

Originally Processed With FOIA(s):

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FOIA Number:

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# FOIA MARKER

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**Record Group/Collection:** George H.W. Bush Presidential Records  
**Collection/Office of Origin:** Speechwriting, White House Office of  
**Series:** Speech File Backup Files  
**Subseries:** Chron File, 1989-1993

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**OA/ID Number:** 13777  
**Folder ID Number:** 13777-002

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**Folder Title:**  
Video Address-Mothers Against Drunk Driving 10/19/91 [OA 8330]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>26</b>	<b>21</b>	<b>7</b>	<b>2</b>

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WRAPPING UP THE ANN. CELEBRATION THIS YR.  
FOUNDED IN 1980.

McGroarty  
October 3, 1991  
[MADD]

PRESIDENTIAL VIDEO MESSAGE: MOTHERS AGAINST DRUNK DRIVING

It is my pleasure to take this opportunity to pass along my best wishes on the 10th Anniversary of Mothers Against Drunk Driving -- and Barbara and I are delighted to serve as Honorary Chairpersons for this special celebration. //

MADD's mission these ten years has been to make the public realize that deaths caused by drunk driving are no accident. Every time a drunk or drugged driver gets behind the wheel -- innocent people become potential victims of violent crime.

MADD has grown from modest beginnings -- from a few concerned individuals to a dedicated army of more than three million volunteers nationwide. And MADD has made a difference. Since MADD began ten years ago, alcohol-related traffic deaths have decreased <sup>about</sup> twenty percent. Get behind the statistics for a moment and think about what that means: 41,000 tragedies that didn't happen. 41,000 lives saved. //

Just over a week from now, MADD will begin this year's Red Ribbon America campaign. When we see that car with the red ribbon on the antenna, it says: <sup>(KICKS OFF NOV. 1)</sup> one more person has drawn the line against drunk driving. In the months ahead, I hope we'll see millions more red ribbons. Let's make this holiday season a safe and sober one on America's roads. / Thank you -- and God bless you.

# # #

91 OCT 3 AM 11:49

# EXECUTIVE OFFICE OF THE PRESIDENT



## FACSIMILE TRANSMITTAL SHEET

NUMBER OF PAGES INCLUDING COVER 3

DATE 10/3

TO CHRISTINA MARTIN

FAX NUMBER \_\_\_\_\_

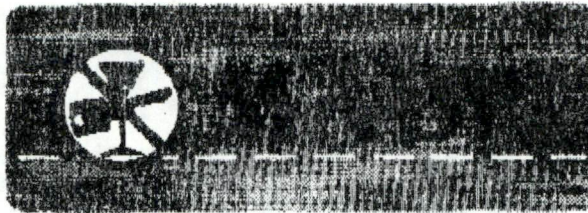
OFFICE NUMBER \_\_\_\_\_

COMMENTS NEW MADD VIDEO  
WORDING

FROM THE OFFICE OF SHERT

FAX NUMBER \_\_\_\_\_

OFFICE NUMBER x2421



# Mothers Against Drunk Driving

P. O. Box 541638 • Dallas, Texas 75354-1638 • Telephone (214) 744-MADD • FAX (214) 869-2206/2207  
NATIONAL OFFICE

October 2, 1991

10TH YEAR ANNIVERSARY  
HONORARY CHAIRPERSONS  
President and Mrs. George W. Bush

Mr. Barry Tron  
Office of Public Initiative  
The White House  
Washington, DC 20500



Dear Barry:

I realize that it may not be possible to make changes in the copy points we provided you last week, but I do have one request if you can still get it to the speech writers.

The last point listed on the original fax referred to MADD's "Tie One On For Safety" program. We would like for them to refer to our campaign as MADD's Red Ribbon America program instead of "Tie One On For Safety." ✓

I apologize for any inconvenience this might cause you. Thank you for your assistance in getting such an important message to our membership.

Sincerely,  
  
Tamara Muse  
Public Relations Manager

TM/tl



### Mothers Against Drunk Driving

P. O. Box 541698 • Dallas, Texas 75354-1698 • Telephone (214) 744-MADD • FAX (214) 869-2206/2207  
NATIONAL OFFICE 6133

TEN YEAR ANNIVERSARY  
HONORARY CHAIRPERSONS  
President and Mrs. George W. Bush

#### M A D D F A X



- Drunk driving is not an accident; it is a violent crime. ✓
- More than 22,000 people are killed and 345,000 injured in the United States each year due to drunk driving.
- Since MADD's inception in 1980, alcohol-related traffic fatalities have decreased by about 20% -- saving over 41,000 lives!

