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CEO [Chief Executive Officer] Council-Action Plan

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MAY 15 1966

CEO LIST OF SUPPORTERS

Paul Allaire	Xerox
Truman Arnold	Arnold Companies
Clarence Avant	Motown Record Company
Curtis (Hank) Barnette	Bethlehem Steel
Michael Blumenthal	Lazard Freres
William Bowen	First Commercial Bank
Curt Bradbury	Worthen Banking Corporation
Eli Broad	
Edgar Bronfman, Jr.	Seagrams
John Bryan, Jr.	Sara Lee
John Bryson	Southern Cal Edison
Barbara Blum	Adams National Bank
Ron Burkle	Yucaipa Companies
M. Anthony (Tony) Burns	Ryder Systems
Finn Casperson	Beneficial Financial
Merle Chambers	Axem Resources
Emma Chappell	United Bank of Philadelphia
Luther Cochrane	McDevitt Street Bovis
Marshall Cogan	
Bob Denham	Saloman, Inc.
Ronald Dozoretz	First Hospital Corporation
Walter Elisha	Springs Industries, Inc.
Edward Gardner	Soft-Shenn Products
David Geffen	Geffen Records
Steve Green	Samsonite

Dick Haas	Levi Strauss
Sidney Harman	Harman International Industries
Robert Hefner	GHK Company
Richard Herget Jr.	Rebasman Insurance
David Hurd	Principal Mutual Life
Glenn Hutchins	Blackstone
Richard Jenrette	Equitable Life Assurance Company
James Johnson	Federal National Mortgage Assn.
Robert Johnson	Black Entertainment Television
Robert Jordan	Jordan Lumber
Ken Lay	Enron
Alan Leventhal	The Beacon Companies
Jerry Levine	Time Warner
Arthur Levitt	
Delano Lewis	C & P Telephone
Bruce Llewellyn	Philadelphia Coca Cola Bottling Co.
Hugh McColl	Nationsbank
Paul Montrone	Fisher Scientific Int'l Inc.
Lewis Manilow	Darome Teleconferencing
Jerry Maulden	Arkansas Power & Light
Stuart Moldaw	Ross Stores, Inc.
Thomas Murphy	Capital Cities/ABC
James O'Connor	Commonwealth Edison
Stephen Oxman	Wasserstein Perella & Co.
Alan Patricof	Patricof & Co. Ventures
Lawrence Perlman	Ceridan
Abe Pollin	Washington Bullets

Bruce Ratner	Forect City Ratner
Sanford Robertson	Robertson, Stephens & Company
Felix Rohatyn	Lazard Freres
Ed Romero	Advanced Sciences
Phil Rooney	WMX
Jack Rosen	
Miles Rubin	National Direct Marketing
A. R. Sanchez	Sanchez, O'Brien Oli & Gas
Howard Schultz	Starbucks
Bernard Schwartz	Loral Corporation
Larry Shaw	Shaw Foods
Walter Shorenstein	
Frank Shrontz	Boeing
Stan Shuman	
Jonathan Silver	Weybridge Holdings, Inc.
Jack Smith	GM
Carl Spielvogel	United Auto Group, Inc.
Jay Stein	Steinmart, Inc.
Jonathan Tisch	
Maria Elena Torano	META

Draft -- May 1, 1995

CEO COUNCIL
ACTION PLAN

GOAL

To strengthen or establish relationships between the White House
and up to 400 leaders from the business community

SUMMARY PLAN

- **ESTABLISH CEO COUNCIL**
 - Composed of key CEOs, supporters, donors, etc.
 - Approximately 20 members
 - Chaired by Paul Montrone, CEO of Fisher Scientific
 - Meet with principals at WH every month to discuss:
 - Business outreach efforts/plans
 - General business issues
 - Administration issues/priorities/updates
 - Industry specific topics/plans
 - Increased access to WH sr. staff, business liaison staff, etc.
- **ESTABLISH UP TO 20 "SUBGROUPS"**
 - Each member of CEO Council responsible for coordinating one "subgroup"
 - Each "subgroup" has a focus (industry, geographic, or issue)
 - Each "subgroup" attends WH for a discussion/meeting
- **TOTAL OUTREACH = 20 x 20 = 400 BUSINESS LEADERS**

