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**Collection: Deaver, Michael: Files**  
**Folder Title: 1985 Presidential Inaugural II (3)**  
**Box: 69**

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# WITHDRAWAL SHEET

## Ronald Reagan Library

**Collection Name** DEAVER, MICHAEL: FILES

**Withdrawer**

KDB 8/30/2011

**File Folder** 1985 PRESIDENTIAL INAUGURAL II (3)

**FOIA**

F97-0066/19

**Box Number** 72

COHEN, D

195

DOC NO	Doc Type	Document Description	No of Pages	Doc Date	Restrictions
1	FLOOR PLAN	RE INAUGURAL COMMITTEE	1	ND	C
2	FLOOR PLAN	RE INAUGURAL COMMITTEE	1	ND	C

Freedom of Information Act - [5 U.S.C. 552(b)]

- B-1 National security classified information [(b)(1) of the FOIA]
- B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- B-3 Release would violate a Federal statute [(b)(3) of the FOIA]
- B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

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1 FLOOR PLAN RE INAUGURAL COMMITTEE	1	ND	C

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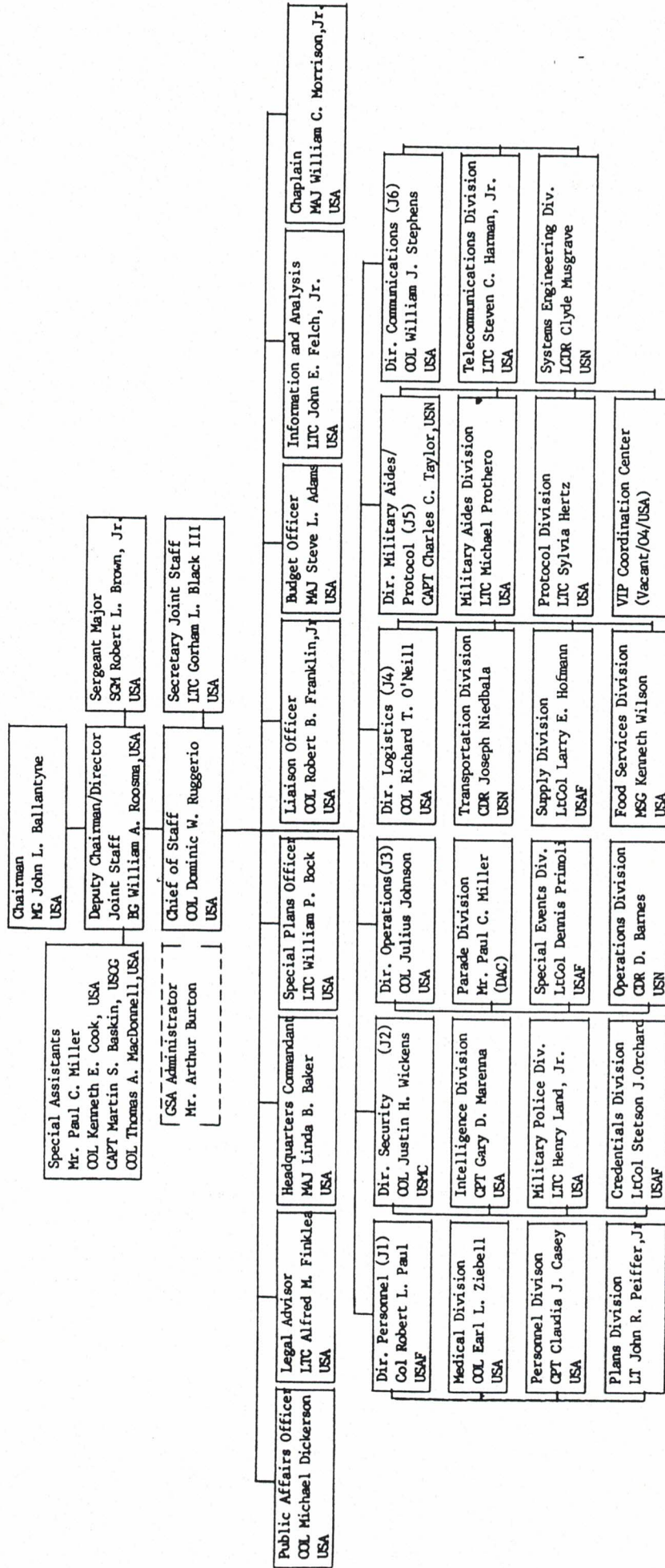
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1985 Armed Forces Inaugural Committee Organization

1 November 1984



DISTRIBUTION: C  
PREPARED BY J1, AG

(Office Symbols and 4-Digit Zip Codes after 20599-)

Chairman		
Deputy Chairman	ANIC-DJS	-0001
Sergeant Major	ANIC-SCM	-0003
Chief of Staff	ANIC-CS	-0001
Secretary of the Joint Staff	ANIC-SJS	-0001
Public Affairs Office	ANIC-PA	-0002
Legal Advisor	ANIC-LA	-0001
Headquarters Commandant	ANIC-HQCMDT	-0004
Special Plans Office	ANIC-CS	-0001
Liaison Office	ANIC-LO	-0005
Budget Office	ANIC-BUD	-0006
Information and Analysis	ANIC-I&A	-0007
Chaplain	ANIC-CH	-0008
Director Personnel	ANIC-J1	-0100
Medical Division	ANIC-J1-ME	-0110
Personnel Division	ANIC-J1-AG	-0120
Plans Division	ANIC-J1-PL	-0130
Director Security	ANIC-J2	-0200
Intelligence Division	ANIC-J2-INTEL	-0210
Military Police Division	ANIC-J2-PM	-0220
Credentials Division	ANIC-J2-CRED	-0230
Director Operations	ANIC-J3	-0300
Parade Division	ANIC-J3-PD	-0310
Special Events Division	ANIC-J3-SE	-0320
Operations Division	ANIC-J3-OD	-0330
Director Logistics	ANIC-J4	-0400
Transportation Division	ANIC-J4-TR	-0410
Supply Division	ANIC-J4-SUP	-0420
Food Services Division	ANIC-J4-FS	-0430
Director Military Aides/Protocol	ANIC-J5	-0500
Military Aides Division	ANIC-J5-MA	-0510
Protocol Division	ANIC-J5-PO	-0520
VIP Coordination Center	ANIC-J5-VIP	-0530
Director Communications	ANIC-J6	-0600
Telecommunications Division	ANIC-J6-TE	-0610
Systems Engineering Division	ANIC-J6-SYS	-0620

