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*12th St entrance**Calumet*

## DRAFT TALKING POINTS

## REPUBLICAN CONGRESSIONAL LEADERSHIP COUNCIL

September 17, 1984

Thank you Rich. And thank you for all the work you've done on behalf of the Leadership Council and in support of the President. Thanks to the efforts of all of you here today, we enter this next phase of the campaign proud of what we've accomplished in the last four years, strong and united as a party, and optimistic that the American people will give us another four years to finish the job.

- o I understand you're interested in a view of the campaign from the White House. At this point, 7 weeks before the election I am pleased to report that our basic strategy, as devised last winter, is in place, it's working, and we seem to be in good position to work hard toward the kind of results in November that we all want.
  
- o Our strategy throughout the year has remained constant and uncomplicated: Our campaign is based on Ronald Reagan -- the man and the record. We're confident it's a winning combination.

o We see -- and I'm sure you'd agree -- that we have three overwhelming positives operating for us:

oo RR's personality -- his warmth, his self-confidence, his courage, and his optimism. All are qualities Americans positively relate to and readily recognize in him.

oo RR's record in turning the country around, economically and internationally. His slashing of inflation, strengthening of our defenses, creation of new jobs and his delivering on his promises have made the future a brighter one for all Americans.

As U.N. Ambassador, Jeane Kirkpatrick says, one of the first steps this Administration took was to take off the "kick me" sign in dealing with other nations.

oo RR's vision of the future -- his special ability to recognize and articulate concerns of the average American and, most importantly, his ability to develop and implement solutions.

- o Our message is positive, upbeat, and looks to the future. We don't seek victory for partisan purposes.

In the clearest choice in a half century, this election is about the future and the promise of tomorrow -- the vision of opportunity, hope and optimism offered by Ronald Reagan. It's about a future of promise versus promises.

- o Our strategy depends on taking this message to the people -- all the people.
- o Our campaign doesn't exclude any region or group of Americans. We're not the party of special interests. As the President says so often, we're the party of opportunity. You may have heard, he's given the GOP a new name -- the Great Opportunity Party, he calls it.
- o And it is. We're confident that Americans in all walks of life, in all parts of the country respond positively to RR's beliefs, the facts as we present them and our record.
- o For one major advantage we have over our opponents is that we have a candidate whose views and personality are well known by the voters.



- 4
- o Ronald Reagan didn't pull out his strong held views on faith, family and neighborhood for this election. These are the same values he's been talking about all his life, that he's campaigned on since 1964 and for which he was elected in 1980.
  - o The President's been a leader in so many ways over the last four years -- whether it's working with Congress in passing an historic tax cut, in restoring cooperation and respect for the U.S. among our allies or in leading the fight to restore basics to our education system.
  - o He's proved that government can work to change things for the better -- and that Americans still respect and want to preserve basic values -- the dignity of work, the importance of family, neighborhood and the worth of the individual.
  - o Surely there can be no more debate on this point. Americans are better off -- with more jobs, lower taxes, a paycheck that goes further and a chance at the good things in life that seemed unattainable only three years ago.
  - o But if there's one accomplishment that gives me special pride as an American -- it's his success in leading this country's resurgence of patriotism and inspiring a return to traditional values.

- 3
- o I wish you could travel across the country as we have. Everywhere we go we see this new spirit. We saw it in the people waving flags and singing the Star Spangled Banner in Los Angeles at the Olympic Games, we saw it in Daytona, Florida and Decatur, Alabama on the Fourth of July, and we saw it in Endicott, New York, Doylestown, Pennsylvania and Nashville, Tennessee last week.

[Personal MKD anecdotes of trips?]

- o Yes, America is on the move again -- America is coming back: prouder, stronger, better.
- o But our job is not finished. If we're to continue our new beginning and secure our future we must not only re-elect Ronald Reagan -- we must elect more Republicans to the House and Senate.
- o As you well know the President can't implement his program alone.
- o Take the budget, for example. If the Congress had accepted the budget cuts proposed by the President in his first three years in office, the deficit would have been at least \$40 billion less.

