

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
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001. note	re: phone numbers (1 page)	n.d.	P6/b(6)
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COLLECTION:

Clinton Presidential Records
First Lady's Office
Bobbie Greene
OA/Box Number: 15628

FOLDER TITLE:

Easter Egg Roll 1998

2012-0872-S

rc982

RESTRICTION CODES

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

Freedom of Information Act - [5 U.S.C. 552(b)]

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]

b(1) National security classified information [(b)(1) 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]

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.

BOBBIE GREENE

3/23/98

Ann -

Thanks for
your willingness
to help with
this small
project. Let me
know what
you think &
how I can help.

Thank again
Bobbie

BOBBIE GREENE

3/23/98

Melinda -

I didn't get
very far with
the column idea
yet -- But I'm
not giving up.

Ann Lewis
agreed to help
during this
(relatively) slow
period -- and
seemed genuinely
interested. So,

who knows?!

Let me know
how else I
can help.

Cheers,

Bobbie

PS

By the way, Ann
thinks the QVC
idea is worth
exploring.

March 5, 1998

MEMORANDUM FOR THE FIRST LADY

FROM: Melinda Bates

RE: Publicizing the Sale of White House Wooden Easter Eggs

We are entering the prime season for publicizing the availability of White House Easter Eggs for sale. This project started four years ago, at your direction, and the first eggs became available at Easter, 1996. Unfortunately, there has never been a press release about their availability, nor any First Lady public mention. Nevertheless, as people have stumbled (by accident) into the web site, over 39,000 eggs have been sold. Proceeds, which go towards funding the annual Egg Roll, total approximately \$13,000 to date.

Our goal this spring is to have you publicize these eggs. You might do so by bringing a basket of eggs to a television show, like *Rosie O'Donnell*. Publicizing the eggs to the country would be a wonderful boost to the project.

Talking points for White House Easter Eggs:

- Easter egg rolling in Washington began early in the 19th century
- The first egg rolls took place on the hilly grounds of the U.S. Capitol.
- First Lady Lucy Hayes (WH 1877 - 1881) brought the egg roll to the White House.
- It has been held at the White House ever since, except during war years.
- Commemorative wooden eggs were introduced by Mrs. Reagan.
- Your goal was to make the eggs available to people who cannot visit Washington,
- At \$3, the eggs are an attractive White House memento available to people on a limited budget and children spending an allowance.
- The sale egg is identical to the event egg except for the addition of two stars.
- Information about the White House Easter Egg may be found by visiting the White House web site at www.whitehouse.gov, selecting "tours and events" and going to the Easter Egg Roll. This site has a link to GSI, our egg vendor. *
- \$1 from the sale of each egg goes to funding the Egg Roll itself, a public event for little children. This helps minimize the need for commercial sponsorship.

Please let us know if you need any other information about this project, or, if we can assist you with this in some other way. We are very eager to get the word out. My direct phone is 6-2324. Thank you for your help.

Could do column

Could do press release

Could mention

~~Can we sell on ABC?~~

* GSI will add an 800 phone line

THE WHITE HOUSE

WASHINGTON

MEMORANDUM

March 6, 1998

TO: Bobbie Greene

FROM: Melinda Bates *MB*

RE: First Lady Publicity for Sale of Wooden Easter Eggs

Some months ago you were kind enough to offer to work with us to get the word out about the availability of our White House Easter eggs for sale.

Yesterday I had the opportunity to brief Mrs. Clinton on this issue. Attached is the briefing memo we used. She was kind enough to say that while she would not be appearing on television any time before Easter, she would write a column mentioning the egg, would issue a press release, and would look for other ways to promote its availability. We are excited in the Visitors Office to know that the public will soon have this information.

We hope that the attached information answers any questions about this issue. Please contact me directly should others arise. My direct phone is 6-2324. Thank you very much for your help on this project.

