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The President's Authorized Campaign Committee

March 12, 1984

MEMORANDUM FOR MICHAEL A. McMANUS, JR.

FROM: DAN W. MORRIS *Dym*

SUBJECT: Weekly Report on Campaign Event Operations #6

I. ADVANCE

1. 1st VICE PRESIDENTIAL SOUTHERN TOUR

Macon, Georgia - By all accounts, the first stop of the Vice President's 1st Southern Tour was a terrific success. The enthusiastic crowd of nearly 4,000 invigorated the Vice President, setting a positive tone for the entire tour.

Birmingham, Alabama - The conservative student body and local Republicans turned out an extremely enthusiastic crowd of about 2,200. Color was very important to the Birmingham event. The Vice President's speech was immediately followed by a confetti drop, band music, and the dramatic lowering of a 40 x 60 foot American flag. The only problem was that there were about 200 empty seats in a very remote upper rear balcony area. Media coverage included front page photos in two local papers and 2-3 minute news spots on both NBC and ABC. A headline read "Bush Wows Them in Birmingham".

St. Petersburg, Florida - The Williams Park event drew a crowd of 2,500 to 3,000. The front page photo in the St. Petersburg Times of the Vice President shaking out-stretched hands was indicative of the festive campaign nature of the rally.

Tampa, Florida - The La Tropicana event had the local Hispanic flavor we were seeking. The lunch was billed as a gathering of local Hispanics, hosted by the Mayor of Tampa. Approximately 100 well-wishers gathered outside to cheer the Vice President.

Plant City, Florida - There was some concern regarding a possible Bush-Mondale confrontation and even with several "11th hour" schedule changes, the Strawberry Festival was a successful event due in part to the supportive crowd of over 4,000. Mondale did appear at the Festival at the exact time as the Vice President but did not interfere with our schedule. Mondale's crowd was estimated at approximately 500.

Fort Lauderdale, Florida - The last event of the day reinforced the message of the entire tour: large and enthusiastic crowds gathered to support Reagan-Bush '84. Approximately 2,800 people attended the barbecue. The Vice President seized a photo opportunity by posing with chefs in Reagan-Bush hats and aprons.

Enclosed please find several news clippings from the tour. (See Tab A)

2. 2nd VICE PRESIDENTIAL SOUTHERN TOUR - March 16, 1984

Jackson, Mississippi - Jackson is billed as a noon time Reagan-Bush '84 Rally at City Hall. The setting for the rally is visually appealing. The backdrop is a traditional, columned City Hall with a large statue of Andrew Jackson. The rally should draw 2,000 but 500 could suffice for a successful event.

Asheville, North Carolina - The Vice President will arrive in the early afternoon and engage in one-on-one interviews and a press conference. After private time, there is a reception and a Western North Carolina Reagan-Bush '84 Rally. The rally site is a high school gymnasium, which should hold 2,000 people. Participants will include Jesse Helms, Billy Hendon and other state and local officials.

Enclosed please find a proposed schedule for this tour. (See Tab B)

3. COORDINATION WITH VICE PRESIDENTIAL ADVANCE

There were some "growing pains" last week between Reagan-Bush advance and the Vice President's advance staff regarding individual responsibilities. However, after the 1st VP Southern Tour, many attitudes have changed and working relations have improved. We believe this is due in a large part to the success of the trips. Cooperation between the respective advance teams on the road was very good. Constant communication between myself, Dan Sullivan, Ron Kaufman, Andrew Littlefair and John Keller will hopefully lead to continued cooperation.

4. FUTURE MIDWEST AND NORTHEASTERN TRIPS

Andrew Littlefair has begun research and preliminary planning for possible events in Illinois and New York for late March and early April. A survey trip may be scheduled for the latter part of the week.

5. EVENT ORGANIZATION MEMORANDUM

Enclosed please find an excellent example of the type of event planning memo our advance teams prepare before the arrival of the Vice Presidential Advance teams. (See Tab C) This document helps to clearly outline the event and seems to alleviate many potential problems.

II. SCHEDULING

1. SECRETARY REGAN'S TRIP TO TEXAS - March 5, 1984

The Secretary's trip to Dallas for a Reagan-Bush fundraiser was very successful. His office indicated that the trip was "perfect" and Reagan-Bush finance has informed us that the event raised \$100,000.

The Secretary's office scheduled a press conference at the airline gate prior to his departure from Dallas, answering a total of about seven questions. As this was scheduled at the Secretary's request, he is apparently willing to do press whenever possible although we are not certain that he received any coverage from this particular event. In the future, his office has agreed that should the Secretary request press time in his schedule, the Reagan-Bush scheduling office will coordinate this in order to maximize coverage.

2. ILLINOIS

We have been advised by Anne Stanley, the RCD for this region, that surrogates should be sent into the state after the primary. Due to a heated primary battle for the Republican Senate seat, attention is focused on state politics rather than the Presidential primary. Anne does believe surrogates should go in after the March 20th primary in order to solidify the state party and attract media attention in this key state.

We are currently working on a blitz which might include Maureen Reagan, Secretary Donovan and Secretary Baldrige. Our plans include hitting every media market in the state within a week. We will pay particular attention to events outside Chicago, although a stop in Chicago will probably be included.

3. REAGAN-BUSH FUNDRAISERS

Reagan-Bush Scheduling is attempting to fulfill fundraising requests in states which are behind in meeting their Reagan-Bush state goals. If time permits, we try to include some type of event which allows media coverage in addition to the fundraising activity. However, the state people continue to contact Cabinet secretaries directly with scheduling requests.

Overall, the Cabinet Officers' schedulers are being very good about referring these requests to us but occasionally events are scheduled without our knowledge. This, of course, causes some legal and logistical problems. We have talked with Reagan-Bush Finance about this and they will continue to stress to their state chairpersons the importance of working through Reagan-Bush scheduling.

4. WESTERN STATES' CONVENTIONS

Dick Wirthlin has indicated that because of the solid support for the President in the Rocky Mountain states, we would get little mileage out of sending surrogates into these states. However, Mike Masson (RCD) has requested heavy-hitters as speakers for the conventions in the Western states. This concurs with our philosophy of entering a state to gain media attention or solidify party organization, as state conventions achieve both.

