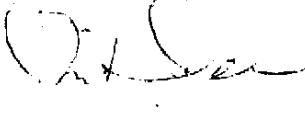


MEMORANDUM

Date: January 23, 1992
From: Dennis M. Dyer 
To: Susan M. Stuntz
Subject: Proposal to Create State Level BCIA's

The anti-tobacco organizations have attempted to characterize Environmental Tobacco Smoke (ETS) as the single cause of indoor air pollution. In response, the tobacco industry has sought to identify all of the potential sources of indoor air pollution (IAQ), and educate the public and the various legislators about these sources and their solutions. This effort has been particularly successful with organized labor, both at the national and state levels. Traditionally, the business community has been reluctant to become actively involved in the IAQ issue. Some businesses have acted to oppose ETS ordinances and regulations, but most have stopped short of endorsing IAQ alternatives. The one exception to this is Washington-based Business Council on Indoor Air. To date, the activities of this organization have been limited to the federal level. This memorandum will suggest a "pilot project" to develop state affiliates of BCIA in the six New England states.

PROPOSAL

Northeast Legislative Strategies would attempt to create and maintain six state BCIA affiliates in New England.

Overview

The state BCIA affiliates would draw from local trade associations and individual businesses for their leadership and membership. The organizations would be created, membership expanded and initial educational activities implemented during the first nine months of existence. Following this initial period, the state organizations would be in a position to actively participate in the state regulatory and legislative processes, as well as support the federal activities of the BCIA in Washington, D.C.. Under certain circumstances, primarily the interests of the local members, the state BCIA affiliates could be called on to respond to local IAQ regulatory and legislative actions. However, these would be on a very limited basis.

The development of a separately funded organization of this type will be welcomed by many organizations and businesses

Very limited?

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in New England. Part of the reason for the general reluctance to become involved in ETS/IAQ issues at the legislative level is the business community's desire not to offend either legislators or the public. However, if they have the opportunity to act in concert with other businesses under an cover of an "umbrella" organization, their participation is likely to come more easily.

Participation

The participants in each state will vary. However, the following is a suggestion of the organizations that would be approached in each state to participate in the initial formation of the group.

Connecticut: Hartford Chamber of Commerce
CT Association of Chamber Executives
CT Food Stores Association
CT Hotel/Motel Association
CT Restaurant Association
CT Business and Industry Association
Southwest Area Commerce and Industry Association
Selected insurance companies
Selected major corporations

Maine: ME Business and Industry Association
ME Merchants Association
ME Retail Grocers Association
ME Association of Chamber Executives
ME Restaurant Association
ME Innkeepers Association
Selected paper companies
Selected major companies

Massachusetts: Associated Industries of Massachusetts
MA Associates of Chamber Executives
MA Hospitality Association
MA Food Stores Association
Greater Boston Chamber of Commerce
Selected major corporations

New Hampshire: NH Business and Industry Association
NH Retail Grocers Association
NH Retail Merchants Association
NH Hospitality association
NH Association of Chamber Executives
Selected major corporations

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Rhode Island: Providence Chamber of Commerce
RI Hospitality Association
RI Association of Chamber Executives
Selected major corporations

Vermont: VT State Chamber of Commerce
Associated Industries of Vermont
VT Retail Grocers Association
VT Hospitality Association
VT Retail Merchants Association
VT Ski Areas Association
Selected major corporations

In each of the above states, the first organization listed, because of existing relationships, would act as a catalyst for the creation of the state BCIA. Either the association executive or a member of the Board of the group would be identified as the initial chairman of the state BCIA. The relationship between BCIA and the "catalyst" organization would need to be defined. Depending on your interests, that relationship could be as close or as distant as desired. It is likely that the individual organizations would solicit the participation of their own members. In addition to the identified "founding" organizations, it is anticipated that additional groups, like the real estate board and the hospital association, would be added to the organization at a later date. This would only be done after the goals and activities of the council had been established by the initial group.

Timetable

The following is a suggested timetable for the development of the state BCIA affiliates in New England. It is divided into Four Phases during the first year of operation.

Phase One (Initial Formulation)

Completion Date	Activity
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February 28, 1992	1. Collect and Review state regulations and statutes regarding the limitations on organizations like the proposed BCIA state affiliates to determine if formal status (ie. incorporation) needs to be established in any or all of the states.
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I don't see an obvious connection here to what expertise would they have to address these issues?

