

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. letter	Bill Clinton to Dr. and Mrs. Lloyd Huisinger (1 page)	08/31/2000	P6/b(6)
002. form	re: Leave request (1 page)	ca. 2000	P6/b(6)

COLLECTION:

Clinton Presidential Records
Domestic Policy Council
Cathy Mays
OA/Box Number: 18518

FOLDER TITLE:

Chron File August 2000

2011-0005-S

rc643

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

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

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

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]
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- 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]

Withdrawal/Redaction Marker

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Peter G. Kelly

One State Street, P O Box 231277
Hartford, Connecticut 06123-1277
Telephone (860) 548-2601
Facsimile (860) 548-2680

August 7, 2000

cc: Bruce Reed ✓

John D. Podesta
Chief of Staff
The White House (West Wing)
1600 Pennsylvania Avenue, NW
Washington, DC 20500

Dear John:

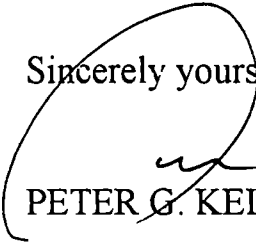
Enclosed is a letter, together with enclosures, describing a momentous event—the recovery of the 100th missing child under a 15 year old program sponsored by ADVO, the U.S. Postal Service and NCMEC.

The President, during his conversation with Gary Mulloy and Vince Giuliano at Dick Richman's home on May 17, expressed great interest in the program.

It occurs to me that it would be appropriate and effective to recognize the participants in this program. Hence, I bring it to your attention.

Thank you.

Sincerely yours,


PETER G. KELLY

Peter G. Kelly

One State Street, P O Box 231277
Hartford, Connecticut 06123-1277
Telephone (860) 548-2601
Facsimile (860) 548-2680

August 7, 2000

COPY

The Honorable William J. Clinton
President
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

My Dear Mr. President:

During your May 17, 2000 visit to Greenwich, Connecticut, you met with Gary Mulloy, Chairman and CEO, and Vince Giuliano, Senior Vice President, of ADVO, Inc.. ADVO is a major Connecticut Company and our country's largest full-service direct mail marketing company.

During their brief conversation with you, they described ADVO's *America's Looking For Its Missing Children Program*. Since 1985, ADVO, together with the National Center for Missing and Exploited Children and the U.S. Postal Service, have distributed over 40 Billion pictures of missing children on ADVO's detached address labels. As of their conversation with you in May, 99 children (or 1 of 7 featured) have been recovered as a direct result of the program.

On July 31, 2000, ADVO joyously announced the recovery of the *100th Missing Child*—resulting in the reunion of a 5 year old Pennsylvania girl with her mother, following an 18 month abduction.

I thought you would want to know of this momentous event.

Thank you for your interest.

Sincerely yours,

PETER G. KELLY

cc. John D. Podesta, Chief of Staff ✓
Steven J. Ricchetti, Deputy Chief of Staff



NEWS[®]

FROM ADVO, INC.

FOR IMMEDIATE RELEASE

CONTACT: Sarah Bisbee/Steve McKay
Healy Communications
312/440-3900

ADVO RECOVERS 100th MISSING CHILD THROUGH ITS HAVE YOU SEEN ME?[®] DIRECT MAIL CARDS

Return Of Abducted Pennsylvania Girl Marks Milestone In 15-Year Effort To Recover Missing Children

WINDSOR, CT – July 31, 2000 – ADVO, Inc., today announced that the recent joyous reunion of a 5-year-old Pennsylvania girl with her mother, following an 18-month abduction, is the 100th safe recovery of a missing child resulting from ADVO's familiar *Have You Seen Me?*[®] direct mail cards. In partnership with the National Center for Missing & Exploited Children (NCMEC) and the United States Postal Service, ADVO launched the *America's Looking for Its Missing Children*[®] program in 1985.

This emotional story mirrors the equally dramatic reunions of 99 other children who've been successfully reunited with their families as a direct result of the program during the past 15 years. The recovery was made possible by a young law student who notified the National Center when he recognized Kathleen Mooney's picture on an ADVO card he received in his New Orleans mailbox. The man had encountered the girl and her abductor months before while on vacation in Honduras.

-more-

The NCMEC immediately alerted the FBI, which undertook an exhaustive search involving the Honduran authorities. Early last week, the FBI was able to locate the precise whereabouts of the child on the Honduran island of Roatan. Kathleen was flown to Miami for a long-awaited reunion with her mother on Tuesday, July 18.