Masson has submitted a prioritized list of state conventions and suggested speakers, which occur primarily in June and July. We are proceeding with scheduling Cabinet Officers into these states.

5. REGIONAL SCHEDULING DIVISIONS

In order to be more responsive to the needs of the RCDs, state and local contacts, and become more attuned to the geographic regions, we have divided responsibility for regions between Patrice Malone and Anne Coudert.

Patrice's responsibilities include the Far West, the Rocky Mountain states, the South and the Southwest states. Anne's responsibilities include the Midwest, and the Northeast, in addition to her responsibilities with the Speakers' office. Sarah will continue to coordinate all trip proposals, as well as specific events which are accepted by the Cabinet.

6. EVENTS FOLLOWING SUPER TUESDAY

We are in the process of planning appearances in Illinois, Connecticut, New York, Michigan, Texas, Washington, and Oregon, based on the primary focus philosophy. However, we are looking ahead to the possible shifts in strategy which may occur following the results of Super Tuesday. We are starting to look for events in Ohio, Minnesota and Colorado.

7. ACTION UPDATE

Enclosed you will find an Action Update and cover memo highlighting the status of all scheduled events.
(See Tab D)

8. TEN WEEK SCHEDULE

Enclosed please find the ten-week schedule of caucus and primary focus dates for the proposed states.
(See Tab E)

III. SPEAKERS

1. CONGRESSIONAL LEADERSHIP

On Tuesday, March 13, two congressional briefings will be held, one for the Congressional Steering Committee and one for the key Senate Leadership to recruit members for the Surrogate Speakers Program. Enclosed please find the schedules for these briefings. (See Tab F)

2. ATHLETES FOR REAGAN-BUSH

Dick Schafrath's latest round of endorsements include:

Joe Paterno (coach, Penn State)
Roger Maris (NY Yankees)
Mickey Mantel (NY Yankees)
Don Schollander (swimmer - 4 gold medals at '64 Olympics)
Patricia McCormick (diver, gold medal at '52 Olympics)
Melissa Belote (swimmer - 3 gold medals in '72)
Lacey O'Neil (track & field - 3 gold medals in '72)
Mark Spitz (swimmer - 7 gold medals in '72)

Dennis Keegan was scheduled to meet with Senator Laxalt on Friday to discuss his involvement in recruiting Olympians. The meeting was cancelled but Keegan will give us a report after it is rescheduled.

3. ENTERTAINMENT

Following up on Michele Davis' suggestion, we will have the list of supporters from the 1980 campaign for Morgan Mason's review and designation of current supporters.

4. WOMEN FOR REAGAN-BUSH

Tish and Joan met with Bruce Hildebrand from the RNC to discuss the ever-increasing number of women's groups being organized during this campaign. Betty Heitman expects her core group of 36 members of the Women's Coalition to double in the next 60-90 days. This group would consist of CEOs and top corporate officers. Other women's groups within the RNC include: Jewish women, headed by Bobbi Fiedler; Congressional women, started last year by Nancy Thurmond but its current status is uncertain; Cathy Bertini's group out of Chicago (Hildebrand was meeting with her last Friday and will report back to us); Maureen Reagan's group; RNC Speakers Bureau; Eddie Mahe's group. Finally, the Dolphin Group, organized by Bill Roberts, would be an attack group of men and women. Hildebrand noted the need for a coordinator of these groups but to date no one has been named.

The President's Authorized Campaign Committee

CAMPAIGN EVENT OPERATIONS' CRITICAL PATH
FOR THE WEEK OF MARCH 12-16, 1984

MONDAY, MARCH 12, 1984

9:00 a.m.	<u>CEO Staff Meeting</u> State by State Scheduled Speakers Update	S. Ebert to S. Long and D. Morris
10:00 a.m..	Meeting with Mike McManus re: Weekly Report	D. Morris to M. McManus
11:00 a.m.	Revised Vice Presidential Schedule for 2nd Southern Tour	M. Head to A. Littlefair to D. Morris
12:00 noon	Proposed California Trip Profile for Secretary Clark	P. Malone to S. Long
12:00 noon	Final Schedule and Briefing Book for Secretary Baldrige's trip to Boston	J. Lichenstein and S. Long to T. Maher
2:00 p.m.	Profile of Secretary Clark's trip to California and Arizona	S. Long to L. Demetree
3:00 p.m.	Meeting on 2nd VP Southern Tour	D. Sullivan to A. Littlefair, R. Kaufman, and D. Morris
4:00 p.m.	Proposed Illinois Trip Profile for Secretary Donovan	A. Coudert to S. Long
CLOSE OF BUSINESS:		
	Division Director Meeting	S. Long, M. Head, A. Littlefair, T. Maher to D. Morris

TUESDAY, MARCH 13, 1984

9:00 a.m.	Senior Staff Meeting	D. Morris to staff
10:00 a.m.	Proposed event concepts - Midwest and Northeastern trips	A. Littlefair to D. Morris
1:30 p.m.	Congressional Steering Committee Briefing	D. Morris to Steering Committee
2:00 p.m.	Summary of Connecticut/upstate New York events	A. Coudert to S. Long
3:00 p.m.	Senate Leadership Briefing	D. Morris to Senate Leadership
5:00 p.m.	Action Update finalized	S. Ebert to S. Long

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,
A. Littlefair,
T. Maher to
D. Morris

WEDNESDAY, MARCH 14, 1984

9:00 a.m.	Draft Budget for 2nd Vice Presidential Southern Tour	H. Wilson, A. Littlefair, M. Head to D. Morris
10:00 a.m.	Proposed line-by-line scheduled for Secretary Clark's trip to California and Arizona	P. Malone to S. Long
11:00 a.m.	Depart for Survey Trip	A. Littlefair
3:00 p.m.	Meeting with Bill Henkel, John Rodgers, Sherrie Cooksey, Jim Kuhn and Tamara Kriner re: Financing of Advance Seminar	D. Morris

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,
A. Littlefair,
T. Maher to
D. Morris

THURSDAY, MARCH 15, 1984

9:00 a.m.	Senior Staff Meeting	D. Morris to staff
	Update on 2nd Vice Presidential Southern Tour	A. Littlefair to D. Morris
4:00 p.m.	Draft of Scheduling Weekly Report finished	A. Henkel to S. Long
5:00 p.m.	Action Update finished	S. Ebert to S. Long

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,
A. Littlefair,
T. Maher to
D. Morris

FRIDAY, MARCH 16, 1984

7:45 a.m.	Political Division Head Mtg	D. Morris to staff
9:00 a.m.	Divisional Weekly Reports finished	A. Littlefair, M. Head, S. Long, T. Maher to E. Read
4:00 p.m.	Advance Assignments for Midwest and Northeastern Trips	M. Head, A. Littlefair to D. Morris
5:00 p.m.	Weekly Report finished	E. Read to D. Morris

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,
A. Littlefair,
T. Maher to
D. Morris

REAGAN-BUSH '84
The President's Authorized Campaign Committee

March 5, 1984

MEMORANDUM FOR MICHAEL A. MCMANUS, JR.