- o The plain truth is that Congress spends the money. Under our Constitution, the President doesn't even have the right to spend one penny.
- o Let's remember something else. Deficit spending began 50 years ago and 46 of those 50 years, Democrats controlled Congress. If the President is going to be asked to finish what he started, he needs a Congress that's willing to work on structural reforms, not one that believes all we need to do is shift from spend and spend to tax and tax.
- o So there's more at stake in this election than the national ticket.
- o Our sights are set high. No longer is the Republican Party satisfied with remaining the minority party. We want to be the majority party. And as Americans see we're the party of opportunity, of the future, of hope -- as opposed to the other party of malaise and pessimism and the past-- our dream can become reality.
- o Now I don't often make predictions about elections. Ordinarily I subscribe to the President's view that the only poll to believe is the one taken election day.

- 7
- o But today I am going to make a prediction and take issue with a recent statement by Tip O'Neill. Tip's going to be wrong. Nice guys can finish first. RR proved it in 1980 and he's going to prove it again in 1984.
  - o If there's one secret to RR's success it's that he genuinely likes people -- and it shows.
  - o He's a phenomenal man. I've spent much of my adult life working with him.
  - o Being with him as many years as I have, the one question I hear most often is: just what kind of a man is Ronald Reagan?
  - o He's a caring man. Drove 18 miles to deliver roses to a young woman on her first anniversary at the request of her young husband in Vietnam.
  - o He's a man with a sense of humor -- as the whole world discovered on that dark day when quips lightened tensions for all of us after the assassination attempt.
  - o He's a humble man. Senator Eugene McCarthy committed himself to RR because he'd be first President since HST who wouldn't confuse the job with the man. And he never has.

- o On sweltering days I've seen him refuse to take his coat off in the Oval Office out of respect for the institution.
- o He's a man who doesn't care who gets the credit. On Inauguration Day 1981 he wanted Jimmy Carter to step forward and jointly make hostage announcement if they were freed.
- o A man of compassion. Watched him alone calling families of brave men killed in Lebanon.
- *He doesn't give up. — Scottish Balala*
- o Ronald Reagan is leaving his personal imprint on this country. He is leaving his imprint on the Republican Party. He is leaving his imprint on history and on you and on me.
- o We have an historic opportunity over the next 7 weeks to ensure that this nation keeps moving forward and to secure peace and prosperity not only for ourselves but for our children, too.
- o As we go about our work leading up to November 6, let us be guided by RR's challenge to all of us in this year's State of the Union Address (and incidently, the credo that's guided him throughout his personal approach to life):  
"Let us be sure that those who come after will say of us that in our time, we did everything that could be done. We finished the race, we kept them free, we kept the faith."

Thank you. I'd be glad to answer your questions.



Get me  
a copy of  
c#TR speech pls.

July 9, 1984/PGB

Draft Remarks

CITIZENS FOR AMERICA  
July 11, 1984  
2:00 p.m. (15 minutes)

Jack  
Carole Hallett

- o Thank you, Lew. And thank you, personally, for all the work you've done over the past year in helping to communicate the President's message across this land.
- o You've done a magnificent job -- as have all your Congressional District Chairmen -- demonstrating, once again, that Americans respond overwhelmingly to a positive, "can-do" spirit.
- o Thanks to your efforts there can't be any doubts about what this Administration has accomplished and the positive course on which our country is set.
- o Yes, America is back. We've proven the doomsayers and negativists wrong.
- o In doing so, we've moved from economic recovery to economic expansion. You all know the facts: 7.0 percent unemployment, 4.2 percent inflation, 6.8 million more Americans at work.
- o And if you can't keep up with the ever improving statistics, just remember how the President says you can tell our program is working: the critics don't call it Reaganomics any more.
- o Internationally, we've restored our national strength and position of world leadership. I'm sure you shared the pride we all felt in Normandy when the President represented the United States and its principles with a rare combination of dignity, strength, and sensitivity.
- o I've accompanied him to four economic summits and I can assure you that Ronald Reagan is respected by his peers as a statesman of the first rank.
- o I wish you could have been with us one week ago as we celebrated America's 208th birthday in Daytona, Florida and Decatur, Alabama, followed by visits to Detroit and San Antonio.