“I just can’t believe it, to have my daughter back is overwhelming,” said Kathleen’s mother, Vicki LePosa, who had searched relentlessly since her daughter was abducted a year-and-a-half ago. “And for her return to make history for this program is equally unbelievable. I want to tell everyone how important it is to pay attention to pictures of missing children. Pictures are often the only hope parents have when faced with this kind of ordeal.”

“There’s no more important work than finding and helping missing and exploited kids,” Pennsylvania Governor Tom Ridge said. “I commend the cooperative effort that reunited this missing child with her family in Pennsylvania.”

“Employees of the United States Postal Service are thrilled to hear about Kathleen’s safe arrival home,” said Postmaster General William J. Henderson. “Visiting every household, every day provides us the unique opportunity to partner with organizations such as ADVO, Inc. and the National Center for Missing & Exploited Children to make a meaningful difference in the communities where we live and work. We will continue to use our nationwide resources to protect America’s children and help those who are missing.”

-more-

“Pictures are the number-one tool parents and law enforcement officers have in the search for a missing child,” said Ernie Allen, President of the NCMEC. “No program has done more to demonstrate the power of pictures than ADVO’s, and we personally commend all its employees for their heartfelt and long-term commitment to the plight of missing children. We are excited about the program’s 100th recovery – it’s a highly significant milestone in our partnership.”

“We are grateful to this ‘unsung hero’ and to the public for taking the time to look at the pictures of missing children they receive in their mailboxes,” said Vince Giuliano, ADVO’s Senior Vice President of Government Relations and founder of the *America’s Looking for Its Missing Children®* program. “Because of the public’s attention to the pictures, 100 children are back home where they belong. The American people have proven once again that picture programs work.”

“I am very proud to share this moment with the thousands of ADVO associates who over the years have played such an important role in all 100 recoveries,” said ADVO Chairman and Chief Executive Officer Gary Mulloy. “ADVO will continue to help educate the public about the importance of pictures and to utilize its direct marketing expertise toward protecting our nation’s most innocent. Toward those goals, a commemoration of this 100th recovery, to include government officials, NCMEC and USPS officials, will be held in Washington, DC in the near future. It is our intent that this milestone celebration will give hope to searching parents, and will focus the nation’s attention on the importance of picture programs and the goals of the National Center’s ‘Picture Them Home’ campaign.”

-more-

In partnership with the National Center for Missing & Exploited Children and the United States Postal Service, ADVO and its direct mail partners has been distributing pictures of missing children on its familiar *Have You Seen Me?*® direct mail cards to up to 79 million homes nationwide each week. As one of the longest-running and most successful public-private initiatives in the country, the cooperative program has helped to recover approximately 1 out of every 7 children featured on the cards since 1985. In total, more than 40 billion pictures of missing children have been distributed to date.

ADVO is the nation's largest full-service targeted direct mail marketing services company with annual revenues of over \$1 billion. ADVO specializes in shared and solo direct mail services and provides Microtargeting® solutions at an affordable price for its clients' print advertising needs. The Company's core shared mail program is distributed nationally to approximately 60 million households weekly. Approximately 30 million households can be reached, on a shared mail basis, through ADVO's National Network Extension® (A.N.N.E.®). ADVO's wholly owned subsidiary, MailCoups, Inc., produces Super Coups™, a cost-effective, direct mail-based advertising solution for local neighborhood businesses which utilizes an envelope format. ADVO has 20 mail processing facilities and 65 sales offices nationwide. ADVO's corporate headquarters are located at One Univac Lane, Windsor, Connecticut 06095. The Company can be visited at its Web site at www.advo.com.

Interviews Available

Vince Giuliano, Founder, *America's Looking for Its Missing Children*® Program

Vicki LePosa, Mother of 100th Recovered Child Kathleen Mooney

Ernie Allen, President, National Center for Missing & Exploited Children

William J. Henderson, United States Postmaster General

Gary Mulloy, Chairman and Chief Executive Officer, ADVO, Inc.

To set up interviews or for additional information, please contact Sarah Bisbee or Steve McKay of Healy Communications at 312/440-3900, or via e-mail at sb@healyco.com.

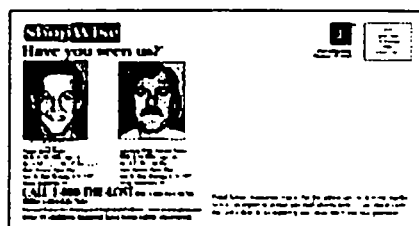
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Information Center

[Information Center](#)
[External Site](#)
[Site Search](#)
[Feedback](#)
[Help Center](#)
[Directory](#)
[WebAccess](#)

America's Looking For Its Missing Children® Program


[Poster Program](#)
[Program Brochure](#)
[Project Find-A-Child](#)

Our Program Works -- 99 Recoveries to Date!