PRESIDENTIAL INAUGURAL COMMITTEE

<u>Title</u>	<u>General Salary Range</u>
Division Director	\$55,000 - 66,400
Group Director	\$40,000 - 52,000
Staff Attorney	\$35,000 - 45,000
Assistant Director for	\$35,000 - 45,000
Lead Advanceperson	\$34,000 - 45,000
Public Affairs/Press Specialist	\$24,000 - 34,000
Accountant	\$24,000 - 32,000
Advanceperson	\$23,000 - 32,000
Executive/Special Assistant	\$22,000 - 27,000
Staff/Administrative Assistant	\$18,000 - 22,000
Editorial/Press Assistant	\$16,000 - 20,000
Accounting Technician	\$14,000 - 19,000
Secretary	\$14,000 - 18,000
Clerk/Typist	\$ 8,000 - 12,000

These are general salary ranges. Approval is subject to a review of prospective employee's salary history.

November 12, 1984

MEMORANDUM FOR MICHAEL K. DEEVER

VIA: RONALD H. WALKER

FROM: RED CAVANEY *Red/KH*

SUBJECT: 1985 PIC INVITATION/TICKET ALLOCATION

Attached you will find a "rough cut" at an allocation proposal which was developed by Margaret Tutwiler, Karen Hart and myself. It is presented in a "percent of total distribution" format and is based on the historical levels of the 1973 and 1981 Inaugurals. It is envisioned that 400,000 Commemoratives will be printed. The quantities of all other categories and actual invitation list development must await event and site selections.

For the allocation within the 50-states category, we recommend using the RNC formula for delegate selection. This formula takes into account relative state size, percent of Republican office holders in the state, and percent of total state votes accorded President Reagan. The RNC has agreed to update this for us with the 1984 results.

Obviously, these ratios would undergo some adjustment as the fulfillment and capacity figures become more firm. At this juncture, we ask for approval of this general approach. If approved, refined versions, including specific numbers in each category, would be provided for review.

\_\_\_\_\_ APPROVE

\_\_\_\_\_ DISAPPROVE



INVITATION/TICKET ALLOCATION  
"Rough Cut" Proposal

	<u>COMMEMOR- ATIVE %</u>	<u>BALLS %</u>	<u>FIRST LADY %</u>	<u>GALA %</u>	<u>V.P. %</u>
STATES	73.10	39.24	34.42	37.65	28.31
RR Family & Friends	1.50	1.94	3.19	1.80	1.39
Bush Family & Friends	.11	1.29	2.61	1.17	62.12
<u>FINANCE</u>					
Eagles	.36	2.58	2.45	3.91	2.01
Senatorial Trust	3.61	.32	.29	.34	.25
Cong. Cmte.	3.61	.77	.60	.72	.46
R/B Contributors	1.44	1.30	4.20	1.26	.98
RNC Contributors	7.22	1.13	1.01	.36	.83
Other Contributors	.89	.22	.19	.39	.15
<u>GOVERNORS</u>					
Republican	.32	.74	.85	1.03	.53
Democrat	.68	.87	.55	1.21	.62
Territories	.09	.08	.08	.09	.07
<u>SENATE</u>					
Leadership	.18	.32	.25	.27	.21
Republican	1.30	1.71	1.90	1.79	.01
Democrat	1.10	1.52	1.70	1.58	.01
<u>HOUSE</u>					
Leadership	.18	.32	.25	.27	.21
Republican	1.20	3.70	6.90	6.44	3.31
Democrat	2.55	4.72	8.82	8.22	4.23
Former Members House & Senate	.01	.32	.25	.27	.21

	<u>COMMEMOR-</u> <u>ATIVE %</u>	<u>BALLS</u> <u>%</u>	<u>FIRST</u> <u>LADY %</u>	<u>GALA</u> <u>%</u>	<u>V.P.</u> <u>%</u>
ELECTORS	.17	1.55	1.35	1.44	1.11
<u>STAFF</u>					
R/B '84	.72	1.94	1.69	1.80	1.39
WH/EOP	.72	1.94	1.69	1.80	1.39
PIC	.72	1.94	1.69	1.80	1.39
JUDICIARY	.72	.65	.59	.63	.40
DEPT/AGENCY APPOINTEES	2.07	.47	.56	.52	.43
DIPLOMATS	.72	.97	.84	.90	.69
<u>RNC</u>					
Chairman & Staff	1.44	1.61	1.43	1.53	1.18
SC, NCM, NCW (*1)	.06	.55	.51	.54	.42
Conven. Delegates	1.44	12.90	8.52	9.08	7.00
SPECIAL INTEREST GROUPS	6.50	5.52	3.38	4.27	2.77
SPECIAL HANDLING	.54	.57	.56	.54	.42
MEDIA	.36	.57	.56	.54	.42
<u>PIC</u>					
Chairmen	1.80	1.61	1.45	1.53	1.18
Directors	1.08	.97	.87	.91	.70
Finance/Guarantors	.90	4.84	4.22	4.50	3.47
SPARE	3.61	.65	.85	1.00	.58

