

LIBERTY DOLLAR NEWS: August 2006 Vol. 8 No. 8

ATTENTION: This is another WOW issue... please read...

CALL TO ACTION:

Welcome new readers, Associates, Merchants and RCOs!

Many thanks for your hundreds of emails! Seems like the last, hard-hitting newsletter was a big hit. We received more emails from that one than ever before. This one is no less of a very special issue too. From naming our new Executive Director, to the CBS 90 second wonder, to BBBB at the FXRX, and the big beautiful \$100 Silver Liberty... This is another WOW issue! Please forward it to anyone who has some of those dreaded Federal Reserve Notes and wants to protect themselves from further theft of their purchasing power. Please sponsor another Liberty Associate before it Moves Up to the \$500 price. Note #6 below for more info.

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1. Mike Johnson – New Executive Director

Without a doubt, the biggest and best news this month is that Mike Johnson has accepted the Executive Director position. For years, the biggest problem with the Liberty Dollar has not been the government, metal prices, funding, or any of the other wildly talked about problems. No. For years the biggest problem has been my own schedule. I have simply not had the time to adequately manage the rocketing Liberty Dollar in addition to all my other projects. Good thing I am retired!

From the very beginning, I have known we are in a marketing war. Up until now, the Federal Reserve Notes have had an easy time dominating the market without any competition. So for the Liberty Dollar to win, we must win in the marketplace. That means we must win the marketing war. So when I decided to “retire” again and started looking for an Executive Director, I knew he/she had to be a marketer. But finding the right person who both understood the Liberty Dollar mission and fit the critique to manage a successful national organization proved to be difficult.

My ideal candidate had to have 20 years of experience in marketing, a proven track record of managing a multi-million dollar business, executive skills, solid judgment, a passion for writing and speaking, plus a plan to grow the Liberty Dollar from its current \$5 million annual revenues to \$50 million per year.

And while I had many applicants, some from within the Liberty Dollar organization, no one had these exceptional qualities.

That is until Karl Reile, the flamboyant RCO for Buffalo, New York, introduced me to Mike Johnson. Not only does Mike have all the qualifications of an ideal candidate, he has been a Liberty Associate for a couple of years!

Mike's first day as Executive Director is September 1st. I will continue to be involved full time for the next year. After that, I will continue to be very involved up to the Liberty Dollar's Tenth Anniversary on October 1st, 2008. After that, I will continue as the Monetary Architect in support of the Liberty Dollar. Not only is the Liberty Dollar designed to last, the organization, its mission, and goal is designed to last just like gold... and return America to an honest monetary system based on value.

Here is a brief article Mike sent to me so you will get a better understanding of our new Executive Director, Mike Johnson:

Please let me take a few minutes and introduce myself. It's important that all of you know who I am, where I've been and what I bring to the Liberty Dollar organization. I think everyone will admit with so much going on that additional focus and resources are needed to take advantage of the many opportunities out there.

I am originally from Seal Beach, California, where I grew up learning to surf, deep sea fish, and be cool. Following a few years of college, and the realization that my law-focused studies was not where I wanted to go, I accepted a position from a San Diego company to introduce an industrial product into the US marketplace...my intro into sales...I loved it! I began studying sales and marketing methodologies and within six years founded my own distribution company. I learned a lot about three things: What not to do in business, how to motivate people, and being market focused. After twelve years I decided to expand my horizons. So in 1997 I turned 40, had my first and only son and sold the company...What a year!

I went on to work with several companies across the country in various capacities and gained considerable knowledge and experience, particularly in Multi-Channel Marketing, Supply Chain and Resource Management, Strategic Planning, Business Model Development, Sales and Operational Turnarounds, Motivational Speaking and Presentation, Workforce Engagement and Culture Change Implementation.

So, sales, marketing and business management have been my calling for the last 20+ years in various industries and geographic regions of the country. A majority of these years I operated in a very corporate environment. I learned about high-level greed, personal agendas, and office politics usually at the expense of the general workforce. I found that even with all the "mission statements," "visions," and so-called company "values," the purpose was not to truly enrich individuals, groups, community or society. It is who can turn the fastest, most profitable buck at ANY expense!

