

THE WHITE HOUSE
WASHINGTON

March 9, 1981

Dear Paul:

Thanks for sending on the information
relative to the Senate race in California.

It looks to me to be developing into a very
interesting primary.

Thanks for keeping me posted on your activities..

Warm regards,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

The Honorable Paul McCloskey, Jr.
House of Representatives
Washington, D.C. 20515

PAUL N. McCLOSKEY, JR.
12TH DISTRICT, CALIFORNIA

COMMITTEE ON
GOVERNMENT OPERATIONS
AND
COMMITTEE ON
MERCHANT MARINE
AND FISHERIES

Congress of the United States
House of Representatives
Washington, D.C. 20515

205 CANNON BUILDING
WASHINGTON, D.C. 20515
(202) 225-5411

DISTRICT OFFICE:
305 GRANT AVENUE
PALO ALTO, CALIFORNIA 94306
(415) 326-7383

February 17, 1981

Michael K. Deaver
Assistant to the President
Deputy Chief of Staff
The White House
Washington, D.C. 20500

Dear Mike:

Charles Wallen passed on a suggestion from the President that I contact you about my Senate candidacy.

Naturally, I would be pleased to have whatever advice and cooperation that you and the President's staff can provide, but I will fully understand that whatever action you take will be based on your perception of what is in the nation's best interest.

I would like to think I can be a much better Senator than Sam Hayakawa, Barry Goldwater, Jr., or the President's daughter, but, most importantly, I think I can give you better assurance of defeating Jerry Brown and retaining the seat in Republican hands than any of the other candidates.

Some polling data and several of my basic campaign memos are enclosed for your reference, and I will keep you advised as the campaign progresses.

In the meantime, almost everything you're doing looks great so far. I intend to help you in every way I can regardless of what happens in the Senate race.

Sincerely,



PAUL N. McCLOSKEY, JR.

PNMcC:dmb

Enclosures

PAUL N. McCLOSKEY, JR.
12TH DISTRICT, CALIFORNIA

COMMITTEE ON
GOVERNMENT OPERATIONS
AND
COMMITTEE ON
MERCHANT MARINE
AND FISHERIES

Congress of the United States
House of Representatives

Washington, D.C. 20515

December 10, 1980

205 CANNON BUILDING
WASHINGTON, D.C. 20515
(202) 225-5411

DISTRICT OFFICE:
305 GRANT AVENUE
PALO ALTO, CALIFORNIA 94306
(415) 326-7383
(408) 275-7462

Mr. Forrest Shumway
President
Signal Companies, Inc.
11255 North Torrey Pines Road
La Jolla, CA 92037

Dear Mr. Chairman:

The list of those agreeing to serve on the Senate Exploratory Advisory Committee under your leadership, thus far, is enclosed.

Also enclosed is my list of legislative priorities for early 1981 and some recent polling data which may be of interest.

The oath of office for membership on this incredibly-significant new entry on the California political scene, of which you are Chairman, is as follows:

"We think Pete McCloskey will make a fine U.S. Senator, and that he can defeat any candidate the Democrats can put up in 1982, particularly including Governor Jerry Brown. We think Pete should have every chance to explore the possibilities of a 1982 Senate race, and if, in late 1981, it appears he can win a Republican primary, we intend to support him."

(We are also free, as individuals, to switch to some other Senate candidate if, in our individual opinion in December, 1981, McCloskey appears to have little chance of winning a Republican nomination, or if he fails to measure up to our standards of excellence in some other way.)

I will send you additional names from time to time, and hope you and the other committee members will not hesitate to beguile a few of your own CEO friends into joining this worthy effort.

All the best,

PAUL N. McCLOSKEY, JR.

PNMcC:dm
Enclosure
cc: Members, S.E.A.C.

McCLOSKEY FOR SENATE

Howard Allen, President
Southern California Edison

Ernest C. Arbuckle, Chairman of
the Board, Saga Corporation

Wesley Bilson, President
Delano Community Hospital

Richard Borda, Executive Vice President
Wells Fargo Bank

David Bossen, President
Measurex Corporation

Ralph Boynton, President
California Security Bank

Wayne Brown, President
Brown & Kauffmann Properties

Nolan K. Bushnell, Chairman
Chairman, Board of Directors
The Alliance for Amer. Innovation

Robert L. Chambers, Chairman of
the Board, Envirotech

William Curtiss, Jr.
Vice President and General Manager
Owens-Corning Fiberglas Corp.

Thomas J. Davis, Jr., General Partner,
Mayfield III

Reid Dennis, Managing Partner
Institutional Venture Associates

Myron Du Bain, Chairman & President
Fireman's Fund Insurance Companies

Herb Dwight, President and Chairman
of the Board, Spectra-Physics, Inc.

William C. Edwards, General Partner
Bryan & Edwards

Richard Elkus, Chairman of the Board
Apex Corporation

Robert Emett, Chairman of the Board
Pinehurst Corporation

Leonard K. Firestone, Director
Fireston Tire & Rubber Co.

Tom Ford, President
Ford Land Company

Verne Freeman, President
Freeman-Sondgroth Construction Company

Paul E. Freiman, President
Syntex Labs, Inc.

