



Member Spotlight

MARTY BIRCH

Where he's from

Marty Birch is originally from Gladstone, Mo. He recently retired after a 40-year-career in purchasing for the auto parts industry. He and Candy, his wife of 41 years (who oversees the LWVJoCo Speaker's Bureau), live in Olathe, Kan. Olathe has been their home since 1977, with the exception of a seven-year stint in Florida during the 1990s,

Why he joined LWV

Although Marty's wife joined the League in 2000, he didn't get involved until after he attended a League Legislative Coffee in 2014. He was impressed by the presentation and saw the importance of the citizen education and civic participation, which the League offered.

Marty's interest in the message and role of the media in public discourse led him to begin work with an ad hoc Media Integrity Committee. He helped the committee develop a presentation for the Speakers Bureau about how voters can assess the accuracy of the information they receive.

From there, his involvement increased. Together with Marcia Manter, Marty is a LWVJoCo co-vice president for 2018-2019, and they are responsible for developing programs for the Saturday general membership meetings. He serves on the board and was a delegate to the national League of Women Voters convention in June.

Marty says that the fact that American politics has become rigidly partisan in recent years makes the League's work more important than ever. We can address divisive issues, such as gerrymandering, with a nonpartisan, centrist focus, which contributes to solutions for our nation's problems

What the League does well

Marty thinks that the monthly Saturday meetings are one of the LWVJoCo's great strengths. They are well attended and provide expert issue education for all members and the community at large.

The work of Voter Services is also very important. They are always busy and make a real effort to reach out to all groups of unregistered voters in the area.

Our expanded use of media and technology tools to reach our members and the public is significant, he says. The LWVJoCo [website](#), e-blasts and use of social media position the League for future growth.

Where would you like to see the LWVJoCo focus

Marty would like to see the League recruit and retain young voters and get more men involved. He notes that the monthly Saturday program is attracting more and more young people and thinks that we need to feature their participation in our media communiques. League committees have a good handle on the issues and activities, he says, and we all need to continue to be open to change.