- o At every stop, from the men and women prospering from the renewal of our proud South, to the vibrancy of young families in Alabama, to the optimism of union workers back on the job in auto plants utilizing space age technology, to the unwavering patriotism of Texans, we saw an America on the move again -- an America back: prouder, stronger, better.
- o Perhaps an article in the unlikeliest of papers -- The Washington Post -- best summed up the spirit we saw. Headlined, "America Throws Itself an Unusually Joyous Birthday Party," the piece opened by stating "America pranced in the mirror of its own contentment Wednesday, grinning like ghostbusters through a day packed with crowds, flags and nostalgia."
- o The concluding paragraph read: "In all, the Independence Day festivities testified to an era, however short-lived, where the Nation feels free to enjoy itself, with no apologies. This July 4, America called a moratorium on self-doubt."
- o Well, if The Washington Post has finally discovered what you and I have known all along, we must be doing something right.
- o But we mustn't be complacent. We must all give our best efforts in the coming months.
- o We have a chance to make history again -- and to continue our Nation's renewed dedication to peace, prosperity and freedom. Thank you.
- o I'll be glad to answer any questions in the time remaining.



not the least of whom was Ronald Reagan. Justin continues to contribute to his country by what the President is doing and by what we are doing. By what C.F.T.R. is doing.

The greatest tribute we can pay to Justin is to finish the work we've started. Tonight is a step in that direction. Your goal to contribute \$1 million toward Senate and House campaigns this year is crucial. If you're successful, then in the second term, the President can be successful.

I know at times, especially when we lose a friend and significant force in our team like Justin Dart, it can be depressing. But if there is one thing I've learned from President Reagan it is optimism and the ability never to give up.

How many here <sup>TODAY</sup> tonight remember back in 1976. We'd worked all year trying to win the nomination. We came close, but it wasn't good enough. If it had been left to some of us we'd have given up and all of the achievements we've made these last four years would never have happened. The difference was the indomitable spirit of that man.

The next morning after the nomination was lost, the California delegation gathered together and Ronald Reagan, remembering something he'd read, quoted us and old verse. It goes something like this:

Though I am wounded, I am not slain.

I'll lay me down and rest a while.

And then I'll rise to fight again.

The fight for liberty will never be over. Let's thank God that we have a man like Ronald Reagan to lead us and give us encouragement and to add meaning to our lives.

As you go about your work over the next 10 months, I urge that you be guided by the President's challenge to all of us in this year's State of the Union address: "Let us be sure that those who come after will say of us that, in our time, we did everything that could be done. We finished the race, we kept them free, we kept the faith."

Thank you for having me with you this evening.



July 9, 1984/PGB

Draft Remarks

CITIZENS FOR AMERICA  
July 11, 1984  
2:00 p.m. (15 minutes)

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- o But we mustn't be complacent. We must all give our best efforts in the coming months.
- o We have a chance to make history again -- and to continue our Nation's renewed dedication to peace, prosperity and freedom. Thank you.
- o I'll be glad to answer any questions in the time remaining.



**CITIZENS  
FOR  
AMERICA**

7/11  
2:00 P.M.  
(15 min.)

Lew Lehrman  
Chairman  
  
Jaquelin H. Hume  
Founder  
  
Marc L. Holtzman  
Executive Director

May 22, 1984

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

EXECUTIVE COMMITTEE

Joseph Coors  
Edwin J. Feulner, Jr.  
Carol Hallett  
H. J. Haynes  
Robert H. Kriebel  
Jeremiah Milbank  
Holmes Tuttle

Dear Mike:

CITIZENS FOR AMERICA will conduct a two-day seminar in Washington, D.C. on July 10th and 11th for our Congressional District Chairmen and other CFA leaders. We will convene at the Hotel Washington on the first day and President Reagan will host the group at the White House on Wednesday, July 11th.

FOUNDERS COMMITTEE

Robert Anderson  
Robert O. Anderson  
William C. Ballin  
bert Barness  
Benjamin F. Biaggini  
Bert Boeckman  
Thomas E. Christman  
Charles E. Cook  
Holly Coors  
Theodore Forstmann  
Richard Gilder, Jr.  
Fred L. Hartley  
James M. Hill, Jr.  
Edward R. Hintz  
John W. Holman, Jr.  
Nelson Bunker Hunt  
Henry Y. Hwang  
Thomas V. Jones  
Earle M. Jorgensen  
Henry R. Kravis  
Carl H. Lindner, Jr.  
Charles Luckman  
James E. Lyon  
James J. McEntee  
Parker Montgomery  
Stephen M. Peck  
Robert J. Perry  
Sidney R. Petersen  
Rockwell A. Schnabel  
T. A. Wilson

Approximately 225 key CFA leaders from across the nation will participate in the briefings, and the format will be similar to last year's event as outlined in the attached agenda from 1983. I would be honored if you would consider addressing the group at the White House on Wednesday, July 11th. My Executive Assistant, Lindy St. Cyr, will contact your office during the first week of June with the hope of arranging a convenient time for your address.