I was left feeling hollow...It was all take and no give...and I could "get no satisfaction." In 1999, at the suggestion of an acquaintance, regarding income tax, I read a book entitled "The Creature from Jekyll Island" (Ed Griffin). This marked the beginning of my journey discovering the truth of what is really going on around us. Since then I've learned of the global collectivist agenda (dumbing down), the poisoning of our food (MSG, aspartame, etc.), water (fluoride) and air (chemtrails), profit driven health care (drugging), and very importantly our economy and monetary system.

Why do we labor? Typically it has not been because we love what we do, but because we need money. To pay the bills, to get ahead, to improve our lives. Yet working within the fiat currency-driven economic system we get further behind. The “value” that we work so hard to gain is slipping away through the theft of inflation...the necessary result of our current monetary system.

In 2003 I began buying gold and silver to hedge against inflation and what I saw as an approaching economic storm. Later in the year I discovered the Liberty Dollar and became excited over the concept... a value backed currency! Why not? So I sent for the introductory kit and became a Liberty Associate. The rest is history as I have progressively become more involved in the ideals and goals of what Bernard von NotHaus set forth many years ago...to return America to value one dollar at a time.

After significant research, e-mail, and discussion I am proud to accept the position of Executive Director of the Liberty Dollar that Bernard has offered to me. I feel my needs and goals are in line with what is required to take the Liberty Dollar to the next step. Bernard has laid the groundwork, built the foundation, and developed one hell of a group of RCO's, Liberty Associates, and merchants.

The introduction of the American Liberty Dollar into the marketplace is a success. No question about it. To me this demonstrates our natural need for real value...not just digits in a computer, but something civilizations have honored and valued since the beginning of man...Gold and Silver! Who would have thought that it would ever be made available once again to circulate in the marketplace?

Now it is time to leverage this success and really get down to business. In working with Bernard and others I have developed an “Outline for Strategic Planning and Business Development.” This is the framework for putting into place a comprehensive strategy and business plan to take the Liberty Dollar to the next phase of growth. Included in this are key objectives such as “Provide clear strategy, direction, focus, consistency and a sense of urgency to the organization, its members, associates and partners.” This is the immediate and primary goal. Communication is high on the list to get things going, so I will be in contact with all RCO's to get their thoughts, ideas, successes, failures, etc. I need to understand what is working, not working, or could work at all levels from RCO's, to Liberty Associates, to Merchants.

We will be identifying/developing markets and channels to the markets for sales and advertising campaigns; strengthening the approach to sales; adding revenue streams to enhance profitability; working on the Liberty Dollar image to gain acceptance; improving the RCO business model; focusing on increasing the Liberty Dollar circulation separate from saving or accumulating.

I will not be making sudden changes. Calculated and effective change to achieve the acceptance, growth, and profitability we need and want will require time and input from all of you.

So, keep doing what you are doing! Now...we are all just going to get better at it! Additional tools and resources to improve and grow will soon be available.

Please feel free to contact me at any time.

*Michael Johnson
Executive Director
Liberty Dollar*

[Editor's note] Please join me in reaching out and welcoming Mike. Please send him a short congratulatory email to Mike@LibertyDollar.org with your best suggestion for the Liberty Dollar.

2. BBBB at the Federal Reserve

WOW... The Big Bad Black Balloon exploded right on queue... Right out in front of the Federal Reserve Bank of New York at 33 Liberty Street in lower Manhattan, New York.

After presenting a \$50 Gold Certificate to the Federal Reserve for redemption and being refused (image that!), I held a Press Conference to focus our nation's attention on expanding National Debt and the subsequent theft of our purchasing power. With a good size crowd that included six RCOs, a dozen banners, podium, and all the works, the Press Conference was a hoot! My special thanks to Vijay Govindan, Nic Leobold, Karl Reile, and Jeff Kotchounian who made this event possible.