(\*1) State Chairmen, National Committeemen, National Committeewomen



1985 PRESIDENTIAL INAUGURAL COMMITTEE  
Thursday, November 8, 1984  
10 AM  
Anacostia Annex

- 10:00 AM Arrive Presidential Inaugural Committee Offices  
TOUR INAUGURAL HEADQUARTERS
- 10:30 AM Convene meeting to discuss start-up plans

AGENDA

I. STRUCTURE AND OFFICERS OF PIC

- A. Announcement
- B. Staffing plan--personnel ceiling
- C. Budget--seed money
- D. Honorary chairs and advisory board

II. ROLE OF OTHER INAUGURAL ENTITIES

- A. Armed Forces Inaugural Committee —
- B. Joint Congressional Inaugural Committee —
- C. GSA/NPS —

III. PRIORITY ITEMS

- 1. Facility Planning
- 2. Event Strategy
  - a. balls
  - b. gala events
- 3. Invitations
  - a. ordering
  - b. list compilations
- 4. Inaugural medal
  - a. design
  - b. production
- 5. Gift items and catalog
- 6. Hotel space availability
- 7. Event space availability
- 8. Identification of state coordinators

*Mary Jane Wick*  
*✓ wH mail on Mary*  
*Mary June*  
*Secretaries*  
*Roy Pfautsch*  
*VP representative*  
*list of wH personnel*  
*assigned to Mary*

*/ fireworks ?*

*9. Religious Ceremony. Chairman*

- 11:45 AM Adjourn meeting

~~CONFIDENTIAL~~

DRAFT

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING  
E.O. 12958, Sec. 1.3(a)

By NARA COB Date 2/4/88

1985 PRESIDENTIAL INAUGURAL C

SCHEDULE OF ACTIVITIES

EVENT TIME	THURSDAY, JAN. 17	FRIDAY, JAN. 18	SATURDAY, J
9:00am			
12:00pm			First Lady Library o
3:00pm		Official Opening on the Mall (free)	Governors
6:00pm			Gala -Capital D.C. Con

11/7/84  
1:00p

COMMITTEE

3

JAN. 19	SUNDAY, JAN. 20	MONDAY, JAN. 21	TUESDAY, JAN 22
	National Day of Prayer	Breakfast	White House Open House Reception
	Prayer Service		
	Special Interest Brunches		
's Luncheon of Congress	Official Swearing-in Ceremony (private)	Public Swearing-in of VP and President (west side of Capitol)	
	<i>Luncheon</i>	Luncheon (Capitol)	
Reception	<i>VP Reception</i>	Parade	
Center or vention Ctr	Superbowl, Palo Alto, California(6:00p)	<del>Reception</del> Balls -State -Youth	
	OPEN		

~~CONFIDENTIAL~~

11/12/84  
9:45a

DRAFT

By NARA COB Date 7/18/11

ESTIMATED REVENUES

TICKET SALES

GALA	3,600,000	
FIRST LADY'S LUNCHEON	78,000	
<i>VP</i> GOVERNORS RECEPTION	132,000	
<i>10</i> INAUGURAL BALLS <i>youth</i>	<u>6,625,000</u>	
		\$10,435,000

PARADE 940,000

TV ADVERTISEMENT 3,600,000

OTHER SOURCES

PROMOTION SALES	2,000,000	
INAUGURAL BOOK	30,000	
LICENSE PLATES	430,000	
MISCELLANEOUS	<u>600,000</u>	
(INTEREST & FUNDS)		<u>3,060,000</u>

TOTAL \$18,035,000

- Joe Rogers*
- Inaugural Trust Fund  
(corp # 80123 for public events)
  - Cars
  - Press conf-
  - Theme
  - F. Sinatra

THE WHITE HOUSE

WASHINGTON

November 15, 1984

MEMORANDUM FOR:

MIKE DEEVER

FROM:

MARGARET TUTWILER

MDT

Attached is the list of the 50 State Coordinators. These people were chosen by the Republican National Committee and the Reagan-Bush '84 Committee. Both of these Committees chose the person with the approval of Mr. Fahrenkopf and Mr. Rollins. All of these individuals have been advised that they must submit their lists to Linda White, my Assistant Director for State Coordinators, by November 23.

Thank you.

Attachment

INAUGURAL COMMITTEE STATE CHAIRMEN

ALABAMA	Honorable Jack Edwards 2369 Rayburn House Office Bldg. Washington, D.C. 20515	225-4931 690-2811 H
ALASKA	Hope Nelson SRA Box 2073-N Anchorage, AK 99507	907/346-2696 H
ARIZONA	Maggie Orth 4257 North 15th Drive Phoenix, Arizona 85015	602/277-2583 H 602/248-8484 O
ARKANSAS	Sharon Shipley 3500 South Boston Ft. Smith, AR 72903	501/783-2360 O 501/646-8579 H
CALIFORNIA	Bruce Nestande Supervisor - 3rd District Orange County Hall of Administration 10 Civic Center Plaza Santa Ana, CA 92701	714/834-3330 O 714/974-3301 H
COLORADO	Holly Coors 100 Castlerock Drive Golden, CO 80401	303/279-1600 H
CONNECTICUT	Greg Batterson 313 Woodbridge Road Coventry, CT 06238	203/742-5937
DELAWARE	Jerry Herlihy 2008 Pennsylvania Avenue Suite 208 Wilmington, DE 19806	302/654-3111 H



