

# • *FET CAMPAIGN* •

## *Interim Report*

*March 25, 1994.*

*Hector Irastorza*

*CONFIDENTIAL MATERIALS*

2073974569

# FET Campaign · Interim Report 3/25/94

| <b><i>Region · FD</i></b>     | <b><i>FET Target</i></b> | <b><i>Field Operative</i></b> | <b><i>Meeting Dates</i></b>         | <b><i># Quality Contacts</i></b> |
|-------------------------------|--------------------------|-------------------------------|-------------------------------------|----------------------------------|
| <b><i>1 · Kennedy</i></b>     | Neal · 3                 | John Lavin/Tom Foley          | 3/9 *                               | 10                               |
|                               | Kennelly · 3             | Al Goss                       | 3/9 *                               | 11                               |
|                               | Johnson · 4              | TBD (new target)              | Response Pending                    | 1                                |
| <b><i>2 · Kremer</i></b>      | Rangel · 2               | Jerry Kremer (FD)             | 3/17 *                              | 0                                |
|                               | McNulty · 4              | Elizabeth Lasky               | 3/28                                | 0                                |
|                               | Solomon · 3              | Elizabeth Lasky               | 4/4                                 | 1                                |
|                               | Houghton · 3             | Matt Murphy                   | 4/8                                 | 0                                |
| <b><i>3 · Murtha</i></b>      | Coyne · 4                | Jim Murtha                    | 3/28                                | 1 + Petition                     |
|                               | Santorum · 4             | Jim Murtha                    | 2 Meetings Held                     | 6 + Petition                     |
| <b><i>4 · Billings</i></b>    | Camp · 4                 | Randy Armstrong               | None                                | 1                                |
|                               | Bonior · 3               | Todd Jones                    | None                                | 0                                |
|                               | Hall · 3                 | John Hutchins                 | None                                | 20                               |
| <b><i>5 · Smith</i></b>       | Ford · 3                 | Cleve Smith (FD)              | 3/7, 4/8                            | 1                                |
|                               | Sundquist · 1            | Ron Mc Mahan                  | 3/4, 3/7, 3/9                       | 1                                |
|                               | Gordon · 2               | Julius Johnson                | None                                | 2                                |
|                               | Payne · 1                | Paul Ashworth                 | 3/11 *, 5/26                        | 2                                |
|                               | Bunning · 1              | Dan Ison                      | Response Pending                    | 3                                |
| <b><i>6 · McWhorter</i></b>   | Gibbons · 4              | John Baker                    | Response Pending                    | 2                                |
|                               | Shaw · 3                 | Barbara Crooks                | 3/29                                | 2                                |
|                               | Derrick · 2              | Tom Smith                     | 3/3                                 | 0                                |
| <b><i>7 · Sicula</i></b>      | Rostenkowski · 2         | Al Ronan                      | Response Pending                    | 0                                |
|                               | Crane · 1                | Paul Sicula (FD)              | Response Pending                    | 0                                |
|                               | Klecza · 3               | Paul Sicula (FD)              | 3/9, 3/11                           | 5 + Petition (125)               |
| <b><i>8 · Denman</i></b>      | Brewster · 2             | Rick Higgins                  | Response Pending                    | 2                                |
|                               | Hoagland · 4             | Jerry Fitzpatrick             | Rejected                            | 14                               |
|                               | Hancock · 1              | Rick Linder                   | Response Pending                    | 1                                |
|                               | Wheat · 4                | Terry McDonald                | Response Pending                    | 5                                |
| <b><i>9 · Denman</i></b>      | Pickle · 3               | Stan Schlueter                | 4/5                                 | 2                                |
|                               | Archer · 3               | Cheryl Meyer                  | Response Pending                    | 1                                |
|                               | Frost · 4                | Keith Mitchell                | None (new FO)                       | 1                                |
|                               | Jefferson · 3            | Tommy Hudson                  | 3/3                                 | 1                                |
|                               | McCrery                  | Tommy Hudson                  | None                                | 2                                |
| <b><i>12 · Sadler</i></b>     | Kopetski · 2             | Mike Pfiel                    | 3/9                                 | 2                                |
|                               | Thomas · 3               | Scott Sadler (FD)             | 4/7                                 | 2                                |
|                               | Herger · 4               | Scott Sadler (FD)             | 3/11, Resp. Pending                 | 1                                |
|                               | Dreier · 3               | Scott Sadler (FD)             | Response Pending                    | 2                                |
| <b><i>Totals</i></b>          |                          |                               | <b><i>Meetings Held: 16</i></b>     | <b><i>104</i></b>                |
|                               |                          |                               | <b><i>Scheduled: 9</i></b>          |                                  |
|                               |                          |                               | <b><i>Response Pending: 11</i></b>  |                                  |
| <b><i>*Date Estimated</i></b> |                          |                               | <b><i>None: 6 · Rejected: 1</i></b> |                                  |

2073974570

# TARGETED COMMUNICATIONS.

## I N C O R P O R A T E D

March 25, 1994

MEMORANDUM FOR

ELLEN MERLO

FROM:

RICH BOND

SUBJECT:

Interim Report

CHAIRMAN  
RICHARD N. BOND

PRESIDENT  
STUART P. STEVENS

DIRECTORS  
SUSAN C. BUCK  
FRANK J. DONATHI  
DOUGLAS J. MCALIFF  
RUSSIE J. SCHRIFFER  
MARK V. SERRANO

We have begun the FET Campaign with broad success in most targeted Congressional Districts and FET Regions. At this point the gauge for the success of our field team is based on two developments:

1. Any face to face Congressional meetings that have occurred or are planned in the next few weeks.
2. Quality contacts to the Congressional targets that have occurred to date.

Following is the breakdown of these developments for every district and region. Other creative efforts have been generated in some regions as well; these are detailed below.

### Region I - Brendan Kennedy

Brendan truly hit the ground running in his region. He is the model FD since he has well established relationships with his targets but has also developed an impressive grassroots network through the PM family in New England as well.

Brendan's significant achievement thus far was his first-in-the-nation District Summit Meeting that included PM sales personnel, local Kraft and Miller staff, retailers and suppliers. The FO's in Region I are all from the sales force and work in a great team atmosphere under Brendan's leadership.

*Members:*

*Nancy Johnson (R, CT-06, AL 4)  
Barbara Kennelly (D, CT-01, AL 3)  
Richard Neal (D, MA-02, AL 3)*

*Congressional Visits:*

*2 accomplished, 1 response pending*

*Quality Contacts:*

*22 regional contacts to date*

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### Region II - Jerry Kremer

Jerry Kremer has a keen understanding of the New York Congressional delegation and has a solid relationship with Charlie Rangel -- who could have significant influence over the New York Democrats. Jerry has already established a grassroots team in his region by traveling to western New York for briefings to the sales force in two districts. When these briefings are complete the quality contacts should begin to come in.

Jerry does have a perfect record on the scheduled face to face meetings planned for just after FET Week -- and with Range, whom Jerry visited personally.

*Members:* Charles Rangel (D, NY-15, AL 2)  
Michael McNulty (D, NY-21, AL 4)  
Gerald Solomon (R, NY-22, AL 3)  
Amo Houghton (R, NY-31, AL 3)

*Congressional Visits:* 1 accomplished, 3 scheduled

*Quality Contacts:* 1 regional quality contacts to date

### Region III - Jim Murtha

Jim Murtha has also begun district briefings to the sales personnel who will serve as the FO's. Jim was the first FD to generate a petition list in his region. We are now adding these 5000 names to the region database and planning a targeted mailing to motivate further action on the part of these constituents.

A Point of Purchase display (with tear-off pads for Congressional addresses) to generate volume letters to the targets was also an idea that Jim first promoted.

*Members:* William Coyne (D, PA-14, AL 4)  
Rick Santorum (R, PA-18, AL 4)

*Congressional Visits:* 2 accomplished (Santorum), 1 scheduled

*Quality Contacts:* 6 regional quality contacts to date  
5000 name petition generated

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#### Region IV - Ruth Billings

Ruth Billings has a team of Field Operatives made up of sales personnel. In Tony Hall's district we have seen strong results but the same cannot be said for the other districts. We believe that the FO's in these districts have not been sanctioned to fully commit themselves to the campaign. We have requested immediate intervention into this matter by the sales leadership in New York.

Ruth has been successful with quality contacts to Tony Hall and has identified an upcoming meeting with Dave Camp that will serve as an important opportunity there. Unfortunately, there have been no face to face meetings scheduled in the region to date though.

|                              |  |
|------------------------------|--|
| <i>Members:</i>              | <i>Dave Camp (R, MI-04, AL 4)</i><br><i>David Bonior (D, MI-10, AL 3)</i><br><i>Tony Hall (D, OH-03, AL 3)</i> |
| <i>Congressional Visits:</i> | <i>No meetings scheduled</i>   |
| <i>Quality Contacts:</i>     | <i>21 regional quality contacts to date</i>  |

#### Region V - Cleve Smith

Cleve Smith is striving to bridge the gap between lobbying and grassroots techniques throughout his region. The established relationships in Cleve's region will be the key to success -- Ford, Sundquist, Payne and Bunning have already been visited face to face.

The Farm Bureau in Bart Gordon's district and their grassroots network will be the key to winning him over. District Summit Meetings are in the works in Region V and should reap additional quality contact results soon.

|                              |  |
|------------------------------|--|
| <i>Members:</i>              | <i>Harold Ford (D, TN-09, AL 3)</i><br><i>Don Sundquist (R, TN-07, AL 1)</i><br><i>Bart Gordon (D, TN-06, AL 2)</i><br><i>L.F. Payne (D, VA-05, AL 1)</i><br><i>Jim Bunning (R, KY-04, AL 1)</i> |
| <i>Congressional Visits:</i> | <i>5 accomplished, 2 scheduled, 1 response pending, 1 not scheduled (Gordon)</i>   |
| <i>Quality Contacts:</i>     | <i>9 regional quality contacts to date</i>   |

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### Region VI - Pat McWhorter

We have had a very positive start in Region VI. The FO in Butler Derrick's district has a good relationship with Derrick; he had a meeting with the Congressman two weeks ago and determined that Derrick is inclined to oppose any tax close to the 75¢ level. Pat has just assigned two sales people who will be responsible for generating the grassroots activities in this district.

Pat McWhorter's other districts are in Florida and are being run by FO's from the sales force who were assigned just two weeks ago. They are closely tied into the PM sales network. Pat will be working with each FO in-district throughout next week; this will include a face to face Congressional meeting and briefings to large retailers. We are also planning District Summits in the next couple of weeks.

|                              |  |
|------------------------------|--|
| <i>Members:</i>              | <i>Sam Gibbons (D, FL-11, AL 4)</i><br><i>Clay Shaw (R, FL-22, AL 3)</i><br><i>Butler Derrick (D, SC-03, AL 2)</i> |
| <i>Congressional Visits:</i> | <i>1 accomplished, 1 scheduled, 1 response pending</i>   |
| <i>Quality Contacts:</i>     | <i>2 regional quality contacts to date</i>   |

### Region VII - Paul Sicula

Paul Sicula has been applying all of his focus on Gerald Kleczka since Rostenkowski and Crane had been in the midst of primary campaigns. Paul has a strong relationship with Kleczka. His efforts have been productive with one face to face meeting accomplished (another is planned - fundraiser) and the generation of a 125 name petition that we will apply to the database for mailings. Paul is attempting to gain greater support from Miller personnel in this district since their biggest brewing facility is located there.

We will now be paying very careful attention to Rostenkowski. Paul is in the process of finalizing the assignment of FO's for Rostenkowski (and Crane) -- notice from the sales leadership in New York is going to be crucial to apply immediate pressure to these districts.

|                              |  |
|------------------------------|--|
| <i>Members:</i>              | <i>Dan Rostenkowski (D, IL-05, AL 2)</i><br><i>Philip Crane (R, IL-08, AL 1)</i><br><i>Gerald Kleczka (D, WI-04, AL 3)</i> |
| <i>Congressional Visits:</i> | <i>1 accomplished and 1 scheduled (Kleczka), 2 response pending</i>  |
| <i>Quality Contacts:</i>     | <i>5 regional quality contacts to date</i><br><i>125 name petition generated</i>   |

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### Region VIII - Weldon Denman

Hoagland and Wheat are run by energetic sales force FO's under Weldon Denman - they answer to Steve Vasquez, the SSD who is very supportive in the region.

Weldon has had to spend a significant amount of his time finalizing the assignment of FO for Brewster. This FO was briefed on Tuesday and has very creative ideas about tapping into Oklahoma's Native American constituency for support. Also, the FO for Hancock was briefed two weeks ago but has not committed significant enough time to the campaign. This is another dilemma to be resolved by the sales leadership in New York. District Summits will take place in all of the districts in Region VIII -- except perhaps for Hancock.

|                              |  |
|------------------------------|--|
| <i>Members:</i>              | <i>Bill Brewster (D, OK-03, AL 2)</i><br><i>Peter Hoagland (D, NE-03, AL 4)</i><br><i>Mel Hancock (R, MO-07, AL 1)</i><br><i>Alan Wheat (D, MO-05, AL 4)</i> |
| <i>Congressional Visits:</i> | <i>1 rejected (Hoagland), 3 response pending</i>   |
| <i>Quality Contacts:</i>     | <i>22 regional quality contacts to date</i>  |

### Region IX - Weldon Denman

Region IX has strong grassroots potential thanks to the response of the sales force. The sales force will serve as the primary FO for Archer and Frost and will act in a grassroots support capacity for Pickle, McCrery (extra pressure has been applied during the Health Subcommittee Hearings) and Jefferson.

Just as in Region VIII, this region has FO's that have just been briefed and will need a couple of weeks to produce a face to face meeting and a District Summit (Archer and Frost - primary FO, Pickle - grassroots support).

The Louisiana districts have been productive; with direct contacts from the FO to both members. Quality letters will improve with further sales force support.

|                              |  |
|------------------------------|--|
| <i>Members:</i>              | <i>J.J. Pickle (D, TX-10, AL 3)</i><br><i>Bill Archer (R, TX-07, AL 3)</i><br><i>Martin Frost (D, TX-24, AL 4)</i><br><i>William Jefferson (D, LA-02, AL 3)</i><br><i>Jim McCrery (R, LA-05, AL 2)</i> |
| <i>Congressional Visits:</i> | <i>1 accomplished, 1 scheduled, 1 response pending, 2 not scheduled (Frost and McCrery)</i>  |
| <i>Quality Contacts:</i>     | <i>7 regional quality contacts to date</i>   |

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**Region XII - Scott Sadler**

Scott Sadler is in the middle of hosting District Summit Meetings in all of the California districts. To generate participation we conducted a mailing to 1600 constituents for the four meetings in three districts. We also applied a telephone program to all of the constituents to further encourage attendance. The addition of sales force support through these meetings will bring improved quality contact results in the next week or so.

Scott has been very successful with scheduling face to face meetings so far .

*Members:*

*Mike Kopetski (D, OR-02, AL 2)  
William Thomas (R, CA-21, AL 3)  
Wally Herger (R, CA-02, AL 4)  
David Dreier (R, CA-28, AL 3)*

*Congressional Visits:*

*2 accomplished, 1 scheduled, 2 response pending*

*Quality Contacts:*

*7 regional quality contacts to date*

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REGION I

2073974577

TO: Richard N. Bond  
Targeted Communications, Inc.

FROM: Brendan J. Kennedy

SUBJECT: Analysis of Personal Meetings with Congresswoman Kennelly and  
Congressman Neal

March 9, 1994

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RE: FET

Representative Kennelly

- Health Care Reform as currently proposed by President Clinton is dead.
- Will not support any program reform on tax increases that will result in job losses in her district (similar were comments made by her to representatives of U.S. Tobacco at a meeting held with her last week).
- Projects that the Health Care Reform debate will probably not be resolved until at least mid-July if at all this session.
- Has great sensitivity to the concerns of the insurers in her district.
- Will personally meet with FET Coalition representatives during FET week or last week of March (8 - 10 representatives).

Personal Addendum

- Her husband Jim - former Speaker of the House of Representatives in Connecticut - is a smoker.
- Her son is a user of chewing tobacco (Royal Copenhagen)
- Barbara has never been a fan of excise taxes because of their regressive nature and the impact they have on many of her constituents.

Representative Neal

- President Clinton's Health Care Reform Proposal is in serious trouble.
- Major debate on Health Care Reform issue will probably not be decided until early July.
- Recent meeting between he and Pete Stark indicated that focus must now be directed toward the 36 million uninsured rather than the 190 million insured. Stark will propose some form of payroll tax (ie. 1% or less) coupled with a .75 per pack tax on cigarettes.
- Sensitivity to Insurers' concerns, especially Mass Mutual which is located in his district.
- Expressed concern about any potential for further job losses in his district as a result of any tax increases.

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- Advised that, if necessary, he will assist in looking at alternative ways to fund health care reform other than a tax on cigarettes.
- Very sensitive to the issue of fairness when it comes to increasing taxes on only a single product.

Personal Addendum

- His mother is a smoker much to the dismay of her children who are constantly asking her to quit.
- His major concerns will focus on the needs of Mass Mutual as well as the protection of the Catholic Hospital in his district, which is currently undergoing merger discussions with another local hospital.
- Have scheduled a meeting during FET week with him and 5 FET Coalition representatives to discuss FET tax in further detail.

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REGION I  
Kennelly D-CT

2073974580

Congresswoman Barbara Kennelly  
11th Floor

1 Corporate Center

Hartford, CT 06103

March 21, 1999

Dear Congresswoman Kennelly:

I am writing to you as a taxpayer and a registered voter who strongly opposed to an increase in cigarette taxes.

One of many reasons why an excise tax is not the answer to solve America's health care problems is that high cigarette taxes will cost thousands of jobs nationally. A 75¢ per pack increase in the FET will lead to the loss of at least 270,000 jobs, not only in the tobacco industry, but many others as well.

When you look at cigarette taxes as a percentage of income, those who make the lowest amount of money get hit the hardest. I feel this contradicts everything the Administration promised - that low-income Americans would be protected from tax increases.

Thank you for taking time to hear my viewpoint. A response would be greatly appreciated.

207 Leonard Road

Stafford, CT 06075

Sincerely,

Steven M. Campararo  
Steven M. Campararo

2073974581

March 21, 1994

Congresswoman Barbara Kennelly  
11th Floor  
1 Corporate Center  
Hartford, Conn. 06103

Dear Congresswoman Kennelly:

I am writing to you because I strongly oppose any increase of the federal tax on Cigarette.

An increase of the cigarette price tax is not only regressive, but an unreliable source of revenue, especially to fund the health care program. Every citizen of this country would benefit by a health care program, not just smokers. No one consumer group should be singled out this way.

Smokers already contribute over \$13 billion dollars annually. The revenue raised by these taxes fund programs that benefit everyone. A tax increase of 75¢ a pack could cost 275,000 jobs nationally, and thousands here in Connecticut in tobacco related jobs.

I hope you agree with the point I've made. I'm looking forward to your response at your earliest convenience.  
Thank you.

Dennis Clair  
223 Woodfield Crossing  
Rocky Hill, Ct 06067

2073974582

March 21, 1994  
1106 Twin Circle Dr.  
South Windsor, CT  
06074-367

Congresswoman Barbara Kennelly  
11th Floor  
1 Corporate Center  
Hartford, CT 06103

Congresswoman Kennelly:

As a registered voter in the town of South Windsor, I wish to let you know of my opposition to the proposed Federal Tax Increase of cigarette taxes to fund the national health care system.

When excise taxes are increased, sales of the taxed product go down and the tax revenue base shrinks. As a result, the revenue from increased cigarette excise taxes is never as high as proponents project it will be.

It seems to me that a much more stable form of funding is necessary. I hope you agree and vote accordingly. I hope to hear that you will vote this way and insure adequate funding of the health care package is found.

Sincerely,

Susan Brock

2073974583

Congresswoman Barbara Kennelly  
Eleventh Floor  
One Corporate Center  
Hartford, Connecticut 06103

Dear Congresswoman Kennelly

I am writing you this letter to express my opposition to the proposed increase tax on cigarettes. It is my opinion that smokers should not foot the bill for a program designed to benefit the general public. Further, the money that would be generated by this tax will fluctuate based on the number of people buying and selling cigarettes.

If the news media is correct in stating that the Tobacco Industry as a whole is declining, then this supposed "well of money" is sure to dry up and our government will again be looking for dollars to support a National Health Care Program that had funding flaws from the very beginning.

I could elaborate more on the impact of this tax in regards to employment, crime but I know your time is limited and I thank you for hearing me.

Sincerely  
David A. Willis  
73 Yorkum Drive  
New Britain, Ct. 06053

2073974584



Congresswoman Barbara Kennelly  
11<sup>th</sup> Floor  
1 Corporate Center  
Hartford, CT 06103

Dear Congresswoman Kennelly,

I am writing to you as a registered voter, tax payer, and concerned citizen who is strongly opposed to an increase on cigarette taxes.

If a tax were imposed, it would result in a loss of up to \$75,000 jobs nationwide. These jobs would not only be in the tobacco industry, but local merchants as well. It is unfair to utilize cigarette taxes to support all government programs. Smokers already pay more than \$13 billion in taxes annually. While the excise tax increases, sales will go down, thus resulting in less tax revenue coming in.

The increase in taxes on cigarettes would also result in a higher crime rate as proven in Canada. Contraband cigarette sales increased, resulting in many legitimate retailers being forced out of business. Canada was recently forced to reduce the tax on cigarettes in an attempt to reduce crime. Let's not make the same mistake here!

Thank you for taking the time to go over my letter. I hope you will agree with the statements I made. I look forward to hearing a response from you.

Sincerely,  
Gail Watkins

GAIL WATKINS  
279 MAIN ST C-1  
FARMINGTON, CT  
06032

2073974585

March 21, 1994

Congresswoman Barbara Kennelly  
11<sup>th</sup> Floor  
1 Corporate Center  
Hartford, Ct. 06103

Dear Congresswoman Kennelly,

I am writing to you because I strongly oppose any tax increases on cigarettes.

There are several reasons why I oppose any tax increases, such as fairness, unrelativity, regressivity, and earmarking a tax, but the most outstanding reason for my opposition is the loss of jobs and the increase in crime that would be forthcoming from this type of tax increase. An estimated quarter of a million jobs throughout the nation, including those in our home states of Connecticut and Massachusetts would be lost. As one who has many ties to the business of Hartford and resides in Springfield, I know that this is critical and can very easily hit home. Crime also becomes a direct profitor to this tax increase. Contraband cigarettes as well as street crime of a violent nature could evolve from such an increase on already highly taxed products.

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I hope you agree with the points I have made.  
Thank you for your time. I would appreciate  
a response.

Sincerely,

James E. Goodman Jr.  
65 Woodrow Street  
Springfield, Ma. 01119-1511

2073974587

3/12/94

Congresswoman Barbara Kennelly

11<sup>TH</sup> FLOOR

1 CORPORATE CENTER

Hartford, Ct. 06103

Dear Congressman Kennelly

I am writing to because I strongly oppose any  
tax increases on cigarettes

Cigarettes are the most highly taxed product in the  
consumer market, especially in our state. When  
you look at cigarette taxes as a percentage of income  
those with smallest incomes get hit the hardest.  
This is a regressive tax.

I hope you agree with this point I have made  
and would appreciate a response

Thank you for your time

Bill Rogoff

480 CARRYPARK DR

S. WINDSOR, CT.

06074

2073974588

Congressman Brendan Kennedy  
11th Floor  
1 Corporate Center  
New York, CT 06103

Dear Congressman Kennedy,

I am writing to you because I strongly  
oppose any tax increases on cigarettes.  
First, cigarettes excise taxes are regressive.  
Those people with the smallest incomes get  
hit the hardest. Secondly, cigarette taxes  
are an unreliable source of revenue, especially  
for something as critical as health care  
reform. Cigarette taxes The health care  
program - not just smoking and everyone  
should pay their share for the system.  
Finally, high cigarette excise taxes not  
only don't succeed contribute to increased  
unemployment.

I hope you agree with the points  
I've made. Thank you for your time.  
I would appreciate a response.

Sincerely,  
Brendan Kennedy  
BENNIE C DARDIS  
5374 VIKING PARK  
PLAINVILLE CT 06479

①

March 21, 1994

Congresswoman Barbara Kennelly,

11th Floor

1 Corporate Center

Hartford, CT 06103

Dear Congresswoman Kennelly,

Being a registered voter, and being involved in communities in which the proposed \$7.50 per carton Federal Excise Tax would create a negative response for both business and industry, I am pleading with you to vote against this obscene form of taxation in an effort to fund our National Health Care System.

Not only will many families and jobs be affected by such an increase, but the fact of the matter remains that the taxation of tobacco products is an unreliable source of income. Due to the tremendous amount of people who will "kick the habit," there is no telling how much revenue such a tax will generate. The only thing we can count on is an increase in our unemployment lines, and a largely reduced G.N.P., thus taking into consideration the millions of dollars the tobacco industry contributes to —

2073974590

our G.N.P. I would like to hear from  
you in writing, stating your views on this  
highly sensitive subject. In closing, I will mention  
that I'm in favor of a National Health Care System  
however, the mechanics proposed to fund such a  
system is both unrealistic, and unsubstantiated!

Looking forward to your response in  
writing!

Sincerely,

Marc R. Campano

Marc R. Campano

Registered Voter / Tax Payer

119 Woodin St

Hamden, C.T. 06514

(203) 776-6305

2073974591

Congresswoman Barbara Kennelly  
11th Floor;  
1 Corporate Center  
Hartford, CT 06103

Dear Congresswoman:

I AM WRITING TO SHARE MY FEELINGS ABOUT THE PROPOSED EXCISE TAX ON CIGARETTES WHICH WILL BE USED TO FUND THE CLINTON HEALTH CARE PLAN. BEING CLOSELY ASSOCIATED WITH RETAILERS IN YOUR DISTRICT, I SEE THE EFFECTS THIS TAX COULD HAVE ON THE ECONOMY, NOT JUST IN CT, BUT ALSO ON A NATIONAL LEVEL. THOUSANDS STAND TO LOOSE THE BUSINESSES & JOBS. PLUS THE POTENTIAL INCREASES IN THE CRIME RATE COULD BE DEVASTATING AS WE HAVE SEEN IN CANADA. I

Congresswoman Kennelly, I ASK YOU TO THINK LONG AND HARD ABOUT THIS ISSUE BECAUSE MANY PEOPLE'S FUTURE HINGE ON DECISIONS MADE BY PERSONS IN YOUR POSITION. PLEASE RESPOND TO ME ON THIS ISSUE AT THE FOLLOWING ADDRESS:

Stephen Roman  
1126 Durham Road  
MADISON CT 06443

Thank you FOR THE JOB YOU HAVE BEEN DOING, AND THE TIME YOU HAVE TAKEN TO RESPOND TO THIS ISSUE.

Sincerely,



2073974592



March 21, 1994

Congresswoman Barbara Kennelly  
11th Floor  
1 Corporate Center  
Hartford, CT 06103

Dear Congresswoman Kennelly:

I am writing to you today to express my opposition to the proposed increase in the Federal Excise Tax on Cigarettes.

While health care reform is a desirable goal, it is unfair to use cigarette taxes to finance government programs benefiting everyone. In addition, as special taxes increase, sales of the total product declines and the tax revenue base decreases. With a lower tax base to pay for health care, the health care system might be in serious need of funding.

Thank you for your time, and I would appreciate a response.

Sincerely,

Albert A. Horn Jr.  
889 So. Meriden Rd  
Cheshire, CT 06410

2073974593

Congresswoman Barbara Kennelly  
Eleventh Floor  
One Corporate Center  
Hartford, Connecticut 06103

Dear Congresswoman Kennelly

I am writing you this letter to express my opposition to the proposed increase tax on cigarettes. It is my opinion that smokers should not foot the bill for a program designed to benefit the general public. Further, the money that would be generated by this tax will fluctuate based on the number of people buying and selling cigarettes.

If the news media is correct in stating that the Tobacco Industry as a whole is declining, then this supposed "Well of money" is sure to dry up and our government will again be looking for dollars to support a National Health Care Program that had funding flaws from the very beginning.

I could elaborate more on the impact of this tax in regards to employment, crime but I know your time is limited and I thank you for hearing me.

Sincerely  
David A. Willis  
73 Torkum Drive  
New Britain, Ct. 06053

2073974594

REGION I  
Neal D-MA

2073974595

March 21, 1994

Congressman Richard Neal  
Post Office Building  
4 Congress St.  
Melford, MA 01757

Dear Congressman Neal,

I am writing to express my strong  
opposition to any tax increase on cigarettes.

This tax will directly effect the people  
least able to pay. It is unfair to single out  
smokers to fund a National Program that  
all Americans will benefit from.

Many people will be without jobs  
if this tax goes through. Let's not burden  
the smokers of this state, or the shop  
owners, or any one associated with the  
tobacco industry.

I hope you agree  
with these points.

Please Respond.

Sincerely,

Jean M. Lagana  
JEAN SAGEGIAN  
36 New Boston Rd  
STURBRIDGE, MA  
01561

2073974596

3/21/94

Congressman Richard Neal  
Post Office Building  
4 Congress St.  
Milford, Mass. 01757

Dear Congressman Neal:

I am writing to you because I strongly oppose  
any tax increases on cigarettes.

Any tax increases on tobacco would have a  
large impact on a already hard hit industry. It  
would also cause a hardship for all retail stores  
to be able to pay for the product and pay their employees.  
also it would have a negative impact on a already hard  
hit area. We need to remove retail businesses not  
close them!

I hope you agree with the points I've made.  
Thank you for your time. I would appreciate a  
response.

Sincerely,  
Wayne G.  
12 Town View Cir.  
East Longmeadow, MA.  
01108

2073974597

Representative Richard E. Neal  
Room 131  
Cannon Office Building  
Washington, DC 20515-2102

Dear Representative Neal,

March 21, 1994

I am writing to you to express my strong opposition to any tax increases on cigarettes.

While I am very much in favor of health care reform, I do not feel that funding for this program should come from an increase in excise taxes. An increase, such as this, discriminates against smokers by asking them to fund a program that benefits everyone.

I urge you to investigate alternative means of funding this program that would take the financial burden off one consumer group and more evenly distribute it.

Thank you for your time. I would appreciate a response.

Sincerely,

Edward J. Scanlon  
7 Mechanic St.  
Monson, MA 01057

2073974598

March 21, 1984

Congressman Richard Neal  
Post Office Building  
4 Congress Street  
Milford, Mass. 01757

Dear Congressman Neal,

I am writing to you because I strongly oppose any tax increases on cigarettes.

There are several reasons why I oppose any tax increases, such as fairness, reliability, regressivity, and earmarking a tax, but the most outstanding reasons for my opposition is the loss of jobs and the increase in crime that would be forthcoming from this type of tax increase. An estimated quarter of a million jobs throughout the nation, including those in our home state of Massachusetts would be lost. As one who has ties to the businesses of Springfield as well as living in the city, I know that this is critical and can very easily hit home. Crime also becomes a direct profiteer to this tax increase. Contraband cigarettes as well as street crime of a violent nature could evolve from such an increase on an already highly taxed product.

I hope you agree with the points I have made. Thank you for time. I would appreciate a response.

Sincerely,

James E. Woodman Jr.  
65 Woodrow Street  
Springfield, Ma. 01119-1511

2073974599

CONGRESSMAN NEAL  
P.O. BUILDING  
4 CONGRESS ST  
MILFORD, MA. 01757

3/20/94

DEAR CONGRESSMAN NEAL,  
I AM WRITING TO YOU BECAUSE  
I STRONGLY OPPOSE ANY TYPE  
OF A EXCISE TAX ON CIGARETTES.

FIRST OF ALL A TAX ON CIGARETTES  
ARE REGRESSIVE AND WILL BE UNFAIR  
TO MANY LOW INCOME PEOPLE  
WHO CAN'T AFFORD ANY NEW TAXES.

ALSO IF THE PRICE OF A CARTON  
OF CIGARETTES INCREASES BY \$7.50  
THIS WILL CAUSE MANY PEOPLE  
TO STOP SMOKING OVER A PERIOD  
OF TIME. THIS IS NOT A RELIABLE  
SOURCE OF INCOME FOR YOUR  
HEALTH PROGRAMS.

Sincerely  
DAVID GRANT  
1 SPRINGFIELD ST  
CHICOPEE, MA 01014

2073974600



March 21, 84

Congressman Richard Neal  
Post Office Building  
4 Congress Street  
Malden MA 01757

DEAR CONGRESSMAN NEAL

I AM WRITING TO YOU TO EXPRESS  
MY CONCERN REGARDING THE  
UP-COMING FEDERAL EXCISE TAX  
PROPOSAL. BASED ON THE INFORMATION  
AVAILABLE TO ME AT THIS TIME, I AM  
OPPOSED TO THE METHOD OF  
COLLECTING MONEY FROM A SMALL  
SECTION OF OUR POPULATION IN ORDER  
TO FINANCE OUR NATIONAL HEALTH  
CARE PROGRAM. THIS TAX WILL BE  
UNFAIR TO MANY FAMILIES AND  
BUSINESS ALREADY EXPERIENCING  
FINANCIAL DIFFICULTY BY PLANT  
CLOSING AND GENERAL DOWN-SIZINGS  
THROUGHOUT WESTERN MASS.

PLEASE CONSIDER ALTERNATE SOURCES  
TO FINANCE THIS PROGRAM IN  
A MORE EQUITABLE FASHION.

Thank you  
Joe Walker

2073974601

March 21, 1994

Congressman Richard Neal  
Post Office Building  
4 Congress Street  
Milford MA 01757

Dear Rep Neal,

I am writing because I strongly oppose any tax increase on tobacco products to fund the President's health care package.

First of all regardless of how you feel about the health related issues of smoking there are many reasons not to vote for higher taxes. I am closely related to the business community in your district and rest assured higher taxes will mean JOBS in your district. A 75¢ per pack increase in cigarettes/tobacco will cost 275,000 jobs nationwide. We here in Western Mass cannot afford to lose any more JOBS.

Secondly a higher tax on tobacco products is basically unfair. Why should 25% of the population (those who still choose to smoke) pay the health care bill for the other people in the country!? Cigarette smokers already pay 13 Billion dollars a year in taxes that non-smokers do not pay. Should we believe they should pay still more?

I hope the points I have made make sense to you. I hope that choose to vote against this Regressive and unequitable tax. I would appreciate a response regarding your intentions in this matter.

Sincerely,  
Howard Baronakis  
34 OAK CREST  
WESTFIELD MA 01085

2073974602

3-21-44

Congressman Richard Neal  
Post Office Building  
4 Congress St.  
M. 1ford, MA 01757

Dear Congressman Neal,

I am writing you because I strongly oppose any tax increase on cigarettes.

First of all this tax is unfair to the 25% of the adult population that chooses to smoke. Regardless of how you feel about the health aspects of smoking it is very easy to see that it is unfair for one consumer group, who already pays their fair share in taxes, to fund a program that everyone will benefit from.

Congressman, I am not a smoker but I can see the problems this excise tax will cause. My friends at the local corner store say they will have to fire some people to make up for the lost revenue from people who stop smoking. One store even said this may be the straw that breaks his back and may have to close his doors for good.

I hope you agree with the points I have made. Thank you for your time. I would appreciate a response.

Robert A. Paul Jr.  
192 Regency Park Dr.  
Agawam, MA 01001

Sincerely,  
Robert A. Paul Jr.

2073974603

March 19, 1994

Representative Richard E. Neal  
Room 131  
Cannon Office Bldg.  
Washington, DC 20515-2102

Dear Representative Neal: ..

I am writing to express my opinion on the current proposed increase in the Federal Excise Tax on cigarettes. The increase of any tax is unacceptable, and I strongly urge you to vote No on this or any other bill that contains a increase in taxes.

The increase of the FET on tobacco would not only impact the consumer who purchases cigarettes, but every consumer that uses the corner store for everyday shopping. The profits from the sale of cigarettes are critical to the operation of every convenience store as this category represents 60% of the average stores cash flow. As the convenience store industry is reliant on the income from tobacco sales to meet payroll obligations, any loss of sales would result in job losses.

In addition the Commonwealth collects \$5.10 in stamp tax, and almost \$1.00 in sales tax for every carton of cigarettes sold. The increase of the FET would severely impact this revenue and there is no apparent plan to replace the money that would be lost. We are unable to balance state, county, or local budgets now. The loss of any revenue would mean further reductions in available funding to local coffers.

I am asking that you consider the entire picture when the time comes to vote on any regressive tax such as this. I hope that you agree that any increase in taxes is unacceptable, and that you will vote accordingly. Thank you for your time. I would appreciate a response concerning this matter.

Sincerely,



John J. Lavin III  
86 Liquori Drive  
Feeding Hills, Mass 01030

2073974604

REGION I  
Johnson R-CT

2073974605

Representative Nancy Johnson  
Room 343  
Cannon Office Building  
Washington, D. C. 20515-0706

MARCH 21, 1994

Dear Representative Johnson,

I am writing to you as a REGISTERED voter, tax payer, and concerned citizen who is strongly opposed to an increase on cigarette taxes.

If a tax were imposed, it would result in a loss of up to 275,000 jobs nationwide. These jobs would not only be in the tobacco industry, but local merchants as well. It is unfair to utilize cigarette taxes to support all government programs. Smokers already pay more than \$13 billion in taxes annually. While the excise tax increases, sales will go down, thus resulting in less tax revenue coming in.

The increase in taxes on cigarettes, would also result in a higher crime rate as proven in Canada. Contraband cigarettes sales increased, resulting in many legitimate retailers being forced out of business. Canada was recently forced to reduce the tax on cigarettes in an attempt to reduce crime. Let's not make the same mistake here!

Thank you for taking the time to answer my letter. I hope you will agree with the statements I made. I look forward to hearing a response from you.

Sincerely,  
Gail Watkins

GAIL WATKINS  
279 Main St C-1  
Fremington, CT 06030

2073974606

**REGION II**

**2073974607**

RIVKIN, RADLER & KREMER

M E M O R A N D U M

TO: Richard N. Bond  
FROM: Arthur J. Kremer  
DATE: March 17, 1994  
RE: Region II In-District Congressional Meetings

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Please be advised that meetings for members of Congress have been set up along the following schedule:

Monday, March 28, 3:30 p.m. - Congressman McNulty  
(D-NY-21);  
Monday, April 4, 3:30 p.m. - Congressman Solomon  
(R-NY-22) and  
Friday, April 8, 10 a.m. - Congressman Houghton  
(R-NY-31).

Congressman Rangel

I have met with him personally and the response was a little better than expected. He indicated that he felt the tax was "too high", and he had an open mind on the size of the tax and whether one industry should be burdened by the tax. He invited me to continue the dialogue with him as the process takes place.

With respect to the three meetings scheduled for Congressmen McNulty, Solomon and Houghton, Philip Morris employees will participate by virtue of prior arrangements between this office and the District Directors. In addition, we have asked Derek Crawford to provide us with a contact person on

2073974608



the Kraft side in an attempt to get some activity going on the part of Kraft employees.

The Philip Morris employees involved in this process are the following:

Capital District (McNulty and Solomon) - Raz Rahman,  
District Manager; and  
Houghton - Ray Yahnke, District Manager.

Letters and Other Efforts In The Case  
of the Three Upstate Congressmen

I have requested that letters be sent from anti-tax organizations as I do not believe many letters from Philip Morris employees will be as effective. I am awaiting word on the progress of that request.

AJK:jpe

2073974609

RIVKIN, RADLER & KREMER

MEMORANDUM

F.T.  
ms

TO: Rich Bond  
FROM: Arthur J. Kremer  
DATE: March 16, 1994  
RE: New York Activities

Due to the fact that I will be travelling on Thursday, I wanted to summarize where I am as of this date on the targeted districts.