Robert Fuhman, President and Chairman
Lockheed Missile & Space Company

Kip Hagopian, Partner
Brentwood Associates

Preston Hotchkiss, President
Bixby Ranch Company

E. Eric Johnson, Executive Vice President
Johnson & Higgins of California

Ryland Kelley, President
Hare, Brewer, Kelley

J. Frank Leach, President
Arcata National Corporation

Harry E. McGrath, Jr.
President and Chief Financial Officer
Magnum Microwave Corporation

Frederick W. Mielke, Jr.
Chairman of the Board & Chief Executive Officer
Pacific Gas and Electric Co.

Arjay Miller, Dean Emeritus
Stanford Graduate School of Business

McKenzie Moss, President
Bank of the West

Mervin Morris, President
Morris Management Company

Robert N. Noyce, Chairman of the
Board, Intel Corporation

Thomas J. O'Rourke, Chairman and
President, Tymshare

M. Kenneth Oshman, President and
Chief Executive Officer
Rohm Corporation

Walter E. Ousterman, Jr., President
Kaiser Cement Corporation

Norman F. Parker, President and
Chief Executive Officer
Varian Corporation

W. J. Pecka, General Manager
Western Electric Company

Tom Perkins
Kleiner, Perkins, Caufield & Byer

Robert Pfeiffer, President,
Chairman of the Board
Chief Executive Officer
Alexander & Baldwin, Inc.

C. Wesley Poulson, President
Coldwell Banker Company

George Quist
Hambrecht & Quist

Arthur Rock
Arthur Rock & Company

Richard G. Rogers, Executive Vice President
Syntex Corporation

Toby Schreiber, President
Specialty Brands, Inc.

Albert R. Schreck, President
Montgomery Capital Corporation

Forrest Shumway, President
The Signal Companies, Inc.

Bruce Seaton, President
American President Lines, Ltd.

Charles E. Sporck
President and Chief Executive Officer
National Semiconductor

John Wallace, President
Petrolane, Inc.

Dean Watkins, Chairman of the Board
Watkins Johnson Company

Donald F. Williams, President
Donald F. Williams, Inc.

John Young, President
Hewlett-Packard

Edwin Zschau
Chairman of the Board and President
System Industries

ADDITIONAL MEMBERS:

Larry Pittman, President
INTERAMERICAN PUBLIC DISTRIBUTION CORP.

December 8, 1980

TO: Staff

FROM: PAUL N. MCCLOSKEY, JR.

SUBJ: Congressional Priorities and Staff Functions, 1981

General Priorities to July 30, 1981

1. During the next eight months prior to the summer recess, our number one priority will be to assist the Reagan Transition Teams and Administration to push through those laws and executive order changes in the areas of my own expertise.

Major Efforts

2. Two major projects stand out well above the others:

- (1) The National Youth Service (NYS) alternative to the draft; and
- (2) Maritime reform.

But there are 18 additional projects where I will be serving in a leadership capacity:

- (3) Incentive for balancing the Budget through a proportionate reduction in transfer payments and in salaries for top executive and legislative branch employees if there is a budget deficit as of September 30, 1981.
- (4) Development of a set of criteria in a new law to permit, but limit, school busing within constitutional decisions of the Supreme Court (based on Justice Powell's dissenting views).
- (5) Repealing the Vinson-Trammell law; shelving of the Renegotiation Board until next emergency.
- (6) Abolishing the Bilingual Ballot.
- (7) Restoration of the restricted stock option.
- (8) Repealing Executive Order #11246 on affirmative action, replacing it with simplified order emphasizing enforcement rather than paperwork.
- (9) A comprehensive new bill to legitimize, but control, alien workers.

MEMORANDUM TO STAFF
FROM: PAUL N. MCCLOSKEY, JR.
December 8, 1980
Page Two

- (10) Amending the "born-secret" provisions of the 1954 Atomic Energy Act.
- (11) Continuing perfection of the Law of the Sea Treaty.
- (12) Repealing the tax burdens on overseas employees of U.S. corporations.
- (13) Increasing family planning services funding.
- (14) Resolution of federal/state jurisdiction over Klamath River salmon/steelhead fishing.
- (15) Resolving nuclear waste disposal processes and locations and expediting licensing process for energy facilities.
- (16) Modifying current restrictions on top-level management interchanges between government and private industry.
- (17) Transferring the eight Public Health Service facilities to local control and financing.
- (18) Amending the Service Contract Act to reduce paperwork burdens.
- (19) Repeal of the Fisherman's Protective Act.
- (20) Obtaining world moratorium on killing of whales through progress at the International Whaling Conference.

These 20 major issues will require a sustained weekly, if not daily, step-by-step "full court press" on my part... (1) convincing colleagues as we did on the Stanford Daily bill; (2) speaking around the country to generate public interest (as I have been doing on NYS); (3) contacting the press with facts and arguments to generate supportive editorials (as we did on the Cargo Preference issue), and (4) organizing our own constituents to develop lobbying efforts around the nation (as we did on the Steiger Amendment and Renegotiation Board issues).

