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OA/ID Number: 13839
Folder ID Number: 13839-003

Folder Title:
Vineland, New Jersey Rally 10/22/92 [OA 7582]

Stack:	Row:	Section:	Shelf:	Position:
G	26	23	2	1

October 21, 1992

MEMORANDUM FOR STEVE PROVOST
DAN MC GROARTY
CHRISTINA MARTIN

FROM: MICHELE NIX *MN*
SUBJECT: LATEST ON VINELAND

- Banners:

BUSH MEANS BUSINESS (behind podium)

IN GEORGE WE TRUST

NEW JERSEY LOVES BUSH

- Acknowledgements:

Mayor Joseph Romano

Frank LoBiondo (running against the Democratic incumbent, Bill Hughes); LoBiondo has been endorsed by the U.S. Chamber of Commerce.

May just want to do a blanket ack for the four high school bands: Cumberland Regional HS, Bridgeton HS, Vineland HS, Schalik HS

- After remarks, Mayor Romano will reveal a street sign that says "President Bush Drive." It's just temporary for the event.

E X E C U T I V E O F F I C E O F T H E P R E S I D E N T

14-Oct-1992 09:39am

TO: Jean M. Bunton
TO: Carol B. Aarhus
TO: Susan M. Nix
TO: Jennifer A. Grossman
TO: Gary J. Gershowitz

FROM: Christina M. Martin
 Office of Communications

SUBJECT: Train Assignments

Atlanta -- waiting to hear on whether opening remarks required
Norcroft -- Aarhus
Gainsville -- Bunton
Cornelia -- Gershowitz
Spartansburg -- Grossman

NC King's Mountain -- Nix
Canapolis -- Walters
Thomasville -- Aarhus
Burlington -- Bunton
Raliegh -- Grossman

October 19, 1992

MEMORANDUM FOR STEVE PROVOST
/DAN MC GROARTY
CHRISTINA MARTIN

FROM: MICHELE NIX
SUBJECT: VINELAND, NJ RALLY

This is a street rally at the corner of 7th St. and Landis Ave. Approximately 5,000 people are expected. The President will speak at approximately 12:10 p.m.

LOCAL COLOR

- Vineland has had three Presidential visits -- in 1874 Grant visited a home that is down the block from the event site; Taft made a whistle stop in 1912; and Teddy Roosevelt spent three minutes on the town's tracks while the conductor let another train pass. Grant called Vineland a "thriving little town."
- Charles K. Landis founded Vineland in 1861. He built a one-square-mile city, which has now expanded into a town with the largest geographic area of any city in the state.
- Across the street and stage left from POTUS will be Bray and MacGeorge's Realty. The owner is Lou DeMarco -- an 84-year-old man who was involved in local politics for many years -- also voted "Citizen of the Year" a few years ago. Everybody knows Lou and he's a devoted Republican. He will be at the event.
- Down the street from where the President will be is the Bread Board Restaurant. Every morning would-be politicians and actual politicians gather to discuss everything from local politics to world peace. The group includes young and old. The President can just refer to the restaurant as the "Bread Board."
- The President will be on Landis Avenue -- everybody calls it "The Avenue."
- Some of the town shops that will be nearby the President include: Al's Shoes, DeSoto Jewelers (both of these are

located behind the stage), Bray and MacGeorge Realty Company.

- Dr. Welch, the dentist who established the Welch's Grape Juice Company, began his business in Vineland (it's since moved to upstate New York). A strict Methodist, he produced the grape juice as an alternative to wine.
- The area plays hosts to a strong population of bald eagles (patriotism mention).
- Atlantic City and New Jersey Shore are popular vacation spots.

