it's good to prop up plants, etc.).

Please let me know if you'd like to be informed on the progress and availability of the e-books from this 'experiment'.

Thanks to all of you who participated and helped.

For those of you who didn't, I hope you become more involved in citizen politics in the near future.

The future really is in your hands. Please run yourself – or strongly support and help candidates who work towards restoring our Democracy – such as Bill Barron (<http://www.barronforussenate.com>) and Richard Kimball (<http://kimballforcongress.com>) – they will probably run again – I will not.

For now, express your voices and positions loudly and clearly to our new Congressional delegation and State government. If enough of you speak up, you will be heard.

Revelations do happen – it’s our ongoing job to help ‘engineer’ revelations among those who need them the most!

Cheers, thanks, and wishing you a pleasant, productive, healthy, and politically active holiday season....

And please consider these words by Don Quixote:

“Too much sanity may be madness – and the maddest of all – to see life as it is, and not as it ought to be.”

Special Letters

These went to 16 different, focused groups, as noted earlier. Here’s an example:

Utah Librarians **Sept. 15, 2012**

Hello. I love libraries. It was thanks to a wonderful librarian in Decoto (now Union City), California, some 65+ years ago, that I got hooked on books, reading, and research. Thanks for all you do!

I am dissatisfied with the political process, with the two major parties, with money in politics, and with the financial and tax policies which have resulted in the nation’s enormous debt, income divergence, and inequality.

So, after 43 years as an engineering professor at the University of Utah, I’m running for Congress in YOUR District – that’s the recently gerrymandered District 2. I’m an unaffiliated (independent) candidate – no party, no contributions, no hidden agendas. So I’m an apolitical candidate!

I know you are a government employee and can't be 'political', but you're also a very responsible citizen, so please continue reading...

You're getting this note because I think you, your family and friends, your coworkers, and many of your customers are also teed off with politics and appreciate our serious problems and issues.

Please look at my platform (<http://www.2andrade.org>). I need you to spread the word on my campaign and – I need you to vote for me on Nov. 6. Together we can begin to change the system.

Here are some business cards and a bumper sticker. Display and distribute, please.

And please be sure you are registered to vote! <https://secure.utah.gov/voterreg/index.html>

Thanks.

Joe Andrade

[contact info]

Letters and Opinions

Daily Utah Chronicle (University of Utah student newspaper)

The Spectrum (Daily paper serving southwest Utah)

Send an Engineer to Congress?! Sept. 7, 2012

Engineers know how to add and subtract – and they know the difference between real and imaginary numbers. They know about limits AND creativity. They know about energy AND efficiency. They know fact from fiction – and reality from fantasy. That makes them very unlike politicians and most economists. Economists and politicians tend to cling to 18th Century assumptions (now ideologies) – which, if valid then, are not valid today.

Engineers like problems and coming up with creative solutions. They do their homework – and insist on others doing homework as well. No BS, no superficiality, no fantasy. They like open minds – but

not so open that the brains fall out (meaning no fantasy, magic, or smoke and mirrors). They love creativity – and doing more with less.

Many engineers are not too interested in people – in politics or the humanities. And most are not particularly exciting speakers or conversationalists – but some are. And many are fairly conservative – but many are not.

There is one running in Utah – for US Congress, in District 2: Joe Andrade. Check him out at: <http://www.2andrade.org>. District 2 includes Washington County and most of west and southwest Utah.

Letter to Tooele Transcript Bulletin

Tooele is now one of the State's leading counties in the application of renewable energies, thanks to Tooele Army Depot, The Army's new Stirling Solar Array, covered so well in Lisa Christensen's front page story, will help demonstrate the utility and practicality of modern renewable technologies.

As wind energy has vitalized and enhanced Beaver and Millard Counties, I hope solar in Tooele City and the County will demonstrate to the State and the Nation that Utah's Congressional District 2 can and will be a solar energy center for the country.

I hope City and County leaders appreciate and understand the significance of such a vision and do all they can to endorse, empower, and accelerate such development. I also hope they help educate the Governor and Utah's Congressional delegation in this endeavor.

It's time Utah stopped looking to the 19th Century for its energy economy – Tooele's 21st Century approach is a refreshing change.