McNulty and Solomon

A district visit has been set up by Elizabeth Lasky, my F.O. She has been in touch with the Philip Morris district manager and there will be Philip Morris employees present who reside in the Capital District. We still do not have any Kraft people (Freihoffer). I am hoping that we can get some personnel and am relying on Philip Morris to produce the people. I will be personally present at those meetings.

Houghton

A district visit has been set up and we will have Philip Morris employees. I have no Kraft people, although I am advised there is a plant in his district.

Per your request, I sent a memo asking that direct mail be used on all three. I hope we can get that backup. In addition, we are sending petitions to district managers for circulation among their outlets.

2073974610

Rangel

I had one face-to-face meeting with him and he is willing to listen. He wants health care but believes the government needs big tax revenue. He is open to suggestions and advice.

It was suggested to go by George Knox, a Philip Morris executive, that before high-placed Philip Morris people go to Rangel, we should check with the Washington Philip Morris people to see what approach they would take. I spoke to Sharon Portnoy and she is following-up on same.

That's where we are.

AJK:ine

2073974611

M E M O R A N D U M

TO: Mark Serrano  
Ray Marsh  
FROM: Arthur J. Kremer  
DATE: March 11, 1994  
RE: Region II

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Meeting between Field Director and Others  
McNulty and Solomon Districts

I have met with Philip Morris personnel in the Capital District (Albany Region) and have solicited their support. Names of three contacts for Congressman Solomon have been forwarded by separate fax. In addition, one Philip Morris operative has been set up for liaison with Congressman McNulty. In addition, I have a non-Philip Morris person (Elizabeth Lasky) acting as liaison to both.

Appointments for Philip Morris employees have been set up for McNulty and Solomon. A date is pending for Houghton. The Philip Morris employees will be accompanied by the Field Operative and by myself as Field Director.

Rangel

I have had my first meeting with Congressman Rangel and am now arranging for Philip Morris personnel to do a follow-up meeting. Rangel is a lot more difficult to arrange district meetings with as there are a limited number of persons who are Philip Morris employees in his district.

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After talking to friends of Rangel, McNulty and Solomon, I have recommended that a letter writing campaign and petition drive by Philip Morris customers be initiated.

AJK:jpe

2073974612

REGION II  
Rangel D-NY

2073974613

REGION II  
McNulty D-NY

2073974614

REGION II  
Solomon R-NY

2073974615

STATEWIDE CORPORATE STRATEGIES, INC.

Arthur J. Kremer, President

1111 Park Avenue

Apt. 10B

New York, NY 10128

March 15, 1994

Honorable Gerald B. Solomon  
Gaslight Square  
Syracuse, NY 12866

Dear Congressman:

I has been some time since we have seen each other, as you left Albany for the greater glory of Washington and I stayed behind to be tortured a little bit longer.

Among the many things I am currently doing is acting as a political consultant to Philip Morris in connection with their informational efforts pertaining to the proposed increase in the Federal Excise Tax on tobacco.

The Kraft Company, as well as Philip Morris, has scheduled a series of meetings with key federal legislators around the country to inform them of their opposition to the passage of a major increase in the Federal Excise Tax to pay for a health program. While the health program is very much necessary, it is the belief of these companies that it is unfair to tax them alone and that the tax, as proposed, would be counter-productive as it will cost jobs. In your district there are 7,680 people whose income is dependent on the sale of tobacco products.

Elizabeth Lasky, who is employed by me in the Capital district area, has been attempting to set up a meeting in your office with five or six employees who live or work in your district.

I am herewith making a request for such a meeting and if it is a date which is mutually convenient, I have every intention of being present to say hello as it has been quite a while since we have seen each other.

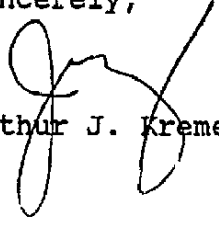
2073974616



Honorable Gerald Solomon  
March 14, 1994  
Page 2

I hope all is going well and that I can have an opportunity to get this meeting scheduled. For purposes of scheduling, please have your office contact is Ms. Lasky at (518) 465-8760.

Sincerely,

  
Arthur J. Kremer

AJK:jpe

2073974617

REGION II  
Houghton R-NY

2073974618

**REGION III**

**2073974619**

March 11, 1994

**FAX MEMORANDUM**

TO: Mark Serrano, Ray Marsh  
FROM: Jim Murtha, Greenlee Associates  
RE: Region III update.

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As per your fax of March 10th, here's rundown of the requested information:

**SANTORUM (PA 18TH):**

**TARGET MEETINGS:**

To date, we have had two face-to-face meetings with Cong. Rick Santorum. Both meetings were with members of our firm. The first occurred just after our national organization meeting in Washington last month and the second occurred yesterday. At each meeting the message has been consistent. Santorum said he fundamentally opposes new taxes, of any nature, to fund anything. He's a virulent opponent of new taxes and has been carrying that message across Pennsylvania in his campaign for U.S. Senate. During the March 9th rally in Washington, Santorum met with a group of tobacco growers from Lancaster County in his office. He told them that he is against any new funding mechanism for health care reform which, obviously, includes excise taxes.

While Santorum's position seems relatively clear on the point of new taxes, we are mindful of the political pressures generated in a high profile campaign such as that for U.S. Senate. As you know Santorum, once past the primary, will be running against the health care reform "poster boy," Harris Wofford. If by some chance conferees in Washington are able to fashion an acceptable compromise health care reform bill that includes some hike in the FET, Santorum may be forced to go along.

**DISTRICT MEETINGS:**

Because of his Senate campaign, Santorum is all over Pennsylvania. Currently we have a number of people who are willing to attend his fund-raisers and use the opportunity to remind him of his anti-tax position. As of today, Santorum's schedule is being substantially altered for the coming weeks. We are going to receive a copy of changed schedule tonight. Once we have the schedule we will set up private meetings between Santorum and our designated attendees at the fund raisers.

**GRASSTOPS:**

District meetings are just not practical with a guy who's spends little, or no time in his district offices. Fund raisers are, and will continue to be, the prime tool in establishing and maintaining a "grasstop" contact with Santorum. It is our plan to keep funneling our anti-FET people to his fund-raisers all over Pennsylvania until the matter is resolved in Ways and Means.

2073974620

**COYNE (PA 14th):**

**TARGET MEETINGS:**

No face-to-face meeting with Congressman Coyne has occurred to date. Since Coyne is running unopposed for his seat he has clear sailing all the way to November. Accordingly, his schedule reflects that of a man who sees no need for any public profile. As of yesterday, Coyne has no public exposure, of any kind, anywhere in his district for the foreseeable future.

As was detailed in an earlier memo, the motivating force behind Coyne is organized labor. We are, along with our FO, Bob Cohen, attempting to assemble a coalition of Allegheny County labor leaders who will deliver our anti-FET message to Coyne. But because of national labor's endorsement of the Clinton health care plan, local labor may not play ball. Fortunately, we have in the past worked with PA labor on issues of mutual interest and may be able to obtain some cooperation on this project. When there is a district meeting with Coyne on FET, and for it to be effective, labor must be involved. To that end, Jim Murtha had dinner with FO Bob Cohen and PM distributor and labor attorney, Bob Lipsitz. Mr. Lipsitz, because of his work with Allegheny County labor community, is a key figure in getting labor on board with our anti-FET project.

**DISTRICT MEETINGS:**

Right now we are attempting to set up a meeting during FET week with Coyne. At that meeting we will deliver a 5,000 signature anti-FET petition that was assembled by a PM district sales office. Our petition deliverer has not been selected but will be shortly.

**GRASSTOPS:**

A PM mail campaign has been requested for the 14th district. Additionally, late last week the Philip Morris district sales force has been provided with a packet of information that includes with sample draft letters. The sales team has been delivering the packets to hundreds of retail accounts all over Allegheny County. We are expecting that effort to bear fruit shortly.

2073974621

March 21, 1994

**FAX MEMORANDUM**

TO: Russ Schriefer, Targeted Communications Inc.  
FROM: Jim Murtha, Region III  
RE: Mailing idea.

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Russ:

From the Philip Morris Plusburgh district sales office I obtained a list of their largest vending machine owner-operators. From conversations I've had with the Pittsburgh district sales team, it's my impression that these folks are a great resource for generating mail. By the nature of account relations though, most salesmen have little or no contact with vendors since they purchase their product from distributors. But the sales offices maintain a list of vendors and the amount of product they move per week.

I've had success in getting a few vendors on the anti-FET project bandwagon since their businesses are so vulnerable to a hike in the FET. One vendor in particular has volunteered to distribute draft letters to his accounts. In addition, he's reprinting our draft letters on good paper stock so the letters don't have that "mass-mailed" look. Also, he's paying for the postage of all the letters and having his staff hand-address each of the envelopes. He says he should be able to generate 500-750 letters and will mail copies of the correspondence he receives to our FET PO Box here in Harrisburg. And if that's not enough, he's going to a Santorum fund-raiser this Friday along with a co-worker to beat up the good Congressman on FET. What a find!

I think the vending machine guys are a great idea for all of us to use. Their business could die-off in short order if the 75-cent deal goes into effect. Because they are independent business people, and out of our corporate loop, most of them are unaware that Philip Morris is sponsoring an effort fight the new taxes. Maybe we should get them involved.

#

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2073974622

PHILIP MORRIS U.S.A.      INTER-OFFICE CORRESPONDENCE

4160 Washington Road Suite 201 McMurray, PA 15317 412/942-0754 Fax 412/942-0784

To: Jim Murtha

Date: March 20, 1994

From: Ed Murry

Subject: Town Meetings-Rep. Rick Santorum

Following is a summary of the relevant events at two Town Meetings held by Representative Rick Santorum on Saturday, March 19, 1994.

Meeting at 9:00, Seton-LaSalle High School, Dormont, PA.

This meeting was attended by Philip Morris employees Lori Mento, Lee Ann Simboli, and Ed Murry, with approximately 50 persons present. During the meeting, Mr. Santorum discussed several general issues, including the health care plan proposed by President Clinton. As part of his presentation, he stated that he was opposed to any new taxes to fund a health care plan, and that he has consistently opposed unfunded legislation that has been brought before Congress. He also stated his opposition to taxes on any particular industry, using the demise of the luxury yacht industry after implementation of the "Luxury Tax" as an illustration of the harm that selective taxation can cause. During the question and answer period that followed, I asked him for his thoughts on the proposed tripling of the cigarette F.E.T., as well as his opinion on whether this was a sound funding mechanism for the health care plan. Mr. Santorum responded that he is and will be opposed to any new or increased taxes, and that while he does not condone smoking, he feels that it is unfair to single out a group of people for the purpose of financing this plan. He also stated that the moneys derived from such an increase would be a "drop in the bucket" relative to the funding needed for the proposed plan. There was no discernible positive or negative response from the audience.

As a group, we spoke with Rep. Santorum for several minutes following the meeting. During the conversation, we cited the local job loss projections which you provided, as well as relaying comments that have been made by several of our customers. He noted the statistics, and restated his opposition to the F.E.T. increase. The general tone of both conversations was, in our opinion, very positive.

2073974623

Meeting at 1:00 P.M., Shaler Area High School, Shaler Twp., PA

Representing Philip Morris at this meeting were Terry Merritt and Mal Dunker, with a total estimated attendance of 40-50 persons. Mal and Terry report the same substance during the general discussion that was held. They were unable to pose a question during the public forum due to lack of time, however, they were able to engage Rep. Santorum after the meeting. When asked his opinion on the F.E.T. increase, Rep. Santorum stated his opposition, saying that the question had also been raised at his morning meeting. He stated that he was "sympathetic" to our industry, that Mal and Terry should be proud of their jobs, and he respected them for coming to his meeting to be heard. Mal and Terry reported that the conversation was also very positive from our perspective.

Please feel free to contact me if there is any additional information regarding these meetings that I can provide, and to advise if there are any future meetings scheduled, as well as any follow-up actions which the participants should take.

cc: Bob Maglio

2073974624



REGION III  
Coyne D-PA

2073974625

**FET CAMPAIGN CONTACT VERIFICATION**

**Representative Contacted:** William Coyne (PA 14th)

**Person(s) Making Contact**

**Name:** Bob Cohen

**Affiliation:** Local counsel for Philip Morris.

**Organization:**

**Address:** 6202 Walnut Street  
Pittsburgh, PA 15206

**Telephone:** 412-363-0366

**CONTACT INFORMATION:**

**Date of Contact:** 03-19-94

**Type of Contact (meeting/call, representative or staff)**

Allegheny County Democratic party function.

**Response:** Bob Cohen is our FO for Bill Coyne's district. He saw Coyne at a party function Saturday night. Coyne said he does not support a 75-cent hike in the FET but he didn't say he would not vote for some sort of additional taxes. He further reported that work by the full Ways and Means Committee on health care reform wouldn't begin in earnest until July.

**Signature:**

2073974626

REGION III  
Santorum R-PA

2073974627

**FET CAMPAIGN CONTACT VERIFICATION**

**Representative Contacted:** Rick Santorum (PA 18th)

**Person(s) Making Contact**

**Name:** Mal Dunker

**Affiliation:** Philip Morris...Pittsburgh district sales office.

**Organization:**

**Address:** 4160 Washington Road  
Suite 201  
McMurray, PA 15317

**Telephone:** 412-942-0754

**CONTACT INFORMATION:**

**Date of Contact:** 03-19-94

**Type of Contact (meeting/call, representative or staff)**

Town meeting at Shaler Area High School, Shaler Twp. PA

**Response:** This was the second of two scheduled town meetings for the day. Santorum reiterated his anti-tax position to both Philip Morris employees in attendance. He further said he was "sympathetic" to the industry and both should be proud of their jobs.

**\*Please see attached memo for a detailed accounting of the meeting.**

**Signature:**

2073974628

**FET CAMPAIGN CONTACT VERIFICATION**

**Representative Contacted:** Rick Santorum (PA 18th)

**Person(s) Making Contact**

**Name:** Lee Ann Simboli

**Affiliation:** Philip Morris...Pittsburgh district sales office.

**Organization:**

**Address:** 4160 Washington Road  
Suite 201  
McMurray, PA 15317

**Telephone:** 412-942-0754

**CONTACT INFORMATION:**

**Date of Contact:** 03-19-94

**Type of Contact (meeting/call, representative or staff)**

Town meeting at Seton-LaSalle High School, Dormont, PA

**Response:** Santorum said he does not favor any new taxes. Additionally, he said he does not condone smoking, he also doesn't think it's fair to single out one group of consumers to fund health care reform.

**\*Please see attached memo for a detailed accounting of the meeting.**

**Signature:**

2073974629

**FET CAMPAIGN CONTACT VERIFICATION**

**Representative Contacted:** Rick Santorum (PA 18th)

**Person(s) Making Contact**

**Name:** Terry Merritt

**Affiliation:** Philip Morris...Pittsburgh district sales office.

**Organization:**

**Address:** 4160 Washington Road  
Suite 201  
McMurray, PA 15317

**Telephone:** 412-942-0754

**CONTACT INFORMATION:**

**Date of Contact:** 03-19-94

**Type of Contact (meeting/call, representative or staff)**

Town meeting at Shaler Area High School, Shaler Twp. PA

**Response:** This was the second of two scheduled town meetings for the day. Santorum reiterated his anti-tax position to both Philip Morris employees in attendance. He further said he was "sympathetic" to the industry and both should be proud of their jobs.

**\*Please see attached memo for a detailed accounting of the meeting.**

**Signature:**

2073974630

**FET CAMPAIGN CONTACT VERIFICATION**

**Representative Contacted:** Rick Santorum (PA 18th)

**Person(s) Making Contact**

**Name:** Lori Mento

**Affiliation:** Philip Morris...Pittsburgh district sales office.

**Organization:**

**Address:** 4160 Washington Road  
Suite 201  
McMurray, PA 15317

**Telephone:** 412-942-0754

**CONTACT INFORMATION:**

**Date of Contact:** 03-19-94

**Type of Contact (meeting/call, representative or staff)**

Town meeting at Seton-LaSalle High School, Dormont, PA

**Response:** Santorum said he does not favor any new taxes. Additionally, he said he does not condone smoking, he also doesn't think it's fair to single out one group of consumers to fund health care reform.

**\*Please see attached memo for a detailed accounting of the meeting.**

**Signature:**

2073974631

**FET CAMPAIGN CONTACT VERIFICATION**

**Representative Contacted:** Rick Santorum (PA 18th)

**Person(s) Making Contact**

**Name:** Ed Murry

**Affiliation:** Philip Morris...Pittsburgh district sales office.

**Organization:**

**Address:** 4160 Washington Road  
Suite 201  
McMurray, PA 15317

**Telephone:** 412-942-0754

**CONTACT INFORMATION:**

**Date of Contact:** 03-19-94

**Type of Contact (meeting/call, representative or staff)**

Town meeting at Seton-LaSalle High School, Dormont, PA

**Response:** Santorum said he does not favor any new taxes. Additionally, he said he does not condone smoking, he also doesn't think it's fair to single out one group of consumers to fund health care reform.

**\*Please see attached memo for a detailed accounting of the meeting.**

**Signature:**

2073974632



**FET CAMPAIGN CONTACT VERIFICATION**

**Representative Contacted:** Rep. Rick Santorum (PA 18th)

**Person(s) Making Contact:**

**Name:** Stan Rapp

**Affiliation:**

**Organization:** Greenlee Associates

**Address:** 19 1/2 North Fourth Street  
Harrisburg, PA 17101

**Telephone:** 717-236-0443

**CONTACT INFORMATION:**

**Date of Contact:** 03/23/94

**Type of Contact (meeting/call, representative or staff):**

Dinner in Washington.

**Response:**

Santorum's view of Pete Stark's subcommittee approval of a \$1.25 FET hike is that it will have no effect on the full committee. He said Rostenkowski was miffed at Stark for dealing with the tax side of issue.

2073974633

**Signature:**

**FET CAMPAIGN CONTACT VERIFICATION**

**Representative Contacted:** Rep. Rick Santorum (PA-18)

**Person(s) Making Contact:**

*Name:* Stan Rapp, Jim Murtha

*Affiliation:*

*Organization:* Greenlee Associates

*Address:* 19 1/2 North Fourth Street  
Harrisburg, PA 17101

*Telephone:* 717-236-0443

**CONTACT INFORMATION:**

*Date of Contact:* 02/10/94

*Type of Contact (meeting/call, representative or staff):*

Met with \*Rep. Santorum in his Washington office.

*Response:* Santorum acknowledged that some sort of excise tax may be necessary to fund health care reform. He is reluctant to support a hike in the FET but may be forced to do so. During our meeting Santorum left to attend a brief Ways & Means Committee meeting. He told us that Rostenkowski said the reform effort may start in the Senate.

*Signature:*

\* Over the weekend Santorum was endorsed by the Pennsylvania Republican State Committee as the nominee for U.S. Senate. PA primary is May 10th.

2073974634

REGION IV

2073974635

RUTH A. BILLINGS  
1028 Cherokee Road #4  
Louisville, KY 40204  
(502) 456-5330  
(502) 566-1244

Memorandum

3-21-94

TO: Rich Bond & Frank Donatelli

FROM: Ruth A. Billings *RAB*

RE: MI FET Campaign

We are in need of assistance and corporate intervention in the state of Michigan. It seems the urgency of the FET Campaign has not been effectively communicated through the proper channels. The Section Director, Jerry James has not relinquished the FO's of their primary duty of cigarette sales to devote enough time to conduct an effective campaign.

I do believe the FO's are capable and knowledgeable of their districts. Given the time and the resources, they could have a positive impact on our campaign.

2073974636

REGION IV  
Bonior D-MI

2073974637

REGION IV  
Camp R-MI

2073974638

Mr. Randy R. Armstrong  
3070 Badger  
Saginaw, MI 48603

Congressman Dave Camp  
137 Cannon Bldg.  
Washington, D.C. 20515-2204

3/21/94

Dear Congressman Camp,

I am writing to you because I strongly oppose any tax increase on cigarettes. While I agree health care reform is very important, taxing cigarettes is not the way to fund it.

May I remind you that a 75¢/pack increase in the FET could lead to a national loss of 275,000 jobs. Crime would probably escalate. (Just ask Canada!) In fact, Canada just recently lowered their tobacco taxes, because it did not work there! These taxes are simply regressive and unreliable.

Cigarettes are the most highly taxed product in the consumer marketplace, which is grossly unfair, since a revised healthcare system would benefit everyone. Why single out smokers?

Again, let me point out that cigarette taxes are not the way to fund something as important as a healthcare system. I hope you agree. I would appreciate a response. Thank you for your time.

Sincerely

2073974639

Randy Armstrong

REGION IV  
Hall D-OH

2073974640



February 28, 1994

Congressman Jany Hall  
P.O. Box 279 Mid City Station  
Mayfield, Ohio 45422

Dear Congressman Hall:

This letter is to inform you of my  
strong opposition to any tax increases on cigarettes.

I currently work for a cigarette manufacturer, so  
my primary concern is that your vote directly  
affects my livelihood and many others in this area.  
Nationally, some 20,000 retail jobs will be cut and  
approximately over 5,000 wholesale jobs will be  
eliminated. My personal feeling is that the last  
thing this nation needs is the unemployment percentages  
rising.

Furthermore, a constant argument is that raising taxes  
will keep cigarettes out of the hands of kids; However the  
facts are that when taxes are raised, smuggling and other  
means make cigarettes more accessible to children.

My final point to you is please help in  
making positive strides for your nation and for  
your own state.

Thank you for taking the time to read my letter.  
I will be looking forward to your response.

Sincerely,

Pam Wilson  
15077 Fox Hills Ave #149  
Mayfield, Ohio 45422

2073974641

FEBRUARY 28, 1994

SENATOR TONY HALL  
P.O. BOX 279  
Mid-City Station  
Dayton, OH 45402

DEAR SENATOR HALL,

I AM TAKING THE TIME TO WRITE THIS LETTER TO ADDRESS SOME CONCERNS ABOUT THE PROPOSED CIGARETTE TAX INCREASE. I BELIEVE STRONGLY THAT A PERSON SHOULD HAVE THE RIGHT TO CHOOSE WHAT THEY DO THEMSELVES, WITHOUT THE UNFAIR BIAS THAT GOVERNMENT SEEKS TO RESTRICT. AS A MIDDLE INCOME AMERICAN WHO DEALS DAILY WITH THOSE LESS FORTUNATE, I SEE THE DISPROPORTIONATE LOAD THAT THIS TAX WILL HAVE ON THESE PEOPLE. NOT ONLY WILL THIS RESTRICT THEIR CHOICE BECAUSE OF PRICE, BUT ALSO WILL FORCE THOSE WHO HAVE CONTINUED TO MAKE THE CHOICES TO SEEK LESS THAN ETHICAL MEANS TO OBTAIN THOSE THINGS THAT THEY FEEL THEY WANT AND BELIEVE THEY HAVE A RIGHT TO HAVE. I STRONGLY ENCOURAGE YOU AND ALL YOU HAVE THE POWER TO INFLUENCE TO VOTE NO ON THIS TAX INCREASE.

THANKING YOU IN ADVANCE FOR YOUR CONSIDERATION ON THIS MORAL AND PERSONAL MATTER

SINCERELY,  
BOB ESTELLE

"CONFIDENTIAL CITIZEN"

2073974642

Congressman Jerry P. Hall

PO Box 270

Red City Station

Dayton, Ohio

45402

Dear Mr. Hall

I am a registered voter who votes in every election.  
I am writing you to strongly urge you to oppose any tax  
increase in November. I feel that the proposed tax increase is  
very unfair and stands to hurt many jobs. Workers pay  
more than twice as much in taxes. Please take time to  
look at the other side of the fence.

Thank you for your time. I would appreciate  
a response.

Sincerely,

Patricia H. Jaston

2073974643

Patricia H. Jaston  
1000 K...  
Dayton, Ohio

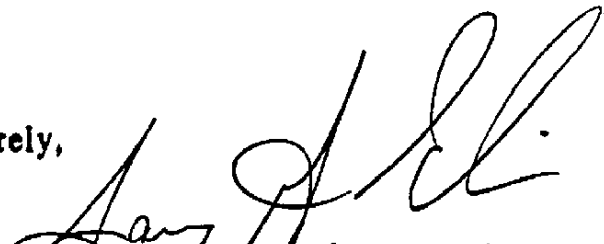
Congressman Tony Hall  
2264 Rayburn House of Buildings  
Washington D.C. 20515

Dear Congressman Hall,

I am a business owner in your congressional district. I would strongly oppose to any Federal Excise Tax on cigarettes to fund a health care plan.

I have worked very hard as a independent business owner to get where I am today. Cigarettes contribute to my bottom line which pays my overhead. Part of my overhead is employee payroll which is spent right here in my store and in the community. Please don't support a tax that is going to hurt us right here at home. Thank you for taking the time to listen. I look forward to hearing from you.

Sincerely,

  
2044 Wayne Ave  
Dayton, Ohio 4540

2073974644

Congressman Tony Hall  
2264 Rayburn House of Buildings  
Washington D.C. 20515

Dear Congressman Hall,

I am a business owner in your congressional district. I would strongly oppose to any Federal Excise Tax on cigarettes to fund a health care plan.

I don't think it is fair for the government to attack legal products on my shelves with an unfair tax. I stand to lose considerable revenue not to mention employees if the proposed .75c a pack tax goes into effect. According to Price Waterhouse economic study, Montgomery County stands to lose 950 tobacco related jobs as a result of this proposal. Please take these points into consideration when making decisions for our community. I look forward to your response.

Sincerely,

*Michael S. Schwartz*  
Michael S Schwartz, President  
Belmont Belmont Party Supply

2073974645

Congressman Tony Hall  
2264 Rayburn House of Buildings  
Washington D.C. 20515

Dear Congressman Hall,

I am a business owner in your congressional district. I would strongly oppose to any Federal Excise Tax on cigarettes to fund a health care plan.

I have worked very hard as a independent business owner to get where I am today. Cigarettes contribute to my bottom line which pays my overhead. Part of my overhead is employee payroll which is spent right here in my store and in the community. Please don't support a tax that is going to hurt us right here at home. Thank you for taking the time to listen. I look forward to hearing from you.

Sincerely,

*Ray Fultz*  
728 Kenia Ave  
Dayton, Ohio 45410

2073974646

Congressman Tony Hall  
2264 Rayburn House of Buildings  
Washington D.C. 20515

Dear Congressman Hall,

I am a business owner in your congressional district. I would strongly oppose to any Federal Excise Tax on cigarettes to fund a health care plan.

I have worked very hard as a independent business owner to get where I am today. Cigarettes contribute to my bottom line which pays my overhead. Part of my overhead is employee payroll which is spent right here in my store and in the community. Please don't support a tax that is going to hurt us right here at home. Thank you for taking the time to listen. I look forward to hearing from you.

Sincerely,

*Fred Pence*

*DOBS SUPERMARKTS  
2274 Patterson Rd  
Dayton, Ohio 45422*

2073974647

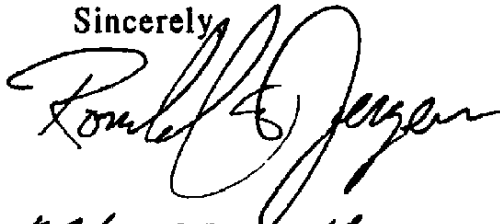
Congressman Tony Hall  
2264 Rayburn House of Buildings  
Washington D.C. 20515

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I have worked very hard as a independent business owner to get where I am today. Cigarettes contribute to my bottom line which pays my overhead. Part of my overhead is employee payroll which is spent right here in my store and in the community. Please don't support a tax that is going to hurt us right here at home. Thank you for taking the time to listen. I look forward to hearing from you.

Sincerely



ME 50 SHOP N. SBLR

3129 E. 5th St

DAYTON, OH 45403

2073974648



Congressman Tony Hall  
2264 Rayburn House of Buildings  
Washington D.C. 20515

Dear Congressman Hall,

I am a business owner in your congressional district. I would strongly oppose to any Federal Excise Tax on cigarettes to fund a health care plan.

I don't think it is fair for the government to attack legal products on my shelves with an unfair tax. I stand to lose considerable revenue not to mention employees if the proposed .75c a pack tax goes into effect. According to Price Waterhouse economic study, Montgomery County stands to lose 950 tobacco related jobs as a result of this proposal. Please take these points into consideration when making decisions for our community. I look forward to your response.

Sincerely,

*Jim Kneeten*

*owner / mgr.*

*Charlie's Drive - Thru / carry-out*

*4769 Airway RD.*

*DAYTON, OHIO*

*45431*

2073974649

Congressman Tony Hall  
2264 Rayburn House of Buildings  
Washington D.C. 20515

Dear Congressman Hall,

I am a business owner in your congressional district. I would strongly oppose to any Federal Excise Tax on cigarettes to fund a health care plan.

It is hard enough to compete in the marketplace without the government punishing my business and customers for choosing to enjoy a legal product that I sell. I am afraid that I will be faced with increased crime if a \$7.50 tax gets slapped on a carton of cigarettes. If we consider the Canadians cigarette tax experience as a test market, I think we will realize that it doesn't work! I appreciate your time to hear my concerns. I look forward to hearing back from you.

Sincerely,

*Carl E. Ford*

*Owner C+D Cruise Thru  
101 Springfield St.  
Dayton, Ohio*

*45403-1109*

2073974650

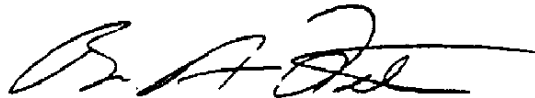
Congressman Tony Hall  
2264 Rayburn House of Buildings  
Washington D.C. 20515

Dear Congressman Hall,

I am a business owner in your congressional district. I would strongly oppose to any Federal Excise Tax on cigarettes to fund a health care plan.

It is hard enough to compete in the marketplace without the government punishing my business and customers for choosing to enjoy a legal product that I sell. I am afraid that I will be faced with increased crime if a \$7.50 tax gets slapped on a carton of cigarettes. If we consider the Canadians cigarette tax experience as a test market, I think we will realize that it doesn't work! I appreciate your time to hear my concerns. I look forward to hearing back from you.

Sincerely,



OWL DRUGS  
114 MAIN ST.  
UNION OH 45322

2073974651

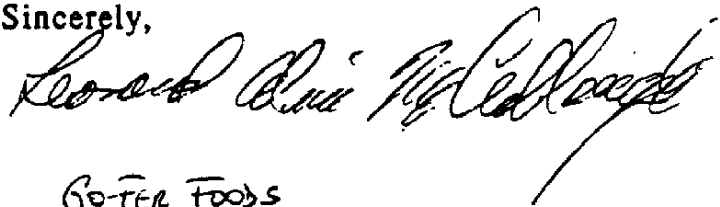
Congressman Tony Hall  
2264 Rayburn House of Buildings  
Washington D.C. 20515

Dear Congressman Hall,

I am a business owner in your congressional district. I would strongly oppose to any Federal Excise Tax on cigarettes to fund a health care plan.

I have worked very hard as a independent business owner to get where I am today. Cigarettes contribute to my bottom line which pays my overhead. Part of my overhead is employee payroll which is spent right here in my store and in the community. Please don't support a tax that is going to hurt us right here at home. Thank you for taking the time to listen. I look forward to hearing from you.

Sincerely,



GOTER FOODS  
858 UNION RD  
ENGLEWOOD OH 45322

2073974652

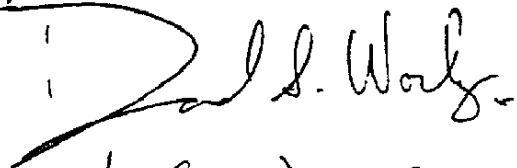
Congressman Tony Hall  
2264 Rayburn House of Buildings  
Washington D.C. 20515

Dear Congressman Hall,

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It is hard enough to compete in the marketplace without the government punishing my business and customers for choosing to enjoy a legal product that I sell. I am afraid that I will be faced with increased crime if a \$7.50 tax gets slapped on a carton of cigarettes. If we consider the Canadians cigarette tax experience as a test market, I think we will realize that it doesn't work! I appreciate your time to hear my concerns. I look forward to hearing back from you.

Sincerely,



NORTHCROWN DRIVE TRAIL  
4255 N. MAIN ST.  
DAYTON, OH 45405

2073974653

**Congressman Tony Hall**  
**2264 Rayburn House of Buildings**  
**Washington D.C. 20515**

Dear Congressman Hall,

I am a business owner in your congressional district. I would strongly oppose to any Federal Excise Tax on cigarettes to fund a health care plan.

I don't think it is fair for the government to attack legal products on my shelves with an unfair tax. I stand to lose considerable revenue not to mention employees if the proposed .75c a pack tax goes into effect. According to Price Waterhouse economic study, Montgomery County stands to lose 950 tobacco related jobs as a result of this proposal. Please take these points into consideration when making decisions for our community. I look forward to your response.

Sincerely,

Union Depot  
130 MAIN ST.  
UNION, OH 45322

2073974654

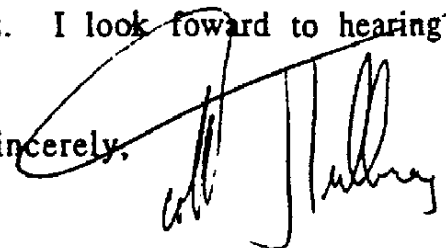
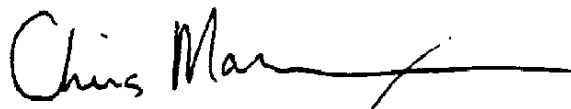
Congressman Tony Hall  
2264 Rayburn House of Buildings  
Washington D.C. 20515

Dear Congressman Hall,

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Sincerely,

MAIN DRIVE IN  
3401 MAIN ST.  
DAYTON, OH 45405

2073974655

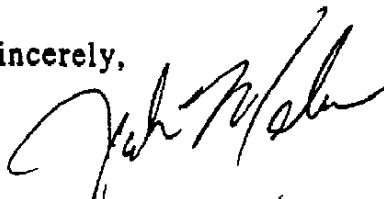
Congressman Tony Hall  
2264 Rayburn House of Buildings  
Washington D.C. 20515

Dear Congressman Hall,

I am a business owner in your congressional district. I would strongly oppose to any Federal Excise Tax on cigarettes to fund a health care plan.

I have worked very hard as a independent business owner to get where I am today. Cigarettes contribute to my bottom line which pays my overhead. Part of my overhead is employee payroll which is spent right here in my store and in the community. Please don't support a tax that is going to hurt us right here at home. Thank you for taking the time to listen. I look forward to hearing from you.

Sincerely,



Malone Shop & Save  
3108 Main St.  
Dayton, OH 45405

2073974656



Congressman Tony Hall  
2264 Rayburn House of Buildings  
Washington D.C. 20515

Dear Congressman Hall,

I am a business owner in your congressional district. I would strongly oppose to any Federal Excise Tax on cigarettes to fund a health care plan.

I don't think it is fair for the government to attack legal products on my shelves with an unfair tax. I stand to lose considerable revenue not to mention employees if the proposed .75c a pack tax goes into effect. According to Price Waterhouse economic study, Montgomery County stands to lose 950 tobacco related jobs as a result of this proposal. Please take these points into consideration when making decisions for our community. I look forward to your response.

Sincerely,

*McCracken*  
DREXEL BEER & WINE  
5474 WEST THIRD ST  
DAPTON CHIC 60642

2073974657

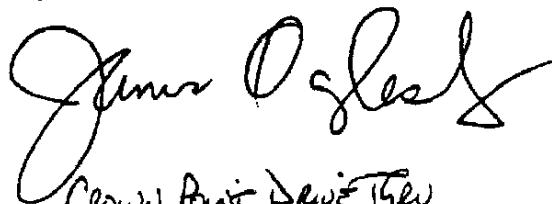
Congressman Tony Hall  
2264 Rayburn House of Buildings  
Washington D.C. 20515

Dear Congressman Hall,

I am a business owner in your congressional district. I would strongly oppose to any Federal Excise Tax on cigarettes to fund a health care plan.

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Sincerely,



Crown Point Drive Thru  
W. Third St.  
Dayton OH 45427

2073974658

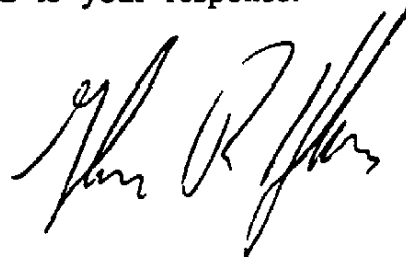
Congressman Tony Hall  
2264 Rayburn House of Buildings  
Washington D.C. 20515

Dear Congressman Hall,

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I don't think it is fair for the government to attack legal products on my shelves with an unfair tax. I stand to lose considerable revenue not to mention employees if the proposed .75c a pack tax goes into effect. According to Price Waterhouse economic study, Montgomery County stands to lose 950 tobacco related jobs as a result of this proposal. Please take these points into consideration when making decisions for our community. I look forward to your response.

Sincerely,



ESTRIDGE MARKET

W. 3rd St.

DALTON, OH 45427

2073974659

LETTER

The Honorable Tony P Hall  
P.O. Box 279  
Mid City Station  
Dayton, OH 45402

~~March 17~~, 1994

FEB 3 1994

Dear Mr. Hall:

I am opposed to any increase in the federal excise tax on cigarettes. One of my main concerns is for the effect this tax will have on jobs in the Dayton area, including my own.

We have a group of five or six people, including local business owners, who are interested in meeting with you the week of March 28, 1994 to discuss our concerns.

Look forward to hearing from you on a time which we may meet on this issue. Thank You in advance for your consideration to our request.

Sincerely,

Gary Miller  
6813 Morrow Dr.  
Dayton, OH 45415  
890-5177

2073974660

TONY P. HALL  
THIRD DISTRICT, OHIO

COMMITTEE

HOUSE COMMITTEE ON RULES  
SUBCOMMITTEE ON RULES OF  
THE HOUSE

RESPONSE

Congress of the United States  
House of Representatives  
Washington, DC 20515-3503

2264 RAYBURN HOUSE OFFICE BUILDING  
WASHINGTON, DC 20515-3503  
(202) 225-6465

DISTRICT OFFICE  
501 FEDERAL BUILDING  
200 WEST SECOND STREET  
DAYTON, OH 45402  
(513) 225-2843

March 11, 1994

Mr. Gary Miller  
6813 Morrow Drive  
Dayton, Ohio 45415

Dear Mr. Miller:

Thank you for contacting me to express your opposition to an increase in the excise tax on tobacco in order to finance the health care reform package. I appreciate your taking the time to give me your views on this issue.

Among other financing provisions, President Clinton's plan, H.R. 3600, includes an increase of seventy-five cents a pack in the cigarette tax with similar taxes on other tobacco products such as cigars, pipe tobacco, snuff and chewing tobacco. The rationale the President stated in his address to Congress and the nation was that tobacco use results in a large government expenditure for health care.

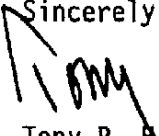
As you know, since January 1993, the federal tax on cigarettes has been 24 cents a pack. Many Members believe that it is a regressive tax. Moreover, since over the past decade, federal assistance to states and localities has been cut, Members have difficulty with the federal government preempting a traditional source of revenue for these governments.

Congressional action on health care reform is just beginning and it is likely that changes in the President's plan will be made. I want to see the details of the bill the committees produce, before making up my mind. I shall remember your views on this issue when the bill reaches the floor of the House.

Please feel free to contact me again in the future if there are other issues of concern to you.

Best wishes.

