
RAMPART

INSTITUTE:

PROSPECTUS AND

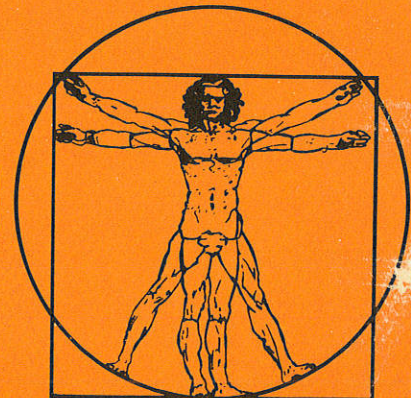
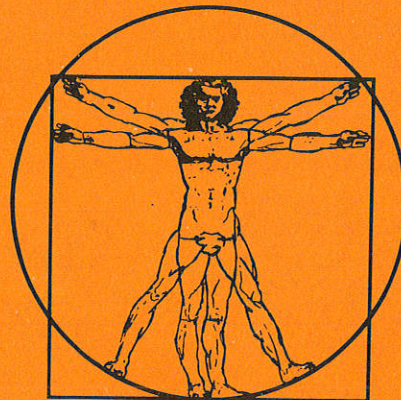
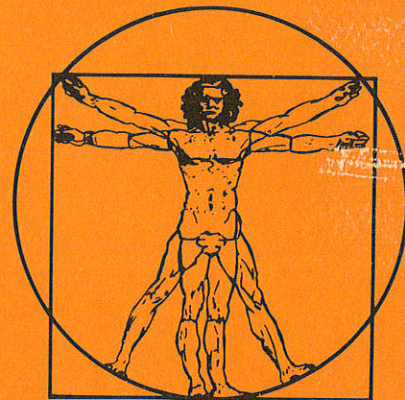
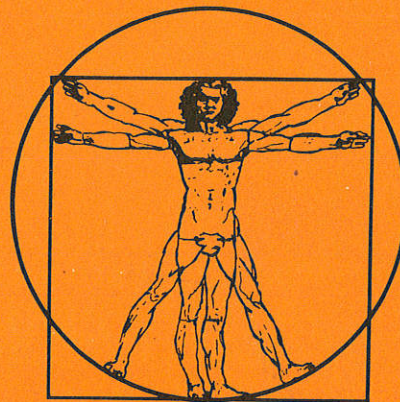
ANNUAL

REPORT

1980

“The Man who
knows what
freedom means
will find a way to
be free.”

Robert LeFevre



Nothing is as powerful as an idea whose time has come.

Victor Hugo

"If a man does not keep pace with his companions, perhaps it is because he hears a different drummer. Let him step to the music he hears, however measured or far away."

-Thoreau, 1854

WHY RAMPART INSTITUTE?

There are only a handful of individuals who have some understanding of *liberty*. Yet, compared to the 1940's and 1950's, the knowledge of liberty has increased dramatically. Currently, there is a virtual explosion of individualist/free market ideas, study groups and literature. The liberty movement is on the threshold of a new era, an era which may once and for all establish the liberty movement as the predominant influence opposing authoritarian ideas and measures.

This effervescence of interest in the freedom philosophy has been nurtured by those teachers among us (such as Robert LeFevre) who have spent thousands of hours teaching bedrock principles. These ideas have spread from individual to individual and have been translated into thousands of different personal philosophies held together by the desire to live freer lives.

Those of us who have an interest in seeing the continuation of the American Revolution should put our efforts into the dissemination of the freedom movement. Men perish as life continues but ideas can live on and continue to grow. This is why Rampart Institute has been founded. It is essential that the basic principles of liberty be continuously clarified and directed to intellectual growth and pursuit.

We cannot hope to perform miracles of change in our lifetime, but we can seek change and know that we will not stand idly by without insuring the continuation of traditions, ideas and precepts of liberty.

The winds of change are upon us. We see Rampart Institute as the catalyst in the whirlwind of positive change. We ask you to join us and mold a strong movement towards a world free of tyranny.