FROM: DAN W. MORRIS *DWM*

SUBJECT: Weekly Report on Campaign Event Operations #5

I. ADVANCE

1. VICE PRESIDENTIAL SOUTHERN TOUR

Macon, Georgia: The rally here should be well attended and will have spectacular color. There had been some concern that Reagan-Bush '84 would be perceived as exploiting the Annual Cherry Blossom festival in Fickling Park, but those concerns have been alleviated.

Birmingham, Alabama: Our host, Samford University, could not be more supportive. There should be overflow participation, enthusiastic crowds and good color.

St. Petersburg, Florida: The Williams Park event should be very well attended. The theme is an old fashioned political rally with blue grass bands, cloggers, hats and signs.

Tampa, Florida: The La Tropicana restaurant event offers a chance for the Vice President to discuss concerns of the Hispanics in Florida. In addition to substantive issues that might be discussed at the La Tropicana, there is also potential for very good crowd support and color. The Strawberry Festival will be well attended and provides opportunities for some good press coverage during the walking tour.

Fort Lauderdale, Florida: A Reagan-Bush barbecue is the last rally of the Tour. In keeping with our "down home" theme, the barbecue will be a very lively and fun event. Photo opportunities include the Vice President barbecuing and a presentation of a Reagan-Bush apron.

Enclosed please find the latest draft schedule for these events. (See Tab A)

2. COORDINATION WITH VICE PRESIDENTIAL ADVANCE

Meetings have taken place between the Vice Presidential Advance office and the CEO advance office in order to facilitate a better understanding of the relationship between the two groups. A checklist is being developed to outline the general responsibilities of both offices. Reports from the road have been positive with respect to the cooperation between the Reagan-Bush advancement and the VP advancement.

3. SECOND VICE PRESIDENTIAL SOUTHERN TOUR

Steve Studdert and Andrew Littlefair surveyed Jackson, Mississippi, Columbia, South Carolina, Asheville, North Carolina and Louisville, Kentucky this past weekend. Advance teams will be dropped in these cities beginning Monday, March 5th.

Enclosed please find a proposed draft schedule for this tour. (See Tab B)

II. SCHEDULING

1. MAUREEN REAGAN

There still seems to be some difficulty in coordinating Maureen's schedule with Reagan-Bush Scheduling. Her staff has agreed to give R-B a listing of events she has accepted for the next few months. Tish and Sarah will meet with M.J. Jamison and Suzanne Rich, Maureen's scheduler at the RNC Speaker's Bureau, and continue to work on developing a system for including more campaign appearances in her schedule.

Maureen's schedulers are following our primary focus schedule as they plan the rest of her speaking schedule. They are attempting to accept mainly invitations in cities and states during the 10-day cycle preceding primaries and caucuses.

2. DEVELOPMENT OF CREATED EVENTS

It has become obvious that the bulk of events scheduled by Reagan-Bush for our surrogates will have to be events we create or for which we solicit invitations. Unsolicited requests being received by the Campaign are not of the calibre we would require for a Cabinet officer, at least at this date.

In order to avoid relying strictly on the Advance team to find opportunities for created events, R-B Scheduling is working through the Regional Campaign Directors (RCD) to develop our state contacts for event planning. None of the RCDs have objected to having Scheduling contact these people directly. Any event proposals that result from these state contacts will be run by the RCD for that area for approval.

3. FUTURE TARGET STATES

Immediately following the New Hampshire primary, Sarah, Tish and I met with Dick Wirthlin and Chuck Runde. The purpose of this meeting was to discuss how the different information analysis programs being developed by Wirthlin's office can be applied to Scheduling and Surrogates. In addition to this, however, we also got a good feel for what states we should focus on during the next few months, based on recent polling data.

We are collecting ideas for events in the next tier of states following the Southern Swing: Illinois (after the primary), Michigan, Texas, New York, Ohio, Washington, Oregon, and Colorado. (Denver)

4. PRESIDENTIAL VISIT TO OHIO

Enclosed please find a copy of a proposal that has been submitted to Ed Rollins for a presidential trip to Ohio. Approval has not been received as of this date. (See Tab C)

5. ACTION UPDATE

Enclosed you will find an Action Update and cover memo highlighting the status of all scheduled events. (See Tab D)

III. SPEAKERS

1. CABINET OFFICERS

With the guidance of Ed Rollins and Dick Wirthlin, we are asking the each of the Cabinet Officers for 1 day to concentrate activities in the Southern states for the next three weeks.

2. CONGRESSIONAL LEADERSHIP

With the delay in the Congressional leadership's briefing (slated for March 13), we are contacting congressional members to build a group of speakers who can be scheduled to respond with two days' notice.

3. SUPER SURROGATES

The development of this group has been slow but we have met with Senator George Murphy who is willing to make contact with former cabinet officers from the Nixon Administration.

4. ATHLETES FOR REAGAN-BUSH

Dick Schwafrath was in the office for two days this week, compiling additional names of committed athletes -- Rocky Bleir, Dick "Moe" Modzelewski, John Riggins, Jerry Rhome, just to name a few. Dick will be visiting the baseball camps in Florida. Based on the results from that trip, he may visit Arizona for the remainder of the camps. At the moment, Dick is only being reimbursed for expenses.

5. ENTERTAINMENT

According to Michele Davis, Morgan Mason is coming to DC in mid-March. She suggested we get in touch with our 1980 contact, Goldie Arthur, to get the 1980 list and check with A.C. Lyles, a producer, for his list of known supporters. We will meet with Ed Rollins and Morgan Mason to find out where the miscommunication has been in this department.

