



# The VOTER

September 2017

## League of Women Voters-Corpus Christi

### Legislators To Speak at September 21 Meeting

LWV-CC is always pleased when our state legislators accept an invitation to provide a “Legislative Update” following both the regular session of the Texas Legislature that ended in May and the Special Session called by the Governor that concluded in August.

State Senator Juan “Chuy” Hinojosa and State Representatives Todd Hunter and Abel Herrero plan to attend the Thursday, Sept. 21, League luncheon meeting from 11:30 a.m.-1 p.m. in Room 117 at the Del Mar Center for Economic Development, located at 3209 S. Staples (across from W. B. Ray High School).

After their presentations, there will be a Q&A session.



(From left) Representative Abel Herrero, Senator Juan Hinojosa, and Representative Todd Hunter

Bring your questions about various legislative issues!

A sandwich box lunch will be available at \$10 per member/\$12 per guest. Your meal reservation is important! If you want to order a meal, please call the League phone at 445-4436 or send an email to [lwv.ccare@gmail.com](mailto:lwv.ccare@gmail.com). If you plan to attend but not eat, let us know that, too!

### LWV-CC Submits PAVP Grant Application

After about 25 hours of discussion, research, and identification of possible community partners over the past three weeks, the LWV-CC Board has submitted a grant proposal to the League of Women Voters of Texas for consideration of a *Public Advocacy for Voter Protection* grant.

President Chris Garcia and Member Services VP Sandra Heatherley worked together, with assistance from Board members and community friends, to finalize the three-page proposal and submit it by the Sept. 11 deadline. The grant awards, ranging from \$200 to \$500, will depend on the number of Texas Leagues submitting applications. LWV-TX expects to announce grant recipients by Sept. 22.

LWV-CC, with support and assistance from coalition partners, hopes to identify and assist from 40 to 60 individuals in the Corpus Christi community who possess a voter registration card but have no photo ID that is required to cast a vote in Texas.

According to grant guidelines, groups at risk of being excluded from the voting process are communities of color, individuals with low incomes, and young people.

Through an informational/educational campaign (plus hands-on assistance) to be conducted between late October 2017 and late January 2018, the League and its community partners hope to accomplish the following:

- Facilitate the process to help individuals receive an acceptable photo ID as required by SB14 through the Texas Department of Public Safety, and
- Help voters without a photo ID understand and utilize a viable option to the photo ID requirement, described on the Texas Secretary of State’s website as the “Reasonable Impediment Declaration.”

As soon as the grant is awarded, the League will spring into action! If you have an interest in helping with this project, please contact Chris at [garciachr1714@gmail.com](mailto:garciachr1714@gmail.com) or Sandra at [sheatherle@cs.com](mailto:sheatherle@cs.com).

#### LWV Mission Statement

The League of Women Voters, a nonpartisan, political organization, encourages informed and active participation in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy. The League does not support or oppose any political party or candidate.

## PRESIDENT'S MESSAGE

By Chris Davis Garcia

Dear League Members & Friends:

We enjoyed an excellent League membership luncheon/program on August 17, and I want to publicly thank our two presenters again—Barbara Canales, Port of Corpus Christi Commissioner and Secretary, and John LaRue, the Port's Executive Director.



Chris Davis Garcia  
LWV-CC President

Using an excellent Power Point presentation prepared by the Port's PR Director Matt Garcia, Barbara spoke eloquently and without notes about the Port's impact on our region and the nation.

She and John fielded several questions during and after the presentation, and League members and guests left the meeting not only feeling pride in our Port's economic footprint and its international reach and influence but better informed about what comes in and leaves our Port.

Learning that the Port's total tonnage is now ranked #4 in the United States was one fact that we can share with others. Barbara encouraged League members to attend the Port's various presentations throughout the year to be fully informed and to remain supportive of the Port's endeavors and future plans, which include dredging and widening the Ship Channel to accommodate larger ships and tankers.

Plan to attend upcoming League meetings, and remember that all members are invited to help in various League events and efforts...including manning voter registration tables, telling others about the League's mission and inviting them to join the League, delivering Voters Guides in the upcoming election cycles, and helping with candidate forums and Vote 411.

The League, celebrating its 97th anniversary this year since its founding in 1920, continues to be a strong grass-roots organization that "advocates, educates, and agitates" when it comes to public policy and advocacy at the state and national levels.

If you haven't taken time to visit the National League's website at [www.lwv.org](http://www.lwv.org), I hope you'll take time this month to see what resources are available to local Leagues and to read about the testimony given and the correspondence sent to congressional and governmental leaders on a variety of current issues impacting our nation.

Thank you as always for supporting LWV-Corpus Christi and making democracy work. And don't forget to renew your membership in the League.

## League Statement on DACA Reversal

Washington, DC - The Trump administration has announced an intention to reverse the Deferred Action for Childhood Arrivals (DACA) policy, leaving the fate of 800,000 immigrants in jeopardy. League of Women Voters National president Chris Carson issued the following statement:

"This administration's decision to rescind the 'Dreamers' program is shameful and does not serve national interest.

