

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. letter	Ella King Torrey to Nancy Foldger and Sidney Werkman re: address [partial] (1 page)	01/09/1998	P6/b(6)
002. memo	Reta Lewis to Bobbie Greene re: Meeting on Thursday [partial] (1 page)	04/15/1998	P6/b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Bobbie Greene
OA/Box Number: 15627

FOLDER TITLE:

Michael Bronner

2012-0872-S

rc944

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]
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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]



BOBBIE GREENE

Ellen -

Here's some
background info
on two of the
people we discussed
~~the~~ at our
Advisory Committee
meeting.

Cheers,

Robbie

GREENBERG
ATTORNEYS AT LAW
TRAURIG

RETA J. LEWIS
Partner

Reta J. Lewis is a Partner with Greenberg Traurig Hoffman Lipoff Rosen & Quentel's ("Greenberg Traurig") Washington, D.C. office, and a member of the Firm's Governmental and Public Finance Groups. Her practice broadly focuses on representing major corporations, associations, universities and various governmental entities in matters of finance and general business before the United States Congress and the Executive Branch, as well as providing assistance on municipal finance issues.

Ms. Lewis has more than 15 years of extensive political and government affairs experience. Prior to joining Greenberg Traurig, Ms. Lewis was Of Counsel with the Washington office of Arter Hadden Haynes & Miller, which she joined after she left the Clinton Administration.

In the Clinton Administration, Ms. Lewis served as the Special Assistant to the President, in the Office of Political Affairs. In this capacity, she was responsible for maintaining contact and coordinating Administration initiatives with state and local elected officials and constituency groups in 17 northeast and southern states on programs, policies and issues and communicating these views to the President and his advisors. She also was the political liaison to the Departments of Commerce, Transportation, Education and Housing and Urban Development.

In addition, Ms. Lewis served as President Clinton's senior domestic political adviser to the 1994 Western Hemisphere Summit of the Americas held in Miami. Also, she was the principal Staff Coordinator for the Federal Task Force for the 1996 Atlanta Olympic and Paralympic Games, where she coordinated the work between the Atlanta Committee on the Olympic Games ("ACOG") and the Administration. This work resulted in over \$100 million in federal grants and funds from the Department of Housing and Urban Development for the renovation/revitalization of Techwood-Clark Howell Homes; the Department of Transportation for a new traffic management system and 72 MARTA buses; and money from the Department of the Interior to enhance the Oconee River for white water canoe slalom, for the revitalization of Martin Luther King, Jr. National Historic District and for tree planting in downtown Atlanta.

Reta J. Lewis Biography
Page Two

Additionally, Ms. Lewis was the Administration's point person for its work with the 1995 Special Olympic Games, and the 1994 World Cup Soccer series held in 10 U.S. cities. Ms. Lewis worked closely on behalf of the Administration with the Democratic and Republican leadership in the House and Senate in developing and implementing the Administration's policy and programs for coordination of its support to the Olympic Games.

Ms. Lewis has also held positions as Legislative Assistant to the House Subcommittees on Census and Population, and on Elementary, Secondary, and Vocational Education. During the summer of 1990, Ms. Lewis was also the National Trip Director of the Nelson Mandela U.S.A. Tour.

As a Former Chief of Staff for the District of Columbia Public Works Department, which included the Water and Sewer Utility Administration, Ms. Lewis' experience in municipal finance, public works, and administrative law has given her an opportunity to focus on small contractor, water and sewer utility, solid waste and transportation-related programs, as well as capital improvement fund programs.

Ms. Lewis is admitted to practice in the District of Columbia and Georgia. She is a 1989 graduate of Emory University's School of Law and earned her M.S.A.J. in 1978 from the American University, and her B.A. in 1975 from the University of Georgia. Ms. Lewis also serves as a member of the Emory Law School Council.

Ms. Lewis is a trustee of the District of Columbia Chamber of Commerce PAC. She is a member of the Women's Information Network Advisory Council ("WIN"), the Leadership Board for A Broader Image Inc. ("ABI"), and a member of the Delta Sigma Theta Sorority.