WORKING GROUP

Kate Carr
Brian Bailey
Yusuf Khapra

ISSUES

CEO COUNCIL -- MEMBERSHIP

- MUST IDENTIFY APPROXIMATELY 20 COUNCIL MEMBERS
- CRITERIA USED TO SELECT MEMBERS
 1. Willing to play a leadership role on behalf of POTUS
 2. Recognized leader in a key industry, geographic area, or issue
 3. Diversity among membership
- GROUPS TO CONSIDER
 1. CEOs (early supporters, business endorsers, CEO luncheon participants)
 2. Donors (DNC, etc.
 3. Suggestions from agencies (Commerce, Treasury, Agriculture, SBA, etc.)
- | POTENTIAL LIST | OTHERS TO CONSIDER |
|---------------------------|------------------------|
| 1. Paul Montrone -- chair | 1. Ray Ariani |
| 2. Paul Alaire | 2. Hank Barnett |
| 3. Edgar Bronfman, Jr. | 3. David Bigler |
| 4. John Bryson | 4. Len Briggs |
| 5. Finn Casperson | 5. Merle Chambers |
| 6. Bob Denham | 6. Steve Cheseboro |
| 7. Sam Fried / Les Wexner | 7. George David |
| 8. David Geffen | 8. Bob Eaton |
| 9. Steve Green | 9. Bill Farley |
| 10. G. David Herd | 10. Joe Flom |
| 11. Sandy Robertson | 11. Howard Gilman |
| 12. Felix Rohatyn | 12. Hank Greenberg |
| 13. Bernard Schwartz | 13. Vance Hogton |
| 14. Stan Shuman | 14. Irwin Jacobs |
| 15. Bill Rollnick | 15. Jeffrey Katzenberg |
| 16. Jack Rosen | 16. Carl Lindner |
| 17. Glenn Hutchins | 17. Peter May |
| | 18. Ed McCracken |
| | 19. Dana Mead |
| | 20. John Moores |
| | 21. Ron Perelman |
| | 22. Sol Price |
| | 23. Frank Savage |
| | 24. Fred Smith |
| | 25. Carl Spielvogel |
| | 26. Linda Wachner |

CEO COUNCIL -- MEETINGS

- INITIAL KICKOFF MEETING IN MAY/JUNE AT WHITE HOUSE
 1. Select WH Senior Staff in attendance (Panetta/Bowles/Ickes/Herman)
 2. Discuss overall business outreach plan
 3. Discuss Administration priorities/initiatives
 4. Ask for commitment to follow-up

DISCUSS: WHAT ARE SPECIFIC ASSIGNMENTS

*Work to form sub-groups
Op-eds/Industry Press*

- SUBSEQUENT MEETINGS EVERY MONTH AT WHITE HOUSE
 1. WH Senior Staff represented
 2. Discussion topics:
 - A. Progress-to-date on business outreach
 - B. Reports from "subgroup" meetings
 - C. Administration accomplishments/issues
 - D. Key business issues:
 - (i) Tort reform
 - (ii) Regulatory reform
 - (iii) Trade
 - (iv) Budget / Deficit reduction
 - (v) Taxes
- INCREASED ACCESS TO WHITE HOUSE
 1. Regular telephone contact with WH Senior Staff, Public Liaison, etc.
 2. Each member gets focus of WH business liaison staff one day per month
 3. Access to WH mess, social events, tours, Kennedy Center, etc.
 4. Weekly faxes

"SUBGROUPS" -- MEMBERSHIP

- **ESTABLISH APPROXIMATELY 20 "SUBGROUPS"**
 1. Each composed of approximately 20 members
 2. Each chaired by a member of CEO Council
 3. Each focused on a particular industry, geographic region, or key issue

- **POTENTIAL "SUBGROUPS"**
 1. Industry sectors:
 - A. Aerospace / Airlines
 - B. Agriculture
 - C. Automobiles
 - D. Banking / Financial
 - E. Computers
 - F. Energy
 - G. Entertainment
 - H. Health Services
 - I. High Technology
 - J. Insurance
 - K. Manufacturing
 - L. Retail
 - M. Telecommunications
 - N. Transportation
 - O. Wall Street
 - P. Defense
 - Q. Environment

 2. Business issues:
 - A. Tort reform
 - B. Regulatory reform
 - C. Trade
 - D. Budget / Deficit reduction
 - E. Taxes

 3. Key states / geographic regions

"SUBGROUPS" -- MEETINGS

- EACH "SUBGROUP" ATTENDS WHITE HOUSE FOR ONE MEETING
- SCHEDULE 2-3 "SUBGROUP" MEETINGS PER MONTH
- MEET WITH SUBSET OF KEY PRINCIPALS
 1. POTUS
 2. Vice President
 3. Panetta
 4. Bowles
 5. McLarty
 6. Tyson
 7. Rubin
 8. Kantor
 9. R. Brown
 10. R. Johnson
 11. Riley
 12. Pena
 13. O'Leary
 14. Lader
- DISCUSS ISSUES SPECIFIC TO INDUSTRY, GEOGRAPHIC, OR ISSUE FOCUS
- CHAIRED BY REPRESENTATIVE FROM CEO COUNCIL
 1. Reports results back to CEO Council
 2. Maintains liaison role between attendees and Administration/CEO Council