The mission of Mothers Against Drunk Driving is to stop drunk driving and to support victims of this violent crime.

TO Barry Iron

FROM Janet Mave

FAX # 202/456-2878

DATE 10/3

# PAGES INCLUDING COVER \_\_\_\_\_

MESSAGE \_\_\_\_\_

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\_\_\_\_\_

For operator assistance regarding the fax transmittal, please call (214)744-6233, ext. 200.

NOV. 1 KICK-OFF FOR RED RIBBON AMERICA THROUGH NEW YEARS DAY.



TM

### Mothers Against Drunk Driving

P. O. Box 541688 • Dallas, Texas 75354-1688 • Telephone (214) 744-MADD • FAX (214) 869-2206/2207  
NATIONAL OFFICE

TEN YEAR ANNIVERSARY  
HONORARY CHAIRPERSONS  
President and Mrs. George W. Bush

#### M A D D F A X



- Drunk driving is not an accident; it is a violent crime.
- More than 22,000 people are killed and 345,000 injured in the United States each year due to drunk driving.
- Since MADD's inception in 1980, alcohol-related traffic fatalities have decreased by about 20% -- saving over 41,000 lives! ✓

The mission of Mothers Against Drunk Driving is to stop drunk driving and to support victims of this violent crime.

TO 90 Sherry - Barry Hon's office

FROM Lamera Mue

FAX # 202/456-2878

DATE 9/30

# PAGES INCLUDING COVER 4

MESSAGE \_\_\_\_\_

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\_\_\_\_\_

For operator assistance regarding the fax transmittal, please call (214)744-6233, ext. 200.

VIDEO TAPING INFORMATION SHEET

VIDEO SESSION DATE: 10/19

FOR BROADCAST:

NOT FOR BROADCAST:

ORGANIZATION: MADD

VIDEO DEADLINE: \_\_\_\_\_

VIDEO LENGTH: \_\_\_\_\_

CONTACT NAME & #: TAMERA MUSE

(214) 744-6233 x 246

BILLING CONTACT & ADDRESS: \_\_\_\_\_

TAPE FORMAT/# REQUESTED/FORMAT TIME: \_\_\_\_\_

30 sec: \_\_\_\_\_ 60 sec: \_\_\_\_\_ OTHER: \_\_\_\_\_

1 inch: \_\_\_\_\_ Beta: \_\_\_\_\_ VHS: \_\_\_\_\_ 3/4 Inch: \_\_\_\_\_

Close captioned: \_\_\_\_\_

NOTES: \_\_\_\_\_

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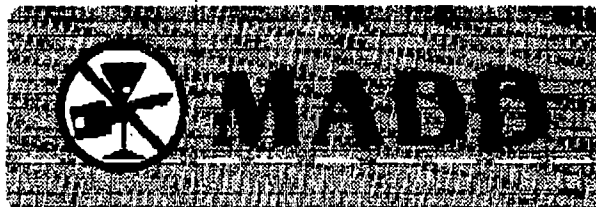
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## Mothers Against Drunk Driving

P. O. Box 341688 • Dallas, Texas 75354-1688 • Telephone (214) 744-MADD • FAX (214) 869-2206/2207

NATIONAL OFFICE

September 27, 1991

TEN YEAR ANNIVERSARY  
HONORARY CHAIRPERSONS  
President and Mrs. George W. Bush

Mr. Barry Tron  
Office of Public Initiative  
The White House  
Washington, DC 20500

Dear Barry:

Per our conversation last week, I'm enclosing suggested copy points for the President to use when he tapes his message to the MADD membership. I do however have a special request.

The following speaking points are aimed at recognizing the general MADD leadership. I would like to request a separate video-bite from President Bush for Micky Sadoff, the MADD National President. The same evening in which the Presidential video message will be played, we will say good-bye to Micky as our national president and leader. As a special tribute to Micky, we are producing a video tribute featuring many of her old friends and contacts, such as the Secretary of Transportation Samuel Skinner, General Curry of NHTSA, Actress Connie Sellecca and many more.

We were hoping that in addition to the President's general video address, he might be able to say a few words about Micky and the wonderful job she has done as MADD's president for the past three years.