Withdrawal/Redaction Marker

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800 CHESTNUT STREET
SAN FRANCISCO CA
94133 415/771-7020

January 9, 1998

Ms. Nancy Folger and Dr. Sidney Werkman

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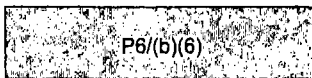
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PRESIDENT

ELLA KING TORREY



[001]

Dear Ms. Folger and Dr. Werkman:

The San Francisco Art Institute is hosting a Gala benefit on Friday, March 13th to honor Roselyne C. Swig (Cissie) for her many years of service to the art community in San Francisco and nationally. Cissie has a long and distinguished involvement with the Art Institute, having served as Chair of the Board of Trustees, Chair of the Women's Board (today the Council), and received one of the Institute's first honorary Doctorates. As you know, Cissie recently returned to the San Francisco Bay Area after serving the Clinton administration since 1994 as Director of the Art in Embassies Program of the U.S. Department of State.

As a friend of Cissie's, I thought you would appreciate the opportunity to join us in recognizing her and her extraordinary contribution to the art of our times by serving on the Honorary Committee for this event. Honorary Committee members will be acknowledged in the Gala program, and included on the invitation if we receive your response by January 20, 1998. We would be pleased to include your name whether or not you are able to attend the event.

The Art Institute's annual Gala is an especially popular benefit which provides important general support for our academic and public programs. This year, in Cissie's honor, we are establishing an additional special fund, the *Illumination Fund*. Gifts to this fund will enable us to enhance the lighting in our galleries and student exhibition spaces and add architectural lighting in the entrance and courtyard of our landmark facility. Because Cissie's involvement and leadership has "illuminated" our purpose, it seems appropriate that she has suggested lighting as a practical first use of this enhancement fund. Contributions to this fund will help us to achieve our benefit goal of \$200,000 in honor of Roselyne Swig.

Thank you in advance for your consideration of this invitation. I hope that you are as enthusiastic as we are at the opportunity to acknowledge Cissie's involvement and hope that you will become a member of our Honorary Committee. Please join us in this celebration of a most remarkable woman and friend of the arts.

Sincerely,

Ella King Torrey
President

Where Art Starts

For more than 125 years, the San Francisco Art Institute has built a reputation as one of the premiere art colleges in the nation. The school has been the center of many of this country's most notable art movements and claims many of our nation's most important artists as faculty and alumni. At the vanguard of contemporary arts education, the Art Institute prepares its students for a rich life in the arts with an intensive studio environment and a vital liberal arts experience.

Founded on the heels of the Gold Rush era, the school has always been a magnet for artists and educators pursuing experimentation and innovative art forms. During the 1930s, the residency of Diego Rivera prompted New York critics to proclaim the Art Institute (then known as the California School of Fine Arts) as on the "cutting edge" of modern art. The trend continued during the 1940s with the development of West Coast abstract expressionism by a remarkable group of painters that included Clyfford Still, Mark Rothko, Ad Reinhardt, Hassel Smith and Frank Lobdell. In the same decade, the renowned photographer Ansel Adams founded the nation's first fine arts photography department at the school with faculty members Minor White, Imogen Cunningham, Dorothea Lange, Edward Weston and Lisette Model.



Painting student working in the Undergraduate Honors Studio.

In the 1950s and 60s, the Art Institute was the center of the figurative, beat, and funk movements that included Richard Diebnekorn, David Park, Nathan Oliveira, Joan Brown, Jay De Feo, Elmer Bischoff, Jess, Bruce Conner and James Weeks. In the 1970s and 80s, the San Francisco Art Institute was a leader in the development of conceptual art, new genres, film and video work created by George Kuchar, Ernie Gehr, Tony Labat, John Roloff, Karen Finley, David Ireland, Paul Kos and many more.

The San Francisco Art Institute continues to nurture future generations of young artists who will become the visionaries of the next millennium. In 1994 the Art Institute founded the Center for Digital Media, the nation's first state-of-the-art computer center dedicated exclusively to artistic explorations and the development of new media. The Center, along with other programs at the Art Institute, encourages art-making which reflects a broad spectrum of forms, philosophies and aesthetic approaches, and fosters critical thinking and creative development through an on-going and intensive critique process.

Today, more than 800 students study in the school's prestigious degree programs. Its reputation expands well beyond the U.S. borders to attract students from Asia, South America and Europe. Thousands more participate locally in public programs in the contemporary visual arts that include exhibitions, lectures and extension education classes for adults and high school students. The San Francisco Art Institute strives to be a leader in promoting awareness of the relevance of the arts in contemporary culture.

GREENBERG
ATTORNEYS AT LAW
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MEMORANDUM

VIA COURIER

To: Bitsy Folger
From: Reta J. Lewis
Date: February 25, 1998
Re: Michael Bronner

Attached is the profile and background on Michael Bronner, Chairman of Bronner Slosberg Humphrey.

