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I AM A V O T E R AND A T A X P A Y E R

I AM YOUR VOTER! You often accuse me of carrying a chip on my shoulder, but I suspect this is because you do not entirely understand me. Isn't it normal to expect satisfaction for one's money spent?

Ignore my wants and I simply will cease to remember you at the polls. Satisfy those wants and I will become increasingly loyal. Add to this satisfaction, any personal attention and friendly touches you can dream up----and I will become a walking advertisement for your services.

When I criticize your services, which I will certainly do when I am displeased and to anyone who will listen to me, take heed. I'm not dreaming up displeasure-----the source of it lies in something you have failed to do, to make our experience as enjoyable as I had anticipated. Let's first find that source and eliminate it or you will lose me and my friends as well.

I'm much more "sophisticated" these days than I was a few years ago. I have grown accustomed to better things and better services, and my needs are more complex. I am perfectly willing to vote for you, but I insist on good service from you.

I am, above all, a human being. I am sensitive----especially when I am spending money. I can't stand being snubbed, ignored, or looked upon. I am proud. I am proud! My ego needs the nourishment of a friendly, personal greeting from you. It's important to me that you recognize my importance and that you appreciate my vote. Remember, when I secure your services, and spend my tax dollars, my money is figuratively paying your wages.

Whatever my personal habits might be, you can be sure of this----- I am a real nut on the type of service I receive. If I detect signs of carelessness or other bad habits, ill manners or misconduct, you won't get my vote again.

I am your voter now, but you must prove to me again and again that I have made a wise choice in selecting you over others. And you must also convince me repeatedly that being your voter is a desirable thing in the first place. I can, after all, cast my vote for someone else. But you must provide something extra in service-----something superior enough to beckon me away from other candidates that I might cast my vote for. You must provide the incentive for me to want you as my Clerk of District Court!

DO WE UNDERSTAND EACH OTHER?