HOW MAY I HELP RAMPART INSTITUTE?

There are three forms of financial assistance:

- (1) Tax deductible gifts,
- (2) Interest-free loans to be repaid from earnings,
- (3) Sales of educational materials and films.

Rampart Institute is applying for exemption as a non-profit, tax-exempt educational organization under Section 501(c)(3) of the Internal Revenue Service Code. We anticipate no difficulty in being so registered in the near future or to make donations to the Institute tax-deductible. Rampart Institute's California Franchise Tax Board number is D-0957286.

Rampart Institute accepts no government funds. It receives its funding from gifts, loans and the sale of products and services to foundations, corporations and private individuals.

WHO ARE WE TRYING TO REACH?

We would not limit our efforts in reaching as many people as possible. There are three specific groups toward which we will direct our efforts: the student community, the business community and the media. Clearly, we need the financial support of the business community and the coverage by the media to enable us to reach young intellectuals with professional and stimulating programs and material.

In accordance with the principles of personal and economic liberty, Rampart Institute does not discriminate against race, sex, national origin or age. Rampart Institute is eager to spread individualist ideas to all.

WHERE DO WE BEGIN?

Southern California is a major focal point for libertarian/free market-oriented activity in the United States. Dozens of well-respected professors and laymen who uphold the value of liberty teach and live in the Southern California area, as well as a large following of kindred souls. Unfortunately, an activities center for the liberty movement does not exist in Southern California. An opportunity is present for such a center. Our objectives are certainly not limited by geography. However, a Southern California headquarters would provide an unique opportunity to begin the reconstruction of a nation-wide (or perhaps a world-wide) movement based on the freedom philosophy.

A site for Rampart Institute is currently being sought in the Orange County area. Once the base of operations is purchased, we will be able to begin our projects.

"Tyranny is not easily conquered. Yet we have this consolation with us; the harder the conflict, the more glorious the triumph. What we obtain too cheap, we esteem too lightly. It would be strange indeed, if so celestial an article as freedom should not be highly rated."

-Thomas Paine, 1776



The idea of a small shopping center (30,000 sq. ft. approx.) is being explored as well as smaller, more traditional office buildings, industrial parks and other types of income property. If we are able to acquire a small shopping center we will occupy a small space initially, and later expand into more space as needed. This type of investment would provide income for our operations.

With the Southern California center we will be in a good position to most effectively market our ideas, products, films and services as mentioned herein. The location could house a complete bookstore, audio-visual and seminar centers as well as library and meeting rooms of all types.

Below is Rampart Institute's Prospectus. Many of the members of the Board put this document together.

I. INTRODUCTION AND PURPOSE

The course of human events has always been paved by a few individuals with ideas and vision. Indeed, ideas are the key to social change. Despite the fact that interest in liberty has increased steadily, encroachment against the individual and his rights has reached a dangerous stage. Regrettably, liberty has been losing ground in almost every nation. It appears that the world may be on the brink of a new dark age, edging closer and closer to a world destined to blot out individualism, individual rights and the free market.

Rampart Institute can be that iron support which prevents the collapse of the free world into an abyss of ignorance, slavery and coercion. With the proper support, Rampart Institute can bring forth a new renaissance of knowledge. It is the purpose of Rampart Institute not only to keep alive the traditional beacons of liberty, but to bring about a rebirth of freedom destined to enlighten the hearts and minds of every citizen in every nation. The projects of Rampart Institute are investments in the future, investments to help guarantee that our children will inherit the knowledge and traditions of liberty.

It is the purpose of Rampart Institute to fill a crucial gap in the individual's education: that of understanding the principles of self-reliance, voluntarism and entrepreneurial action. Rampart Institute can develop a core of young, bright intellectuals through educational programs to promulgate the principles of individualism. The entrepreneurial role of Rampart Institute will be to actively devise methods to seek out these intellectuals in the business community, in the schools and in the media. Rampart Institute will develop continuing programs to create and maintain a sense of community with these diverse groups.