In my discussions with Michael, he is very interested in the Millenium Project, and has indicated that he is also interested in bringing his client resources to the table. Michael is available to come to D.C. for a meeting with you and Bobby.

Please give me a call later today to discuss. Thank you.

Attachments

P.J. I am in the office until around 4:30 tonight. I'll give you a call.

Bronner Slosberg Humphrey

Michael Bronner Chairman

Michael Bronner is founder and Chairman of Bronner Slosberg Humphrey, and over the past 17 years has led the agency to become the largest independent direct marketing agency in the country. Michael has pioneered the development and application of a new customer (vs. product) driven business model.

In 1978 Michael came north from his home in Florida to attend Boston University. While a pre-med student, his entrepreneurial idea for a student coupon book to be distributed, free, through campus mailboxes was born. The coupon book for students quickly developed into one for businesses, which gave birth to The City Book, and that, in turn, attracted American Express. AT&T quickly followed and, as they say, the rest is history.

Today Bronner Slosberg Humphrey employs over 800 people and serves a client base of market leaders: American Express, AT&T, L.L. Bean, Enron, Federal Express, General Motors, IBM, Kodak, Pfizer, and Seagrams America. The agency is based in Boston and has offices in New York City and San Francisco.

Michael's company is known as a leader in the world of marketing, but the staff also prides itself on the thousands of hours of pro-bono work it passionately donates to a variety of worthy causes including the Anti-Defamation League, Boys and Girls Clubs of Boston, Facing History, AIDS, The March of Dimes and The United Way.

Michael's leadership and sense of community have forged a unique company culture that goes far beyond the pragmatic objectives of business. In recognition of what Michael and the agency have contributed to the community, Michael received the Torch of Liberty Award from the Anti-Defamation League this past fall.

Among his numerous community activities, Michael is chairman of the Boston Walk Committee for the March of Dimes and serves on the boards of the Boys and Girls Clubs, Boston Public Library Foundation, and New England Aquarium.

February 1998

Bronner Slosberg realigns to meet projected growth

Agency appoints David Kenny
chief executive as part of revamp

By Chris Reidy
GLOBE STAFF

In response to projected annual growth of 30 percent, Bronner Slosberg Humphrey of Boston said yesterday it is realigning under a new chief executive, David Kenny, who has served as vice chairman of the agency since December 1996.

Kenny, a former partner at Bain & Co., succeeds founder Michael Bronner as chief executive.

Bronner will continue to be chairman of the direct marketing agency that projects 1997 capitalized billings of \$700 million, up 30 percent from 1996.

At the end of 1996, the agency employed 740 people. It now employs more than 800 and expects to employ 1,000 by some time next year as it opens some satellite offices, the agency said.

Bronner Slosberg began as a traditional direct marketing agency. It made phone calls to clients' customers and sent out mass mailings. Bronner Slosberg also created TV ads and helped some big name clients such as AT&T Corp. devise loyalty programs for rewarding their best customers.

Over time, Bronner Slosberg and its subsidiary, the Strategic Interactive Group, evolved into a sort of consulting firm that offers clients strategic solutions to problems but with the full executional support to operationalize the strategies in market. Yesterday's changes were a response to the firm's changing role and rapid growth, said agency spokeswoman Tracey Riese.

Under the restructuring, a newly christened division called Live Channels will group telemarketing and related customer services under John Hoholik, who now has the title of executive vice president.

In addition, agency partner Mike Slosberg will take on an expanded role as chief creative officer, the agency said.

Bronner Slosberg's philosophy is that the relationship between its clients and their customers is built primarily through direct contacts and not through general ad campaigns.

These relationships are fostered by every contact a customer has with a company, from receiving a phone call or company's mail to visiting the company's World Wide Web site or making a purchase in one of the company's stores.

Said Bronner: "Our clients now recognize that the economic value of their brand is built and sustained primarily through customer experiences rather than through image advertising."

Bronner Slosberg and Strategic Interactive clients include AT&T, Enron, Federal Express, General Motors, IBM, Kraft Foods and L.L. Bean.

Advertising: *Bronner Slosberg Humphrey*

Taking 'mass' out of marketing



GLOBE STAFF PHOTO/DAVID RYAN

"It's only junk mail if the message is irrelevant to the customer who receives it," says Michael Bronner, chairman and chief executive of Bronner Slosberg Humphrey Inc.

