

April Newsletter
April 21, 2006
Choose Life, Massachusetts Activities to Date

April has been a month of good news and exciting prospects!

On April 5th, I receive a call from Michael Smith, assistant to Senator Tisei, responding to my inquiry for legislation to add Choose Life, Inc. to the Massachusetts General Laws making us eligible to be recipients of funds from the specialty plate system. Michael informed me that specialty plates were now issued under an administrative process no longer requiring legislative approval. To get the plate on the road, I would need either 1500 applicants and a 100K bond or 3000 applicants with no bond required. This was incredible news. It meant that instead of waiting for legislative approval, we could start taking applications immediately. I contacted the specialty plate department of the registry of motor vehicles to find out how to begin and was given a meeting date of April 11th.

Shortly after hearing from Senator Tisei's office, I received a call from Susan Szetela from Massachusetts Citizens for Life - Pioneer Valley Chapter. She offered us a free advertisement in their annual Mother's Day dinner booklet to promote Choose Life. I told her that we had a meeting with the registry officials the following week and I would contact her after that regarding the content of the advertisement.

On April 11th, Attorney Tom Harvey and I met with registry officials at the registry's Copley Place offices in Boston. Several registry representatives were in attendance including the registry's title director, specialty plate manager, press secretary and legal counsel. At the meeting, several issues were discussed:

- We were told that we could start accepting applications for registration as well as collect the \$40 specialty plate fee provided we submit our 501 (c) (3) proof and sign the necessary W-9 Form and the Commonwealth terms and conditions.
- We discussed the initial plate design as the full yellow background does not meet the RMV specifications. Massachusetts' plates must have white reflective background behind the numbers and letter section. I submitted a new graphic to the registry but this design will not be approved until we have submitted the required number of registrations. Even then, the design is contingent upon approval by 3M, the manufacturer of the license plates. Until then, we must state "Final Design Subject To Change" underneath any graphic depicting the plate.
- We also discussed how many registrations would be required. I could opt to collect only 1500 and put up a 100K bond or to collect 3000 with no bond required. We decided to go with the latter option and collect 3000 registrations. The registry gave us a standard registration form that we could modify to reflect our organization and requested we review with them all promotional material.
- As an added bonus, the registry will allow us to auction off the first 99 plates to raise additional funds for Choose Life.

On April 19, 2006, we were given registry approval for our modified version of the Choose Life Registration Application. We can start accepting registrations immediately!

I contacted Sue Szetela of the Pioneer Valley Mass Citizens for Life and requested a table at the May 11th Mother's Day dinner to promote Choose Life. We will be accepting registrations as well as including a shortened registration form in the dinner booklet. They expect 700 members to attend.

On April 20, 2006, I spoke to Mark Conrad, President of "A Woman's Concern", regarding Choose Life. A Woman's Concern provides pregnancy health services to women in six locations in Massachusetts. Mark was very encouraging. He had heard about Choose Life but not in Massachusetts. We plan to meet later this month to discuss how we can work together.

We are now in the process of updating our web site with the new registration form and the auction for the low number plates. We are sending out email notices to all our applicants with attached registration forms. Those that we do not have email for will receive letters.