CITIZENS FOR AMERICA has made rapid strides since we were founded by President Reagan at the White House last August. Enclosed please find a copy of our recent newsletter. We have organized committees in over 197 congressional districts in 29 states. Our latest briefing paper on Central America has been enthusiastically received, and we are looking to the future with great optimism. All of us at CFA would be delighted to share your thoughts as we assess our progress to date and turn to the challenges ahead.

Thank you for considering this invitation. I hope you will be able to join us.

Address the Group  Yes \_\_\_\_\_  
Sincerely,  
*[Signature]*

Enclosures  No \_\_\_\_\_



AGENDA  
December 6 and 7, 1983  
Washington, D.C.

December 6

The Hotel Washington, 15th and Pennsylvania Ave., Phone: (202) 638-5900

- |                                    |   |
|------------------------------------|---|
| Between 10:00 am<br>and 12:00-Noon | Registration (The Sky Room)<br>(coffee and cookies)   |
| 12:15 p.m.                         | Session begins (The Washington Room)  |
| 12:30 pm                           | Marc L. Holtzman, Executive Director - Welcome and<br>organizational announcements                                |
| 1:00 pm                            | Robert H. Tuttle, Special Assistant to the President -<br>Keynote   |
| 1:30 pm                            | Donald T. Regan, Secretary of the Treasury  |
| 2:00 pm                            | George A. Keyworth, II, Science Advisor to the President<br>and Director, Office of Science and Technology Policy |
| 2:30 pm                            | William P. Clark, Secretary of the Interior   |
| 3:00 pm                            | Jeane J. Kirkpatrick, United States Representative to the<br>United Nations                                       |
| 3:30 pm                            | Raymond J. Donovan, Secretary of Labor  |
| 4:00 pm                            | Stretch Break   |
| 4:05 pm                            | Regional Directors - Field Panel Discussion<br>Moderators: Lew Lehrman and Marc Holtzman                          |
| 5:15 pm                            | David Carmen, Director of Policy and Communications   |
| 5:45 pm                            | Terrie Henry, Finance Director  |
| 6:15 pm                            | Session concludes   |
| 6:30 pm                            | Cocktail Reception (The Ballroom) honoring White House<br>Staff and Senior Administration Officials               |
| 7:45 pm                            | Dinner (The Ballroom)<br>Remarks: Jack Hume<br>Speaker: Lew Lehrman   |



December 7

The White House

Note: Because of increased security measures, please do not bring briefcases or luggage into the White House.

7:15 am Arrive 17th Street entrance of Old Executive Office Building (a driver's license or some form of photo identification is required. Please arrive promptly. Arrival Ceremony tickets to be distributed; coffee and donuts will be served.)

7:50 am Welcome - Jack Hume and Lew Lehrman

8:05 am James Humes, White House speechwriter for three Presidents: "Communications Strategy"

8:35 am James Lewis, Public Relations: "Interviews and the News Media"

9:00 am James E. Jenkins, Deputy Counsellor to the President

9:20 am Depart for Arrival Ceremony of Their Majesties the King and Queen of Nepal

10:00 am Join the President for Arrival Ceremony on South Lawn (guests are advised to dress warmly)

10:30 am Return to White House

10:50 am John A. Svahn, Assistant to the President for Policy Development

11:15 am Faith Ryan Whittlesey, Assistant to the President for Public Liaison

11:45 am Lunch served in the Indian Treaty Room

12:45 pm Return to briefing room for security check

1:15 pm The President of the United States

1:30 pm Photo opportunity with the President

1:45 pm M. B. Oglesby, Assistant to the President for Legislative Affairs

2:15 pm David R. Gergen, Assistant to the President for Communications

2:45 pm Robert C. McFarlane, Assistant to the President for National Security Affairs

3:15 pm Edwin Meese, III, Counsellor to the President

3:40 pm James E. Jenkins, Deputy Counsellor to the President - Closing Remarks

4:00 pm Program concludes



# CITIZENS FOR AMERICA

Lew Lehrman  
Chairman  
Jaquelin H. Hume  
Founder  
Richard M. DeVos  
Co-Chairman  
Chairman, Finance Committee  
Marc L. Holtzman  
Executive Director

June 25, 1984

## EXECUTIVE COMMITTEE

Joseph Coors  
Edwin J. Feulner, Jr.  
Carol Hallett  
H. J. Haynes  
Robert H. Kriebel  
Jeremiah Milbank  
Holmes Tuttle

