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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 Draft Files
Subseries: Chron File, 1989-1993

OA/ID Number: 13648
Folder ID Number: 13648-013

Folder Title:
Burlington, Wisconsin 10/31/92 [OA 8485]

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October 29, 1992

MEMORANDUM FOR STEVE PROVOST
DAN MCGROARTY
RAY SILLER
CHRISTINA MARTIN
CLAIRE TURNEY ✓

FROM: CAROL AARHUS

SUBJECT: BURLINGTON, WISCONSIN LOCAL COLOR

Burlington is the first stop on the train trip (event time: approx. 9 a.m.). POTUS will motorcade from Racine to the Burlington train depot, deliver his remarks in front of the depot with the engine as his backdrop, board and ride off into the sunrise. This is the same site from where Governor Thompson began his campaign train trip in 1990.

Burlington Employment and Economics: Burlington is 30 miles from Milwaukee. Burlington population is approximately 9,000 -- although they are expecting to draw a crowd of 10-15,000. Local economy good; unemployment low. Burlington has been cited by the local planning commission as having great potential to become an industrial center by the year 2010. They are planning to widen a highway (to 4 lanes) that is currently the main artery between Milwaukee and Burlington.

Burlington has been one of Racine County's fastest-growing communities over the last 20 years, growing 19.2% from 1970-1990 -- a time when the county as a whole grew only 2.5%.

Burlington's two largest employers are Nestle Foods (650 employees) and Foster Forbes Glass (400 employees). Enterprises in the industrial park employ an average of about 15 people each.

Great Local Touches: Burlington bills itself as "Chocolate City, USA" since the Nestle plant is located there. In fact, the mayor says that the President will probably be able to smell chocolate since the factory will probably be operating at that time.

Also, "Fred burgers" (burger w/ grilled ham, fried onions, green peppers, and swiss cheese) have drawn fans from as far away as Milwaukee and Chicago. They have been proclaimed the "World's Best Burgers" by the owner of Fred's Parkview, Fred Mabson. Everyone in the community knows about Fred Burgers. Maybe POTUS could say, "It's great to be here in Chocolate City, USA. I'm only sorry I don't have time to stay for one of the world's best burgers -- a Fred burger."

-- continued --

Great Local Touches cont'd.: Burlington has a "Liar's Club" -- everyone in the community knows about it. The club was founded in 1929 by reporters who would get together on slow news days and concoct stories about how the old-timers of Burlington gathered together to see who could tell the best lie. The first-year champion was a man whose lie was: "I never told a lie in my life." Other champion lies have included: "Our town is so strict about litter laws that anyone will be fined \$50 for telling a dirty joke"; "We were so poor in our youth that our parents couldn't even afford window shopping"; "Your sister is so thin she plays hoola-hoop with a Cheerio". So as you can see, this is pretty hokey stuff. The mayor is hoping that we can get POTUS to come up with a lie, or make up a line that Clinton supposedly said, so that one of them can be inducted into the Club. I have given Ray a copy of what the mayor faxed me so that we can work on it here.

Nestle has donated chocolate so that the city could have a chocolate train engine carved as a gift for POTUS. They are also giving him a chocolate key to the city. Make sure POTUS says something about it being "Chocolate City, USA". Thanks.

They are asking the children to come to the event dressed up in their Halloween costumes, so that after the President leaves they can go into town where they will have the usual Halloween events: food, games, scary music piped throughout the stores, pumpkin-carving, fire truck displays, etc.

Pertinent Campaign Issues: NAFTA, and small business initiatives.

Contacts:


Site Lead: Lyn Kennelly

Press Lead: Scott Fassett

Mayor Jeannie Hefty: 414-763-7996

29 OCTOBER 1992

MEMORANDUM FOR STEVE PROVOST
DAN MC GROARTY
CHRISTINA MARTIN
CLAIRE TURNEY
RAY SILLER

FROM: J. BUNTON 
SUBJECT: SUSSEX, WISCONSIN // COLOR

SITE:

From Burlington to the Village of Sussex, the second stop // then on to [Osh Kosh]. Around 10:30 a.m. POTUS speaks from back of train to audience of 10,000. POTUS right is Sussex Lumber "The Do It Center". POTUS north-northwest 100 yds. away is Quad Graphics, which prints TIME, NEWSWEEK, U.S. NEWS, SPORTS ILLUSTRATED, and WORLD REPORT and PLAYBOY -- maybe an appropriate gentle ribbing for "Annoy the Media, re-elect Bush" sticker. An ink plant for Quad Graphics is south-southwest of POTUS. [Elect me or Clinton'll open up a whole new market for red ink.]