By Chris Reidy
GLOBE STAFF

The strategy: tailoring ad campaigns to the whims of each customer. The payoff: about \$500m in billings

IN 1981, A STUDENT AT BOSTON University had an idea that made him forget all about his dream of going to medical school.

The idea was a coupon book full of discounts from local merchants. Buy one pizza, get another free. And so forth.

Michael Bronner estimates he stuffed that coupon book into the mailboxes of 14,000 fellow BU students.

The merchants got some new business.

Bronner's pals "got to eat for free for about a month," he recalls. And Bronner was on his way to getting rich.

Fifteen years later, as chairman and chief executive of Bronner Slosberg Humphrey Inc., Michael Bronner is still doing what's come to be known as direct marketing, but on a far more sophisticated basis—and for much larger rewards. In 1996, Bronner Slosberg expects to bill fees in excess of \$500 million, up from \$79 million in 1989.

Using 1994 billings for its latest rankings, a trade group listed Bronner Slosberg as the fifth largest direct marketing firm in the country.

"We're cramming and jamming," says Bronner, 37.

Bronner Slosberg's client list features some of the most prized letters in the corporate alphabet—AT&T, GM, IBM and L.L. Bean—along with American Express Co., Federal Express Corp. and Fidelity Investments.

"Their client list is without peer anywhere in the industry," says Adweek New England editor Judy Warner.

Mass marketing and much of traditional advertising is about brand names, public images and catchy slogans: Nike advises consumers to "Just do it." McDonald's tells burger lovers, "You deserve a break today."

Direct marketing is, in the words of its practitioners, "one-on-one communication." It encompasses everything from dinnertime phone calls from Time-Life books to magazine ads for L.L. Bean that vary according to what a particular subscriber has previously bought from the Maine catalog company.

"Mass marketing is like defoliating Vietnam," says Mike Slosberg, the 57-year-old vice chairman and creative director of Bronner Slosberg. The millions of dollars spent on 30-second TV spots and celebrity pitchmen reach both potential customers and people who may never be inclined to give the company's product a second thought.

Direct marketing, Slosberg suggests, is more like dropping a smart bomb with pinpoint accuracy.

As databases become bigger and more refined, direct marketers can do all sorts of things they could only dream about just a few years ago. By marrying the information to new techniques, direct marketers can customize a sales pitch to target a well-defined segment of consumers. Or, as Bronner says, "It's only junk mail if the message is irrelevant to the customer who receives it."

Such thinking is changing the advertising industry. According to Jonah Gitlitz, president of the Direct Marketing Association, 57 percent of the \$235 billion spent

BRONNER, continued on back

Taking the ‘mass’ out of marketing

’90s technology turns custom ads into big business

■ BRONNER

Continued from front

last year on all forms of advertising in the United States, or \$134 billion, was spent on direct-market advertising.

Between 1990 and 1995, direct marketing expenditures increased nearly 6 percent a year, the association estimates.

Such growth is likely to accelerate as databases become more sophisticated, and the Internet and its World Wide Web offer more opportunities for advertisers to have dialogues with their customers.

Many direct marketing firms also do traditional advertising. Last year, for example, Bronner Slosberg created a TV spot for L.L. Bean.

But the core of what Bronner Slosberg did for L.L. Bean was on the cutting edge of today’s direct marketing.

In devising a customized print campaign for Bean in late 1994, Bronner Slosberg compared the company’s customer base to the subscription lists of each of about 20 national magazines.

If a subscriber was not a Bean customer, the subscriber’s copy of the magazine might have contained an ad urging that he or she send away for a Bean catalog.

When a magazine’s subscriber list and Bean’s customer list overlapped, Bronner Slosberg proceeded to divide this overlapping group into “segments” of customers defined by past buying habits. How often did this customer shop with Bean? What kind of items were purchased?

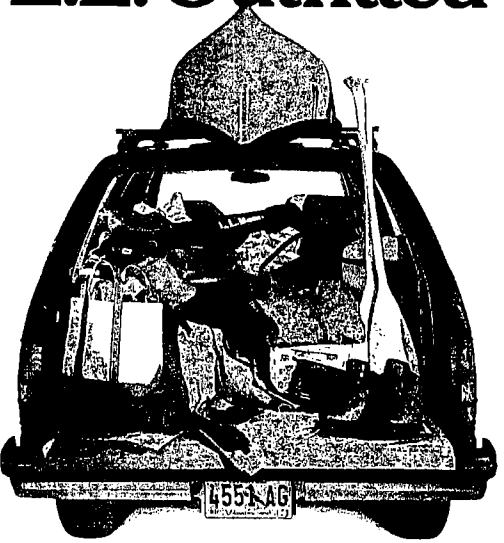
The answers to such questions were factored into tailoring the ad that a customer saw in the copy of his or her magazine.