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William C. Ballin  
Herbert Barnes  
R. Bass  
Benjamin D. Bechtel, Jr.  
Benjamin F. Biaggini  
Bert Boeckman  
Ivan F. Boesky  
Thomas E. Christman  
Charles E. Cook  
Holly Coors  
Mark T. Cox, III  
Bruce Del Mar  
Theodore Forstmann  
Neil Gagnon  
Richard Gilder, Jr.  
Fred L. Hartley  
Nelson Bunker Hunt  
Henry Y. Hwang  
Thomas V. Jones  
Earle M. Jorgensen  
David H. Koch  
Henry R. Kravis  
Carl H. Lindner, Jr.  
Charles Luckman  
James E. Lyon  
James J. McEntee  
Minot K. Milliken  
Gerrish H. Milliken, Esq.  
Roger Milliken, Esq.  
Robert A. G. Monks  
Parker Montgomery  
Stephen M. Peck  
Robert J. Perry  
Sidney R. Petersen  
T. Boone Pickens  
Marna Schnabel  
Rockwell A. Schnabel  
Win A. Seipp, Jr.  
Frederick G. Wacker, Jr.  
F. Howard Walsh, Jr.  
Robert W. Wilson  
T. A. Wilson

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

Dear Mike:

Just a note to let you know how delighted I am to have your participation as a speaker at our seminar next month. All of us at CITIZENS FOR AMERICA are looking forward to the event, and are honored to have your involvement.

I would like to extend an invitation to you to join us at our July 10 dinner honoring White House staff and senior administration officials in the Ballroom of the Hotel Washington. The evening will begin with a cocktail reception at 6:30 P.M. and the dinner program will commence at 7:30. Please have your staff RSVP to my Executive Assistant, Lindy St. Cyr, at 544-7888, by June 29.

I would be honored by your presence, and hope you will be able to join us.

Sincerely,



Lew Lehrman  
Chairman

Accept

Dinner

Regret

DB  
I didn't realize  
I was speaking  
at dinner

**CITIZENS  
FOR  
AMERICA**

July 5, 1984

Mrs. Donna Blume  
Executive Assistant to  
Michael K. Deaver  
The White House  
Washington, D.C. 20500

Dear Donna:

Enclosed please find a copy of the final agenda for the CITIZENS FOR AMERICA seminar on July 10 and 11. We are all looking forward to Mike's address at 2:00 P.M. on Wednesday, July 11. He will be introduced to our guests by Lew Lehrman.

If you have any questions, or if I may be of assistance in any way, please call.

Sincerely,



Lindy St. Cyr  
Director of Administration

/ls  
Enclosure

# CITIZENS FOR AMERICA

AGENDA  
July 10 and 11, 1984  
Washington, D.C.

July 10

The Hotel Washington, 15th and Pennsylvania Ave., Phone: (202) 638-5900

Between 9:00 am and 12:15 pm	Registration (The Washington Room - Foyer)
12:30 pm	Lew Lehrman - Welcoming Remarks
12:40 pm	Marc Holtzman - Organizational Announcements
12:45 pm	Jack Hume - Opening Remarks
12:55 pm	Rich DeVos, National Co-Chairman and Chairman, Finance Committee
1:05 pm	James G. Watt - Keynote
1:20 pm	Panel on Strategic Defense: Richard V. Allen, General Daniel O. Graham, George A. Keyworth, II, Dr. Robert Jastrow and Karl R. Bendetsen Moderator: Jeff Bell
2:20 pm	Stretch break
2:35 pm	Faith Ryan Whittlesey, Assistant to the President for Public Liaison
3:05 pm	Congressman Jack Kemp
3:35 pm	David Carmen, Director of Policy and Communications
4:00 pm	Dick Nelson, National Field Director
4:10 pm	Panel of Congressional District Chairmen on Field Operations
4:40 pm	Regional Caucuses (Regional Director Suites; locations to be announced)
6:00 pm	Program Concludes
6:30 pm	Cocktail Reception (The Ballroom) honoring White House Staff and Senior Administration Officials



7:30 pm

Dinner (The Ballroom)  
Invocation: Tracee Howell  
Remarks: Lew Lehrman  
Speaker: Edwin Meese, III, Counsellor to the President

July 11

The White House

Note: Because of increased security measures, please do not bring briefcases or luggage into the White House.

8:45 am Arrive 17th Street entrance of Old Executive Office Building (a driver's license or some form of photo identification is required.) Please arrive promptly. Coffee and donuts will be served.