In the interest of space, my pre-published statement that I made at the Press Conference has been posted at: <http://www.libertydollar.org/press-kit/pdf/press-release-08.02.06.pdf>.

Please click this link for the BBBB photo: http://www.libertydollar.org/press-kit/images/thumbnails/debt_ballon_nyfr_tn.jpg. A DVD of the event is due out soon.

Guess what? We have 20 more BBBB and one could explode at a Federal Reserve Bank near you. Please contact your RCO or the Office regarding hosting a BBBB event at your favorite Federal Reserve Bank... because the Big Apple should not have all the fun!

3. New \$100 Silver Liberty for Christmas

If you have not seen the new \$1000 Gold Liberty, please go see it... No... better yet... click the link below to see the new \$100 Silver Liberty. It has a similar design and is beautiful! Full 2-1/2 inches in diameter and weighs five Troy ounces of .999 fine silver. It is a huge piece of beautifully minted silver that features the same obverse with the micro engraving as on the \$50 Liberty. But you gotta see the "\$100" on the reverse, it sure stands out. The first 100 Libertys have been ordered and they should arrive soon. So if you are looking for a quality present this Christmas season... I strongly urge you to get a \$100 Silver Liberty. No... Get a couple! Each is packaged with a display easel in a special gift box so it is easy to give or ship. Trust me... no one will be disappointed with this gift. RCO and Liberty Associate discounts apply... unless the market goes crazy. So call and order today yours today... at today's rates.

[Click here to see the huge five ounce .999 fine \\$100 Silver Liberty.](#)

[Click here to order online.](#)

If ordered before October 27, we will guarantee delivery in time for Christmas. Please order early... the first 100 Libertys are available on a first come – first served basis. And if you are the 50th person to reply to Contest@LibertyDollar.org with "\$100 Silver Liberty" in the subject field, you will win one of the first \$100 Silver Libertys minted. Good luck and thank you for reading the Liberty Dollar News.

4. CBS News... How to be Wealthy... Let's Get Political!

CBS News: Have you seen the 90-second newscast by CBS News in Chambersburg, Pennsylvania? It's a WOW! I call it a "90 second wonder" because it is so good. Not only is it all positive with nothing negative, the editing and directing is excellent. Please take 90 seconds and view it at

http://www.libertydollar.org/media/libertydollar_cbs_90.rmvb. It is also available on the left column of the home page, just below “The Media Says.”

“Want to be fabulously wealthy” was the question we sent out earlier this month. Just consider that on August 25, 1999, the spot price of gold was \$252.50. Nobody wanted that old metal. Now, just six years later, it was recently almost three times that price. But if you want to be fabulously wealthy, get silver today, which has actually outperformed gold! Please take control of your money... don't let it be stolen from you!

Let's Get Political: I hate to be political! I would rather take a whipping than vote! Damn, I hate politicians! Sound familiar? Well, yes, but when one of us runs for a national office we need to take notice and support that rare brave “angle who rushes in.”

Two big time supporters of the Liberty Dollar are currently running for a seat in Congress! Just imagine... going to Congress and visiting someone who you know... and also holds the same values as you do... in fact they hold the same value based money as you do. Imagine a Congressman carrying around Liberty Dollars! You gotta love that! So I hope you will join me in getting out of our normal “I hate politicians” mode and support Michael Badnarik and Vernon Robinson for Congress! Both candidates are bally, honest, and worthy of our support.

Michael Badnarik is a long-time Liberty Associate, friend, and past Presidential Candidate for the Libertarian Party. Please visit Michael at: <http://www.badnarik.org/supporters/blog/>.

Vernon Robinson is not only a Liberty Associate and a friend, he is the RCO in Winston-Salem, and once deemed the black version of conservative former Sen. Jesse Helms (R-N.C.) by a newspaper columnist. Please check out one of the hottest political ads in a long time at <http://vernonrobinson.com/media/twilight.mov> and visit Vernon at: www.vernonrobinson.com.

