



THE WHITE HOUSE
200th Anniversary

Celebrating Freedom and Democracy

FAX COVER SHEET

TO: Melanne Verveer
Chief of Staff to the First Lady

FROM: Eugene C. Maillard

DATE: July 9, 1999

PAGES SENT (including cover): 7

COMMENTS:

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THE WHITE HOUSE 200th Anniversary

Celebrating Freedom and Democracy

July 9, 1999

VIA FACSIMILE AND MAIL

Charles F.C. Ruff, Esq.
Counsel to the President
The White House
Washington

Dear Mr. Ruff:

I received your letter (via facsimile) dated July 6, 1999, in which you put forth suppositions regarding The White House 200th Anniversary: Celebrating Freedom and Democracy program. I am very troubled by the accusation implied in your letter that we are in some way attempting to mislead the public about the program and the involvement of the White House.

I would like to take this opportunity to provide you with some background information that may help to clarify our actions to this point in time.

- In 1991-1992 I worked with Rex Scouten, then White House Curator, and Mrs. Barbara Bush on a similar and highly successful art program commemorating the 200th anniversary of the laying of the cornerstone for the White House. At that time the logo used was approved by the White House legal counsel.
- Over two and one-half years ago I was invited to attend a meeting at the White House by Rex Scouten, then White House Curator, at which time he inquired if I and colleagues would like to create, implement, and coordinate a program similar in nature to the very successful 1992 anniversary program for the November 2000 anniversary of the White House. After retirement Mr. Scouten chose to remain involved in this anniversary program because he believed it was good for Mrs. Clinton, good for the institution, and good for the kids.
- Working through Mr. Scouten who acted as direct liaison with Mrs. Clinton and her staff (particularly Capricia Marshall), as well as with the White House Historical Association, *did not happen* we were made aware that Mr. Scouten had personally met with Mrs. Clinton and that she had indicated that she enjoyed her participation in the previous program as the First Lady of Arkansas (Attachment 1) and that she would be delighted to participate in the new program commemorating the 200th anniversary of the White House serving as the residence of our nation's presidents and their families. *X* It was at about this same time that Robert L. Breeden, of the White House Historical Association, asked Diversified Ventures International to organize and manage The White House 200th Anniversary: Celebrating Freedom and Democracy program (Attachment 2). We provided Mr. Scouten with a

Just agreed to Pasadena didn't know about the other pieces

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Educational Program Coordinators: MENC: The National Association for Music Education

1806 Robert Fulton Drive, Reston, VA 20191 Tel 703-860-4000 Fax 703-860-1531 www.menc.org www.wh200.org

— mtg on all diff 200 projects w/ WHHA
Capricia, Gary
WHHA calendar
Symposium

Neil has document

Rex made presentation
A program
Same as 1992 + parade
No fundraising mentioned

VSA have children draw
impression of WH
Spoken for in each state
involved
Top 5 come to DC
Display - winning at
WH

Need ed another org than Music Ed -

Rex looked for another org -

got involved w/ Music Educators

Gary - not enough info for me to know what you want

— Fabrye & S8 — had invited Mr. Fabrye + Girdler from England
She didn't meet

— WHHA pulled out 2nd mtg + Gary called Mr F's assistant - said Gary wd bring in as his friends
Rex, Moleman, Gary, Capria -

Capricia said we're not going to be involved

HRC never met w/ Rex

Charles F.C. Ruff, Esq.
Counsel to the President
July 9, 1999
Page 3

Celebrating Freedom and Democracy, a children's educational program. The program has **not received any charitable donations**. A major solicitation campaign for sponsorships was going to be launched after the appearance of the July 4th *Parade Magazine* article and the July 13th event. Needless to say, that campaign has been canceled.

We only recently learned that there was a major problem with what we assumed was the official position of Mrs. Clinton and the White House and their willingness to endorse the education program. When the invitations for the July 13th event were not forthcoming we asked Tony Coelho to help look into the matter for us.

We have only acted in good faith based upon the information received from those individuals we know to be more than honorable. We wish to state emphatically that we have the utmost regard and respect for Rex Scouten and have every confidence in his integrity and forthrightness.

We have met many times with many other volunteers who have given enormous amounts of time to help insure that The White House 200th Anniversary: Celebrating Freedom and Democracy goes forward to benefit children in schools across the nation. I and my colleagues have donated thousands of hours over the past three years. We recognize that some mistakes have been made. But these mistakes were made out of ignorance - not for any one's personal gain.