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2. **Prepare Final Plan** to implement the six state BCIA's based on the review in #1.

March 31, 1992

1. **Identify key groups** and confirm their participation in the initial meeting.

2. **Educate** key members of council about the IAQ issue and the goals of BCIA.

3. **Conduct Meeting** of the members of the council in each state. Outline council's structure, organization, fees, plan for growth and activities, and relationship to the BCIA in Washington. Establish "steering" committee or board of directors from among the leaders of the initial participants.

Phase Two (Development)

Completion Date

Activity

April 30, 1992

1. **Develop** mailing lists of potential members in each of the states. Initial source of mailing lists will be the participating state trade associations.

2. **Identify** business and trade publications for potential opportunities to announce the creation of the state BCIA, and begin the IQ education process.

3. **Identify** potential speaking opportunities for BCIA and qualified IAQ experts. Interest at this stage of development would be on reaching the broadest audience.

4. **Conduct** first of monthly board of directors meetings.

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5. **Establish** quarterly newsletter for distribution to all members of the council. (Newsletter will be published on the last day of March, June, September and December. Initial distribution will be through the participating trade associations.)

May 31, 1992

1. **Distribute** first mailing on BCIA to broad business audience in each state through the participating trade associations.

June 30, 1992

1. **Participate** in selected trade association meetings to explain the council and its activities.

2. **Evaluate** activities and progress of the state councils through the first quarter of the 1992.

3. **Adjust** original plan, if necessary, based on evaluation.

Phase Three (Interim Phase)

Completion Date Activity

July 31, 1992

1. **Identify** local, state and regional magazines and newspapers for potential articles on the state BCIA and IAQ. Emphasis should be on the publication's distribution and quality of the business section, where applicable.

2. **Identify** electronic media opportunities for state BCIA presentations.

3. **Plan** series of symposia on IAQ, sponsored by the state BCIA, at selected locations in the region during third and fourth quarters.

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4. **Schedule** a series of interviews with selected writers based on information developed in Phase Three, numbers 1 and 2.

August 31, 1992

1. **Confirm** schedules for media presentations, trade and association publication article publication, and trade association meeting participation for the remainder of year.

2. **Final Planning** process for IAQ symposia.

September 30, 1992

1. **Evaluate** development process to date. Determine if changes in the program need to be implemented.

Phase Four (Education Phase)

Completion Date Activity

December 31, 1992

1. **Participate** in selected trade association meetings.

2. **Implement** media contact program.

3. **Implement** article publication program.

4. **Implement** symposia series.

5. **Conduct** 1993 Activity Planning Meetings in each of the six states. Meetings will finalize and approve the 1993 organizational and legislative plan.

6. **Expand** state councils to include real estate and hospital interests.

7. **Evaluate** the first year of the program and establish general and state goals for 1993.

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8. Introduce BCIA board to state AFL-CIO and selected union leaders. Explain BCIA and the potential for cooperation between business and labor on the IAQ issue.

9. Create regional BCIA umbrella organization to provide an opportunity for active cross state communication.

Review

The suggested program and timetable, while ambitious, will allow the broadest possible participation in the state BCIA's. The greater the ability of the state BCIA's to coalesce and educate the business community, legislatures and public at-large about IAQ issues; the greater the likelihood that the BCIA's will be able to have a significant impact on the federal, state and local legislative processes.

COST

The costs associated with the development of the six state BCIA's in New England could vary. The described program will cost between \$175,000.00 and \$200,000.00 to implement. This includes Northeast Legislative Services' annual retainer, all costs associated with the establishment of the state BCIA's, mailings, travel expenses for Northeast Legislative Services and any BCIA board members, mailings and the logistical costs associated with the suggested symposia. The costs not covered include IAQ expert travel to the region to participate in BCIA activities and the services of other organizations to assist in the drafting of IAQ articles for placement in trade journals and the public press.

Retainer	\$120,000.00
Symposia	25,000.00
Mailings	20,000.00
Travel (consultants)	15,000.00
Travel (board)	5,000.00
Telephone	2,500.00
TOTAL	\$187,500.00

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CONCLUSION

It is possible to galvanize the business community into a strong voice on IAQ issues. However, the same type of time, energy and commitment of resources that was devoted to the beginnings of the labor program must be devoted to the business effort. The current labor program began with a Washington program and a "pilot" program in the New England states. That program is one of the most successful of the Institute's resources. There is no reason why the business program cannot follow in the same path.