ABOUT VINELAND

- Vineland is the largest NJ city in the poorest NJ county, Cumberland. Vineland is basically a rural county -- a farming community (fruits and vegetables). It's major industries are agriculture (including food processing plants like Progresso) and glass manufacturing (because of the high quality sand in the area -- silica sand).
- Vineland's population is 55,000 -- predominantly an Italian community; approximately 35% Hispanic (mostly Puerto Rican).
- There were lots o' Columbus Day celebrations because of the strong Italian heritage in Vineland.
- This year, local Republicans in Cumberland County have the chance to take control of the County Board -- the local government branch that has been controlled by the Democrats for 20 years. This is because of the efforts of Gloria Noto -- a Republican whose led the charge for other Republicans into local government. Everybody knows Gloria.
- Landis is the widest street in the state -- 100 feet wide - - wider than Fifth Avenue in New York.
- One characteristic of Vineland is that the children who grow up there stay there. Most do not move away after school.
- General mood toward Florio is one of disappointment. He is not well respected -- even among Democrats -- although they don't like to admit it.

ACKNOWLEDGEMENTS

- Mayor Joseph Romano
- Frank LoBiondo (local assemblyman running for Congress -- very likely to defeat the Democratic incumbent, Bill Hughes. LoBiondo is fairly well-respected in the town, though so is

Hughes. POTUS probably shouldn't slam Hughes, just build up
LoBiondo.)

To Michelle

Date 10/20 Time 4:12

WHILE YOU WERE OUT

M Francis Riley

of _____

Phone 609 455 7161

Area Code

Number

Extension

TELEPHONED	<input type="checkbox"/>	PLEASE CALL	<input type="checkbox"/>
CALLED TO SEE YOU	<input type="checkbox"/>	WILL CALL AGAIN	<input type="checkbox"/>
WANTS TO SEE YOU	<input type="checkbox"/>	URGENT	<input type="checkbox"/>

RETURNED YOUR CALL

Message Will call you
tomorrow w/info
for speech

Operator CA



AMPAD
EFFICIENCY®

23-021 - 200 SETS
23-421 - 400 SETS

CARBONLESS

October 19, 1992

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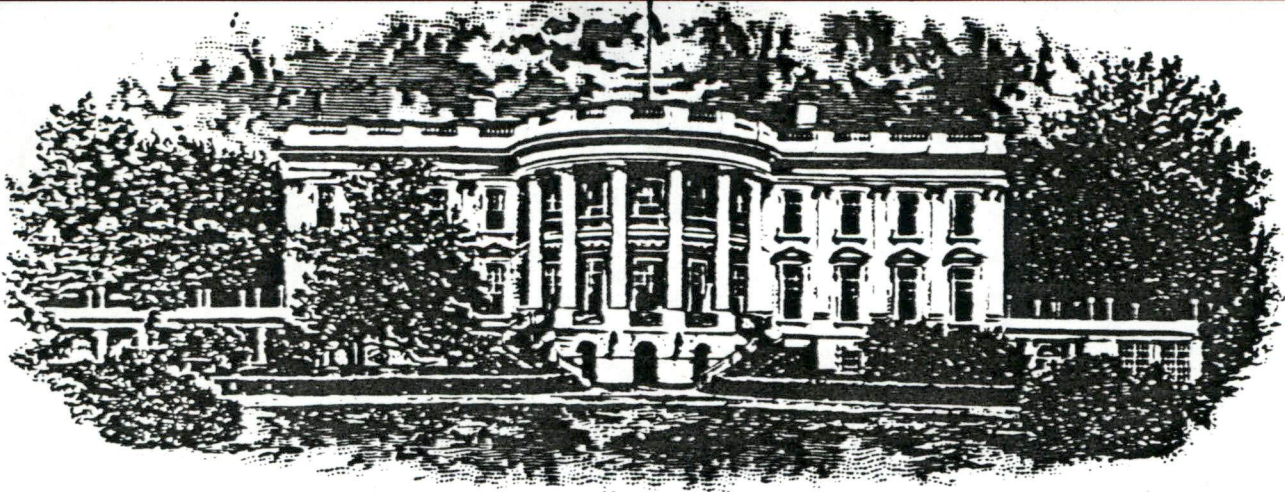
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OFFICE OF PRESIDENTIAL SPEECHWRITING