In other words, if two New Yorker subscribers lived next door to each other, the same edition of the same magazine could contain two different L.L. Bean ads.

Such methods “allow us to give the ads a high level of personalization,” Slosberg says. “A long-time customer might not know that they can now buy Rollerblades and mountain bikes from Bean as well as khaki trousers and chamois shirts. The ad would let the customer know that. In essence, the ad becomes direct mail, and the magazine is the envelope.”

Though expensive, such an approach allows an advertiser to gauge the effectiveness of an ad by comparing a customer’s past buying habits to purchases

L.L. Outfitted



Great fall weekends start with your new L.L. Bean catalog.
Whether you're outfitting a journey to the mountains, or an excursion in the backyard, you can count on L.L. Bean for all your clothes and gear. We offer over 3000 items for fall, from paddles to pullovers, tents to turtlesacks, all 100% guaranteed, honestly priced, and delivered quickly by Federal Express. That's why for over 80 years, most folks have started their fall adventures by opening their L.L. Bean catalog. So before you head out this weekend, why not open yours and give us a call?

Can't find your catalog? We'd be happy to send you another. Just call or write us.

1-800-910-2326
LL#4901170

L.L.Bean®
A Division of Eastern Shore Corp.

Bronner Slosberg's 1994 customized print campaign for L.L. Bean compared the company's customer base to the subscription lists of 20 national magazines, and varied the magazine ads to what subscribers had previously purchased from the catalog.

made or not made after the customer received the magazine with a selective ad.

“We wanted to get back a read on our investment,” says Bean vice president of advertising Chris McCormick. “And Bronner Slosberg devised this one-time test.”

The test persuaded Bean to double its advertising budget.

“They really understood how our business worked and that every dollar had to be justified,” McCormick says. “They approach you more like a management consultant than a creative person from an ad agency.”

• • •

Its position in the vanguard of the direct-marketing revolution has spelled growth for Bronner Slosberg.

By the end of the year, the firm expects to employ 600 people. And its snazzy new offices in the Back Bay are a far cry from the Brookline apartment where Bronner began his coupon business 15 years ago.

In its early days, Bronner’s company was known as Eastern Exclusives. Its BU coupon book was so lucrative that Bronner followed it up with others, both for BU and for other area schools. A later project was a coupon book called “The City” aimed at employees in Boston’s downtown office buildings.

Emboldened by early success, Bronner bravely approached American Express.

At the time, consumers tended to use

American Express cards while traveling, but used other credit cards for making purchases closer to home. To encourage more American Express card activity on the home front, Bronner devised an upscale variation of the coupon book.

Instead of Commonwealth Avenue pizzerias, Bronner persuaded Newbury Street restaurants to sign on with an American Express promotion that was mailed out to local card holders. Pay with your American Express card, the letter said, and a couple would get a free entree at participating restaurants.

In 1987, Slosberg, a veteran of New York ad agencies and direct marketing firms, teamed up with Bronner.

Two years later, Steve Humphrey also headed north from New York, bringing a resume that included stops at Ogilvy & Mather and Bank Street Consulting Group.

Because it’s the largest independent direct marketer in the country, rumors occasionally circulate that Bronner Slosberg Humphrey will be acquired by some communications giant, an idea Bronner pooh-poohs.

“That kind of speculation has been going on for years,” he says.

For the moment, Bronner Slosberg continues to help its clients better understand their customers and build long-term relationships with them.

Unlike the goals of many ad agencies, Bronner Slosberg’s goal is not to do “wonderful TV,” Slosberg says; it’s about

Built for when it rains.

Sideways.



Hikers and campers are eternal optimists. Always envisioning cloudless blue skies and warm tent pitched itself under those extreme conditions. At L.L. Bean, we know just how you feel. However, more than 80 years in the outdoors has taught us that it pays to be prepared for the worst that Mother Nature can and will throw at you.

You'll find the North Country and all the other gear and apparel you need for camping, backpacking, canoeing, and relaxing in our 1995 Spring Sporting catalog. All L.L. Bean proven, hearty, and 100% guaranteed.

That's why we tested our North Country Expedition Spring Sporting catalog. All L.L. Bean proven, hearty, and 100% guaranteed.