(By the way, we no longer mention Dolley Madison in connection with the Egg Roll. An exhaustive research study this year could not locate a single document to support the charming story that she originated egg rolling in Washington. She may have, but we can't support the story. Therefore, we simply say that egg rolling in Washington began early in the 19th century.)

*I will bring you a basket of eggs so that
you have them immediately available. MB*

MEMORANDUM
OF CALL

Previous editions usable

TO:

Bobbie

☒ YOU WERE CALLED BY— ☐ YOU WERE VISITED BY—

Capricia

OF (Organization)

☒ PLEASE PHONE (Enter area code, if necessary)

671.36

☐ DSN

☐ WILL CALL AGAIN

☐ IS WAITING TO SEE YOU

☐ RETURNED YOUR CALL

☐ WISHES AN APPOINTMENT

MESSAGE

- So much \$ / So many books (Margaret Whillock)
- East Egg Roll book (Souvenir) 3-4 mos ago
- No formal reg. ever

RECEIVED BY

MCB

DATE

3/24

TIME

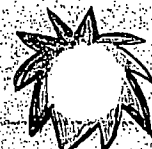
9-

NSN 7540-00-634-4018
50363-111

INICOR FPI-SST

OPTIONAL FORM 363 (Rev. 7-94)
General Services Administration

PHOTOCOPY
PRESERVATION



went over to Neil
Hartman

• 3-4 "extra" books

• Neil - very low

cost - 83¢ = 13,000

• called Craig Fr. Amn
(name in book)

Margaret Whillock

now says we'll need

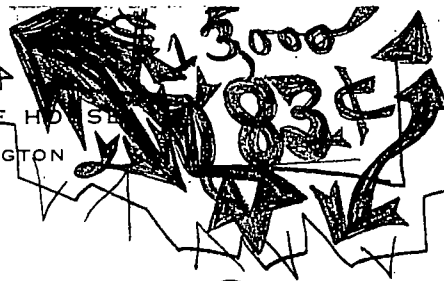
16,000 copies

THE WHITE HOUSE
WASHINGTON

Neil = very offended

▶ Memo to Breeden
very appreciative
Call Neil

THE WHITE HOUSE
WASHINGTON



• Something on page

- Print the # we want,
- reduce size by 20%
- Different color pix

◀ 13,000

▶ Harrett Wallach
16,000

Confirm

▶ OK if they confirm
h! • Donor??

Withdrawal/Redaction Marker

Clinton Library

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*** TX REPORT ***

TRANSMISSION OK

TX/RX NO	1454
CONNECTION TEL	97035190137
CONNECTION ID	
ST. TIME	03/24 19:02
USAGE T	01'11
PGS. SENT	2
RESULT	OK

Noa - Pls. file

Easter

Eggs Roll

THE WHITE HOUSE
WASHINGTON

Office of the First Lady

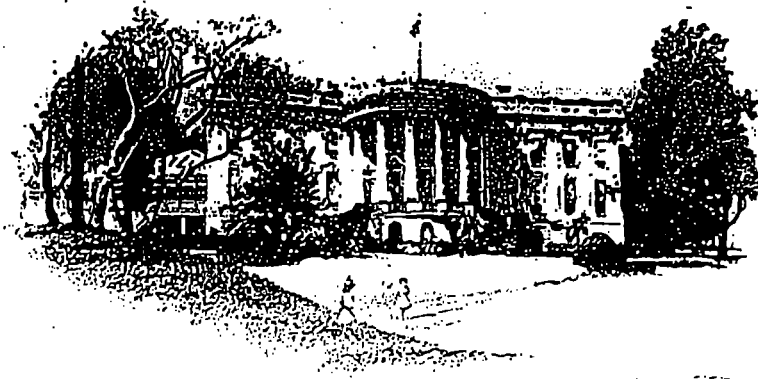
Ph: (202) 456-6266

Fax: (202) 456-6244

Add copies
of the letterTo: Neil Horstman

Phone No.: _____

Fax No.: 703 519 0137From: Bobbie GreeneNo. of pages (including cover): 3Comments: Hope this does the trick!