FACSIMILE TRANSMITTAL SHEET

Number of Pages (Including Cover) 2
To Robert McDowell
Fax Number (609) 696-5467
Date October 20
From Michele Nix
Office Number (202) 456-7750

COMMENTS

Banner suggestions
as we discussed

(FAX) 609-696-5467

October 20, 1992

Robert --

Thought I'd pass on a few banner/sign slogan ideas for you and your sign painters. Here's a few that we've seen at recent rallies and others that could play well after this last debate:

HEY HEY, HA HA, BILL CAN STAY IN ARKANSAS (good cheer)

CLINTON = CARTER - INTEGRITY (or honesty) [Clinton equals Carter minus integrity. This is a bumper sticker we've seen around town.]

WHO'S GOING TO PAY THE BILL, BILL

CLINTON'S TOP TEN REASONS WHY HE SHOULDN'T BE ELECTED (10 rankings for Arkansas -- e.g., 50th in environmental policies, etc.) If you don't have this list, let me know.

ARKANSAS FISH FOR BUSH

GOVERNMENT CLINTON = GOVERNOR TAXES

ARKANSANS FOR BUSH

KIDS NEED BUSH (for children to hold)

EXPERIENCE COUNTS

VOTE FOR CLINTON AND YOU'LL GET THE BILL

VOTE FOR BARBARA'S HUSBAND

FAX COVER SHEET

DATE: October 20, 1992

TO: Michele Nicks

FIRM: White House

FAX NUMBER: 202-456-6218

FROM: Marianne Kornbluh-Lods

TOTAL PAGES: 5 (INCLUDING COVER PG.)

SPECIAL INSTRUCTIONS FOR RECIPIENT:

Michele, for your information. If you need anything further,

please don't hesitate to contact us.