For your **FREE L.L. Bean Spring Sporting catalog**, just call or write:

1-800-547-2326
LL#4153170

L.L.Bean®
A Division of Eastern Shore Corp.

Please send me my **FREE L.L. Bean Spring Sporting catalog**.

Name _____

Address _____

City _____ State _____ Zip _____

City and State: L.L. Bean's Spring Sporting catalog is only \$5.00. (LL#4153170)

becoming involved in “the strategy and analysis” of a client’s customer base.

Often that involvement includes creating “solutions for our clients’ business problems,” he says.

• • •

Federal Express was a client with a problem. Corporate customers that used Federal Express to deliver overnight letters were often turning to another carrier to deliver packages.

To change habits, Bronner Slosberg targeted corporate officials responsible for making shipping decisions. Each received a letter. When opened, the letter popped up like a children’s pop-up book and formed the shape of a FedEx package. The letter also explained why a company would benefit from having Federal Express deliver both letters and packages.

• • •

By creating TV spots viewed by millions, traditional ad agencies tend to enjoy more glamour and recognition than a firm that mails pop-up boxes to shipping clerks.

But when annual billings approach a half-billion dollars, there’s a lot to be said for 1-800 numbers, targeted mailings and keeping a low profile.

“It used to be that direct marketing was considered the ugly stepchild of advertising,” says Adweek’s Warner. “That’s not the case anymore.”

GREENBERG
ATTORNEYS AT LAW
TRAURIG

Transmittal Cover Sheet

TO: Bobbie Greene, Deputy Chief of Staff to the First Lady
Attention: Noa Meyer, Assistant to the Deputy Chief of Staff

Company: The Office of the First Lady

Fax Number: (202) 456-6244

Phone Number: (202) 456-6266

FROM: Reta J. Lewis, Esq.

File Number: 9.987927

Comments: Please see the attached. Thank you.

Date: April 15, 1998

Time: 2:50 p.m..

No. Pages: Including this cover sheet: 3

Please notify us immediately if not received properly at: 202-331-3156.

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Clinton Presidential Records
First Lady's Office
Bobbie Greene
OA/Box Number: 15627

FOLDER TITLE:

Michael Bronner

2012-0872-S
rc944

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]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- 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]

GREENBERG
ATTORNEYS AT LAW
TRAURIG

MEMORANDUM

Via Facsimile

To: Bobbie Greene, Deputy Chief of Staff to the First Lady
Attention: Noa Meyer, Assistant to the Deputy Chief of Staff

From: Reta J. Lewis, Esq.

Date: April 15, 1998

Re: Meeting on Thursday, April 16, 1998

Per our conversation, this is to confirm that the meeting will take place on Thursday, April 16, 1998, at 10:30 a.m.

The following is the requested information with respect to the attendees:

Mr. David Kenny, Chief Executive Officer, Bronner Slosberg Humphrey Inc.

Date of Birth: P6/(b)(6)

Social Security Number: P6/(b)(6) [002]

Mr. Michael Dresner, Senior Vice President, Bronner Slosberg Humphrey Inc.

Date of Birth: P6/(b)(6)

Social Security Number: P6/(b)(6)

Reta J. Lewis, Esq., Partner, Greenberg Traurig

Date of Birth: P6/(b)(6)

Social Security Number: P6/(b)(6)

Please feel free to contact me should you have any questions, or should you require any additional information. Thank you very much.

GREENBERG TRAURIG HOFFMAN LIPOFF ROSEN & QUENTEL
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FORT LAUDERDALE WEST PALM BEACH ORLANDO TALLAHASSEE BOCA RATON

**DAVID W. KENNY
CHIEF EXECUTIVE OFFICER**

David Kenny is the Chief Executive Officer of Bronner Slosberg Humphrey, which is the parent company of Strategic Interactive Group.

David has personally been involved in Bronner's Business to Business Marketing efforts across a number of clients, including AT&T, American Express, Federal Express, IBM, the commercial division of General Motors, and Pfizer. Prior to joining Bronner in 1996, David was a senior partner at Bain & Company, where he focused in the technology and telecommunications sectors.

Throughout his career, David has focused on opportunities to not just facilitate lead generation or sales through direct channels, but to go further and build virtual relationships through the Internet, phone, and mail, which complement on-going sales and service relationships.

David holds a BS from General Motors Institute, and an MBA from Harvard. He currently lives in Wellesley, Massachusetts with his wife, Angela, and two daughters.