If I can offer you more information or clarify any of the information that I am sending, please feel free to call.

Thanks for your help! Oh, we will be meeting Bruce Zanca this week.

Sincerely,

Tamera Muse  
Public Relations Manager

TM/tl



Objective  
for  
Presidential Address

**The Audience:** It will be played for approximately 500-700 MADD leaders from across the country during the National Leadership and Development Conference.

**What:** A video address by President Bush (the President and Mrs. Bush are the Honorary Chairpersons for MADD's Ten Year Anniversary which culminates during the conference).

**When:** The video will be played at:  
MADD's National Leadership and Development Conference  
October 19, 1991  
7:00 p.m.

**Where:** The Grand Kempenski Hotel  
Dallas, Texas

**Why:** To recognize and honor the thousands of dedicated volunteers that have helped reduce alcohol-related traffic deaths and injuries during the past ten years.



# MADD

TM

12

## Mothers Against Drunk Driving

91 SEP 12 A8:45

P. O. Box 541688 • Dallas, Texas 75354-1688 • Telephone (214) 744-MADD • FAX (214) 869-2206/2207

NATIONAL OFFICE

September 6, 1991

TEN YEAR ANNIVERSARY  
HONORARY CHAIRPERSONS  
President and Mrs. George W. Bush

Ms. Katherine L. Super  
Deputy Assistant to the President  
Scheduling and Appointments  
The White House  
Washington, DC 20050



Dear Ms. Super:

BOARD OF DIRECTORS  
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*President*  
Milo Kirk  
*Vice President-Chapter Issues*  
Sharon Sikora  
*Vice President-Victim Issues*  
Sandy Freeman  
*Secretary*  
M. Joseph McHugh  
*Treasurer & CFO*

Thank you for your quick response to MADD's initial request to have the President and Mrs. Bush participate in our 1991 National Leadership and Development Conference on October 19, 1991.

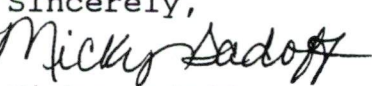
Robert L. Beck  
Rory Benson  
Rebecca Brown  
Kay Dudley  
Harold Engelke, M.D.  
Nancy Johnson  
J.W. Kaempfer, Jr.  
James R. Morris  
John V. Moulden  
Harry J. Pearce  
Becky Perfect  
Katherine P. Prescott  
Donald E. Schaet  
Dorothy Taylor

Since the President and Mrs. Bush are the Honorary Chairpersons for MADD's Ten Year Anniversary, it would provide a wonderful sense of support to our three million members and supporters if the Bushes are able to participate at some level. Our conference officially begins on Thursday, October 17, 1991 and ends on Sunday, October 20, 1991. If the President and/or Mrs. Bush could find time during any of those days, we would be happy to adjust our schedule to fit their availability.

Robert J. King  
*Executive Director & COO*

In the event they are unable to attend at all, there is another way the President could indicate support for MADD's many "points of light." We respectfully request the President and/or Mrs. Bush deliver a brief message, either videotaped or via live satellite feed, to our general membership during the conference.

Again, I thank you for your support in helping to provide an exciting culmination to MADD's Ten Year Anniversary. Your consideration and assistance are very much appreciated.

Sincerely,  
  
Micky Sadoff  
National President

cc: Honorable Edith E. Holiday, Assistant to the President and Secretary to the Cabinet  
Honorable Leigh-Ann Metzger, Assistant to the President

PHIL GRAMM  
TEXAS

## United States Senate

WASHINGTON, D. C. 20510-4302

July 25, 1991

Ms. Micky Sadoff  
MADD  
P.O. Box 541688  
Dallas, TX 75354-1688

Dear Ms. Sadoff:

Thank you very much for advising me of your efforts to invite President Bush to Addison to address the Ten Year Anniversary of MADD's volunteer forces on October 20. I have contacted President Bush in support of your invitation to urge him to accept, and I have asked that you be notified directly concerning the feasibility of our request.

I appreciate having the opportunity to serve as your United States Senator and hope you will contact me if I can be of service to you.

Yours respectfully,



PHIL GRAMM  
United States Senator

PG/eab

*Rob Mosbacher*  
712 Main Street, Suite 2200  
Houston, Texas 77002  
(713) 546-2500

August 30, 1991

The Honorable Edith E. Holiday  
Assistant to the President  
and Secretary to the Cabinet  
The White House  
Washington, DC 20500

Dear Ede:

I understand that the President and Mrs. Bush have been invited to participate in the Mothers Against Drunk Driving (MADD) National Leadership Conference in Dallas in October of this year. They have specifically requested their presence on Saturday evening, October 19, for the President's Award Banquet.