ADVO's America's Looking For Its Missing Children Program® is the largest and most successful public service effort of its kind in the country. Since 1985, together with the National Center for Missing and Exploited Children (NCMEC) and the U.S. Postal Service, we've distributed over 40 billion pictures of missing children on our detached address labels. To date 99 children, or approximately 1 out of every 7 featured, have been recovered as a direct result of the program.

How It Got Started

ADVO's program was the idea of associates in our Columbia, MD, branch after watching the 1984 movie, "Adam," profiling the abduction and murder of Adam Walsh, son of TV host John Walsh. Our associates believed that, by printing pictures of missing children on our direct mail cards - which already reached millions of Americans - we could help recover missing children. Vince Giuliano, SVP of Government Relations, agreed and brought the idea to the NCMEC, USPS and the Reagan White House. The idea was turned into a reality on May 25, 1985 - National Missing Children's Day.



[Program Goals](#)

The Program Today



In 1998, ADVO began applying the same targeting technology we use for our business to help in the search for missing children. To take advantage of FBI intelligence on the likely whereabouts of a missing child, ADVO now targets children's pictures to one of six zones around the country. Cases without geographic-specific leads are distributed to over 60 million homes nationwide over a 6 week period. We've also tapped into our strong ANNE® network to extend our national picture distribution by approximately 19 million households, bringing our total to 79 million homes per week.

Program Acknowledgments

ADVO's Missing Children Program has been featured in The New York Times, CNN, the Today show, Good Housekeeping, Family Circle, Woman's World magazine, Oprah, the Leeza show, and many more national and local media outlets. The program has received two Presidential awards and has been honored by numerous Congressional leaders.

[View press release](#)



TO: ALL ADVO ASSOCIATES
FROM: VINCE GIULIANO, SVP GOVERNMENT RELATIONS
LOCATION: WINDSOR
DATE: JULY 28, 2000
SUBJECT: 100th MISSING CHILD RECOVERY



Kathleen Mooney

***Tulane Law Student Receives ADVO Card
Leads FBI To Missing Child in Honduras***

I am pleased to announce that after an 18-month international investigation, Kathleen Mooney, of Easton, PA, has been safely recovered on the island of Roatan, Honduras as a direct result of a lead produced by ADVO's missing child card.

Kathleen was abducted by her non-custodial father, Dominic Mooney, on October 16, 1998 at the age of four. During the month of October 1999, the National Center for Missing and Exploited Children requested that ADVO begin a nationwide mailing of missing child cards featuring Kathleen and her father. During the week of November 7-13, 1999, ADVO's Houston branch distributed those cards to New Orleans, where a Tulane University law student received one in his mail. Upon receiving the card, he recognized Kathleen and Dominic as people he had seen while he was on vacation in Honduras months earlier. He phoned the National Center and told them that he had seen the two on Roatan, an island off of Honduras. The NCMEC contacted the FBI with the information, and the intensive investigation continued with the cooperation of local, state, federal, and international authorities.

Eight months later, on July 18, 2000, Dominic Mooney was taken into custody by the FBI in Miami, Florida, after having been detained on Roatan by the Honduran National Preventive Police and the Honduran Immigration Authorities. Kathleen's mother, Vicki LePosa, met her daughter in Miami for a tearful, yet happy reunion.

"I just can't believe it, to have my daughter back is overwhelming," said Vicki LePosa. "And for her return to make history for this program is equally unbelievable. I want to tell everyone how important it is to pay attention to pictures of missing children. Pictures are often the only hope that parents have when faced with this kind of ordeal."

Kathleen's recovery marks a milestone event in the history of ADVO's America's Looking For Its Missing Children® program – our 100th missing child. Since 1985, ADVO associates have worked relentlessly to help bring missing children home to their families. Without you, this program would not exist, and 100 children could still be missing from their homes. With your support and dedication, ADVO's program offers so much hope to so many people. So celebrate our success today, and throughout the next year, for we are truly experiencing a unique moment. Thank you all, and congratulations to everyone for helping 100 missing children to be reunited with their families!

Shop Wise

Have you seen me?®



Name: Cherrie Mahan
 DOB: 8/14/1976 Age: 23
 HT: 4'2" (at age 8) WT: 68 lbs. (at age 8)
 Hair: Brown Eyes: Hazel
 Sex: F Date Missing: 2/22/1985
 From: Pittsburgh, PA



Cherrie Mahan
 Age-progression sponsored by
 Associates of ADVO, Inc.