The education of free men and women can be broken down into three specific (though interrelated) areas: (1) the search for a rational ethic (or morality), (2) the nature of voluntarism and (3) the principles of entrepreneurship in the marketplace. These three categories provide the tools to understand the operation of a truly free society.

With the success of Rampart Institute, the dawn of a new age is on the horizon.

II. PROJECTS & SERVICES

What projects should Rampart Institute market? Which projects will be the most effective in educating individuals? From which projects will Rampart Institute receive the greatest response and income? It is the answer to these questions that will determine the success or failure of the Institute. The following is a list of many projects that Rampart Institute plans to organize.

A. RAMPART INSTITUTE PUBLISHING

The first project of Rampart Institute will be to publish hardback and paperback editions of six books by Robert LeFevre. We plan to enlist the assistance of major book distributors and agencies in this endeavor.

1. *Fundamentals of Liberty* (may include separate workbook of questions and answers).
2. *Autobiography*
3. *Democracy With a Small "d" and Other Essays*.
4. *LeFevre's Laws and Libertarian Luminations*.
5. *The Do-Nothing Libertarian: Essays*.
6. *Autarchy: The Philosophy of Robert LeFevre*. (In later years, other authors will be published).

B. RAMPART BOOKSTORE

Southern California does not have a complete, full-service free market-oriented bookstore. Oddly enough, the area has the largest concentration of individualists and libertarians in the country. Since the vast majority of readers prefer to examine a book before purchasing, rather than ordering

through the mail, this should attract many local persons to the Rampart Institute site. (A book catalog will also be published).

C. RAMPART RESEARCH LIBRARY

For the student and researcher of the free market and individualism, the research library will be an invaluable source of information. Once established by gifts and leases from private collections (e.g. Robert LeFevre, Ken Gregg, Jr.), the library should be able to make trade arrangements with other libraries to increase the number of rare books, pamphlets and periodicals in the Rampart Research Library.

The library will include an Oral History Program which will consist of tapes of talks and interviews of free market advocates. This program will help to ferret out those people who have contributed much but who are not recognized for their efforts.

D. CATALOG DIVISION

The products in this division are the inexpensive eye-catchers which can bring in additional revenue as well as introduce newcomers to the other Rampart Institute services. Products include: bumperstickers, buttons, badges, posters, key-chains, booklets, position papers, T-shirts, medallions, calendars, palm-size stickers, coffee cup mugs with slogans, greeting cards with famous quotes as well as more expensive videotapes, films and cassette tapes of lectures.

Two Student and General Catalogs will be published.

E. PERIODICALS

Two periodicals will be published:

1. *New Rampart* will be a monthly newsletter for members and financial supporters of Rampart Institute. It will be an in-house journal on current Rampart Institute activities and other related events.

2. *Rampart Individualist: An Independent Journal of Free Market Scholarship* will be a quarterly journal of individualist theory. This will publish essays relevant to the principal areas of concern (ethics, voluntarism and entrepreneurship) of Rampart Institute.

F. RAMPART SEMINARS

Many different types of seminars will be developed by Rampart Institute. They include:

1. Rampart Institute Executive Seminars will be geared toward the business executive. The Executive Seminar will be patterned after the seminars conducted by Robert LeFevre. Businessmen should be interested in the Executive Seminar, as it is designed to build respect for the free market while providing a greater understanding of morality, honesty and integrity. Most of LeFevre's Executive Seminars will be three-day weekend seminars.

2. On-Site Seminars will be conducted at Rampart Institute's building. The Institute will produce a spectrum of workshops, lectures, seminars, courses and symposia. Introductions to individualism and free market economics will be given on a regular basis.

3. Off-Site Seminars will be conducted at on-campus and off-campus sites. These seminars, lectures, symposia, conferences and banquets will also include sponsorship of the annual Future of Freedom Conference series.