As you may be aware, the President and Mrs. Bush are serving as Honorary Chairpersons for MADD's Ten Year Anniversary. This appears to be an outstanding event, and I urge careful consideration of MADD's invitation.

Thanks for your help.

Sincerely,



Rob Mosbacher

RM:mk



## DALLAS COUNTY REPUBLICAN MEN'S CLUB

5949 Sherry Lane, Suite 1720

Dallas, Texas 75225

(214) 692-0673

August 16, 1991

The President  
The White House  
Pennsylvania Avenue  
Washington, D.C. 20500

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Honorable Mark Tolle  
Honorable John Vance  
Honorable Carolyn Wright  
George W. Bush  
Kay Copeland  
Robert S. Dnegert  
David G. Fox  
Tom James  
Kay Hutchison  
Sally McKenzie  
Virginia Steenson

### PAST PRESIDENTS

Dean Wilkerson, 1990  
James Wm. Walker, 1989  
Jim Bowles, 1988  
Bob Holland, 1987  
Curtis L. Brown, 1986  
Robert P. Palmer, 1985  
H.D. "Skip" Pedlar, 1984  
Dan Garrigan, 1983  
Jim Richards, 1982  
Richard F. Smith, 1981  
James W. Hamlin, Jr., 1980  
Louis J. Faulstich, 1979  
Rex V. Jobe, 1978  
William D. Elliott, 1977  
Jay Patterson, 1976  
Allen B. Clark, Jr., 1975  
Stephen A. Coke, 1974  
Steve Bartlett, 1973

Dear Mr. President:

Thank you for the tremendous job you are doing as President of our great country. I am proud to have played an active part in this area in your election campaign, along with hundreds of other committed volunteers. We are looking forward to your re-election and four more years of outstanding leadership.

I would like to ask a favor. Mothers Against Drunk Driving (MADD) is having its National Leadership Conference in Dallas on October 16 - 20, 1991. I understand MADD has invited you to speak to their conference on Saturday night, October 19, during their President's Awards Banquet from 7:00-9:30 p.m. MADD is expecting around 1,000 people to attend and media will be covering this event. I would very much appreciate it if you could somehow make an appearance at this event. I am thrilled that you and Mrs. Bush have been serving as the co-chairs of MADD's Ten Year Anniversary commemoration.

Over 22,000 people are killed and over 345,000 are injured each year in America due to drunk driving. Drunk driving is a very serious problem in the Dallas/Ft. Worth Metroplex. According to the most recent statistics, Dallas/Ft. Worth ranks first among the country's 10 largest metropolitan areas in the number of fatal traffic crashes, the majority of which are due to alcohol. Your continued leadership on this issue is important to help eliminate this violent crime in Dallas/Ft. Worth and across America. You can bring a renewed focus to the problem of drunk driving and help rally the MADD activists and victims from across the country by your appearance at MADD's National Leadership Conference. I earnestly hope you will consider this request.

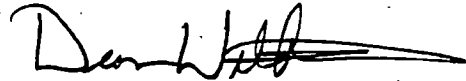
In addition, our Dallas County Republican Party could use another shot in the arm by your appearance in this area. As you know, Governor Ann Richards carried the county in the last election.

The President  
August 16, 1991  
Page 2

Dallas County is of critical importance to Republicans seeking statewide office in Texas. We are working diligently to ensure that Dallas County remains a Republican county to help ensure your re-election and the election of our other Republican candidates. An appearance by you this fall in conjunction with MADD's event could really help invigorate the Republican Party in Dallas.

Best wishes to you, and thank you for considering this request.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Dean Wilkerson", with a long horizontal flourish extending to the right.

Dean Wilkerson  
Chairman

DW/ds/president.mad



LEE F. JACKSON  
DALLAS COUNTY JUDGE

August 22, 1991

The President  
White House  
Pennsylvania Avenue  
Washington, D. C. 20500

Dear Mr. President:

I join the many Dallas Republicans and civic leaders who have asked you to consider appearing in Dallas on Saturday night, October 19th before the Mothers Against Drunk Driving (MADD) President's Awards Banquet.