On each such issue the staff person handling it will be making that issue his or her daily priority. No day is to pass without some attention to progress on each of these issues.

Educational Priorities

There are several areas in which I would like to upgrade my understanding of state or national issues in order to (a) contribute to the national debate and (b) be prepared to be a candidate for the Senate in

MEMORANDUM TO STAFF
FROM: PAUL N. MCCLOSKEY, JR.
December 8, 1980
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1982 if the opportunity presents itself. In order, these issues include the following:

1. An assessment of our strategic and conventional arms balance with the Soviet Union.
2. A reassessment of the MX Missile and Salt II Treaty.
3. The California State Water Program.
4. Immigration, legal and illegal.
5. Development of a National Conservation Policy for Class I and Class II agricultural lands.
6. An assessment of the breeder reactor and nuclear reprocessing possibilities.
7. A continuing examination of the Arab-Israeli confrontation balance of power in the Mideast and Persian Gulf.
8. Continued monitoring of the evolving situation in South Africa, particularly including U.S. corporate efforts to upgrade the status of their employees in South Africa.

Other Leadership Roles

Initially in the 97th Congress I will be serving in the following leadership roles:

1. House Chairman of the Environmental Study Conference, made up of 274 Representatives and 72 Senators. We should attempt to put together a list of priorities for the staff in the first three months of 1981.
2. Co-Chairman, House Monitoring Group on South Africa.
3. Steering Committee Member, Wednesday Club.
4. Steering Committee Member, Members of Congress for Peace Through Law.

Third Tier of Specific Projects

3. This list includes a number of projects on which we have been working for some time, in both legislative and constituent-service areas. Many

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FROM: PAUL N. MCCLOSKEY, JR.
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of these projects depend on how seriously we can get other Members of the House or Senate to deal with the problem involved.

- (1) Clarification of tax status of independent contractors (H.R. 3245)
- (2) Extend Civil Service reform to simplify and expedite removal of unsatisfactory employees from service.
- (3) Exploration of tax law simplification
- (4) Social Security and pension reform.
- (5) Monitor federal Criminal Code revision.
- (6) Review catastrophic health coverage proposals.
- (7) Abolition of HUD: replace with housing revenue-sharing for half of funds presently appropriated to HUD programs (\$34.5 billion in 1980).
- (8) Resolving Northern California Forest Service practices (Government Operations Subcommittee).
- (9) Ending the marriage tax penalty (Fenwick Bill).
- (10) Obtaining full disclosure of the FBI's COINTEL activity in the Pratt case (Judiciary Subcommittee and/or Freedom of Information Subcommittee).
- (11) Funding for World Health Organization contraceptive research program (Senate Appropriations Subcommittee).
- (12) Streamline paperwork burdens on universities in recovering indirect costs under revised OMB Circular A-21.
- (13) Amend HEW regulations (proposed) restricting human subject research in areas that do not involve a direct threat to personal health and safety.
- (14) Develop scholarship program for black South African labor leaders to study in United States.
- (15) Establish mechanism for public dissemination of successful energy conservation measures.

MEMORANDUM TO STAFF
FROM: PAUL N. MCCLOSKEY, JR.
December 8, 1980
Page Five

- (16) Tax credits for increased R&D (H.R. 7983) and business contributions to universities (H.R. 6632).
- (17) Streamline administration of Export Administration Act of 1979 and export licensing procedures.
- (18) Establish clear guidelines for federal procurement of consultant services.
- (19) Review FDA application of Delaney clause to animal drugs.
- (20) Exempt medicines from hazardous substances export control act.
- (21) Increase life of pharmaceutical patents to allow for lengthy premarketing development and certification process.
- (22) Improve government computer procurement policies: limit sole-sourcing, eliminate benchmarking and encourage industry standardization.
- (23) Monitor development of a Uniform Federal Procurement system by OMB (OFPP).
- (24) Modify FOIA to prevent unauthorized disclosures of proprietary corporate information.
- (25) Assessment of national telecommunications and information technology policy (e.g. "Ma Bell" bill, Paperwork Reduction Act).
- (26) Review policies of Export-Import Bank and other sources of financing to support U.S. export trade.
- (27) Assisting the incorporation of East Palo Alto as a city.
- (28) Resolution of controversy surrounding Medicare funding of chemical aversion therapy for the treatment of alcoholism.

Press Activity

4. The Press Assistant's job will be to maximize factual communications to the press to accomplish our legislative goals, not, as is the customary function, to glorify the virtues of the Congressman.

MEMORANDUM TO STAFF

FROM: PAUL N. MCCLOSKEY, JR.

December 8, 1980

Page Six

If I am to be elected to the Senate in 1982, it will be because I am an effective legislator in 1981. Effectiveness depends much more on press comments and editorials which my colleagues read, (and lobbying they receive from their constituents) than it does from comments I argue to them in committee or on the floor. Likewise, the press is properly cynical about politicians, and if I am to earn editorial support in 1982, it will have to be on performance rather than political views. The press is quick to note the difference between ability and rhetoric.

