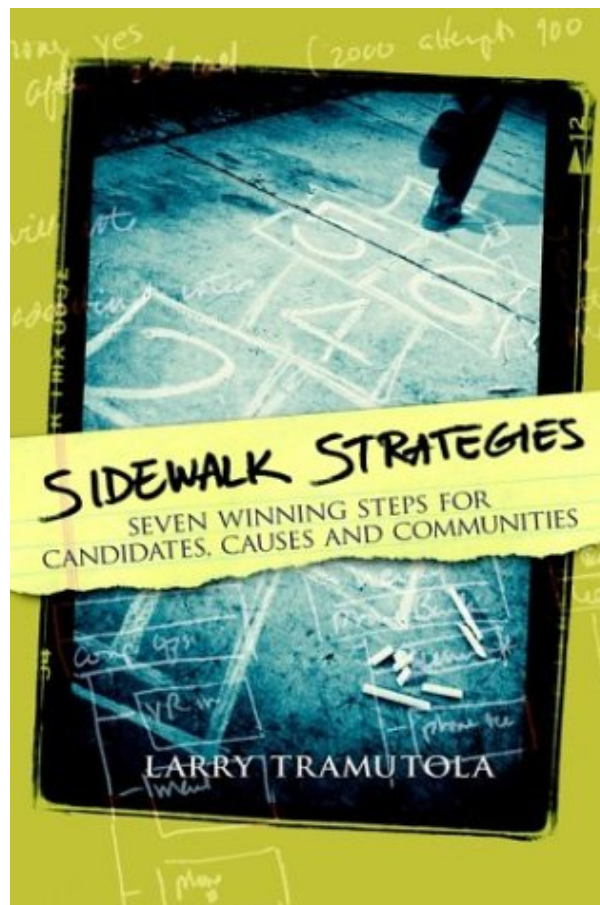
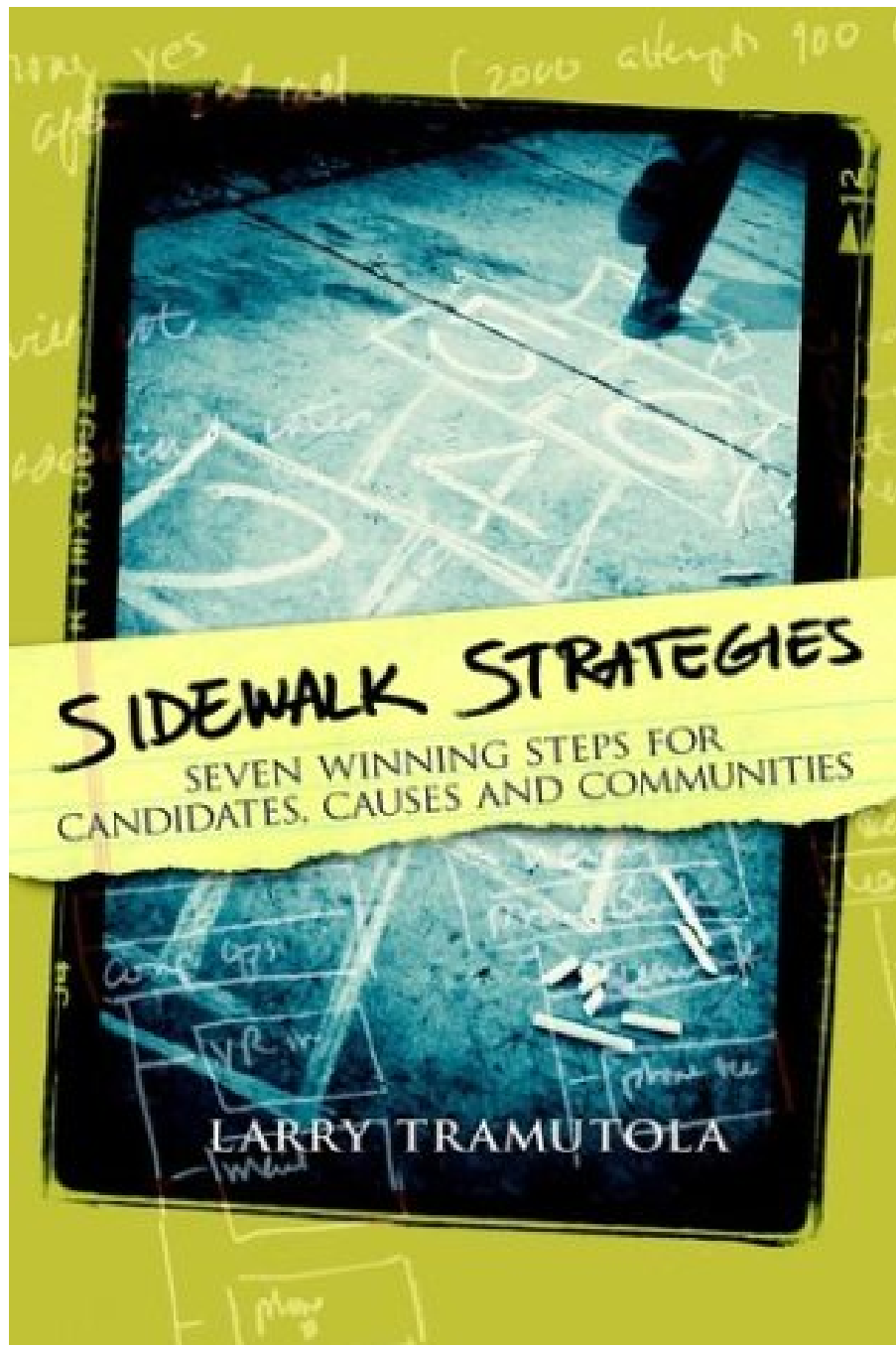