Sincerely,

  
Tony P. Hall  
Member of Congress

TPH:dmg

2073974661

REGION V

2073974662

To: Mark Serrano  
From: Rich Foge  
Re: Meetings/Contacts  
Date: 3/18/94

Cleve Smith has scheduled a tentative meeting with Congressman Harold Ford for April 8th in Memphis, Tennessee. The Congressman has set aside that day during the Easter recess for personal meetings. His scheduler, Kim Cade, will call next week with confirmation of a specific time for the meeting. Because of Cleve's personal relationship with Congressman Ford, he prefers that this be a private meeting.

Cappie Alverson, Philip Morris-New York, will be at 3 PM facilities in Tennessee during FET week encouraging the employees to write to their congressman:

|                                  |                         |
|----------------------------------|-------------------------|
| Kraft Food Headquarters, Memphis | - 3/23 11am-2pm         |
| Kraft Food Technical, Memphis    | - 3/24 11am-2pm         |
| Oscar Meyer, Goodlettsville      | - 3/25 11am-2pm 2pm-4pm |

Rich Foge will attend at least one of these activities to lend support.

FET activity is on-going at the PM facility in Kentucky. Since there is no specific FET week activity, Dan Ison is scheduling a meeting with Jim Bunning at the Congressman's convenience. Dan has a strong relationship with Bunning and there is absolutely no need to pressure the congressman.

Personal contact with Congressman Don Sundquist was made within the last two weeks by Cleve Smith and by Ron McMahan. The Congressman clearly stated his opposition to any tax on tobacco at these meetings. Additionally, Ron has steady access to Sundquist as he travels with him during his gubernatorial campaigning in East Tennessee.

A meeting is not yet scheduled for Congressman Bart Gordon. Julius Johnson, Director of Public Affairs for the Tennessee Farm Bureau, is determining the most effective way to take advantage of the Farm Bureau's relationship with the Congressman. We expect to have a clear plan of action within the week.

Paul Ashworth attended a public meeting on health care reform today at Longwood College in Virginia. Congressman L.F. Payne was a participant in the discussion along with Roger Altman, Deputy Secretary of the Treasury. Paul reports that there was discussion of both President Clinton's and Congressman Cooper's health care plans. Deputy Secretary Altman carefully worded his answers with regard to funding proposals. While a strong case was made against relying on tobacco as a major source of funding, Congressman Payne maintained his position against any FET increase on tobacco. The Congressman is scheduled to address the Dibrell Brothers Board of Directors on May 26th. Paul Ashworth is the Director of Communications for Dibrell Brothers.

2073974663

To: Mark Serrano/Ray Marsh  
From: Rich Foge  
Re: Region V Update  
Date: 3/11/94

- 1) Cleve Smith met with Congressman Sundquist at the Tennessee House Republican Caucus fundraiser in Nashville on March 9. Ron McMahan talked with Don Sundquist on March 4 and 7. The Congressman clearly stated his 100% commitment to oppose the proposed FET on tobacco during these meetings.

Dan Ison was unable to meet with Congressman Jim Bunning after the march on Washington rally this week as he had originally planned. However, Dan will attempt to schedule a meeting with the Congressman within the next two weeks.

Cleve Smith met with Tennessee State Senator John Ford (Harold's brother) in order to schedule a meeting with the Congressman. No date has been set yet.

No meeting has been scheduled with Congressman Bart Gordon to date.

Paul Ashworth of Dibrell Brothers reports that their Chairman and Senior V-P met with Congressman Payne on March 4. The Congressman still remains opposed to the FET. Congressman Payne is scheduled to address the Dibrell Board of Directors on May 26.

- 2) District meetings for the week after FET week are yet to be determined.
- 3) Cleve Smith reports that Tennessee State Representative Tommy Head is organizing a meeting of the pro-tobacco leaders in the House with Speaker Jimmy Naifeh and Congressman Jim Cooper. The purpose of this bipartisan effort is two fold: 1. To obtain Congressman Cooper's assurance that he will not include any tobacco tax in his health care plan. 2. Offer to assist Cooper in gaining the support of the Tennessee delegation for his health care plan.

Dan Ison reports that he is organizing grasstops to contact Congressman Bunning including members of the Kentucky Legislature, the executive director of the Kentucky Chamber of Commerce and the chairman of the Louisville Chamber of Commerce.

Paul Ashworth reports that next week the Chairman of the Board of Dibrell Brothers will send a letter to all employees encouraging them to write to Congressman Payne.

2073974664



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## *Memorandum*

---

*To: Mark Serrano*  
*From: Rich Foge*  
*Date: 03/22/1994*  
*Subject: Bart Gordon-Meeting/letters*

Attached are letters concerning Congressman Bart Gordon and his position on the proposed FET. The first letter from the Congressman states that he is opposed to any increase in the FET on tobacco. The second letter, generated by Julius Johnson, is from the President of The Tennessee Farm Bureau.

Julius has scheduled a face-to-face meeting with Congressman Gordon for May 3rd in Washington. This is in conjunction with the Farm Bureau's annual visit to Washington on national affairs. Also attending this meeting with Julius and the congressman will be Joe Hawkins, Tennessee Farm Bureau President and Dan Wheeler, Chief Administrative Officer.

The Tennessee Farm Bureau is involved in a campaign with The Tobacco Warehouse Association. They are encouraging the County Commissions in all tobacco counties in Tennessee to pass anti-FET resolutions. These will then be forwarded to the Tennessee delegation in Washington.

*R*

2073974665

REGION V  
Payne D-VA

2073974666

The Tower, Suite 2900  
11 Commerce Street  
Nashville, Tennessee 37203  
(615) 255-2643  
FAX (615) 254-4866

March 21, 1994

The Honorable L.F. Payne  
1119 Longworth HOB  
Washington, D.C. 20515

Dear Congressman Payne,

I want to thank you for your stand against the proposed increase in the federal excise tax on tobacco!

As you know, thousands of jobs in your state, Tennessee and throughout the southeast are placed in jeopardy by the Clinton Administrations' proposal to fund their health care reform plan on the backs of tobacco farmers. Your efforts in opposing this unfair tax will help to protect the livelihood of these farmers and people in related businesses.

Thank you again for your support on this extremely important issue. Please contact me if I can assist you in any way.

Sincerely,



J. Cleve Smith

2073974667

# DIBRELL BROTHERS, INCORPORATED

512 BRIDGE STREET - P.O. BOX 681

DANVILLE, VIRGINIA 24543-0681 U. S. A.

TELEPHONE 804 792-7511

CABLE ADDRESS "DIBRELL"

TELEX 6730255 DBRLUW



March 18, 1994

The Honorable L. F. Payne  
United States House of Representatives  
Washington, D.C. 20515

Dear L.F.:

I want to express our deep appreciation for your continuing fight against the proposed increase in federal tobacco excise taxes to fund health care reform. I realize that there is still a tough fight ahead; however, your efforts thus far have been highly effective in raising the level of debate on the fairness of singling out one industry to pay for national health care.

As the struggle over health care reform continues, I am confident that you will maintain your strong stance against those who would tax our industry out of existence. As you well know, thousands of tobacco jobs in Virginia are riding on the outcome of this debate.

Again, thank you for taking the lead in this fight and for your strong support on this critical issue.

Sincerely,

Claude B. Owen, Jr.  
Chairman, President and  
Chief Executive Officer

2073974668

## FET Campaign Contact Verification

Representative Contacted: L. F. Payne

Person Making Contact:

Name PAUL ASHWORTH

Affiliation DIRECTOR OF COMMUNICATIONS

Organization DIBRELL BROTHERS, INC.

Address 512 BRIDGE ST.

DANVILLE, VA 24541

Telephone 804 / 792-7511

Contact Information:

Date of Contact 3/18/94

Type of Contact (meeting/call, representative or staff)

Attended public hearing on Health Care Reform sponsored  
by Rep. Payne. Spoke with Payne briefly after hearing

Response Payne stated, in public and private, his continued

opposition to funding health care reform with tobacco  
taxes.

Signature

Paul W. Ashworth

2073974669

REGION V  
Bunning R-KY

2073974670

6040

TEL: 615-255-2645

Mar 11 1994 15:02 No. 019 P. 02

MAR-11-1994 15:02 FROM Philip Morris U.S.A.

TO

916152544866 P.02

March 10, 1994

Kevin A. Connell  
304 Bramton Road  
Louisville, Ky. 40207

Honorable Jim Bunning  
2437 Rayburn House Office Building  
Washington, D.C. 20515

Dear Congressman Bunning:

I want to thank you for supporting the tobacco industry by opposing the President's most recent plan to increase the federal excise tax on cigarettes as a way to help pay for his national health care plan. As you know this would be devastating to our economy, especially here in Kentucky.

You have been there before for the people of Kentucky on important issues and your leadership is appreciated back home. Once again thanks for your help.

Kind regards,

*Kevin A. Connell*  
Kevin Connell

2073974671

Michael D. Morris  
3420 Blanton Lane  
Louisville, KY 40214

March 18, 1994

Honorable Jim Bunning  
2437 Rayburn House Office Building  
Washington, D.C. 20510-1701

Dear Jim,

What happened to the aviation and boating industry when the those industries were targeted for luxury taxes? It darn near put them out of business. Apparently this great nation doesn't learn from its mistakes. Now tobacco is being unfairly target for the Federal Excise Tax to support the Clinton Health Care Reform. Is the Federal government robbing from the states? I think so. Those taxes have been reserved by states for revenue.

The out comes of the proposed tax:

Decreased demand for the product.

Decreased tax revenues for states. Taxes are already to the point where the Nth penny of taxation results in lower revenues at the state and federal level. The law of diminishing marginal returns is in effect. States have already learned that raising cigarette taxes does not result in increased revenues.

No money to fund the proposed health care reform.

Thousands of people out of work. A large percentage of the out placed employees will not be employed. Thus further drains on entitlement programs. The tobacco industry creates over 100,000 jobs for the state of Kentucky. The payroll totals to over 1.3 billion. The manufacturing jobs pay \$18.00 to \$22.00 an hour. Most of these employees have no other skills. They are not readily re-employable.

This is attempt to remove a RIGHT people have had since before this nation was founded. Tobacco has been enjoyed and provides this nation with favorable exports. I am opposed to the FDA regulation of cigarettes as a drug. What is next the caffeine in my Diet Coke and coffee? Can't a person have any pleasures?

The present administration has called for a 75-cent a pack cigarette tax hike. It is unfair to single out smokers and the tobacco industry to fund the nation's health care. I am opposed to any tax hike at all. The only out come of such a tax is the loss of jobs and tax base. Has any one stopped to think out the long term impact of such a tax? I don't think so.

Cigarette taxes are not the only way to fund the proposed Health Insurance program. I urge you to reject any effort to fund health care reform through new cigarette taxes. Please oppose any efforts of the FDA to regulate cigarettes as a drug.

Sincerely,



Michael D. Morris

2073974672



1531 Tucker Station Road  
Louisville, Kentucky 40299  
March 18, 1994

The Honorable Jim Bunning  
2437 Rayburn House Office Building  
Washington D. C. 20515

Dear Representative Bunning:

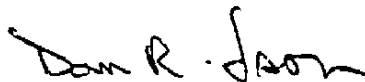
It is easy to write a letter telling an official such as you what is wrong back home, but we should not forget to talk about what is right and also to say thanks.

First what is right, we have you, a person who is not afraid to stand up to the President and Mrs. Clinton when they are wrong. You are right, tobacco should not bare the total cost of Health Care. One industry should not be singled out for a plan covering all Americans. Tobacco is already paying its fair share.

Thanks for fighting to protect Kentucky jobs, farms and those jobs throughout the United States related to tobacco.

Keep up the good work and when the next election comes ask me to help send you back.

Best personal regards,



Dan R. Ison

2073974673

The Tower, Suite 2900  
11 Commerce Street  
Nashville, Tennessee 37203  
(615) 255-2643  
FAX (615) 254-4866

March 21, 1994

The Honorable Jim Bunning  
2437 Rayburn House Office Building  
Washington, D.C. 20515

Dear Congressman Bunning,

I want to thank you for your stand against the proposed increase in the federal excise tax on tobacco!

As you know, thousands of jobs in your state, Tennessee and throughout the southeast are placed in jeopardy by the Clinton Administration's proposal to fund their health care reform plan on the backs of tobacco farmers. Your efforts in opposing this unfair tax will help to protect the livelihood of these farmers and people in related businesses.

Thank you again for your support on this extremely important issue. Please contact me if I can assist you in any way.

Sincerely,



J. Cleve Smith

2073974674

8081

TEL: 015 155-2547

Mar 11, 94 16:11 15.019 F.05

MAR-11-1994 14:23 FROM Philip Morris U.S.A.

TO

916152544866

F.03

JIM BUNNING  
4TH DISTRICT, KENTUCKY

COMMITTEES:  
S AND MEANS  
VICE CHAIRMAN, SUBCOMMITTEE  
ON SOCIAL SECURITY

BUDGET COMMITTEE  
ETHICS COMMITTEE  
EXECUTIVE COMMITTEE  
ON COMMITTEES

**Congress of the United States**  
**House of Representatives**  
**Washington, DC 20515-1704**



2427 RAYBURN BUILDING  
WASHINGTON, DC 20515  
(202) 225-3465

1717 DIXIE HIGHWAY  
SUITE 100  
FT. WORTH, KY 41011  
(606) 341-2602

October 1, 1993

Mr. J. F. Payne  
12903 Settlers Point Trail  
Goshen, Kentucky 40026

Dear Mr. Payne:

Thank you for sending me copy of your letter to Mr. Clinton express your opposition to increasing the federal tax on cigarettes. I agree with you.

I oppose any increase in tobacco taxes. I oppose tax increases in general, and I especially oppose tobacco tax increases because this is one of the most regressive taxes in our country. Tobacco is paying more than its fair share of taxes, and I can assure you I will oppose legislation to further increase tobacco taxes.

Although tobacco escaped the first round of taxes imposed by the Clinton Administration, it has been targeted for sizable tax hikes in the Clinton health care plan.

Studies prove that even a 75 cent tax increase on cigarettes could cost Kentucky a minimum of 7,400 jobs directly related to the tobacco industry. Another 9,000 jobs are indirectly related to the tobacco industry and these jobs would likely be lost too. Over 16,000 Kentucky jobs are directly or indirectly dependent on tobacco and I will continue to fight any further taxing of cigarettes.

Again, thank you for letting me know your thoughts. I am glad you agree with my position on this matter because we could be in for a pretty tough fight on tax issues.

Best personal regards,

  
JIM BUNNING  
Member of Congress

JB/mag

2073974675

4TH DISTRICT, KENTUCKY

COMMITTEES:

WAYS AND MEANS  
VICE CHAIRMAN, SUBCOMMITTEE  
ON SOCIAL SECURITY

BUDGET COMMITTEE  
FINANCIAL COMMITTEE  
EDUCATION COMMITTEE  
GOVERNMENT COMMITTEES

# Congress of the United States

## House of Representatives

Washington, DC 20515-1704

March 7, 1994

2427 RAYBURN BUILDING  
WASHINGTON, DC 20515  
(202) 225-3485

1717 DIXIE HIGHWAY  
SUITE 180  
FT. WRIGHT, KY 41011  
(606) 341-2802

Mr. Doug Murphy  
2624 Titleist Road  
Louisville, Kentucky 40242

Dear Mr. Murphy:

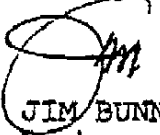
Thank you for your kind letter of appreciation for my opposition to President Clinton's proposed federal tobacco tax increase to pay for his health care plan.

I will continue to adamantly oppose any increase in tobacco taxes because this is one of the most regressive taxes in our country. Tobacco is paying more than its fair share of taxes now.

I believe tobacco has been unfairly singled out by the President to pay for his health care package. And I tried to make that point when Mrs. Clinton appeared before the Ways and Means Committee.

You can be sure I will do what I can. Again, thank you for writing me.

Best personal regards,

  
JIM BUNNING  
Member of Congress

JB/mag

2073974676

GREENUP AVENUE  
SUITE 238  
LAND, KY 41101  
(606) 325-8888

TOLL-FREE NUMBER 1-(800) 283-8983

704 W. JEFFERSON STREET  
SUITE 218  
LA GRANGE, KY 40031  
(502) 222-2188

TOTAL P 02

REGION V  
Ford D-TN

2073974677

The Tower, Suite 2900  
11 Commerce Street  
Nashville, Tennessee 37203  
(615) 255-2643  
FAX (615) 254-4866

March 21, 1994

The Honorable Harold E. Ford  
United States Representative  
2211 Rayburn House Office Bldg.  
Washington, D.C. 20515-4209

Dear Congressman Ford,

I am writing to you to ask your assistance on a matter that could destroy the livelihood of thousands of Tennesseans! I understand the necessity to reform our national health care system and the tough decisions that must be made in that regard.

However, President Clinton's proposal to fund his health care reform plan by increasing the federal excise tax on cigarettes will have a devastating effect on Tennessee's Tobacco Industry and on our state's economy. Over 50,000 farm families in Tennessee derive all or part of their income from growing tobacco. Although many of these jobs are in rural areas, we can't overlook the effect the loss of these jobs will have statewide. State taxes on tobacco generate revenue in excess of \$100 million annually. This money helps to fund our school system throughout the state.

Excise taxes are the most regressive taxes we endure in our country. The tobacco industry creates over 9,000 jobs in your congressional district. Conservative estimates show that over 750 of those jobs will be lost with the implementation of a 75 cent increase in the federal excise tax. We all understand the need for health care reform, however let's not punish one industry and burden our less fortunate citizens with an additional regressive tax. Surely a more equitable method of funding can be arranged.

I look forward to meeting with you personally in April.

Sincerely your friend,



J. Cleve Smith

2073974678

MAR 16 '94 17:27

399 P04

## FET Campaign Contact Verification

Representative Contacted: TN. State Senator John Ford  
(Congressman Harold Ford's brother)

Person Making Contact:

Name Clive Smith

Affiliation FD

Organization Smith Johnson Anderson + Co.

Address 611 Commerce Street Ste 2900  
Nashville, TN 37203

Telephone 615-255-2643

Contact Information:

Date of Contact March 17, 1994

Type of Contact (meeting/call, representative or staff)

Personal meeting at Senator John Ford's office.

Response

Senator John Ford indicated that his brother is a very strong supporter of Clinton's Health Care reform plan. Based on this information I suggest we change Harold Ford's status from a "3" to a "4".

Signature

Clive Smith

2073974679

REGION V  
Sundquist R-TN

2073974680



The Tower, Suite 2900  
611 Commerce Street  
Nashville, Tennessee 37203  
(615) 255-2643  
FAX (615) 254-4866

March 21, 1994

The Honorable Don Sundquist  
438 Cannon House Office Bldg.  
Washington, D.C. 20515-4207

Dear Congressman Sundquist,

It was a pleasure to speak with you at the Tennessee House Republican Caucus fund-raiser a couple of weeks ago. I want to thank you for your stand against the proposed increase in the federal excise tax on tobacco.

As you know, thousands of jobs in Tennessee and throughout the southeast are placed in jeopardy by the Clinton Administration's proposal to fund their health care reform plan on the backs of tobacco farmers. Your efforts in opposing this unfair tax will help to protect the livelihood of these farmers and people in related businesses.

Thank you again for your support on this extremely important issue. Please contact me if I can assist you in any way.

Sincerely,



J. Cleve Smith

2073974681

FET Campaign Contact Verification

Representative Contacted: Congressman Don Sundquist

Person Making Contact:

Name Clare Smith

Affiliation FD

Organization Smith Johnson Anderson + Co.

Address 611 Commerce St. Ste 2900  
Nashville, TN 37203

Telephone 615-255-2643

Contact Information:

Date of Contact March 9, 1994

Type of Contact (meeting/call, representative or staff)

Tennessee House Republican Caucus  
Sponsor

Response Congressman Sundquist clearly stated  
his opposition to any tax on  
tobacco

Signature

J. Clare Smith

2073974682

MAR 16 '94 17:27

399 P04

## FET Campaign Contact Verification

Representative Contacted: Congressman Don Sundquist

Person Making Contact:

Name Ron McMahon

Affiliation FO

Organization McMahon Vaughn

Address P.O. Box 12332

Knoxville, TN 37912

Telephone 615-544-0775

Contact Information:

Date of Contact March 4 + 7, 1994

Type of Contact (meeting/call, representative or staff)

Personal Telephone Conversation

Response

Congressman Sundquist clearly  
stated his position to any tax  
on tobacco

Signature

Ron McMahon

2073974683

REGION V  
Gordon D-TN

2073974684

The Tower, Suite 2900  
11 Commerce Street  
Nashville, Tennessee 37203  
(615) 255-2643  
FAX (615) 254-4866

March 21, 1994

The Honorable Bart Gordon  
103 Cannon House Office Bldg.  
Washington, D.C. 20515-4206

Dear Congressman Gordon,

I am writing to you to ask your assistance on a matter that could destroy the livelihood of thousands of Tennesseans! I understand the necessity to reform our national health care system and the tough decisions that must be made in that regard.

However, President's Clinton's proposal to fund his health care reform plan by increasing the federal excise tax on cigarettes will have a devastating effect on Tennessee's tobacco industry and on our state's economy. As you know, agriculture is Tennessee's number one industry and tobacco is still our number one cash crop. Over 50,000 farm families in Tennessee derive all or part of their income from growing tobacco. State taxes on tobacco generate revenue in excess of \$100 million dollars annually. This money helps to fund our school system throughout the state.

Excise taxes are the most regressive taxes we endure in this country. The tobacco industry creates over 8,000 jobs in your district. Conservative estimates show that over 670 of those jobs will be lost with the implementation of a 75 cent increase in the federal excise tax. We all understand the need for health care reform, however let's not punish one industry and jeopardize thousands of jobs throughout Tennessee. I urge you to vote against the proposed excise tax on tobacco.

Thank you for your consideration on this matter.

Sincerely,



J. Cleve Smith

2073974685



**TENNESSEE FARM BUREAU FEDERATION**

P. O. BOX 313 • COLUMBIA, TENNESSEE 38402-0313 • (615) 388-7872 • FAX (615) 388-5818

March 21, 1994

The Honorable Bart Gordon  
103 Cannon House Office Building  
Washington, DC 20510

Dear Congressman Gordon:

As the discussions on a proposed National Health Coverage continue to move forward, I want to reiterate our major objection for financing the health care effort at the expense of Tennessee tobacco farmers. I cannot over-emphasize the number of jobs that could be at stake with no other opportunities on the horizon for replacing them.

The following facts represent our major concerns.

1. Tobacco is Tennessee's #1 cash crop.
2. Tobacco is grown in 70 of Tennessee's 95 counties.
3. One out of every 37 Tennessee jobs is related to tobacco. That's more than 51,000 jobs.
4. Nearly 100,000 Tennessee families' livelihood depends on tobacco.
5. Each pound of tobacco earns a farmer \$1.84. The current tax on that pound is \$12.25. If this new tax passes, that tax will skyrocket to \$31.00.
6. No other product in the country is over-taxed as tobacco. Since 1982 the federal tax on tobacco has gone up 200%. If this new tax passes it will increase another 151%.
7. If this tax passes, and consumption decreases, Tennessee counties will lose millions in tax revenues, since the federal government gets every penny of the new tax. The state and local tax rates stay the same, and there will be less money for Tennessee.
8. If this tax passes, Tennessee payroll losses and the loss to local Tennessee economies will reach more than \$135 million, and more than 6,000 Tennesseans will lose their jobs.

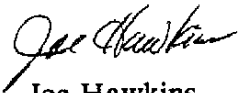
2073974686

The Honorable Bart Gordon  
March 21, 1994  
Page 2

9. An average pack of cigarettes cost \$1.50. Of that, one dollar covers the cost of the product and the retailers' share. The rest is taxes. If this new tax passes, the cost will go up to \$2.25.

I urge your opposition to this tax which will be so damaging to Tennessee tobacco farmers.

Sincerely,



Joe Hawkins  
President

JH:pg

2073974687

BART GORDON  
8TH DISTRICT, TENNESSEE  
RULES COMMITTEE  
BUDGET COMMITTEE  
DEPUTY MAJORITY WHIP AT LARGE



103 CANNON BUILDING  
WASHINGTON, DC 20515-4206  
(202) 225-4231  
106 SOUTH MAPLE STREET  
P.O. BOX 1986  
MURFREESBORO, TN 37133  
(615) 896-1986

**Congress of the United States**  
**House of Representatives**

March 7, 1994

Mr. John Spelling  
P.O. Box 149  
Hartsville, Tennessee 37074

Dear John,

In recent weeks, I've talked to many Middle Tennessee farmers who are concerned about the impact of the proposed increase in tobacco taxes. You can be assured that I don't want to see action that would cripple Tennessee tobacco growers.

Many health care proposals being discussed by Congress would greatly benefit those in the agriculture industry with better access to health care, more reasonable costs, and enhanced security. That's important. But I don't favor any additional taxes to fund improvements in our nation's health care system. Since health care already consumes one-seventh of our gross national product, I think we can improve the system with the money already being spent.

I've already written the President and expressed my serious concern about the proposed tobacco taxes.

As Tennessee's number one cash crop, tobacco is a vital source of employment for those involved in the production, manufacture and sales of tobacco products. I have worked hard in Congress to ensure that Middle Tennessee tobacco growers are able to compete and expand their markets. That's why I supported legislation requiring all domestically-made cigarettes to contain a least 75 percent domestically-produced tobacco. In the future, penalties will be assessed on all manufacturers whose cigarettes include more than 25 percent of imported tobacco.

In addition, the Mexican and Canadian tariffs on American cigarettes will be reduced to zero under the North American Free Trade Agreement. This will expand our markets by over 120 million people, ensuring increased demand for Tennessee tobacco. Within 10 years, U.S. tobacco exports to Mexico are likely to reach more than \$100 million. And in the recently completed GATT trade agreement, tariffs on cigarettes will be reduced in 116 other countries, making American cigarettes more competitive on the world market.

I will continue to work in Congress to expand opportunities for Middle Tennessee tobacco farmers, and to ensure the industry

2073974688



Mr. John Spelling -- Page 2

remains competitive domestically and internationally.

Please stay in touch.

Sincerely,

A handwritten signature in cursive script, appearing to read "Bart", written in black ink.

BART GORDON  
Member of Congress

BJG/lmf

2073974689

REGION VI

2073974690

# MEMORANDUM

March 21, 1994

TO: Mark Serrano  
FROM: Patrick McWhorter  
RE: FET Contacts in Region VI

Congressman Sam M. Gibbons (FL - D - 11)

John Baker, PM Field Operative, has gotten off to a great start since our initial meeting March 7, 1994. This past week, he has met with all sales representatives of the company in person to explain our program and ask their assistance in producing quality contacts to Congressman Gibbons. Some contacts have been sent you via overnight mail. We expect to begin producing quality contacts in greater volume this week.

John was told that Congressman Gibbons' district schedule was going to be arranged last week for the work period March 28 - April 8. John has talked with Greg Wonders, in the district office, virtually every day. He has not been given a time for an appointment with the Congressman yet. We continue to work toward a meeting the week of the 29th, but will meet with Mr. Wonders if it proves impossible to meet directly with the Congressman.

We have a postcard drop of 17,000 pieces arriving in Tampa today to be mailed notifying our friends of Gibbons' town hall meeting this Saturday.

John will be participating in the FET activities at the KGF Oscar Meyer facility in Tampa Wednesday, March 23, 1994.

A copy of John's report is in the packet overnighted directly to your office.

Congressman Clay Shaw (FL - R - 22)

Barbara Crooks, PM Field Operative, has also gotten off to a fast start since our March 7 meeting. She has met with all PM sales representatives in Congressman Gibbons' district, and has asked each of them to produce 7 quality contacts in the next 2 - 4 weeks.

Barbara has met personally with Dorothy Stewart of the Congressman's district office in Fort Lauderdale. We have been given 30 minutes with the Congressman personally on Tuesday, March 29, 1994 at 2:00 p.m. Barbara is working up the list of those we are asking to attend this meeting with us.

2073974691

Memorandum  
Mr. Mark Serrano  
Monday, March 21, 1994

As of this writing, no further town hall meetings have been scheduled. Barbara will continue to monitor for new events being scheduled.

Barbara will be at the Entemann's facility in Miami with John Ostronic Thursday, March 24, 1994.

Congressman Butler Derrick (SC - D - 3)

I have attached a copy of Tom Smith's memo detailing his personal visit with Congressman Derrick March 3, 1994. This was a most successful meeting, in which the Congressman assured Tom that he would under no terms vote for a \$0.75 FET increase, or anything close to that.

We have been forced to take a completely different approach with Congressman Derrick since his announced retirement. With the strategy we have devised, and with the success of Tom's initial meeting, it is our shared belief that we are better not to have any kind of appointment with the Congressman at this time. As noted in Tom's memo, he has two contacts close to the Congressman prepared to reinforce his visit with Derrick at the appropriate time.

I am working with our two field operatives from the sales force to generate letters to the Congressman from retailers and wholesalers. Those letters should begin appearing at any time.

The FET week visit to the KGF facility in Newberry, South Carolina was taken off the list by KGF with no explanation.

2073974692

**PHILIP MORRIS U.S.A.**

Unit Number 24-15-00

**INTER-OFFICE CORRESPONDENCE**

1211 TECH BLVD. SUITE 106 TAMPA, FL. 33619  
Ph-813 621-2164 Ext. 18 Fax-813 621-2231

To: Mark Serrano

Date: March 18, 1994

From: John R. Baker

Subject: FET Initiatives

Please be advised that the following FET initiatives have taken place throughout the Tampa, FL. District as of March 18, 1994:

\* Congressman Sam Gibbons office has been contacted to obtain and forward information pertaining to a scheduled Town Meeting in Tampa, FL. A request for an appointment with the Congressman has been submitted-still pending. Postcards have been requested to inform all Pro-smoking groups in the Tampa Area.

\* Petitions have been developed and distributed to appropriate Senior Account Managers, Unit Managers, and Sales Representatives to be placed in Retail Outlets selling cigarettes throughout the Tampa District. A "special information" card is also being developed for use in retail outlets.

\*Gary Gormin, owner of 16 Smoke N'Snuff tobacco stores based in FL. has been contacted. He will contact Gibbons office to express his opinion. Also, he has given us approval to place our petitions in his stores in the Tampa District.

\*A Cigarette Taxation information package has been put together and distributed to all PM personnel in the Tampa District to inform them of the Tax issue along with letter writing instructions for FET week. Also, a comprehensive information package has been supplied to the Miller Distributorships from Tampa to Ft. Myers requesting their support and assistance concerning the Tax issue.

If you have any questions, or need additional information, please let me know.

Regards,  
John R. Baker

2073974693

# **MEMO**

**March 11, 1194**

**TO: Mark Serrano**  
**FROM: Pat McWhorter**  
**RE: Direct Meetings with Targeted Congressman**

## **Congressman Butler Derrick (SC-D-6)**

Field Operative Tom Smith, Tobacco Business Network, held a private meeting with Congressman Derrick in Washington, D. C. Thursday, March 3, 1994. Tom is a personal friend of Congressman Derrick, and reported a very cordial meeting. Derrick stated with he would in no way support an increase in the FET of \$0.75, or even anything close to that amount. The Congressman was shown figures prepared by Philip Morris showing the amount of income that several of his close friends and advisors in the tobacco growing areas stand to lose if the FET is increased in this amount. One close friend, Dr. Eddie Floyd of Florence, South Carolina, stands to lose \$200,000 in income alone. He is the largest holder of tobacco allotments in the state.

## **Congressman Clay Shaw (FL-R-22)**

Field Operative Barbara Crooks, PM Sales Representative in Deerfield Beach, Florida, has talked with Dorothy Stewart, who is responsible for scheduling during district visits, has given us 30 minutes on the Congressman's schedule Tuesday, March 29, 2:00 p.m. in the district office. Dorothy warns, of course, that this date and time are tentative right now, since the Congressman is currently not scheduled to return to the district until that day. We will adjust subject to any revisions. Barbara is working on the representatives who will attend this meeting and the agenda at this time.

## **Congressman Sam M. Gibbons (FL-D-11)**

Field Operative John Baker of Tampa, Florida, attempted to arrange a meeting time with the Congressman's field director yesterday. He was told by Greg Wonders that no meetings are being scheduled as of yet, pending decisions on the Congressman's schedule for the recess period by staff in Washington. Our request is in, and John will continue to monitor the office until decisions are made. We expect to know something next week.

We will have additional information on other grasstops contacts for you next week. Since our meeting with the field operatives for Congressmen Shaw and Gibbons were just held Monday, March 7, Barbara and John have just started their work. Both will begin meetings with the sales force as well as individual wholesalers and retailers next week.

2073974694



SOUTH  
CAROLINA  
TOBACCO  
BUSINESS  
NETWORK

Thomas E. Smith, Jr.

MEMORANDUM

TO: Henry Turner and Pat McWhorter  
FROM: Tom Smith *TES*  
DATE: March 14, 1994  
RE: Meeting with Congressman Butler C. Derrick, Jr. on  
March 3, 1994

I met with Congressman Derrick for approximately 30-40 minutes at the United States Capitol.

The purpose of my visit was to explain to the Congressman the economic effect of the \$.75 per pack tax increase on two (2) of his very close personal friends who are large tobacco growers in Florence County. The Congressman had been contacted by both individuals prior to my visit but he was not aware of the impact. For one of these individuals, it would mean a loss of his investment in excess of \$200,000, and for the second, the resulting decrease in acreage from future allotment cuts would cause severe financial distress, if not bankruptcy.

The Congressman and I went over the numbers in detail. He had assured me at the outset that he thought that \$.75 was "way, way too much" and at the end of our conversation, he stated that I could be assured that he would not vote for a \$.75 tax increase. That any tax increase would have to be much less than that figure.

He stated that he was leaving the Congress without any idea of what he was going to do after his term was completed. He stated that he had not contacted nor been contacted by the Administration for any position and did not expect to be contacted or to contact them.

My two (2) contacts are ready to reinforce my visit with him when the timing is right.

TESjr/lf

2073974695

**PHILIP MORRIS U.S.A.**  
Unit Number 24-15-00

**INTER-OFFICE CORRESPONDENCE**  
1211 TECH BLVD. SUITE 108 TAMPA, FL. 33619  
Ph-813 621-2164 Ext. 18 Fax-813 621-2231

To: Pat McWhorter

Date: March 10, 1994

From: John R. Baker

Subject: Sam Gibbons-Town Meeting

A Town Meeting has been scheduled by Sam Gibbons as follows:

When: Sat. March 26, 1994  
Time: 9:00 A.M.- 11:00 A.M.  
Place: Berkeley Preparatory School  
4811 Kelly Rd.  
Tampa, FL.  
Ph. (813) 885-1673

Please have cards printed targeting the Smokers Caucus & Advocate Recipients Groups, along with any other influential groups that you know about.

I appreciate your help, if you need additional information please let me know.

Regards,

John R. Baker

2073974696



REGION VI  
Derrick D-SC

2073974697

REGION VI  
Shaw R-FL

2073974698



800 Fairway Drive, Suite 150 Deerfield Beach, Fl. 33341

March 21, 1994

The Honorable E. Clay Shaw  
1512 E. Broward Blvd., Suite 101  
Ft. Lauderdale, Fl. 33301

Dear Congressman Shaw:

I am opposed to increasing the federal excise tax (FET) on cigarettes in order to fund a new national health care program. I believe health care reform is a worthy goal, however, it is **UNFAIR, UNRELIABLE AND UNWISE** to raise cigarette taxes to fund health care reform. As an employee of Philip Morris U.S.A., I have closely examined the "real" facts of this issue and strongly believe in the following arguments.

\* Increasing the FET will cost thousands of jobs in the tobacco and related industries. 7,801 jobs are at risk in your District. Over 500 jobs would be lost.

\* Cigarette taxes are an unreliable source of revenue. If the FET is increased, cigarette sales will decrease and this revenue base will shrink. Consequently, the revenue generated will never be as high as projected.

\* Cigarette excise taxes are regressive. The smallest incomes are hit the hardest.

\* It is unfair to use cigarette taxes to fund a health care program which benefits everyone.

I am assisting my company in our efforts to defeat the FET increase by coordinating the efforts of fellow employees and concerned constituents in your District. Dorothy Stewart has been most helpful and cooperative in scheduling a meeting with you on March 29th. We look forward to meeting with you to voice our position on this issue.

Thank you in advance for your time and consideration.

Sincerely,

*Barbara Crooks*

Barbara Crooks

2073974699

APR 20 1994 11:18 AM  
FET Campaign Contact Verification

Representative Contacted:

DOROTHY STEWART CLAY SHAW'S DIST. OFC.

Person Making Contact:

Name

BARBARA CROOKS-SPECIAL ASSIGNMENT REPRESENTATIVE

Affiliation

FIELD OPERATIVE FOR CLAY SHAW'S DISTRICT

Organization

PHILIP MORRIS U.S.A.

Address

800 FAIRWAY DRIVE, SUITE 150

DEERFIELD BEACH, FL 33341

Telephone

(305) 698-6600

Contact Information:

Date of Contact MARCH 16, 1994 3:00P.M.

Type of Contact (meeting/call, representative or staff)

MET WITH DOROTHY STEWART AT CLAY SHAW'S DISTRICT

OFFICE IN FT. LAUDERDALE. DISCUSSED UPCOMING MEETING,  
BOUNDARIES AND NATURE OF CLAY SHAW'S DISTRICT.

Response

DOROTHY WAS VERY FRIENDLY. DOROTHY INDICATED THAT SHE  
HAD NOT BEEN CONTACTED LATELY BY ANYONE FROM THE  
TOBACCO INDUSTRY REGARDING THE FET (WITH ANY STRONG  
OPPOSITION TO THE TAX)

Signature

Barbara Crooks

2073974700

REGION VI  
Gibbons D-FL

2073974701

Congressman Sam Gibbons  
2002 N. Lois Ave. #260  
Tampa, FL. 33607

John R. Baker  
5418 Worthington Loop  
Palm Harbor, FL. 34685

March 15, 1994

Dear Congressman Gibbons,

I am opposed to any tax increase on cigarettes. Cigarettes are already the highest taxed consumer product on the market today. Additional taxes would be totally unfair.

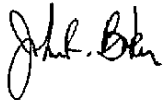
If it is the Governments intention to abolish smoking by making the product unaffordable, why not just outlaw cigarettes altogether.

It appears as though the Govt. has decided to profit as much as possible from a legal consumer product under the disguise of "acting in the best interests of the public".

When the projected revenues from cigarette taxes are not enough to help fund the new health care system, what product is next on the hit list, soda, beer, or candy? If the Govt. continues to excessively tax products that it feels are unhealthy, we will no longer be living in a free country. They use to call it freedom of choice. It's becoming choose what the Govt. thinks is best for you.

Please let me know how you feel about this most important issue.

Sincerely,



John R. Baker

2073974702

## FET Campaign Contact Verification

· Representative Contacted: Sam Gibbons

· Person Making Contact ·

Name Gary Gormin

Affiliation Secretary/Owner

Organization Smoke & Snuff, Inc.

Address 3899 Ulmerton Rd.

Clearwater, FL 34266

Telephone (813) 573-5602

· Contact Information ·

Date of Contact 3/15/94

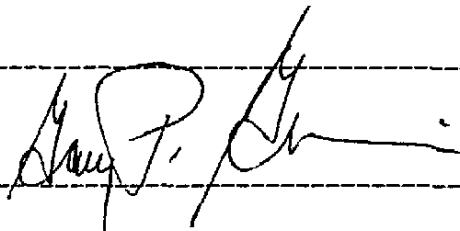
Type of Contact (meeting/call, representative or staff)

Phone Call

Response Message will be passed along to Congressman

Sam Gibbons.