Scheduling

5. There are a number of principles here which should be kept in mind, but there is one inviolable rule which has come down to us from years of experience. Only one person on the staff can give final confirmation of a scheduling commitment. In our office, that person is my Scheduling Assistant. No one else can confirm an appointment. Everyone can suggest an appointment, press for an appointment, strongly recommend a speaking engagement, give a tentative time for a possible speaking appearance, but no one but my Scheduling Assistant can finally confirm a speaking engagement or appointment.

It is essential, once a scheduling commitment is made, that everyone else on the staff is promptly apprised of that commitment. Everyone on the staff should have a general knowledge of where I will be during the next 90 days, and I would like each member of the staff to submit occasional suggestions, facts, and particularly recent events, editorials, etc., which I can use, or at least refer to, in my various speeches or other efforts.

There are a few other basic principles to consider:

(1) Ideally, it is well to delay commitment to specific future dates until the last possible date consistent with courtesy. There is a never-ending choice of options; if one commits to a Boy Scout ceremony in Palo Alto on April 13, there may be seven other, far higher-priority invitations that may be tendered in March, but will have to be turned down.

(2) Any weekday commitment to an appearance may have to be made with a 5% to 25% reservation that unexpected congressional action may require me to be on the floor or in committee at the time. (Sometimes a telephone speech will be acceptable to the sponsor.)

(3) California appearances are particularly crucial, since once a date is confirmed, it requires coordination of other events around it, both as to time and as to geographical proximity. Plane schedules and options reflecting time of arrival and departure should be appended to any invitation I am asked to consider. When the options reach me for decision, I will want to know what Maureen, Sandy and Joan think can be tied together with these options.

MEMORANDUM TO STAFF
FROM: PAUL N. MCCLOSKEY, JR.
December 8, 1980
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For the Senate exploratory effort, I am anxious to visit all 58 counties and as many as possible of California's 422 cities during the roughly 80 days available for such visits during the next seven months. These 80 days break down roughly as follows:

December	20 days during congressional recess
January	15 days during congressional recess
February	10 days (Lincoln Day recess)
March	6 days (two 3-day weekends)
April	10 days (Easter recess)
May	6 days (two 3-day weekends)
June	6 days (two 3-day weekends)
July	<u>7 days</u> (July 4 recess and 1 weekend)

80 days

Ideally each California visit should be built around a major speech to a prestigious local forum like the Commonwealth Club, Council on Foreign Relations, etc., with time for at least one or two meetings with small groups of community leaders, friends and potential supporters. Of critical concern are meetings with the local newspaper editorial board, TV and Radio station news and editorial people.

Circulation

A copy of this memo should be kept on each staff member's desk for referral, as it should be our basic priority guide until the July recess.

PAUL N. MCCLOSKEY, JR.

December 8, 1980

PNMcC:asd

POLLING RESULTS

Three statewide polls have been taken in California relative to the 1982 Republican Senate primary in May, September, and November, 1980, respectively.

In May, the Field organization compared the name recognition and popularity of the ten leading Republicans in California among all voters, Republican, Democratic and others as follows:

Poll #1 (Field)	NAME IDENTIFICATION (%)	POPULARITY AMONG ALL VOTERS	
1.	HOWARD JARVIS	93	About even, favorable to unfavorable
2.	MIKE CURB	84	2 to 1 favorable
3.	BARRY GOLDWATER, JR.	67	2½ to 1 favorable
4.	GEORGE DEUKMEJIAN	65	4½ to 1 favorable
5.	PETE McCLOSKEY	46	8 to 1 favorable
6.	PETE WILSON	42	7½ to 1 favorable
7.	KEN MADDY	33	5½ to 1 favorable
8.	H.L. RICHARDSON	29	2½ to 1 favorable
9.	WILLIAM CAMPBELL	22	3½ to 1 favorable
10.	CAROL HALLETT	18	3½ to 1 favorable

Among Republicans only, however, for those who might conceivably run for the Senate in 1982, the figures changed somewhat:

	NAME IDENTIFICATION (%)	POPULARITY, REPUBLICANS ONLY	
1.	CURB	84	4 to 1 favorable
2.	GOLDWATER	78	7 to 1 favorable
3.	DEUKMEJIAN	72	8 to 1 favorable
4.	PETE WILSON	55	16 to 1 favorable
5.	KEN MADDY	46	13 to 1 favorable
6.	McCLOSKEY	46	5 to 1 favorable

Two separate polling firms took polls on potential 1982 candidates in September and November, respectively. The November poll was taken by DMI at Barry Goldwater, Jr.'s request.

Poll #2, September, 1980		Poll #3, November, 1980	
1.	GOLDWATER	36%	31%
2.	HAYAKAWA	19	22
3.	PETE WILSON	18	14
4.	McCLOSKEY	9	13
5.	MAUREEN REAGAN	3	(not included)
	UNDECIDED	15	20

The November poll also showed that if a general election had been held, the results would have been as follows:

GOLDWATER - 45%	McCLOSKEY - 45%	HAYAKAWA - 33%
BROWN - 42%	BROWN - 37%	BROWN - 52%

The poll also showed that Mayor Tom Bradley would have beaten Goldwater but did not match McCloskey against Bradley.