We are proud that you and Mrs. Bush are serving as the co-chairpersons of MADD's Ten Year Anniversary commemoration and think that your appearance would be the perfect way to honor this fine organization for its efforts to protect all of us from this senseless killing.

Some time has passed since your last major appearance in Dallas, and as the co-chairman of the 1990 Bush-Quayle campaign in Dallas County, I am eager to see you back in Dallas this fall, if it can be made a part of your travel schedule. I know of no more appropriate event than this national meeting of MADD leadership.

Thank you for your consideration and best wishes on your continuing outstanding job. I am very proud of you and the leadership you are providing this country and the world.

Sincerely,

A handwritten signature in black ink, appearing to read "Lee F. Jackson", is written over the typed name.

Lee Jackson  
County Judge

a:GB82291



# MADD

TM

## Mothers Against Drunk Driving

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P. O. Box 541688 • Dallas, Texas 75354-1688 • Telephone (214) 744-MADD • FAX (214) 869-2206/2207

NATIONAL OFFICE

February 26, 1991

TEN YEAR ANNIVERSARY  
HONORARY CHAIRPERSONS  
President and Mrs. George W. Bush



Ms. Leigh-Ann Metzger  
Office of Public Liaison  
The White House  
Room 128, Old Executive Office Building  
Pennsylvania Avenue  
Washington, DC 20500

Dear Leigh-Ann:

First of all, I wanted to express my appreciation to you and your staff for your support in working with Mothers Against Drunk Driving. You and your staff are an asset in respect to the Bush administration and you are to be commended on your efforts in the public relations arena. All of the MADD Board members were excited to have had the opportunity to meet with and visit President Bush during their trip to Washington, DC this last week. Also, the photographs I am sure will be a highlight in the days ahead when they are completed for each of those board members that were involved.

Secondly, one board member in anticipation of going to The White House had a card given to her from a Donna Reid to convey to the President. I wanted to forward it through you for appropriate review and response. Thank you in advance for whatever you can do to acknowledge this particular correspondence.

Finally, please allow me to review the needs of Mothers Against Drunk Driving for The President and Mrs. Bush's involvement as Ten Year Anniversary Honorary Chairpersons, during the remainder of the year. There are two events which would allow them some opportunities for personal involvement. The first being for Mrs. Bush to attend a Victims Rights Week media event in Washington, DC, during the time frame of April 23 -25. The multiple dates are to allow for as much consideration as possible for Mrs. Bush's involvement. It would more than likely involve an hour or two for a press event in

February 26, 1991  
Ms. Leigh-Ann Metzger

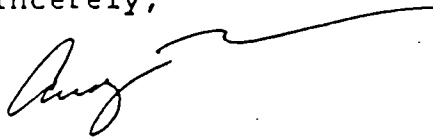
Washington, DC. Your help in indicating this to the appropriate people to schedule Mrs. Bush's involvement would be greatly appreciated.

The second and final opportunity for The President and Mrs. Bush to be involved would be at MADD's National Leadership Conference scheduled for October 16 - 20 in Dallas, Texas. More specifically, there is a function known as the President's Awards Banquet scheduled for Saturday night on October 19 at the Grand Kempinski Hotel from 7:00 - 9:30 p.m. On a personal note, I am sure George W. would look forward to the opportunity for Mom and Dad to come to Dallas.

Your help and guidance in facilitating these two requests are appreciated. This would be a great culmination to MADD's Ten Year Anniversary activities.

Until I have the pleasure of receiving your follow-up, I remain ...

Sincerely,



Andy Briscoe  
Director of Public Affairs

Encl.  
/ji



## Mothers Against Drunk Driving

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P. O. Box 541688 • Dallas, Texas 75354-1688 • Telephone (214) 744-MADD • FAX (214) 869-2206/2207  
NATIONAL OFFICE

September 28, 1990.

Ms. Leigh-Ann Metzger  
Office of Public Liaison  
The White House  
Room 128, Old Executive Office Building  
Pennsylvania Avenue  
Washington, DC 20500

Dear Leigh-Ann:

First of all, let me express my appreciation for your taking time out of your busy schedule to meet with Tom Howarth and myself this last week. Just to reiterate some of the points discussed, please find enclosed a video documentary concerning MADD's Ten Year Anniversary highlighting our first ten years in the fight against drunk driving, for your viewing and keeping.