CALL 1-800-THE-LOST (OR 1-800-843-5678)
www.missingkids.com

Thanks to the American public, since 1985, ADVO's program with the National Center for Missing and Exploited Children has helped safely recover 98 missing children, or approximately 1 out of every 7 children featured.



One Univac Lane
 Windsor, CT 06095

ECR
 PRSRT STD
 US Postage
 PAID
 ADVO, INC.

Postal Service Regulations require that this address card be delivered with its accompanying postage paid SHARED mail advertisements. If you should receive this card without its accompanying mail, please notify your local postmaster.

**ADVO'S
AMERICA'S LOOKING
FOR ITS MISSING
CHILDREN® PROGRAM**



Have You Seen Me?™

**...1 Out Of Every 7 Children
Safely Recovered Since 1985**



***In Partnership With
The National Center For
Missing And Exploited Children
And The United States Postal Service***

MISSING CHILDREN: A NATIONWIDE TRAGEDY

Cherrie Ann Mahan was pulled into a van as she got off her school bus in Pennsylvania...Etan Patz disappeared one morning on his way to school in New York City...Jacob Wetterling was taken from his bike by a gun-wielding stranger in Minnesota. Neither Cherrie Ann, Etan nor Jacob has been seen since. And the list goes on and on.

"As a parent, you never stop searching for your missing child. You look for them everywhere. In the supermarket, at movie theaters, on the streets. And you can only hope and pray that others are looking for them, too."

*- Patty Wetterling, mother of
Jacob Wetterling, missing
since October 22, 1989*

The facts are staggering. Each year, according to the U.S. Department of Justice, as many as:

- 163,200 family abductions occur
- 114,600 non-family abductions are attempted
- 4,600 non-family abductions are reported
- 300 abductions by non-family members occur where the children are gone for long periods of time, or are murdered

mailboxes asks...
Have you seen me?



Cherrie Ann Mahan
DOB 6/14/76 Age 8
5'4" 47" Wt. 60 lb.
Hair Brown Eyes Hazel
Scars 7 Date Missing 2/7/85
From Pittsburgh, PA

CALL 1-800-THE-LOST (OR 1-800-843-5678)
www.missingkids.com
For Missing and Exploited Children
...for Missing and have been safely recovered.

THE POWER OF PICTURES ...AND THE MAIL

Pictures are the number one way that missing children are recovered. ADVO, Inc., with the National Center for Missing and Exploited Children (NCMEC), the United States Postal Service (USPS), and ADVO's shared mail partners, distributes pictures of missing children on its direct mail address cards to nearly 80 million homes nationwide each week. Each *Have You Seen Me?*TM card features the child's description, a photo of the alleged abductor when possible, and the toll-free number for the NCMEC.

Since the program began in May 1985:

- Over 30 billion pictures of missing children have been distributed
- Over 90 missing children have been reunited with their families
- 1 out of every 7 children featured has been safely recovered

"To many parents of missing children, ADVO provides an unparalleled opportunity to reach millions of people each week and involve them in the search for their child. One out of every seven children featured is recovered as a direct result of someone, somewhere, picking up their mail and recognizing that child's picture. We are tremendously grateful to ADVO for their commitment to our cause."

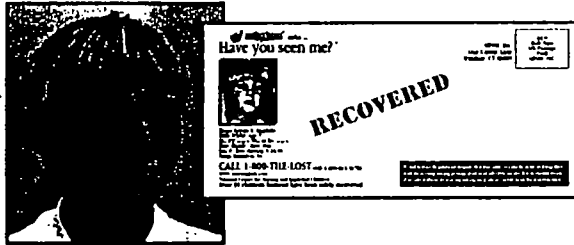
*- Ernie Allen, President
NCMEC*

ADVO, Inc.
One Univac Lane
Windsor, CT 06095

Printed by the 16 guidelines require that this ad...
with its accompanying postage paid mail advertisement. If you...
this card without its accompanying mail, please notify your local postmaster.

Krystle Bondello: A Quick & Safe Recovery

Photo By Debbi Morillo



Krystle Bondello

Krystle Bondello had been missing for over two years, after being abducted by her non-custodial father. In December 1995, ADVO distributed the 7-year-old girl's picture to millions of homes nationwide. Strong leads were immediately generated by the card, enabling the NCMEC to quickly redirect authorities from the girl's home state of Pennsylvania to California. Krystle was safely reunited with her mother in just one week.

Eric Wetselline: A Special Christmas Present



Eric Wetselline

Eric Wetselline was just two weeks old when he was abducted out of his crib in his Dallas home. His searching family had only hope and a birth picture of Eric when he was scheduled to appear on ADVO's cards 15 months later.