OFFICE OF CAPRICIA PENA VIC MARSHALL
SOCIAL SECRETARY
THE WHITE HOUSE

TELEPHONE NUMBER: 202-456-7136

FAX NUMBER: 202-456-6771

NUMBER OF PAGES, INCLUDING THIS PAGE 5

DATE 3-24-78

To Babbi Greene

FAX NUMBER 66244

FROM Capricia

MESSAGE _____

WHITE HOUSE HISTORICAL ASSOCIATION
740 Jackson Place, NW, Washington, DC 20503
202-737-8292, 202-682-0001 fax

FACSIMILIE TRANSMITTAL SHEET

TO: Gary Walters

FROM: Neil H

DATE 3-24-98

RE: _____

NUMBER OF PAGES, INCLUDING COVER: 2

Gary

Should I consider this the "official" letter?
I have my doubts. We ~~must~~ need
to know a final number today to
get adequate papers ordered. I
don't know what the last
sentence means.

Neil

THE WHITE HOUSE

WASHINGTON

March 23, 1998

Mr. Neil W. Horstman
Executive Vice President
White House Historical Association
740 Jackson Place NW
Washington, DC 20503-0300

via fax 789-0440

Dear Neil:

Please present this letter to the appropriate people at the Association.

As you know,
The First Lady is interested in reducing commercial sponsorship and distribution of commercial items at the White House Easter Egg Roll. Accordingly, she requested that we find a substitute for the goody bags given to children as they exit the south lawn. *has asked us to*

Special Souvenir edition
We propose to distribute the Association's book *The White House Easter Egg Roll*. Based on the various discussions with Capricia Marshall and Margaret Whillock, please consider this our request for permission to print a soft cover version. There should be a total of 16,000 copies that must be delivered to the White House by Friday, April 10, 1998. *We will need*

NOA
The cost will be covered by the gracious outside donation that Capricia discussed with you last week. In the interim, we thank the White House Historical Association for its promise of \$12-13,000 from the sale of the hardcover version. This amount should be more than enough to cover the cost of the printing, should a guarantee be necessary. *Annual request*

We are grateful for your continued support.

Cordially,

Melinda N. Bates

Melinda N. Bates
Special Assistant to the President and
Director, Visitors Office

Many thanks, Neil, for taking care of this matter on such short notice, and, of course, for the WHHA's generous commitment of \$12-13,000 from the annual sale of the book.

03/20/98 11:29 FAX 2028820001

WHHA

03/20/98 11:19

ID: Southeastern Color



Southeastern Color Graphics, Inc.

3201 Kimberly Court • P.O. Box 4975 CRS • Johnson City, Tennessee 37602-4975 • (423) 282-9111
 Fax (423) 282-9116
 or (423) 282-9115

March 20, 1998

Mr. Donald Crump
 White House Historical Society
 The Decatur House, 2nd Floor
 1600 H Street, NW
 Washington, DC 20006

RE: Estimate No. 24787

Dear Don:

Southeastern Color Graphics, Inc. is pleased to submit the following quotation:

SPECIFICATIONS

Title:	WHITE HOUSE EASTER EGG ROLL
Trim Size:	8" x 8"
Page Count:	32 text pages plus cover
Colors:	Text: 4/4 process, bleeds
	Cover: 4/0 process, bleeds
Stock:	Text: 80# Enamel Gloss
	Cover: 10 pt. C18 Bristol
Coating:	Gloss-UV overall outside cover
Supplied Film:	Text: On hand - tear down and restrip to new imposition
Supplied Disk:	Covers: SECG to output film to imposition from properly formatted disk
Proof:	Bluelines of all, DuPont WaterProof of cover
Bind Style:	Saddlestitch
Packing:	Bulk pack in cartons
F.O.B.:	Our plant
Terms:	Net 30 days

Post-It® Fax Note	7671	Date	3/20	# of pages	2
To	Gary Waters				
Co./Dept.	Co.				
Phone #	Phone #				
Fax #	Fax #				