DISTRICT OF COLUMBIA	Ann Heuer 440 First Street, N.W. Third Floor Washington, D.C. 20001	662-1382 O
FLORIDA	Tommy Thomas Post Office Box 490 Panama City, FL 32401	904/785-5221 O 904/785-7834 H
GEORGIA	Hon. George M. Israel Mayor, City of Macon Post Office Box 247 Macon, GA 31298	912/774-7170 O 912/474-1149 H
HAWAII	Frank Kometani 2104 South King Street Honolulu, HI 96826	808/449-6608 O 808/732-1737 H
IDAHO	Laurna Auld 4154 Mountain View Drive Boise, ID 83704	208/376-8368
ILLINOIS	Gov. James Thompson 207 State House Springfield, IL 62706	217/782-6830
INDIANA	Dennis "Doc" Nicholas St. Francis Hospital 1600 Albany Street Beach Grove, IN 46107	317/787-3311 O 317/542-1686 H
IOWA	Gov. Terry Branstad State Capitol Des Moines, IA 50319	515/281-5211
KANSAS	Pete McGill McGill & Associates 700 Jackson Street Topeka, KS 66603	913/233-4512 O 913/267-4178 H

KENTUCKY	Lawrence E. Forgy, Jr. 1100 Kincaid Tower Lexington, KY 40508	606/233-2012 O 606/231-8662 H
LOUISIANA	Deborah Bowland 3645 Woodland Ridge Blvd. Baton Rouge, LA 70816	504/293-0516
MAINE	Linwood Palmer West Neck Road Noble Borough, ME 24455	207/563-5317 H
MARYLAND	Richard Taylor, Esq. Steptoe & Johnson 1250 Connecticut Ave., N.W. Suite 236 Washington, D.C.	202/862-2126
MASSACHUSETTS	Frank Conway 8 Grove Street Wellesley, MA 02181	617/235-3311 H 617/235-7000 O
MICHIGAN	E. Spencer Abraham 2121 East Grand River Lansing, MI 48912-3209	517/487-5413 O 517/351-5536 H
MINNESOTA	Marsie Leier 2473 N. Churchill Ave. Roseville, MN 55113	612/484-6443 H 218/485-8542 LAKE
MISSISSIPPI	Hon. Trent Lott 2400 Rayburn House Office Bldg. Washington, D.C. 20515	225-5772 703/354-8350 H
MISSOURI	Bill Macon 100 North Broadway, Suite 1700 St. Louis, MO 63102	314/231-0100

MONTANA	Marge Siems 3014 Glacier Drive Billings, MT 59102	406/248-7408
NEBRASKA	Glenn Wilson Post Office Box 1365 Grand Island, NE 68802	308/384-8163 308/384-8582 H
NEVADA	Eleanor Mills 2920 Ashby Avenue Las Vegas, Nevada 89107	702/870-0727
NEW HAMPSHIRE	John Stabile 410 Amherst Street Nashua, NH	603/889-0318 O 603/889-4415 H
NEW JERSEY	Bill Palatucci 547 East Scott Avenue Rahway, NJ 07065	201/388-9250 H
NEW MEXICO	Corky Morris 414 Aliso Drive Albuquerque, NM 87108	505/268-1611 H 505/242-2489 O
NEW YORK	George Clark 3950 Bedford Avenue Brooklyn, NY 11229	212/596-1414 212/376-6887 H
NORTH CAROLINA	Hon. Eugene Johnston 338 N. Elm Street Greensboro, North Carolina 27401	919/273-4797 919/272-3911 H
NORTH DAKOTA	Phyllis Connally 2725 North Washington Street Bismarck, ND 58501	701/224-4270

OHIO	Martha Moore 501 Oakland Boulevard Cambridge, OH 43725	614/228-2481 O
OKLAHOMA	Dorothy Zumwalt 30 North Moccasin Place Sapulpa, OK 74066	918/224-3537 H
OREGON	Diarmuid O'Scannlain 1001 S.W. 5th 1600 Orbanco Portland, OR 97204	503/228-0537 H 503/224-1600 O
PENNSYLVANIA	Rick Robb 1 Plymouth Meeting, Suite 525 Plymouth Meeting, PA 19462	215/825-5200 215/447-1897 H
PUERTO RICO	Mario Castebede (809/792-0136 Mickey Galib)	
RHODE ISLAND	John Holmes 146 Westminster St Providence, RI 02903	401/351-1117 H 401/421-2570 O
SOUTH CAROLINA	Mr. Warren Tompkins P. O. Box 5247 Columbia, South Carolina 29250	803/799-1610 803/782-1666 H
SOUTH DAKOTA	Walter Dale Miller R.R. 1, Box 57 New Underwood, SD 57761	605/342-3491 605/754-6727 H
TENNESSEE	Susan Richardson-Williams 3815 Cleghorn Avenue Nashville, TN 37215	615/383-7890 615/484-8411 H



TEXAS	Martha Weisend 8238 San Benito Dallas, TX 75218	214/328-4092 H
UTAH	Jon Huntsman, Jr. 241 North Vine Salt Lake City, UT 84103	801/355-1337 H
VERMONT	Roland Seward, Sr. East Wallingford, VT 05742	802/259-2311 O
VIRGINIA	Mr. John Alderson P. O. Box 1677 Daleville, VA 24083	703/992-4800 703/992-1318 H
WASHINGTON	Grant Peterson Route 4, Box 43 Cheney, WA 99004	509/456-2265 509/235-8595 H
WEST VIRGINIA	Mrs. Priscilla Haden 100 58th Street Vienna, WV 26105	304/295-5367 H
WISCONSIN	Helen Bie 135 East Whitney Green Bay, WI 54301	414/437-4939
WYOMING	Mary Ann Sutton 2051 West 29th Casper, WY 82604	307/235-8053 H 307/234-9166 O