6. WOMEN FOR REAGAN

The meeting we are having with Sonia Landau should bring the women speakers in focus. I have spoken with Nancy Reynolds and she is willing to take an honorary Chairperson role if it does not interfere with Betty Heitman's or Maureen Reagan's groups. She is reluctant to be involved in a women's speakers bureau due to the different political factions that have popped up.

REAGAN-BUSH '84

The President's Authorized Campaign Committee

CAMPAIGN EVENT OPERATIONS' CRITICAL PATH FOR THE WEEK OF MARCH 5 - 9, 1984

MONDAY, MARCH 5, 1984

9:00 a.m.	<u>CEO Staff Meeting</u> Draft Budget - Second VP Southern Tour	H. Wilson, M. Head to A. Littlefair to D. Morris
	Advance Assignments for Second VP Southern Tour	M. Head and A. Littlefair to D. Morris
10:00 a.m.	Meeting with Michael A. McManus, Jr.	D. Morris to M. McManus
2:00 p.m.	Meeting with Ed Rollins, Mike McManus, and Susan Davis re: Surrogates	D. Morris to Rollins, McManus, Davis
3:00 p.m.	Meeting with Mike McManus and Sonia Landau re: Women for Reagan	D. Morris to McManus, Landau
CLOSE OF BUSINESS:		
	Review of Studdert Survey	S. Studdert, A. Littlefair to D. Morris
	Division Director Meeting	S. Long, M. Head A. Littlefair, T. Maher to D. Morris
	Southern Tour Budget Submitted	S. Wilson to D. Morris

TUESDAY, MARCH 6, 1984

9:00 a.m.	<u>Senior Staff Meeting</u>	
10:00 a.m.	Vice Presidential Scheduling Meeting	D. Morris to R. Kaufman, D. Sullivan J. Fitzgerald
12:00 noon	Briefing on Second VP Southern Tour	A. Littlefair to D. Morris
	Southern Tour Budget Finalized	S. Wilson to B. Buchanan
CLOSE OF BUSINESS:		
	Division Director Meeting	S. Long, M. Head A. Littlefair, T. Maher to D. Morris
	Countdown Meeting for VP Southern Tour	A. Littlefair, G. Moe, R. Kaufman to D. Morris

WEDNESDAY, MARCH 7, 1984

12:00 noon	Draft Schedule for Second VP Southern Tour	M. Head and A. Littlefair to D. Morris
CLOSE OF BUSINESS:		
	Division Director Meeting	S. Long, M. Head A. Littlefair, T. Maher to D. Morris

THURSDAY, MARCH 8, 1984

9:00 a.m. Senior Staff Meeting
12:00 noon Event Profile on Third Vice Presidential
 Tour

A. Littlefair
to R. Kaufman

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,
A. Littlefair,
T. Maher to
D. Morris

FRIDAY, MARCH 9, 1984

12:00 noon VP Schedule Update
5:00 p.m. Weekly Report finished

M. Head to
A. Littlefair
to D. Morris

S. Long, M. Head,
A. Littlefair,
T. Maher to
D. Morris to
E. Read

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,
A. Littlefair,
T. Maher to
D. Morris

REAGAN-BUSH '84
The President's Authorized Campaign Committee

February 27, 1984

MEMORANDUM FOR MICHAEL A. MCMANUS, JR.

FROM: DAN W. MORRIS

SUBJECT: Weekly Report on Campaign Event Operations #4

I. ADVANCE

1. IOWA

I feel that the Iowa trips went very well and exceeded our expectations of crowd and press. From discussions with Jim Hooley, the operational interaction of the two offices went well but we feel we can improve the situation by having a trip meeting before the pre-advance to discuss the objectives and concerns of both offices.

2. NEW HAMPSHIRE

New Hampshire Bus Tour: Despite an eleventh hour cancellation of Congressman Kemp on Thursday night, the Friday portion of the bus tour went very well. Kemp's replacements of Congressmen Vin Weber and Duncan Hunter, with lay celebrity Lyn Nofziger, successfully offered the opportunity to try out an attack operation on Walter Mondale. Secretary Heckler proved to be a real campaigner and pleasantly shocked the advance staff with her crowd appeal and handling of the media.

The Saturday bus tour went equally as well with Senator Baker, Secretary Dole and Senator Dole very complimentary of the operation. I have enclosed various news clippings for your information. (See Tab A)

NOTE: The national press coverage was practically non-existent but I do feel that it was noted. The local and regional coverage was surprising. I do feel I made an error in the Saturday bus tour participants; I think the story will be more of "Dole and Baker, The Class of '88".

Primary Night: The event is in order and I have enclosed Maureen Reagan's schedule of events. (See Tab B)

NOTE: Jim Lake and Roger Stone will be with Maureen Reagan in case the write-in ballot question comes up on Primary Night.

3. SOUTHERN TOUR

Steve Studdert has conducted a survey of the Southern Tour and we have presented a proposed schedule to the Vice President's office. (See Tab C) The schedule will be returned to us with additions and deletions by close of business, Monday, February 27. The only problem I foresee is the VP press office's desire to conduct one-on-one interviews and press conferences. In consulting with Jim Lake, he agrees with the fact that this type of media exposure is competing with the campaign environment that we are portraying.

NOTE: Studdert has done an excellent job on the site survey.

II. SCHEDULING

1. MAUREEN REAGAN

Sarah Long met with M.J. Jamison and reviewed our 10-week schedule, covering target cities and focus dates. It appears that Maureen has a full schedule until April but is willing to work in Reagan-Bush '84 events.

2. CABINET OFFICERS

Communications with the Cabinet Officers' staff remain very good. Might I suggest that Under Secretaries may need some type of guidance on official travel from Fred Ryan's operation.

3. ACTION UPDATE

Enclosed you will find an Action Update and cover memo highlighting the status of all scheduled events.
(See Tab D)

III. SPEAKERS

1. CABINET OFFICERS

After the New Hampshire bus tour, I feel Secretary Heckler and Secretary Dole were very pleased with the operation and I think we have their confidence for future events.

2. CONGRESSIONAL LEADERSHIP

The Congressional briefing has been changed from Tuesday, February 28 to Tuesday, March 13. The change was made to accommodate Drew Lewis' and key Congressional leadership' schedules.