5. Liberty Dollar University – 11 in Skokie, IL

The party is shaping up... and you are invited. In fact, you are urged to join in and catch the Liberty Dollar fever at the next Liberty Dollar University! LDU11 will feature the latest Liberty Dollar happenings with a Meet/Greet at 6:00 PM on Wednesday, October 25 and concludes with lunch on Saturday, October 28 in Skokie, Illinois.

As I hope you know, the Liberty Dollar celebrates its 8th Anniversary this coming October 1st and this LDU11 will be an extra good one. Especially as the Annual RCO Congress will follow it on Saturday afternoon.

LDU11 will be held at the Comfort Inn Northshore-Skokie, 9333 Skokie Blvd, Skokie, IL 60077. Make your reservations at the hotel by calling 847.679.4200. Be sure to mention Liberty Dollar to receive your room discount.

I am looking forward to seeing you there! Only \$200 for Associates and free for RCOs. Please call the office at 888.421.6181 to make your reservation. No walk-ins, please.

6. Move Up to the \$50 Silver Base

Get ready! It is coming! Even though we don't know when the Liberty Dollar is going to Move Up to the \$50 Silver Base... we know it is coming. And we know it is going to be bigger than the \$20 Move

Up. In fact it is going to be 2-1/2 times larger than the \$20 Silver Base. Plus, if you have any \$10 Base Liberty Dollars, they will then be FIVE TIMES bigger because you will be able to redeem a \$10 Base certificate for a \$50!

And guess who is really getting ready? The Office in Evansville, Indiana! Granted it was difficult to plan for the first Move Up. This time we are already planning to handle the Move Up to the \$50 Silver Base. Both paper currency and dies for the \$50, \$20, \$10 and \$5 Tenth Liberty are in the works. We are watching the 30-day moving average and are doing everything possible to be ready. We would like to invite you over to Evansville for the Data Entry Party if you have a few days to share... and we will pay you! How about that?!

One of the many changes the \$50 Silver Base will bring about is that the Liberty Associate Package will also be repriced from the current \$250 to \$500. WOW... you say! Just image what it will cost when the Silver Liberty Dollar is even higher. Now is the time to get onboard with the Liberty Dollar as it doubles and re-doubles. Now is the time to protect your money and profit from the global revaluations that is underway.

Please urge your fence-sitting friends to get into action by protecting their money and sponsor them to be a Liberty Associate at the bargain rate of only \$250.

Of course with the higher prices, we all get more too. When we Move Up to the \$50 Base and Liberty Associate costs \$500, the new Associate will get \$200 in Liberty Dollars, your referral for sponsoring will also rise to \$200, and the Liberty Dollar organization will retain the \$100 balance for registration.

7. Annual National Tour

I will keep it short. I am on my 8th Annual National Tour. It is terrific! The people, the events, the enthusiasm, the developments, the great times, and all the good honest people make this "a tour to die for." If you don't see me it is most likely because you did not contact me. And that is OK. Every year there is more to do and more people to see. So if we don't cross paths this year... maybe next year. One place you are sure to find me is the Annual Audit and Inspection of the Warehouse on Tuesday, September 19 and the Silver Summit held the following day, both in Coeur d'Alene, Idaho. Another place will be at LDU in Skokie in October. The Tour will cover four months, driving over 25,000 miles, and include side trips to Hawaii, Canada, Puerto Rico and Panama. I look forward to seeing everyone on my itinerary. As the Tour is built around visiting RCOs, please contact your RCO regarding my schedule.

8. Letter / Article to the Editor

Due to the length of this Newsletter, no article is included.

9. Success Story / Incident of the Month

On Saturday, August 05, 2006 at 8:37 AM Fritz Schrom, the new RCO in Lancaster, Pennsylvania, filed this amazing Success Story:

Good morning fellow Liberty Dollar minded people. I've been asked to share our usage of Liberty Dollars on our recent vacation July 14-27:

PA Turnpike Plaza - \$14.50 toll - \$20 Liberty - \$5.50 FRN change.

Barkcamp State Campground, OH - \$18 campsite - \$20 Liberty - \$2 FRN change.