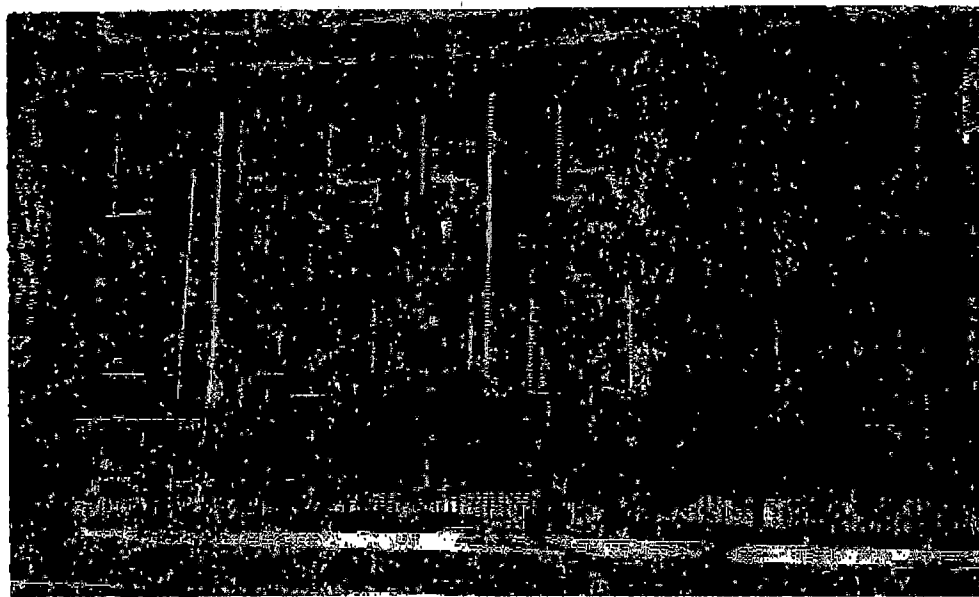




Vineland History

FOUNDER
Charles K. Landis

DATE FOUNDED
August 8, 1861



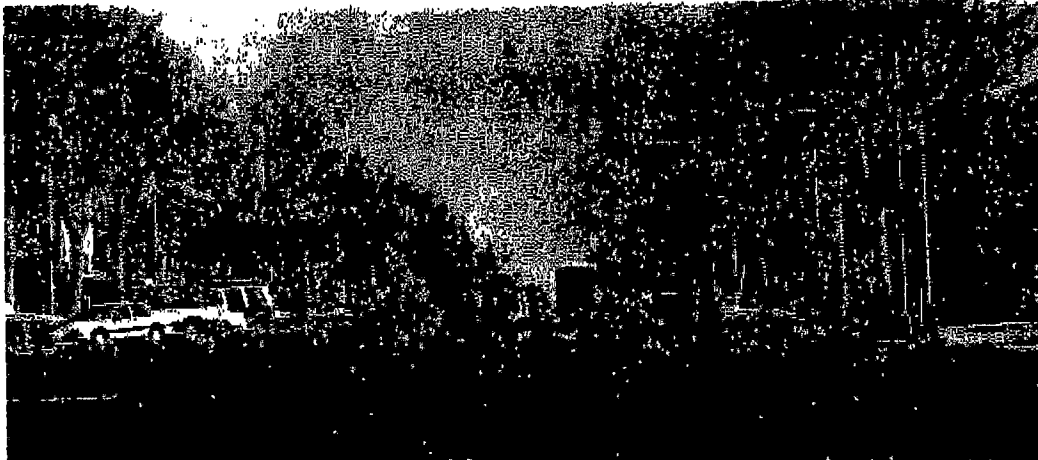
Vineland Historical and Antiquarian Society, 112 S. Seventh Street, PO Box 35, Vineland. Research Room and Library open from 1 until 4 pm Tuesday through Saturday; Vineland's First House and Society Museum, open to the public and to free group tours on Saturdays and by appointment. Membership organization provides annual magazine, quarterly newsletters, lectures, workshops, volunteer opportunities and annual open house. For further information call Society Secretary at 691-1111.

"A wilderness of forbidding aspect" was the best that Charles K. Landis could say of the 32,000 acres of burned over scrub forest he bought and turned into what would become the City of Vineland. The young real estate developer from Philadelphia had already helped to found the town of Hammonton and Sea Isle City. This new tract probably appealed to him because the land was cheap (\$7 per acre) and he would have a free hand in developing it.

Wilderness or not, Landis decided this wild territory had the ideal soil, climate, and location to grow fruit. "Intending to make it a vine country, I called it Vineland", Landis said. On August 8, 1861, he directed his surveyor to drive a founder's stake at the center of the tract, now Landis Avenue and the Boulevard.

Through Robert Tyler, the son of President John Tyler, Landis obtained the right to open a post office in Vineland. Landis provided for an agricultural community surrounding a central section of stores, factories and homes, and until the twentieth century, Vineland was chiefly agricultural.

Continued on page 14



Named after Vineland's founder, Landis Avenue remains Vineland's main thoroughfare.

Dr. Thomas B. Welch, a New Jersey dentist, produced an unfermented grape juice, boiling the grapes to prevent fermentation; his son, Charles, cultivated and processed the grapes in Vineland from 1872 until 1896. Welch's Grape Juice, now located in upstate New York, is derived from the Vineland product.

Vineland, established during the Civil War, continued to expand in population, agriculture and industry until the late 1920's. Newcomb Hospital opened its doors in 1921 with just 35 beds.

The Vineland Cooperative Produce Auction was organized in 1931 with a charter membership of 78, and \$64,000 realized from their first sales. There are now over 600 farmer members of the Auction and sales hover around the \$50,000,000 mark.

The Vineland Egg Auction, also established in 1931, made the city known as the "Egg Capital of the East". Problems with production costs and competition from southern egg producers forced a decline in the 1960's, and resulted in closing in March, 1973.