G. LEFEVRE EXECUTIVE SEMINAR VIDEO-TAPE

Rampart Institute has a set of 20 two-hour videotapes, comprising the entire Fundamentals of Liberty course that Robert LeFevre has been marketing so successfully to businessmen, students and laypersons. We will use this set of videotapes to sell and to provide rental service of the course to interested organizations or individuals.

H. HOME STUDY COURSES ON FREEDOM

Home Study Courses on freedom can be provided for the individual who would like to take the Rampart Institute courses, but are not able to attend in person.

I. RAMPART STUDIOS

Various projects include:

1. Short 30 minute films promoting the principles of liberty can be sold to high schools, colleges, educational organizations and corporations.
2. Full-length films could be produced to be distributed at commercial theaters. These films would be produced to generate revenue and promote the ideals of liberty. These films would not preach, but entertain while intertwining certain ideas and situations which will give a favorable impression of individualist principles.
3. Five minute radio commentaries, and half hour programs for radio and television could be very productive.
4. Recordings of songs of liberty done by popular singers and songwriters could be marketed for educational purposes.

J. FREE MARKET HOTLINE

A free market "Hot Line" would keep individual informed of current activities by various free market-oriented groups and individuals. This service could be expanded into a national Hot Line by acquiring an "800" toll free number. This would provide a major inroad into the national market.

K. INDIVIDUALIST ALLIANCE

Rampart Institute can affiliate with organized student groups on high school and college campuses in an "Individualist Alliance," providing that these groups have no official connection with any political party. This should increase interest in the ideas of the free market on campuses, and provide a means to bring students into Rampart Institute.

Chapters and affiliates could distribute educational material and catalogs from Rampart Institute, rent films, tapes, etc. from the Institute for educational purposes.

An Individualist Alliance chapter organizer could be hired to set up chapters on various campuses, and discounts could be provided to chapters and students (scholarships) for Rampart Institute's Seminars.

L. SPEAKERS' BUREAU

A Speakers' Bureau would help the Institute in generating interest in campus and community organizations, supper clubs and business associations. A small booklet will be published with background information, prices and list of suggested topics.

M. RAMPART INSTITUTE COMMUNITY SERVICE BUREAU

It is in our interest to enhance a sense of community with other advocates of the free market, since it is from the local free market advocates and their organizations that we expect to have the greatest initial response. A strong feeling of good will encourages repeat business. With this in mind, we should provide a packet of services in addition to the "Hot Line," Speakers' Bureau and discounts to our events:

1. There are many fine, little-known free market magazines which have sporadic marketing. We could act as a clearinghouse or distributor for their periodicals.
2. Mailing list rental services to other free market organizations could be a profitable service which would engender a feeling of good will between Rampart Institute and the other free market organizations.
3. A private postal service (postal boxes) could be provided for individuals and organizations.

4. Syndicated and non-syndicated newspaper and magazine columns can be marketed through Rampart Institute.

5. Use of Rampart Institute facilities (lecture hall) can be provided to free market-oriented organizations.

N. CHILDREN OF FREEDOM

Rampart Institute should study the possibility of affiliating with a private school. We could work with various forms of teaching to discover the best method to teach free market ideas to children (perhaps something similar to the internal monetary system developed by Allan Harrison). This may be the beginning of an entirely new generation of individualists.

O. OVERSEAS EXCHANGE

A program to bring scholars from abroad to Rampart Institute and vice-versa would provide for a valuable relationship which would bear fruit in years to come.

P. RAMPART BUSINESSES

To help assist in various projects of Rampart Institute, the Institute will consider buying or contracting out printing and/or typesetting service. The two enterprises would serve both Rampart Institute and the community at large. Other such businesses could be added later.

Q. EDUCATIONAL CAMP RETREAT

Eventually, Rampart Institute plans to build an educational camp retreat in the local mountains in order to conduct week-long seminars similar to LeFevre's Freedom School which was located in the Rampart Range of the Rocky Mountains.