Joe Andrade
949 Mill Creek Way
Salt Lake UT 84106

Letter to Cedar City Daily News

Growth is the problem – and an opportunity

Governor Herbert said, during his recent Utah Rural Summit talk at suu, that “Water is the only limiting factor to the growth of Utah.” That is not true for the Wasatch Front – projected to double in population in the next 20 or 30 years. The Wasatch Front already has some of the worst air in the nation many times each year. Continued growth – no matter how ‘smart’, how ‘planned’, how clever – will lead to even worse air quality. Couple that with proposed Kennecott and refinery dramatic expansions, and the Wasatch Front population will begin to asphyxiate. Air quality will limit urban Utah’s growth.

That may be good news for rural Utah. “Your problem is our solution,” a rural Utah economic development director told me. Much of the proposed growth for the Wasatch Front could – and should – be directed to rural Utah.

There will likely be water issues, as Herbert noted; those issues will probably be major for southwest Utah, in large part a result of chronic global warming and climate change. So growth must indeed be smart; we will learn to ‘need’ less water and less energy.

There’s more at www.2andrade.org

Joe Andrade

[contact info]

Letter to online newspaper for southwest Utah:

It’s About Facts, Reality, Truth...and Slime

at: <http://www.suindependent.com/article/EditorialsHumor/3916/1/>

Redford’s ‘All the President’s Men’ film told the story of how young, idealistic, truth-seeking journalists eventually brought down an arrogant, egotistic, dishonest, and lying President. We need more such truth-seekers.

We are entering four months of major political campaigns involving the spending of some \$5 BILLION or more – most of it for political

ads by both major parties. The Supreme Court recently ruled that lying is free speech (unless it causes some grave harm); they ruled earlier that spending billions to influence politics is perfectly Constitutional. Bill Moyers recently quoted a journalist as saying that, as a result, we are in for a ‘tsunami of slime’ – over a Billion dollars per month of distortions, outright lies, and negative ads which provide few facts, almost no truth, and serve only to make the American electorate even more cynical and apathetic.

There is only one simple, immediate solution to this raping of our democracy: ignore and refuse all political ads for the next four months. Boycott your television! Depend for your information on objective groups, like the League of Women Voters, credible newspaper editorial and opinion columns, and reasonable friends and coworkers (outside of the typical echo chambers).

Both Redford and Mark Twain are on the right track:

“It’s not about what the public knows, it’s what the public doesn’t know.” – that’s Redford;

“It’s not the figures lying I’m worried about, it’s the liars figuring.” – that’s Twain.

Redford has also said:

“It’s all about the truth. It’s really about how important searching for the truth is, and how digging for the truth...[is important]. ...it’s actually gotten harder and harder for people to recognize where the truth is.”

Which means that to restore our ailing democracy, we all have to work harder and harder at separating fact from BS -- separating fantasy from reality – lying from truth.

And one more Redford quote, from 2003:

The mediocrity in DC is a reflection of our own apathy...It’s the cost of not paying attention.”

We have until November 6 to get it right. Pay attention!

There’s more at www.2andrade.org

Joe Andrade is Distinguished Professor, University of Utah; science advisor to The Leonardo; and an unaffiliated candidate for Congress in District 2.

Joe Andrade

[contact info]

Final Letter to all newspapers in counties in District 2

Thank you, Washington County

Thank you for the 224 votes I received for the District 2 Congressional seat. I placed 4th in a field of 5.

I ran as an unaffiliated, independent candidate with the goal of asking tough questions, challenging obsolete assumptions, and promoting common sense and reality-based solutions. I ran against money in politics and against fear, fantasy, and ideology.

My one year Experiment in Democracy ended on midnight Nov. 6. I lost, but winning was not the objective. The objective was to experience the process and work towards changing the conversation. That objective was successful.

The experiment and its analysis will result in a short e-book, The Run - #2 in an E Book Trilogy:

- #1 – The Call – the call for active involvement and participation;
- #2 – The Run – my one year Experiment in Democracy;
- #3 – The Plan – what I would have tried to do had I been elected.

This Trilogy is designed as a guide and handbook for others who want to get involved in active Democracy. It will be available, free and online, in early 2013.

Although my campaign website has been archived for historical and research purposes, I will continue to use the same site URL (2andrade.org) for an ongoing blog (Substantive Politics) and for other political commentary, critique, and input -with an emphasis on Utah and energy/climate/environment issues and topics.

Those 224 of you who voted for me, thank you – the future really is in your hands. Please run yourself – or strongly support and help candidates who work towards restoring our Democracy. I will not run again.