In 1952, the mile-square Borough of Vineland consolidated with surrounding Landis Township to become the present City of Vineland. Vineland has been a cosmopolitan community from the earliest years. The first settlers from New England were followed by large groups of Germans, French and Irish, plus thousands of Italian immigrants. These were followed by Black and Hispanic groups, all now sharing in the leadership and community life of Vineland. ▼

General Facts

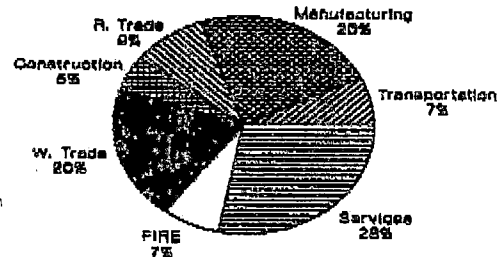
<u>MUNICIPALITY</u>	<u>SO. MILES</u>	<u>POPULATION*</u>	<u>INCOME**</u>	<u>PHONE</u>
Bridgeton	6.50	18,942	14,151	455-3230
Commercial	34.00	5,026	14,555	785-1484
Deerfield	16.70	2,933	19,041	455-3200
Downe	54.35	1,702	14,744	785-1400
Fairfield	43.40	5,699	14,838	451-9284
Greenwich	19.00	911	18,194	455-4677
Hopewell	31.40	4,215	22,052	455-1230
Lawrence	37.35	2,433	16,250	447-4554
Maurice River	94.70	6,648	17,038	785-1120
Millville	43.00	25,992	18,701	825-7000
Shiloh	1.18	408	20,179	455-3054
Stow Creek	18.90	1,437	18,971	451-8822
Upper Deerfield	31.75	6,927	20,603	451-3811
Vineland	69.50	54,780	18,136	794-4000
Cumberland County	501.73	138,053	17,557	453-2177

The Economy

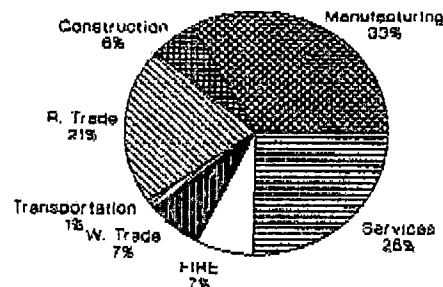
MAJOR EMPLOYERS

✓ Vineland Developmental Center	2,000
✓ Kimble Glass, Inc.	1,500
SJ Hospital Sys. (Bridgeton/Millville)	1,335
Wheaton Glass, Inc.	1,290
Prudential Insurance Co.	1,100
✓ Newcomb Medical Center	1,024
✓ Tri-County Security	680
✓ National Rennoc	668
Durand Glass Manufacturing	650
✓ Training School at Vineland	620
Airwork Corp.	500
✓ Progresso Quality Foods	500
Foster-Forbes, Div. of National Can	375
Prudential Insurance (AARP)	375
✓ National Freight	368
FCI Fairton	340
Four Star Products	323
Wheaton Injection Molding	312
✓ Kontes Glass	265
✓ Comar, Inc.	250
Val Mode, Inc.	230
Wheaton Scientific	220
Seabrook Bros.	210
✓ Casa DiBertacchi	200
Jowa Security	197
Leone Industries	181
Seibel & Stern	180
Wheaton Tubing	170
✓ Venice Maid	170
Lucas Duralith	167
✓ Vineland Laboratories, Inc.	165

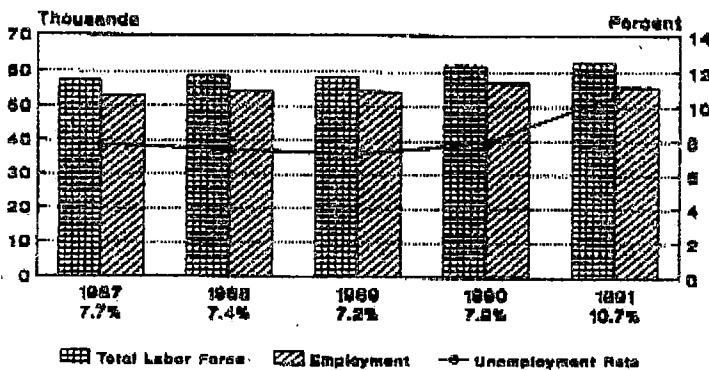
COMPOSITION OF INDUSTRY BY S.I.C. CODES - NEW JERSEY



COMPOSITION OF INDUSTRY BY S.I.C. CODES - CUMBERLAND CO.