III. MARKETING RAMPART INSTITUTE

Rampart Institute's marketing will be directed at many diverse groups and individuals. But the three specific areas of concentration will be, as mentioned before, (1) student community, (2) business community, and (3) the media.

A. STUDENT COMMUNITY

This market will provide us with the impetus to survive as an institution in the long run. The student of today is the businessman, intellectual leader or media spokesman of tomorrow. If we can reach the high school and college student with our projects and services, we will be guaranteed the leverage to influence others in the future and to expand the size of our market.

Rampart Institute will seek to create a positive image for itself and for the ideas it supports. This will gradually interest students and their teachers in such services as our Speakers Bureau, films and books.

B. BUSINESS COMMUNITY

It is from this sector that we can expect the greatest potential monetary response. If we can successfully market Executive Business Seminars to companies, we will have a good, regular income from which to invest in other expansions of the Institute. We could also train, with Robert LeFevre's assistance, experienced individuals to conduct seminars with all the flair and knowledge associated with the seminars conducted by LeFevre.

C. THE MEDIA

Editorial writers, radio and television talk show personnel, newspaper columnists, electronic and print journalist in general should be sought out by Rampart Institute to aid our efforts in promulgating the principles taught by the Institute. Good communicators can alert the general public to the existence of Rampart Institute, along with its projects and services, and generate excitement about the Institute's volun-

IV. ORGANIZATION

Rampart Institute is operated similarly to a corporation in that its structure follows regular business protocol.

A. BOARD OF DIRECTORS

The Board of Directors controls Rampart Institute. The Board is required to meet at least once a year (April or May). The Board selects a Chairman of the Board who conducts the annual meetings. The Board selects the active core of the Board know as the Executive Committee which includes the following: Executive Director, President, Vice-President, Secretary and Treasurer. The Executive Committee meet on a regular basis.

B. EXECUTIVE DIRECTOR

The Executive Director executes the policy of the Board of Directors by organizing long range and day to day operations of the Institute.

C. PRESIDENT

The President conducts meetings of the Executive Committee members, announces meetings, prepares written agendas for committee meetings and represents Rampart Institute in the community. The President, like all committee members, are also members of the Board of Directors and follow the same rules governing the Board of Directors.

D. VICE-PRESIDENT

The Vice-President assists the President, conducts Executive Committee meetings in the absence of the President and engages in public relations for Rampart Institute.

E. SECRETARY

The Secretary helps to prepare the Executive Committee meeting agenda as well as that of the Board of Directors. The Secretary records the minutes of the meetings, types and mails the minutes to all Board members. The Secretary reads back the minutes of the last meeting.

F. TREASURER

The Treasurer is in charge of financial records, and reports the financial status of Rampart Institute at every Executive Committee and Board meeting. An annual financial report is prepared, with the help of an accountant, by the Treasurer.

G. DIVISION VICE-PRESIDENTS

Division Vice-Presidents are selected and replaced by the Executive Committee. Divisions include: Publishing, Studio, Seminar, RI Catalog and RI Campus Affiliates. Others will be added with expansion.

V. CONCLUSION

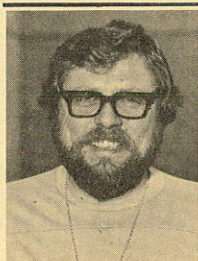
Robert LeFevre and others have proven that the ideas of liberty are marketable and that revenue can be brought in by so doing. As dollars are generated, ideas spread, not from the mere fact that money is funded into various projects, but that the ideas are successful in generating revenue. This is the exciting, two-pronged instrument of earnings and education. For, if an idea is valid, it will be something that people are willing to pay for. This is what education is, a process that brings value to the life of the learner, a value that can be employed to fully maximize individual ability so that life can be more meaningful and productive.

It is our desire to concentrate in the areas of greatest return in order to finance the projects of the Institute. It is for this reason that the projects mentioned within this document would never be implemented simultaneously, and perhaps some of them never will come to fruition. The projects listed are guidelines of what we would like to do. Time and earnings will perhaps alter this perspective.

