

## To All Party Members & Delegates to the 2009 Biennial Convention of the LPCBC:



Fellow Liberals:

*I want to be your President because I offer the qualities, the capabilities and the relevant background to lead an executive that delivers unprecedented action targeting amazing results.*

The LPCBC is at a critical turning point today. It is within our reach to earn more votes and win more seats next election. Results that amaze. But we will reach our goal of significantly improving Liberal representation for B.C. in Parliament – and in a Liberal Government of Canada - only through considerable sweat and toil. We need to motivate the strongest possible individual and collective effort going forward from Convention, well beyond what we have demanded of ourselves before.

Because we have an incomparable Leader in Michael Ignatieff, as a Party we have the capacity to move British Columbians, in the process amazing them while earning their greater confidence at the ballot box. We offer a platform of dynamic social, economic and environmental policies to make this country a 21<sup>st</sup> Century global leader once again - powerful tools in our arsenal to win the battle for electoral supremacy over the Tories and NDP.

We have done it in the past. We can amaze our fellow citizens by ensuring that the Liberal centrist message is better understood at the grassroots level in all 36 B.C. ridings. To accomplish this we must...

- be a united, determined federal Liberal force in and for B.C.
- compete on the hustings smartly, backed by the latest technologies, strategies and tactics;
- reach out to embrace a wider variety of communities than ever outside the Party structure;
- engage all Members - both new and longstanding - inside the LPCBC family; and,
- gain back the involvement of many formerly active Liberal loyalists and previous candidates, people whose experience can be vital to our success.

## Why Gerry?

Along with proven competencies in organization and public relations, I will bring to this position the mix of LPC, electoral, and life experience (as a corporate communications and management professional), plus another ingredient so essential in this role: passion!

I enthusiastically ask for your support based on credentials as a longstanding federal Liberal volunteer and veteran election campaign manager. My proud, decades-long record in the LPCBC includes:

- seven years service as a political staffer on Parliament Hill during the Trudeau era (four Ministers, including Art Laing and Ron Basford);
- tenure as a riding association executive in Greater Vancouver since the late '70s;
- B.C. Communications Chair for the Michael Ignatieff leadership campaign; and,
- Liberal candidate for Burnaby-New Westminster in the 2008 federal general election.

### I pledge...

To be a President who inspires, encourages and collaborates. I will work diligently to recruit and retain an abiding commitment from all Liberal Party Members.

To travel the Province and work with every riding association. Revitalizing the federal Liberal Party presence that wins more B.C. seats is my top priority.

To make the Vancouver-based LPCBC office more the instrument of and for our riding associations and their Candidates.

To work conscientiously with our new Executive Director to ensure the smooth administrative operation of the LPCBC.

To work energetically with our Caucus of MPs and Senators, alongside all nominated candidates, communicating the Liberal Party of Canada's values to British Columbians.

To apply my political background, knowledge and skills on the national LPC board of directors in Ottawa in the service of our Province's interests— with vigour and determination.

## Sparkplug President

I would be honoured to serve our Party during the coming crucial months, to be a 'Sparkplug' as your President, leading a vigorous, active program founded on a passionate commitment to *harness our power to amaze!*

Sincerely,

Gerry Lenoski

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