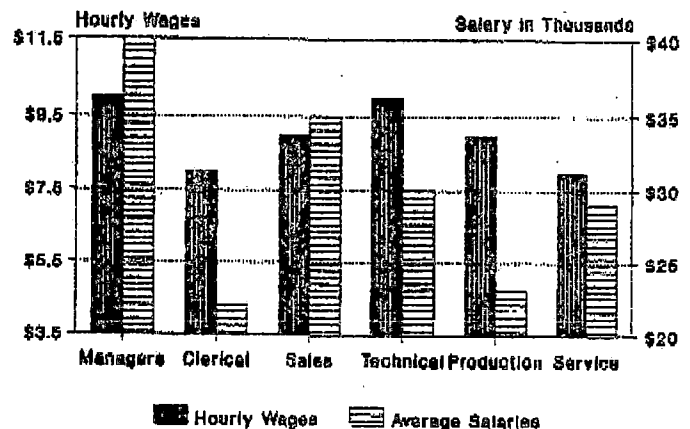


THE LABOR FORCE 1987-1991



umberland Co. Data Center

AVERAGE COMPENSATION WAGE & SALARY (1991)



Cumberland Co. Economic Development

THE WHITE HOUSE
WASHINGTON

Nix

October 19, 1992

MEMORANDUM

TO: JOHN KELLER
KATHY SUPER
STEVE PROVOST

FROM: GARY FOSTER *GF*

SUBJECT: SITE SURVEY FOR NEW JERSEY

Attached is the site survey for the President's trip to New Jersey on Thursday, October 22. As noted, the spontaneous lunch in Hamilton Township has been cancelled. Once Kathy has the other sites "scrubbed", implementation can begin. All the events will be outdoors, using the standard stump speech (toast lectern).

ATTACHMENTS

cc: Bob Zoellick
Margaret Tutwiler
David Bates
Tim McBride
David Demarest
Ede Holiday
Karen Groomes
Andrew Carpendale
Speechwriters

October 17, 1992


MEMORANDUM TO: GARY FOSTER
FROM: DOUG DUVALL
SUBJECT: SURVEY REPORT FOR NEW JERSEY
THURSDAY, OCTOBER 22, 1992

PROPOSED EVENT SCENARIO:

After the morning rally in downtown Vineland, the President would helicopter to Hamilton Township for an informal lunch with Congressman Chris Smith at a local deli. This event will be rather spontaneous and only open to press pool coverage. This will also allow the rest of the media to travel by bus to the next campaign stop in central New Jersey.

After lunch, the President would motorcade (10 min) or helicopter to the GE Astro Space facility where he would give an address to 1000+ employees. Upon conclusion of this event, the President would helicopter to Ridgewood, New Jersey where he will address an outdoor rally. After this final campaign stop of the day, the President would then helicopter to Newark International Airport where he would return to Washington via Air Force One.

PROPOSED SITE #2, HAMILTON TOWNSHIP:

 Congressman Chris Smith's office suggested the President would score political points by stopping by a local deli. The deli, called "Fred and Pete's", is located in Hamilton Township near Mercersville. The restaurant is inside a shopping center and is a favorite eating establishment for area residents. This would provide a human element to the day's campaign events and give the President a chance to eat and talk with average citizens.

I looked at the deli at 10:00 am and every seat was filled. Most of the customers were blue collar, middle class, and many were elderly. Since the restaurant is rather small, only the pool could cover the event. I did not pinpoint a landing zone, but I did notice several vacant parking lots behind some department stores within a mile of the deli.