Kickapoo State Park, IL - \$15 campsite - 2-\$10 Libertys - \$5 FRN change.

Meramec State Park, MO - \$14 campsite - \$20 Liberty - \$6 FRN change

Roaring River State Park - possible Liberty \$ Agents

Wal-Mart Cassville, MO \$113.92 purchase - \$90 Liberty (all that I had on me).

Roaring River Lodge Restaurant - \$6.64 lunch + tip - \$20 Liberty - \$11 FRN change.

Sportsman's Corner Cassville, MO - \$40 gas - \$40 Liberty!

Wal-Mart Cassville, MO - \$8.71 milk & OJ - \$10 Liberty - \$1.29 FRN change.

Wal-Mart Cassville, MO - \$3.22 ice - \$10 Liberty - \$6.78 FRN change.

Tombigbee State Park, MS - late arrival, early departure - \$15 Liberty in envelope.

Lake Lowndes State Park, MS - \$29 campsites - \$30 Liberty - keep the change - Park Ranger may become a Liberty Associate!

Northport, AL - \$30 gas - \$30 Liberty plus a customer who may become a Liberty Associate!

Flying J Travel Plaza, McCalla, AL - \$78.42 gas - \$80 Liberty - \$1.58 change.

Raceway Hixon, TN - \$40.01 gas - \$40 Liberty plus a penny.

Flying J Wytheville, VA - \$76.72 gas - \$80 Liberty - \$3.28 change.

Appomattox Court House N.H.P., VA - \$8 admission - \$10 Liberty verified via telephone call, later taken back by bad attitude Park Ranger. Only problem on whole trip.

Flying J Clear Brook, VA sold \$20 Liberty to store manager.

We distributed \$ 1,285 Liberty Dollars over two-week period!
Had fun, did good, & saved money!!

Fritz

10. Question of the Month

QUESTION: Why can't the cost of Liberty Associates remain at \$250?

ANSWER: The simply answer is because you can't buy gas for a buck. Just as the value of the metals goes up, the face value of the Liberty Dollar goes up too. So the "price" to become a Liberty Associate has to go up also. So if you know of any "fence-sitters" you may want to share the \$250 price with them to get in while the getins' good... because I would not be a bit surprised to see even higher prices to become a Liberty Associate in the future. Now is the time to vote for value and start getting your money at a discount.

11. Liberty Associate of the Month

I just don't know how many times we can name the same person the Associate of the Month, but it would seem that unstoppable Pete Hallock is going to set the record! I just don't know what it is about Pete. He seems like a regular guy. Oh, he can be stubborn like most of us, but he sure can deliver the bacon. I am proud to name Pete Hallock the Liberty Associate of the Month for generating the latest CBS 90 second newscast done on his RCO in Chambersburg, Pennsylvania. Hey, maybe it's something in the water as Pete is not too far from Fritz. In any case, congratulations Pete. Keep setting the model for the other RCOs to follow.

12. Quote of the Month

"History records that money changers have used every form of abuse, intrigue, deceit, and violent means possible to maintain their control over governments by controlling money and its issuance." President, James Madison

Closing Remarks:

With this edition of Liberty Dollar News and the entrance of Mike Johnson as the Executive Director, this is my last newsletter as editor. I am sure to continue to be a part of this chronicle, as I know Mike will be blazing new territory for the Liberty Dollar. For almost eight years, I have recorded the birth, early development, and monthly history of the little currency that can save America from monetary collapse. I wish Mike Johnson all the best, and every American the best and that means the best money too!

My heartfelt thanks to all of you who have struggled and assisted me in the early years of this heroic effort, this quest for honest money, this project simply called the Liberty Dollar. May it soar under Mike's guidance to be all it can be, all that we want it to be, all that it needs to be.

Special thanks to all the Liberty Associates, Merchants, and RCOs for your continued support. For it is only by banding together and adopting a free and independent currency which provides us with "just weights and measures" will we be able to throw off the yoke of a manipulated monetary system and generate a peaceful and prosperous society.

Thank you again for all your efforts and your prayers to return America to value – one dollar at a time!

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