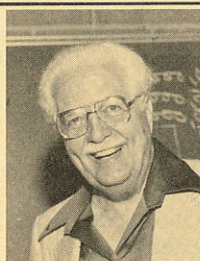
We will do our best and we ask that you join with us. Together we can make a difference.

WHY RAMPART?

The appellation, "Rampart," in Rampart Institute denotes the origin of the tradition that the Institute will perpetuate: the Freedom Philosophy that Robert LeFevre developed at the Freedom School and Rampart College in the Rampart Mountain Range in Colorado.



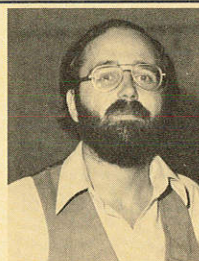
Richard Deyo



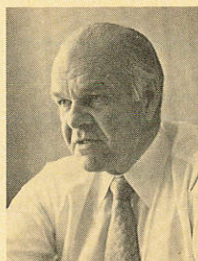
Robert LeFevre



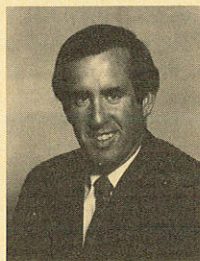
Harry Hoiles



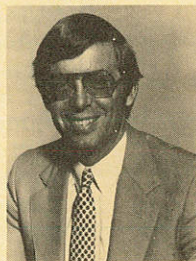
Lawrence Samuels



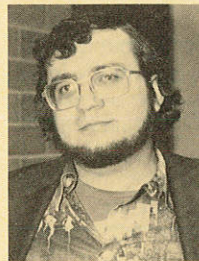
Robert D. Love



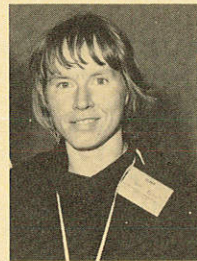
Denison Smith



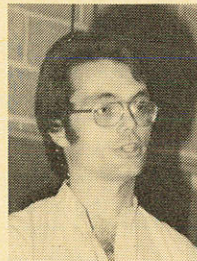
Randal Smith



Kenneth Gregg, Jr.



Jane Heider



George Smith

Richard Deyo, a graduate of UCLA's school of law, is presently an attorney in Norwalk, California. Deyo was active in LeFevre's Rampart College since the late 1960's. **Robert LeFevre**, founder of the Freedom School in Colorado and Rampart College in Santa Ana, Calif., has authored a half-a-dozen books. LeFevre has served as a newspaper editor, columnist and worked in television. **Harry Hoiles**, is vice-chairman of the board of the Freedom Newspaper, Inc. chain which publishes *The Register* in Santa Ana, California. The publisher of the *Colorado Spring Gazette Telegraph* for almost 30 years, Hoiles rose to president of the Freedom Newspaper, Inc. chain in 1970 and moved to California in 1975. **Lawrence Samuels**, a graduate of Cal State Univ., Fullerton is the main founder of Society for Libertarian Life. **Robert D. Love**, an owner of the Love Box Company in Wichita, Kansas, is a director of the Institute of Human Studies of Menlo Park, California. **Denison Smith**, president of the DeRand Corporation of America, graduated from the University of Idaho School of Law, Vice-president of Western Reserve Life Company, Smith is a graduate of LeFevre's Freedom School. **Randal Smith**, CFP, is chairman of the board of the DeRand Corporation of America. A graduate of Harvard University, Smith also participated in LeFevre's Freedom School. **Kenneth Gregg, Jr.**, is a well-known libertarian historian. **Jane Heider** is a graduate of USC, **George Smith** is an author and lecturer.