Please express your voices and positions loudly, clearly, and often to your new Congressman and to our State government. If enough of you speak up, you will be heard.

The times are indeed changing.

Joseph Andrade

Former candidate for Congress, District 2, Utah

[contact info]

Media Advisories/Press Releases

July 12, 2012 MEDIA ADVISORY

Andrade Announced Candidacy on July 4 – a day for personal independence and responsibility

Salt Lake City, July 12 –

Joe Andrade formally announced his candidacy for Utah's Second Congressional District seat on the Fourth of July. Andrade retired July 1 after serving for 43 years as professor of Engineering and Pharmacy at the University of Utah. He retired "...to focus on doing my part to restore our ailing Democracy."

Andrade is running as an unaffiliated candidate; his major opponents are Republican Chris Stewart and Democrat Jay Seegmiller.

He chose to announce his candidacy on Independence Day to honor and recognize Thomas Jefferson, primary author of the Declaration of Independence, who said:

"I know of no safe depository of the ultimate powers of the society but the people themselves; and if we think them not enlightened enough to exercise their control with a wholesome discretion, the remedy is not to take it from them, but to inform their discretion by education."

Joe emphasizes that Jefferson also said:

“A little patience, and we shall see the reign of witches pass over, their spells dissolve, and the people, recovering their true sight, restore their government to its true principles.”

Andrade notes that July 4 is the ideal day for each citizen to declare their own individual independence and responsibility – to assert their own deep and substantive patriotism by becoming involved in the political process, by vowing to work to eliminate excess money in politics, by insisting on facts, honesty, transparency – and by not tolerating pandering, fantasy, or ideology.

He decided to run on New Year’s Day, 2012, after discussions with his wife and family and their three young granddaughters.

He has been visiting much of the huge Second Congressional District, meeting with local officials, National Park and BLM regional officials, Community Councils and groups, and generally interacting with residents throughout the District.

Although he turns 71 later this month, he says “I’m much younger than Orrin Hatch and Ron Paul!”

He says he has the energy, the commitment, and the persistence to run and to serve.

When asked why not just enjoy a normal retirement, he said: “Our Democracy is ailing, our government is failing, our Planet is ill and needs some serious therapy and recuperation.” He says a comprehensive platform and plan is ‘evolving’ at www.2andrade.org

Joe and his wife, Barbara, have resided in Utah for 43 years. They have 2 grown sons and three young granddaughters. “I think they expect Grandpa to work to help assure that they have an opportunity to live and grow on a Planet and in a Nation that hasn’t been trashed by myopic ideologies bent on promoting and expanding a profligate, extravagant, wasteful economic system.”

Joe also says you may not like what he has to say, that truth and reality are often difficult, and that out-of-the-box thinking and approaches can be uncomfortable. “Adults learn to deal with discomfort and difficulty,” he says.

Joe can be reached at 2012andrade@gmail.com; www.2andrade.org

He tweets occasionally and has difficulty with Facebook.

Oct. 9, 2012 MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Salt Lake City, Utah (10-9-2012)

The Andrade Campaign for US Congress, District 2, announces a picketing event Wednesday, Oct. 10, 2012, 2:15 pm, outside the KUTV studios on Main St – adjacent to the Gallivan TRAX stop.

Joe Andrade, independent candidate for the District 2 seat, accuses KUTV of discriminating against independent and third party candidates by excluding them from debates and related events.

The Republican and Democrat candidates for District 2 will be being interviewed at KUTV at the same time as the picketing action. The station refuses to allow other candidates to participate in the interview and debate.

In a recent blog post (<http://2andrade.org/category/blog/>) Andrade argues that the media preach for more voter and citizen involvement in the political process, but they ignore activities not directly related to Republican or Democrat candidates. He claims such actions constitute political discrimination.

“A Democracy must be more than a two party system, particularly when the two major parties are largely under the influence of big donors and special interests,” he says. He continues:

“The public must insist on complete and full coverage and access to information – or it should boycott these discriminatory media.”

He encourages others to join the picketing action.

Further information:

Joe Andrade

[contact info]

Oct. 28, 2012 MEDIA ADVISORY

FOR RELEASE

Salt Lake City, Utah (10-28-2012)

The Andrade Campaign for US Congress, District 2, announces a picketing event Tuesday, Oct. 30, 2012, 11:45 am, at the SLC Rotary Club luncheon meeting, Salt Lake Marriott, 75 S. West Temple St.