OTHER ISSUES

- POSSIBLE SOCIAL FUNCTIONS (with FLOTUS and spouses)
- DISTRIBUTE COMMUNICATIONS MATERIALS
 1. Daily and weekly talking points
 2. Issue briefs on key topics

SUMMARY TIMELINE

- By May 5, 1995 **APPROVE PLAN**
(POTUS, WH Senior Staff, OPL, Paul Montrone)
- By May 5, 1995 **APPROVE CEO COUNCIL MEMBERSHIP**
(POTUS, WH Senior Staff, OPL, Paul Montrone)
- By May 26, 1995 **APPROVE "SUBGROUP" CATEGORIES**
(POTUS, WH Senior Staff, OPL, Paul Montrone)
- By June 15, 1995 **HOLD CEO COUNCIL "KICKOFF" MEETING**
- *Subsequent CEO Council meetings every month*
- *Establish calendar*
- By June 30, 1995 **BEGIN "SUBGROUP" MEETINGS**
- *Schedule 2-3 "subgroup" meetings per month*
- By March 31, 1996 **COMPLETE ALL "SUBGROUP" MEETINGS**

NEXT STEPS

- **REVISE/EDIT PLAN AND SUBMIT FOR APPROVAL**
- **BEGIN IDENTIFYING CEO COUNCIL MEMBERS AND "SUBGROUP" CATEGORIES**

PL's cc

THE WEXLER GROUP
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Core Support

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Dwayne Andreas, Chairman and CEO	Archer Daniels Midland Company		217/424-5515 217/424-5581 CLaudia
Curtis H. "Hank" Barnette, Chairman and CEO	Bethlehem Steel Company	Bill Wickert 202/775-6200 202/775-6221	610/694-6137 617/694-3686
August A. Busch III, Chairman and President	Anheuser- Busch, Companies, Inc.	Rich Keating 202/293-9494 202/293-9594	314/577-3316
Garry N. Drummond, CEO	Drummond Company, Inc.	Joe Bilich (only if Garry is absent)	205/945-6502 205/945-6521 Sharon
Robert J. Eaton, Chairman	Chrysler Corp.	Wally Maher 202/862-5400	313/956-6728
John W. Hechinger, Sr. Chairman	Hechinger Company		301/341-1000
David H. Hoag, Chairman and CEO	The LTV Corp.	Doug Brook 202/872-5523	216/622-5300
John F. Smith, Jr. President	General Motors Corp.	James D. Johnston 202/775-5090 313/556-4671	313/556-5000
Stewart Turley, Chairman, President and CEO	Eckerd Corp.	John Scheels, Dir. Gov. Affairs 813/399-6329	813/399-6333
Alan L. Wurtzel, Chairman	Circuit City Stores, Inc.		202/265-3232 202/265-3019 Sharon
C. A. Corry, Chairman and CEO	USX Corp.	Terry Straub 202/783-6333 202/783-6309	412/433-1121

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Harold (Red) Poling, Former Chairman and CEO	Ford Motor Co.	Elliott Hall 202/962-5371	
Martin Davis, Chairman and CEO	Paramont Communications	Larry Levinson 202/429-9690	429-9696
Roberto del Rosal, President and CEO	Bacardi Corp.		
Earl Graves, CEO	Earl G. Graves, Ltd.		212/242-8000
Alex Grass, Chairman and CEO	Rite Aid Corp.	James Krahulec 717/975-5710 717/975-3760	717/975-5710 717/975-3760
Peter Manos, CEO	Giant Food	Barry Scher 301/341-4100	
George McCarthy	Hiram Walker Group	Nancy Jessick 202/628-5877	313/965-6611 #275 519/971-5716
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A. Malachi Mixon III, Chairman of the Board, President and CEO	Invacare Corp.		216/329-6000 216/366-9008
Bernard Schwartz, Chairman and CEO	Loral Corp.	Fred Rhodes 703/412-0168 703/412-5508	212/697-1105 212/867-1147

Support on Principles

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Stephen M. Wolf, United Airlines	708/952-5871 fax 708/952-5931	Larry Nagin Jonathon Knee	080704 546-52-8256
***** *****	***** *	*****	*****
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Support on Principles

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Sandy Weill	Travelers		

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 Michael Jordan Westinghouse Electric
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