THE INAUGURATION OF RAMPART INSTITUTE 1980

The commencement of Rampart Institute was the successful *Tribute to Robert LeFevre* banquet held at the Buena Park Holiday Inn on April 19, 1980. More than one hundred people heard the testimonials from nine prominent libertarians: Richard Taylor-Radford (Master of Ceremonies), author and lecturer; Harry Hoiles, part-owner of the Freedom Newspaper chain (which includes *The Register* and over twenty other newspapers in the U.S.); Richard Deyo, attorney-at-law and member of the Rampart Institute Board of Directors; John Roscoe, Northern California businessman; Linda Abrams, Attorney-at-law; Chuck Estes, businessman; Shawn Steel, L.A. Attorney-at-law; Walt Ryan businessman; and Caroline Deyo, League of Women Non-Voters.

The banquet opened with awards given to previous leaders of the Future of Freedom Conferences. Dana Rohrabacher received the *Ludwig von Mises Merit of Honor*. Awards of Appreciation were given to: Shawn Steel; Harry Hoiles; John Hospers, author of *Libertarianism* and professor of



Robert LeFevre receiving award.

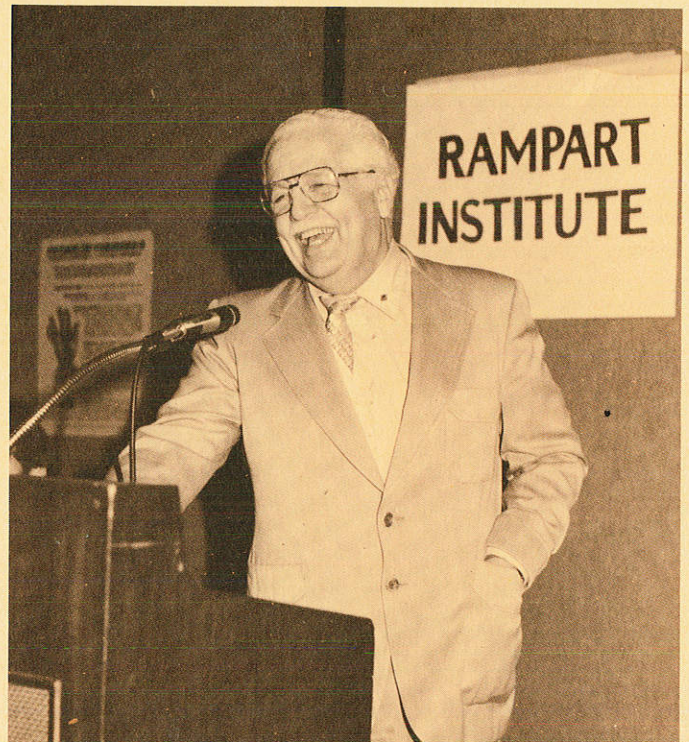


The banquet honoring Robert LeFevre in Buena Park Holiday Inn.

philosophy at USC; John Matonis, attorney-at-law; Lowell Ponte, author and radio commentator; Dick Wallace, business manager of *The Register*; and Dale and Darsey Hall, owners of Industrial Printers of Santa Ana.

Following the personal tributes, Mr. LeFevre was honored with a plaque which cited his forty years of dedication to liberty. The plaque was bestowed by the Future of Freedom Conference Committee and presented by Lawrence Samuels, co-manager of FFCC (and Executive Director of Rampart Institute). Mr. LeFevre said, in his enthusiastic speech, that this was one of the most touching moments of his life.

The banquet was, in conjunction with being the kick-off ceremony of the new Rampart Institute, part of the Future of Freedom Conference held at Cypress College. The Future of Freedom Conference series commenced in 1969 at Calif. State College at Long Beach by Dana Rohrabacher and Shawn Steel. Over two hundred students heard Ludwig von Mises, Robert LeFevre, Tibor Machan and other speakers at the first libertarian conference (called the Ludwig von Mises Conference) in the nation.



LeFevre speech after the award ceremony.



RAMPART INSTITUTE
P.O. Box 4, Fullerton, CA 92632

Executive Director . . . Lawrence Samuels
President . . . Kenneth Gregg, Jr.
Treasurer . . . Jane Heider
Attorney . . . Richard D. Deyo

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