- Conclusions:
- (1) Sam Hayakawa, who says he is determined to run, is in deep difficulty against a Democratic opponent. and in some difficulty within his own party.
 - (2) McCloskey is in the best position to defeat Governor Brown but has a real challenge to win the Republican primary.

California Poll

GOP Race for Senate

By *Merwin D. Field*

Senator S.I. Hayakawa currently is not too popular among his own party members, and if he has to run against several other Republicans who are threatening to oppose him in next year's primary he would have a tough fight on his hands.

Hayakawa, who was elected to the Senate in 1976 in his first try for political office, has not received favorable performance ratings for most of his term in repeated surveys by the California Poll.

In recent months, Republican Congressmen Barry Goldwater Jr. and Pete McCloskey have indicated they are planning to run for Hayakawa's seat. In addition, President Reagan's daughter, Maureen, has been reported as a possible candidate.

Two other Republicans, Representatives Robert Dornan and John

Rousselot, have also been reported as potential candidates.

In its most recent survey, the California Poll asked Republicans who their current first choices were in next year's GOP senatorial nomination contest. Here are their responses:

Goldwater	32%
Hayakawa	19
McCloskey	16
Reagan	8
Dornan	5
Rousselot	5
Undecided	15

To assess how the GOP lineup might look if any candidate were eliminated, Republicans were asked for their second choices. With Hayakawa off the list, Goldwater extends his lead.

Goldwater had contemplated

making a bid for the Senate in both 1976 and 1980. In both instances early polls showed him leading the field of prospective Republican candidates, but each time he decided not to run. If Goldwater were to decide again not to run, a much tighter race would emerge.

	Without Hayakawa	Without Goldwater
Goldwater	39%	—
Hayakawa	—	26
McCloskey	19	20
Reagan	12	16
Dornan	7	10
Rousselot	5	8
Undecided	18	20

This poll is based on a representative cross section of 445 California Republicans conducted by telephone January 16 through January 23 and has a sampling tolerance of plus or minus 6 percent.

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U.S. SENATE POLLS, SEPTEMBER, 1980 - JANUARY, 1981

Four polls have been taken with respect to the Republican U.S. Senate race in 1982. They clearly show that Congressman Pete McCloskey is the strongest candidate the Republicans can field to defeat Jerry Brown or any other Democratic nominee. Among the four probable Republican candidates, the February Field Poll showed McCloskey's image score was 480, Goldwater 290, Maureen Reagan 190 and the incumbent Senator Hayakawa 120.

In a statewide poll taken in November, McCloskey ran ahead of Brown 45 to 37%; in the same poll, Senator Hayakawa lost to Brown 52 to 33%.

The polls also reflect that McCloskey, who represents a Northern California district, has been making steady progress with Republican voters as he campaigns in Southern California. His percentage of the Republican vote increased from 9% last September to 13% in November and 16% in January.

Republican Voters, U.S. Senate Race, 1982

<u>Name</u>	<u>Sept., 1980</u>	<u>Nov., 1980 (2)</u>		<u>Jan., 1981</u>	<u>Change</u>
Goldwater	36	31	30	32	-4
Hayakawa	19	22	15	19	-0
Wilson	18	14	14		
McCloskey	9	13	13	16	+7
Reagan	3	-	8	8	+5
Rousselot				5	
Dornan				5	
Undecided	15	20	20	15	-0

REPORT TO VOLUNTEERS
February 17, 1981

The 1982 Senate campaign is now a month old and I thought it appropriate to report to you on progress to date.

Polling Data

1. The enclosed summary of four polls, taken last September, November and January, respectively, reflects both the challenge and the opportunity. The following facts stand out:

- (a) Senator Hayakawa should not run again. In November he would have lost to Jerry Brown 52 to 33%. (The same poll, taken by Barry Goldwater, Jr. showed I would have beaten Brown 45 to 37%).
- (b) Barry Goldwater, Jr. is presently the odds-on favorite. As of January, he would have received 32% of the Republican vote, followed by Hayakawa with 19%, me with 16% and Maureen Reagan with 8%.
- (c) With a continuing name recognition amongst Republicans of only 46%, my voting percentage has risen, from 97% last September, to 13% in November, and to 16% in January.
- (d) The opportunity to increase name recognition amongst Southern California Republicans (62% of the total vote) is immense, but it will take large sums of money for television coverage; hence our goal of raising \$1.5 million by December.

Fund Raising and Budget

2. From the roughly \$60,000 remaining from the congressional campaign, we have spent \$45,000 in three months, including \$12,000 for the November poll. Our monthly budget is now approximately \$20,000 per month, depending upon meeting our goal of raising \$300,000 in new funds by April 30, 1981. Thus far, since forming the Californians for McCloskey Committee in mid-January and holding our first fund-raiser on January 30, we have raised approximately \$25,000. We are putting all \$1,000 contributions in a high-interest capital fund account, hopefully to be saved for television next year rather than spent on operating expenses during the balance of 1981.