Joe Andrade, independent candidate for the District 2 seat, accuses the SLC Rotary Club of discriminating against independent and third party candidates by excluding them from the District 2 candidates' debate on Oct. 30. The Republican and Democrat candidates for District 2, will be debating at the Rotary luncheon.

The SLC Rotary will not allow other candidates to participate in the luncheon debate.

In a recent blog post (<http://2andrade.org/category/blog/>) Andrade argues that many preach for more voter and citizen involvement in the political process, but ignore activities not directly related to Republican or Democrat candidates. He claims such actions constitute political discrimination.

“A Democracy must be more than a two party system, particularly when the two major parties are largely under the influence of big donors and special interests,” he says. “The public must insist on complete and full coverage and access to information – the public should boycott events which politically discriminate.”

He invites others to join the picketing action.

Further information:

Joe Andrade

[contact info]

Appendix 4: *Speeches and Talks by Andrade*

April 4, 2012 Six County Association of Governments, Richfield, Utah

Title: Creating the Future in District 2

Thank you for the opportunity to attend your sessions on Education – A Key to Economic Growth and to participate in this Meet the Candidates session.

My name is Joe Andrade; I am 70 years old and have resided in Utah for the past 43 years. I am running for Congress in District 2 as an independent, unaffiliated candidate. Details are at www.2andrade.org

I have already been introduced by State Representative Mike Noel.

[this refers to the earlier session in which Mike Noel somehow connected my interests in a clean, sustainable environment to the inability of his 18 grandchildren to have good jobs!]. We'll get to jobs for Representative Noel's grandchildren later.

I am an engineer, an educator, and have been an entrepreneur. You may have seen me on KUEN, Channel 9 – as my University of Utah telecourse, Science without Walls – Science in YOUR World, has been airing for 16 years. More information on my background is at: www.joeandrade.org

Why am I running? Because Congress is broken, due to:

Money in politics. Congress men and women raise, on average, \$15,000 per DAY to fund their constant re-election campaigns. They are thus 'bought'. Any Congress member or Senator who tells you otherwise is lying or is very ignorant of basic psychology.

Fantasy and wishful thinking is another key factor. Most members of Congress ignore facts, reality, limits. They try to live in a fantasy world in the absence of science and mathematics.

Willful misleading and outright lying to their constituents – to you and to me – is another key factor. They try to tell us what they think we want to hear and what their sponsors want us to hear. They treat us as children to be pacified and even manipulated rather than as thinking, responsible adults.

My simple and solo attempt to help fix Congress is to Run! My campaign is based on:

No dollars – no ads, no fancy signs or mailings.

The two major parties are expected to spend upwards of 5 BILLION dollars between now and early November, so you are advised to keep your televisions off until after the election. The money is mainly used for negative ads with great distortions of reality and even outright lying. Don't condone these practices by giving them your time and attention.

No party – I run as an unaffiliated independent. I cannot accept the emphasis the two major parties place on money nor can I fully accept their platforms.

Facts, reality, transparency, and practical solutions are the basis of my campaign and my service in Congress.

Thomas Paine said it best:

"I offer nothing more than simple facts, plain arguments, and common sense."

I will treat you and all constituents as adults who can deal with situations and with facts – even those which may be very 'inconvenient'. And I expect you to treat me the same way.

No more fear. I saw a T-shirt on campus a few weeks ago which made me ill. It read:

Envy the Past –

Fear the Future

I say, NO! We don't FEAR the future, we CREATE our future.

The future happens – on its own.

If we ignore it due to our apathy and inaction, it will be no better than the present. It will be the future we deserve.

If we let it happen as the result of lying, cheating, and unethical behavior – and we do nothing about such behavior or such actions – then we'll deserve that future as well.

If we act honestly, responsibly, ethically, creatively – if we look and act FORWARD, rather than envying the past – then that future WE CREATE will likely be better than the alternatives.

We need to get out of our backwards-looking box, climb out, and look forward – creatively. Let us not be dragged back into the box by the ideologues, the apathetic, the uninvolved, the indifferent, or the incompetent.

Let's do some creative future building – together.

My campaign will deal with

- Energy
- Water
- Education

– The three key factors and the foundation for a vibrant, sustainable, diverse economy – and the jobs derived from it.

