

From the President



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A Taxpayers Renaissance

Welcome to the new look *Taxpayer*. Welcome to the new look Canadian Taxpayers Federation.

In January I was honoured to be appointed President of the CTF — an organization I've been proud to serve in various capacities for over 16 years.

Without question my most immediate priority is to grow the organization. I'm hoping all of you — our supporters — will join in this important task. Frankly, as this issue's cover story attests, the timing could not be any more urgent.

In 2009, the CTF will be undergoing a complete facelift: from a revision of all our materials to re-inventing how we market ourselves.

To start, you'll be seeing the "taxpayer.com" logo featured on the front page of this magazine a lot more. A wholly-new website to be re-launched in June will become the hub of our outreach.

The site will move from an information source, to an interaction source: user-friendly videos, articles, news stories, on-line petitions, ways to contact politicians and for-

ward important taxpayer information and campaigns with a simple click. You'll also be able to interact on a new blog, contact CTF staff and comment on issues of importance to you.

Our presence on social networks like Facebook, MySpace and YouTube will also be increased. As will our advertising presence on social network sites and search en-

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gines.

Last year we piloted a campaign website www.nocarbon-taxes.com that provides information, gathers petition signatures, and a simple way to forward the same. More recently, www.debtclock.ca visually informs Canadian taxpayers the impact of unchecked debt. These sites are spread through on-line advertising and word of mouse! Technology allows campaign efforts like these to reach thousands quickly, effectively and inexpensively.

We're not just growing an

organization, we're growing a movement.

So on July 1st of this year any Canadian taxpayer supporting our mission of lower taxes, less waste and accountable government will be able to come to taxpayer.com and join at no cost. They will receive regular issue and action updates. They will also be regularly invited to contribute to our many campaigns and

receive *The Taxpayer* magazine in hard copy or electronically. The new *Taxpayer* will continue to be a value-added feature for

those who support the CTF financially.

We'll also be asking each of you over the coming year to provide the names and e-mail addresses of work colleagues, friends and family members to both support and contribute to the CTF.

Complacency is not an option right now. The proponents of big government and bad math skills will only win if you and I let them. So let's get to work. Let's take this organization and its proud and principled history of nearly 20 years to brand new heights. ■

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Taxpayer.com

Printed in Canada.

Spring 2009

PUBLICATIONS MAIL AGREEMENT NO. 40063310
RETURN UNDELIVERABLE CANADIAN ADDRESSES TO:
CANADIAN TAXPAYERS FEDERATION
105-438 VICTORIA AVE. EAST
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