The CEO of Quad Graphics is a Democrat -- and is supportive of POTUS -- he's hanging a "In George We Trust" banner from the Quad Graphics building and Advance says he's being cooperative --- however, he has not publicly endorsed POTUS.

POTUS INTRO: Gov. Thompson
ACKS: State Sen. Margaret Farrow, Paul Fleischmann,
President of the Village of Sussex, local high school bands

When Advance picked Sussex for it's beauty -- little did they know what they stumbled on to ... the last 12 years of Republican rule have helped make Sussex what it is --- While Bill Clinton ran Arkansas down -- look what Republican leadership helped Sussex built up:

Town historian Fred Keller says: "The Reagan-Bush years have been great for Sussex and the local work force. What was a series of corn and hay fields for a struggling farm became an industrial park in 1980. Today there are thousands of good jobs in this orderly, clean industrial park [train stops in a part of the industrial park] that you can see just to the east of us. Sussex has had phenomenal population growth as workers have flocked to the community for jobs. A new subdivision, Eagle Ridge, doesn't even have its roads in, and already over 80 of its 100 lots have been sold. Sussex has grown 13% in population in the last 2 years. Sussex says, "Where is this recession" the press is always talking about?

The Sussex Story, 1980-1992:

A record of impressive community growth and development built upon a solid Wisconsin economy, low interest rates, midwestern work ethic, public-private cooperation, and high quality of life.

	<u>1980</u>	<u>1992</u>	<u>% Change</u>	<u>Net Change</u>
Population:	3,482	5,699	64%	2,217
Housing				
Single Family:	785	*1,375	75%	590
Multi-Family:	152	*773	408%	621
Two-Family:	30	*130	333%	100
Manufacturing Employment:	128	*3,169	2,375%	3,041

Unemployment in 1980 was 5.1% / in 1990 it was 2.1%

Industrial Space: 1980: 124,000 sq. ft. / 1992: 2,028,000 sq. ft.
/ % change 1,535 % / net change 1,903,680 sq. ft.

Manufacturing tax base: 1986: \$17,941,100 / 1992: \$59,185,400 / % change: 229% / net change: \$41,244,300

Equalized Value of Tax Base: 1980: \$77.5 million / 1992 \$261 million / net change \$183.5 million / % change 237%

* estimate

[Compiled by Mooney, LeSage - real estate brokerage, management, consulting, investment and developmentreferred by Sen. Farrow.]

"WCTC" Waukesha County Technical College [commonly called WCTC] is one of the best international trade curriculum -- people come from all over country to study -- well known program.

All the kids in the Village of Sussex went trick or treating last Sunday [the 25th]. A few years back there was a horrible episode of altered candy [needles, razors, etc.] so the town changed trick or treating to the Sunday before Halloween -- during the day.

Dilly's Bar and Grill is the local "in" place for the 21-34 crowd ... some of the older folks dine there too -- know for all you can eat ribs [Tell Tim McBride].

History:

Sussex, Waukesha County, was settled by the three Weaver brothers in 1834 who laid out the village to resemble their hometown of Sussex, England. In 1842 they built St. Alban's Episcopal Church as a copy of the church in England's Sussex. Dick Weaver made a fortune by raising hops, hanging them out to dry on long tamarack poles.

Military Service:

In the Civil War Alfred Weaver, son of the founder of the community {James Weaver} volunteered in Aug. 1862. He became the flag bearer for the Wisconsin 28th Volunteer Infantry Regiment. In 1898 the community turned out on the steps of Town Hall to welcome home the local veterans of the Spanish American War. WW I saw local butcher, Claude [Butch] Kaderbek [Kad-er-A-bek] got to France with the American Expeditionary Forces under Gen. Black Jack Pershing. WW II saw Scout Master Swen Magnusson raise up to Captain and be captured at the Battle of the Bulge. Ray Podolske (Pod-ol-ski) was a B-17 navigator when he was shot down, and taken captive in Fortress Europe. Emory Horne was killed in his B-17 Fortress crash in Germany. Ray Mudlitz was killed in the Battle of Hurtgen Forrest, Germany. The Vietnam War saw the community lose Mike Wilson and Bruce Nettesheim. A local Eagle Scout, Bob Miklautsch flew out of the Red Sea, off an aircraft carrier to fight in Desert Storm.