Details are evolving at www.2andrade.org

We can create an economy which will not degrade where we live and play, which provides jobs for Mike Noel's grandchildren – and yours as well – and for the generations to follow.

Let us create the future – together.

I look forward to your vote.

Thanks.

Joe Andrade

[contact info]

April 24, 2012 Engineering Technology Fair, Southern Utah University, Cedar City, UT

Title: Creating the Future: Creatively, Realistically, Critically, Responsibly, and Efficiently

It's a pleasure to be with you on this wonderful campus. Congratulations on your projects and portfolios.

You are engineers and scientists – in training. Let's talk about what engineers do – create the future!

“The best way to predict the future is to invent it.” That was said Alan Kay, a Univ. of Utah Computer Science graduate back in 1970.

Kay developed SketchPad in 1970 – one of the first computer graphics programs and the basics of the laptop computer. His ideas were eventually developed and commercialized by Apple and Steve Jobs in the original MacIntosh.

Engineers design and develop the future. They consider and address perceived needs and wants, the availability of energy and materials (resources), and then design solutions or products. They need to be very creative, pushing the limits of what is accepted and expected. And they need to be very realistic, operating within the domain and understanding of modern science. Engineers understand and appreciate the laws of thermodynamics, biology, physics, chemistry, and materials science, as well as mathematics. They temper their creativity and fantasy with reality.

There's an old quote I love: it begins by saying we have to be very open-minded (that means fantasy, invention, creativity). And it continues...but not so open-minded that our brains fall out (that's the reality, the constraints we have to work within – engineers often call those the boundaries or 'boundary conditions').

Engineers work very closely with scientists to push the limits of the known – to help discover and develop new science – which then permits new engineering solutions.

Steve Jobs was an artist and designer with just enough scientific and engineering background to push the limits of the possible.

You can't do that if you are just a follower; a taker of tiny, baby steps; an incrementalist.

You have to have the foundation, depth, and self-confidence to think boldly and yet realistically. You need to be truly creative without resorting to fantasy, fiction, and wishful thinking. You have to be very open-minded and yet critical. It's all about balance – AND taking risks.

Another of Alan Kay's quotes:

"I had read maybe 150 books by the time I hit 1st grade. And I already knew that the teachers were lying to me."

Although most of us didn't read 150 books before first grade, what that quote means to me is that we have to constantly be thinking, critiquing, scanning. Don't accept lies or ignorance – from teachers, professors, parents ... or bishops.

Assumptions are the nemesis of creativity. Textbooks and professors' old notes are full of old assumptions – what you can do and what you cannot. Assumptions that are initially explicit – meaning carefully stated – have a way of becoming implicit – meaning unsaid, unwritten. We just assume that is the way it is, because that's what we've read and been told so many times.

Steve Jobs destroyed assumptions – he insisted on transparency, clarity, openness – nothing implicit. That allowed him to push the limits – to push beyond the incremental, beyond the accepted, beyond the assumed.

We have many challenges in our society and world today. We have developed an economy and society which assumes unlimited resources with which to develop nearly infinite amounts of stuff – for a materialistic, consumption-oriented economy. With over 7 billion people on this one little planet, our days of large houses, big

inefficient cars and trucks, ultra-cheap energy and water, and tons of stuff will soon be over.

Engineering today and tomorrow must strive toward efficiency and toward planetary and societal responsibility. You are inheriting a planet and society whose 19th and 20th century assumptions and behavior will simply not work in today's 21st century.

You must be creative, realistic, responsible, critical, and efficient.

Congratulations... and good luck!

Joseph Andrade

Distinguished Professor and former Dean

College of Engineering

University of Utah

[contact info]

May 5, 2012 iMatter – Occupy SLC – 350.org talk on Library Square

Title: Courage and Actions (Prepared but not delivered)

My name is Joe Andrade; I'm running for Congress in District 2 as an unaffiliated candidate.

I'm here today due to the courage and actions of:

- Dr. James Hansen, NASA climate scientist, activist, and author of *Storms of my Grandchildren*;
- Bill McKibben, author, activist, and founder of 350.org;
- Tim DeChristopher, activist; and the Occupy Movement.

I'm here to go to Congress to do 4 major things:

Task 1 – defeat and eliminate Plutocracy by restoring Democracy – by getting money out of politics. I support the Move to Amend campaign and a simple, progressive tax system.

