

THE TOBACCO INSTITUTE

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ROBERT S. McADAM
Vice President
Special Projects

MEMORANDUM

July 10, 1992

(1.)
→ A/S
(2.) Initiatives Book

TO: James R. Cherry, Esquire
John H. Hager
Jeffrey Schlagenhauf

Tom Griscom
John R. Nelson, Jr.

FROM: Robert S. McAdam *BSM*

RE: Massachusetts Budget and Assessments

Now that all of our legal challenges have been pursued to their logical end, we should proceed with the full development of the campaign as outlined in the plan that has been previously distributed. That plan has a total budget of \$5,429,432.00 and we need to proceed with the first assessment for that plan as soon as possible.

Similar to Colorado, once money is put into the Massachusetts account, it cannot be retrieved. While I cannot at this time foresee any reason that we would want to take funds out, it is still worth taking precautions, to be certain that we do not have a surplus in this account. Consequently, I have outlined below, a series of assessments that if processed promptly, will satisfy the financial needs of the campaign and not leave us with any surplus of funds. This approach will also allow us to monitor our progress during the campaign and make financial adjustments that may be necessary as things develop.

I have attached the first assessment for this series, to this memo and will send the other assessments well in advance of their due dates. Please let me know if you have any questions or problems with this approach. Thank you for your help.

MASSACHUSETTS ASSESSMENT SCHEDULE

<u>Date Required</u>	<u>Amount</u>
Immediate	\$518,250.00
August 1	\$2,737,012.00
September 1	\$1,194,289.00
October 1	\$927,382.00
November 1	\$62,500.00
<u>TOTAL</u>	\$5,429,432.00

Attachment

cc: Theodore A. Lattanzio
Roger L. Mazingo

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RECEIVED

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