The 15,000 Club; Allocation of Goals

3. The \$1.5 million goal (1,500 people at \$1,000 apiece) has been broken down into \$1 million from the Bay Area, Tom Ford chairman; \$300,000 from Los Angeles, Kip Hagopian chairman; and \$200,000 from Orange County, Ray Winterhalter and Herb Kalmbach, co-chairmen.

April Fund Raising

4. During the congressional post-Easter recess, Monday, April 20 through Monday, April 27, we hope to have 25 or more separate fund-raising events in Southern California on a four-a-day basis, breakfasts, lunches, wine-and-cheese hours and after-dinner coffees. I will be holding similar events in the Bay Area and elsewhere, on weekends, and we are commencing a series of direct mail experiments with various types of target groups we hope will have some degree of sympathy.

The Business Advisory Committee

5. Thus far, over 70 principal corporate leaders have agreed to support the exploratory campaign. Their names and companies are enclosed. We hope to obtain 30 more, chiefly from Southern California, within the next several weeks, so that this "Committee of 100" can have a letterhead for use in expanding credibility throughout the state.

Scheduling

6. With the full-time congressional schedule commencing March, and with the Reagan Administration's proposals beginning to take shape, I will be working a 4 or 5 day week in Washington, returning to California, primarily Southern California, 2 to 3 days each weekend, save for the recesses in April, July and August. Schedule sheets for February through June are enclosed. Should there be an event you feel I should attend on a weekend, or on an occasional Monday or Friday, let me know. You might notice that in the four months since mid-October, I have visited over half of the state's 58 counties and met with over 40 newspaper editors, covering more than 3/4ths of the state's 4 million Republicans. It's a start.

Management

7. Maureen Ryan, Lewis Griggs and a new computer-typewriter expert are operating our mailing and coordinating operation in Palo Alto. The firm of Robert Nelson & Associates - (RNA), in Irvine, California, (714) 957-1010, is managing the campaign effort. Eileen Padburg and Denny Freidenrich are the key staff at RNA who are backing up our media and fund-raising efforts in Southern California. Bud Arnold, (415) 391-8425, is coordinating campaign strategy and tactics from his San Francisco office. The campaign executive committee consists of Bob Kirkwood, Chairman, Rusty Van Bronkhorst, Bud Arnold, Tom Ford, and myself.

Priorities for the Next 5 Months

8. Because so much hinges on adequate funding for television coverage in 1982, we have set the following campaign priorities for the period February 15 - August 8 when Congress takes its summer recess.

- 80% get acquainted meetings to serve as a foundation for fund-raising,
- 10% broadening of support with community and Republican leadership throughout the state, and
- 10% meetings with newspaper and media editors

All of this is subordinated, until August 8, at least, to doing first-class work in Congress to implement substantial budget and governmental cutbacks in cooperation with the Reagan Administration. I would like to be able to help put a number of priority projects "on track" in Washington during these first few crucial months of 1981, permitting greater concentration on the campaign in California starting with the summer recess.

I would welcome your specific critique and suggestions on any of these points.

Many thanks,



PAUL N. McCLOSKEY, JR.

THE WHITE HOUSE
WASHINGTON

March 9, 1981

Dear Corporal Burdick:

Thank you again for your help the other day at the house, and I thought you would be interested in the attached note that I belatedly sent off to the Commandant of the Marine Corps.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Corporal Francis Burdick, USMC
2213 N. Van Dorn Street
Apartment 302
Alexandria, VA 22304

MKD-FILE

THE WHITE HOUSE
WASHINGTON

March 11, 1981

Dear Mr. Varona:

Thank you for your letters sent to me and President Reagan. I appreciate you taking the time to share your thoughts on matters of importance to you.

I have taken the liberty of forwarding your letters to the National Security Council for their review.

Again, thank you for writing.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Mr. Manuel A. Varona
Junta Patriotica Cubana
P.O. Box 350-492-Riverside Sta.
Miami, FL 33135

MKD-FILE

THE WHITE HOUSE
WASHINGTON

March 11, 1981

Dear Ernie:

Thanks for passing along Sam Montague's suggestions about Patriots Day on April 17th. I have taken the liberty of forwarding copies of this correspondence to Mr. Lyn Nofziger, Assistant to the President for Political Affairs, Mr. Martin Anderson, Assistant to the President for Policy Development and to Mr. Gregory Newell, Director of Presidential Scheduling and Appointments, for their consideration.

Again, thank you for writing.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Mr. Ernest T. Marshall
Montgomery Associates
Fairway Office Center
Suite 221B
4210 Johnson Drive
Fairway, Kansas 66205

THE WHITE HOUSE
WASHINGTON

*taken care
of w/p N*

File

March 11, 1981

MEMORANDUM FOR MICHAEL K. DEEVER

FM: Joseph W. Canzeri *JW*

RE: Attached Memo from Lyn Nofziger

Approve _____

Disapprove _____



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON D.C. 20460

M E M O R A N D U M

OFFICE OF THE
ADMINISTRATOR

TO: Edwin Meese, III
Counselor to the President

Lyn Nofziger
Assistant to the President for
Political Affairs.