Task 2 – develop an Economy which is:

- sustainable... which preserves the planet's air, water, land, species, and climate;
- an economy which is fair and just, with reasonable rules for all – with no loopholes or special favors – which helps, encourages, and allows you to obtain satisfying work and financial stability;
- an economy which fosters and rewards creativity and innovation while addressing the gross income inequality and income divergence prevalent today.

Task 3 is Education – an affordable, accessible, and quality public and higher education system for all which encourages and facilitates learning, creativity, responsibility, and the other skills needed to be a good citizen and a productive participant in the society.

Task 4 is Health Care – an accessible, much less expensive, and largely public system for all residents.

YOUR help, involvement, activism, and brains are needed.

Work with me, with each other, with all citizens and residents.

Go to www.2andrade.org .

Together we can make Bob Dylan's words ring true in 2012:

'The times they are a'changing...'

joe.andrade@utah.edu

June 20, 2012 East Bench Community Council

(This is typical of the many community council talks during the campaign)

Title: Joe Andrade for Congress District 2

My name is Joe Andrade; I'm running for Congress in District 2 as an unaffiliated candidate. Details are at www.2andrade.org

I am an engineer, an educator, and have been an entrepreneur. You may have seen me on KUEN, Channel 9 – as my University of Utah telecourse, Science without Walls – Science in YOUR World, aired for 16 years. More information on my background is at:

<http://www.joeandrade.org>

Why am I running? Because Congress is broken, due to:

Money in politics. Congress men and women must raise thousands of dollars per DAY to fund their constant re-election campaigns. They are thus 'bought'. Any Congress member or Senator who tells you otherwise is lying or is very ignorant of basic psychology.

Fantasy and wishful thinking is another key factor. Most members of Congress ignore facts, reality, limits. They try to live in a fantasy world in the absence of science and mathematics.

Willful misleading of and outright lying to their constituents – to you and to me – is another key factor. They try to tell us what they think we want to hear and what their sponsors want us to hear. They treat us as children to be pacified and even manipulated rather than as thinking, responsible adults.

My simple and solo attempt to help fix Congress is to Run!

My campaign is based on:

No dollars – no ads, no fancy signs or mailings.

The two major parties are expected to spend upwards of 5 BILLION dollars between now and early November, generating as one reporter expressed it: "...a tsunami of slime." You are advised to keep your televisions off until after the election. The money is mainly used for negative ads with great distortions of reality and even outright lying. Don't condone these practices by giving them your time and attention.

No party – I run as an unaffiliated independent. I cannot accept the emphasis the two major parties place on money nor can I fully accept their platforms.

Facts, reality, transparency, and practical solutions are the basis of my campaign and my service in Congress.

Thomas Paine said it best:

"I offer nothing more than simple facts, plain arguments, and common sense."

I will treat you and all constituents as adults who can deal with situations and with facts – even facts which may be very ‘inconvenient’. And I expect you to treat me the same way.

No more fear. I saw a T-shirt on campus a few weeks ago which made me ill. It read Envy the Past – Fear the Future

NO! We don’t FEAR the future, we CREATE our future.

The future happens – on its own. If we ignore it due to our apathy and inaction, it will be no better than the present. It will be the future we deserve.

If we let it happen as the result of lying, cheating, and unethical behavior – and we do nothing about such behavior or such actions – then we’ll deserve that future as well.

If we act honestly, responsibly, ethically, creatively – if we look and act FORWARD, rather than envying the past – then that future WE CREATE will likely be better than the alternatives.

We need to get out of our backwards-looking box, climb out, and look forward – creatively. Let us not be dragged back into the box by the ideologues, the apathetic, the uninvolved, the indifferent, or the incompetent.

I’m here to go to Congress to do 4 major things:

1 – defeat and eliminate Plutocracy by restoring Democracy – by getting money out of politics. I support the Move to Amend campaign; a simple, progressive tax system; and term limits.

2 – develop an Economy which is:

- sustainable...which preserves the planet’s air, water, land, species, and climate;
- an economy which is fair and just, with reasonable rules for all – with no loopholes or special favors – which helps, encourages, and allows you to obtain satisfying work and financial stability;
- an economy which fosters and rewards creativity and innovation while addressing the gross income inequality and income divergence prevalent today.