3. SUPER SURROGATES

Senator Laxalt and Clif White appear to be moving on the development of the Super Surrogate list.

4. ATHLETES FOR REAGAN

From the discussion in our meeting with Rollins, Lake and Atwater, we are prepared to have Dick Schafrath assume more of a role of an Honorary, unpaid Chairman, while cultivating your contact as more of the operational person. If you could give me, at your earliest convenience, a contact number, I will proceed with our plan. Enclosed please find the "Athletes for Reagan" press release. (See Tab E)

I am also submitting the "Breakfast of Champions" proposal for your approval/disapproval and comments. (See Tab F)

5. ENTERTAINMENT

As a result of our discussions, we are preparing the operational procedures for Morgan Mason so that he can clearly understand our objectives and procedures.

NOTE: Tish and Morgan exchanged phone calls on Friday but we were not able to get a progress update on the entertainer list that we submitted to him. If we do not receive satisfactory results by Wednesday, February 29th, I will ask Ed Rollins to place a call.

6. WOMEN FOR REAGAN

I have a clear understanding of how you would like this operation to proceed. Tish has been briefed and will make contact with Betty Heitman and Sonia Landau.

REAGAN-BUSH '84

The President's Authorized Campaign Committee

CAMPAIGN EVENT OPERATIONS' CRITICAL PATH FOR THE WEEK OF FEBRUARY 27 - MARCH 2, 1984

MONDAY, FEBRUARY 27, 1984

9:00 a.m.	<u>CEO Staff Meeting</u> Overview of New Hampshire Bus Tour Southern Tour Update Southern Tour Cost Estimate Update on Maureen Reagan Primary Night Event	Staff to D. Morris D. Morris to A. Littlefair, M. Head, and Advance staff F. Mermoud to S. Wilson S. Long and M. Head to D. Morris
10:00 a.m.	Meeting with Michael A. McManus, Jr.	D. Morris to M. McManus
12:00 noon	Trip Meeting - Southern Tour	A. Littlefair and D. Morris to Jim Lake
CLOSE OF BUSINESS:		
Advance Staff arrive assigned sites:		
Bob Schmidt	Fort Lauderdale, Florida	
Mike Lake	St. Petersburg, Florida	
Judd Swift	Macon, Georgia	
Vice President's proposed schedule revised		VP Office to D. Morris
Finalize Maureen Reagan Event		W. Parker to A. Littlefair and M. Head
Division Director Meeting		S. Long, T. Maher, A. Littlefair, M. Head to D. Morris

TUESDAY, FEBRUARY 28, 1984

9:00 a.m.	<u>Senior Staff Meeting</u> Overview on New Hampshire Bus Tour Briefing on Southern Tour Briefing on Maureen Reagan Event	D. Morris to Staff D. Morris to Staff D. Morris to Staff
10:00 a.m.	VP Draft Schedule Update	M. Head to A. Littlefair
12:00 noon	Finalize advance staff support for Southern Tour Check-in on Maureen Reagan Event	A. Littlefair to D. Morris M. Head to W. Parker to A. Littlefair

CLOSE OF BUSINESS:

Update on Southern Tour Expenses	S. Wilson to A. Littlefair
Division Director Meeting	S. Long, T. Maher, A. Littlefair, M. Head to D. Morris

WEDNESDAY, FEBRUARY 29, 1984

9:00 a.m.	Ascertain effect of New Hampshire results on future tour operations	L. Atwater to D. Morris
10:00 a.m.	Future Tour Operation Update Plan	T. Maher, S. Long, A. Littlefair to D. Morris

CLOSE OF BUSINESS:

Draft of Future Tour Operations finished	D. Morris
Trip Meeting - Southern Tour	Jim Lake staff, VP staff, and CEO staff
Steve Studdert survey cities determined	D. Morris to S. Studdert
Division Director Meeting	S. Long, T. Maher, A. Littlefair, M. Head to D. Morris

THURSDAY, MARCH 1, 1984

9:00 a.m.	<u>Senior Staff Meeting</u> Southern Tour Update	D. Morris to Staff
	Briefing on Future Tour Operations/ Changes and Recommendations	D. Morris to Staff
12:00 noon	Event Profile for second Vice Presidential Tour	D. Morris to R. Kaufman

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, T. Maher,
A. Littlefair,
M. Head to
D. Morris

FRIDAY, MARCH 2, 1984

7:45 a.m.	<u>Political Division Staff Meeting</u> Future Tour Operations update	D. Morris to Staff
9:00 a.m.	VP Schedule update review	M. Head to D. Morris
5:00 p.m.	Trip Meeting - Southern Tour	Jim Lake staff, VP staff, and CEO staff

CLOSE OF BUSINESS:

Weekly Report finished
Division Director Meeting

D. Morris to
E. Read
S. Long, T. Maher,
A. Littlefair,
M. Head to
D. Morris

REAGAN-BUSH '84

The President's Authorized Campaign Committee

February 21, 1984

MEMORANDUM FOR MICHAEL A. McMANUS, JR.

FROM: DAN W. MORRIS

SUBJECT: Weekly Report on Campaign Event Operations #3

I. ADVANCE

1. IOWA

As of today (Monday, February 20, 12:00 noon), the President's trip seems to be in good shape at the capable hands of Jim Hooley, John Gartland, and Andy Littlefair. The combined attendance for Waterloo and Des Moines should exceed 13,000 people. In financial terms, these events will come in under \$65,000, which reflects a savings of \$35,000 below the original budget estimate.

The communication between the campaign and the White House may have had a shaky start, but as the advance progressed, it went from poor to excellent. I feel we have developed a good system that just needed some fine tuning. I will sit down with Hooley and Henkel for a post-event wrap-up to get their impressions of the system.

NOTE: Please see pending memo to Ed Rollins reflecting future scheduling procedures.
(See Tab A)

2. NEW HAMPSHIRE

The Vice Presidential event in Concord exceeded our expectations. Although Lou Cannon quoted a crowd of 700 persons (typical), the actual attendance was well over 2,000. The event made good local coverage and two small shots on the networks on the Sunday evening news.