9:25 am Marc Holtzman - Organizational Announcements

9:30 am Jack Hume and Lew Lehrman - Welcome

10:00 am Myles Martel: "Communications Strategy"

10:30 am Caspar W. Weinberger, Secretary of Defense

11:00 am William P. Clark, Secretary of the Interior

11:30 am The President of the United States

11:45 am Photo Opportunity with the President

12:15 pm Lunch served in Indian Treaty Room

1:30 pm William J. Casey, Director, Central Intelligence Agency

2:00 pm Michael K. Deaver, Deputy Chief of Staff and Assistant to the President

2:15 pm Frank Donatelli, Deputy Assistant to the President for Public Liaison

2:25 pm Richard G. Darman, Assistant to the President and Deputy to the Chief of Staff

2:35 pm Lew Lehrman - Closing Remarks

3:00 pm Rose Garden Reception

4:00 pm Seminar Concludes

**CITIZENS  
FOR  
AMERICA**

July 10  
2:00 P.M.  
P.M. 4:00

June 14, 1984

Mrs. Donna Blume  
Executive Assistant to Michael K. Deaver  
The White House  
Washington, D.C. 20500

Dear Donna:

Per our phone conversation, enclosed is a preliminary agenda for the two-day CITIZENS FOR AMERICA seminar on July 10 and 11. I will, of course, provide you with an updated agenda as additional speakers confirm their participation.

Although I'm sure Mike will know who Myles Martel is, I've also enclosed a xerox copy of his book jacket which includes a brief bio.

Lew and Marc are delighted that Mike will address the group and, as to the topic, I know they would appreciate his acknowledging and thanking our Congressional District Chairmen and key CFA leaders on behalf of the White House for the role they are playing in supporting and promoting the President's policies at the grass roots level.

If I can provide any additional information, please don't hesitate to call.

With warmest regards,



Lindy St. Cyr  
Director of Administration

ls  
Enclosures

6/14/84

PRELIMINARY AGENDA  
July 10 and 11, 1984  
Washington, D.C.

July 10

The Hotel Washington, 15th and Pennsylvania Ave., Phone: 202/638-5900

EXECUTIVE COMMITTEE

- 9:00 am Coffee/donuts
- 9:30 am Meeting begins
- 11:15 am Meeting concludes
- 11:30 am Lunch in Roosevelt Room (White House) w/Dick Darman

SEMINAR

The Hotel Washington - Washington Room

- 12:00 pm Registration (Lobby or Washington Room foyer)  
(30 min)
- 12:30 pm Session begins - Marc Holtzman, Organizational Announcements  
(5 min)
- 12:35 pm Lew Lehrman, Welcoming Remarks  
(10 min)
- 12:45 pm Jack Hume, Opening Remarks  
(10 min)
- 12:55 pm Rich DeVos, National Co-Chairman and Chairman, Finance Committee  
(10 min)
- 1:05 pm (OPEN)  
(20 min)
- 1:20 pm Panel on Strategic Defense: Richard V. Allen,  
(45 min) General Daniel O. Graham and George A. Keyworth, II  
Moderator: Jeff Bell
- 2:05 Congressman Jack Kemp  
(30 min)
- 2:35 pm Faith Ryan Whittlesey, Assistant to the President  
(30 min) for Public Liaison
- 3:05 pm (OPEN)  
(30 min)

July 10, continued

3:35 pm     Stretch Break  
(15 min)

3:50 pm     David Carmen - Communications  
(25 min)

4:15 pm     Terrie Henry - Finance  
(30 min)

4:45 pm     Dick Nelson  
(10 min)

4:55 pm     Regional Caucuses (Regional Director suites)  
(1 hr)

6:00 pm     Cocktail Reception (The Ballroom) honoring White House Staff  
(45 min)     and Senior Administration Officials

6:45 pm     Dinner (The Ballroom)  
Invocation:  
Remarks:  
Speaker:



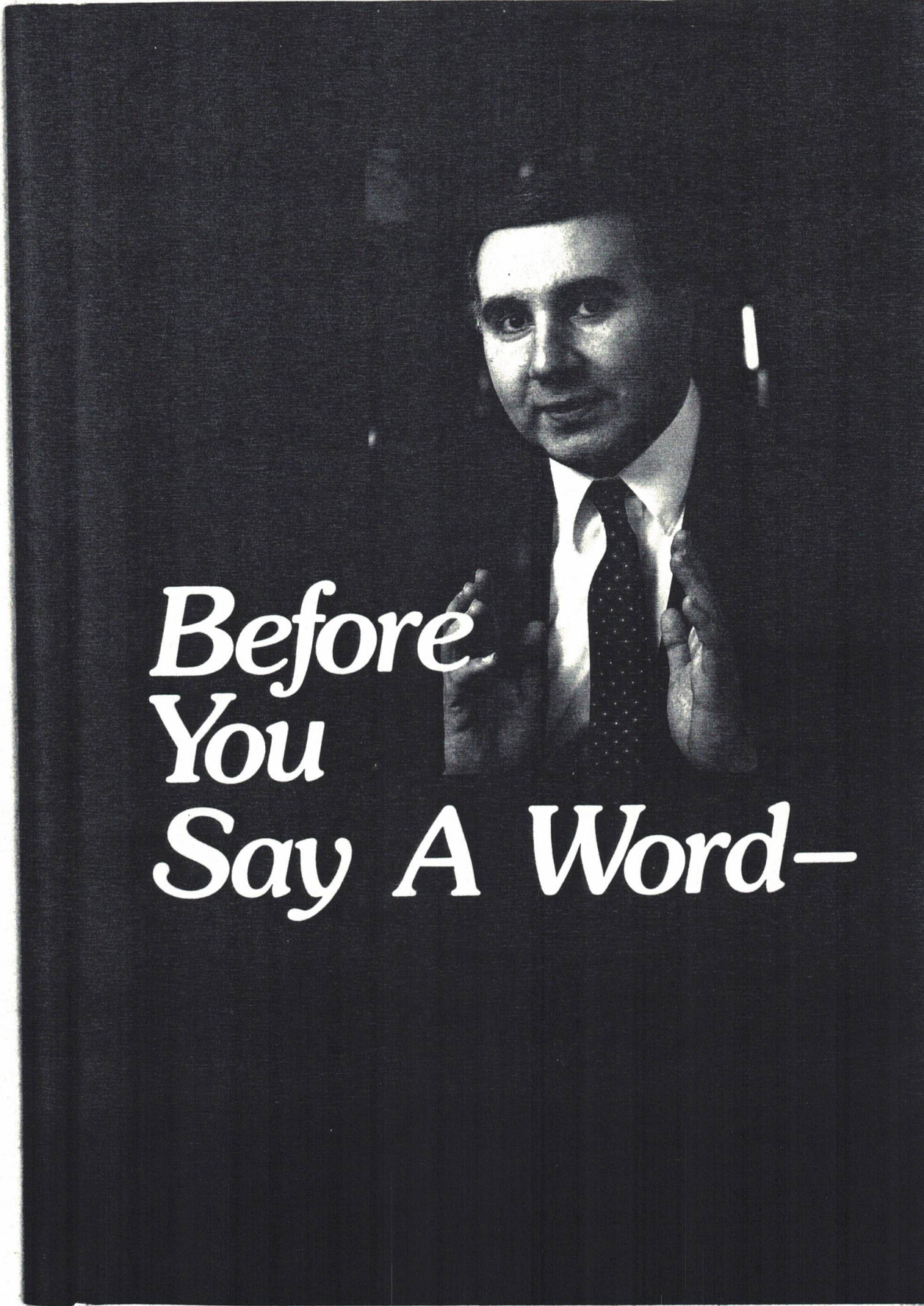
July 11

The White House

pm  
4:30

Note: Because of increased security measures, please do not bring briefcases or luggage into the White House.

- 8:45 am Arrive 17th Street entrance of Old Executive Office Building (a driver's license or some form of photo identification is required.) Please arrive promptly. Coffee and donuts will be served.
- 9:25 am Organizational Announcements - Marc Holtzman  
(5 min)
- 9:30 am Welcome - Jack Hume and Lew Lehrman  
(30 min)
- 10:00 am Myles Martel: "Communications Strategy"  
(30 min)
- 10:30 am Caspar W. Weinberger, Secretary of Defense  
(30 min)
- 11:00 am William P. Clark, Secretary of the Interior  
(30 min)
- 11:30 am The President of the United States  
(15 min)
- 11:45 am Photo Opportunity with the President  
(15 min)
- 12:15 pm Lunch served in Indian Treaty Room  
(1 hr)
- 1:30 pm William J. Casey, Director, Central Intelligence Agency  
(30 min)
- 2:00 pm Michael K. Deaver, Deputy Chief of Staff and Assistant  
(15 min) to the President
- 2:15 pm (OPEN)  
(15 min)
- 2:30 pm (OPEN)
- 3:00 pm Tentative conclusion  
  
Possible Rose Garden Reception



*Before  
You  
Say A Word—*



# *Before You Say A Word—*

## The Executive Guide to Effective Communication

Myles Martel, Ph.D.