FUNDRAISING

MIKE CURB

GUY HATFIELD - CONTRACTOR/DEVELOPER, San Diego, CA

GORDON LUCE

BILL MC MANUS - RNC TREASURER

MIKE MC MANUS

BILL MIDDENDORF

BOB PERKINS - TREASURER, NATL REPUBLICAN SENATORIAL COMMITTEE

JOE RODGERS

PHIL SMITH -DIRECTOR, RNC FINANCE

NANCY THAWLEY - DIRECTOR, RNC EAGLES PROGRAM

TED WELCH

MITCH DANIELS - EXEC. DIRECTOR, NATL REPUBLICAN SENATORIAL COMMITTEE



Robert O. Anderson

John Berry

Joe Coors

Boone Pickens

Trammel Crow

John Whitehead

Jerry Milbank

Tom Evans

Ted Welch

Bob Malott

Bill Timmons

Dean Burch

Bill Marriott

Tom Pownall

Clem Stone

William Spencer

Bob Gray



THE ARMED FORCES INAUGURAL COMMITTEE  
ANACOSTIA ANNEX  
WASHINGTON, DC 20599

REPLY TO  
ATTENTION OF

ANIC-J3-SE

20 November 1984

MEMORANDUM FOR CHAIRMAN, PIC  
DIRECTOR OF OPERATIONS, PIC

SUBJECT: Schedule Changes; Inaugural Week


1. The following schedule changes are effective 1600, 20 November, 1984.

a. Delete:

<u>Date</u>	<u>Time</u>	<u>Event/Location</u>	<u>Source</u>
19 Jan 85	4 pm	Governor's Reception	Cindy Whitley
19 JAN 85	8 pm	TX State Society Ball	Becky Krantz

b. Add:

<u>Date</u>	<u>Time</u>	<u>Event/Location</u>	<u>Source</u>
18 Jan 85	7 pm	Governor's Reception (B)	Cindy Whitley 662-1320
18 Jan 85	8 pm	TX Society Recpt (B)	Becky Krantz 483-3000
19 Jan 85	2 pm	YG Rep Nat Fed Recpt (B)	Cheryl Hillen
20 Jan 85	8 pm	YG Rep Nat Fed Party (B)	Cheryl Hillen

  
Dennis L. Primoli  
Lt Col, USAF  
Chief, Special Events  
Armed Forces Inaugural Committee

INAUGURAL WEEK

SENSITIVE  
DRAFT

LEGEND: (Y) KNOWN PIC EVENTS (B) NON-PIC EVENTS \* MOHR  
(W) UNCONFIRMED EVENTS (O) TRADITIONAL EVENTS (θ) TO BE CHANGED

Time-Line	MONDAY, 14 JAN	TUESDAY, 15 JAN	WEDNESDAY, 16 JAN	THURSDAY, 17 JAN
8 am	M.L. KING COMMEMORATION (B) TICKET WILL CALL (Y) Note: 9-20 JAN TICKET WILL CALL	M.L. KING COMMEMORATION (B) TICKET WILL CALL (Y)	M.L. KING COMMEMORATION (B) TICKET WILL CALL (Y)	TICKET WILL CALL (Y) TASTE OF USA (Y)
9 am				
10 am				
11 am				
Midnt				
Noon				
1 pm				
2 pm				
3 pm				
4 pm				
5 pm				
6 pm				REP NAT COM RECPY/DIN (B)
7 pm				
8 pm				PIC CHAIRMAN'S RECPY (O)
9 pm				
10 pm				
11 pm				
Midnt				

11/20/84 4:00 pm



INAUGURAL WEEK SCHEDULE 1985

SENSITIVE  
DRAFT

LEGEND: (Y) KNOWN PIC EVENTS (B) NON-PIC EVENTS \* MOHR  
(W) UNCONFIRMED EVENTS (O) TRADITIONAL EVENTS (Ø) TO BE CHANGED.

Time-Line	FRIDAY, 18 JAN	SATURDAY, 19 JAN	SUNDAY, 20 JAN	MONDAY, 21 JAN
8 am	TASTE OF USA (Y) TICKET WILL CALL(Y) REP NAT COM BRKFT (B)	TASTE OF USA (Y) TICKET WILL CALL(Y) DC NAT GUARD (B)	TASTE OF USA (Y) TICKET WILL CALL (Y) DC NAT GUARD (B) (8:30 am) AMVETS BRKFT * (8:30 am) WORSHIP SERVICE (Y)	IN SOC BRKFT (W) TICKET WILL CALL (Y) (9 am) INAUGURAL MASS (B) ROA BRUNCH * (B)
9 am				PRAYER SERVICE (Y)
10 am		BRUNCH, CHIEF DIP MISS (O) NAT REP SEN COM RECEPT (B)	NE SOC BRUNCH (B)	NAT FED OF REP WOMEN LUNCH (B) AL SOC LUNCH (W)
11 am				
NOON		DISTINGUISHED LADIES RECEPT (O) GOVERNOR'S LUNCH (W)	PRIVATE SWEARING IN (Y) AMVETS, JCS LUNCH (B) * GOVERNOR'S LUNCH (W)	PUBLIC SWEARING IN (Y) CONGRESSIONAL LUNCH (Y) GOVERNOR'S LUNCH (W)
1 pm		12:00 pm YG REP NAT FED RECEPT(B)		
2 pm		SALUTE TO THE VP	VP RECEPT (O)	PARADE (Y)
3 pm		SEN/HANDICAPPED RECEPT (O)	CONVOCAATION (Y)	BAND CONCERT(Y)
4 pm		IL SOC BALL (W)	REP EAGLES SUPER BOWL PARTY (B)	SKY SALUTE (Y)
5 pm	EAGLES 10 RECEPT (B)	NV SOC RECEPT/BALL (W)	ATHLETES/REAGAN&BUSH RECEPT (B)	REAGAN&BUSH \$\$\$ COM RECEPT (B)
6 pm		VFW DINNER/MOHR (B) *	SUPER BOWL OPENING PAGEANT (Y)	SC SOC BALL (W)
	(7pm) NAT CONGRESS CLUB DIN(B) VFW RECEPT (W)* GOVERNOR'S RECEPT(B)	WV SOC BALL (W) (7pm) AMERICAN CONSV UNION DIN(B) IN SOC BALL (W)	OHIO REP STATE COM BALL (B)	AMERICAN LEGION MOHR BALL (B) *
7 pm	(7:30 pm) OPENING CEREMONY (Y)	MD INAUG COM BANQUET (B)	DAV DINNER (B)/KV SOC BALL (W)	VA SOC RECEPT (W)
8 pm	FTX SOCIETY RECEPT(B) / CANDLE LIGHT DINNER (O)	SALUTE TO THE PRESIDENT (Y)	YG REP NAT FED PARTY (B)	INAUGURAL BALL'S (Y)
9 pm				
10 pm				
11 pm			NAT REP SEN COM MIDNIGHT BUF (B)	