Town historian Fred Keller says Sussex was founded by Mr. James Weaver [in around 1834] who had 16 kids -- "they call him the Father of Sussex, in more ways than one."

CONTACTS:

LEAD -- Hopson Nance: 414-547-0201
SITE -- Warren Hendricks / Staff office: 414-524-0364 / 0241 / 0571 / fax: 0491
Scott Jensen -- Exec. Dir. BQ WI 414-821-1992
Gov. Office - Rich Longabaugh O) 608-266-2893 / H) 414-241-6595
Charlie Davis - BQ Vol. 414-782-4031
Sussex Historian -- Fred Keller H) 414-246-3603 / O) 414-246-5200
Sen. Margaret Farrow O) 608-266-9174 / D) 414-782-1261
Rep. Lolita Schneiders O) 608-266-3796 / D) 414-251-0139

EXECUTIVE OFFICE OF THE PRESIDENT

26-Oct-1992 05:42pm

TO: (See Below)

FROM: Carol B. Aarhus
Office of Communications

SUBJECT: Train Trip

In General: The train trip will take place on Saturday, October 31 -- Halloween. This means we should come up with some good Halloween lines for the speeches. I came up with some on the train, but we should probably think of a few for each stop.

I don't think the trip has been announced, but there are rumors in all the Wisconsin newspapers about POTUS coming. They know he's coming to Wisconsin, they just don't know what towns. Someone needs to be in charge of checking with the press office to find out when the trip has been officially announced.

The President will be traveling on the Wisconsin Central Ltd. train line. They are primarily a cargo line, and haul a lot of paper, coal, and lumber. They are non-union and have increased employment something like 56% since they began in 1987. They have just begun an inter-modal service, in order to keep 18-wheelers off the road, which is kind of part of the President's ISTEPA plan. For more info on the train line, call John Bradshaw, the VP and General Manager of Wisconsin Central Ltd. at 715-345-2472. I also have some fact sheets about it in my office.

POTUS will fly into Milwaukee on Friday, October 30 and drive to Racine, WI where he will do the Larry King show that night. He will RON in Racine and in the morning, he will motorcade to Burlington, WI where the train tour will begin.

All along the train route there are open fields, farms, marshes, etc. They haven't yet decided how many slow-downs they are going to do, but there will be some areas of woods and meadows so that POTUS will have a chance to rest. This is going to be a looooooong train ride for a one-day trip. I have a map of the train route, in case anyone wants to see the geography of it. It arcs north-northwest across the state.

Harry Truman also did train trip through Wisconsin. Maybe an intern can pull some of his speeches from it.

Leslie Gromis will be doing acknowledgments for the whole trip. She will be working out of the command center in Racine. I'll call her on Thursday or Friday to get a preliminary list of acknowledgments for everyone's speeches so we don't bother her with five phone calls from five different people. Count on Governor Thompson to be mentioned in every speech. I think he'll be riding the train the whole way.

Other contacts in general:

- ** Suzanne Faulk -- in command center in Racine; call thru Signal
- ** Scott Jensen, Exec. Dir. of BQ Wisconsin. He's also a State Representative and used to work for Gov. Thompson. Scott's number is 414-821-1992.
- ** Peggy Dooley is one of the Governor's speechwriters, and can help with Wisconsin general research questions. She can be reached at 608-266-1212.

BURLINGTON, WISCONSIN -- Aarhus

Site lead: Lyn Kennelly

Press Lead: Scott Fassett

Event time: approx. 9 a.m.

Local area businesses: Trust-Worthy Hardware

Clinton's Home Building Center/Lumber and Millwork (The manager's name is Bill, but his last name's not Clinton. The owner isn't really around and no one knows who he is) -- The train will pass by Clinton's, so I'm sure the press will have a heyday. If only we could get the owner to endorse us...

American Family Insurance

Hi-Liter Graphics, Inc.

Nestle -- town is called Chocolate City

Fred's Parkview: World's Best Burgers

Veteran's Memorial Park (has bingo)

The Corner Pub: food and Drink

Mayor: Jeannie Hefty, 414-763-7996

Local economy is good. Unemployment is low. Burlington is slated to be an industrial center by the year 2010. They are planning to construct a four-lane highway from Milwaukee through the Burlington area. Milwaukee Journal has done a number of pieces on Burlington. Call the mayor and she will fax them. Burlington population is around 10,000.

Event site: Burlington Train depot. Nothing scenic. Empty buildings and warehouses. Have press advance person scout out why they're empty. POTUS will speak from front of train; engine will be backdrop. This is the same site that