This is a program that originated in 1991 for the benefit of handicapped children. It was very successful at that time. Because of that success we were asked to produce this program again but with an expanded target school population - all middle school children. We sincerely believed that the focus of The White House 200th Anniversary: Celebrating Freedom and Democracy, i.e., children and education, was above reproach and would be the type of program that Mrs. Clinton would enthusiastically support. We went forward based on that request and belief. In addition, you should be aware that on this past Sunday and Monday we received more than 19,000 inquiries on our Web site, which was, as you know, published in the *Parade Magazine* article; and many e-mails regarding the program from people who were involved in it previously. Obviously, others find value in the program's purpose as well.

We would immediately welcome the opportunity to personally review this matter with you. We would also encourage the participation of Rex Scouten, Chairman of The White House 200th Anniversary: Celebrating Freedom and Democracy, Ms. Marshall, Mr. Breeden and any other relevant persons to determine the future involvement, if any, of the President and Mrs. Clinton and the White House in this program as well as to determine where the major communication breakdown occurred. We believe we are due an explanation as to why the actions in your letter are being proposed.

Sincerely,


Eugene C. Maillard

Attachments

Charles F.C. Ruff, Esq.
Counsel to the President
July 9, 1999
Page 4

cc: Lisa Brown
Deputy Counsel to the Vice President

Tony Coelho

Neil Horstman
White House Historical Association

Terry McAuliffe

Rex Scouten
The White House 200th Anniversary:
Celebrating Freedom and Democracy

Melanne Verveer
Chief of Staff to the First Lady

Attachment 1
HILLARY RODHAM CLINTON
120 EAST FOURTH STREET
LITTLE ROCK, ARKANSAS 72201

January 12, 1993

Eugene C. Maillard
Chief Executive Officer
Very Special Arts Education Office
The John F. Kennedy Center for the
Performing Arts
Washington, D. C. 20566

Dear Eugene:

Thank you so much for your letter and for your expression of best wishes as Bill and I begin our new responsibilities. It was a pleasure to serve as Honorary Chairperson for The White House 200th Anniversary Art Exhibition in Arkansas, and I am glad that the project was such a success. Thanks, too, for the copy of the exhibition catalogue and for the lovely calendar.

I appreciate your interest in my continuing my association with Very Special Arts, both in Arkansas and nationally. I am sure you can understand that we are still assessing my responsibilities and commitments for the next four years, but I will keep your offer in mind.

Best wishes for the continuing success of Very Special Arts and for your own work with this worthwhile endeavor.

Sincerely yours,


Hillary Rodham Clinton

HRC/ckp

Attachment 2



DIVERSIFIED VENTURES INTERNATIONAL

3112 M Street, N.W. GEORGETOWN Washington, D.C. 20007 TEL 202.342.7384 FAX 202.342.7428
 SEQUOIA TAIPEI NEW YORK CORAL GABLES SAN FRANCISCO ATLANTA

November 29, 1998

Mr. Robert L. Breeden
 Chairman and Chief Executive Officer
 White House Historical Association
 740 Jackson Place, N.W.
 Washington, DC 20006

Dear Mr. Breeden:

As you can imagine, the anticipation of celebrating the 200th Anniversary of The White House has generated a great deal of excitement among the many people and organizations we have been working with to create and develop the education program which will be honoring this special time in our Nation's history. Everyone involved is very appreciative of all the support and encouragement extended to us by the White House Historical Association as we worked to formulate a meaningful and rewarding project involving such a broad spectrum of our Nation's youth. We know that *The White House 200th Anniversary: Celebrating Freedom and Democracy* will be a great success.

In past meetings we have discussed the project's concept, materials, goals, and budget. (see attached). Included in the budget was \$15,000 designated for the overall management of the project. It was agreed that this amount would be paid as follows:

November 30, 1998

\$ 25,000.00

The balance would be paid \$10,000 per month beginning December 1, 1998.

If the above is agreeable to you, please have the appropriate individual indicate the same by signing below. We have already begun work on the project and must continue to move forward in order to accomplish all of the work needed in a timely manner.

Once again, we thank everyone for their support and with great enthusiasm look forward to working with you in the coming months.

Sincerely,

Eugene C. Maillard
 President

White House Historical Association

By:

Shirley -

The WH 2000

group we discussed
on the phone.