Neil -
 unit cost of: 89¢
 JFC

• Sales Offices •

7048 Hanging Vine Way
 Tallahassee, FL 32311
 (850) 878-1899
 Fax: (850) 878-0305

P.O. Box 288
 Middleton, MA 01940
 (978) 782-0677
 Fax: (978) 782-0686

One Sherman Square
 New York, NY 10023
 (212) 721-8101
 Fax: (212) 721-8140

1830 Rich Road
 Beavercreek, OH 45432
 (937) 429-4881
 Fax: (937) 429-2442

7810 Maple Branch Road
 Clifton, VA 20124
 (703) 802-6390
 Fax: (703) 802-6391

03/20/98 11:29 FAX 2026820001

WHHA

02

RE: Estimate No. 24787

Page 2

QUOTE PRICES

	<u>13,000</u>	<u>Add'l</u>
Prepress	\$ 1,393.05	\$ ---
Plates	678.60	---
Press	4,228.10	193.30/M
Bindery	1,086.45	72.40/M
Stock	<u>3,480.60</u>	<u>257.10/M</u>
TOTAL	\$10,866.80	\$ 522.80/M

Additional for 12 pt. C1S Bristol cover:

\$ 229.00	\$ 15.80
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NOTES: 1) Electronic media should contain Macintosh application files from Quark, Photoshop, Illustrator, Freehand, or PageMaker. MicroSoft Word files are acceptable, but can not be output to imposition. All live EPS, TIFF and parent files of Freehand EPS files should be included. All colors should be selected and named identically in all files. Altered or custom fonts, a complete list of fonts used and a final hard copy proof should be included.

Additional charges will be incurred if the disk is not formatted for output to printing imposition.

We allow 4-1 hour (based on file size) to check your supplied medium. Additional time and alternations are chargeable.

2) Schedule: P.O. and disk:	3/23/98
Ship:	4/08/98

Thank you for this opportunity.

Sincerely,

*Howard Morelock*Howard Morelock
Sales Representative

THE WHITE HOUSE
WASHINGTON

March 24, 1998

Dear Mr. Breiden:

I am enclosing a letter Melinda Bates sent to Neil Hartman this afternoon. It amends a similar letter sent yesterday, and I hope it clears up any misunderstanding about the printing of a special edition of the book, "The White House Easter Egg Roll."

While I didn't want to include it in the e-mail, for your interest, the group referenced herein is the Democratic National Committee.

I'm terribly sorry for all the apparent confusion surrounding this matter. We are very grateful for the WHAA's support for this event and regret anything that may have left a contrary impression.

I would enjoy meeting you.

at some point, and hope
our paths will cross before
long.

Sincerely,
Bobbie Greene
Deputy Chief of Staff
to the First Lady
(456-6266)

THE WHITE HOUSE
WASHINGTON

THE WHITE HOUSE

WASHINGTON

March 24, 1998

Mr. Neil W. Horstman
Executive Vice President
White House Historical Association
740 Jackson Place NW
Washington, DC 20503-0300

Dear Neil:

As you know, the First Lady is interested in reducing commercial sponsorship and distribution of commercial items at the White House Easter Egg Roll. She has asked us to find a substitute for the goody bags traditionally given to children as they exit the south lawn.

In response, we propose to offer each family the Association's book, *The White House Easter Egg Roll*. Please consider this our formal request for permission to print a special souvenir edition for this purpose. We will need a total of 16,000 copies delivered to the White House by Friday, April 10, 1998. The cost will be covered by the generous donation that Capricia discussed with you last week.

Many thanks, Neil, for taking care of this matter on such short notice, and, of course, for the White House Historical Association's generous commitment of \$12,000 - \$13,000 from the annual sale of the book.

We greatly appreciate your continued interest and support.

Cordially,

A handwritten signature in dark ink, consisting of the letters 'M' and 'B' in a stylized, cursive-like font.

Melinda N. Bates
Special Assistant to the President and
Director, Visitors Office