Signature



2073974703

**REGION VII**

**2073974704**



March 11, 1994

Transmitted by Fax to: 1-703-684-0538

Mark Serrano  
Targeted Communications, Inc.  
1414 Prince Street, Suite 300  
Alexandria, VA 22314

Dear Mr. Serrano:

Pursuant to your memorandum of March 9, 1994, I would like to bring you up to date with regards to the following activities in Region 7:

1. Letters have gone out to over 300 suppliers, retailers, and wholesalers in the 4th Congressional District. A copy of those letters is enclosed with this fax. I have received telephone responses from 3 of the recipients indicating that they have mailed out a number of letters to Congressman Kleczka. One of the suppliers made copies of my letter and gave it to customers in addition to having his employees write Congressman Kleczka. I will be following up with verification contact with these particular recipients.
2. I have a confirmed meeting with Congressman Kleczka on April 9, 1994, at 11:00 A.M. in his Milwaukee District Office. The Congressman has requested that I send him a list of the meeting's participants and the topics we wish to discuss as soon as possible. I would appreciate it if I could get the names and addresses of the participants who will be at that meeting. Congressman Kleczka wanted me to fax that to him as soon as possible.
3. Congressman Kleczka had a fund raiser in Washington, D.C., on March 8, 1994. In addition to this, he has a scheduled fund raiser in Milwaukee at the Pieces of Eight Restaurant on Harbor Drive on April 11, 1994. The cost for this event is \$200.00 per person. It is imperative that this be well attended by Philip Morris employees as well as Miller employees. I have notified area wholesalers of this particular event.

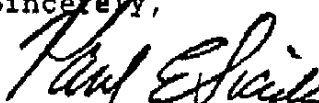
2073974705

Mark Serrano  
March 11, 1994  
Page Two

4. I am still awaiting a list of key contacts in the 4th Congressional District of key Philip Morris or Miller employees who will help administer the grasstops contacts and to assist in some follow up work with regards to this effort.
5. By March 17, 1994, I should be making contact with various ethnic business and social groups in the 4th Congressional District through a Philip Morris Field Operative who lobbies on the state level. We will be meeting with these ethnic leaders to encourage them to have some input in this particular effort.
6. During our conference call of March 10, 1994, I alluded to a Milwaukee Sentinel article relating to targeting Congressman Kleczka on the health care plan. I am enclosing a photocopy of that article along with this fax.
7. Finally, I hope to have the names of key executives at Miller and Philip Morris who will contact the Governor and two former Governors and urge them to take part in this communication process. Hopefully, that will be accomplished by the end of next week as well.

If there are any questions, feel free to call on me.

Sincerely,

  
Paul E. Sicula

PES:jc  
Encl.

cc: Frank Donatelli

2073974706

REGION VII  
Kieczka D-WI

2073974707

March 2, 1994

Honorable Gerald Kleczka  
U.S. House Of Representatives  
Washington, DC 20515

Dear Mr. Kleczka:

I am writing to you because I strongly oppose the tax increase on cigarettes.

I am married to a Vietnam Vet who has been diagnosed with Agent Orange Syndrome. He has a decent job in computers and I am employed by an agency who works with Phillip Morris. Both of us have been smoking since we were in our teens, by choice.

I think hard drugs and drinking are alot more dangerous than smoking. At least we don't kill people for the money to buy our cigarettes, or kill by driving impaired.

Sincerely,

Jo Pichler  
529 Jordan Cir.  
Colgate, WI 53017

2073974708

Dear Mr. Heckler,  
 and President Clinton  
 proposed to increase the federal tax  
 on cigarettes by 75-cents per pack  
 to be very unreasonable

Tobacco is the only product  
 President Clinton singled out for higher  
 taxes. That means 50 million Americans  
 who chose to smoke will pay more  
 than \$13.4 billion in cigarette taxes  
 this year alone, taxes that non-smokers  
 do not pay. That's just not fair  
 since all citizens are to benefit from the  
 new government program. I think if  
 the government needs more money for  
 health they should stop wasting so much  
 of it. Americans pay more than \$900

billion each year for health care.  
 An estimated 200 billion is wasted  
 on administrative and bureaucratic costs  
 and on unnecessary treatments and  
 procedures. Maybe legislators could re-  
 evaluate how existing health care funds  
 are spent, and determine how these  
 dollars could be better spent

I thank you for your time,  
 (414) 438-1098  
 3805 N 75th Ave #3 Milwaukee, WI 53208

2073974709

FEBRUARY 24, 1994

HONORABLE GERALD KLECZKA  
U.S. HOUSE OF REPRESENTATIVES  
WASHINGTON, DC 20515

DEAR MR. KLECZKA;

I AM WRITING TO YOU BECAUSE I STRONGLY OPPOSE THE TAX INCREASE ON CIGARETTES.

FIRST OF ALL I FEEL THIS IS AN UNFAIR TAX BURDEN ON THOSE OF US WHO ARE THE LEAST ABLE TO PAY.

BEING A SINGLE PARENT OF TWO, I CANNOT AFFORD TO BE ONE OF THE THOUSANDS OF PEOPLE WHO WILL BE UNEMPLOYED DO TO THIS TAX INCREASE.

THE TOBACCO COMPANIES NOT ONLY EMPLOY THOSE IN THERE OWN PLACES OF BUSINESS, BUT OTHERS ARE AFFECTED ALSO.

IN CLOSING, PLEASE RECONSIDER IN PASSING THIS INCREASE AS IT WILL ADD MORE TO THE WELFARE LINE AND LESS TO THE ASSEMBLY LINE.

SINCERELY,  
MS. SHARON M. TARANTINO  
1282 FALLS RD  
GRAFTON, WI 53024

2073974710

*Law Offices*

**ATINSKY, KAHN, SICULA & TEPPER**

PHILIP L. ATINSKY  
IRVING S. KAHN  
PAUL E. SICULA  
COURT COMMISSIONER  
TERRY D. TEPPER  
WILLIAM S. MAUTNER

GERMANIA BUILDING - SUITE 804  
135 WEST WELLS STREET  
MILWAUKEE, WISCONSIN 53203-1807  
  
(414) 271-8100  
FAX (414) 271-8332

March 21, 1994

Congressman Gerald D. Kleczka  
Attn: Kathy Hein  
5032 W. Forest Home Avenue  
Milwaukee, WI 53219  
FAX: (414) 327-6151

Dear Kathy:

Pursuant to Jerry's letter of February 28, 1994, wherein he wanted to be advised of the names of the people who are going to attend the April 9, 1994, 11:00 A.M. meeting at his Milwaukee office, I am sending you the following:

1. Randy Lawrence;
2. Barbara Ellen;
3. Bob Ames;
4. Jim Szudzik.

Those are all area Philip Morris sales representatives who operate out of the Philip Morris offices located at 11575 Theo Trecker Way, West Allis, Wisconsin, 53214. They primarily deal with retailers, suppliers and distributors that reside within Congressman Kleczka's district. Randy Lawrence is the head of that office, and his phone number is (414) 475-5811.

In addition to this, Chuck Lester will be attending that meeting. Chuck owns the Mitchell Street Mall Smoke Shop located at 1030 W. Mitchell Street, Milwaukee, Wisconsin, 53204. As you may know, his smoke shop is one of the biggest retailers of cigarettes products to the customers who reside solely in Congressman Kleczka's district. Chuck and his wife reside in Congressman Kleczka's district. Finally, I will be attending that meeting as well.

The sole purpose of our discussion will be to communicate our opposition to cigarette tax funding for the purposes of health care.

I can't thank you and Jerry enough for taking time out to visit with us on April 9, 1994.

2073974711

Sincerely,

Paul E. Sicula  
PES/mso  
Enclosure

cc: Frank Donatelli


2073974712



GERALD D. KLECZKA  
MEMBER OF CONGRESS  
WASHINGTON, D.C.

February 28, 1994

Atty. Paul E. Sicula  
Atinsky, Kahn, Sicula & Teper  
Germania Building Suite 604  
135 W Wells Street  
Milwaukee, Wisconsin 53203-1807

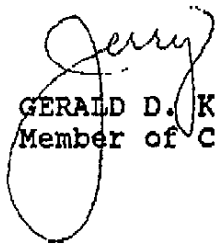
Dear Atty.  Sicula:

I am writing to confirm our meeting Saturday, April 9, at 11:00 a.m., in my Milwaukee District Office, 5032 West Forest Home Avenue, with you and your new clients, representatives of the Philip Morris Corporation. Kindly send me, via facsimile machine, a list of the meeting's participants and the topics you wish to discuss. My Milwaukee office fax number is 327-6151.

I also understand that you were interested in my upcoming campaign events. On Tuesday, March 8, my campaign is hosting a \$1,000 per person fundraising event at the Democratic Club in Washington, D.C. In addition, on Monday, April 11, the campaign will hold a \$200 per person event at Milwaukee's Pieces of Eight restaurant, on Harbor Drive, from 5 to 7 p.m.

Again, I look forward to seeing you on April 9.

Sincerely,

  
GERALD D. KLECZKA  
Member of Congress

GDK/cv

2073974713

The Honorable Gerald D. Kleczka  
Congressman - Fourth District  
5032 West Forest Home Ave.  
Milwaukee, WI 53219

Dear Mr. Kleczka:

March 11, 1994

This letter is a cry for help from the people of Wisconsin! We realize that the government needs money to run our country, but how unfair to add another tax burden to SMOKERS, only! We're already paying more than our share of taxes. We also pay higher insurance premiums. In fact, for quite some time now, we've had to "take a back seat" almost everywhere we go. Is this not a form of discrimination?? The very thing our constitution says is illegal?

We don't mind paying our fair share of taxes, but this means everyone pays equally.

If the .75 per pack cigarette tax is approved, the ripple effect in Wisconsin will most certainly lead to the loss of over 5,000 jobs! Wisconsin tax revenues will also drop by over \$21,000,000! Where will the government then turn to raise this money? This is definately a most regressive form of taxation, as it does not consider a person's ability to pay.

If the government needs more revenues why not tax EVERYONE, EVERYWHERE, EQUALLY, in all walks of life and in all types of consumption?

Please, Mr. Kleczka, don't let this keep happening to us! Help us! There must be a better (and more fair) way.

Sincerely Yours,

*Rose A. Lester*  
1020 So. 63 St.  
West Allis, WI 53214

2073974714

The Honorable Gerald D. Kleczka  
Congressman - Fourth District  
5032 West Forest Home Ave.  
Milwaukee, WI. 53219

Dear Mr. Kleczka,

March 11, 1994

The smokers of Wisconsin are joining in to let you know how we feel about the proposed .75 tax raise per pack of cigarettes. Our signatures, attached, agree with the letter enclosed.

| NAME                   | ADDRESS                                       |
|------------------------|---|
| Douglas Hubert         | 1821 A. S. C <sup>th</sup> Mil-               |
| Kathy Hubert           | 1821 A. S. C <sup>th</sup> M.l.w.             |
| Tom Kopatich           | 4011 W. Greenfield M.l.w. Wis                 |
| James Kochubski        | 2012 211 <sup>th</sup> Milwaukee, WI 53204    |
| Fredy Garcia           | 921 W Lapham Milw. Wis                        |
| Dean Junt              | 921 W Lapham Milw Wis                         |
| Ernest Fanta           | 1578 S. 11 <sup>th</sup> Milw., WI 53204      |
| Holmes Mijewski        | 921 W Lapham St, 53204                        |
| <del>Craig Krumm</del> | <del>1961 S 10<sup>th</sup> Milwaukee</del>   |
| <del>Steve Zade</del>  | <del>2060 20<sup>th</sup> St Milwaukee</del>  |
| Albert F. Zimny        | 1606 So. 11 <sup>th</sup> St. Milwaukee 53204 |
| Priscilla Hargrett     | 1966 S. 6 <sup>th</sup> Milwaukee 53204       |
| POTTS & Thomas         | 929 W. MILWAUKEE ST 53204                     |
| Kurt Walberg           | 1527 W Mitchell 53204                         |
| Brian Kolodzyk         | 2846 So 11 <sup>th</sup> 53215                |
| John Stein             | 7835 W Eagle Wauwatosa                        |
| John Ruda              | 2212 So 57 <sup>th</sup> Milwaukee, WI        |
| Ken Beiler             | 2029 S 72 Milwaukee Wis                       |

2073974715

Signatures of protest against .75 tax raise per pack --continued

| NAME                | ADDRESS            |               |
|---------------------|--------------------|---------------|
| Bob Wahl            | 2022 A. S. 7th St  | Milwaukee, WI |
| Denise Nelson       | 827 W Alma St.     | Milwaukee WI  |
| Betty Dronso        | 2252 So 7th St     | Milwaukee WI  |
| Bruce Bedell        | 2346-A So. 18th St | Milwaukee, WI |
| Don Hauke           | 1540 S. 10th St.   | Milwaukee, WI |
| James C. Jodel      | 2302 A W. Merrill  | Milwaukee, WI |
| Florence Guglielmi  | 1135 W. Windlake   | Milwaukee, WI |
| Alemonis Cook       | 1553 W Greenfield  | Milwaukee, WI |
| Burt Nichols        | 1831 S 11th St     | Milwaukee WI  |
| Matthew J. Apyszale | 2318-A So 14th St  | Milwaukee WI  |
| Lita Smoczyński     | 1833 So. 11th St   | Milwaukee WI  |
| Dabbie Lone         | 2258 S 12th St     | Milwaukee WI  |
| Janette Krause      | 1822 So. 18th St   | Milwaukee, WI |
| Jerome & Snell      | 1822 So 18th St    | Milwaukee, WI |
| Harry Hauck         | 3006 W. Pierce     | Milwaukee, WI |
| Ben Mock            | 1426 N W Roger St  | Milwaukee, WI |
| Fanny Pappaneri     | 4330 71st St       | Milwaukee, WI |
| John Baechler       | 1226 S. 8th        | Milwaukee, WI |
| Hella Laske         | 2820 So 8th        | Milwaukee WI  |
| Wick Laske          | 2820 So 8th        | Milwaukee, WI |
| Nicholas D. Howard  | 413 W. Mineral St  | Milwaukee, WI |
| Nike Sura           | 2077 So. 13th      | Milwaukee, WI |

2073974716

March 11, 1994  
Continued

Signatures of protest against .75 tax increase per pack

Joseph R. Fabianicki 500 W. Maple St. #9 Milwaukee, WI 53204

Jim Truska 2325 S. 10th St

Charles Gajkowski 2024 S. 20th St. Milwaukee, WI 53204

Edwin Jones 1302 S. 11th St Milwaukee

Margaret Domera 1606 S. 8th #20 Milwaukee

Patricia Beyonick 1701 So 5th St. Milwaukee 53204

Samuel P. Rosario 12090 W. Pham BL Milwaukee, WI 53222

Roz J. Smith 5412 W. Lincoln Milwaukee, WI 53219

Donald J. Macinski 6213 S. 13th Milwaukee, WI

Doreen Wallow 2034 So 14th Milwaukee

Ralph Leen 2034 So 14th Milwaukee

2073974717

March 11, 1994

Continued

Signatures of protest against .75 tax increase per pack

|                     |                                       |
|---------------------|---------------------------------------|
| Daniel Carl Hughes  |                                       |
| Cindy Hall          | 1665 So. 30th Milw, WI                |
| Howard Dwyer        | 818 Lakewood Milw, WI                 |
| Rosemary Marchini   | 3330 W Scott St Milw, WI              |
| Maurice Kingan      | 4601 So. 16th St #106 Milw, WI        |
| Linda Grosschodt    | 2209 W. Greenfield Ave Milw, WI       |
| Jodi Beetzee        | 1227 S. 8th Milw, WI                  |
| Joseph A. Gutierrez | 1226 S. 34th St Milw, WI              |
| Debra Garcia        | 1559 A So. 13th Milw, WI              |
| Esther Kozajal      | 3307-20th St Milw, WI                 |
| M. J. Kandziora     | 548 W. Maple & Milw, WI               |
| Janet Hutaga        | 1528 So. 25th St. Mil, WI             |
| Allan Kahn          | 1538 So 25th St Mil, WI               |
| Genevieve Stuck     | 2470 So. 5th Pl Mil Ws.               |
| Ronald Meddaugh     | 604 W. Rogers St.                     |
| James J. Jones      | 1022 A W. Madison Mil, WI             |
| Donna Taggart       | 1315 So 10th St Mil WI                |
| Joseph Espar        | 3138 W. Farwell Ave. Ws.              |
| Doreen Zielinski    | 1632 S. 8th St milw WI                |
| Ernest W. Wapleski  | 522 W. Greenfield Ave                 |
| Horace Fields       | 5721 N 94th St Apt. 6th               |
| Alfred Buccora      | 1018 So 21st St Milw, WI              |
| Donna Ann Stuch     | 13325 W Crawford New Berlin           |
| Douglas J. Plam     | 3910 W. GREENFIELD WEST MILW          |
| BOB DECHERT         | 751 N. 4TH ST.                        |
| Dennis J. Hill      | 1221 W. Orchard Milw. Wis. 53204      |
| John D. Langley     | 1514 So. 9th St. Milw, WI 53202       |
| Gweneth Gray        | 525 Fairview Ave WILMINGTON, DE 19806 |
| Nelsa Gray          | 4715 N 35th St Milw WI                |
| Sandra Darrow       | 21670 S. 14th                         |
| Hilda D. Darrow     | 1609 So. 10                           |
| Debi Roosen         | 4324 S. Nicholson St. Franco 53235    |

March 11, 1994

Signatures of protest against .75 tax raise  
per page - - - continued

|                      |  |
|----------------------|--|
| Randy Sura           | 3666 So. 20 <sup>th</sup> Milwaukee, WI          |
| Howard Dwyer         | 818 Lapham Milwaukee, WI                         |
| Robert J. Brown      | 2454 So. AUSTIN Milw. WI                         |
| Larrend. Kochler     | 2727 So. 53 <sup>RD</sup> ST Milw WI             |
| Donald E. Eppert     | 2734 W. State Mele Milwaukee                     |
| Gail Ingwers         | 3040 S. 12 St " "                                |
| Carmen Allen         | 1416 W. Orchard Mil Wis                          |
| Edwin Jacobs         | 1528 S 10 <sup>th</sup> ST Milw wis              |
| James D. Teyano      | 3726 W Park Hill " "                             |
| Ann M. Braun         | 1927 So Winona Lane Milw-Wis                     |
| Sue Maltz            | 220 W 38 <sup>th</sup> Milw Wis                  |
| ROBERT PINSKE        | 620 EAST HOMER APT. #20                          |
| John Michael Kranger | 620 E. HOMER ST MILW, WISC. APT. #12             |
| Richard B. Kuehl     | 10525 N. Greenfield St. Mallis Wis               |
| John H. Eschle       | 1030 W Scott St Milwaukee                        |
| Dennis Fongio        | 2019 S 8 <sup>th</sup> St mil wi 53204           |
| Bernice P. Cole      | 3121 N. 34 <sup>th</sup> Milw W. 53216           |
| David F. LaMonte     | 316 W. Lapham Blvd 53204                         |
| Danika Bachler       | 1425 W Washington St Milwaukee 53204             |
| Josephine Deptula    | 1639 E. 17 <sup>th</sup> St. Milwaukee, WI 53204 |
| Anneles Hirsch       | 1661 S 3 <sup>rd</sup> Milwaukee 53204           |
| Barbara Zeng         | 3505 So Ellen St                                 |
| Wayne D. Heltzer     | 2525 So. HOWELL AVE. Milwaukee 53207             |
| J. Peterson          | 4221 S. 6 <sup>th</sup> St B3 Milwaukee 53201    |
| Jesús Cancel         | 921 West Lapham Apt 22 53204                     |
| Richard J. Jorgensen | 4174 S. 6 <sup>th</sup> 53220                    |
| David M. Kugel       | 1532 N. W. MITCHELL ST. 53204                    |
| Lawrence A. Home     | 1969 S. So. 10 <sup>th</sup> ST. 53204           |
| Joseph A. Zeldman    | 1922 S 12 ST 53204                               |
| Spino Pchayev        | 1733 A. P. 11 <sup>th</sup> 53204                |
| William Kuhn         | 1320 W. Orchard St 53204                         |

REGION VII  
Rostenkowski D-IL

2073974720



REGION VII  
Crane R-II

2073974721

REGION VIII

2073974722

Date: March 10, 1994  
To: Mark Serrano/TCI  
From: Weldon Denman/Region 8 & 9  
Re: Info Requested March 9-3 Topics

REGION 8

P. Hoagland (D-NE-2)

F.O. Jerry Fitzpatrick

- \* No face-to-face meetings to date.
- \* A meeting is scheduled with Congressman Hoagland in Omaha, NE in April 5; will include:
  - Dave Schulte, Pres., Nebraska Assoc. of Tobacco/Candy Dist.
  - Leo Kamisar, Pres., GENCO Sales Amcon
  - Steve Bowman, Buyer, Bakers Super Markets
  - Dave Capp, Southland Corp.
  - Kurt Welu & Jerry Fitzpatrick, PM
- \* F.O. has requested (in writing ) letters to be sent from:
  - Ed Jaksha, NE Taxpayers Assoc.
  - Rick Meyer, Midland Dist. Co.
  - Jack Schroeder, Tri County Vending

Note: Hoagland has scheduled town hall meetings in Omaha, NE on March 25, 26 & 27.

A. Wheat (D-MO-5)

F.O. Terry McDonald

- \* No meetings held to date
- \* Delia Young, Kansas City, MO public relations consultant and close friend of Wheat, will meet personally with him 3/28/94 week
- \* F.O. has requested letters to be sent to Wheat from:
  - Paul Ware, Kansas City retailer
  - Mauric Peterson, Kansas City retailer
  - Joe Omsby, Kansas City retailer
  - Vince Totto, Kansas City Retailer
  - Nick Fazzino, Owner, 18th and Benton Liquors & Market, Inc.

2073974723

**M. Hancock (R-MO-7)**

**F.O. Rick Linder**

F.O. just signed on 3/4/94. From conference call 3/9/94 with Mark Serrano and me, he has pledged to schedule district meetings 3/28/94 week.

**B. Brewster (D-OK-3)**

**F.O. \_\_\_\_\_**

F.O. assignment still pending. RD Matt Paluszec still working with Gary Furrmeister/Tulsa sales manager for a name.

#### **REGION 9**

**B. Jefferson (D-LA-2); J. McCrery (R-LA-5)**

**F.O. Tommy Hudson**

\* F.O. had phone visit with Jefferson 3/3/94; Congressman indicated he presently was in full support of President's health care proposal and supportive of legislation (i.e. FET).

Recent communication with McCrery confirmed he is presently against FET and the President's proposal.

\* According to F.O. meetings will begin being scheduled 3/14 week in both districts

**J. Pickle (D-TX-10)**

**F.O. Stan Schlueter**

F.O. has been out of state for past week; he will contact Paul Hilgers, Pickle aide in D.C. office, 3/14/94 a.m.

John Arizpe/PM Austin sales manager, will designate a sales rep by 3/11 to provide support to F.O. through targeted meetings and letters.

**B. Archer (R-TX-7)**

**F.O. \_\_\_\_\_**

F.O. assignment still pending. I talked to Cheryl Bates/PM Houston sales rep on 3/9/94; waiting on confirmation pending her discussion with John Love/SSD Houston on 3/11.

2073974724

M. Frost (D-TX-24)

F.O. \_\_\_\_\_

F.O. assignment still pending. Waiting on designated person from Jim Paddock/SSD Dallas following our discussions on 3/8/94.

2073974725

101  
PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE  
Territory Number 31-08-00 Springfield, Mo.

To: Weldon Denman

Date: 3/22/94

From: Rick Linder

Subject: Meeting/ Mel Hancock

On March 11, 1994, Wayne Gregory contacted the Springfield office of Congressman, Mel Hancock. Wayne spoke to the office manager Dan Waddlinton about a possible meeting between Congressman Hancock and himself. A meeting time will be set up as soon as the details can be arranged.

Wayne will be re-contacting the congressman's local office this week to ensure that the meeting can be arranged. The date of April 1, has been tentatively scheduled as the day of the meeting.

Mel Hancock will be in fifty towns during his twelve days back in the district.

2073974726

**REGION VIII**  
**Hoagland D-NE**

**2073974727**



11311 P Street Omaha NE 68137

3/18/94

Hon. Peter Hoagland  
8424 Zorinsky Federal Building  
215 North 17th Street  
Omaha, Nebraska 68102

Dear Congressman:

Thank you for taking the time from your busy schedule to call me and discuss the pending increase of the cigarette excise tax of \$.75. I hope that you arrived home in time to see your wife.

I have lived in Omaha all of my life. I am 49 years old and I have been employed by Philip Morris for 18 years. I am married and have two children. I own or should say I am buying my home. My lively hood and the ability to provide for my family is directly related to the sales of cigarettes. The proposed increase of \$.75 per pack on cigarettes will more than likely result in the closing of the Omaha District Office of Philip Morris and my employment.

I am not opposed to reform the Health Care System of the United States. However since all citizens will share in the benefits of Health Care Reform I feel that there should be a more equitable form of funding where all citizens of the country share the cost. To single out one group of people is discriminatory. It is taxation without representation a manifest tendency to subvert the rights and liberties of the American Smoker and Tobacco Workers. No matter how noble the cause an infringement on our liberties can not be tolerated in the United States, a country founded on the principles of individual freedoms and the pursuit of happiness.

According to In Context Inc. Political Economic Analysis there 24,330 Tobacco-Related jobs in the State of Nebraska of which 7,943 are in the 2nd District. Price Waterhouse estimates that at least 1,000 jobs would be lost due to an increase of \$.75 per pack cigarette excise tax and a loss of \$5,480,400 in Nebraska cigarette excise tax revenues.

As you can see the proposed FET tax increase will definitely impact on myself and 10 fellow employees of Philip Morris who work in the 2nd District as well as many other Nebraskans. I urge you consider these facts before you enact legislation that will put me out of work.

Again thank you for calling me. I am sorry we could not meet personally. I would like to know your views as to the loss of jobs and the economic impact in the 2nd District.

Jerry Fitzpatrick,

2073974728





1115 CREST CIRCLE

3/21/94

Rep. Peter Hoagland  
House of Representatives  
Washington DC 20515

Dear Rep. Peter Hoagland:

I have been an employee of Philip Morris U.S.A. for fourteen years. If you vote for the 75 cent tax increase, I will lose my job. I urge you to vote against the 75 cent cigarette tax increase.

Taxing cigarettes to fund The Clinton Health-Care reform bill is ridiculous. The Government wants to tax cigarettes, and then they work to eliminate cigarettes altogether. If cigarettes are eliminated, what segment of society pays for health-care then?

I feel another way should be found to pay for health-care; one that would cost fewer jobs. After all, doesn't the President want to create more jobs?

Sincerely,

John S. Ingalls  
1115 Crest Circle  
Papillion, NE 68128

(PM Sales Rep.)

2073974729

Rep. Peter Hoagland  
House of Representatives  
Washington, DC 20515

Dear Congressman:

The proposed tax increase on cigarettes to fund health-care is truly unwise and unreasonable. I believe it is totally unfair to single out one segment of the population to carry the tax burden for health care.

I also believe Americans need jobs, this legislation in its present form will eliminate many jobs in retail and agriculture. This proposed tax increase will surely have a severe impact on our country's economy.

I urge you to consider all the consequences of such a bill. And its impact on Americans in all walks of life

Sincerely ,

Twitchell Hudson

*Twitchell Hudson*

*(Am Sales Rep.)*

2073974730

Michael Wood  
317 North 52nd Street  
Omaha, NE 68132  
March 19, 1994

Congressman Peter Hoagland  
8424 Zorinsky Federal Building  
Omaha, NE 68102-4910

Dear Congressman Hoagland:

As an employee of Philip Morris USA and a voting taxpayer in your district, I urge you to vote against the proposed Federal Cigarette Excise Tax. If approved, this tax will cost me and my fellow coworkers our jobs, our health insurance, our profit sharing, and probably our homes.

As a member of The Ways and Means Committee you have the power to vote against funding the Federal Health Care Plan with cigarette tax dollars. I urge you to look carefully at the true facts and the devastating results that this proposed \$.75 per pack tax will have, and to find alternative methods of funding. I am confident that you realize this proposed tax cannot achieve the results you are seeking and is simply another government failure waiting to happen and will only cost jobs, and the livelihood of thousands of hard working tax paying citizens.

Here are some facts that you can review to help you understand my point of view:

- \* A tax increase of \$.75 per pack would cause cigarette sales in Nebraska to decrease by approximately 12%.
- \* 363 Nebraska tax payers and voters will directly lose their jobs if the \$.75 tax is passed.
- \* Nebraska cigarette excise tax revenues will drop by \$5,480,400.
- \* Payroll losses to the state would be \$22,871,448 which will result in lost income tax revenues.
- \* Black market crime will rise, smuggling will take place, young Nebraskans will become involved in these and other illegal activities resulting not in benefits to the state but in tragedies.

All together over 1,000 Nebraskans, whose work is either directly or indirectly related to tobacco will lose their jobs. I hope that you now see the true results that an increase in the

2073974731

tobacco tax will have, and that you chose to vote against it and to find other alternatives for funding the Health Care Plan.

Sincerely,

Michael Wood

(Pm Sales Rep)

2073974732

3-18-94

Representative Peter Hoagland  
1113 Longworth HOB  
Washington, D.C. 20515

RE: Proposed increase in the Federal Excise Tax on cigarettes.

Dear Mr. Hoagland,

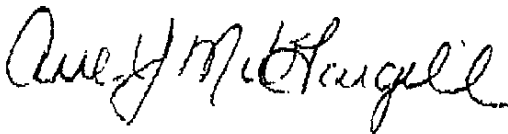
This is my third contact with your office on the above mentioned subject. At this time I would like to inform you that I am an employee of Philip Morris U.S.A. and stand to be unemployed if this new tax were to go through.

Do you realize the impact this tax could have on the State of Nebraska? Approximately 1,000 jobs could be lost equalling over \$22,000,000 in payroll losses. An additional \$5.5 million drop in revenue from excise tax for our state.

I am in favor of the National Health Care Program but think funding should come from another source other than tobacco. Find something that just doesn't single out one group of people.

Thank you for your consideration.

Sincerely,



Anne J McGargill  
12605 Decatur St.  
Omaha, NE 68154-1239  
402-493-4113

(PM Sales Rep)

2073974733

Rep. Peter Hoagland  
House of Representatives  
Washington, DC 20515

Dear Rep. Peter Hoagland:

I am writing to you to express my opposition to the increase in federal excise tax on cigarettes. Although I live in Iowa, I work in Nebraska and pay income tax there. I am also looking to move to Omaha in the near future.

I am an employee of Philip Morris USA and this tax would greatly affect our business. We would not be able to continue our business. The Omaha district office would close, and I would be out of a job.

Price Waterhouse estimates that 3,023 Nebraska residents have jobs in sectors linked to the distribution and retailing of tobacco products. Approximately 363 of these jobs would be lost if the federal cigarette tax is increased by \$0.75 per pack.

I feel this tax is unfair, it infringes on my personal freedom and will hurt the economy not only in Nebraska but nationwide.

I would appreciate your voting against the proposed tax increase on cigarettes. Please take the time to let me know what your position is on this issue.

Sincerely,

*Patty McSorley*

Patty McSorley  
444 Houston Ave.  
Council Bluffs, IA 51503

*(Pm Saks Rep)*

2073974734

3/18/94

Congressman Peter Hoagland  
Room 1113  
Longworth Office Building  
Washington, DC 20515-2702

Dear Congressman:

I am writing you to express my concerns on the proposed increase of cigarette taxes. By increasing the federal tax by .75¢, the revenues generated by this legal product would fall drastically. It's been estimated by Price Waterhouse that over 3,000 residents of Nebraska have jobs which are directly related to the tobacco industry. In fact, over 300 jobs (including mine) would be lost in Nebraska alone.

Price Waterhouse estimates that 5,306 Nebraska jobs are created due to income from the tobacco sector which is spent here in Nebraska. This increase could effect a conservative estimate of 1,000 jobs for Nebraskans. This is serious.

While I understand that federal and state taxes are necessary, I don't understand stand how anyone of reason can tax one consumer group so disproportionately. Taxes are used to fund programs that benefit all and the cost should be shared by all.

I thank you for your time and consideration and would certainly appreciate your response.

Sincerely,



Gregory A. Douglass  
3136 So. 128th Circle  
Omaha, Ne 68144

(Per Sales Rep.)

2073974735

March 20, 1994

Representative Peter Hoagland

Room 1113

Longworth Office Building

Washington, DC 20515-2702

Dear Representative Hoagland:

As one of my representatives in Washington, I am urging you to oppose any tax increase on cigarettes.

As a smoker and as an employee of Philip Morris, I will be directly impacted if there is any cigarette tax increase. If the cigarette tax is increased, the Philip Morris office in Omaha would close and many jobs would be in jeopardy, including mine.

I can see losing my job as a result of competition or the economy, but to lose my job because of my government is too much. I thought this administration was about creating jobs not eliminating them.

2073974736

Thank you for your time. I would appreciate a response.

Sincerely,

Javier Mejia

808 S. 59th St.

Omaha, NE 68106

(Am Sales Rep.)





11311 "P" Street  
Omaha, NE 68138

March 16, 1994

Peter Hoagland, Congressional Representative  
8424 Federal Building  
215 North 17th Street  
Omaha, NE 68102-4910

Dear Representative Peter Hoagland,

As a District Manager for Philip Morris, U.S.A. in the Omaha area I am very dismayed at your position regarding an increase in the Federal Excise Tax on cigarettes. I understand that President Clinton's Health Care Proposal is to be funded by identifying "Sin-Taxes" as the main source of revenue to pay for Health Care Reform. It is unfair that only cigarettes have been chosen as the only "Sin" to be taxed.

Philip Morris means much more than tobacco in Nebraska. Philip Morris means JOBS. It means my job as well as the jobs of five Managers and sixteen Sales Representatives directly employed in the State of Nebraska by Philip Morris. Ten of us, myself, three of my Managers, and six Sales Representatives live and work in your District.

If this massive Health Care Reform package is passed, Philip Morris will be forced to reduce personnel in the state of Nebraska. My district office may very well be closed--meaning I would be out of a job. Representative Hoagland, I do not want to lose my job. My employees do not want to lose their jobs. I want you to vote against the Federal Excise Tax on cigarettes. I will anxiously await your reply.

Sincerely,

Kurt M. Welu  
District Manager  
Philip Morris, U.S.A.

2073974737

P.S. If you would like to discuss the matter with me personally, please feel free to give me a call at (402) 331-8350, extension 1.

2073974738

From Robert C Plouffe  
OWNER FOUR ACES KWIK STOP  
& FOUR ACES SWEETS + TOBACCO

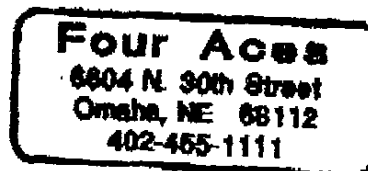
To Mr Peter Hogeland

BETWEEN THE ABOVE TWO  
STORES I SELL APPROXIMATELY  
4000 CARTONS A WEEK. THEREFORE  
CIGARETTES ARE A VERY IMPORTANT  
PART OF MY BUSINESS.

I OPPOSE ANY TAX INCREASE  
OF ANY AMMOUNT ON CIGARETTES  
AS IT WILL DIRECTLY AFFECT  
MY BUSINESS

PLEASE LISTEN TO ME AND  
OPPOSE ANY TAX INCREASE ON CIG'S

Thank You  
Robert Plouffe



2073974739

March 16, 1994

Representative Peter Hoagland  
United States House of Representatives  
Washington, DC 20515

Dear Representative Hoagland:

President Clinton has proposed an incredible tax increase on cigarettes to fund health-care reform. I am very opposed to this action for it directly affects my small business, my employees, and over 3,000 other jobs in the state of Nebraska that are directly related to the tobacco industry.

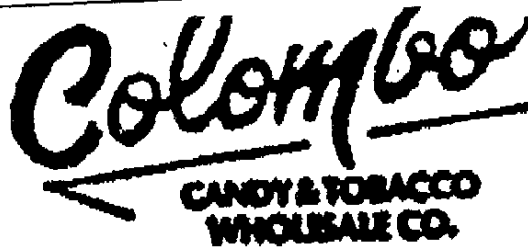
I feel it is wrong to excessively tax one personal habit over many others in a country founded on liberty and freedom. It is my strong belief that state governments as well as the federal government will surely feel the loss in tax revenues if this burdensome cigarette tax is allowed. Never once has President Clinton addressed the loss of cigarette tax revenue and how this short fall in dollars will be replaced.

I would appreciate your voting against the proposed tax increase on cigarettes. Please don't let Washington place the price tag for health-care reform on only one segment of our economy and cause major economic problems for our nation and for the citizens of the state of Nebraska.

Sincerely,

J. Pat Lampert, Owner/Operator  
Convenient Food Mart  
9010 Fort Street  
Omaha, NE 68134

2073974740



The march on Washington, D.C. Wednesday by the tobacco growers, manufacturers, and distributors was a strong visual display of how many jobs are tied to the tobacco industry. Please write your Congressmen and let them know your job and business are also dependent on the tobacco industry. There are 3,000 jobs in the state of Nebraska directly related to the tobacco industry. It is time for our delegates to hear from us and not just the anti-smoking movement.

Excessive taxes on tobacco products are a direct assault on a persons' FREEDOM of CHOICE. Excessive taxation and excessive government intervention are not the beliefs on which our great country was founded. Please write your Representative and Senators and ask them to be responsive to your needs and beliefs. Below are the Washington, D.C. addresses of our Congressmen.

Thank you

A handwritten signature in cursive script that reads "David M. Schulte".

David M. Schulte

President, Colombo Candy & Tobacco

Senator J. James Exon  
United States Senate  
Washington, D.C. 20510

Senator Robert Kerrey  
United States Senate  
Washington, D.C. 20510

A hand-drawn oval encircling the address of Representative Peter Hoagland.

Representative Peter Hoagland  
United States House of Representatives  
Washington, D.C. 20515

2073974741

# FORD

STORAGE & MOVING CO.  
7402 L ST. OMAHA, NEBRASKA 68127



(402) 592-5455  
FAX (402) 592-1285

**ALLIED**  
Agent for Allied Van Lines •

February 19, 1994

Honorable Peter Hoagland  
Room 1113  
Longworth House Office Bldg.  
Washington, DC 20515

Dear Representative Hoagland,


As you are aware, the Clinton Administration has proposed a massive increase in the federal cigarette tax as a way of financing its health care reform plan.

Ford Storage & Moving Company has been providing distribution services for the tobacco industry for well over sixty years in Nebraska. As such, we provided employment for many people, purchased buildings and other fixed assets and have purchased many other goods and services to perform this distribution. Daily, tobacco products are shipped throughout the Midwest via Nebraskan owned trucking companies.

As you can see, the employment of many Nebraskans would be jeopardized by the proposed massive tax increase. The net effect of this proposal is likely to be less tax revenue being available locally, statewide and nationally.

We urge you to oppose this unfair and regressive tax. Your response to our concerns would be appreciated. Thank you.

Sincerely,

  
Jack R. Ford

Ford Storage & Moving Company

cc: Hon. Dan Rostenkowski  
Hon. Richard Gephardt  
Hon. Tom Foley  
Hon. Steny Hoyer

2073974742

REGION VIII  
Wheat D-MO

2073974743

(Crassatops)

March 15, 1994

Representative Alan Wheat  
2334 Rayburn HOB  
Washington, D. C. 20515

Dear Sir:

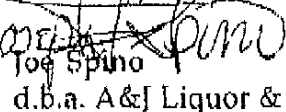
I am concerned that in an effort to make health care affordable for the nation the law maker are making a regressive approach to funding this program. Specifically, I am concerned that in an effort to make this essential reform more acceptable to the public, the Administration under estimated the sacrifice that will be required to pay for the cost of extending health care to the nation. The bulk of the funding is to come from cost savings that, in my opinion and that of some experts are based on extremely optimistic assumptions.