81-82-83

350 Ball tickets  
1700 Commemorative  
20 couples <sup>plus</sup> salute  
70 Youth

DRAFT #2

50th AMERICAN PRESIDENTIAL INAUGURAL

SCHEDULE OF EVENTS

Swearing in

Call Bishop Walker

Truitt

FRIDAY, JANUARY 18, 1985

THE PRELUDE PAGEANT TO THE  
50th AMERICAN PRESIDENTIAL INAUGURAL

The President's Park (The Ellipse)

- 6:00 p.m. - 7:15 p.m.
- 6:30 p.m. VP arrives
- 6:45 p.m. TP arrives
- 7:05 p.m. Fireworks salute

Free  
Open to Public

SALUTE TO THE VICE PRESIDENT/THE AMERICAN  
SHOWCASE INAUGURAL GALA

The Washington D.C. Convention Center

9:00 p.m. - 11:00 p.m.

Scaled tickets: \$150/\$100/\$75  
Invitation only

Business Suit

THE INAUGURAL FIREWORKS SALUTE

The Capitol Mall

9:00 p.m. - 11:00 p.m.

SATURDAY, JANUARY 19, 1985

YOUTH EXECUTIVE FORUM

DAR Constitution Hall

2:00 p.m. - 3:30 p.m.

Free  
Invitation Only

YOUTH CONCERT

D. C. Armory

8:00 p.m. - 10:00 p.m.

\$25  
Invitation Only

THE 50th AMERICAN PRESIDENTIAL INAUGURAL GALA

The Washington D.C. Convention Center

8:00 p.m. - 10:00 p.m.  
VP arrives - 7:45 p.m.  
TP arrives - 7:55 p.m.

Scaled tickets: \$200/\$175/\$150  
Invitation only

Business Suit

THE INAUGURAL FIREWORKS SALUTE

The Capitol Mall

10:00 p.m.



SUNDAY, JANUARY 20, 1985

THE NATIONAL PRAYER SERVICE

The National Cathedral

9:30 a.m.

Free  
Invitation Only

PRIVATE SWEARING IN CEREMONY

The White House

(between 11:00 a.m. and 12:00 noon)

Invitation Only

THE NATIONAL PAGEANT OF YOUTH

The Jefferson Memorial

5:30 p.m.

TP and VP arrive - 5:55 p.m.

Special Live TV Insert into the Pre-Game  
of the Super Bowl at 6:05 p.m. (approx. 3 mins.)

Free  
Open to the Public

THE INAUGURAL FIREWORKS SALUTE

The Capitol Mall

10:00 p.m.

MONDAY, JANUARY 21, 1985

THE OFFICIAL INAUGURAL CEREMONY

West Portico

The Capitol

11:30 a.m.

PRIVATE CONGRESSIONAL LUNCHEON

The Capitol

1:00 p.m.

THE 50th AMERICAN PRESIDENTIAL PARADE

Pennsylvania Avenue

Washington, D.C.

2:00 p.m.

AMERICAN INAUGURAL BALLS

8:00 p.m. - 12:00 a.m.

Locations:

The Pension Building

The Washington D.C. Convention Center (2 balls)

Hilton International Hotel (1 Ball - 2 appearances)

Sheraton Washington Hotel

The Air and Space Museum

The Kennedy Center

The Shoreham Hotel

The D.C. Armory (Youth Ball)

THE INAUGURAL FIREWORKS SALUTE

The Capitol Mall

12:00 a.m.

JANUARY 7 to JANUARY 26, 1985

AMERICAN INAUGURAL INFORMATION GALLERIES

Open Daily - 10:00 a.m. - 10:00 p.m.