Secondly, as per our discussion in reference to 408 and 410 grant funds, Tom Howarth will be following up with a copy of the letter we sent to Secretary Skinner as well as some suggestions on possible assistance from the White House.

Thirdly, as mentioned in reference to the President and Mrs. Bush accepting to be MADD's Honorary Chairpersons for our Ten year Anniversary, I want to ask you specific directions on getting on the long-range calendar for October 16 through the 20th of 1991 for MADD's Ten Year Anniversary culmination and Annual National Leadership Conference which will be held in Dallas, Texas. Any suggestions or directions you could give to me on staying on top of having President and Mrs. Bush attend this function would be greatly appreciated.



September 28, 1990  
Ms. Leigh-Ann Metzger .

Fourth, Tom Howarth's input in trying to meet with the appropriate people dealing with the administration's drug policy and to get drunk driving included, either Secretary Bennett or whomever appropriate, we would greatly appreciate arrangements with those key entities to discuss this issue.

Fifth and last, is in reviewing the calendar for the first few weeks in November as well as the second week in December to see if the White House is 1) intending on having a function in conjunction with NHTSA and the Ad Council concerning anti-drunk driving PSA's in November as well as 2) a National Drunk and Drugged Driving Awareness Week (3-D Week), to see if the White House is planning any type of ceremony event/proclamation signing during the second week in December as they have in the past several years.

Leigh-Ann, let me say that I was very encouraged by your openness and perception of the administration and the issue of drunk driving. I certainly look forward to working with you in the months and years ahead to facilitate both the administration and MADD in achieving their missions.

Thanks again for allowing us the time to visit. Until I have the pleasure and privilege to visit with you again, I remain . . .

Sincerely,



Andy Briscoe  
MADD National Office  
Public Affairs Director

Encl.

pc: Robert J. King - Executive Director  
Tom Howarth - Peyser Associates

/ji



**DALLAS COUNTY REPUBLICAN MEN'S CLUB**

5949 Sherry Lane, Suite 1720  
Dallas, Texas 75225  
(214) 692-0673

*KR -  
Let's send a  
generic, non-  
committal  
response -  
I want to  
acknowledge  
receipt  
of  
request -  
Then file  
info -  
Thanks  
LAW*

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John Turnage, Treasurer  
Zachary Allen, Secretary

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Tom James  
Kay Hutchison  
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Virginia Stenson

**PAST PRESIDENTS**

Dean Wilkerson, 1990  
James Wm. Walker, 1989  
Jim Bowles, 1988  
Bob Holland, 1987  
Curtis L. Brown, 1986  
Robert P. Palmer, 1985  
H.D. "Skip" Pedlar, 1984  
Dan Garrigan, 1983  
Jim Richards, 1982  
Richard F. Smith, 1981  
James W. Hamlin, Jr., 1980  
Louis J. Faulstich, 1979  
Rex V. Jobe, 1978  
William D. Elliott, 1977  
Jay Patterson, 1976  
Allen B. Clark, Jr., 1975  
Stephen A. Coke, 1974  
Steve Bartlett, 1973

August 16, 1991

Ms. Leigh Ann Metzger  
Office of Public Liaison  
The White House  
Room 128, Old Executive Office Building  
Pennsylvania Avenue  
Washington, D.C. 20500

Dear Ms. Metzger:

Attached is a letter I have sent to President Bush today requesting that he make an appearance at the National Leadership Conference of Mothers Against Drunk Driving (MADD). As a very active member of the Republican Party in Dallas County and someone who is active in the MADD organization, I earnestly hope President Bush will accept this invitation. I also hope you will recommend this invitation and do what you can to facilitate his appearance. Thank you for your consideration of this request.

Sincerely,

Dean Wilkerson  
Chairman



**DALLAS COUNTY REPUBLICAN MEN'S CLUB**

5949 Sherry Lane, Suite 1720  
Dallas, Texas 75225  
(214) 692-0673

August 16, 1991

The President  
The White House  
Pennsylvania Avenue  
Washington, D.C. 20500

Dear Mr. President:

Thank you for the tremendous job you are doing as President of our great country. I am proud to have played an active part in this area in your election campaign, along with hundreds of other committed volunteers. We are looking forward to your re-election and four more years of outstanding leadership.