I am sure you know Sir that cigarette excise tax is an important source of revenue for the states. Moreover, a \$1 increase in Federal taxes on tobacco would result in a loss of millions of dollars for the state of Missouri and even more this would be a direct effect on my business and the employment oppournities within the community and my store.

Although I fully support the Administration' goals for reforming the nation' health care system, I urge you to discard the proposal to increase the tobacco tax and consider alternative means of funding.

Thank you for your support and the many wonderful things you have done for the community. I would appreciate a reply and hope that you agree with the points I've made.

Sincerely,

  
Joe Spino  
d.b.a. A&J Liquor & Deli

1028 Paseo Blvd  
Kansas City, Missouri 64106

2073974744



*(Grassroots)*

March 17, 1994

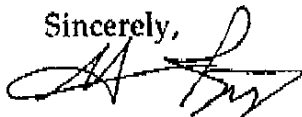
Representative Alan Wheat  
2334 Rayburn HOB  
Washington, D.C. 20515

No doubt you have already heard from a number of quarters that the National health care Reform package will be good for the country. I disagree. The plan currently being proposed would put a burden upon the people that it should be helping.

Moreover, while increased tobacco taxes may seem like the most politically expedient funding vehicle, given that smokers are a minority within the population, it is an inappropriate source of funding for a large-scale program at the federal level. In addition, an increase in the federal cigarette tax will cause cigarette sales to decrease, which will have the effect of weakening what has become a major source of funding for state services. The proposed tax could possibly placed over 6,000 jobs in your district at risk and result in 438 job losses in your district. On a state wide level, Price Waterhouse estimates that 1,180 Missouri jobs that are linked to tobacco products would be lost. This would also create a decrease in my business which would affect future employment.

As a business owner in your district I urge you to work with other sympathetic members of congress to devise a better means of providing and funding this program. I appreciate your time and would like to hear from you regarding this issue.

Sincerely,



Morris Pippin  
Pips Quik Shop  
3402 East 9th  
Kansas City, Missouri  
64124

2073974745

MARCH 17, 1994

Representative Alan Wheat  
2334 Rayburn  
Washington, D. C. 20515

Dear Representative Wheat:

I believe that the legislators of the House and Senate, as well, as the Citizens of Kansas City and the Fifth District are impressed with the commitment you have made and the efforts you are lending to change the Health Care System as it is today. I also support your efforts that is why I hope that you will voice these opposition I have to the plan.

I do not agree with the planned use of an excise tax to fund the cost of the proposed Health Care Plan. Why? Single out the Poor. Tobacco taxes cannot raise the vast amounts of revenue needed to fund health coverage for the currently uninsured and uninsurable.

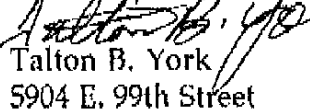
The health care task force headed by Mrs. Clinton reviewed a number of more equitable funding options rather than an increase in the tobacco tax.

One that was evaluated by Peat Marwick a, national accounting firm, suggested that a Value Added Tax, income tax surcharges, removing the cap for social security and Medicare payments, these would be more equitable. The regressive proposal now to raise excise tax is not a balanced and well thought out plan.

I think it is commendable that the Administration is taking on this task of changing the Health care System which should make health care affordable. As a constitution and voting citizen, I urge you to ask the committee to go back and consider other options.

I hope that your bid to the U. S. Senate proves to be successful and if I can lend some local support please feel free to contact me. I would appreciate a response or reply.

Sincerely,

  
Talton B. York  
5904 E. 99th Street  
Kansas City, Missouri  
64134

(PM Sales Rep.)

2073974746

March 1, 1994

Representative Alan Wheat  
2334 Rayburn HOB  
Washington, D.C. 20515

Dear Representative Wheat:

I am writing to you to state my opposition to ANY tax increases on cigarettes.

I am an employee of Philip Morris USA and even though I do not live in your district, I do have retail accounts in your district that would be adversely effected by the proposed federal cigarette tax. This proposed cigarette tax would have a significant impact on the Missouri economy and your district. Cigarette sales in Missouri could fall by approximately 12 percent. Price Waterhouse estimates that 9,835 Missouri residents have jobs in sectors linked to the production, distribution and retailing of tobacco products. Approximately 1,180 of these jobs would be lost if the federal cigarette tax is increased by \$0.75 per pack.

In addition, the income created in the Missouri tobacco sector is spent in the Missouri economy which stimulates other sectors. Price Waterhouse estimates that 24,984 Missouri jobs are created due to this expenditure-induced or ripple effect. Increasing the cigarette tax by \$0.75 per pack would lead to a loss of 2,998 expenditure-induced jobs.

All together, the tax hike would lead to a loss of 4,178 jobs, 438 of which are in your district Representative Wheat.

Finally, dwindling cigarette sales will also mean less state cigarette excise tax revenue. Missouri cigarette excise tax revenues will drop by \$12,780,00.

I hope you are able to see the negative impact the proposed tax cigarette tax will have on your district. I also hope you agree with me that this proposal is ineffective and overall a bad decision. I thank you for your time and would appreciate a response.

Sincerely,

Terry McDonald  
6410 W. 89th St. #26  
Overland Park, KS 66212

2073974747

March 14, 1994

Representative Alan Wheat  
2334 Rayburn  
Washington, D.C. 20515

Dear Mr. Wheat,

I am writing to you because I strongly oppose any increase in cigarette taxes.

I've had the misfortune of being in a store when a person attempted to steal cartons of cigarettes. Although the crime was not of a violent nature, I can foresee a tax increase on cigarettes causing people to get them by any means necessary. This kind of activity is taking place in Canada which currently has the worlds highest tobacco taxes.

Any tax increase on cigarettes will just open another avenue for increased criminal behavior. This is an additional pressure that our community cannot withstand.

I hope you agree with the points I have made. Thank you for your time. I would appreciate a response.

Sincerely,

Scott Williams  
8001 E. 118th Terrace  
Kansas City, MO 64134

(Pm Sales Rep; lives  
in Wheat's district)

2073974748

REGION VIII  
Hancock R-MO

2073974749



Richard W. Linder 1309 E. Knobhill Springfield, Mo. 65807

3/22/94

Congressman Hancock  
2840 E. Chestnut Expressway

Dear Congressman,

I am writing to thank you for your past stance in opposition to increased tax proposals. I want to encourage you to oppose the proposed seventy-five cent per pack tax on a pack of cigarettes to fund the National Health Care Plan. This lop-sided tax on only one industry would increase unemployment throughout the country. The result would be that net tax revenues would not bring in the tax dollars that are being purposed.

By living in Springfield and working in the tobacco industry it is evident that this high percentage of a tax increase would negatively effect our industry as well as large distributors and retail outlets located in the Springfield area.

Sincerely,

Richard W. Linder

2073974750

**REGION VIII  
Brewster D-OK**

**2073974751**

March 24, 1994

Rick D. Higgins  
PO Box 1518  
Krebs, Ok 74554  
(918) 423-6509

Representative Bill Brewster  
118 Federal Bldg.  
McAlester, Ok 74501

Dear Sir:

I am writing in behalf of concerned business individuals within your congressional district, requesting a thirty minute meeting sometime before April 9th, at your McAlester office. We would like very much to speak to you concerning President Clinton's proposed Federal Excise Tax.

Sincerely,

*Rick D. Higgins*

RICK D. HIGGINS

cc: File

2073974752



March 20, 1994

Rick D. Higgins  
PO Box 1518  
Krebs, OK 74554  
(918) 423-6509

Rep. William Brewster  
House of Representatives  
Washington, DC 20515

Dear Sir:

I am writing this letter in regards to President Clinton's proposed Federal Excise Tax increase on cigarettes. This proposed tax is completely unfair in that it singles out one group of people to support a proposed health care package in which all would supposedly benefit. I agree with Dan Rostenknowki, chairman of the House Ways and Means Committee, in that relying on tobacco taxes as a means to pay for a national health care system, while on the other hand putting a company out of business, isn't a very effective way of raising revenue, as quoted in December issue Chicago Sun Times.

As an employee of Philip Morris USA I am acquainted with the income tobacco generates for literally thousands of Oklahoma small businesses, convenience stores, grocery stores, service stations, etc. The effects of this proposed tax will have far reaching effects on an economy that is already strained to the limit, particularly in southeastern Oklahoma.

As a smoker, and as a person who has the opportunity to speak to many other smokers, I can genuinely say that smokers feel with considerable resentment that they are being singled out and punished for a personal choice issue. It is my sincere desire that you would vote against any new proposed tax increase with regard to tobacco and it's industries.

Thanking you in advance for you immediate attention and consideration regarding this matter.

Sincerely,

*Rick D. Higgins*

RICK D. HIGGINS

cc: File

2073974753

PETER HOAGLAND  
2ND DISTRICT, NEBRASKA

1113 LONGWORTH HOUSE  
OFFICE BUILDING  
WASHINGTON, D.C. 20515-2702  
(202) 225-4155

8424 ZORINSKY FEDERAL BUILDING  
215 NORTH 171st STREET  
OMAHA, NEBRASKA 68102-4910  
(402) 344-8701



COMMITTEE ON  
WAYS AND MEANS

SUBCOMMITTEES:

TRADE

SELECT REVENUE MEASURES

## Congress of the United States House of Representatives

February 15, 1994

Frani and Jerry Fitzpatrick  
14944 Hawthorne  
Omaha, NE 68154

Dear Frani and Jerry:

Thank you for letting me know of your concerns about any increase in cigarette taxes to pay for health care reform.

The Administration has identified "sin taxes" as the main source of the \$105 billion in revenues to be collected to pay for health care reform. At this time, only cigarette smoking has been chosen as the only "sin" to be taxed. While no specific figure has been announced, it is estimated that the per-pack increase would likely be 75 cents to a dollar above the current federal tax of 24 cents.

Cigarette smoking is one of the leading preventable causes of illness and death in this country. I have no doubt that if fewer people smoked, our health care costs would be reduced. I feel very strongly that every effort must be made to educate children about smoking so that they never start. Many Members of Congress from tobacco growing states have accepted that some sort of cigarette tax for health care is possible given public support which has run between 70% and 80% in favor of a one dollar increase. However, no final decision about any cigarette tax increase has been made yet. I personally have some serious concerns about some aspects of the proposed health care plan.

The debate has a long way to go and we have just begun to work on the details of this plan. I do not expect any final legislation to be before Congress until next spring or summer at the earliest. I will certainly keep your concerns in mind as we move through this process.

I appreciate hearing from you and please do not hesitate to let me know your views in the future.

Sincerely,  
  
Peter Hoagland

2073974754

REGION IX

2073974755

REGION IX  
Picke D-TX

2073974756

March 18, 1994

Congressman J.I. Pickle  
763 Federal Office Building  
Austin, Texas 78701

Dear Sir,

I am writing to voice my opposition to any increase in the Federal Excise Tax on cigarettes. I am supporting my position with the following reasons:

- ① The tax is regressive and, therefore, unfair to the poor.
- ② The tax is an unreliable source of revenue because it actually shrinks the tax base.
- ③ The tax will lead to an increase in crime associated with contraband cigarettes.

I hope you agree with the points I have made. I am looking forward to your response.

Sincerely,

Kevin B. Miller

1911 San Gabriel #206  
Austin, TX 78705

2073974757

3/18/94

Congressman Oake Pickle  
703 Federal Office Building  
Austin, Tx. 78701

Dear Sir:

I am writing to you concerning the proposed increase on cigarette taxes. I strongly oppose any increase.

Cigarette taxes are not a stable form of income. They place unfair tax burdens on those least able to pay. Cigarette taxes are the same for all smokers, no matter what their income level.

This allows wealthier people to pay a smaller percentage of their income in these taxes than those with lower incomes.

Only smokers pay cigarette taxes, but the revenue is used to fund programs that benefit everyone. No one consumer group should be singled out in this way. For the record, I am not a smoker.

I hope you agree with these points, and thank you for your time. I will look forward to your response.

Sincerely,  
Op Dulanks  
808 Settling Sun Court  
Pellissippi, Tx. 78164  
\*\* TOTAL PAGE 003 \*\*

2073974758

FET Campaign Contact Verification

To Be  
Representative Contacted:

J. J. Pickle

Person Making Contact:

Name

Stan Schlueter / F.O.

Affiliation

P.M. Consultant

Organization

Address

1122 Colorado St., Ste. 208  
Austin, TX 78701

Telephone

512-477-5200

Contact Information:

Date of Contact

To Be: April 5, 1994 (Pickle's Austin ofc.)

Type of Contact (meeting/call, representative or staff)

Meeting (contact to be made by  
S. Schlueter and Jack Dillard, Region  
IX Regional Director).

Response

Will advise

Signature

Weldon R. Danner / F.E.T. Director

2073974759

REGION IX  
Archer R-TX

2073974760



14407 Briarhills Parkway  
Houston, Texas 77077

Representative Bill Archer  
1003 Wirt Road  
Houston, Texas 77055


Representative Archer:

One of the most critical issues facing me right now is the proposed federal excise tax on cigarettes. I am employed by a major tobacco company, Philip Morris, and my livelihood is in jeopardy. The job loss that this tax would create would be massive. The impact a tax increase of this magnitude would have would be felt by hundreds of thousands of hard working, tax-paying Americans.

Not only am I opposed to this tax because of the job losses, but because it targets one group of consumers to pay for a program that will benefit everyone. Why haven't any other taxes been proposed? Have any alternatives been proposed?

After 24 years in Congress, you are very highly regarded and people believe in you and what you stand for. I hope I can count on you to do all you can to defeat this unfair tax.

Very sincerely,

  
Cheryl Bates

(Pm Sales Rep. & F.E.T. Support Operative;  
lives in Archer's district).

2073974761

## FET Campaign Contact Verification

Representative Contacted: Bill Archer (staff)

### Person Making Contact:

Name Ms. Cheryl Meyer/F.O.

Affiliation P.M. Sales Representative

Organization PHILIP MORRIS, USA

Address 15600 JFK Blvd., Ste. 110

Houston, TX 77032

Telephone 713-449-0041

### Contact Information:

Date of Contact Initial contact made March 17, 94

Type of Contact (meeting/call, representative or staff)

Response

Via phone call from F.O. C. Meyer to Congressman Archer's district office in Houston, requesting that he visit PM Sales Office/Houston to discuss F.O.T. with several P.M. sales reps that live in his district.

Waiting on Congressman's Archer reply. To date, he has no public appearances scheduled during congressional recess.

Signature

William R. Deenman / FET  
Director

2073974762

REGION IX  
Frost D-TX

2073974763

03-21-94

The Honorable Martin Frost  
2459 Rayburn HOB  
Washington, DC 20515

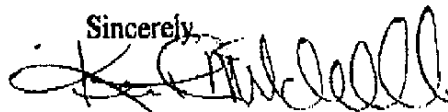
Dear Representative Frost,

I am writing today to express my concern over the upcoming Federal Excise Tax (FET) on cigarettes. I would also like to speak to you on the matter during the upcoming congressional recess. During the past two years the Ft. Worth area has suffered economically due to the closing of Carswell AFB and also from cuts in the defense budget. I feel that a 75 cents per pack increase in the FET could do even more harm to the local economy.

As you know, excise taxes are regressive, those with the least ability to pay are hardest hit. With a per capita income of \$11,534 in your district, those people you represent could be greatly affected by the proposed FET. Jobs in your district could also be impacted by an increase in the FET. There are over 8,000 jobs in your district and over 233,00 state jobs that are at risk. Probable job loss in your district from the FET on cigarettes could total over 400 and state job loss could be over 12,500.

I would also like to point out that since everyone will use the proposed healthcare system, not just smokers, then everyone should pay their fair share for it's reform. While healthcare is a desirable goal, it is unfair to use cigarette taxes to finance government programs that benefit everyone. In the past few months I have listened to concerned retailers and smokers alike express their concerns over this issue and would like an opportunity to discuss them with you in the very near future. Thank you for your time. I would appreciate a response.

Sincerely,



Keith Mitchell  
7302 Harvest Hill Dr.  
Rowlett, TX 75088-3707

2073974764

REGION IX  
McCrery R-LA

2073974765

## FET Campaign Contact Verification

Representative Contacted:

Tim McCrery

Person Making Contact:

Name

Tommy Hudson / F.O.

Affiliation

P.M. Consultant

Organization

Thomas H. Hudson, Attorney-At-Law

Address

Ninth Floor, One American Place  
Baton Rouge, LA 70825

Telephone

504-382-3674

Contact Information:

Date of Contact

March 17, 1994

Type of Contact (meeting/call, representative or staff)

Call to Congressman McCrery

Response

"Regarding the markup in his Ways + Means Health Subcommittee, Congressman McCrery reconfirmed his opposition to the Clinton Health Care package and to an increase in the federal excise tax on tobacco."

Signature

Weldon R. Dennyman / F.E.T. Director

2073974766

**THOMAS H. HUDSON**

OF COUNSEL  
**McGLINCHEY STAFFORD LANG**  
A LAW CORPORATION

TELEPHONE (504) 383-9000

NEW ORLEANS  
DALLAS  
HOUSTON  
LITTLE ROCK  
WASHINGTON, D.C.  
FORT SMITH  
LAKE PROVIDENCE

POST OFFICE BOX 2787  
BATON ROUGE, LOUISIANA 70821-2787  
NINTH FLOOR, ONE AMERICAN PLACE  
BATON ROUGE, LOUISIANA 70825-0001  
DIRECT DIAL (504) 382-3074  
FAX (504) 343-3076

SUITE 801  
1730 M STREET N.W.  
WASHINGTON, D.C. 20036  
TELEPHONE (202) 833-3643  
FAX (202) 466-4713

March 14, 1994

The Honorable Jim McCrery  
United States House of Representatives  
225 Cannon House Office Building  
Washington, D.C. 20515-1805

Dear Jim:

I enjoyed our recent conversation regarding the Clinton health care package and the proposed use of a Federal Excise Tax on tobacco products for funding.

Jim, I appreciate your present opposition to both proposals and hope that if there is any change in your thinking that you will let me know. Regarding the FET, the data clearly supports your statement that the imposition of an increased excise tax would actually decrease the amount of revenues derived. If we can provide you any assistance in this matter, please let me know.

Let's try to get together for some golf either in Baton Rouge or DC.

With best regards, I am

Sincerely,



Thomas H. Hudson

THH/cjs

2073974767

REGION IX  
Jefferson D-LA

2073974768



FET Campaign Contact VerificationRepresentative Contacted:William JeffersonPerson Making Contact:

Name

Tommy Hudson / F.O.

Affiliation

P.M. Consultant

Organization

Thomas H. Hudson, Attorney At Law

Address

Ninth Floor, One American PlaceBaton Rouge, LA 70825

Telephone

504-382-3674Contact Information:

Date of Contact

March 18, 1994

Type of Contact (meeting/call, representative or staff)

Call to Congressman Jefferson

Response

"Congressman Jefferson said he would work with us to keep to a minimum or eliminate the use of an FET increase to fund health care. He believes that it is regressive and actually a diminishing source of revenue."

Signature

Weldon R. Dennen / F.E.T. Director

2073974769

REGION XII

2073974770

March 18, 1994

**MEMORANDUM**

TO: Doug McAuliffe, Mark Serano, Ray Marsh  
Hector Irastorza, Tony Benedi  
FR: Scott Sadler  
RE: Region 12 Status

Following are updates on the four targets in Region 12.

**MIKE KOPETSKI (OR-5)**

The Congressman has not been in Oregon since our program began and his staff has said he is not planning any trips this spring. Dave Barrows, our Field Operative, and the RJR lobbyist, Mark Nelson, have had separate face to face meetings with Mr. Kopetski in Washington and both report that Kopetski is a NO vote on the FET.

As previously reported, Kopetski indicated he wants to fawned over by PM brass. He doesn't want to be taken for granted.

Barrows is working on local government officials to send letters and make calls to Kopetski thanking him for sticking up for Oregon over Washington, D.C. (Oregon stands to lose significant revenue to pay for their state health care plan if FET goes through.)

The Oregon CART is also contacting Kopetski.

**WALLY HERGER (CA-2)**

An Easter recess meeting is pending with the district scheduler, as Herger will only be in district 3/28-4/4. I have lined up a local PM salesman and a local tobacco distributor to attend the meeting whichever day it takes place. I am also recruiting from the Orowheat facility in Chico.

I attended a Town Hall meeting on March 11 in Chico and pointedly asked the Congressman his position on FET. He responded that he would not back any tax hike to pay for any health care plan.

2073974771

Per the approved campaign plan, I am holding two organizational meetings in District 2, March 22 in Chico and March 23 in Redding. Invitations to the Smokers' Caucus, USA employees and all retail accounts dropped on March 15 and I understand a follow-up phone bank is in operation to the mailing list. These meetings are designed to produce the grasstop contacts desired.

The California Distributors Association is recruiting its members in the targeted districts to join our coalition and they have provided potential grasstop contacts that will be working the targets during recess.

I have not received any names of potential Field Operatives in this district.

**BILL THOMAS (CA-21)**

Per David Laufer, PM Regional Government Relations Manager, no activity will take place in this district until Fred Karger of the Dolphin Group and/or I have a meeting with Congressman Thomas. The district scheduler has told me that April 7 and 8 are the only possible dates for a meeting. A decision is being made today on contacting the Congressman's AA in Bakersfield to meet with her prior to the organizational meeting held on March 24.

I have not received any names of potential Field Operatives in the district.

**DAVID DREIER (CA-28)**

The organizational meeting for this district is set for March 25 in Pomona, Field Operative Steve Nichols is working the district sales force to produce grasstops contacts and the California Distributors Assn. has a member contacting Dreier in D.C. next week.

The district scheduler said today that it is possible the Congressman will not be in the district over the Easter break. They know I want to arrange a meeting with Dreier and constituents during recess and I am checking with them weekly.

The Field Operative and I will be at the Irwindale Miller Brewery on Monday, 3/21 to assist in FET week activities.

2073974772

REGION XII  
Kopetski D-OR

2073974773



March 11, 1994

The Honorable Mike Kopetski  
218 Cannon House Office Building  
Washington, D.C. 20515

Dear Mike:

It was great seeing you during my recent trip to Washington and I appreciated very much the time you took to visit with me. Sounds like you have some exciting options ahead of you and that you will leave the Congress with interesting work to do.

Mike, I wanted to express my great appreciation to you for your strong statements in opposition to using excise taxes as the method of funding the Clinton Health Plan. As you indicated, these taxes are terribly regressive and it is really unfair to burden one segment of our society with the costs of this massive new program. In addition, the use of these type of taxes has been traditionally the province of the states. As you know, Oregon has used a modest increase in its cigarette tax to fund the Oregon Health Plan's additional costs. A substantial increase in the federal cigarette tax rate would have a disastrous impact on the Oregon revenue stream as cigarette consumption declines.

All of us interested in these issues are grateful for your understanding of the impacts of a massive cigarette tax increase at the federal level and are grateful for your opposition to it.

I look forward to talking with you soon.

Best regards,

A handwritten signature in dark ink, appearing to read "D. Barrows", written over a horizontal line.

David S. Barrows

2073974774

FET Campaign Contact Verification

Representative Contacted: MIKE KOPETSKI

Person Making Contact:

Name DAVID BARROWS  
Affiliation F.E.T. CAMPAIGN FIELD OPERATIVE  
Organization BARROWS & ASSOCIATES  
Address 1201 S.W. 12TH AVENUE  
SUITE 200, PORTLAND, OR. 97205  
Telephone 503/ 227-5591

Contact Information:

Date of Contact MARCH 4, 1994

Type of Contact (meeting/call, representative or staff)

DINNER MEETING IN  
WASHINGTON D.C.

Response

TARGET "NOT INTERESTED IN USING  
A SIN TAX TO PAY FOR HEALTH CARE"  
FIELD OPERATIVE FELT HE WAS  
SINCERE BUT NOT PASSIONATE.

Signature

Scott S. [Signature]

2073974775

REGION XII  
Thomas R-CA

2073974776



# CalCART

California Coalition Against Regressive Taxation

March 17, 1994

The Honorable Bill Thomas  
2209 Rayburn House Office Building  
Washington, D.C. 20515

Dear Congressman Thomas:

CalCART is a grassroots organization solely dedicated to the fight against higher consumer excise taxes. We realize we have our work cut out for us with all the proposed health care plans calling for excise taxes as a major funding component. I am writing to request your assistance in fending off the call for higher taxes.

It is generally agreed that some form of health care reform will make its way out of Congress this year. Whether its the Clinton, Cooper or any another plan that eventually survives, excise taxes as a funding mechanism are wrong. These taxes are terribly regressive and the economics of diminishing returns tells us that current projected revenues are vastly inflated.

I am aware of your record in Congress as a staunch opponent of higher taxes. I hope you will continue to fight against higher taxation on the people who can least afford it. Please go the extra mile and lobby your fellow Congressmen to resist using an economically unsound approach to pay for health care reform.

Thank you for your time and consideration. I am available to discuss this further or to answer any questions you might have about CalCART. We know that by working together we can defeat the proposed tax increase.

Sincerely,



Scott Sadler  
Manager  
California Coalition Against Regressive Taxation

2073974777

## FET Campaign Contact Verification

Representative Contacted:

BILL THOMAS CA-21

Person Making Contact:

Name

FRED STRICKLER

Affiliation

TOBACCO PRODUCTS DISTRIBUTOR/ THOMAS FINANCE COMMITTEE  
MEMBER

Organization

F.W. STRICKLER AND SON

Address

4546 STINE ROAD

BAKERSFIELD, CA 93313

Telephone

805/834-4546

Contact Information:

Date of Contact

WEEK OF MARCH 21

Type of Contact (meeting/call, representative or staff)

PHONE CALL

Response

"He(Thomas) is against any cigarette tax increase  
and will vote against.

Signature

*Scott Sall*

2073974778

REGION XII  
Dreier R-CA

2073974779



# PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

300 NO. LAKE AVE., SUITE 1100, PASADENA, CA 91101-4106 • (818) 792-0202 • (818) 792-2900  
FAX (818) 356-9870

March 18, 1994

Congressman David Dreier  
411 Cannon HOB  
Washington DC, 20515

Dear Congressman Dreier,

I am aware of your long standing support for free market economics, and lower taxes. I am writing to you because I strongly oppose any federal tax increase on cigarettes.

First, this tax would place thousands of jobs at risk in your district immediately. The tobacco industry generates hundreds of thousands of jobs, and not just in the tobacco industry, but truck drivers, construction workers, paper manufacturers, retail and grocery clerks would also be at risk of losing their jobs.

Second, cigarette taxes are regressive. They place an unfair tax burden on those least able to pay. Cigarette taxes are the same for all smokers, no matter what their income level. So, wealthier people pay a smaller percentage of their income in these taxes than do those with lower incomes.

Third, while only smokers pay cigarette taxes, the revenue is used to fund programs that benefit everyone. No one consumer group should be singled out in this way.

I ask you to **vote NO** on the proposed Federal Excise tax on cigarettes.

I would like to request a written response from your office stating your position on this matter.

Thank you for your time.

Sincerely,

Steve Nichols  
Unit Sales Manager

2073974780

# CalCART

California Coalition Against Regressive Taxation

March 17, 1994

The Honorable David Dreier  
411 Canon House Office Building  
Washington, D.C. 20515

Dear Congressman Dreier:

CalCART is a grassroots organization solely dedicated to the fight against higher consumer excise taxes. We realize we have our work cut out for us with all the proposed health care plans calling for excise taxes as a major funding component. I am writing to request your assistance in fending off the call for higher taxes.

It is generally agreed that some form of health care reform will make its way out of Congress this year. Whether its the Clinton, Cooper or any another plan that eventually survives, excise taxes as a funding mechanism are wrong. These taxes are terribly regressive and the economics of diminishing returns tells us that current projected revenues are vastly inflated.

I am aware of your record in Congress as a staunch opponent of higher taxes. I hope you will continue to fight against higher taxation on the people who can least afford it. Please go the extra mile and lobby your fellow Congressmen to resist using an economically unsound approach to pay for health care reform.

Thank you for your time and consideration. I am available to discuss this further or to answer any questions you might have about CalCART. We know that by working together we can defeat the proposed tax increase.

Sincerely,



Scott Sadler  
Manager  
California Coalition Against Regressive Taxation

2073974781

REGION XII  
Herger R-CA

2073974782

# CalCART

California Coalition Against Regressive Taxation

March 17, 1994

The Honorable Wally Herger  
2433 Rayburn House Office Building  
Washington, D.C. 20515

Dear Congressman Herger:

CalCART is a grassroots organization solely dedicated to the fight against higher consumer excise taxes. We realize we have our work cut out for us with all the proposed health care plans calling for excise taxes as a major funding component. I am writing to request your assistance in fending off the call for higher taxes.

It is generally agreed that some form of health care reform will make its way out of Congress this year. Whether its the Clinton, Cooper or any another plan that eventually survives, excise taxes as a funding mechanism are wrong. These taxes are terribly regressive and the economics of diminishing returns tells us that current projected revenues are vastly inflated.

I am aware of your record in Congress as a staunch opponent of higher taxes. I hope you will continue to fight against higher taxation on the people who can least afford it. Please go the extra mile and lobby your fellow Congressmen to resist using an economically unsound approach to pay for health care reform.

Thank you for your time and consideration. I am available to discuss this further or to answer any questions you might have about CalCART. We know that by working together we can defeat the proposed tax increase.

Sincerely,



Scott Sadler  
Manager  
California Coalition Against Regressive Taxation

2073974783

• *FET CAMPAIGN* •

*Regional Action Plans*

*as of March 1, 1994*

CONFIDENTIAL MATERIALS

2073974784



# • TARGETED COMMUNICATIONS •

## I N C O R P O R A T E D

March 1, 1994

MEMORANDUM FOR HECTOR IRASTORZA  
FROM: RICH BOND  
SUBJECT: Regional Field Meetings Report

CHAIRMAN  
RICHARD N. BOND

PRESIDENT  
STUART P. STEVENS

DIRECTORS  
SUSAN C. BUCK  
FRANK J. DONATELLI  
DOUGLAS J. MCAULIFFE  
RUSSIE J. SCHRIEFER  
MARK V. SERRANO

### • OVERVIEW •

As of last Friday we have conducted meetings in every FET region except for Region I; this meeting will take place in Springfield, Massachusetts on March 9. There will also be follow-up meetings to specifically cover the Congressional Districts where the Field Operatives have just now been assigned. These will include meetings for Region V this Thursday in Richmond and for Region VI in Orlando on March 7.

It is our general belief after these meetings that the districts where the FO is a PM lobbyist we need some grassroots back-up by PM sales personnel. This need is particularly prevalent in Region IX where all three of the assigned FO's are lobbyists. The need for sales personnel will also be strong where the Field Director has taken on the role of FO in one of his targeted districts.

### • ACTION PLANS •

Presently we have Action Plans that cover 25 targeted districts. Some of these plans are region wide and include all the districts in the region. Those plans that have not been filed with us are pending for various reasons. Following are notes on the plans for each region:

|                                  |   |
|----------------------------------|---|
| I - Received, region-wide        | VI - Received, district-specific (updates pending)                              |
| II - Received, region-wide       | VII - Received, district-specific (updates pending)                             |
| III - Received, region-wide      | VIII - Hoagland & Wheat Received, Hancock & Brewster - No FO assigned - pending |
| IV - Received, district-specific | IX - Archer - No FO assigned, All others pending                                |
| V - Received, district-specific  | XII - Received, district-specific (No FO's assigned)                            |

The action plans (plus other FD memoranda) received by us to date are included in this report. These documents will be adjusted over the course of the campaign and will serve as the guidelines for each tailored district plan.

Following this page you will find an update on the Action Level targeting and mail requests, for town meeting notifications and "Call to Action" letters, from the district FO's. We will follow-up with you on specific text copy for these mailings by the end of this week so the first FET mailings can be dropped by next week.

**FET ACTION TARGETS**  
**(as of 3/1/94)**

**LEVEL 1: (5 Members)**

Payne - (D-VA-05)  
Sundquist - (R-TN-07)  
Bunning - (R-KY-04)  
Crane - (R-IL-08)  
Hancock - (R-MO-07)

**LEVEL 2: (7 Members)**

Rangel - (D-NY-15)  
Houghton - (R-NY-31)  
Gordon - (D-TN-06)  
Derrick - (D-SC-03)  
Rostenkowski - (D-IL-05) - HOLD  
Brewster - (D-OK-03)  
\*McCrery - (R-LA-05)

**LEVEL 3: (14 Members)**

Neal - (D-MA-02)  
Kennelly - (D-CT-01)  
Solomon - (R-NY-22)  
Bonior - (D-MI-10)  
Hall - (D-MI-03)  
Ford - (D-TN-09)  
Shaw - (R-FL-22) \*\*\* MAIL REQUESTED - TOWN MEETING \*\*\*  
Klecza - (D-WI-04)  
\*Pickle - (D-TX-10)  
Jefferson - (D-LA-02)  
\*Archer - (R-TX-07)  
\*Kopetski - (D-OR-05)  
Thomas - (R-CA-21) \*\*\* MAIL REQUESTED - FET MEETING \*\*\*  
Dreier - (R-CA-28) \*\*\* MAIL REQUESTED - FET MEETING \*\*\*

**LEVEL 4: (9 Members)**

McNulty - (D-NY-21)  
Coyne - (D-PA-14)  
Santorum - (R-PA-18)  
Camp - (R-MI-04)  
Gibbons - (D-FL-11) \*\*\* MAIL REQUESTED - TOWN MEETING \*\*\*  
Hoagland - (D-NE-02)  
\*Wheat - (D-MO-05)  
Frost - (D-TX-24)  
Herger - (R-CA-28) \*\*\* MAIL REQUESTED - FET MEETING \*\*\*

**LEVEL 5: (No Members)**

---

\* in front of name indicates change in action level assignment

2073974786

Region I

2073974787

Week of February 14th

**Region I Development of Team for FET Campaign with selection of Field Operatives**

Held initial meeting on February 16th with newly appointed field operatives:

John J. Lavin III  
Albert Gross, Jr.  
Thomas Foley

Regional Strategy Session and distribution of existing campaign material scheduled for February 22nd with field operatives and field director.

Regional meeting with campaign team and T.C.I. Representative to be scheduled during the weeks of February 27th or March 6th, (schedule to be confirmed with Rick Bond).

Establish a schedule for weekly meetings for the duration of the FET Campaign with the field operatives. All progress reports and campaign intelligence provided at these working sessions will be immediately provided to the Campaign Operations Manager.

**Grasstops Contacts**

As a follow up to our Region I meeting, held on February 16th with the field operatives and the Regional Director for Philip Morris U.S.A., it was requested that if possible, we be provided with a floppy disk containing Philip Morris U.S.A. employees, vendors, suppliers, consultants and retailers for district 02-MA, and district 01-CT. Our initial intelligence also suggests that an expansion of this disk to include all Philip Morris U.S.A. Company employees, suppliers, etc., would be very beneficial to our own grass tops campaign. Since both targets are listed as swing, it would also be helpful to our campaign team to have a database provided for all contributors, anti-tax organizations, etc.

Upon receipt of this information, we will immediately schedule in person or group meetings with key Philip Morris U.S.A. employees, suppliers, vendors and retailers in the districts, to fully explain our strategy for defeating the FET.

Additional follow up will be provided through mail and desk drop notices to employees explaining the do's and don'ts when contacting your congressman and congresswoman. Sample letters and general information will be provided to all key participants in the campaign.

Primary district activities should be completed by March 20th with a regional goal of 30 grasstops contacts targeted bi-monthly.

**Timeline**

Week of February 14th

Establishment of Region I Campaign Team

Hold initial meeting with Regional Director and field operatives.

Week of February 21st

Working meeting with Field Operatives to establish goals and time schedules to implement campaign plan.

2073974788

Week of February 28th

Meeting with Campaign Operations Manager, Campaign Field Director and field operatives.

Week of March 7th

Meeting scheduled for March 9th in Springfield, MA with field operatives and key Philip Morris U.S.A. employees, vendors, suppliers, etc. and provide campaign strategy data and relevant materials for distribution through respective networks.

Week of March 14th

Continuation of above schedule with expansion to other organizations outside of Philip Morris U.S.A. network (ie. anti-tax groups, etc.)

Week of March 21st

FET week - schedule personal meetings with key campaign participants and congressperson during this time frame. Implement other campaign objectives as well as media activities.

**Philip Morris U.S.A. Mail Program:**

Coordinated by Philip Morris U.S.A. and T.C.I. Follow up activities related to mailing will be provided by Regional Field Operatives.

Alliance Building third party groups: Initial contact has been made with the Connecticut Business and Industry Association as well as Connecticut Policy and Economic Council and the Connecticut Tax Alliance, as well as the MA Taxpayers Foundation, Inc. Personal meetings will be scheduled with key operatives in these organizations during the next two weeks.

**FET Campaign Contributors:**

As previously mentioned data list is requested on campaign contributors for use in Region I Campaign. Preference would be to include this information on a floppy disk if possible. This group will be helpful in providing additional contacts throughout the campaign.

**Coordination of Plan for FET Week Activities with Campaign Manager:**

Plan to be developed.

**Coordinate Letters to the Editor and OpEd Articles:**

Congressman Neal and Congresswoman Kennelly have media overlap in both the print and the visual media even though they represent districts in 2 different states. Because of their close geographic proximity, ie. Hartford and Springfield, all major networks and some newspapers cover items of interest from both districts ie. Hartford Courant, The Journal Inquirer, The Springfield Daily News, Channel 3, Channel 22, Fox 61.

Many of their constituents actually work in each others district.

**Print, radio and television advertising** - Not currently provided for in existing plan, however may become a necessary tool at a later date. Determination to be made by T.C.I. and Philip Morris U.S.A. campaign staff.

**Town Meeting Schedule:**

As of this date both Congressman Neal and Congresswoman Kennelly have no public appearances scheduled. Their schedules will be provided by their respective offices during the next two weeks, which will also include any fund-raisers to be conducted in their districts during the next month. During the past term Congresswoman Kennelly has limited her district meetings which is partially attributable to her new role as Deputy Whip which is requiring her to spend more time in Washington. Complete schedules will be forwarded upon receipt.

I have scheduled a personal meeting with both Congressman for Friday, March 4th. The meeting with Congressman Neal will include one field operative, and the meeting with Congresswoman Kennelly will at this time only be attended by me. I have the personal conversation with her on the 15th at which time I discussed my role in the FET Campaign. Since I have had a personal relationship with her for many years, and worked closely with her during 1986 on Tax Reform, I can assure you that she will be very candid and forthright in our personal conversations.

In her leadership role she will also be able to provide insight as to how the political winds are blowing on Health Care Reform.

**Additional Information:**

Both Congressman Neal and Congresswoman Kennelly will be strongly influenced on the issue of Health Care Reform by the Insurance Industry. Both represent districts that are home to some of the world's major insurer's (ie. Neal - Massachusetts Mutual, Kennelly - The Hartford, Aetna, Travelers and Cigna). I have made initial contact with key governmental affairs people within these companies.

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Region II

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PRELIMINARY FET ACTION PLAN  
REGION II

FEBRUARY 23, 1994

Assigned Members of Congress:

Charles B. Rangel (15th District)

Michael R. McNulty (21st District)

Gerald H. H. Solomon (22nd District)

Amo Houghton (31st District)

Regional Team Meeting with TCI: Rich Bond is the Region II TCI representative. A meeting is scheduled with him for February 25.