According to
Alice Pashkar,

there haven't been
any communications
that would lead
them to believe
Protus agreed to
be won. chat. Meats ^{Thx}



SAVE AMERICA'S TREASURES
NATIONAL TRUST FOR HISTORIC PRESERVATION
1785 Massachusetts Avenue, NW
Washington, D.C. 20036
Phone (202) 588 6202
Fax (202) 588 6082

FACSIMILE

To: Betty Monkman From: Bobbie Greene
Fax: 456-6820 Pages: _____
Phone: 456-6325 Date: 6/11/99
Re: as discussed CC: _____

☐ Urgent ☐ For Review ☐ Please Comment ☐ Please Reply ☐ Please Recycle

• Comments:

Thanks. NEW YORK DESIGN CENTER

Plotus ofc - no agreement
to be non chair.

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THE WHITE HOUSE
200th Anniversary

Celebrating Freedom and Democracy

Please join First Lady Hillary Rodham Clinton, and an esteemed group of Americans who have come together to celebrate the anniversary of one of the most revered institutions in the United States of America: **THE WHITE HOUSE**.

November of the year 2000 will mark the 200th anniversary of **THE WHITE HOUSE** in its role as the residence of America's first family. To mark this event and to extol the freedom and democracy it symbolizes, a major education program is being launched. Education materials are in production that will be distributed to millions of children from every state, territory, and DOD installation, and thousands of schools and communities across the nation. The outreach of this program is extensive and will be publicly announced through a feature article written by the First Lady. The feature will be published as a cover story in *Parade* magazine on July 4, 1999.

July 13, 1999 will be the official launch of the celebration with an event sponsored in The White House. Mrs. Clinton will formally announce the program and introduce its partners. Leading up to the culminating event in November 2000, will be local awareness programs, contests and celebrations hosted by local government officials and state governors.

I invite you to join the growing list of sponsors including, US Airways, Hyatt Hotels, General Mills and Faberge' to help the White House celebrate this important anniversary and arts education program.

Headquarters: 3112 M Street, NW Georgetown Washington, D.C. 20007 Tel 202-342-2384 Fax 202-342-7428
Educational Program Coordinators: MENC: The National Association for Music Education
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P. 3

**THE WHITE HOUSE
200th Anniversary**

Celebrating Freedom and Democracy

Sponsor Benefits**\$150,000 and above**

- A special edition Faberge Egg created only for sponsors(only 15 will be produced)
- National exposure through print and public relations activities surrounding THE WHITE HOUSE 200th Anniversary
- Two tickets to the 42nd Annual Grammy Awards
- All items in lower categories

\$100,000 to \$149,999

- Regional exposure through print and public relations activities surrounding THE WHITE HOUSE 200th Anniversary
- Invitations for four, to all White House 200th Anniversary Events held at The White House
- Membership on the National Council
- Cross promotion opportunities with all sponsors
- Recognition and links from The White House 200th Anniversary world wide web site
- Special advanced opportunities to purchase limited edition Waterford Crystal and Faberge Eggs
- All items in lower category

\$50,000 to \$99,999

- Local exposure through print and public relations activities surrounding THE WHITE HOUSE 200th Anniversary
- Invitations for two, to all White House 200th Anniversary Events held at The White House
- Cross promotion opportunities with all sponsors
- Recognition and links from The White House 200th Anniversary world wide web site
- Special advanced opportunities to purchase limited edition White House 200th Anniversary Waterford Crystal and Faberge Eggs

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P. 4



THE WHITE HOUSE 200th Anniversary

Celebrating Freedom and Democracy

The NARAS Foundation is a nonprofit organization dedicated to advancing music education in schools and ensuring access to our rich cultural legacy. In partnership with the National Academy of Recording Arts & Sciences® and its chapters throughout the country, The NARAS Foundation engages in a variety of cultural, professional and educational activities designed to enhance music education on all levels and preserve our recorded sound legacy to ensure the vitality of our educational system and culture at large.

The White House Historical Association is a nonprofit historical and educational organization chartered in 1961 to enhance public understanding, appreciation, and enjoyment of the Executive Mansion. The White House Historical Association supports the acquisition and preservation of historical furnishings and artwork which become, or are a part of, the permanent White House Collection and participates in special activities relating to the White House and its history.

November of the year 2000 will mark the 200th anniversary of the White House in its role as the residence of America's first family. To mark this event and to extol the freedom and democracy it symbolizes, The NARAS Foundation and the White House Historical Association are sponsoring **The White House 200th Anniversary: Celebrating Freedom and Democracy**.

The celebrations will involve students from all fifty states, the District of Columbia, U.S. territories, and from Department of Defense schools overseas. These students will:

- ◆ Study the White House and its role in the culture of freedom and democracy that is uniquely American.
- ◆ Take part in creating and performing music in their schools and communities—and selected students will demonstrate their abilities at a concert in the White House itself.
- ◆ Create significant works of visual art—and selected students will have the opportunity to exhibit their artworks in the White House.

