“Connie”
Representative Morella describes the personal element of her campaign buttons.

Interview recorded June 16, 2015

Well, I think it, it, it's a personal element. When you put your signature on a, on a button it's not just printed, it's something that you, you did. It shows how you write it. Besides, it was, it was readable—unlike my husband's. You could read it. But, you know, actually it went even, even beyond the "Connie Morella." Actually I even had a button that was just "Connie" and I'm kind of chuckling now because Hillary's campaign is "Hillary," Bush's campaign is "Jeb!" Everybody's going into this first name bit.