Grasstops and other sources:

To date, we have identified two persons who will coordinate the F.E.T. campaign for three Congressional Districts. Michael R. McNulty and Gerald B. H. Slomon share contiguous districts. I have selected one person from the Capital District (non-Philip Morris employee) who will handle day-to-day contacts and coordinate meetings. A second person from Western New York will be responsible for maintaining contacts to Congressman Houghton.

As for Congressman Rangel, Jerry Kremer will be in charge of the Rangel effort as they know each other a long time.

We have requested lists of Philip Morris personnel by Congressional Districts, list of Philip Morris executives, list of suppliers and wholesalers by Congressional District and lists of higher volume retailers by Congressional District. We assume we will also get a list of campaign contributors and believe that

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stockholder lists, if available, would be most helpful.

Once these requests have been responded to, it will be possible to set up definite target dates and to identify persons who will assist us.

Potential Allies:

We view certain groups or individuals as being key to the F.E.T. effort.

Rangel - Key personnel at Philip Morris should be most helpful as Rangel is highly political and is better approached through Philip Morris personnel who have contributed to him or have helped his campaign. His rating of a "2" is questionable as he is actively promoting the Clinton Health Care Plan and could be "locked in" on his vote and support for an F.E.T. increase.

McNulty, Solomon and Houghton

All of these upstate Congressman come from fairly conservative areas. McNulty has a solid Democratic district but his constituency is far from liberal. It leans conservative.

The best way to approach all three is through anti-tax associations and other third-party groups. I have targeted two statewide police associations to go after all three on the potential criminal problem arising out of cigarette bootlegging. These police groups will be encouraged to use the media to aid the anti-F.E.T. effort. Unions could be of help with McNulty.

Selected Philip Morris personnel could be of help but the anti-tax, anti-crime groups could help sell the anti-F.E.T. effort.

Solomon and Houghton will not support the Clinton plan but they do not view the F.E.T. as an onerous tax for their constituents.

F.E.T. Week - schedule in formation.

#### Town Meetings

Schedules of all four legislators have been requested. McNulty and Solomon will not be having any town meetings but are willing to meet with individuals or groups. I would want to have Philip Morris personnel, some wholesalers and assorted friends meet with them.

#### Media

McNulty and Solomon are in the same media market. Weekly newspapers are a good way to get their attention. The strategy on how to utilize them will be developed. Houghton is in the Buffalo media market and overlaps into Jamestown and Corning.

Rangel is in the most expensive media market, New York City. There is no particular way to use any media, print or television to influence him. There is one newspaper that might be able to influence him, The Amsterdam News. Efforts will be made to reach the Editor-in-Chief.

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RIVKIN, RADLER & KREMER

M E M O R A N D U M

TO: Mark V. Serrano CC: Richard N. Bond  
\* Sharon Portnoy  
FROM: Arthur J. Kremer  
DATE: February 15, 1994  
RE: Planning for Future Activities

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In order to develop an intelligent program that will effectively reach out to the affected constituencies, I need a number of items. I already have in place three key people who will help me in the Congressional districts. What I am lacking are a number of items:

- (a) List of Philip Morris sales personnel in the Congressional districts to help with the outreach effort;
- (b) Any other Philip Morris executives or personnel who might assist in identifying their potential contacts;
- (c) List of suppliers and wholesalers who can be contacted in the affected areas; and
- (d) List of higher-volume retailers in the Congressional Districts.

While I will outline my plans to move ahead on the project, these contact people are crucial to the local effort and must be identified.

+ get Jerry

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**Thanks.**

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Region III

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## ***FINAL FET ACTION PLAN FOR REGION III***

***PA CONGRESSMEN WILLIAM COYNE (14TH) & RICK SANTORUM (18TH)***

***February 25, 1994***

**Regional Team Meeting with TCI:** The Region III TCI representative is Russ Schriefer. Our meeting was held Friday, February 25th.

**Intensive Grassstops:** Work is underway in identifying the Philip Morris distributors for the Allegheny County region. Our plan is to meet with them along with our field operative, Robert Cohen, ASAP to enlist their help in getting the anti-FET message out. Since Coyne and Santorum have districts that are contiguous, the distributors could be the same for each district simplifying our coordination efforts.

**Update Town Meeting Schedules:** Nothing has changed since we outlined the schedules for each target in last week's preliminary Action Plan.

Without primary opposition, and little chance of a republican winning the general election, Bill Coyne can maintain a low profile. He has no public appearances scheduled for the foreseeable future.

Santorum will be all over Pennsylvania in the coming months. We have his schedule and will be making contact with him through third parties at the appropriate events.

**Coordinate Plan for FET Week Activities with Campaign Manager:** Still in development.

**Coordinate Letters to the Editor and OpEd articles:** Coyne and Santorum's district are wholly in the Pittsburgh media market. As of January 18, 1993 Pittsburgh became a one-newspaper town. The Pittsburgh Post-Gazette survived the months-long Teamsters strike that took down the Pittsburgh Press. In addition there are numerous smaller suburban papers that may be appropriate for our purposes.

The FEC contributor list may be useful here in generating letters to the editor to the Post-Gazette and several of the suburban papers.

**Broadcast media:** We would like to request a broadcast-quality tape of portions of the "Canadian Contraband" video news release. We have contacts with several TV stations around the state and would like to have a tape available for distribution should the need arise.

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**Philip Morris Mail Program:** In our preliminary submission last week we identified labor involvement as a key element in our plan for Bill Coyne. We have had success in the past in forming coalitions with labor on issues of mutual interest. But since there are so many political elements coming into play with health care reform, depending on Pennsylvania labor to fight the President, Harris Wofford and some of their traditional alliances inside the Democratic Party on the FET hike is no sure bet.

In the event that labor decides to sit this one out, we believe that a mailing to some of Coyne's constituents from the mobilization data base would be helpful in our effort. The mailing, at a minimum, will at least put Coyne on notice that some of his constituents are concerned about the FET hike and may have a mitigating influence on his vote for new taxes.

Rick Santorum is a special case because his constituency has been expanded considerably due to his run for U.S. Senate. But just because he's running for the Senate doesn't mean he's abandoned his district offices. We believe that a mailing to his 18th District constituents from the mobilization data base would be useful.

**Alliance Building with Third Party Advocates:** We have been in communications with the president of the Pennsylvania Leadership Council (PLC). The PLC is an eight thousand member conservative anti-tax organization based in Harrisburg that lobbies for reform in fiscal and education policy and the structure of government.

The PLC offers us two opportunities to place anti-FET messages to their membership in the in the next four to five weeks. The first opportunity is a PLC newsletter called the "Taxpayer Advocate." The Advocate is a monthly newsletter that obviously focuses on tax issues, it is tentatively scheduled for publication in mid-March. That publication date fits within our time frame for getting messages to our targets. However, if we decide that mid-March is too late, they will move up the publication date to accommodate our needs.

The second opportunity occurs in the last week of March when the PLC publishes their "Business Consumer Quarterly." The Quarterly is more of a general business news publication but still avails itself to tax matters if the issue is hot enough. There will be no problem getting an anti-FET story in the Quarterly since they have been allotting considerable space to health care reform. Also we are exploring the idea of a mailing directly to the PLC subscriber list. That idea is still in development.

Additionally there are other anti-tax organizations located in Harrisburg. We are in touch with those organizations but have yet to reach an arrangement for this project. We will apprise you of our progress when it's made.

**FEC Campaign Contributors:** We have been supplied the list but unfortunately it's rather short. Counting both of our targeted districts, we have seven contributors that met the

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criteria. We will contact each of those persons in the near future to determine if they can be useful to this project.

**Print, Radio and TV Advertising:** Based on our discussion with Russ Schriefer, we believe that advertising will not be required in Region III.

**Greenlee Associates**

2073974800



Region IV

2073974801

FOR RUTH BILLINGS

FEBRUARY 23, 1994

FROM: RANDY ARMSTRONG/RAY RYAN

SUBJECT: **ACTION PLAN**  
**DAVE CAMP**

WEEK OF FEBRUARY 21, 1994

**15 GRASS TOP CONTACTS:** Cover Letter with Informational Package Sent to Key Accounts. Based on List provided From Section/District Manager.

Cover Letter encouraged support to oppose any tobacco tax increase. A request to write letters to editors and copy PM Field Organizer. ( Copy Attached)

Provided addresses of major Daily Newspapers featuring editorials.

**3RD PARTY GROUP CONTACTS:** Identify these groups, and request their support to oppose tobacco tax increase.

**EMPHASIZED LETTER TO EDITOR:** A reminder to the Section 42 Sales Team, to send letters to the editor opposing tobacco tax increase.

WEEK OF FEBRUARY 28, 1994

**10 GRASS TOP CONTACTS:** Cover Letter with Informational Package Sent to Key Accounts. Based on List provided From Section/District Manager.

Cover Letter encouraged support to oppose any tobacco tax increase. A request to write letters to editors and copy PM Field Organizer. ( Copy Attached)

Send out Representative Dave Camp's schedule of meetings and Fund Raising events to Grass Top individuals. Requesting their support to meet with Mr. Camp on the cigarette tax increase rejection.

Phone Contact to follow up with individuals on letters.

WEEK OF MARCH 7, 1994

**15 GRASS TOP CONTACTS:** Cover Letter with Informational Package Sent to Key Accounts. Based on List provided From Section/District Manager.

Cover Letter encouraged support to oppose any tobacco tax increase. A request to write letters to editors and copy PM Field Organizer. ( Copy Attached)

**SALES REPS**

**MICHIGAN CAMPAIGN " ALL RETAILERS TO BE INFORMED TO VOTE NO ON PROPOSAL A, 50 CENT PACK INCREASE.**

Phone contact to follow up with the individuals on letters.

WEEK OF MARCH 14, 1994

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**30 GRASS TOP CONTACTS:** Cover Letter with Informational Package Sent to Key Accounts. Based on List provided From Section/District Manager.

Cover Letter encouraged support to oppose any tobacco tax increase. A request to write letters to editors and copy PM Field Organizer. ( Copy Attached)

WEEK OF MARCH 21, 1994

**25 GRASS TOP CONTACTS:** Cover Letter with Informational Package Sent to Key Accounts. Based on List provided From Section/District Manager.

Cover Letter encouraged support to oppose any tobacco tax increase. A request to write letters to editors and copy PM Field Organizer. ( Copy Attached)

Phone contact follow up on letter writing.

WEEK OF MARCH 28, 1994

PRIVATE MEETING WITH REP CAMP, WITH KEY GRASS TOP CONTACTS. SET UP BY R. ARMSTRONG. (TENTATIVE)

RETAILER PACKET DELIVERED TO TOP 20 INDEPENDENT VOLUME LOCATIONS IN EACH TERRITORY BY PM SALES REPS.

WEEK OF APRIL 28, 1994

**30 GRASS TOP CONTACTS:** Cover Letter with Informational Package Sent to Key Accounts. Based on List provided From Section/District Manager.

Cover Letter encouraged support to oppose any tobacco tax increase. A request to write letters to editors and copy PM Field Organizer. ( Copy Attached)

FOLLOW UP WITH RETAILERS ON LETTER WRITING.

FOLLOW UP WITH TO GRASS TOP CONTACTS ON LETTER WRITING.

WEEK OF APRIL 11, 1994

FOLLOW UP WITH ALL GRASS TOP AND RETAIL ACCOUNTS,

LETTER OF THANKS FOR ALL PARTICIPANTS THAT SUPPORTED THIS ISSUE TO OPPOSE CIGARETTE TAX INCREASE.

cc: D. Rainey

2073974803

Operations Plan  
Member David Bonior  
Field Operative Todd Jones

**Grass Tops Campaign**

We have already made contact with major accounts in the members Geo. to target quality letters to the member pertaining to the FET. These quality letters will also be sent to Major newspapers in the members Geo.. These will be addressed in the ED/ OP section as well.

We have contacted Anti tax group the Macomb County Taxpayers Association 1-313- 463-1950 and have arraigned a meeting to combined our efforts. This will be done mainly through talk radio WXYT in Detroit.

We are currently waiting on the FEC list and FM Supplier list to determine the extent we can leverage FM business.

**In District Appearances**

We will rely on Port Huron Chamber of Commerce legislative committee to arrange person to person meeting. This will probably take place in a question and answer forum tied in with NAFTA questions. We are currently waiting for the members curriculum to establish township meetings

We feel Labor will have a greater chance to gain access to the member and any contact with the local BTC union would be helpful in developing an alliance.

**Letter to the Editor**

We have targeted 5 letters to the editor for the Port Huron Times Herald and Macomb Daily for the week ending March 5, 1994. These letters will be from wholesalers and chain account owners who are business leaders in the community.

**FET WEEK**

Even without a FM plant in the members district we feel it would be beneficial to obtain a face to face meeting with the member with Business leaders and demonstrate the economic impact that the FET would have on our GEO.

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**PHILIP MORRIS USA**

**INTEROFFICE CORRESPONDENCE**

400 Technocenter Dr. Suite 300, Milford, Ohio 45150

**TO: Ruth Billings**

**DATE: 02/23/94**

**FROM: John Hutchins**

**SUBJECT: PRELIMINARY FET ACTION PLAN FOR OH. DIST. 03  
OHIO CONGRESSMAN TONY P. HALL**

**GRASSTOPS:** We are currently scheduling appointments with the two largest wholesalers in Congressman Hall's district to initiate the letter campaign (see calendar). The top 20 independent retailers are going to be contacted this week in support of a letter campaign to the editor of the Dayton Daily News (Cir. 181,172). We are also contacting the organized labor unions in Montgomery County to contact Congressman Hall's office as we approach FET WEEK. PM USA employees living within the district will start their letter campaign week of 2/28/94. I have requested a list of PM suppliers, top PM vendors and PM employees who live in the district.

**TOWN MEETINGS/FUND RAISERS:** I have tried to reach Bear Monita (AA) for Congressman Hall's schedule but have been unsuccessful to date. I have arranged for another PM USA manager who lives in the district to make contact on Thursday.

**PHILIP MORRIS MAIL PROGRAM:** I would like to request a mass mobilization list of smokers, top PM vendors and retailers to receive NY mailings as we work our way to FET WEEK.

**FEC CAMPAIGN CONTRIBUTORS:** I have a list that I am currently analysing. There appears to be a couple individual contributors who could have a tie with our movement (Alcohol Ind.).

**PRINT, RADIO AND TV ADVERTISING:** Need not determined at this time.

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**MONTHLY FET CALENDAR**  
**FOR THE MONTH OF MARCH REV. 02/23/94**

|                                 | MONDAY                                    | TUESDAY | WEDNESDAY   | THURSDAY | FRIDAY                         |
|---------------------------------|---|---------|---|----------|--------------------------------|
| WEEK OF:<br>2/28/94             | LETTERS FROM<br>PM USA<br>EMPLOYEES       |         | LETTERS TO<br>THE EDITOR<br>FROM RETAIL<br>CUSTOMERS      |          |                                |
| WEEK OF:<br>3/07/94             | LETTERS FROM<br>1ST<br>WHOLESALE<br>GROUP |         |   |          |                                |
| WEEK OF:<br>3/14/94             |   |         | LETTERS FROM<br>TOP 20 RETAIL<br>ACCOUNTS TO<br>TONY HALL |          |                                |
| WEEK OF:<br>3/21/94             | LETTERS FROM<br>2ND<br>WHOLESALE<br>GROUP |         |   |          |                                |
| WEEK OF:<br>3/28/94<br>FET WEEK |   |         |   |          | RALLY AT<br>MILLER<br>BREWING? |

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Region V

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## **FET ACTION PLAN FOR REGION V**

### **STATUS UPDATE 2/25/94:**

#### **Congressman Harold Ford - (D-TN-9) Level 3 Swing**

**Assessment:** Because of Congressman Ford's unique situation in his district an initial personal meeting with him is necessary to identify and then develop the best strategy. However, we expect that a strong grasstops and grassroots fundraising effort will be a crucial part of the plan.

**Action Plan:**

- Schedule personal meeting with Congressman to assess his needs in the district and the course of action most desired by him.
- Update town meeting schedule and determine the need and effectiveness of our participation.
- Identify most influential constituents including wholesalers, retailers and business leaders and establish a strategy to mobilize these people. Cross reference contributors with targeted influential constituents.
- Develop a plan for FET week. Contact and organize local allies in the district and brief them on our objectives.
- Mount fundraising effort. Create a list of grasstop and grassroots contributors to participate at fundraisers.

**Summary:** Personal contact with Congressman Ford is the primary component of our strategy for his vote. An appeal to local allies and strong fundraising efforts will be employed to meet this goal. An additional note, the Congressman has a considerable debt from legal defense and will also need significant funds for his reelection campaign.

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## FET ACTION PLAN FOR REGION V - page 2

### STATUS UPDATE 2/25/94:

#### **Congressman Don Sundquist (R-TN-7) Level 1 Baseline**

**Assessment:** Congressman Sundquist is one of the strongest supporters of the Tobacco Industry in Tennessee. Although he is not running for reelection to congress, he is a candidate for governor of The Great State of Tennessee. We will work closely with him to determine the best course of action.

**Action Plan:**

- Town meeting schedule (actually campaign stops) will be extensive. He is well known and popular in his district, therefore constituency building elsewhere in the state will be important to him. This is where we will concentrate our efforts.
- Determine feasibility of Tn Farm Bureau conducting a survey of Tn congressional and gubernatorial candidates requesting their position on tobacco issues and the FET. Then mailing the results to the Farm Bureau members.
- Ron McMahan, FO, works closely with Sundquist on his campaign for governor, so he has consistent access to congressman and schedule.
- Develop plan for FET week. Respond to any request for assistance by Congressman Sundquist.
- Rich Bond is available as a resource if needed.

**Summary:** Congressman Sundquist will be making public appearances throughout the state. However East Tennessee, which is the largest tobacco producing area of the state, will be critical to his success in the general election for governor. Our goal is to give him the backup he needs to make the FET vote an easy one for him.

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**FET ACTION PLAN FOR REGION V - page 3**

**STATUS UPDATE 2/25/94:**

**Congressman Bart Gordon (D-TN-6) Level 2 Persuadable**

**Assessment:** A tough reelection campaign looms for Congressman Gordon. He is a cosponsor of the Cooper Health Care Plan. The Congressman has received significant campaign contributions from the health care industry in the past and they are pushing him to maintain his support for Cooper's bill. He has been somewhat friendly on tobacco issues and the support of the Tennessee Farm Bureau is essential to his reelection.

**Action Plan:**

- Update town meeting schedule.
- Schedule personal meeting between FO and Congressman as soon as possible. FO is Director of Public Affairs for Tennessee Farm Bureau.
- Develop plan for FET week - OM Mgf., Goodlettsville, TN
- Organize intensive grasstops/grassroots effort. Coordinate with Farm Bureau on letter writing campaign, postcard drop and constituent calls.
- Solicit campaign contributions.

**Summary:** The Tennessee Farm Bureau is the largest nonprofit association in Tennessee. They are highly organized and a very active block of voters in the state. The ability to utilize the Farm Bureau membership in a grasstops/grassroots effort will be the key to our strategy.

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**DRAFT - FET ACTION PLAN FOR REGION V - page 4**

**STATUS UPDATE 2/25/94:**

**Congressman L.F. Payne (D-VA-5) Level 1 Baseline**

Assessment: Jay Poole will be the FO for Congressman Payne. Jay has recruited Paul Ashworth, a leaf buyer for PM, to assist. Kitty Norton will meet with Paul Ashworth and Mark Serrano March 3 to assess the district and develop a definitive strategy.

Action Plan: - Update town meeting schedule.  
- Schedule personal meeting with congressman for FO and FD  
- Develop a plan for FET week.  
- Assess need of Philip Morris resources.

Summary: To be included with final action plan which will be formulated at the March 3rd meeting.

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**DRAFT - FET ACTION PLAN FOR REGION V - page 5**

**STATUS UPDATE 2/25/94:**

**Congressman Jim Bunning - (R-KY-4) Level 1 Baseline**

**Assessment:** Dan Ison, Manager of Corporate Affairs for Philip Morris, is the FO for this district. Dan will meet with Kitty Norton and Mark Serrano on March 3. An action plan for the district will be finalized at that time.

**Action Plan:**

- Update town meeting schedule.
- Schedule personal meeting with congressman
- Assess need of Philip Morris resources
- Schedule meeting with FO at first available time
- Develop plan for FET week

**Summary:** To be included with final action plan which will be formulated at the March 3rd meeting.

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Ron McMahan is a PM contractor with McMahan/Vaughn government relations in Knoxville, TN. Ron is currently traveling with the Sundquist for Governor Campaign in East Tennessee. Because of his close personal relationship with the Congressman, Ron has better access to him on a regular basis than anyone we know.

**Congressman Harold Ford (D-TN-9) - FO-Cleve Smith/Kitty Norton**  
Cleve will handle this assignment because of his personal relationship with Congressman Ford. Kitty Norton, an Associate with Smith Johnson Anderson & Carr, will assist Cleve. Kitty has extensive experience with tobacco issues.

**Congressman Bart Gordon (D-TN-6) - FO-Julius Johnson**  
Julius is the Director of Public Affairs for the Tennessee Farm Bureau. He is anxious to begin working on this FO assignment. Congressman Gordon is facing a tough re-election campaign and the support of the Farm Bureau is essential to his success.

**Congressman L.F. Payne (D-VA-5) - FO-Jay Poole**  
Jay has requested this FO assignment. Assisting Jay will be Paul Ashworth, a PM leaf buyer.

**Congressman Jim Bunning (R-KY-4) - FO-Dan Ison**  
Dan is Manager of Corporate Affairs for Philip Morris USA. Jay Poole Recommended Dan as this FO because of his strong friendship with Congressman Bunning.

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Region VI

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# PRELIMINARY ACTION PLAN

## REGION VI

### FL CONGRESSMAN SAM M. GIBBONS

(D - 11)

**Field Operative:** Barbara Crooks, PM Sales, 407/362-0692.

**Regional Team Meeting with TCI:** The Region VI TCI representative is Mark Serrano. We hold a meeting with the Field Operatives assigned Congressmen Gibbons and Shaw in Orlando Monday, March 7, at 1:00 p.m.

**Intensive Grasstops:** We had hoped to have a postcard mailing from the database to the entire PM mailing list in District 11, notifying those people of a town meeting to be held by Congressman Gibbons Saturday, February 26. Unfortunately, TCI did not receive the computer tapes in time for this mailing. We will be staying in contact with the field office to determine the date for his next town meeting.

**Update Town Meeting Schedules:** As of this writing, the only public event scheduled by the Congressman's district office staff is a town meeting with no specific topic Saturday, February 26, 1994, at the Hillsborough Community College in Yvor City, Florida. This is the Cuban section of the metro area. It is also the area in which a great deal of cigar manufacturing takes place. TCI has been notified of this meeting.

We are continuing to work with staff to determine additional public events to be held. Greg Wonders, of the Tampa district office, informed me last week that Congressman Gibbons is scheduled to be in Washington during FET Week, March 21. The next recess is the week of March 28 through the first week in April.

**Coordinate Plan for FET Week:** John Ostronic is coordinator for FET Week for this region. Our plans are still in development. John has an event planned for the KGF Oscar Meyer plant, located within the district, employing 915 people.

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**Coordinate Letters to the Editor and Op-Ed Articles:** Congressman Gibbons represents the Tampa Bay area, which is served by the Tampa Bay Tribune, one of the state's major daily newspapers. There are other, smaller papers in that general area, but the concentration in this district will be the Tribune. We are working to identify Spanish-speaking publications in this district as well. We will review the list of strong supporters in this area to ferret out the likely candidates for Op-Ed pieces and letters to the editor.

**Philip Morris Mail Program:** Coordinated by PM and Targeted Communications, Inc.

**Alliance Building with Third Party Advocates:** Florida Taxwatch is a strong, statewide organization which opposes reckless government spending and unfair taxation. PM is a member of this group and has worked closely with them in the past on tobacco taxation issues.

We also have strong ties to the Florida Consumers Federation, Associated Industries of Florida, and all wholesaler and retailer organizations across the state. We plan to work closely with these groups and others to identify members of influence in this district to write Op-Ed pieces and letters to the editor, as well as make direct contacts with the Congressman.

**FEC Campaign Contributors:** We are reviewing the information sent by New York to identify those in our industry who have contributed to Congressman Gibbons in past elections.

**Print, Radio and TV Advertising:** Needs not determined as of this writing.

**Addendum:** Congressman Gibbons has not been friendly to the tobacco industry in the past. I have talked with Rod Brooker, who previously handled the PM Grasstops program in Tampa. He has been most helpful, and we plan to continue our discussions with him.

Tampa is a large cigar-producing area, and Rod tells me that in the past the industry has not been eager to help out on our issues. This time, however, cigars are in the mix on FET. Because of Congressman Gibbons' importance as Vice Chairman of Ways and Means, I believe it is imperative that we build a strong alliance with Havatampa and the other cigar manufacturers in the district to work the Congressman with a united front. Rod indicates that Gibbons is very sensitive to the impact this industry has on his district and that he responds to their requests for help.

**Note:** This plan is preliminary, and has been written prior to any conversations with the Field Operative. Everything is, therefore, subject to change.

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**PRELIMINARY ACTION PLAN**  
**REGION VI**  
**FL CONGRESSMAN CLAY SHAW**  
**(R - 22)**

**Field Operative:** John Baker, PM Sales, 813/621-2164.

**Regional Team Meeting with TCI:** The Region VI TCI representative is Mark Serrano. We will hold a meeting with the Field Operatives for Congressmen Gibbons and Shaw in Orlando Monday, March 7, 1994 at 1:00 p.m.

**Intensive Grassroots:** We have requested a postcard mailing from the database to the entire PM mailing list in District 22, notifying those people of the town meetings which have been scheduled thus far. TCI has been notified of these meetings by separate memo (copy attached).

**Update Town Meeting Schedules:** As of this writing, four town meetings are scheduled (see attached memo). Dorothy Stewart, who handles the Congressman's district scheduling, has been most helpful. I will continue to follow up with her to find out what other public events are being scheduled.

Victoria Duxbury of the campaign headquarters, has been asked to call me regarding the political schedule for Congressman Shaw. I know at this point that a fundraiser is being set up in Boca Raton in the near future, and expect to hear from Victoria this week for that date and others.

**Coordinate Plan for FET Week:** John Ostronic is coordinator for FET Week for this region. Our plans are still in development, but John has scheduled an event at the Entemanns Bakery facility in Miami, which borders on Shaw's district. There are no facilities located within this district.

**Coordinate Letters to the Editor and Op-Ed Articles:** Congressman Shaw represents a very narrow district stretching up the Atlantic coast from just above Miami. There are daily papers spread throughout the district, but the majors are the Palm Beach Post, and Fort Lauderdale Sun-Sentinel. There should be ample opportunities to place various pieces in these publications, depending on the quality of supporters in that area.

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**Philip Morris Mail Program:** Coordinated by PM and Targeted Communications, Inc.

**Alliance Building with Third Party Advocates:** Florida Taxwatch is a strong, statewide organization which opposes reckless government spending and unfair taxation. PM is a member of this group and has worked closely with them in the past on tobacco taxation issues.

We also have strong ties to the Florida Consumers Federation (based in this district), Associated Industries of Florida, and all wholesaler and retailer organizations across the state. We plan to work closely with these groups and others to identify members of influence in this district to write Op-Ed pieces and letters to the editor, as well as make direct contacts with the Congressman.

**FEC Campaign Contributors:** We are reviewing the information sent by New York to identify those in our industry who have contributed to Congressman Shaw in past elections.

**Print, Radio and TV Advertising:** Needs not determined as of this writing.

**Addendum:** Congressman Shaw has been friendly in the past to this industry. Depending on the political sophistication of our Field Operative and cooperation from our allies, we should be able to give him ample reason to oppose the FET.

All of this plan is subject to change, pending conversations and meetings with our Field Operative.

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# PRELIMINARY ACTION PLAN

## REGION VI

### SC CONGRESSMAN BUTLER DERRICK

(D - 3)

**Field Operatives:** Tom Smith, Tobacco Business Network,  
803/493-5122

**PM Sales:**

James Gibbs, 803/735-0722  
Irvin Powell, 803/735-0722

**Regional Team Meeting with TCI:** The Region VI TCI representative is Mark Serrano. A meeting was held by conference call with Tom Smith February 25, 1994. Henry Turner and Pat McWhorter have scheduled a meeting with Field Operatives and state Lobbyists March 11 in Columbia, South Carolina.

**Intensive Grasstops:** In light of the shocking announcement that Congressman Derrick plans to retire this year, our approach on grasstops will be decidedly different than in other districts. While we will work on contacts from retailers, wholesalers, etc., we are concentrating on quality contacts from people supportive of our industry who are close to the Congressman on a personal basis.

**Update Town Meeting Schedules:** Since his announcement, the Congressman has maintained a very low profile. I have attempted to reach Alden Knight, who handles the Congressman's travel schedule in the district, to no avail. It is my assumption that everything is up in the air right now. We will continue to try to reach Mr. Knight to find out what, if anything, is on his public schedule.

**Coordinate Plan for FET Week:** John Ostronic is coordinator for FET Week for this region. Our plans are still in development, but John has an event scheduled for the KGF Lewis Rich plant in Newberry, which borders Derrick's district.

**Coordinate Letters to the Editor and Op-Ed Articles:** The only areas of any substantial population in this district are Anderson and Aiken. We will focus some attention on placing pieces in these and smaller newspapers, while still remembering that those efforts will not have as much effect on a Congressman not running for reelection.

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**Philip Morris Mail Program:** Coordinated by PM and Targeted Communications, Inc. It is doubtful that we will need any of these resources for Congressman Derrick.

**Alliance Building with Third Party Advocates:** We will be working with our close allies, such as the South Carolina Convenience Store Association, The South Carolina Restaurant Association, the South Carolina Farm Bureau, the state NAACP, and others such as an anti-tax group in the district to focus as much political support as possible on the Congressman.

Our main focus, however, will be to identify close personal and political friends of Congressman Derrick who are supportive of our cause to make direct contacts. Tom Smith has been a close friend of the Congressman for many years, and will be meeting with him to discuss this issue. Tom knows one of the Congressman's closest friends and political advisors, Dr. Eddie Floyd of Florence, who is the largest tobacco allotment owner in the state.

Mark Serrano is also developing a resolution to present to the South Carolina Legislature, which can be presented to Congressman Derrick and others in the delegation to show opposition to the proposed increase in federal cigarette taxes.

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**Region VII**

**2073974821**

February 18, 1994

Frank J. Donatelli  
c/o Targeted Communications, Inc.  
1414 Prince Street, Suite 300  
Alexandria, VA 22314  
FAX: (703) 684-0538

RE: Preliminary FET Action Plan for region VII  
(Representative for Rostenkowski, Crane, Kleczka)

Dear Mr. Donatelli:

Congressman Kleczka - 4th Congressional District, Milwaukee, WI

I have agreed to act as a Field Operative as well as the Field Director with regards to this Congressional district. I am awaiting data on P.M. Suppliers, employers, and retailers in the 4th Congressional district for the purposes of a Grassroots Campaign. In the meantime, I have identified the following retail associations in the heart of that district:

1. National Avenue Advancement Association  
1817 W. National Avenue  
Milwaukee, WI 53204
2. Lincoln Merchants Association  
2266 S. 13th Street  
Milwaukee, WI 53215

In addition to this, the community based organizations that may be of assistance are as follows:

1. A number of Hispanic agencies, including the  
Hispanic Chamber of Commerce  
1125 W. National Ave.  
Milwaukee, WI 53204
2. Polish American Congress - Wisconsin Division  
1801 S. 12th Street  
Milwaukee, WI 53204

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3. Puerto Rican Festivals Committee  
425 W. National Ave.  
Milwaukee, Wi 53204
4. Council for the Spanish Speaking  
614 W. National Ave.  
Milwaukee, WI 53215

These minority based associations may be utilized to make Grassroots contacts with the Congressmen if they can become convinced of the adverse and regressive effects of the cigarette tax on the hard working membership that they represent.

There are three local union offices located within the Congressional district of Mr. Kleczka. Hopefully, labor will be enlisted to take a role with regards to these issues. They have been supportive in the past with regards to state and federal excise tax questions.

In addition to this, there are some major employers located within that Congressional district. Those employers include Allen-Bradly Company, Vilter Manufacturing Corporation, and Klement Sausage Company. In addition to this, Miller Brewing Company maintains a high profile within the entire Milwaukee area, including Congressman Kleczka's district. Once those Field Operatives are designated within the Miller Company, I would like to contact them to see if they have relationships with some of the other big employers in that district. Perhaps they could use their influence to get those corporate executives interested in communicating with Congressman Kleczka on this issue.

#### KEY CONTACTS BY PROMINENT PUBLIC OFFICIALS

Governor Thompson, former Governor Earl, and former Governor Schreiber all have close associations with Miller Brewing Company or Philip Morris. Perhaps, the most important thing that can be done would be to have Miller Brewing Company or Philip Morris executives urge direct communications from these officials to Congressman Kleczka on this subject. In addition to this, the president of Security Savings, William Schuett, is very close to Congressman Kleczka. Due to this man's impact upon the community, he most likely has close relationships with corporate executives of Philip Morris and/or Miller Brewing Company. A contact from Mr. Schuett to Congressman Kleczka would be most effective. Meetings with high level Philip Morris Company or Miller Brewing Company executives to effecuate this plan should be commenced as soon as possible.

#### CONGRESSMAN'S LOCAL SCHEDULES

I have been in touch with Kathy Hein, Congressman Kleczka's Administrative Assistant, who is located here in Milwaukee and in

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charge of his schedule. As of this date, his schedule has not been set for the next two or three months in the Milwaukee area. She indicated to me that she might have more information with regards to this in about a week or so. The problem is that Congressman Kleczka is tied up in Washington D.C. on the Ways and Means Committee agendas. However, Congressman Kleczka is having a fundraiser in Milwaukee on April 11, 1994, and a fundraiser in Washington D.C. on March 8, 1994. Jerry talked to me directly about these events, and he is expecting very positive input from our people on this.

As of now, he does not plan to be in Milwaukee the week of March 21, 1994. However, I did schedule an appointment at his home office located at 5032 W. Forest Home Ave., Milwaukee, Wisconsin, for April 9, 1994 at 11:00 A.M. Congressman Kleczka indicated to me that he does not want to meet with more than five or six people at that home office with regards to this particular subject. If something opens up the week of March 21, 1994, I will let you know.

#### MEDIA CAMPAIGN

The Milwaukee Journal and the Milwaukee Sentinel are the two newspapers that have the most impact on Congressman Kleczka's district. Two very popular talk show hosts via radio are Mark Belling and Charlie Sykes. Both have a very conservative bent with a very conservative radio audience. Both hosts would be receptive to our telephone calls that blast any federal program.

#### Congressman Rostenkowski - 5th Congressional District, Chicago, IL

Due to Congressman Rostenkowski's primary election concerns and other concerns, things are in a state of flux with regards to that district. Everything has been done to financially support his re-election. I assume the Field Operatives can be identified, and post-primary Grassroots efforts will be conducted to show that there is wide spread support in this congressional district against a federal excise tax. Hopefully, some of the same strategies to be employed in the Kleczka congressional district will be useful at the appropriate time in Congressman Rostenkowski's district.

#### Congressman Crane - 8th Congressional District, Illinois

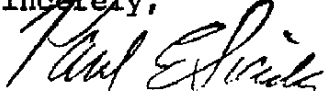
I have been in touch with his home aide, Kirt Johnson. With regards to his local schedule, the only things that Mr. Johnson had to report at this time were two fundraising events. One is to occur on February 18, 1994, and the other is to occur on February 25, 1994. I have faxed information with regards to this issue to the Washington D.C. office. Due to the strong support on our issues, I have agreed to act as Field Operative in this Congressional district as well. Again, I am awaiting more information with regards to other Field Operatives in that

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Congressional district before we begin to do anything more with regards to that district.

Sincerely,



Paul E. Sricula  
PES/mso

cc: Lance Pressl  
FAX: (312) 553-0810

2073974825

February 28, 1994

Transmitted by Fax to: (703) 684-0538

Frank J. Donatelli  
Targeted Communications, Inc.  
1414 Prince Street, Suite 300  
Alexandria, VA 22314

Dear Mr. Donatelli:

With regard to my preliminary FET Plan, dated February 18, 1994, I would like to add the following:

1. In addition to resources that I have previously identified, I have now received a list of in excess of 300 suppliers for Congressman Kleczka's district. I have also received an "FET Contact List" sorted by district and by company that lists a number of prominent people who are sources to contact Congressman Kleczka, Congressman Crane and Congressman Rostenkowski. Likewise, I have received a list of suppliers for Congressman Rostenkowski and Congressman Crane.
2. Steps will be taken to see that these resources begin immediate grass roots contact with the Congressmen through direct communications or letters. I am in the process of attempting to get our operatives to somehow make the lengthy contacts with all the suppliers so that we can get these communications going. In the meantime, I am sending a letter to all of them with a request to contact Congressman Kleczka and Crane through letters. A suggested format will be included.
3. Congressman Kleczka will be in Milwaukee the weekend of March 5th and the weekend of March 19th. He has no public meetings scheduled for those weekends. However, there will be a homecoming event for March 5th for Dan Jansen, who lives in Congressman Kleczka's district. He will be attending that function. Hopefully, we should have persons from our resource list or employees of related companies attend that function

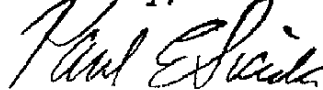
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Frank J. Donatelli  
February 28, 1994  
Page Two

and see if they can get a chance to meet Congressman Kleczka and talk briefly about their feelings on this subject. I am calling some people to implement this.

4. I am awaiting word from you with regards to appropriate operatives from Miller to help me implement this particular plan and get some some immediate contacts going to our resources along with some information for them to be able to utilize. In the meantime, I am utilizing PM wholesalers to help administer this plan.
5. Joe Czerwinski, a former legislator and a contract lobbyist for Philip Morris, has agreed to assist me in making contacts with various minority agencies that I have alluded to in my previous letter for the purposes of getting them moving on this subject. He used to represent that area in the legislature and is familiar with those agencies and associations, including Polish activist groups.

Sincerely,



Paul E. Sricula

PES:jc

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Region VIII

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## FET ACTION PLAN FOR REGION VIII

WHEAT, (D), MO-5

February 28, 1994, Field Operative Terry McDonald

**Intensive Grasstops:** Use of Kansas City Missouri's largest wholesaler, Barber & Sons, to contact Representative Wheat both by letter and by personal, per request of Anthony Barber. Employ the help of Lewis Smithers and Danny Morgan with Burley Tobacco Warehouse who recently joined a group of individuals on a trip to Washington to voice their opposition of the FET to Representative Wheat and other members.

**Update Town Meeting Schedule:** After contacting both of Wheats offices today they informed me that Representative Wheat has no public appearances scheduled or any type of town meeting on his agenda.

I am certain that Congressman Wheat will have several town meetings due to the fact that he is not one to shy away from the media and any type of free publicity. Also, Congressman Wheat is not favored in this race against fellow Democrat Marsha Murphy and will therefore most likely try and get his views expressed as often as possible.

**Coordinate Plan for FET Week Activities with Campaign Manager:** Still in development.

**Coordinate Letters to the Editor and OpEd articles:** Wheats district includes the area where at least three PM USA Reps live and five PM USA Sales Reps have accounts. This will be extremely effective in making the seriousness of our opposition to the FET even more evident upon Congressman Wheat. These people involved will show Congressman Wheat that not only is this issue of vital interest to our own personal lives but also the lives if those we do business with both personally and professionally. All PM USA reps who either work or live in Congressman Wheats have committed to writing his office.

With the Kansas City Star being the only paper in Wheats district it will be vitally essential to have quality letters by big guns, like Anthony Barber, sent to the OpEd section and letters to the editor. It will also be important to contact PM reps and inform them of the necessity to not only contact Congressman Wheat but also to write to the Kansas City Star.