The New Hampshire Bus Tour is coming together very well and seems to be drawing a great deal of interest. The only missing ingredient is national press traveling on the tour. Jim Lake is aware of the situation and is working on drumming up the press. As a back-up, Bob Schmidt is checking to see what national press will be in the area so that we can alert Lake's operation. Enclosed please find the updated New Hampshire Bus Tour schedule. (See Tab B)

Primary Night: We have briefed Maureen Reagan on the Primary Night event and she seems to be excited about the prospect of the local news coverage.

3. SOUTHERN TOUR

Steve Studdert is on board and waiting for the go ahead on a survey of Florida and Georgia. The Florida political operation has not gotten back to us with their recommendations on "types of events". If we have not received word by COB Tuesday, February 21, we will proceed with the survey on Wednesday, February 22.

NOTE: Lou Kitchen is aware of the situation and concurs with the idea of proceeding with the site survey.

II. SCHEDULING

1. MAUREEN REAGAN

Sarah Long will meet with M.J. Jamison to discuss Maureen's upcoming schedule. I have met with Maureen and she agrees with our scheduling concept. She will begin to block out 2 to 3 days a month for our events.

2. CABINET OFFICERS

The Cabinet Officers' schedules are beginning to clear in late March and early April. Sarah is concentrating on events that we need to do on focus dates for primaries which occur in April and May.

3. ACTION UPDATE

Enclosed you will find an Action Update and cover memo highlighting the status of all scheduled events. (See Tab C)

4. STATE BY STATE SCHEDULED SPEAKERS

Enclosed you will find a listing of all the speakers' schedules by state and the justification behind these scheduled appearances. (See Tab D)

III. SPEAKERS

1. CABINET OFFICERS

The working relationship with the Cabinet Officers' staffs has been very good. Following the suggestion of yourself and Ed Rollins, we are not using a chartered aircraft for Secretary Regan's trips to New York and Dallas.

2. CONGRESSIONAL LEADERS

Ken Duberstein has arranged for a Senate and House Leadership briefing and recruitment session on Tuesday, February 28th. This briefing will be similar to the Cabinet briefing held earlier this month, with a follow-up briefing of key congressional staff on Thursday, March 1st.

3. SUPER SURROGATES

Clif White has agreed to develop a list of super surrogates for Senator Laxalt to contact. This list should be completed by Tuesday, February 28 and delivered for Senator Laxalt's review on Wednesday, February 29. I will forward a copy of this list to you with a progress report when it becomes available.

4. ATHLETES FOR REAGAN

Dick Schafrath will meet with Tish on Tuesday, February 21 to finalize the plan for the recruitment and announcement of the Athletes for Reagan-Bush program. Enclosed please find a list of athletes which have already been recruited. (See Tab E)

5. ENTERTAINMENT

A list of potential entertainers for Reagan-Bush was forwarded to Morgan Mason for his review on Wednesday, February 15. We will receive an update report from Morgan on Friday, February 24. Enclosed you will find a copy of the "wish" list forwarded to Morgan.
(See Tab F)

6. WOMEN FOR REAGAN-BUSH

I have met with Sonia Landau, Director of Women for Reagan-Bush, and she is developing a list of speakers for our use, both regionally and nationally. This list will reflect input from Maureen Reagan, Betty Heitman and Sonia. The first draft of this list should be completed by Friday, February 24.

IV. CEO PERSONNEL

Steve Studdert has come aboard and I feel will work out very well. We had a good meeting during which we outlined his role and I think he is happy with the relationship.

Brent Johnson (advanceman) came aboard this week. Patrice Malone (Scheduling) will start February 23 and Anne Coudert (Scheduling) will begin February 27. Joan Wolfe (Speakers) will also begin February 27.

REAGAN-BUSH '84

The President's Authorized Campaign Committee

CAMPAIGN EVENT OPERATIONS' CRITICAL PATH FOR THE WEEK OF FEBRUARY 20-24, 1984

MONDAY, FEBRUARY 20, 1984

9:00 a.m.	<u>CEO Staff Meeting</u> H.R. Gross Transportation Update Iowa Billing Update Southern Tour Update New Hampshire Bus Tour Update Secretary Regan Trip Update Post event wrap-up - Concord	B. Johnson to D. Morris M. Head to Presidential Advance D. Morris to L. Kitchen, F. Mermoud, & M. Head D. Morris to M. Head M. Head to J. Swift S. Long to D. Morris M. Head to J. Swift
10:00 a.m.	Check-in with Presidential Advance	D. Morris to Presidential Advance
12:00 noon	H.R. Gross pick-up	B. Johnson
3:00 p.m.	Complete Drew Lewis Report	D. Morris to E. Read

TUESDAY, FEBRUARY 21, 1984

9:00 a.m.	<u>Campaign Senior Staff Meeting</u> Iowa Post-Event Discussion	E. Rollins to Staff
	New Hampshire Post-Event Discussion	R. Kaufman to Staff
10:00 a.m.	Vice Presidential Scheduling Meeting	D. Morris to R. Kaufman
10:30 a.m.	Meeting on Athletes for Reagan-Bush	T. Maher to D. Schafrath
11:00 a.m.	Update on New Hampshire Bus Tour	J. Swift to M. Head
12:00 noon	Drew Lewis report delivered	D. Morris to Drew Lewis
1:00 p.m.	Complete Southern Swing Profile	D. Morris to R. Kaufman
3:00 p.m.	Weekly Meeting with Michael A. McManus, Jr.	D. Morris to M. McManus
5:00 p.m.	New Hampshire Bus Tour Trip Meeting	D. Morris and Staff to Jim Lake's Operation and Roger Stone
CLOSE OF BUSINESS:		
	Decision of Steve Studdert Survey	D. Morris to S. Studdert
	10-Week Schedule Update	S. Long to D. Morris
	Advance Staff Assignments	D. Morris to M. Head
	Final plan for Athletes for Reagan-Bush	T. Maher to D. Morris
	A. Littlefair arrives New Hampshire	

WEDNESDAY, FEBRUARY 22, 1984

9:00 a.m.	<u>CEO Staff Meeting</u> Update on New Hampshire Bus Tour Schedule Update on New Hampshire Bus Tour Speakers Update on New Hampshire Bus Tour Expenses Update on Southern Swing Speakers	M. Head to Staff T. Maher to Staff S. Wilson to D. Morris S. Long to D. Morris
1:00 p.m.	Vice Presidential Southern Tour Event Profile delivered for review	D. Morris to R. Kaufman
5:00 p.m.	New Hampshire Bus Tour Trip Meeting	D. Morris and Staff to Jim Lake's operation and Roger Stone
CLOSE OF BUSINESS: Comments on Vice Presidential Southern Tour		R. Kaufman to D. Morris