On Christmas Eve 1987, a social worker in Texas received the card in her mail. She suspected that the infant pictured was the same unidentified toddler who had been turned over to the Texas Department of Human Services, and was now in her care. She called the NCMEC's hotline and soon learned that the child she was about to place into an adoptive home was indeed Eric.

America's Looking For Its Missing Children



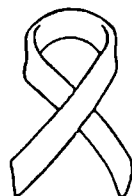
ADVO's Vince Giuliano reunites with a group of recovered children on the 10th anniversary of the program.



NCMEC President Ernie Allen and U.S. Postmaster General William Henderson (back left and middle) present gifts to Krystle Bondello, Eric Wetselline and their families at a special USPS event. ADVO associates are also pictured.



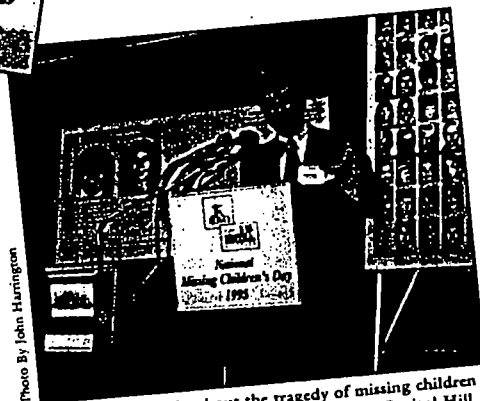
An ADVO associate prepares missing children cards for distribution.



The white ribbon: a national symbol for all missing children.



Recovered siblings (l. to r.) Heather, Hans and Laurel Hodges



John Walsh speaks about the tragedy of missing children at ADVO's 10th Anniversary Luncheon on Capitol Hill.

PROGRAM HISTORY



Adam Walsh

It was the emotional September 1984 television movie, "Adam," recounting the abduction and murder of Adam Walsh, son of television host John Walsh, that spurred ADVO associates into action.

The first cards were distributed on National Missing Children's Day, May 25, 1985. They featured the picture of eight-year-old Cherrie Ann Mahan. Sadly, Cherrie Ann, whose age-progressed photo has twice since been distributed by ADVO, is still missing.

"I feel deep in my heart that the service you provide is the most effective way there is to find a missing child because not everyone watches television, but everyone gets the mail. I can say with sincere honesty that without your help, I would still be looking for my son."

- Bill Hall, father of Jonathan Hall, recovered April 28, 1992

As the nation's largest direct mail marketer, we knew that Americans pay attention to messages received in their mailboxes. We believed that if we could use our extensive national reach to get pictures of missing children into the hands of millions of Americans, we could help bring these children home.

Jeb and Rod Wilkins: Proof of Pictures' Power

In 1993, Jeb and Rod Wilkins were abducted from their Oklahoma home by their father and taken to a small town in



Jeb & Rod Wilkins with their mother Scarlet

Hawaii, where they eluded authorities for three years. Even though ADVO's cards did not reach Hawaii, their power did.

In 1996, Jeb and his alleged abductor were featured on ADVO's cards. A family in California recognized Mr. Wilkins as a clerk who had worked in their grocery store when they lived in Hawaii months earlier. The boys are now back home with their mother, who never gave up hope of finding them.

Donielle Dougherty: Then and Now



Donielle Dougherty

Donielle Dougherty was only eight when she was abducted from Seattle by her non-custodial mother in 1988. One year later, on Valentine's Day, she was reunited with her

father, after a classmate recognized her photo on an ADVO card.

Like many children recovered through ADVO's program, Donielle has stayed in touch with us over the years. Now a college student, she continues to serve as an inspiration to everyone involved in the missing children program.

PROGRAM GOALS

To Help Recover Missing Children

To Raise Awareness and Sensitivity to the
Problem of Missing and Exploited Children

To Serve as a Deterrent to Would-Be Abductors

To Make Sure No Child is Forgotten,
Regardless of the Number of Years Missing

PROGRAM AWARDS

Award of Excellence
Adam Walsh Child Resource Center

Steuben Glass Tetrahedron for Private Sector Initiatives
President Ronald Reagan

President's Child Safety Partnership Award
President Ronald Reagan

Corporate Citizenship Award
The National Center for Missing and Exploited Children

Distinguished Service Award
National Ladies Auxiliary of the Jewish War Veterans

ADVO GRATEFULLY ACKNOWLEDGES:

The National Center for Missing and Exploited Children

The United States Postal Service

The Federal Bureau of Investigation and
Other Law Enforcement Officials

The U. S. Department of Justice
Office of Juvenile Justice and Delinquency Prevention

Our ANNE Direct Mail Partners

Our Clients and Printers

The American Public