**Philip Morris Mail Program:** Still being developed.

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**Alliance Building with Third Party Advocates:** Have yet to discover or contact any third party allies. I am currently in the process of trying to discover whether or not an anti-tax group is present in Kansas City. The same holds true for a smokers advocate group or a group centered on a sound economic community. I am trying to find out if there exists any kind of political or social group comprised of independent retailers in Representative Wheats district that would be interested in contacting him via letters, phone calls, or personal visits.

**FEC Campaign Contributors:** I was told to be expecting a list of contributors from Field Director Weldon Denman upon his return to Austin, TX.

**Print, Radio, and TV Advertising:** No immediate action foreseeable.

**Addendum:** The most positive and effective method in getting our message through to Congressman Wheat is through the use of wholesalers and retailers in Wheats district. Through the use of large wholesalers, like Barber & Sons and others, we can show Representative Wheat the direct economic impact the FET would have on his district. The use of PM USA reps and management who live and work within Wheats district will also aid in driving home the negative economic impact of FET.

A key contact will be Lewis Smithers with Burley Tobacco warehouse. Matt Paluszek has informed me of Mr. Smithers and his active involvement in politics concerning tobacco related issues and his willingness to work with me in opposition to the FET. I will be contacting Mr. Smithers as soon as possible if not sooner, he sounds like an extremely vital connection.

While speaking with Mr. Withers today, he gave me the name of an associate of his, Danny Morgan. Mr. Morgan spoke with Wheats Ag Aid on January 26th about the FET. I was not able to contact Mr. Morgan today but I will try again tomorrow.

I do not currently have any information concerning Wheats tenure or voting record in the Rules Committee, but I am trying to find information to bring me up to speed as soon as possible. My only concern is that with Wheat running for the senate he may not dedicate as much time to issues in front of the Rules Committee and direct more of his attention towards his election campaign.

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11311 P Street Omaha NE 68137

2/25/94

## Preliminary FET Action Plan For Region VIII

Peter Hoagland D- NE- 2

Field Operative Jerry Fitzpatrick

February 25, 1994

### UP DATE TOWN HALL MEETING SCHEDULES:

Congressman Hoagland has tentatively scheduled Town Hall Meetings for March 25, 26, & 27 to be held at Omaha Public School facilities. The focus of these meetings is going to be on crime. I have contacted Deanne Buck at Congressman's Hoagland's Omaha office and I am waiting to get these dates confirmed.

I talked with Paul Landow and discussed the possibility of having a meeting with Congressman Hoagland and he was open to the suggestion.

Representative Hoagland is a very visible in his District and likes to keep a high profile. He had a close election last time and currently there are 3 Republican challengers for his seat.

### COORDINATE PLAN FOR FET WEEK ACTIVITIES WITH CAMPAIGN MANAGER:

Still in development.

I contacted Dave Schulte, President of Colombo Candy & Tobacco who employees 40 people, and Leo Kamisar, Vice President of Sales / Genco Marketing of Amcon Distrutors. Both of whom are willing to meet with Congressman Hoagland, they have already been in contact with him concerning this issue. There is a conflict with scheduling for the week of March 21. I also plan to contact Rick Eckwall of Riteway Oil a local convenience / gas chain, as well as Steve Bowman the cigarette buyer for Baker's

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Super Market, the major super market chain in Omaha. Kurt Wehn The Philip Morris District Manager will also be attending the meeting when scheduled.

I have alternative people we can use if Congressman Hoagland schedule does not fit ours.

**COORDINATE LETTERS TO THE EDITOR AND OPED ARTICLES:**

Congressman Hoagland's District is wholly in the Omaha media market. The Omaha World Herald is the only major news paper for the market. The District does have some small suburban papers that may be appropriate. There is also a Catholic weekly The Voice. The towns of Plattsmouth, Bellevue and Waterloo are included in the district. We can select strong supporters as candidates for Op-ed pieces and letters to the Editor.

**PHILIP MORRIS MAIL PROGRAM:**

Coordinated by PM and Targeted Communications Inc.

**ALLIANCE BUILDING WITH THIRD PARTY ADVOCATES:**

Initial contacts are not made. Plan is just underway.

Robert Campos, President and owner of Campos Construction Company, knows Congressman Hoagland and has committed to work with us.

**FEC CAMPAIGN CONTRIBUTORS:**

I have requested that contributor information be supplied to us.

**PRINT, RADIO AND TV ADVERTISING:**

Need not determined as of this writing.

I am requesting that we get color reprints of the District / State map showing the number of Tobacco-Related jobs made by In Context Inc. I would suggest that this be developed into a large poster that could be displayed at retail outlets and the possibility of billboards being made. I plan to distribute these maps to all of the local legislators with a cover letter to express our position.

Could you please supply me with 100 copies of the colored map from In Context Inc.

The Nebraska Association of Tobacco and Candy Distributors (NATCD) is currently placing signs in stores opposing the FET.

**ADDENDUM:**

Ways and Means committee

Votes Democratic. Congressman Hoagland voted for NAFTA and local labor is not happy with this vote. His PAC contributions are down. 1992 election was very close 51%. He favors Cooper / Grandy plan. He is anti cigarette.

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**EMPLOYEE INVOLVEMENT:**

|                 |                                 |       |                   |
|-----------------|---------------------------------|-------|-------------------|
| Identify SR's : | Gene Keitges                    | MGR's | Kurt Welu, DM     |
|                 | Twitchell Hudson                |       | Javier Mejia, SAM |
|                 | Anne Mc Gargill                 |       | Greg Douglass, UM |
|                 | Patty Mc Sorley ( IA resident ) |       |                   |
|                 | Crystal Davenport               |       |                   |
|                 | John Ingalise                   |       |                   |
|                 | Michael Wood                    |       |                   |

Brief employees on what action we need. Meeting scheduled for the week of 2-28-94.

| SR                | MGR                |
|-------------------|--------------------|
| Retail Contact    | Management Contact |
| letters           | letters            |
| phone calls       | phone calls        |
| flyers            | flyers             |
| employee base     | employee base      |
| 5 Quality letters | Quality letters    |
| March             | District Meeting   |
| April             |                    |
| May               |                    |

Follow up with phone calls ( message carriers )

Results, request copy of letter, note affiliation to Hoagland i.e. businessman etc.

Insure call is made.

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February 17, 1994

To: Mark Serrano  
F.E.T. Campaign Operations Manager

From: Weldon R. Denman  
F.E.T. Field Director, Region 8 & 9

Re: Current F.E.T. Status - Regions 8 & 9

Overview - Region 8

To date, field operatives have been designated for 3 of the 4 congressmen by PM Regional Director, Matt Paluszek:

| <u>Member</u>           | <u>Field Operative</u>       |
|-------------------------|------------------------------|
| Bill Brewster (D-OK-3)  | Tom Rogers (PM consultant)   |
| Peter Hoagland (D-NE-2) | Jerry Fitzpatrick (PM sales) |
| McI Hancock (R-MO-7)    |                              |
| Alan Wheat (D-MO-5)     | Terry McDonald (PM sales)    |

Note: Matt Paluszek has scheduled a meeting for the Region 8 field operatives on Wednesday, Feb 23, 9:00am at the Overland Park, KS office. Jerry Fitzpatrick and Terry McDonald will be in attendance, as well as Mark Serrano and Weldon Denman. Confirmation from Tom Rogers has not been received.

Overview -- Region 9

To date, field operatives have been selected for 4 of the 5 congressmen by PM Regional Director Jack Dillard:

| <u>Member</u>           | <u>Field Operative</u>         |
|-------------------------|--------------------------------|
| J.J. Pickle (D-TX-10)   | Stan Schlueter (PM Consultant) |
| Bill Jefferson (D-LA-2) | Tommy Hudson (PM Consultant)   |
| Bill Archer (R-TX-7)    |                                |
| Jim McCrery (R-LA-5)    | Tommy Hudson                   |
| Martin Frost (D-TX-24)  | Ron Kirk (PM Consultant)       |

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Region IX

2073974835

February 17, 1994

To: Mark Serrano  
F.E.T. Campaign Operations Manager

From: Weldon R. Denman  
F.E.T. Field Director, Region 8 & 9

Re: Current F.E.T. Status - Regions 8 & 9

Overview - Region 8

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| Peter Hoagland (D-NE-2) | Jerry Fitzpatrick (PM sales) |
| McI Hancock (R-MO-7)    |                              |
| Alan Wheat (D-MO-5)     | Terry McDonald (PM sales)    |

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| <u>Member</u>           | <u>Field Operative</u>         |
|-------------------------|--------------------------------|
| J.J. Pickle (D-TX-10)   | Stan Schlueter (PM Consultant) |
| Bill Jefferson (D-LA-2) | Tommy Hudson (PM Consultant)   |
| Bill Archer (R-TX-7)    |                                |
| Jim McCrery (R-LA-5)    | Tommy Hudson                   |
| Martin Frost (D-TX-24)  | Ron Kirk (PM Consultant)       |

2073974836

## LOUISIANA CART ACTION PLAN ON FET

1. With approval of NYO, immediately notify Steering Committee that a meeting will be called in the near future to discuss the FET and action plans for confronting the threat.
2. Upon notification by NYO and WRO that the time is right, set actual date and time for meeting of committee.
3. Disseminate white paper on FET and other appropriate materials to participants in the CART. Materials to be provided by NYO or WRO. Materials to be distributed through Steering Committee.
4. Provide lists of LA congressional delegation and addresses to CART Steering Committee. Lists to be provided by the committee to CART participants.
5. Distribute sample letter(s) to CART Steering Committee for their review and for possible use by participants. Letters to be used as examples of how to write your congressman on this issue. Sample letters to be provided by NYO or WRO.
6. At a time to be determined by the WRO, send a letter or resolution signed by the members of the Steering Committee and by as many participants in the CART and other interested parties as possible to LA. Congressional Delegation. Letter or resolution to be prepared by NYO or WRO. Signatures to be solicited by Steering Committee from their memberships and by CART coordinator from other interested parties. Signature gathering process to be undertaken as soon as resolution or letter is finalized.
7. If the information is available and/or as soon as it is available, discuss with CART Steering Committee delegation priorities and action time line. Information to be provided by WRO.
8. CART participants and other interested parties to be contacted by the CART Steering Committee at the appropriate time to encourage direct contacts with members of Congress opposing the FET. WRO to advise CART on appropriate timing.

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9. Additional CART meetings to be called as needed for updates on legislative activities and to complete action plans.

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LOUISIANA CART ADVISORY COMMITTEE\*

Beer Industry League of Louisiana  
Mr. George F. Brown  
575 North Eighth Street  
Baton Rouge, LA. 70802

Louisiana Grocers Association, Inc.  
Ms. Barbara J. Easley  
Post Office Box 80732  
Baton Rouge, LA. 70898-0732

Louisiana Motor Vehicle Rental & Leasing  
Dealers Association  
Mr. Terry G. McFillen  
401 East Pinhook Road  
Lafayette, LA. 70501

Louisiana Oil Marketers Association  
Ms. Holly Abington  
Post Office Box 80357  
Baton Rouge, LA. 70898

Louisiana Restaurant Association  
Ms. Sherri E. McConnell  
5800 Perkins Place, #4  
Baton Rouge, LA. 70808

Louisiana Retailers Association  
Mr. Nick Perez  
Post Office Box 44034  
Baton Rouge, LA. 70804-4034

Louisiana Soft Drink Association  
Mr. Norman Ferachi  
603 Europe Street  
Baton Rouge, LA. 70802

Louisiana Wholesale Food & Tobacco  
Distributors Association  
Ms. Sarah L. Whalen  
Post Office Box 64528  
Baton Rouge, LA. 70896

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Louisiana Mid-Continent Oil & Gas Association  
Mr. B. Jim Porter  
801 North Boulevard, Suite 201  
Baton Rouge, LA. 70802-5727

Miller Brewing Company  
Mr. M. L. "Bud" Mapes  
Post Office Box 44352  
Baton Rouge, LA. 70804-4352

R. J. Reynolds Tobacco Company  
Mr. C. J. Blache  
One American Place, 23rd Floor  
Baton Rouge, LA. 70825

Tobacco Institute  
Ms. Joe G. Wood  
970 Monterrey Boulevard  
Baton Rouge, LA. 70815

\*Organizations represented on Steering Committee have  
approximately 6,000 individual members.

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Region XII

2073974841

February 21, 1994

**MIKE KOPETSKI  
OREGON CONGRESSIONAL DISTRICT FIVE**

**Federal Excise Tax Campaign Plan**

**OVERVIEW**

The fifth congressional district of Oregon is a marginal Democratic seat that sports a slim registration lead of 41% to 39% over Republicans. There is significant registration of voters (19%) who do not identify with either major party. This helps explain why Ross Perot received 25% of the vote in 1992.

The district covers the northern end of Oregon's Willamette Valley and includes the state capital of Salem. The area used to elect Republicans but has been slowly moving away from the GOP. In 1988 George Bush and Michael Dukakis ended in a virtual tie and in 1992 Bill Clinton defeated George Bush 40%-35%.

Mike Kopetski defeated a 10-year incumbent in 1990 and was easily re-elected in 1992, making it all the more curious why he is not running for re-election this year. Rumors have abounded within political circles, but Kopetski isn't talking other than to say he wants more time with his family.

Congressman Kopetski is a traditional liberal Democrat — producing a 0% rating from the National Tax Limitation Committee and a 96% rating from the American Civil Liberties Union. He sits on the Ways and Means Committee and he has routinely voted for tax increases.

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## INITIAL STRATEGY

Despite Congressman Kopetski's tax increase voting track record, we believe there are several points that give hope that he will oppose the FET.

- The Oregon state health care plan is dependent on revenues generated by the state excise tax on cigarettes of .25 cents per pack. Any attempt to increase the federal tax on cigarettes would decrease revenues and seriously hamper Oregon's ability to pay for their health care costs.
- The independent/pro-Perot attitudes of voters in this district make a vote against the FET the smart political move.
- The need for jobs in the district is a powerful issue.

Our initial strategy will be to confirm information that Congressman Kopetski is inclined to oppose the FET because of the impact on Oregon's health care program.

Our message to Kopetski should be one of gratitude for supporting Oregon's needs over the federal government's. The logical message carrier would be mayors, state legislators, city councilmembers and other local government supporters.

We need to keep a strong drumbeat of reinforcement for Congressman Kopetski because as a partisan, liberal Democrat who is leaving Congress, he will be under a tremendous amount of Washington D.C. political pressure to give President Clinton a key vote.

## TACTICS

### Organization

The goal of the organization phase of the campaign is to identify and recruit a small number of anti-FET campaign operatives who will help build a grassroots army in Mike Kopetski's district.

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or raise  
state \$

The first task will be to work with the regional director to identify potential operatives. If there are obvious prospects, those people will be contacted immediately. If not, the Field Director will conduct an organizational meeting in the district to help recruit those prospects.

This meeting will be held with "in-house" people — PM employees, vendors, consumers, retail accounts, contract lobbyists and suppliers. The message to this audience will be the detrimental effect of the FET on cigarette-dependent businesses. We will educate them on the facts of the FET, discuss ways to influence Congressman Kopetski, energize the participants for continued action and begin to identify grasstops contacts.

A second organizational meeting will be held with other potential message carriers that are not so closely associated with Philip Morris. This meeting will be sponsored by the Coalition Against Regressive Taxation. Invitees will include FEC contributors, public policy groups, third party affiliates, FET affected industries etc. We will stress a more public message at these meetings with an emphasis on publicly thanking the member for his position.

We see identification of potential grasstops contacts as the focal point of this project. Every effort must be taken to ID potential high-level message carriers.

Each field operative will create a list of known potential supporters to recruit — large employers, public opinion leaders, other elected representatives and party officials.

We also strongly suggest that Congressman Kopetski's Federal Election Commission contributor reports be downloaded and cross checked against all available Philip Morris lists. This will result in a prospect list for the field operatives to begin to solicit support. With time being limited, we feel this relatively simple computer task will allow the field directors and operatives to have a high success rate by operating off of the best possible list, rather than initiate the time-consuming moderately effective function of cold calling based on educated guesses.

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### **Coalition Building**

An important part of the campaign will be recruiting influential third party groups, like the chamber of commerce, the farm bureau, local Democratic party officials, etc., who can credibly argue against the FET.

Campaign operatives should immediately contact these groups and recruit them into the anti-FET coalition.

### **Mobilization**

Printed materials and information on the job loss and taxation messages will be compiled by the field director. There will be two different types of materials prepared — one for coalition members to understand the key message points we want to use and one for coalition members to communicate with Congressman Kopetski and the media.

The field director will thoroughly brief the field operatives on the message to be delivered. The information will then be shared with all recruited supporters.

The district supporters will be asked to attend specific meetings where Congressman Kopetski is speaking or attending and convey our thanks for his anti-FET position. Other district supporters will be asked to personally meet with Congressman Kopetski and relay the message as well as get feedback so we may determine the accuracy of the current FET action level ratings.

The field operatives will continue to recruit, motivate and schedule district supporters for the duration of this project. The field operative will report to the field director on a daily basis the progress of recruitment and the level of each contact made with Congressman Kopetski. The field director will provide the field operatives and district supporters with all written materials to back up the anti-FET position. This will include, but not be limited to, sample letters to Congressman Kopetski, anti-FET opinion-editorials, letters to the editor, and talking points for personal visits and calls.

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A postcard or letter detailing Congressman Kopetski's scheduled district appearances during recess will be sent to the appropriate data base. This letter will be accompanied by talking points.

**Media**

This district encompasses five counties ranging from coastal to agricultural and rural to urban. Small local papers have a tendency to report the news they receive with very little editing and will be utilized aggressively. Information opposing the FET will be directly fed to these small weeklies and dailies from our third party supporters.

Media lists for this congressional district will be compiled by the field director and op-eds, guest editorials and letters to the editor will be rotated throughout the district.

**Timeline**

Attached

2073974846

KOPETSKI (OR-5) F.E.T. TIMELINE

| ACTION ITEM                     | FEB 14-20 | FEB. 21-27 | FEB. 28-MAR. 6 | MAR. 7-13 | MAR. 14-20 | MAR. 21-27 | MAR. 28-APR. 3 | APR. 4 - 10 |
|---------------------------------|-----------|------------|----------------|-----------|------------|------------|----------------|-------------|
| Preliminary Plan                |           |            |                |           |            |            |                |             |
| Strategy Meeting                |           |            |                |           |            |            |                |             |
| Media List Compilation          |           |            |                |           |            |            |                |             |
| FEC Report Analysis             |           |            |                |           |            |            |                |             |
| Obtain Target Schedules         |           |            |                |           |            |            |                |             |
| Recruit Field Operatives        |           |            |                |           |            |            |                |             |
| "In-House" Organizational Mtg.  |           |            |                |           |            |            |                |             |
| "3rd Party" Organizational Mtg. |           |            |                |           |            |            |                |             |
| Grasstops Recruitment & Mtgs.   |           |            |                |           |            |            |                |             |
| Earned Media Placement          |           |            |                |           |            |            |                |             |
| FET Week Activities             |           |            |                |           |            |            |                |             |
| Congress In Recess              |           |            |                |           |            |            |                |             |

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**2073974848**



February 21, 1994

**BILL THOMAS  
CALIFORNIA CONGRESSIONAL DISTRICT TWENTY ONE**

**Federal Excise Tax Campaign Plan**

**OVERVIEW**

First elected in 1978, Bill Thomas represents a large district at the southern-most end of California's central valley. The population center of his district is Bakersfield, an oil and agriculture town. This district is a solid Republican seat and Thomas does not currently have to worry about re-election. He is a member of the House Ways and Means Committee.

Congressman Thomas has become a key figure in ongoing intra-party fights for the direction of the California Republican Party. The most recent battle was an attempt to replace Congressman Thomas as the ranking minority member on the House Administration Committee with a more conservative and junior member. The votes were not there and he retained his position.

The actions of the Congressional Republican Caucus combined with the state party battles have to make Thomas concerned that conservatives could possibly run a conservative candidate against him. State legislative term limits will force long-term Senators and Assemblymembers out of Sacramento in 1996. With no other place to run, these politicians may choose to run against Thomas.

Congressman Thomas' district is conservative in its voting patterns — regularly preferring Republicans in elections. After the last reapportionment, the district lost more liberal voting coastal areas and added more conservative voting inland areas.

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## **INITIAL STRATEGY**

There are four messages we will work to get delivered to Congressman Thomas. Each will have its different carriers, but combined they will make a strong case for opposing the FET.

- Congressman Thomas is a partisan Republican who is unlikely to cast a key vote for President Clinton.
- The district is very conservative and will not be very supportive of a tax increase measure that will hurt local jobs.
- Congressman Thomas has to be concerned about future elections and will be careful not to cast a vote that could hurt him against a strong conservative primary opponent.
- Like other parts of the state, this area has been hard hit by the recession — making jobs a potent issue.

Our initial strategy will be to tie these issues together in an appeal to Congressman Thomas to oppose the FET. Upon his public opposition to the FET, our operatives in the district will begin to praise the Congressman for courageously standing up for the taxpayers he represents.

## **TACTICS**

### **Organization**

The goal of the organization phase of the campaign is to identify and recruit a small number of anti-FET campaign operatives who will help build a grasstops army in Bill Thomas' district.

The first task will be to work with the regional director to identify potential operatives. If there are obvious prospects, those people will be contacted immediately. If not, the Field Director will conduct an organizational meeting in the district to help recruit those prospects.

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This meeting will be held with "in-house" people — PM employees, vendors, consumers, retail accounts, contract lobbyists and suppliers. The message to this audience will be the detrimental effect of the FET on cigarette-dependent businesses. We will educate them on the facts of the FET, discuss ways to influence Congressman Thomas, energize the participants for continued action and begin to identify grassroots contacts.

A second organizational meeting will be held with other potential message carriers that are not so closely associated with Philip Morris. This meeting will be sponsored by the Consumer Tax Reform Alliance (formerly CalCART). Invitees will include FEC contributors, public policy groups, third party affiliates, FET affected industries etc. We will stress a more public message at these meetings with an emphasis on mobilization.

We see identification of potential grassroots contacts as the focal point of this project. Every effort must be taken to ID potential high-level message carriers.

Each field operative will create a list of known potential supporters to recruit — large employers, public opinion leaders, other elected representatives and party officials.

We also strongly suggest that Congressman Thomas' Federal Election Commission contributor reports be downloaded and cross checked against all available Philip Morris lists. This will result in a prospect list for the field operatives to begin to solicit support. With time being limited, we feel this relatively simple computer task will allow the field directors and operatives to have a high success rate by operating off of the best possible list, rather than initiate the time-consuming moderately effective function of cold calling based on educated guesses.

#### **Coalition Building**

An important part of the campaign will be recruiting influential third party groups, like the chamber of commerce, the farm bureau, taxpayer organizations, local Republican party officials, etc., who can credibly argue against the FET.

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Campaign operatives should immediately contact these groups and recruit them into the anti-FET coalition.

### **Mobilization**

Printed materials and information on the job loss and taxation messages will be compiled by the field director. There will be two different types of materials prepared — one for coalition members to understand the key message points we want to use and one for coalition members to communicate with Congressman Thomas and the media.

The field director will thoroughly brief the field operatives on the message to be delivered. The information will then be shared with all recruited supporters.

The district supporters will be asked to attend specific meetings where Congressman Thomas is speaking or attending and to convey our anti-FET message. Other district supporters will be asked to personally meet with Congressman Thomas and relay the message as well as get feedback so we may determine the accuracy of the current FET action level ratings.

We will also develop a speakers bureau to get our message out to local service clubs, chambers, political parties and others.

The field operatives will continue to recruit, motivate and schedule district supporters for the duration of this project. The field operative will report to the field director on a daily basis the progress of recruitment and the level of each contact made with Congressman Thomas. The field director will provide the field operatives and district supporters with all written materials to back up the anti-FET position. This will include, but not be limited to, sample letters to Congressman Thomas, anti-FET opinion-editorials, letters to the editor, and talking points for personal visits and calls.

A postcard or letter detailing Congressman Thomas' scheduled district appearances during recess will be sent to the appropriate data base. This letter will be accompanied by talking points.

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### **Media**

Earned media will be an important tool to positively reinforce Congressman Thomas. This district has 55 media outlets. These small local papers have a tendency to report the news they receive with very little editing. Information opposing the FET will be directly fed to these small weeklies and dailies from our third party supporters.

Media lists for this congressional district will be compiled by the field director and op-eds, guest editorials and letters to the editor will be rotated throughout the district. District supporters will be recruited to guest on local talk radio shows.

Radio advertisements from a credible third party will be a powerful tool in this far flung district. Targeted spots on talk radio and other popular stations will help spread the anti-FET message and will reach out over this large district in a cost-effective manner.

### **Timeline**

Attached

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THOMAS (CA-21) F.E.T. TIMELINE

| ACTION ITEM                     | FEB 14-20 | FEB. 21-27 | FEB. 28-MAR. 6 | MAR. 7-13 | MAR. 14-20 | MAR. 21-27 | MAR. 28-APR. 3 | APR. 4 - 10 |
|---------------------------------|-----------|------------|----------------|-----------|------------|------------|----------------|-------------|
| Preliminary Plan                |           |            |                |           |            |            |                |             |
| Strategy Meeting                |           |            |                |           |            |            |                |             |
| Media List Compilation          |           |            |                |           |            |            |                |             |
| FEC Report Analysis             |           |            |                |           |            |            |                |             |
| Obtain Target Schedules         |           |            |                |           |            |            |                |             |
| Recruit Field Operatives        |           |            |                |           |            |            |                |             |
| "In-House" Organizational Mtg.  |           |            |                |           |            |            |                |             |
| "3rd Party" Organizational Mtg. |           |            |                |           |            |            |                |             |
| Grassroots Recruitment & Mtgs.  |           |            |                |           |            |            |                |             |
| Earned Media Placement          |           |            |                |           |            |            |                |             |
| FET Week Activities             |           |            |                |           |            |            |                |             |
| Congress In Recess              |           |            |                |           |            |            |                |             |

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2073974854



February 21, 1994

**DAVID DREIER  
CALIFORNIA CONGRESSIONAL DISTRICT TWENTY EIGHT**

**Federal Excise Tax Campaign Plan**

**OVERVIEW**

David Dreier has exhibited his support for free market economics the entire twelve years he has served in Congress. He is a staunch supporter of lower taxes and open markets, positions that well represent his conservative Republican district where George Bush defeated Bill Clinton 41% - 38%. This is the most conservative district in Los Angeles County - covering the cities of Covina, West Covina, San Dimas, Arcadia, Monrovia and Sierra Madre.

Congressman Dreier is a Reagan Republican who acts upon his belief in less government. He has higher political aspirations and was seriously considering a run at Senator Diane Feinstein this November until millionaire and fellow congressman Michael Huffington announced his candidacy and turned away all other Republican challengers. Congressman Dreier is a strong fundraiser and keeps well over a million dollars in his campaign account. He easily wins elections by being ideologically in line with his district and controlling outside forces with his warchest.

He also is part of the leadership of California's Republican delegation and thus is active in trying to shape partisan legislative and political battles.

**INITIAL STRATEGY**

There are several strong points that we believe will help in the drive to ensure Congressman Dreier opposes the FET.

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- Congressman Dreier has a long record of opposing taxes prompting the National Journal to give him a 91% conservative rating on economic issues.
- With higher political aspirations, Congressman Dreier will be especially sensitive to controversial votes that could impact a future election.
- His conservative voting district will be naturally opposed to higher taxes — especially a measure that would impact jobs.
- As a leader in California's Republican delegation, Congressman Dreier will not likely be an ally to President Clinton on such a high visibility issue.

Our initial strategy will be to tie the tax increase issue with the potential for job loss. We will contact anti-tax groups and leaders to carry our message to Congressman Dreier who we believe will be receptive. After we are certain of his opposition to the proposed FET we will begin a campaign of appreciation to thank him for his continued support of traditional Republican positions.

## **TACTICS**

### **Organization**

The goal of the organization phase of the campaign is to identify and recruit a small number of anti-FET campaign operatives who will help build a grasstops army in David Dreier's district.

The first task will be to work with the regional director to identify potential operatives. If there are obvious prospects, those people will be contacted immediately. If not, the Field Director will conduct an organizational meeting in the district to help recruit those prospects.

This meeting will be held with "in-house" people — PM employees, vendors, consumers, retail accounts, contract lobbyists and suppliers. The message to this audience will be the detrimental effect of the FET on cigarette-dependent businesses. We will educate them on

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the facts of the FET, discuss ways to influence Congressman Dreier, energize the participants for continued action and begin to identify grassroots contacts.

A second organizational meeting will be held with other potential message carriers that are not so closely associated with Philip Morris. This meeting will be sponsored by the Consumer Tax Reform Alliance (formerly CalCART). Invitees will include FEC contributors, public policy groups, third party affiliates, FET affected industries etc.. We will stress a more public message at these meetings with an emphasis on mobilization.

We see identification of potential grassroots contacts as the focal point of this project. Every effort must be taken to ID potential high-level message carriers.

Each field operative will create a list of known potential supporters to recruit — large employers, public opinion leaders, other elected representatives and party officials.

We also strongly suggest that Congressman Dreier's Federal Election Commission contributor reports be downloaded and cross checked against all available Philip Morris lists. This will result in a prospect list by district for the field operatives to begin to solicit support. With time being limited, we feel this relatively simple computer task will allow the field directors and operatives to have a high success rate by operating off of the best possible list, rather than initiate the time-consuming moderately effective function of cold calling based on educated guesses.

#### **Coalition Building**

An important part of the campaign will be recruiting influential third party groups, like the chamber of commerce, the farm bureau, taxpayer organizations, local Republican party officials, etc., who can credibly argue against the FET.

Campaign operatives should immediately contact these groups and recruit them into the anti-FET coalition.

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### **Mobilization**

Printed materials and information on the job loss and taxation messages will be compiled by the field director. There will be two different types of materials prepared — one for coalition members to understand the key message points we want to use and one for coalition members to communicate with Congressman Dreier and the media.

The field director will thoroughly brief the field operatives on the message to be delivered. The information will then be shared with all recruited supporters.

The district supporters will be asked to attend specific meetings where Congressman Dreier is speaking or attending and convey our anti-FET message. Other district supporters will be asked to personally meet with Congressman Dreier and relay the message as well as get feedback so we may determine the accuracy of the current FET action level ratings.

We will also develop a speakers bureau to get our message out to local service clubs, chambers, political parties and others.

The field operatives will continue to recruit, motivate and schedule district supporters for the duration of this project. The field operative will report to the field director on a daily basis the progress of recruitment and the level of each contact made with Congressman Dreier. The field director will provide the field operatives and district supporters with all written materials to back up the anti-FET position. This will include, but not be limited to, sample letters to Congressman Dreier, anti-FET opinion-editorials, letters to the editor, and talking points for personal visits and calls.

A postcard or letter detailing Congressman Dreier's scheduled district appearances during recess will be sent to the appropriate data base. This letter will be accompanied by talking points.

### **Media**

Earned media will be difficult in this urban Los Angeles district. This portion of Los Angeles County has 55 media outlets. We will focus on the small local papers that have a tendency to report the news

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they receive with very little editing. Information opposing the FET will be directly fed to these small weeklies and dailies from our 3rd party supporters.

Media lists for this congressional district will be compiled by the field director and op-eds, guest editorials and letters to the editor will be rotated throughout the district. District supporters will be recruited to guest on local talk radio shows.

**Timeline**

Attached

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DREIER (CA-28) F.E.T. TIMELINE

| ACTION ITEM                     | FEB 14-20 | FEB. 21-27 | FEB. 28-MAR. 6 | MAR. 7-13 | MAR. 14-20 | MAR. 21-27 | MAR. 28-APR. 3 | APR. 4 - 10 |
|---------------------------------|-----------|------------|----------------|-----------|------------|------------|----------------|-------------|
| Preliminary Plan                |           |            |                |           |            |            |                |             |
| Strategy Meeting                |           |            |                |           |            |            |                |             |
| Media List Compilation          |           |            |                |           |            |            |                |             |
| FEC Report Analysis             |           |            |                |           |            |            |                |             |
| Obtain Target Schedules         |           |            |                |           |            |            |                |             |
| Recruit Field Operatives        |           |            |                |           |            |            |                |             |
| "In-House" Organizational Mtg.  |           |            |                |           |            |            |                |             |
| "3rd Party" Organizational Mtg. |           |            |                |           |            |            |                |             |
| Grassroots Recruitment & Mtgs.  |           |            |                |           |            |            |                |             |
| Earned Media Placement          |           |            |                |           |            |            |                |             |
| FET Week Activities             |           |            |                |           |            |            |                |             |
| Congress In Recess              |           |            |                |           |            |            |                |             |

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**DREIER (CA-28) F.E.T. TIMELINE**

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February 21, 1994

**WALLY HERGER  
CALIFORNIA CONGRESSIONAL DISTRICT TWO**

**Federal Excise Tax Campaign Plan**

**OVERVIEW**

Wally Herger sits in a safe Republican district and has no serious opposition in the primary or this November. He also has a strong track record of winning elections in this area — as a member of the California Legislature and his last few terms in Congress.

His rural district is located in the northeast corner of California. There is no large population center in the district — instead the population is spread out through dozens of cities and towns in the 10,000 - 30,000 population range.

The primary industries in the area are agriculture and timber — both have been hard hit by the state's lingering recession.

Local voters understand the collateral effect one industry can have on others. Many of the unemployed have never set foot in a mill, but due to the negative impact on the timber industry, they find themselves quickly becoming the long-term unemployed.

Voters here are conservative and independent-minded. They are protective of their way of life and distrustful of southern California. They have fought southern California over water rights in the past as well as indicated strong support for a proposal to split California into three states.

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Republicans routinely win here with big margins. In 1992, George Bush beat Bill Clinton here by 3%, but Ross Perot received 25% of the vote — a sign of local voters' independent nature.

## **INITIAL STRATEGY**

We believe there are two strong factors on our side in ensuring Congressman Herger opposes the FET.

- Congressman Herger is a conservative-voting Congressman from a conservative-voting district and he has a long track record of opposing taxes — receiving a 100% rating from the National Tax Limitation Committee.
- High local unemployment, the California recession and continued attacks on the timber industry make the FET connection to potential job-loss an especially important issue.

Our initial strategy is to tie into the conservative and independent nature of the district and its dislike of the federal government to follow up an initial message of job loss with the threat of higher taxation. The residents that are not motivated by increasing unemployment will be turned on by their opposition to raising taxes.

If it is determined along the way that Congressman Herger has taken a position against the FET, then our network would immediately change its message to positively reinforce the target.

## **TACTICS**

### **Organization**

The goal of the organization phase of the campaign is to identify and recruit a small number of anti-FET campaign operatives who will help build a grasstops army in Wally Herger's district.

The first task will be to work with the regional director to identify potential operatives. If there are obvious prospects, those people will be contacted immediately. If not, the Field Director will

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conduct an organizational meeting in the district to help recruit those prospects.

This meeting will be held with "in-house" people — PM employees, vendors, consumers, retail accounts, contract lobbyists and suppliers. The message to this audience will be the detrimental effect of the FET on cigarette-dependent businesses. We will educate them on the facts of the FET, discuss ways to influence Congressman Herger, energize the participants for continued action and begin to identify grasstops contacts.

A second organizational meeting will be held with other potential message carriers that are not so closely associated with Philip Morris. This meeting will be sponsored by the Consumer Tax Reform Alliance (formerly CalCART). Invitees will include FEC contributors, public policy groups, third party affiliates, FET affected industries etc. We will stress a more public message at these meetings with an emphasis on mobilization.

We see identification of potential grasstops contacts as the focal point of this project. Every effort must be taken to ID potential high-level message carriers.

Each field operative will create a list of known potential supporters to recruit — large employers, public opinion leaders, other elected representatives and party officials.

We also strongly suggest that Congressman Herger's Federal Election Commission contributor reports be downloaded and cross checked against all available Philip Morris lists. This will result in a prospect list for the field operatives to begin to solicit support. With time being limited, we feel this relatively simple computer task will allow the field directors and operatives to have a high success rate by operating off the best possible list, rather than initiate the time-consuming moderately effective function of cold calling based on educated guesses.

#### **Coalition Building**

An important part of the campaign will be recruiting influential third party groups, like the chamber of commerce, the farm

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bureau, taxpayer organizations, local Republican party officials, etc., who can credibly argue against the FET.

Campaign operatives should immediately contact these groups and recruit them into the anti-FET coalition.

### **Mobilization**

Printed materials and information on the job loss and taxation messages will be compiled by the field director. There will be two different types of materials prepared — one for coalition members to understand the key message points we want to use and one for coalition members to communicate with Congressman Herger and the media.

The field director will thoroughly brief the field operatives on the message to be delivered. The information will then be shared with all recruited supporters.

The district supporters will be asked to attend specific meetings where Congressman Herger is speaking or attending and convey our anti-FET message. Other district supporters will be asked to personally meet with Congressman Herger and relay the message as well as get feedback so we may determine the accuracy of the current FET action level ratings. We also will develop a speakers bureau to get our message out to local service clubs, chambers, political parties and others.

The field operatives will continue to recruit, motivate and schedule district supporters for the duration of this project. The field operative will report to the field director on a daily basis the progress of recruitment and the level of each contact made with Congressman Herger. The field director will provide the field operatives and district supporters with written materials needed to back up the anti-FET position. This will include, but not be limited to, sample letters to Congressman Herger, anti-FET opinion-editorials, letters to the editor, and talking points for personal visits and calls.

A postcard or letter detailing Congressman Herger's scheduled district appearances during recess will be sent to the appropriate data base. This letter will be accompanied by talking points.

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### **Media**

Earned media will be paramount in achieving our goal. This district encompasses 10 rural counties and has 58 media outlets. The small local papers have a tendency to report the news they receive with very little editing. Information opposing the FET will be directly fed to these small weeklies and dailies from our third party supporters.

Media lists for this congressional district will be compiled by the field director and op-eds, guest editorials and letters to the editor will be rotated throughout the district. District supporters will be recruited as guests on local talk radio shows.

Radio advertisements from a credible third party will be a powerful tool in this far flung district. Targeted spots on talk radio and other popular stations will help spread the anti-FET message and will reach out over this large district in a cost-effective manner.

### **Timeline**

Attached

2073974867

HERGER (CA-2) F.E.T. TIMELINE

| ACTION ITEM                     | FEB 14-20 | FEB. 21-27 | FEB. 28-MAR. 6 | MAR. 7-13 | MAR. 14-20 | MAR. 21-27 | MAR. 28-APR. 3 | APR. 4 - 10 |
|---------------------------------|-----------|------------|----------------|-----------|------------|------------|----------------|-------------|
| Preliminary Plan                |           |            |                |           |            |            |                |             |
| Strategy Meeting                |           |            |                |           |            |            |                |             |
| Media List Compilation          |           |            |                |           |            |            |                |             |
| FEC Report Analysis             |           |            |                |           |            |            |                |             |
| Obtain Target Schedules         |           |            |                |           |            |            |                |             |
| Recruit Field Operatives        |           |            |                |           |            |            |                |             |
| "In-House" Organizational Mtg.  |           |            |                |           |            |            |                |             |
| "3rd Party" Organizational Mtg. |           |            |                |           |            |            |                |             |
| Grassroots Recruitment & Mtgs.  |           |            |                |           |            |            |                |             |
| Earned Media Placement          |           |            |                |           |            |            |                |             |
| FET Week Activities             |           |            |                |           |            |            |                |             |
| Congress In Recess              |           |            |                |           |            |            |                |             |

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**2073974869**

February 28, 1994

**MEMORANDUM**

TO: Doug McAuliffe  
FR: Scott Sadler  
RE: Targeted Direct Mail Request Update

Following-up on my previous memo, I would like to request that a direct mail program be implemented in the Thomas (CA-21) target district. After having conversations with PM contacts that are close to Congressman Thomas, we have decided to go ahead with an organizational meeting sponsored by CalCART to inform local people about the dangers of this proposal. Further activity in Congressman Thomas' district will be decided upon soon.