SIDEWALK STRATEGIES: SEVEN WINNING STEPS FOR CANDIDATES, CAUSES AND COMMUNITIES BY LARRY TRAMUTOLA



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About the Author

In California, Larry Tramutola is known as "The Billion Dollar Man," and the label isn't simply flattering propaganda. One of the nation's leading political strategists, Tramutola and his company (TRAMUTOLA) are responsible for generating about \$15 billion through tax measures passed for schools, colleges, libraries, hospitals, and other public entities—not an easy task considering that most of those tax elections required a supermajority of 66%.

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"I had just brought a load of donated food to the United Farm Workers strikers and their families when I met Fred Ross, Sr. What made Fred special was his belief that one person, if they could organize others, could change the world," remembers Tramutola in Sidewalk Strategies.

That very week, Tramutola signed on to train with Fred Ross, Sr. as an organizer for the UFW. It was a decision that would span the next decade of his life, as he worked passionately alongside Ross's most legendary disciple, Cesar Chavez, earning \$5 a week for about 11 years. He left the Union in the early 1980's and moved to Oakland with his wife and two children.

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It's at the local level that some of the most crucial decisions are made about education, healthcare, emergency services, environment, planning, development, transport -- decisions that directly affect the quality of our lives. And it's at the local level that ordinary citizens can still have a real impact on shaping their communities by getting involved.

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Most helpful customer reviews

2 of 2 people found the following review helpful.

I loved this book

By Andrew Coe

This is a great book for those that want to organize political or other campaigns on the local level. It stresses political organizing the old fashioned way--getting people involved at the grassroots level to bring about change. It uses the principles of community organizing developed by Fred Ross and implemented by Cesar Chavez and the United Farmworkers. The author, trained under both, is a very successful political campaign organizer who has refined these people-to-people campaign techniques for today's campaigns.

0 of 0 people found the following review helpful.

Superb Book - Worked for us!

By R. Schamberg

In 2006 our local school district had its first bond election in over 30 years, in a very conservative area. 70% of the population had no school age kids. (Lots of retirees and empty nesters.) This book aligned with our campaign committee philosophy of grassroots, honesty, and building relationships for the long term.

We won the election with over 62%, easily beating the 55% requirement.

Highly recommended. Read it early as you are putting together your bond campaign, initiative, etc. Setting yourself up for success happens before the campaign. Good luck!

0 of 0 people found the following review helpful.

Well worth the time...

By David Chilenski

In Sidewalk Strategies, Tramutola offers solutions and strategies for the first time candidate or community effort. At the same time, this book offers helpful tips and anecdotes that even the most experienced campaign operator can learn from and enjoy. The stories are poignant and the strategies are practical, I highly recommend this book for those interested in politics.

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