Manned by Inaugural Page Program

Locations:

The Pension Building

Department of Commerce Exhibition Hall

Union Station

Madison Library (Exhibit Gallery)

The Kennedy Center

The Smithsonian Institute/Castle Building

The Post Office

Contents:

Inaugural Information Center

Inaugural Merchandise

"The Reagan Presidential Gallery"

"Prelude to Victory" film

11/23/84  
4:30PM

Committee for the 50th American Presidential Inaugural  
PRELIMINARY BUDGET

10 Committee Executive		\$200,000	
15 Finance Committee		100,000	
20 Press		40,000	
25 Operations			
Public Safety	10,000		
Parade	1,000,000	plus 675,000	
Gala S	2,450,000		
Balls	2,500,000		
Youth Concert	200,000		
Youth Ball	200,000		
Taxes	<u>200,000</u>		6,560,000
30 Invitations & Tickets		1,050,000	
35 Treasurer		200,000	
40 Administration		1,725,000	
45 Marketing		825,000	
50 Public Liaison		250,000	
Consulting		500,000	
Payroll		1,895,000	
Payroll Burden		<u>246,200</u>	
			<u>\$13,591,200</u>
Inaugural Trust (Public Events)			(1,500,000)

CONFIDENTIAL

11/23/84

4:30PM

D R A F T

Committee for the 50th American Presidential Inaugural  
ESTIMATED REVENUES

Ticket Sales	9,850,000
Parade	750,000
Television Advertisement (Net)	2,000,000
Promotion Sales (Gross)	1,000,000
License Plates (Gross)	440,000
Miscellaneous (interest, etc.)	<u>300,000</u>
TOTAL	<u>14,340,000</u>
Inaugural Trust (Public Events)	(\$1,500,000)



CONFIDENTIAL

11/23/84  
4:30PM

D R A F T  
REVENUE BACK-UP

Entertainment Salute to President

6,000 @ \$200	\$1,200,000	
4,000 @ \$175	700,000	
2,000 @ \$150	<u>300,000</u>	
		2,200,000

Entertainment Salute to Vice President

6,000 @ \$150	900,000	
4,000 @ 100	400,000	
2,000 @ 75	<u>150,000</u>	
		1,450,000

Youth Ball (1)		
7,500 @ \$50	375,000	
Ball Tickets (2)		
45,000 @ \$125	5,625,000	
Youth Concert		
8,000 @ \$25	<u>200,000</u>	
		6,200,000

Parade (10,000 @ \$75)	750,000	
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Television Advertisement (Net)	2,000,000	
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Promotion Sales (Gross)	1,000,000	
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License Plates (Gross) (3)	440,000	
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Miscellaneous (interest, etc.)	<u>300,000</u>	
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4,490,000

\$14,340,000

(1) .94% anticipated attendance

(2) Excludes boxes

Based on 90% anticipated attendance

(3) 11,000 license plates average cost \$40

PRODUCT LINE PRESENTATION

FOR: Mike Deaver  
General Chairman

Ron Walker  
Chairman

John Rogers  
Director and General Manager

BY: Doug Blaser  
Director of Marketing

Monday, November 26, 1984

REVENUE CAMPAIGNS

I. Direct Mail Marketing	
A. Brochure	12/03
B. Target Market Mailings	12/10
C. Gift Catalog	12/30
II. Retail Merchandising	
A. PIC Centers	1/10
B. Coop with Local Retailers	1/01
III. Group Sales	Ongoing
IV. Product Licensing Royalties	
A. Manufacturers	Ongoing
B. Vendors	Ongoing

## BUYER PROFILE

### I. Collectors

- Valuables!
- An investment
- Buying power

### II. History Buffs

- Memorabilia!
- "Own a piece of the rock."

### III. Reagan/Presidential Fans

- "The Reagan Years"
- Emotional buyers

### IV. Souvenir Hunters

- "I was there ..."
- "Gotta have something!"

### V. The Pragmatic

- "That's something I can really use."
- "This will make a nice gift for ..."

PRODUCT SELECTION CRITERIA

- I. High Profit Margins
- II. Manufacturing Capability
- III. Consolidation of Manufacturing Sources
- IV. Customer Service Capability
- V. Quality Products
- VI. Affordability
- VII. Male and Female Appeal
- VIII. Non-Partisan



OFFERINGS FOR BROCHURE (ONLY)

I. License Plates

- Numeric \$ 30.00
- Personalized \$ 50.00
- Frames free

II. Medallions

- 2½" Silver Medallion (PIC exclusive/  
feature \$175.00-\$200.00)
- 3-4 Other items ranging in price from \$ 25.00 to \$1,000

III. Publications

- "A New Beginning" plus Inaugural '85 \$ 50.00
- "A New Beginning" (Open stock) \$ 35.00

IV. Collectibles

- Boehm item \$1,000.00
- Alternate:  
Mottahedeh
  - plate \$ 50.00
  - pot \$100.00

V. Drinking Glasses

- 6-8 Crystal/Etched with Leather  
Coasters \$ 50.00

Offerings for Brochure: Page 2

VI. Jewelry

- Men's Cuff Links and Tie Clasp \$ 25.00 to \$30.00
- Women's Pendant and Stick Pin \$ 25.00 to \$30.00

Alternate:

- M/F Blazer Buttons \$ 25.00

VII. "Keepers"

- 6"x8" Hand-rubbed Cherrywood Box  
for collectibles/cards/jewelry/photos \$100.00

Alternate:

- Royal Doulton Mug \$500.00



# NEWS RELEASE

THE COMMITTEE  
FOR THE  
50TH AMERICAN  
PRESIDENTIAL  
INAUGURAL

**Contact:** Jim Lake  
John Buckley  
202-433-7516

**For Release:** THURSDAY  
NOVEMBER 29, 1984

Washington, D.C.  
20599

202/433-7100

## RODGERS, WICK TO WORK ON INAUGURAL

WASHINGTON -- Michael K. Deaver and Ronald H. Walker, respectively the General Chairman and the Chairman of the Committee for the 50th American Presidential Inaugural, today announced Joe M. Rodgers to serve as the Finance Chairman and Mary Jane Wick to serve as a Special Advisor to the General Chairman.