As our FET campaign plan details, we would like to hold organizational meetings in-district with the PM family. The purpose of these meetings is to recruit Field Operatives, identify grasstops contacts, educate the local PM people about the issue and motivate them to participate. Here are the specifics for Thomas.

**THOMAS (CA-21)**

One meeting to be held. Sadler to lead meeting with appropriate materials to distribute.

**Mail Target Lists**

|                 |           |
|-----------------|-----------|
| Smokers Caucus  | 108       |
| Retail Accounts | 512       |
| USA Employees   | <u>11</u> |
| Total           | 631       |

**Vehicle**

Oversize Post Card  
Follow-up phone bank to urge attendance

**Message**

An FET on cigarettes threatens your business and job. Come hear how you can fight this unfair proposal.

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**Details**

Date, Place, Time to be determined after approval received.

**Zip Code**

CA-21 sort attached

**TIMELINE**

|        |   |
|--------|---|
| 2/28   | Program request   |
| 3/1    | Approval of program   |
| 3/2-3  | Meeting sites reserved<br>TCI designs vehicle, minus logistical information |
| 3/4    | Logistical information relayed to TCI                                       |
| 3/5    | Direct Mail Drops   |
| 3/9-11 | Follow-up Phone Bank  |
| 3/15   | Organizational meetings held  |

2073974871

February 15, 1994

**MEMORANDUM**

TO: Doug McAuliffe  
FR: Scott Sadler  
RE: Targeted Direct Mail Request

To follow-up our conversation at PM-Sacramento on 2/22, I would like to request that a direct mail program be implemented in the Herger (CA-2) and Drier (CA-28) target districts.

As our FET campaign plan details, we would like to hold organizational meetings in-district with the PM family. The purpose of these meetings is to recruit Field Operatives, identify grasstops contacts, educate the local PM people about the issue and motivate them to participate. Following are my detailed requests for each target.

**DRIER (CA-28)**

One meeting to be held. Sadler to lead meeting with appropriate materials to distribute.

**Mail Target Lists**

|                 |           |
|-----------------|-----------|
| Smokers Caucus  | 59        |
| Retail Accounts | 424       |
| USA Employees   | <u>18</u> |
| Total           | 501       |

**Vehicle**

Oversize Post Card  
Follow-up phone bank to urge attendance

**Message**

An FET on cigarettes threatens your business and job.  
Come hear how you can fight this unfair proposal.

**Details**

Date, Place, Time to be determined after approval received.

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**HERGER (CA-21)**

Three meeting to be held. Sadler to lead meeting with appropriate materials to distribute. District zip codes to be divided into three sections; Yuba City area, Chico area, Redding area.

**Mail Target Lists**

|                 |          |
|-----------------|----------|
| Smokers Caucus  | 121      |
| Retail Accounts | 459      |
| USA Employees   | <u>7</u> |
| Total           | 587      |

**Vehicle**

Oversize Post Card  
Follow-up phone bank to urge attendance

**Message**

An FET on cigarettes threatens your business and job.  
Come hear how you can fight this unfair proposal.

**Details**

Dates, Places, Times to be determined after approval received.

**TIMELINE**

|         |   |
|---------|---|
| 2/24    | Program request   |
| 2/25    | Approval of program   |
| 2/26-27 | Meeting sites reserved<br>TCI designs vehicle, minus logistical information         |
| 2/28    | Logistical information relayed to TCI<br>Herger zip code breakdown provided by F.D. |
| 3/2     | Direct Mail Drops   |
| 3/4-8   | Follow-up Phone Bank  |
| 3/10-11 | Organizational meetings held  |

Pending information requested, a decision will be made whether to add Congressman Thomas (CA-21) to the direct mail program or operate in a different manner. No direct mail is planned for Congressman Kopetski at this time.

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# • *FET CAMPAIGN* •

## *Summary Report*

*April 1, 1994*

*Prepared by TARGETED COMMUNICATIONS, INC.  
for Craig Fuller  
Philip Morris Companies, Inc.*

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## • FET CAMPAIGN •

*On February 1, 1994 Targeted Communications, Inc. began functioning as the FET Campaign Operations Manager. In coordination with the Philip Morris "family", a national campaign team has since been created and the campaign is operational in 36 Congressional Districts located in 10 PM regions nationwide. Following is a summary overview of the FET Campaign. This is intended to offer some insight into the structure of the campaign effort and a flavor of the ongoing activities employed to derail the proposed increase in the Federal Excise Tax on cigarettes.*

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HET Campaign  
Report

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## • FET CAMPAIGN •

### *I. Campaign Action Levels*

The PM Washington Representatives Office (WRO) originally established the original 35 bipartisan Congressional targets based on the members' positions on the House of Representatives *Ways and Means or Rules Committees* -- there are now 24 targets who sit on Ways and Means and 12 targets that sit on Rules.

We began the campaign with the establishment of a rating system grouping Congressional members according to required degrees of grassroots intensity. This system guides all segments of the FET Campaign.

Each FET target was rated from number 1 through 5 -- Action Level 1 is assigned to members that will in all likelihood support our industry on this issue; Action Level 5 represents a member that is expected to oppose the industry at all times. Following are the action levels designed for the campaign.

1. *Baseline*
2. *Persuadable*
3. *Swing*
4. *Strong Concern*
5. *Maximum Concern*

<<<< Please refer to Attachment A for the FET Action Targets, all districts >>>>

### *II. Grassroots Action Menu*

For every action level, we defined a standard set of grassroots techniques for application in the targeted districts. As the Action Level rises, so to does the grassroots intensity and the breadth of the techniques utilized. Please note that these are merely guideline techniques. The concept behind this campaign is the creation of a tailored campaign approach in every targeted district.

The campaign team consists of nine special "regional director" -- or FET Field Directors (FD's) -- who were hired in consultation with the current staff of PM Regional Directors. They in turn were assigned individual Field Operatives (FO's) (selected by the PM New York office) to work in each Congressional District. These FO's are PM employees, primarily PM Sales Force members, who live in the targeted districts and serve as volunteer organizers. It should be emphasized that this is a group comprised for the most part of strangers to each other until the start-up of the campaign. In a short period the group has developed into a team dedicated to one common goal: *Derail the FET.*

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### **• FET CAMPAIGN •**

The primary function of the campaign field team is to identify appropriate *Message Carriers* in the districts who will have the greatest impact on the committee vote of the Congressional member. In the FET Campaign these will typically be *retailers, suppliers, wholesalers and previous supporters* of the Congressional member.

The message itself is intensified as the Action Level rises. Contacts to level 1 and 2 targets for instance, will typically serve as a demonstration of support for the member's continued opposition to an increased FET. Level 3, 4 or 5 members on the other hand, will be more aggressively urged to consider the economic impact on jobs and revenues in their district when they decide their vote on the FET. The field team coordinates the delivery of the constituents' messages through the following action menu techniques.

### **• Priority Grassroots Techniques •**

#### **• Intensive Quality Contacts ("Grasstops") •**

The Field Operative "brokers" contacts between the key Message Carriers in the district and the targeted Congressional member. Contacts are accomplished in the form of face-to-face visits, personal letters or phone calls to the member. The object for all FO's is to access the district PM family (PM USA Sales Force, KGF, Miller) and create a multi-tiered network through which consistently increasing volumes of quality contacts are accomplished for the entirety of the campaign.

#### **• Targeting Congressional Public Appearances •**

Anytime a member makes a public appearance in the district represents an opportunity for contact to be made by a key constituent message carrier. "Town hall meetings" and fundraisers are the primary vehicle for such contacts. Again, for levels 1 and 2 the contacts are conducted in a supportive manner; for levels 3 and higher, Message Carriers directly challenge the member on his or her position on the FET.

#### **• Alliance Building with Third Party "Affiliates" •**

Field Operatives have been asked to reach out to other groups in the district that will be inclined to oppose the FET. These include anti-tax organizations (we have had positive initial success with the tax approach in Pennsylvania, California and Michigan), consumer groups and business associations (such as state convenience store associations). This enables us to lead jointly coordinated efforts in the district and expand our universe of message carrier beyond smokers and industry supporters.

## **•FET CAMPAIGN•**

### **•Coordinating Letters to the Editor and Op-Ed Articles•**

The campaign also seeks to achieve a degree of media exposure in each targeted district. Ways in which this is being achieved are through *Letters to the Editor and Op-Ed Articles* to local publications. Quality Message Carriers who are best able to articulate the FET Campaign message are called upon to "author" such submissions.

## **IV. Campaign Establishment & Communications**

In order to quickly get the campaign up and running, briefings at the national, regional and district levels were conducted.

### **A. National Campaign Briefing**

On February 10, FET Field Directors and PM Regional Directors from every FET region attended an all day national briefing in Washington, DC. Rich Bond and the Targeted Communications Inc. (TCI) team were introduced as the Campaign Operations Manager by Craig Fuller and Ellen Merlo. The field team received a legislative briefing from Bob Reese, were briefed on the strategy and techniques designed for the campaign and officially received their marching orders.

They were given initial profiles of their districts including: staff contact information, district demographics, recent election results, district overviews and detailed breakdowns of the quantity of database records per district. These materials have since been expanded to include FEC contributors lists (cross-referenced with PM smokers lists), district-specific tobacco industry job loss data and sample letter texts for distribution to potential quality contacts.

### **B. Regional Field Briefings**

During the weeks of February 14 and 21 campaign briefings took place in all the FET regions. Partners of Targeted Communications traveled across the country to meet with each regional field team; the Field Director and all Field Operatives. This enabled the FD's to begin to design tailored *District Action Plans* with their newly assigned FO's and to address their concerns and questions remaining from the national briefing.

### **C. District "Summit" Meetings**

We have begun to conduct "summits" in targeted districts as a vehicle to brief the local PM family on the FET Campaign. The objective is to attract PM Retailers, Suppliers, members of the PM Sales Force, and staff from KGF and Miller. They receive a full briefing in order to help them identify with the

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• **FET CAMPAIGN** •

impact the FET increase would have on their livelihood and also receive instructions on the techniques for brokering quality contacts from their own marketing base or professional colleagues. (These have occurred in New England, California and Texas.)

**D. Weekly National Tele-Conferences**

Every Thursday at 3:00 PM eastern time, TCI leads the weekly update for the field team. Weeks are now being alternated between national conference calls and briefings on a region by region basis with TCI. These are important briefings for the field with status updates reported by the FD's and current issue developments provided from the PM WRO and New York office.

**V. National Support of District Activities**

The field team has been instructed to focus primarily on coordinating activities that produce substantial *quality or "grasstops" contacts* in the district. In addition to directing the field in achieving their overall campaign goals, the Operations Manager (TCI) must also provide "air cover for the ground troops" through various grassroots communications programs. Following are some centrally coordinated programs that are recently concluded or in progress.

**A. Tax Day Mailing**

Coordinated with the upcoming IRS tax filing deadline, we have designed a 700,000 piece mailing that targets the PM database smokers files. This is a "Call to Action" piece asking the constituents (of Action Level 3 and 4 districts) to send the enclosed post card to their Congressperson in time for their return from Easter recess -- the week of April 15. This should produce strong response based on the target market receiving the mailing. The organization coordinating this effort for the campaign is *Americans for Tax Reform*.

<<<< Please refer to Attachment B for sample text from the Anti-Tax Mailing >>>>

**B. Public Opinion Polling**

During the week of April 4, two polls will be conducted to test the waters of public opinion in two very different targeted Congressional Districts. These will be policy surveys which test for people's opinions about health care reform and the various forms of funding proposals; leading the interviewee to questions about the FET on cigarettes. The subject districts will be Dave Bonior (D, MI-10, Action Level 3 - *hostile*) and Jim Bunning (R, KY-04, Action Level 1 - *supportive*).

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•FET CAMPAIGN•

**C. Town Meeting Notices**

We are running test mailings to generate additional turnout at the town hall meetings hosted by members rated at levels 3 or 4. Our first effort was a large post card mailing to Congressman Gibbons' district (D, FL - possible heir to Chairman Rostenkowski - *very hostile*) for a meeting held March 26. The next target is a town meeting hosted by Nancy Johnson (R, CT-06); she provided the key swing vote on the Health Subcommittee in favor of the \$1.25 increase.

**D. Summit Meeting Notices / Follow-Up Phone Programs**

In order to generate participation in District Summit Meetings, we are conducting postcard notices with telephone follow-up to select data files. One such program was conducted in the 3 California districts. It generated positive results for the turnout at the districts meetings (for Reps. Herger, Thomas and Dreier).

<<<<• Please refer to *Attachment C* for post card sample •>>>>

**VI. Conclusions**

The FET Campaign signals a new aggressiveness on the part of Philip Morris to defend its interests. While the tide could turn further at any point against the industry on the FET issue, our burgeoning field force of committed volunteers is being created on a verifiable basis. These *message carriers* will be turned over to the existing PM field structure to assist on other local, state and federal problem issues in the future. Therefore, a true national "campaign mode" has been affected to achieve our objective on the FET, but more importantly, to provide the basis for Philip Morris to "fight back" against unreasonable government intrusion in the future.

• Obviously we have encountered certain operational flaws in the early going. Many conflicts with other work obligations have arisen for a number of the (volunteer) PM Sales Force Field Operatives. The PM New York office has worked diligently towards a resolution. The addition of paid temporary field assistants has been proposed to further support the grassroots operations.

<<<<• Please refer to *Attachment D* for New FO Request 3/31/94 •>>>>

• Important developments have already occurred in recent face-to-face meetings with Congressional targets.

<<<<• Please refer to *Attachment E* for a recent status report •>>>>

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**Attachment A**

**2073974882**

## **FET Action Levels**

| <u><b>Reg'n Member</b></u>       | <u><b>Action Level</b></u> | <u><b>Leg. Rating</b></u> | <u><b>Committee</b></u> |
|----------------------------------|----------------------------|---------------------------|-------------------------|
| <b>1</b> Neal - (D, MA-02)       | 3                          | 3                         | Ways                    |
| Kennelly - (D, CT-01)            | 3                          | 3                         | Ways                    |
| Johnson (R, CT-06)               | 4                          |                           | Ways                    |
| <b>2</b> Rangel - (D, NY-15)     | 2                          | 2                         | Ways                    |
| McNulty - (D, NY-21)             | 4                          | 3                         | Ways                    |
| Solomon - (R, NY-22)             | 3                          | 2                         | Rules                   |
| Houghton - (R, NY-31)            | 3                          | 3 lean 2                  | Ways                    |
| <b>3</b> Coyne - (D, PA-14)      | 4                          | 3                         | Ways                    |
| Santorum - (R, PA-18)            | 4                          | 3                         | Ways                    |
| <b>4</b> Camp - (R, OH-04)       | 2                          | 3                         | Ways                    |
| Bonior - (D, MI-10)              | 3                          | 3                         | Rules                   |
| Hall - (D, MI-03))               | 3                          | 3                         | Rules                   |
| <b>5</b> Ford - (D, TN-09)       | 3                          | 2 lean 3                  | Ways                    |
| Payne - (D, VA-05)               | 1                          | 1                         | Ways                    |
| Sundquist - (R, TN-07)           | 1                          | 1                         | Ways                    |
| Bunning - (R, KY-04)             | 1                          | 1                         | Ways                    |
| Gordon - (D, TN-06)              | 2                          | 2                         | Rules                   |
| <b>6</b> Gibbons - (D, FL-11)    | 4                          | 3 lean 4                  | Ways                    |
| Shaw - (R, FL-22)                | 1                          | 2                         | Ways                    |
| Derrick - (D, SC-03)             | 2                          | 2                         | Rules                   |
| <b>7</b> Rostenkowski (D, IL-05) | 2                          | 3 lean 2                  | Ways, Chmn.             |
| Klecza - (D, WI-04)              | 3                          | 3 lean 2                  | Ways                    |
| Crane - (R, IL-08)               | 1                          | 1                         | Ways                    |
| <b>8</b> Brewster - (D, OK-03)   | 2                          | 2                         | Ways                    |
| Hoagland - (D, NE-02)            | 4                          | 3                         | Ways                    |
| Hancock - (R, MO-07)             | 1                          | 1                         | Ways                    |
| Wheat - (D, MO-05)               | 4                          | 3                         | Rules                   |
| <b>9</b> Pickle - (D, TX-10)     | 3                          | 3                         | Ways                    |
| Jefferson - (D, LA-02)           | 3                          | 3 lean 2                  | Ways                    |
| Archer - (R, TX-07)              | 3                          | 3                         | Ways                    |
| McCrery - (R, LA-05)             | 4                          | 2                         | Ways                    |
| Frost - (D, TX-24)               | 4                          | 3 lean 4                  | Rules                   |
| <b>10</b> None                   |                            |                           |                         |
| <b>12</b> Kopetski - (D, OR-05)  | 2                          | 3 lean 2                  | Ways                    |
| Thomas - (R, CA-21)              | 1                          | 2                         | Ways                    |
| Herger - (R, CA-02)              | 4                          | 3                         | Ways                    |
| Dreier - (R, CA-28)              | 3                          | 3 lean 2                  | Rules                   |

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## **Targets by Action Level**

| <u><b>Action Level</b></u> | <u><b>Member</b></u>      | <u><b>Region</b></u> |
|----------------------------|---------------------------|----------------------|
| <b>5</b>                   | None                      |                      |
| <b>4</b>                   | Johnson - (R, CT-06)      | 1                    |
|                            | McNulty - (D, NY-21)      | 2                    |
|                            | Coyne - (D, PA-14)        | 3                    |
|                            | Santorum - (R, PA-18)     | 3                    |
|                            | Gibbons - (D, FL-11)      | 6                    |
|                            | Hoagland - (D, NE-02)     | 8                    |
|                            | Wheat - (D, MO-05)        | 8                    |
|                            | McCrery - (R, LA-05)      | 9                    |
|                            | Frost - (D, TX-24)        | 9                    |
|                            | Herger - (R, CA-02)       | 12                   |
| <b>3</b>                   | Neal - (D, MA-02)         | 1                    |
|                            | Kennelly - (D, CT-01)     | 1                    |
|                            | Houghton - (R, NY-31)     | 2                    |
|                            | Solomon - (R, NY-22)      | 2                    |
|                            | Bonior - (D, MI-10)       | 4                    |
|                            | Hall - (D, MI-03))        | 4                    |
|                            | Ford - (D, TN-09)         | 5                    |
|                            | Kleczka - (D, WI-04)      | 7                    |
|                            | Archer - (R, TX-07)       | 9                    |
|                            | Jefferson - (D, LA-02)    | 9                    |
|                            | Pickle - (D, TX-10)       | 9                    |
|                            | Dreier - (R, CA-28)       | 12                   |
| <b>2</b>                   | Rangel - (D, NY-15)       | 2                    |
|                            | Camp - (R, OH-04)         | 4                    |
|                            | Gordon - (D, TN-06)       | 5                    |
|                            | Derrick - (D, SC-03)      | 6                    |
|                            | Rostenkowski - (D, IL-05) | 7                    |
|                            | Brewster - (D, OK-03)     | 8                    |
|                            | Kopetski - (D, OR-05)     | 12                   |
| <b>1</b>                   | Payne - (D, VA-05)        | 5                    |
|                            | Sundquist - (R, TN-07)    | 5                    |
|                            | Bunning - (R, KY-04)      | 5                    |
|                            | Shaw - (R, FL-22)         | 6                    |
|                            | Crane - (R, IL-08)        | 7                    |
|                            | Hancock - (R, MO-07)      | 8                    |
|                            | Thomas - (R, CA-21)       | 12                   |

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**Attachment B**

**2073974885**



## AMERICANS FOR TAX REFORM

Grover G. Norquist  
President

Dear Friend,

Last week a subcommittee of the powerful House Ways and Means Committee voted to increase the Federal Excise tax on cigarettes to \$1.49 (an increase of 500%) to pay for Bill Clinton's government run health care.

There should be no doubt left in your mind. You and the 50 other million Americans who smoke or who rely on the tobacco industry for your job have been singled out to bear the brunt of the cost of the Clinton's Health Care Plan.

But with your immediate help, working with Americans for Tax Reform (ATR), we can do something about it. Together we can kill this outrageous tax hike that Bill Clinton, and his tax and spend allies in Congress plan to levy on you and millions of smokers to underwrite their flawed Health Care Reform Plan.

Now, the current system is not perfect. There are real problems that need to be fixed. But we cannot put the entire responsibility for paying for the Plan on the backs of smokers or those who depend on tobacco for their jobs.

We can win this fight if we move fast -- and if you will help us by doing the following two things right away:

**1) Sign and mail the enclosed top Postcard addressed to your key Member of Congress on the Ways and Means or Rules Committee.** Your signed Postcard puts these lawmakers on notice that we will not tolerate the singling out of any one group to pay the burdens imposed by Bill Clinton's Government-run health care.

**2) Sign and return the second Postcard to us.** This will let us know when you send your Postcard to your key lawmaker. This will give ATR added ammunition when we are negotiating with these key "swing" votes on Capitol Hill.

I cannot emphasize enough how important it is that you sign and mail your Postcards right away. The House Ways and Means Committee will be voting on this important issue sometime in the next 30 days. We haven't a moment to lose if we want to win this battle and kill the hike in Federal cigarette taxes once and for all.

No one should have to pay higher taxes. The Federal Government already gets enough money from the taxpayers and they squander it on wasteful, pork barrel programs. If Bill Clinton wants to create another national Government-run program for health care, he should start by cutting spending on existing programs, **NOT RAISE TAXES AGAIN!**

Last year, after Bill Clinton reneged on his promised middle class tax cuts and instead levied the largest tax increase in American history, he promised all Americans that there would

be no more tax increases -- not even to pay for his Health Care Plan.

So please believe me when I say this proposed tax on smokers is only the beginning. If we allow Bill Clinton, and his tax and spend allies, to levy a \$1.49 per-pack tax on cigarettes-- then what will be next? Higher taxes on beer? Fast Food? Gasoline? Vacations?

Here's what is really going to happen if this \$1.49 per-pack Federal Excise Tax hike is allowed to go through:

1) 275,000 OR MORE JOBS WILL BE LOST -- the tobacco industry generates hundreds of thousands of jobs. They aren't just in traditional industries like manufacturing and farming -- this tax hike will hurt truckers, construction workers, paper manufacturers, small business owners, retail and grocery clerks and many, many more people -- all of whom depend on the tobacco industry for their jobs and their paychecks.

2) THERE WILL BE AN INCREASE IN CRIME -- since Canada imposed the world's highest tobacco taxes, smuggling and robbery of cigarettes have soared. In Montreal, one only of every four cigarettes is a legal one. Convenience store owners and truck drivers warn that the increased price of cigarettes will create an enormous black market -- creating an increased incentive to steal or worse, kill for cigarettes.

3) STATE REVENUES WILL DECLINE -- higher Federal taxes will result in decreased sales and will therefore reduce state sales tax revenues that states and local governments rely upon. If states lose this revenue source, they will demand the difference be made up through higher taxes or reduced essential services.

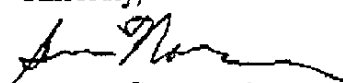
4) THE GOVERNMENT WILL LOSE MONEY -- because sales will drop if the prices go up, the Clinton Administration's short-sighted scheme of paying for Health Care Reform through higher taxes on cigarettes is destined to fail. Then the tax and spenders will charge forth with the cry for more tax hikes to make up for the 'lost revenue' from the cigarette taxes.

Last year, 50 million smokers paid in excess of \$13 billion in Federal and State Excise taxes on cigarettes. In fact, Excise Taxes have risen on a Federal level by 50% since 1991 and 133% over the past 10 years while the average state cigarette Excise Taxes simultaneously increased by 100%. ENOUGH IS ENOUGH.

Americans for Tax Reform desperately needs your immediate help today to stop this unfair Federal Excise Tax proposal once and for all. I strongly urge you to help us fight back by signing and mailing the Postcards I've enclosed for you right away.

Those key Members of Congress on the Ways and Means Committee must know that there are millions of Americans who will not tolerate any tax being levied on cigarettes or any other product for any reason! Don't delay. Sign and mail your Postcards out immediately. Thank you in advance for your vital support and help.

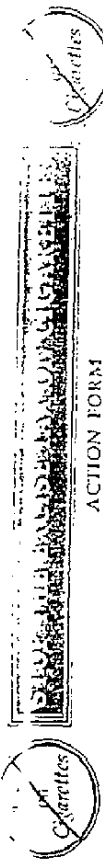
Sincerely,



Grover G. Norquist  
President  
Americans for Tax Reform

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ADDN L66100



ACTION FORM

Help Americans For Tax Reform stop the \$1.49 Federal  
Excise Tax Congress wants to place on each  
and every pack of cigarettes sold in America.

SIGN AND MAIL EACH OF THE POSTCARDS RIGHT AWAY!

This will put key Members of Congress who serve on the Ways and Means and Rules Committee who  
feel that a cigarette tax should carry the burden of paying for the Clinton Government-run Health Care  
Reform Plan on notice that we will not tolerate their levying this outrageous tax.

You must sign and mail these Postcards today. Time is running out. The Ways and Means  
Committee will vote on this tax sometime within the next 30 days. Americans For Tax Reform wants to  
inundate these lawmakers with hundreds of thousands of Postcards from irate smokers and taxpayers  
before they vote.

Help us protect you! Help us stop you from being the target of this unfair tax hike by signing  
and mailing your Postcards right away

AMERICANS FOR TAX REFORM  
1711 CONNECTICUT AVENUE, NW, SUITE 441 WASHINGTON, DC 20004

IMPORTANT

The Honorable  
House of Representatives  
Address  
City, State, Zip

Dear \_\_\_\_\_

I signed and mailed my Postcard in (name of Member will be filled  
in here by computer firm on date)

I appreciate your heading the charge on my behalf and on behalf  
of the millions of Americans just like me who feel our Constitutional  
rights have been trampled on and who are outraged that we're being  
singled out to pay an outrageous, unjust tax on something that will  
benefit all Americans.

Please keep me posted on your progress.

Signed,

Title Full Name

Postcard to be mailed by computer firm on date

Postcard to be mailed by computer firm on date

Postcard to be mailed by computer firm on date

Postcard to be mailed by computer firm on date

Postcard to be mailed by computer firm on date

Postcard to be mailed by computer firm on date

Postcard to be mailed by computer firm on date



Attachment C

2073974889



# **You CAN do something about HIGHER TAXES in this Country!**

*Americans pay too much of their income in taxes. Excise and income taxes were raised again just last fall by President Clinton and Congress.*

*They're back again seeking a whopping 300% tax increase on tobacco products to pay for health care reform. Such a large tax increase on **one** product is totally unfair. Will tax increases on beer, wine, or so called high sugar or high-in-fat foods be next? We pay enough taxes already!*

*Please attend the upcoming Congressional town meeting in your area - and tell your Representative directly how you feel about Congress reaching into your wallet again for another tax increase. Congressional Members do listen to their constituents, especially those who take the time to visit them and*

## ***SPEAK OUT AGAINST TAXES!***

### ***THE MEETING IN YOUR AREA:***

**Saturday, March 26, 1994, 9:00 - 11:00 a.m.**  
Town Meeting with Congressman Sam M. Gibbons  
Berkeley Preparatory School  
4811 Kelly Road, Tampa, Florida  
(813) 885-1673

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Attachment D

2073974891

**FO Contract Consultants - Updated Request**  
*as of April 1, 1994, 3:37*

| <u>Region</u> | <u>District</u>   | <u>Current Field Operative</u>                                 |
|---------------|---|--|
| 1             | Johnson (R, CT-06)  | None assigned - new target                                     |
| 2             | Rangel (D, NY-15)<br>Houghton (R, NY-31)  | Jerry Kremer (FD)<br>Matt Murphy                               |
| 3             | Coyne (D, PA-14)<br>Santorum (R, PA-18)<br>- Request for one consultant to cover both districts | Jim Murtha (FD)<br>Jim Murtha (FD)                             |
| 4             | Bonior (D, MI-10)   | Todd Jones   |
| 5             | Ford (D, TN-09)   | Cleve Smith (FD)   |
| 6             | None recommended  | -----  |
| 7             | Rostenkowski (D, IL-05)   | Al Ronan   |
| 8             | Mel Hancock (R, MO-07)<br>Bill Brewster (D, OK-03)  | Rick Linder<br>Rick Higgins                                    |
| 9             | Bill Archer (R, TX-07)<br>Martin Frost (D, TX-24)<br>Jefferson (D, LA-02)<br>McCrery (R, LA-05) | Cheryl Meyer<br>Keith Mitchell<br>Tommy Hudson<br>Tommy Hudson |
| 12            | Herger (R, CA-02)   | Scott Sadler (FD)  |

***Approve*** \_\_\_\_\_

***Disapprove*** \_\_\_\_\_

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Attachment E

2073974893

# • TARGETED COMMUNICATIONS •

I N C O R P O R A T E D

Document Updated for Presentation - 4/1/94

March 25, 1994

MEMORANDUM FOR

ELLEN MERLO

FROM:

RICH BOND 

SUBJECT:

Interim Report

CHAIRMAN  
RICHARD N. BOND

PRESIDENT  
STUART P. STEVENS

DIRECTORS  
SUSAN C. BUCK  
FRANK J. DONATHI  
DOUGLAS J. MCALHINEY  
RUSSIE J. SCHRIER  
MARK A. SERRANO

We have begun the FET Campaign with broad success in most targeted Congressional Districts and FET Regions. At this point the gauge for the success of our field team is based on two developments:

1. Any face to face Congressional meetings that have occurred or are planned in the next few weeks.
2. Quality contacts to the Congressional targets that have occurred to date.

Following is the breakdown of these developments for every district and region. Other creative efforts have been generated in some regions as well; these are detailed below.

## Region I - Brendan Kennedy

Brendan truly hit the ground running in his region. He is the model FD since he has well established relationships with his targets but has also developed an impressive grassroots network through the PM family in New England as well.

Brendan's significant achievement thus far was his first-in-the-nation District Summit Meeting that included PM sales personnel, local Kraft and Miller staff, retailers and suppliers. The FO's in Region I are all from the sales force and work in a great team atmosphere under Brendan's leadership.

Members:

Nancy Johnson (R, CT-06, AL 4)  
Barbara Kennelly (D, CT-01, AL 3)  
Richard Neal (D, MA-02, AL 3)

Congressional Visits:

3 accomplished, 1 response pending

Quality Contacts:

26 regional contacts to date

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### Region II - Jerry Kremer

Jerry Kremer has a keen understanding of the New York Congressional delegation and has a solid relationship with Charlie Rangel -- who could have significant influence over the New York Democrats. Jerry has already established a grassroots team in his region by traveling to western New York for briefings to the sales force in two districts. When these briefings are complete the quality contacts should begin to come in.

Jerry does have a perfect record on the scheduled face to face meetings planned for just after FET Week -- and with Range, whom Jerry visited personally.

|                 |   |
|-----------------|---|
| <i>Members:</i> | <i>Charles Rangel (D, NY-15, AL 2)</i>  |
|                 | <i>Michael McNulty (D, NY-21, AL 4)</i> |
|                 | <i>Gerald Solomon (R, NY-22, AL 3)</i>  |
|                 | <i>Amo Houghton (R, NY-31, AL 3)</i>    |

|                              |                                    |
|------------------------------|------------------------------------|
| <i>Congressional Visits:</i> | <i>3 accomplished, 2 scheduled</i> |
|------------------------------|------------------------------------|

|                          |  |
|--------------------------|--|
| <i>Quality Contacts:</i> | <i>3 regional quality contacts to date</i> |
|--------------------------|--|

### Region III - Jim Murtha

Jim Murtha has also begun district briefings to the sales personnel who will serve as the FO's. Jim was the first FD to generate a petition list in his region. We are now adding these 5000 names to the region database and planning a targeted mailing to motivate further action on the part of these constituents.

A Point of Purchase display (with tear-off pads for Congressional addresses) to generate volume letters to the targets was also an idea that Jim first promoted.

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| <i>Members:</i> | <i>William Coyne (D, PA-14, AL 4)</i> |
|                 | <i>Rick Santorum (R, PA-18, AL 4)</i> |

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| <i>Congressional Visits:</i> | <i>2 accomplished (Santorum), 1 scheduled</i> |
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| <i>Quality Contacts:</i> | <i>12 regional quality contacts to date</i> |
|                          | <i>5000 name petition generated</i>         |

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#### **Region IV - Ruth Billings**

Ruth Billings has a team of Field Operatives made up of sales personnel. In Tony Hall's district we have seen strong results but the same cannot be said for the other districts. We believe that the FO's in these districts have not been sanctioned to fully commit themselves to the campaign. We have requested immediate intervention into this matter by the sales leadership in New York.

Ruth has been successful with quality contacts to Tony Hall and has identified an upcoming meeting with Dave Camp that will serve as an important opportunity there. Unfortunately, there have been no face to face meetings scheduled in the region to date though.

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| <i>Members:</i>              | <i>Dave Camp (R, MI-04, AL 2)</i><br><i>David Bonior (D, MI-10, AL 3)</i><br><i>Tony Hall (D, OH-03, AL 3)</i> |
| <i>Congressional Visits:</i> | <i>No meetings scheduled</i>   |
| <i>Quality Contacts:</i>     | <i>21 regional quality contacts to date</i>  |

#### **Region V - Cleve Smith**

Cleve Smith is striving to bridge the gap between lobbying and grassroots techniques throughout his region. The established relationships in Cleve's region will be the key to success -- Ford, Sundquist, Payne and Bunning have already been visited face to face.

The Farm Bureau in Bart Gordon's district and their grassroots network will be the key to winning him over. District Summit Meetings are in the works in Region V and should reap additional quality contact results soon.

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| <i>Members:</i>              | <i>Harold Ford (D, TN-09, AL 3)</i><br><i>Don Sundquist (R, TN-07, AL 1)</i><br><i>Bart Gordon (D, TN-06, AL 2)</i><br><i>L.F. Payne (D, VA-05, AL 1)</i><br><i>Jim Bunning (R, KY-04, AL 1)</i> |
| <i>Congressional Visits:</i> | <i>5 accomplished, 2 scheduled, 1 response pending, 1 not scheduled (Gordon)</i>   |
| <i>Quality Contacts:</i>     | <i>10 regional quality contacts to date</i>  |

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### Region VI - Pat McWhorter

We have had a very positive start in Region VI. The FO in Butler Derrick's district has a good relationship with Derrick; he had a meeting with the Congressman two weeks ago and determined that Derrick is inclined to oppose any tax close to the 75¢ level. Pat has just assigned two sales people who will be responsible for generating the grassroots activities in this district.

Pat McWhorter's other districts are in Florida and are being run by FO's from the sales force who were assigned just two weeks ago. They are closely tied into the PM sales network. Pat will be working with each FO in-district throughout next week; this will include a face to face Congressional meeting and briefings to large retailers. We are also planning District Summits in the next couple of weeks.

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| <i>Members:</i>              | <i>Sam Gibbons (D, FL-11, AL 4)</i><br><i>Clay Shaw (R, FL-22, AL 1)</i><br><i>Butler Derrick (D, SC-03, AL 2)</i> |
| <i>Congressional Visits:</i> | <i>2 accomplished, 1 scheduled</i>   |
| <i>Quality Contacts:</i>     | <i>5 regional quality contacts to date</i>   |

### Region VII - Paul Sicula

Paul Sicula has been applying all of his focus on Gerald Kleczka since Rostenkowski and Crane had been in the midst of primary campaigns. Paul has a strong relationship with Kleczka. His efforts have been productive with one face to face meeting accomplished (another is planned - fundraiser) and the generation of a 125 name petition that we will apply to the database for mailings. Paul is attempting to gain greater support from Miller personnel in this district since their biggest brewing facility is located there.

We will now be paying very careful attention to Rostenkowski. Paul is in the process of finalizing the assignment of FO's for Rostenkowski (and Crane) -- notice from the sales leadership in New York is going to be crucial to apply immediate pressure to these districts.

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| <i>Members:</i>              | <i>Dan Rostenkowski (D, IL-05, AL 2)</i><br><i>Philip Crane (R, IL-08, AL 1)</i><br><i>Gerald Kleczka (D, WI-04, AL 3)</i> |
| <i>Congressional Visits:</i> | <i>1 accomplished and 1 scheduled (Kleczka), 2 response pending</i>  |
| <i>Quality Contacts:</i>     | <i>5 regional quality contacts to date</i><br><i>125 name petition generated</i>   |

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### Region VIII - Weldon Denman

Hoagland and Wheat are run by energetic sales force FO's under Weldon Denman - they answer to Steve Vasquez, the SSD who is very supportive in the region.

Weldon has had to spend a significant amount of his time finalizing the assignment of FO for Brewster. This FO was briefed on Tuesday and has very creative ideas about tapping into Oklahoma's Native American constituency for support. Also, the FO for Hancock was briefed two weeks ago but has not committed significant enough time to the campaign. This is another dilemma to be resolved by the sales leadership in New York. District Summits will take place in all of the districts in Region VIII -- except perhaps for Hancock.

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| <i>Members:</i>              | <i>Bill Brewster (D, OK-03, AL 2)</i><br><i>Peter Hoagland (D, NE-03, AL 4)</i><br><i>Mel Hancock (R, MO-07, AL 1)</i><br><i>Alan Wheat (D, MO-05, AL 4)</i> |
| <i>Congressional Visits:</i> | <i>1 rejected (Hoagland), 3 response pending</i>   |
| <i>Quality Contacts:</i>     | <i>30 regional quality contacts to date</i>  |

### Region IX - Weldon Denman

Region IX has strong grassroots potential thanks to the response of the sales force. The sales force will serve as the primary FO for Archer and Frost and will act in a grassroots support capacity for Pickle, McCrery (extra pressure has been applied during the Health Subcommittee Hearings) and Jefferson.

Just as in Region VIII, this region has FO's that have just been briefed and will need a couple of weeks to produce a face to face meeting and a District Summit (Archer and Frost - primary FO, Pickle - grassroots support).

The Louisiana districts have been productive; with direct contacts from the FO to both members. Quality letters will improve with further sales force support.

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| <i>Members:</i>              | <i>J.J. Pickle (D, TX-10, AL 3)</i><br><i>Bill Archer (R, TX-07, AL 3)</i><br><i>Martin Frost (D, TX-24, AL 4)</i><br><i>William Jefferson (D, LA-02, AL 3)</i><br><i>Jim McCrery (R, LA-05, AL 2)</i> |
| <i>Congressional Visits:</i> | <i>1 accomplished, 1 scheduled, 1 response pending, 2 not scheduled (Frost and McCrery)</i>  |
| <i>Quality Contacts:</i>     | <i>9 regional quality contacts to date</i>   |

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*Region XII - Scott Sadler*

Scott Sadler is in the middle of hosting District Summit Meetings in all of the California districts. To generate participation we conducted a mailing to 1600 constituents for the four meetings in three districts. We also applied a telephone program to all of the constituents to further encourage attendance. The addition of sales force support through these meetings will bring improved quality contact results in the next week or so.

Scott has been very successful with scheduling face to face meetings so far .

*Members:*                      *Mike Kopetski (D, OR-02, AL 2)*  
                                      *William Thomas (R, CA-21, AL 1)*  
                                      *Wally Herger (R, CA-02, AL 4)*  
                                      *David Dreier (R, CA-28, AL 3)*

*Congressional Visits:*        *3 accomplished, 1 scheduled, 1 response pending*

*Quality Contacts:*            *9 regional quality contacts to date*

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