It should be noted that Cong. Smith has a debate that afternoon in Philadelphia at 2:45. He would have to leave the Trenton/Princeton area by 1:30, so he would probably not be able to accompany the President to the GE Astro Space facility.

PROPOSED SITE #3, GE ASTRO SPACE:

GE Astro Space, a division of GE Aerospace, is headquartered in East Windsor, New Jersey. They have a 2 million square foot facility where they manufacture a variety of space satellites. GE Astro Space does approximately \$1 billion in sales per year. They have 4000 employees in either their E. Windsor headquarters or at their facility in Valley Forge, PA. The headquarters plant has over 2500 employees, and we expect attendance for the President's event to be over 1000.

GE Astro Space is quite diverse: 36% of their business base is commercial, 36% defense oriented, and 28% is Civil Space. One of their largest contracts is with NASA. GE Astro Space built the Mars Observer satellite as well as several others for earth and weather observation. They also produce defense meteorological satellites for the military and global positioning satellites. 25% of their sales (almost \$200 million per year) is from international clients. They have recently built a communications satellite for Japan, one for Intelsat, and they are conducting a job training program with Korea.

Due to the defense cuts in recent years, GE Astro Space did lay off 1200-1400 people within the past 2 years. However, now that the commercial winds have increased, they are beginning to hire back.

Even though their facility is over 2 million square feet, they do not have an area indoors which would hold more than 500 people. I would therefore propose the event to be held in the visitor's parking lot in front of the main entrance to GE Astro Space. The President could land at the corporate landing zone near the front entrance. He could be escorted into the east entrance and proceed to a conference room for a brief hold before exiting out the front door.

There are two visitor's parking lots in front of the building. However, one is rather close to the landing zone and that may pose security problems as well as problems with the rotor wash. I would also recommend the other lot because it has a staircase leading from the front door to the site. The President's stage could be placed with its back to the building while the press platform could be with its back to the service road. A banner could be hung from the side of the building.

GE Astro Space does not allow any political message to be on the banner, but they would agree to have a generic sign as long as it does not look like an endorsement. Something like, "Space Technology for the 21st Century" would be acceptable. The audience would be comprised of the employees of GE Astro Space and possibly their spouses. It would be most appropriate to have most of the audience seated.

PROPOSED SITE #4: RIDGEWOOD, NJ

Ridgewood is home to Congresswoman Marge Roukema. A suburb of New York City and Newark, Ridgewood is mostly upper middle class in income. It has a population of 28,000 and is predominantly Republican. There is also a large amount of people who have not declared, but they usually vote Republican. The President received 65-70% of the vote in 1988. Congresswoman Roukema is in pretty good shape for reelection, and she is willing to work hard to ensure a successful visit of the President to her district.

I propose the rally be held at Ridgewood High School. Ridgewood High looks more like a university than a high school because it is rather old, has a steeple, large pillars and a cement staircase leading down to the football field. I propose the rally be held in the football field.

The President could arrive to a back entrance of the school and use a classroom as a holding room. Another option would be just to have an enclosed tented arrival. In any case, the President could walk down into the football field as he is introduced on stage. The dais could be placed on the running track with the press platform in mid field. The school itself would be the primary backdrop. There are also permanent sets of bleachers on both sides of the field where we can put a band or a group of supporters.

Like any football field, the site is quite large and would be close to impossible to fill completely. However, with proper use of the press platform, ropes and barrels, portable bleachers, and food/refreshment stands, the event can be easily framed. Ridgewood High also has an intramural field which would be excellent for parking for the event. Ridgewood has had an ongoing problem of limited parking everywhere in the city, so necessary arrangements must be made. Both fields are fenced in with a gate connecting the two.

The intramural field would also make a good landing zone, but there is also a park within a mile of the high school which would work. The gymnasium or the cafeteria could be used for a press filing center.