THURSDAY, FEBRUARY 23, 1984

9:00 a.m.	<u>Campaign Senior Staff Meeting</u> Briefing on New Hampshire Bus Tour Briefing on Vice Presidential Southern Tour	D. Morris to Staff D. Morris to Staff
12:00 noon	Meeting with Jeff Lord on Congressional Briefing	J. Lord to D. Morris
5:00 p.m.	Countdown Meeting - New Hampshire Bus Tour	D. Morris and Staff to Jim Lake and Staff
CLOSE OF BUSINESS: Final Plan for Breakfast of Champions		D. Morris to M. McManus

FRIDAY, FEBRUARY 24, 1984

7:45 a.m.	<u>Political Division Staff Meeting</u> Briefing on New Hampshire Bus Tour	D. Morris to Staff
	Discussion of upcoming Vice Presidential Events	D. Morris/ R. Kaufman to Staff
9:00 a.m.	<u>CEO Staff Meeting</u> Overview of New Hampshire Bus Tour	M. Head to Staff
	Finalization of New Hampshire Bus Tour Budget	S. Wilson to D. Morris
	Schedule Update on Southern Tour	M. Head to D. Morris
	Schedule Update on Upcoming Events	S. Long to D. Morris
	Speakers Update	T. Maher to D. Morris
	Southern Tour Advance Update	M. Head to D. Morris
10:00 a.m.	Check-in on New Hampshire Bus Tour	M. Head and D. Morris to A. Littlefair and J. Swift
12:00 noon	Check-in with Southern Tour Advance	D. Morris to Advance
CLOSE OF BUSINESS:		
	Update on Entertainers for Reagan-Bush	M. Mason to T. Maher
	Updated List of Women for Reagan-Bush	S. Landau to D. Morris

February 10, 1984

MEMORANDUM FOR MICHAEL A. McMANUS, JR.

FROM: DAN W. MORRIS

SUBJECT: Weekly Report on Campaign Event Operations #2

I. ADVANCE/SCHEDULING

1. IOWA

The Vice Presidential Event is in good order. We have a good combination of color events that I feel will provide good press coverage. Enclosed please find an updated draft schedule and a list of press manifested on Air Force II. (See Tab A)

NOTE: If the Vice Presidential Event is cancelled, we are preparing to have a surrogate conduct the press interviews, attend the luncheon and the high school event. We are presently checking on Cabinet Officers' availability.

The President's trip to Waterloo and Des Moines is well underway. Frank Mermoud has begun setting up committees for ticket distribution, crowd building, volunteer organization, transportation, office support, entertainment and building the "color element". The site-survey will be conducted by Jim Hooley on Monday, February 13. Andrew Littlefair will be the lead in Waterloo and as of this date, a lead in Des Moines has not been selected. Frank Mermoud is conducting daily meetings with the local organizations but is not working on any movements, programs or event designs.

NOTE: WHO has been dropped from the proposed schedule. No contact has been made with Palmer Broadcast and it can be easily turned on.

2. NEW HAMPSHIRE

The Vice President's rally in Concord is coming together. It should be a real New Hampshire-style event that will capture a great deal of state media coverage. The Vice President's advance team will be on the ground Sunday, February 12. Attached please find a draft schedule for this event. (See Tab B)

NOTE: As in Iowa, if this event is cancelled we are preparing to send in a surrogate.

The New Hampshire Bus Tour had a shaky beginning but the advance team (headed by Judd Swift) has done a survey that revealed several colorful events, both crowd and human interest. Andy Littlefair is presently in New Hampshire as a supervisor to make sure that the bus tour is properly put together. Enclosed please find proposed New Hampshire Bus Tour Schedule. (See Tab C)

Primary Night - I have spoken with Maureen Reagan and she is reconsidering the Manchester Holiday Inn Primary Night event. Enclosed is the proposed schedule. (See Tab D)

3. SOUTHERN TOUR

We have submitted to the Vice President's office a Southern Tour package for March. The proposal is a result of information collected from polling data, input from the Regional Campaign Director and the application of the 10-day cycle concept. The proposal is being adjusted by the Vice President's office. After we receive the revised schedule, it will be distributed to Ed Rollins, Lee Atwater, Jim Lake and yourself for approval and comments. Enclosed please find the original Southern Tour Proposal. (See Tab E)

4. ACTION UPDATE

Enclosed you will find an Action Update and cover memo highlighting the status of all scheduled events. (See Tab F)

II. SURROGATES

1. CABINET OFFICERS

The response so far has been excellent. All Cabinet Officers' staff have cooperated completely.

2. CONGRESSIONAL LEADERS

Drew Lewis is planning a leadership luncheon to recruit members of Congress for the Surrogate Speakers Program. This luncheon is proposed for Tuesday, February 21. We will be working with Drew Lewis' office on the details and arrangements for the luncheon and we will update you as plans are finalized.

3. SUPER SURROGATES

Senator Laxalt has proposed a super-surrogate group (i.e. Gerald Ford, Melvin Laird, John Connally). He will ask his daughter Michelle to head up this project. Dan Morris and Tish Maher will meet with the Senator at his earliest convenience to formulate this plan.

4. ENTERTAINMENT

The recruiting of this group has been slow. Lee Atwater informs us that Morgan Mason is the person that will make contact with this group of surrogates. We have been in touch with Morgan several times and he appears to be involved in several promotions. We are actively researching magazines and newspapers for leads on potential entertainers who support the President. If Morgan does not come through, we will take the appropriate action to contact the people directly.

5. SPORTS FIGURES

Dick Schafrath has been selected by Lyn Nofziger as the head of Athletes for Reagan-Bush. Dick is very enthusiastic and has some "grand" but expensive ideas for this program. Tish is presently working with Dick to explain the realities of a political campaign. I feel this will be on track within the next week.

6. SURROGATE APPEARANCES

Enclosed for your information is a summary and justification for upcoming surrogate speaker events. (See Tab G)

III. CEO PERSONNEL

Andrew Littlefair and Mike Lake (Advance) came on board this week. Patrice Malone (Scheduling) will start February 22 and Joan Wolfe will probably start at the end of the month. We are waiting for a final acceptance or declination from Anne Coudert (Scheduling).