FROM: Ernie Minor *Ernie*

RE: Appreciation to campaign personnel

DATE: March 3, 1981

One of the most cost effective methods to ensure continued support is the simple thank you accompanied by a memento. So far this seems to be lacking. I have attached a suggested strategy, draft initial letter and examples from the Nixon era.

*Joe Lanzari - I send this to you
because I've been trying since
Nov to make something happen. If
you can get this signed off 1/11/81
make it happen*

[Signature]

Attachments

SUGGESTED TIMING

April 1981letter from President accompanied by
inaugural photograph

(suggested draft attached)

November 4, 1981.....letter from President in observance of
first election anniversary

(Nixon letter attached)

December 1981.....Christmas card from President and Mrs. Reagan

January 20, 1983.....President's inaugural message or similar memento

(Rose Mary Woods letter attached)

DEAR _____:

As Nancy and I were driving to the Capitol on January 20th we thought of all those who made it possible - especially our wonderful campaign staff.

I wish my schedule permitted me to thank each of you individually. Since that is not possible, please accept the enclosed photograph of the inaugural ceremony as a token of my appreciation. I have asked the White House Photographer to reserve this negative solely for this purpose.

It is a great privilege to have the opportunity to lead America through these challenging times. It is my hope that this Administration will prove worthy of your dedication and the sacrifices you made.

Nancy joins me in sending our deepest appreciation and best wishes.

Sincerely,

RONALD REAGAN

THE WHITE HOUSE

WASHINGTON

November 5, 1969

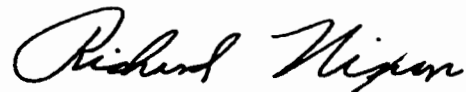
Dear Ernie:

On this first anniversary of our campaign victory last year, I am reminded once again of how much your active and very effective participation meant to our achievement of that victory. The time and effort you devoted, the encouragement you gave, the personal commitment you made, all contributed greatly to our success in a difficult, exciting and closely contested campaign.

Having the opportunity to lead America at this critical point in our nation's history is a great privilege. I am deeply grateful not only for your campaign efforts, but also for the faith that those efforts represented. I shall do everything I possibly can in the months and years ahead to merit that faith, and to make these years a time of which America as a nation, and we as Americans, can be truly proud.

With my best wishes,

Sincerely,

A handwritten signature in cursive script, reading "Richard Nixon".

Mr. W. Ernst Minor
The White House
Washington, D.C.

THE WHITE HOUSE

WASHINGTON

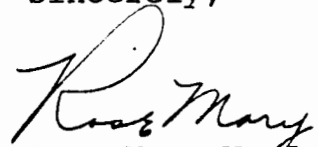
January 20, 1971

Dear Ernie:

Some time ago, a specially printed, limited edition of the President's Inaugural Address was made available for distribution. Since no list of friends who should receive them would be complete without your name, the President hopes the enclosed volume will find a place in your library and help to serve as a reminder of his deep appreciation for your friendship and support over the years.

With kindest personal regards,

Sincerely,



Rose Mary Woods
Personal Secretary
to the President

Mr. Ernst Minor
Assistant to the Vice President
The White House
Washington, D.C.

Enclosure

OFFICE OF THE PRESIDENT-ELECT

Richard M. Nixon

December 14, 1968

450 Park Avenue
New York, N.Y. 10022
(212) 661-6400

Mr. W. Ernst Minor
7755 Tecomseh Trail
Cincinnati, Ohio 45243

Dear Ernie:

Now that I have had time to reflect on the results of the election, I realize our victory would not have been possible had I not had the good fortune to have the most dedicated and efficient campaign organization in American political history.

I only wish I had the opportunity to express my appreciation personally to all of those who gave so generously of their time and effort to our cause. Since that is not possible, the best way I can express my gratitude is to do everything in my power in the years ahead to see that our new administration makes a record which will be worthy of the dedication and sacrifice of those who worked so hard for our victory.

I know that you join with me in the hope that, as a result of that record, we shall be able to look back to the campaign of 1968 and say that we played a part at one of the critical turning points in history in providing the new leadership that America needed, and, in the words of Winston Churchill, "in making this muddled world a better place in which to live."

Mrs. Nixon joins me in sending our very best wishes for Christmas and the New Year.

Sincerely,

A handwritten signature in cursive script, reading "Richard Nixon". The signature is written in dark ink and is positioned below the typed name "Richard Nixon".

THE WHITE HOUSE

WASHINGTON

March 11, 1981

Dear Bob:

Thanks for the congratulatory letter. One of the nice things about being here is hearing from old friends.

The pace here is unbelievable, and the hours long, but the realization of our mutual goals is tremendously rewarding.

Thanks for your support. We'll continue to do our best. Say hello to Peg for us and drop by sometime.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Mr. Robert Bateman
222 East Anapamu
Santa Barbara, CA 93101

*Re sent 4/16
to 1424 CHAPALA
Santa Barbara 93101*

MKD-FILE

THE WHITE HOUSE
WASHINGTON

March 11, 1981

Dear Mr. Minter:

Thank you for your letter concerning the "Veteran Golf Tournaments." I have taken the liberty of forwarding your letter to the White House Military Office for consideration.