I would like to ask a favor. Mothers Against Drunk Driving (MADD) is having its National Leadership Conference in Dallas on October 16 - 20, 1991. I understand MADD has invited you to speak to their conference on Saturday night, October 19, during their President's Awards Banquet from 7:00-9:30 p.m. MADD is expecting around 1,000 people to attend and media will be covering this event. I would very much appreciate it if you could somehow make an appearance at this event. I am thrilled that you and Mrs. Bush have been serving as the co-chairs of MADD's Ten Year Anniversary commemoration.

Over 22,000 people are killed and over 345,000 are injured each year in America due to drunk driving. Drunk driving is a very serious problem in the Dallas/Ft. Worth Metroplex. According to the most recent statistics, Dallas/Ft. Worth ranks first among the country's 10 largest metropolitan areas in the number of fatal traffic crashes, the majority of which are due to alcohol. Your continued leadership on this issue is important to help eliminate this violent crime in Dallas/Ft. Worth and across America. You can bring a renewed focus to the problem of drunk driving and help rally the MADD activists and victims from across the country by your appearance at MADD's National Leadership Conference. I earnestly hope you will consider this request.

In addition, our Dallas County Republican Party could use another shot in the arm by your appearance in this area. As you know, Governor Ann Richards carried the county in the last election.

**OFFICERS**

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Sheriff Jim Bowles  
Senator Ike Harris  
Senator John Leedom  
Representative Augie Ovard  
Commissioner Jim Jackson  
County Judge Lee Jackson  
Commissioner Nancy Judy  
Honorable David Brooks  
Honorable Bill Long  
Honorable Gerry Meier  
Honorable Bill Melton  
Honorable Joe Morris  
Honorable Mark Tolle  
Honorable John Vance  
Honorable Carolyn Wright  
George W. Bush  
Kay Copeland  
Robert S. Driegert  
David G. Fox  
Tom James  
Kay Hutchison  
Sally McKenzie  
Virginia Steenson

**PAST PRESIDENTS**

Dean Wilkerson, 1990  
James Wm. Walker, 1989  
Jim Bowles, 1988  
Bob Holland, 1987  
Curtis L. Brown, 1986  
Robert P. Palmer, 1985  
H.D. "Skip" Pedlar, 1984  
Dan Garrigan, 1983  
Jim Richards, 1982  
Richard F. Smith, 1981  
James W. Hamlin, Jr., 1980  
Louis J. Faulstich, 1979  
Rex V. Jobe, 1978  
William D. Elliott, 1977  
Jay Patterson, 1976  
Allen B. Clark, Jr., 1975  
Stephen A. Coke, 1974  
Steve Bartlett, 1973

The President  
August 16, 1991  
Page 2

Dallas County is of critical importance to Republicans seeking statewide office in Texas. We are working diligently to ensure that Dallas County remains a Republican county to help ensure your re-election and the election of our other Republican candidates. An appearance by you this fall in conjunction with MADD's event could really help invigorate the Republican Party in Dallas.

Best wishes to you, and thank you for considering this request.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Dean Wilkerson", with a long horizontal flourish extending to the right.

Dean Wilkerson  
Chairman

DW/ds/president.mad

Suggested Copy Points  
for  
President Bush

\*The 1991 MADD National Leadership and Development Conference will culminate MADD's Tenth Anniversary Year.

\*The President and Mrs. Bush are the Honorary Chairpersons for MADD's Ten Year Anniversary.

✓ \*MADD's mission is to stop drunk driving and support the victims of this violent crime.

\*The Anniversary theme is "We're In It For Lives."

✓ \*Since 1980, MADD has grown from a handful of concerned individuals to a powerful grassroots organization consisting of more than 3 million members and supporters nationwide.

\*Due to the dedicated efforts of Mothers Against Drunk Driving and other concerned groups, alcohol-related traffic deaths have decreased by 20 percent since 1980.

*how many lives.*

\*Much of the success MADD has experienced during the past decade is due to the dedicated efforts of MADD's grassroots volunteer force. Due to the united efforts of MADD volunteers nationwide, these thousands of points of light have shined together to create a beam of hope for our society. This hope is that one day people will no longer be killed or injured by drunk or drugged drivers.

\*MADD's goal for the next decade is to further reduce alcohol-related traffic fatalities by an additional 20 percent before the year 2000.

\*MADD's "Tie One On For Safety" campaign has become a nationwide success because its membership works together each November and December to get their communities to tie a red ribbon to a visible location on their vehicles as a symbol of their commitment to drive safe and sober during the holiday and the year ahead.

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