3 is Education – an affordable, accessible, and quality public and higher education system for all which encourages and facilitates learning, creativity, responsibility, and the other skills needed to be a good citizen and a productive participant in the society.

4 is Health Care – an accessible, much less expensive, and largely public system for all residents.

These major tasks are, of course, tightly coupled and inter-related. There are things we can do immediately and there are other actions which are perhaps best phased in over several years. But our economy – and indeed our democracy – is now so fragile that these issues must be addressed and solved right away. Continued delay is not an option.

YOUR help, involvement, activism, and brains are needed. Work with me, with each other, with all citizens and residents. Go to www.2andrade.org. I need your help.

joe.andrade@utah.edu call me at: 801-706-6747

KUED Andrade Statement 2 ½ minutes **Aug. 20, 2012**

My name is Joe Andrade.

I'm running for Congress in the new District 2.

I'm an engineer, an educator, and have been an entrepreneur.

I'm running on truth, facts, openness, transparency – a reality-based campaign.

Thomas Paine said it best: *"I offer nothing more than simple facts, plain arguments, and common sense."*

I am unaffiliated, meaning no party. I am taking no contributions – none – I am not bought and cannot be bought – no hidden agendas.

I'm running for adults – for people who can deal with reality, can deal with uncomfortable facts and difficult solutions.

I'm running because Congress is broken, due to money in politics.

I'm also running against fear – fear of the future.

I come from an engineering and science background. Engineers design and develop the future. They need to be very creative And very realistic.

They temper their creativity and fantasy with reality.

Most Economists and Politicians have a very different background – they assume the planet is practically infinite – that perpetual growth is desirable and possible. Because they do not understand limits or constraints, they operate in a fantasy world.

We are using and inheriting a planet where our 19th century assumptions and behavior are no longer valid.

I want you to send me to Congress to do 4 major things:

- restore Democracy – by getting money out of politics;
- develop an Economy which is sustainable – which doesn't trash our planet – and doesn't trash our values;
- work for an affordable, accessible, and quality public and higher education system for all;
- work for an accessible, much less expensive, and largely public health care system for all.

These major tasks are tightly coupled and inter-related.

Our economy and democracy are now so fragile that these problems must be solved right away. Continued delay is not an option.

We can do this – by jettisoning old assumptions and by looking at our challenges in clear and creative ways.

Specific plans and programs are at www.2andrade.org.

Call 801-706-6747. Right now: 801-706-6747...

I'll answer, and we can talk.

Email is 2012andrade@gmail.com

And VOTE – for me – on November 6.

Thanks.

Appendix 5: *People who provided perspective and advice... Thank you.*

Adams, Robert – south central Utah needs and resources

Allegra, Mike – Utah Transit Authority

Allis, Rick – geothermal resources

Anderson, Ashley – effective resistance and activism

Andrade, Aaron – campaign logo and materials design

Andrade, David – Delta area agriculture and dairy perspectives

Armstrong, Jeff – Zion National Park

Ashdown, Peter – former candidate for US Senate

Barber, Harry – BLM Kanab office

Barnum, Barry – water resources, St. George

Barron, Bill – campaign confidante

Beckwith, Jane – Topaz Museum and Delta area perspectives

Berkhoudt, Rene – Manager, GSENM

Betz, Lorris – health care discussions

Bimstein, Phil – Springdale perspectives

Blauer, Fanny – key campaign volunteer, Hispanic focus – and Danny and Juliette!