Again, thank you for writing.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Mr. Ray E. Minter
P.O. Box 886
Sunset Beach, CA 90742

MKD-FIRE

THE WHITE HOUSE

WASHINGTON

March 11, 1981

Dear Don:

Thanks for the generous offer of your home when we're in Santa Barbara. That's really very thoughtful.

I appreciate your taking the time to write, Don, and have forwarded your letter to Ed Hickey, Director of the White House Military Office, who is in charge of the ranch.

Again, thank you for writing.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Mr. Don MacGillivray
McGraw-MacGillivray Inv., Inc.
1450 La Vista Road
Santa Barbara, CA 93110

MRD-FIVE

THE WHITE HOUSE

WASHINGTON

March 11, 1981

Dear Mrs. Martin:

Thanks for the interesting letter about the Morgan County Historical Museum. Be assured that if I ever get to Morgan County, I will surely visit the museum.

Thanks, too, for the news clipping. It was very thoughtful of you to send it.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Mrs. June Martin
Morgan County Historical Society
142 East Main Street
McConnelsville, Ohio 43756

THE WHITE HOUSE

WASHINGTON

March 11, 1981

Dear Frank:

It was great hearing from you and learning the latest about the family.

I don't know at this time what the next California trip will bring. It's usually difficult to find any personal time when we're part of the Presidential staff and away from the White House.

I'm sorry you didn't make it to the Inaugural. When you get back here, be sure and call so I can at least set up a special tour of the White House.

Warm regards,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Mr. Frank Nicol
3044 Sterne Street
San Diego, California 72106

February 16, 1981

Dear Carolyn & Mike,

We see that the President will be here at the end of April. Please let us know if you are coming, too. If so, can we entertain, or at least pass on a few avocados. Tonight I'm going to an event in Tijuana, also attended by Roberto de la Madrid, Governor of Baja California. I have seen quite a bit of him as President, this past year, of the San Diego Convention & Visitor Bureau. Roberto, prior to being elected Governor, was head of the Mexican Tourist Bureau.

It is said that he may be the next President of Mexico per his close friendship with Lopez Portillo. We hope so. Roberto is bilingual, attended school in San Diego with many of our friends and thinks like an American, too.

The President's trip here has been extremely well received - good press & good vibes for the future. In fact all that you are doing is in tune with what the majority want - at last. Congratulations on all.

We nearly made it to the Inauguration, but on second thought decided on an early May trip to D.C. Jan wants to visit relatives and the Weachers will be better for that. We will provide travel dates later and will hope to see you then, if not sooner.

Gene Smith will be here April 5th on his way home from the Winters in Manzanillo.

(2)

Alan is still busy making the "Leaf Fan" at the Leaf Plant near Reno. The plan is for the assembly line to be in Ireland, so that will give us a good excuse to travel. There is talk of sending Alan to the Pratt & Whitney plant, to learn about engines for the Leaf Fan.

Susan prepares for Stanford or UCLA graduate school in the Fall. She has her invitation from the Junior League.

Todd is here, in college, busy perfecting his Spanish and planning for the University of Mexico.

All of us are working on our Spanish as it is so helpful with our Mexican friends. Even when they are bilingual, they so appreciate our effort.

Al Anderson just phoned re our trip to Tijuana tonight. He is one who went to prep school here, with Roberto de la Madrid.* Also, one of the few from this area to have been invited to the Lopez Portillo Inauguration.

Please send your home address, so we don't have to bother the President when we write.

Best.

Frank

3044 Sterne St.
San Diego CA 92106

* Also he is the Mike Curb
appointee to the Commission
of the Californias

MKD-FILE

THE WHITE HOUSE

WASHINGTON

March 11, 1981

Dear Mr. Schneider:

Thank you for sending the manuscript on "The Oil In Pandora's Box." I have taken the liberty of forwarding it to the National Security Council for review.

Again, I appreciate your comments.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Mr. Marc Lewis Schneider
15340 Hart Street
Van Nuys, CA 91406

AD-FILE

THE WHITE HOUSE
WASHINGTON

March 11, 1981

Dear Mr. Sheldon:

Thank you for sending the Mailgram.

I appreciate you sharing your concerns and have taken the liberty of forwarding your correspondence to Dr. Martin Anderson, Assistant to the President for Policy Development.

Thank you again for your views.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Mr. J. R. Sheldon
318 Cadiz Suite 304
Dallas, TX 75207

THE WHITE HOUSE
WASHINGTON

March 11, 1981

Dear Mr. VanGelder:

Thank you for your letter regarding motel facilities for the staff while President Reagan is at the Rancho del Cielo.

The press (which comprises our largest contingent) would require more than 35 rooms. The staff does not ride in the helicopter, so the road to the ranch must be traversed by them.

This letter has just come to my attention, and I hope that it has not caused you any inconvenience.

Thanks again for writing, Mr. VanGelder.

Sincerely,

MICHAEL K. DEAVER
Assistant to the President
Deputy Chief of Staff

Mr. William F. VanGelder
5372 Stanford Drive
Santa Maria, CA 93455

cc + original fwd to Military Office