REAGAN-BUSH '84
The President's Authorized Campaign Committee

CAMPAIGN EVENT OPERATIONS' CRITICAL PATH
FOR THE WEEK OF FEBRUARY 13-17, 1984

MONDAY, FEBRUARY 13, 1984

8:30 a.m.	Check-in with Presidential pre-advance team.	M. Head to K. Camacho
9:00 a.m.	<u>CEO Staff Meeting</u> Up-date possible surrogate substitutes for VP event. Des Moines VP Budget finalized	T. Maher to D. Morris S. Wilson to D. Morris
10:00 a.m.	Presidential pre-advance team goes out.	
11:30 a.m.	Meeting on Surveys and Advance - Dan Morris and Steve Studdert	
3:00 p.m.	Meeting on Presidential Costs and Operations - Dan Morris, Bay Buchanan, Bill Henkel, John Rodgers	
5:00 p.m.	Finalization of Presidential sites for Des Moines and Waterloo	J. Hooley to D. Morris
CLOSE OF BUSINESS: Return of Comments on Vice Presidential Southern Tour		

TUESDAY, FEBRUARY 14, 1984

9:30 a.m. Check-in on points of discussion for Senior Staff Meeting D. Morris to M. McManus

10:00 a.m. Scheduling meeting finalizing VP event in Des Moines - Ron Kaufman, Dan Morris, Dan Sullivan

11:00 a.m. Drew Lewis Campaign Event Operations book update E. Read to D. Morris

1:00 p.m. Pre-Event check-in F. Mermoud to Dan Morris

3:00 p.m. Briefing with Drew Lewis on Campaign Event Operations' activities - Drew Lewis, Dan Morris

CLOSE OF BUSINESS:

Advance Assignments made on Southern Tour D. Morris to M. Head

VP Pre-Event check-in M. Head to Dan Sullivan

VP Pre-Event check-in D. Morris to F. Mermoud

WEDNESDAY, FEBRUARY 15, 1984

VICE PRESIDENTIAL TOUR TO DES MOINES

9:00 a.m. CEO Staff Meeting
Update possible surrogate substitutes for VP T. Maher to D. Morris
Concord VP Budget finalized S. Wilson to D. Morris
Update on surrogates recruited T. Maher to D. Morris
Finalization of 4-week schedule - cities and events S. Long to D. Morris
Status update on NH Bus Tour M. Head to D. Morris
Travel arrangements - advance staff S. Wilson to M. Head

1:00 p.m. Trip Meeting on Southern Tour D. Morris to Divisions

CLOSE OF BUSINESS:

VP Post-Event report F. Mermoud to Dan Morris

THURSDAY, FEBRUARY 16, 1984

9:00 a.m.	<u>Reagan-Bush '84 Senior Staff Meeting</u> Post-Event briefing	D. Morris to Staff
	Pre-Event briefing	D. Morris to Staff
10:00 a.m.	Pre-Event briefing on New Hampshire - Ron Kaufman, Dan Morris	
CLOSE OF BUSINESS:		
	VP Pre-Event check-in	D. Morris to staff
	VP Pre-Event check-in	M. Head to Dan Sullivan
	Check on Presidential Iowa Events	F. Mermoud to Dan Morris

FRIDAY, FEBRUARY 17, 1984

9:00 a.m.	<u>CEO Staff Meeting</u> Event Profile of Southern Tour Complete	S. Long to D. Morris
	Updated NH Bus Tour budget	S. Wilson to M. Head
	Weekend staffing	D. Morris to staff
	Update surrogates - Southern Tour	T. Maher to D. Morris
12:00 noon	VP Pre-Event check-in	J. Swift to D. Morris
VICE PRESIDENTIAL TOUR TO NEW HAMPSHIRE		
3:00 p.m.	Weekly Report on Campaign Event Operations	D. Morris to M. McManus
CLOSE OF BUSINESS:		
	Action Update on all speakers' scheduling	S. Long to D. Morris

The President's Authorized Campaign Committee

February 2, 1984

MEMORANDUM FOR MICHAEL A. McMANUS, JR.

FROM: DAN W. MORRIS *DWM*

SUBJECT: Weekly Report on Campaign Event Operations #1

The following is an update on the status of the Campaign Event Operations division:

1. Kick-off Events - All events planned for the kick-off celebration went well. Feedback received here has all been very positive.
2. February 1 Cabinet Meeting - Drew Lewis held a luncheon with the Cabinet Officers to discuss the Surrogate Program and the importance of their participation in the Campaign. Campaign Events Operations (CEO) prepared a notebook for each Officer which explains the CEO program. (You have received a copy of this under separate cover.) The meeting went well and I feel our objectives were accomplished.
3. February 3 Follow-up Meeting with Cabinet Officers' Chief Schedulers and Administrative Assistants - On Friday, February 3, the CEO staff will conduct a two-hour briefing with the Cabinet Officers' Chief Schedulers and Administrative Assistants. This will be a complete nuts and bolts briefing on operational procedures and lines of communication. The participants will also receive a copy of the briefing notebook which was prepared for the Cabinet Officers' meeting.
4. Iowa Tour Operations - The Iowa Tour Operations plan was submitted for approval to Ed Rollins, Lee Atwater and Jim McNeal on January 29. Approval has been received from Atwater. Frank Mermoud will be leaving for Iowa on February 6 for the Vice Presidential event on February 18 and the Presidential event on February 20.
5. New Hampshire Tour Operations - The New Hampshire Tour Operations plan was submitted for approval to Ed Rollins, Lee Atwater, Jim McNeal and Roger Stone on January 29. Approval has been received from Atwater. Judd Swift and Walter Parker will be leaving for New Hampshire on February 7.

6. Personnel - By February 15, we will have all of the permanent staff on board. Additional staff and starting dates are as follows:

Anne Coudert	Executive Assistant Scheduling/Surrogates	Feb. 15
Patrice Malone	Creative Scheduler	Feb. 15
Joan Wolfe	Deputy Director/ Surrogates	Feb. 15
Brent Johnson	Staff Advance	Feb. 15
Jim Lake	Staff Advance	Feb. 8
Andrew Littlefair	Staff Advance	Feb. 8