

THE TOBACCO INSTITUTE

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TO: JACK KELLY
FROM: ROGER MOZINGO *Ru*
RE: CALIFORNIA OUTREACH PROGRAM

Johnson
Tom
Ogburn

The following summarizes my understanding of the information shared and the conclusions tentatively reached at the meeting held in Sacramento, California, on Friday, February 6, 1981, attended by Bonnie Hulse and Ron Saldana (State Directors, Tobacco Institute), Tom Konovaloff and Dick Wheaton (A-K Associates), Chip Nielsen and John Hodgson (Dobbs & Nielsen) and me.

The meeting was scheduled to plan activities enabling the industry to develop and/or expand key contacts and at the same time establish an "industry presence" in the state. Based on a thorough discussion of alternatives, we recommend the following four point program which should prevent our having to "reinvent the wheel" in the event the industry encounters yet another "Proposition" fight in the state as well as to expand our "coalition" capability for state and local legislative endeavors.

I MEMBERSHIP IN CALIFORNIA TRADE ASSOCIATIONS

Chip Nielsen will coordinate the applications of various TI member companies for membership in the California Manufacturers Association, California Taxpayers Association and, in the case of TI, the California Chamber of Commerce. Requests to company executives to be personally involved with such organizations will be encouraged, but because of the distance, Chip will discuss with the various organizations how we can participate in a meaningful manner without requiring executives to fly from the East Coast to attend regular meetings.

II VISITS BY MEMBER COMPANY CEO'S TO CALIFORNIA

We will encourage member companies to notify State Activities when corporate CEO's are planning to be in California and available to attend a suggested function. The TAN staff, Dobbs & Nielsen and A-K Associates personnel will determine what functions are scheduled at the same time, and if a company decides to participate, Dobbs and Nielsen will see that both the sponsors and the corporate executive(s) are fully briefed beforehand and will arrange for the appropriate local escort for them.

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III COMPANY FUNCTIONS IN CALIFORNIA

Member companies will be encouraged to contact State Activities when it is willing to send invitations to appropriate persons for a planned or existing company sponsored event (sport, cultural, etc.). State Activities will notify the appropriate offices in California.

Tom Konovaloff will recommend invitations for appropriate legislators (if possible, the invitations should be delivered to Konovaloff for hand-delivery to legislators); TAN staff will recommend TAN membership attendance and Dobbs & Nielsen will recommend other possible attendees.

IV TAN STAFF KEY CONTACT PROGRAM

Before the end of April, 1981, the TAN staff will improve contacts with organizations that are, or should be, our friends, as follows:

Bonnie Hulse will meet with the following persons:

- (a) Esther Greene (California Chamber of Commerce) - with John Hodgson at the same time that she and John Hodgson meet John Hay, Executive Director, to have TI join the Chamber.
- (b) Bob Monagan and John Geoghegan (California Manufacturers Association) - with Chip Nielsen or John Hodgson when certain membership checks are delivered.
- (c) Tim Flanagan and Stan Kiker (California Restaurant Association) - to strengthen already existing contacts.
- (d) Ed Sloan (California Hotel and Motel Association) - with John Hodgson.
- (e) Wayne Campbell (National Federation of Independent Businessmen) with Chip Nielsen.

Ron Saldana will visit with Dana Reed, Dobbs & Nielsen, Los Angeles, about Southern California contacts and then proceed to meet with the following individuals.

- (a) David Bergland (Chairman, Board of Directors of C.A.R.E.), National Chairman, Libertarian Party

- (b) Bill Dohr, Orange County businessman and Secretary, California Republican Party.
- (c) Karen Peters, Executive Director, California National Organization of Women.
- (d) Houston Flournoy, former State Controller and a Dean at the University of Southern California.
- (e) John Seymour, past president California Association of Realtors.
- (f) Greg Fletcher and Karen DeSantis, California Association of Realtors.

Bonnie and Ron will prepare a report after each contact and send it to State Activities with copies to Tom Konovaloff and Chip Nielsen.

COORDINATION OF THE CALIFORNIA OUTREACH PROGRAM

State Activities will be responsible for overall coordination of the program. The staffs of A-K Associates, TAN and Dobbs & Nielsen will also coordinate their activities between themselves. Consequently, any communication by member companies to State Activities, the TAN staff, A-K Associates or Dobbs & Nielsen will be immediately communicated to the other offices, after which a determination will be made as to which person should proceed with a request or project. Once it is decided who will do what, the participants will communicate progress to the other two offices and to State Activities.

EVALUATING THE CALIFORNIA OUTREACH PROGRAM

State Activities, the TAN staff, A-K Associates and Dobbs & Nielsen will keep records of the time spent on each of these projects, evaluate the effectiveness of each contact or event and reach conclusions on what types of reciprocation will be requested from persons with whom contacts are strengthened (membership dues, participation in convention programs, use of TAN mailing list, etc.). Each organization will be prepared to recommend ways to more efficiently build an effective TAN membership, widen the outreach program and project costs and other expenses if it is determined this type program is effective and should continue.