Mr. Rodgers will work to raise the necessary funds to augment the revenue from the sale of tickets to the Gala events and the Inaugural Balls, commemorative items, and television rights, so that the Inaugural is financially solvent. He is the former Finance Chairman of the Republican National Committee, and was Finance Chairman of Reagan-Bush '84. He is the President of JMR Investments in Nashville, Tennessee, where he resides.

Said Mr. Deaver, "Joe Rodgers' hard work on behalf of President Reagan and Republican causes has made him a legend in his own time. We are very fortunate to have him working on behalf of the President's second Inauguration."

Mrs. Wick will advise the General Chairman on all aspects of the Inaugural. The current Finance Chairman of Republicans Abroad, she was Executive Advisor to the Co-Chairman of the 1981 Presidential Inaugural Committee.

Said Mr. Deaver, "Mary Jane Wick's experience in the 1981 Presidential Inaugural will add an element of expertise that will vastly assist this Inaugural. It is very fortunate that we have such a close friend of the President and the First Lady working to assist us this year."



# NEWS RELEASE

THE COMMITTEE  
FOR THE  
50TH AMERICAN  
PRESIDENTIAL  
INAUGURAL

**Contact:** Jim Lake  
John Buckley  
202-433-7516

**For Release:** THURSDAY  
NOVEMBER 29, 1984

Washington, D.C.  
20599

202/433-7100

## FRANK SINATRA TO CHAIR INAUGURAL GALAS

WASHINGTON -- Michael K. Deaver and Ronald H. Walker, respectively General Chairman and Chairman of the Committee for the 50th American Presidential Inaugural, today announced that entertainment superstar Frank Sinatra would serve as Honorary Chairman of both the American Showcase Inaugural Gala and the 50th American Presidential Inaugural Gala.

In addition to serving as Honorary Chairman and Entertainment Chairman, Mr. Sinatra will perform at the two galas.

The American Showcase Inaugural Gala, which will be held on Friday, January 18, 1985, at the Washington D.C. Convention Center, is billed as a "Salute to the Vice President."

The 50th American Presidential Inaugural Gala, which will be held on Monday, January 21, 1985, at the Washington D.C. Convention Center, is a salute to the President.

Mr. Deaver and Mr. Walker announced today that Joe Canzeri would serve as Gala Chairman working with Frank Sinatra to oversee both the American Showcase Inaugural Gala and the 50th American Presidential Inaugural Gala.

Said Mr. Deaver, "Having Frank Sinatra producing these two events, as well as performing in them, will make them both historic and extremely entertaining. And there is no one who brings such skill to assisting Mr. Sinatra than Joe Canzeri."

Mr. Canzeri, the former Assistant to President Reagan, was for 16 years Executive Assistant to Nelson Rockefeller, during his tenure as both Governor of New York and Vice President of the United States. He is the President of the Canzeri Company, an events management and public relations firm based in Washington, D.C.





# NEWS RELEASE

THE COMMITTEE  
FOR THE  
50TH AMERICAN  
PRESIDENTIAL  
INAUGURAL

**Contact:** Jim Lake  
John Buckley  
202-433-7516

**For Release:** THURSDAY  
NOVEMBER 29, 1984

Washington, D.C.  
20599  
202/433-7100

## 50th AMERICAN PRESIDENTIAL INAUGURAL SCHEDULE OF EVENTS

FRIDAY, JANUARY 18, 1985

THE PRELUDE PAGEANT TO THE 50th  
AMERICAN PRESIDENTIAL INAUGURAL

The President's Park (The Ellipse)

6:00 p.m. - 7:15 p.m.

Free  
Open to Public

THE INAUGURAL FIREWORKS SALUTE

Following the Pageant

SALUTE TO THE VICE PRESIDENT/THE AMERICAN  
SHOWCASE INAUGURAL GALA

The Washington D.C. Convention Center

9:00 p.m. - 11:00 p.m.

By invitation



SATURDAY, JANUARY 19, 1985

LEADERSHIP FORUM FOR YOUNG AMERICANS

To Be Announced

2:00 p.m. - 3:30 p.m.

Free, by invitation

CONCERT FOR YOUNG AMERICANS

D.C. Armory

8:00 p.m. - 10:00 p.m.

By invitation

THE 50th AMERICAN PRESIDENTIAL INAUGURAL GALA

The Washington D.C. Convention Center

8:00 p.m. - 10:00 p.m.

By invitation, Black Tie

1900 Anacostia Drive, S.E., Washington, D.C. 20599

SUNDAY, JANUARY 20, 1985

THE NATIONAL PRAYER SERVICE

The National Cathedral  
"A Thanksgiving Celebration"

9:30 a.m.

By invitation

PRIVATE SWEARING IN CEREMONY

The White House

(between 11:00 a.m. and 12:00 noon)

By invitation

THE NATIONAL PAGEANT OF YOUNG AMERICANS

The Jefferson Memorial

5:30 p.m.

Free  
Open to Public

THE INAUGURAL FIREWORKS SALUTE

Following the Pageant

MONDAY, JANUARY 21, 1985

THE OFFICIAL INAUGURAL CEREMONY

West Portico

The Capitol

11:30 a.m.

PRIVATE CONGRESSIONAL LUNCHEON

The Capitol

1:00 p.m.

THE 50th AMERICAN PRESIDENTIAL PARADE

Pennsylvania Avenue  
Washington, D.C.

2:00 p.m.

THE 50th AMERICAN PRESIDENTIAL BALLS

8:00 p.m. - 12:00 a.m.

Locations:

The Pension Building  
The Washington D.C. Convention Center (2 balls)  
Hilton International Hotel  
Sheraton Washington Hotel  
The Air and Space Museum  
The Kennedy Center  
The Shoreham Hotel  
Inaugural Ball for Young Americans - The D.C. Armory