Bradybaugh, Jeff – Manager, Bryce Canyon National Park

Brown, Frank – Utah mineral resources and history

Bryant, Bobbi – Panguitch, Alton – coal mining and transport

Bushman, Kent – Utah Farmers' Union

Carpenter, Dale – Salt Lake County economic development

Chambless, Tim – Utah political perspectives
Clark, Sean – campaign volunteer
Cottam, Brian – So Utah University: rural economics
Csenge, Rick – Earthfest, Kanab
Cumisky, Dick – Sevier Citizens for Clean Air and Water
Dabakis, Jim – Utah Democratic Party perspectives
de Freitas, Lynn – Friends of the Great Salt Lake
Decker, Rod – KUTV Channel 2 protest reporting
DeMille, David – reporter, TheSpectrum, St. George
Erickson, Steve – Great Basin Water Network
Escobar, Reinaldo – OK Espanol reporter: Hispanic media and politics
Esplin, Fred – southwest Utah history
Excell, Louise – Washington County perspectives
Fleming, Rene – St. George conservation coordinator
Florez, John – Columnist
Frankel, Zach – Utah Rivers Council: water resources
Fruhworth, Jesse – Occupy SLC
Gardner, Allan – Washington County commission: water, energy, economy
Gazewood, Jim – BLM lands and renewable energy zones
Gillmor, Linda – Millard County and Delta economic development
Gipson, Jason – US Army Corps of Engineers projects
Gruber, Tracy – Utah Children discussions
Han, In-Suk – signs and Korea community
Hanson, Jake – campaign website and social media
Hardman, Jake – SUTREC – Southern Utah Renewable Energy Center
Hart, Chris – Mayor, Ivins City
Haven, Terry – Utah Children discussions
Henak, Zach – campaign volunteer
Hendricks, Al – Manager, Capitol Reef National Park
Hirschi, Scott – St. George: Vision Dixie Plan, economy
Holmes, Chris – KSUB Utah public radio

- Huefner, Robert** – health care perspectives
- Hunter, Doug** – UAMPS group: municipal electrical power
- Hyland, Dallas** – Washington County perspectives
- James, Brent** – health care discussions
- Jarvis, Joe** – health care perspectives
- Johnson, Linda** – Great Basin Water Network
- Kauffman, Don** – KUTC Channel 2 program coordinator
- Kennelly, Shannon** – terrific campaign intern
- Kimball, Charles** – campaign confidante and competitor
- Kirby, Eric** – Executive Director, Leavitt Center for Politics, suu
- Klemm, Sam** – Wasatch Front Regional Council transportation planning
- Landsee, Stuart** – St. George and Dixie College perspectives
- Lee, Vivian** – health care discussions
- Lewis, Joel** – history, Dixie College Faculty Forum
- Lundgren, Kelli** – Represent Me Utah
- Lyon, Cliff** – social media and politics
- Manda, Paul** – video work and perspectives
- Marasco, Terry** – Great Basin Water Network
- Markham, Ty** – rural Utah politics
- McIntosh, Heidi** – roads and Federal Lands
- McNaughton, Jon** – Leavitt Center for Politics, suu, faculty coordinator
- Mieckle, Michael** – concerned citizen
- Nehring, Lincoln** – Utah Children discussions
- Neyme, Dylan and Paola** – campaign volunteers
- Niermeyer, Jeff** – Salt Lake City: water resources
- Nimkin, David** – National Park Conservation Association
- Oostema, Jody Ostrander** – campaign volunteer
- Orton, Michael** – Richfield perspectives
- Pershing, David** – education economics
- Pratt, Beth** – southern Utah perspectives
- Prestwich, Barbara** – Cedar City perspectives

Probasco, Eric – reporter
Robinson, Jeff – Utah politics
Rosdahl, Dillon – Leavitt Center for Politics, suu student coordinator
Ruesch, Sherry – facilities, Dixie College
Sanders, Ashley – money, politics, Citizens United decision
Seed, Deeda – rural Utah perspectives
Shea, Pat – BLM and Federal Lands
Small, Michael – St. George: Demo politics, water, and Dixie’s future
Smardon, Angela – KUER FM reporter
Smith, Sally and Lee – campaign signs
Sokolsky, Pierre – Cosmic Ray project, Delta
Solomon, Phillip – Energy Services Director, St. George
Springmeyer, Bob – Utah politics and economics
Thomas, John – State Dept of Transportation, planning
Torres, Ray – Tooele Army Depot and renewable energy
Trimble, Steven – Federal lands and rural perspectives
Triolo, Phil – music and politics
Twain, Mark – statue at Delta Library – ‘endorsement’!
Tyree, JR – BLM St. George office
Utah Children – several members, children perspectives
von der Esch, Leigh – Utah tourism perspectives
Wagner, Tim – fossil fuels
Webster, Rob – compressed gas energy storage, Magnum project
Wetzel, Wayne – BLM, Richfield
Wheeler, Ray – campaign confidante
Whitworth, Jock – Manager, Zion National Park
Winder, Ted – Torrey and rural Utah perspectives
Wright, Claudia – Citizen Candidate for District 2 in 2010
Yang, Moses – campaign volunteer

... and the many others I’ve unintentionally overlooked.



www.2andrader.org ■ joe.andrade@utah.edu