



Winston-Salem, N.C. 27102  
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February 27, 1991

TO: Louis V. Gerstner, Jr.  
James W. Johnston

FROM: M. B. Oglesby, Jr.  
Roger L. Mozingo

RE: New Jersey Employment Discrimination Legislation

In our memo dated February 22, 1991, we reported that a retailer had hired a lobbyist to work against an override of Governor Florio's veto of the industry supported smokers' employment discrimination bill. We can confirm that the retailer is Alan Fortunoff, who is principal owner of Fortunoff, Inc. with three department stores--one in Long Island, New York and two in New Jersey. Fortunoff also owns Marsh Jewelers with an operation in New York City and two in New Jersey. In his employment advertising, he states, "Smokers need not apply." Fortunoff retained Alan Marcus (who until three years ago represented Philip Morris) to work against the override.

Assembly Speaker Joseph Doria indicated during a February 25 meeting with Kent Wold, RJRT Regional Director - State Government Relations, that the Assembly would consider the override vote after a controversial public education funding bill has been settled by the New Jersey legislature. Some legislators are now predicting the override vote could take place mid to late March.

This issue continues to be intensely lobbied by both sides. RJRT and industry lobbyists are continuing their contacts with individual legislators and their staffs. Smokers' rights citizen lobbyists are in Trenton on legislative days contacting their Assemblymen. An RJRT grassroots program is continuing. The industry strategy is to continue constant advocacy communications to legislators even though the vote date is uncertain.

We will advise you immediately when further action is taken.

RLM:cb

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"We work for smokers."