"As a country of immigrants, we are made stronger by our diversity. Yet time and time again, this administration has discriminated against immigrants and communities of color.

"Reversing the DACA policy will have a devastating impact on our economy. Ending this program will increase unemployment.

"Thousands of the Dreamers protected by DACA were brought to this country as babies and have no memories of their birth country. These individuals are paying taxes, contributing to Social Security and are Americans in everything but the name.

"The League of Women Voters is opposed to deportation of non-criminal undocumented immigrants and we urge Congress to pass a clean DREAM Act to protect, not turn away, the 800,000 young people who were brought to the United States as children."

### Update on Voter Registration Efforts

Total voter registrations for August 2017: 117  
NAACP/LULAC 9th annual Citywide Health Fair,  
Sept. 9, 2017: 17

Note to Deputized Voter Registrars: If you have registered new voters on your own this summer, we applaud your initiative and ask that you call Ruth Falck to share how many folks were registered, where, and what day. The League would like to share that information with all members. Thanks so much.



Carla Gardiner  
Financial Advisor

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Edward Jones  
MAKING SENSE OF INVESTING



**CITYWIDE HEALTH FAIR**—LWV-CC was pleased to man a table on Saturday, Sept. 9, at the Del Mar College West Campus and participate in the 9th Annual Citywide Health Fair sponsored by NAACP, LULAC, and Del

Mar College. Sylvia Whitworth, Ruth Falck, Jim Klein, and Can Alemdar are pictured during their 2-hour shifts at the voter registration table. Others who helped but are not pictured include Peggy Duran and Chris Garcia.

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## LWV Volunteers Needed for Tuesday, Sept. 26, Voter Registration Day

Save the date of Tuesday, Sept. 26, and plan to join fellow League members in manning several voter registration tables throughout the community to celebrate National Voter Registration Day.

The League may need from 12-20 volunteers who are deputized voter registrars plus others who aren't deputized but can help greet people at the tables.

Ruth Falck, Voter Registration chair, is confirming locations at Del Mar College East and West campuses and at Texas A&M University-Corpus

Christi. Other Board members are busy confirming two or three other locations, particularly libraries or public venues.

The voter registration tables will be manned during daytime hours on Tuesday, Sept. 26, and volunteers will be invited to work one-hour or two-hour shifts.

Signup sheets will be available at the Thursday, Sept. 21, League meeting. You can also confirm your desire to participate by emailing the League at [lwv.ccaarea@gmail.com](mailto:lwv.ccaarea@gmail.com)

### Welcome

TO THESE  
 NEW MEMBERS!

Kim Hohle, Individual  
 Barbara Lund,  
 Individual  
 Amber Rinard,  
 Individual

### Thanks

TO THESE  
 RENEWING  
 MEMBERS!

Sylvia Ramirez,  
 Sustaining  
 Jim and Teresa Klein,  
 Household  
 Colleen Johnson,  
 Individual

# Using Social Media Adds Up to Many Opportunities!

By Debbie Noble, Director/Website & Social Media

The new “kids these days!” lament often refers to millennials and their obsessions with smartphones. While some of the complaints may be valid, social media is not just for kids anymore. If you are a business or an organization and you are not using social media, you are missing out on a huge and inexpensive opportunity. The League of Women Voters is no different; we must learn and use new tools to expand and reach our audience.

According to Pew research, 68% of all U.S. adults are Facebook users, while 28% use Instagram, 26% use Pinterest, 25% use LinkedIn and 21% use Twitter.

All those numbers add up to a tsunami of marketing opportunities for smart organizations. Effective use of social media attracts the attention of their audience and their prospective audience and engages them through liking, commenting, tagging, sharing, calling, purchasing, hiring, or attending.

Organizations use social media content for branding, marketing, and customer service.

People learn about new products and services from platforms like Facebook. I learned about the Coastal Bend Fencing Association from a friend’s Facebook post and invited them to participate in a public event, which was great exposure for them (and great fun for the rest of us). My daughter mentions products and services she uses, likes (or dislikes) on Twitter just to get responses (positive and negative and quirky) from companies. Social media allows you to tell people who you are in many different ways.

Chiquita Banana took advantage of the recent (banana shaped) eclipse to promote its blue stickered fruit all over the Internet. Meundies (a designer underwear company) also took advantage of the eclipse to post, “We offer full moon coverage 365 days a year,” with a fun photo of their colorful product in use.

A quirky Southwest post (“We beat the competition, not you”) went viral (spread all over social media and the internet like a rampant disease via sharing and repeating) after a spate of bad publicity for United. Whether or not they officially took credit, their brand certainly benefitted.

People use social media to angrily vent, but organizations can easily respond and direct as part of a good customer service program. They can also share and give positive reinforcement for good comments. The more interaction, the more people see and respond.