Communication skill is one of the pillars of executive success, yet relatively few executives possess the kind of presentation skills that separate the middle managers from the true leaders.

Now, President Reagan's personal debate coach gives you techniques that will increase your ability to answer, inform and persuade the public, the media, the stockholders, regulatory agencies and your employees.

In these pages you'll discover modern methods for gaining the *persuasive edge* in addressing some of the most formidable communication challenges imaginable.

Myles Martel shows you how!

### ABOUT THE AUTHOR

Dr. Myles Martel, President of Martel & Associates, Executive Communication Consultants, Villanova, Pa., has trained and advised hundreds of the nation's corporate and political leaders to meet the diverse communication challenges confronting them.

Dr. Martel achieved national prominence in 1980 by serving as Ronald Reagan's personal debate coach. As a consequence, he has been in great demand as a speaker and has had extensive personal exposure to the media, having appeared on numerous radio and television talk shows across the country.

He received his Ph.D. and M.A. in Speech Communication from Temple University and his B.A. from the University of Connecticut. He has resolved more than 200 disputes in the private and public sectors as a mediator and arbitrator.

His articles have appeared in the *Public Relations Journal*, *Speaker and Gavel*, *Forensic*, and the *Annals of the American Academy of Social and Political Science*.

He is also the author of *Political Campaign Debates: Images, Strategies and Tactics*.

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# *Before You Say A Word—*

## The Executive Guide to Effective Communication

Myles Martel, Ph.D.

Myles Martel has trained and advised hundreds of the nation's corporate and political leaders to meet the tough communication challenges they face daily. In 1980 Martel served as President Reagan's personal debate coach. Many of his clients work for Fortune 500 companies, and he has individually coached 15 incumbent U.S. Senators.

In this new guide, Martel reveals how anyone can use his communication strategies to persuade, influence or address the public with both authority and impact, while simultaneously developing a solid foundation of public confidence and trust.

### **PACKED WITH PRACTICAL COMMUNICATION STRATEGIES FOR SCORES OF TOUGH SITUATIONS**

- Suppose antagonistic stockholders interrupt your address at the company's annual meeting. How should you react?
- Suppose a local reporter barges into your office with questions about your company's unannounced decision to close its local textile factory and move production overseas. How should you respond?
- Suppose a house subcommittee calls you to testify on bidding and contract improprieties within your agency. What do you say? What don't you say?
- Or suppose a valve in your plant's chlorine gas storage unit has burst and the entire community must be evacuated immediately. How do you get the message out? How do you protect your plant's "community image"?

The ability to communicate effectively in tough situations like these is the hallmark of a true leader. In this new guide, Myles Martel sets forth

*(continued on back flap)*

*(continued from front flap)*

a comprehensive program that enables you to develop this ability—step-by-step. In addition, he provides specific techniques for planning and preparing for media appearances . . . overcoming speech anxiety . . . commanding undivided attention from your audience . . . establishing credibility . . . and maximizing your persuasiveness.

Martel also gives you a ten-step method for developing a personal listening effectiveness program that can *practically double your comprehension!*

And you'll discover how to "read" listener responses based on nine common non-verbal signals. You even get simple non-verbal strategies for effectively disarming the most ardent protester, the most vocal heckler.

Furthermore, you see how to customize your presentation to your primary audience, using the 32 crucial elements of audience analysis. But Martel doesn't stop there. He also gives you:

- teleconferencing techniques—modern formats for planning and conducting the "electronic meeting"
- special forensic tactics for captivating your audience at debates and panel discussions
- popular and effective "fronting" tactics for increasing customer confidence in your organization and products
- an easy way to gauge public opinion and employee sentiment
- simple methods for responding to trick, trap, and other "slippery" questions
- a shortcut outline system for effective speech preparation

This guide provides the same practical communication techniques that hundreds of top executives use daily. With these tested strategies, you'll be well-equipped to take on any reporter . . . field any question . . . and win the undivided attention—and support—of any audience!

Jacket Design by Brianne Carey

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