My millennial daughter scheduled a service visit from Time Warner and a refund from MeUndies via Twitter. Those corporations responded immediately and solved her problem satisfactorily (for anyone to see). She even got

American Airlines to wish her a happy birthday last year when she tweeted about flying that day.

Social media marketing of events and promotions is far less expensive than postage, newspaper, radio, or television. You can “Sponsor” or pay a minimal amount for your post to reach any number of very targeted markets (Big Data combined with Social Media is the holy grail of marketing).

Organic sharing, commenting and liking of your posts is free advertising, like word of mouth on steroids. A local coffee shop owner explained that he can get a lot more marketing bang for his buck on Facebook, where he posts special events and delicious looking cups of special beverages. Local food truck, Matcha Komoni, had such a strong Instagram game that she was found and chosen to go to the Oscars and show off and (physically) share her delicious matcha lattes.

People sharing their favorite brands over social media gives credibility to claims from a trusted source, not a traditional paid advertiser. People always ask me how I know about all the events (community, charity, political, arts, fun) that I attend.

Facebook is the answer. Event sharing is now a huge part of any local promotion campaign. I can look at my Facebook events list at any time to see what is coming up and decide what to go to. If I just click the “interested” button on any event, it shows up on my timeline for all my followers and friends to see and show interest in. Remember that shampoo ad from years ago, “and they told two friends and they told two friends”? That is how social media works.

The effects are exponential. In addition to the traditional website, our league has a Facebook (Corpus Christi League of Women Voters) page and a Twitter (@lwvCCTX) account to help promote our meetings and events, and to share important political or issue related news and information.

If you are on Facebook, please search for our page and press the “Like” button. Then, when you see an event we have posted, you can help us by pressing on the star to show that you are interested. If we post a link to an article or update, be sure to press the share button to add it to your own timeline to expand our reach.

If you have a Twitter, make sure to find and follow us. Then, you can retweet our posts to share them. Every time you share, you help spread the word. You tell two friends, and they tell two friends....



More than 20 League members and friends gathered at City Hall Aug. 22 to receive a proclamation celebrating "Women's Equality Day"

and the League's 97th anniversary. (Thanks to the City of Corpus Christi for furnishing this photograph)

## League Orders Voters Guides for Amendments Election

LWV-CC has ordered 1,500 copies (1,000 English and 500 Spanish) of the Pro and Con Voters Guides for the Constitutional Amendments that Texas voters will consider on the Tuesday, November 8, ballot.

An abbreviated distribution list for the guides will be prepared in October before Early Voting begins, and a news release will be issued so that interested voters know where they can pick up a copy. The two Voters Guides are being prepared by state board members serving on the LWV-Texas Board and will be available in mid-October.

"Our investment of \$560 for the Voters Guides includes an electronic file of both publications," said Chris Garcia, president, "for placement on the League's website so that the community can access and download the publications."

More information on what other items will be on the November ballot will be shared as soon as the Nueces County Clerk's Office posts information on the county website.

Tuesday, Oct. 10, is the last day to register to vote.



Presenters John LaRue and Barbara Canales were interviewed by a local news reporter before the League meeting.

## Thanks to Port Officials for Presentation

More than 40 League members and guests attended the August 17 luncheon meeting to learn more about the Port of Corpus Christi's operations, highlights and accomplishments, and future plans. Special thanks to John LaRue, Executive Director, and Barbara Canales, Port Commissioner and Secretary, for providing a wealth of information about the Port, which opened in 1926 and is now ranked 4th in tonnage in the US.

Looking ahead: Hold the date of Thursday, Oct. 19, for an evening meeting of the League to be held at a downtown venue. Details will be announced soon.

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## It's Time to Renew Your Membership in the League!



### LWV-Corpus Christi Area New Member/Renewal Application

*Join now and help in the effort to promote political responsibility through informed, active participation in government.*

Date \_\_\_\_\_

Type of membership: New \_\_\_\_\_ Renewal \_\_\_\_\_

- Sustaining Member, \$100
- Individual Member, \$60
- Household Member, \$90 (2 individuals at same address)
- Student Member (age 16 and older), \$30
- Friend of the League, \$30 (non-voting)

Name \_\_\_\_\_

Household Member's Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City and Zip Code \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Home Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

LWV-CC depends on member interest and participation to help meet the League's mission. Please mark one or more areas of interest:

- Voter Services/Voter Registration
- Investigating Issues
- Organizing Candidate/Issue Forums
- Membership Development
- Communicating with Media
- Observing Meetings of Governmental Entities (Observer Corps)
- Advocating for Issues
- Advertising in The VOTER
- Facilitating Community Dialogues
- Participating in "Lobby Days" in Austin during legislative session
- Networking

Please return this form with your payment (check or money order) to:  
 League of Women Voters-CC  
 PO Box 8276  
 Corpus Christi, TX 78468

or  
 you can pay your dues online at the League's website: [www.lwv-cc.org](http://www.lwv-cc.org).  
 Membership is from June 1 - May 31.