The White House 200th Anniversary: Celebrating Freedom and Democracy will begin with a kick-off reception at the White House in July, 1999. From that date forward, students will compose, paint, rehearse, and work toward participation in the final concert, art exhibition, and celebration in November, 2000.



THE WHITE HOUSE 200th Anniversary

Celebrating Freedom and Democracy

REX W. SCOUTEN

Rex Scouten first joined the White House staff in 1949 as a Special Agent of the United States Secret Service during President Harry Truman's tenure. He has served ten presidents and held a variety of consecutive positions including Secret Service Agent, Deputy to the Chief Usher and Assistant Regional Director for White House Liaison with the National Park Service.

In 1969, he became Chief Usher, a position he held until 1986 when he briefly retired after 37 years of public service. At that time he was presented with the President's Award for Distinguished Federal Civilian Service by President Reagan in an Oval Office ceremony. He returned to the White House at the request of President Reagan in 1986 as Curator. In this present position, Mr. Scouten is responsible for the White House collection of fine and decorative arts and the continuing research on the history and furnishings of the Executive Residence.

Scouten was born on a farm near Snover, a rural community in Michigan's thumb with a population of 250. He served in the military during World War Two, spending his 19th birthday in North Africa, 20th in Italy and 21st in Germany. Following his discharge he returned to college and was graduated from Michigan State University with a degree in Business and Public Service, and was recruited by the United States Secret Service.

While assigned to President Truman's detail, Scouten was entering the White House's West Wing when the alarm came about the assassination attempt against President Truman by two Puerto Rican nationalists. Within minutes he was across the street at Blair House. During his assignment with then Vice-President Nixon, he traveled to forty countries. As Deputy to the Chief Usher, he was on duty when President Eisenhower suffered his slight stroke. During the Kennedy administration he assisted Jacqueline Kennedy with the now legendary dinner for Pakistani President Ayub Khan held at Mount Vernon. Scouten was supervising the redecoration of the Oval Office when word came that President Kennedy had been shot. He put the office back in order later that evening and helped make arrangements for the state funeral and for the visiting world leaders. He did not leave the White House for five days during this period. As Assistant Regional Director for the White House Liaison, he made significant contributions to Lady Bird Johnson's beautification program and strengthened the National Park Service's role in historic preservation and interpretation at the White House.

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Educational Program Coordinators: MENC: The National Association for Music Education

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THE WHITE HOUSE 200th Anniversary

Celebrating Freedom and Democracy

5

Idea outline summary Education Outreach for the 200th Anniversary of the White House

Goals and Objectives: To provide teachers with easy to implement lesson ideas that underscore the importance of the White House as the cultural home of America. To encourage them to present performances that will communicate the cultural importance of the White House to audiences in communities across America. To bring a central focus to the nationwide events in a musical celebration at the White House yesterday, today, and tomorrow: an institution that

Showcases our creative spirit,
Houses our hopes and aspirations, and
Shelters our cultural legacy.

Action Plan:

1. Develop an interdisciplinary teacher's guide with lessons that encourage local classroom and community events tied to the 200th Anniversary celebration. Disseminate the guide on request by print and on the World Wide Web.
2. Arrange for celebratory events, in the White House, of schoolchildren from each state and territory. The events will include:
 - A choral concert (performing literature discussed in the teacher's guide and student compositions linked to the celebration)
 - A showing of student work in the visual arts
3. Gain, as far as possible, the cooperation of other organizations in furthering the goals of the program.



THE WHITE HOUSE 200th Anniversary

Celebrating Freedom and Democracy

EXECUTIVE SUMMARY

THE WHITE HOUSE 200TH Anniversary: Celebrating Freedom and Democracy

The Honorary Chair of THE WHITE HOUSE 200TH Anniversary: Celebrating Freedom and Democracy is First Lady Hillary Rodham Clinton. She is joined by a National Council of well known leaders in business, government, the arts, and entertainment. Our corporate partners already include General Mills, U.S. Airways, Brown of America, Faberge, and McGraw Hill.

November of the year 2000 will mark the 200th anniversary of the White House in its role as the residence of America's first family. To mark this event and to extol the freedom and democracy it symbolizes, a major educational outreach program is being initiated and will be launched July 4, 1999, through an article written by Mrs. Clinton and published as a cover story in *Parade* magazine. A "kick-off" event is scheduled for July 13, 1999 in the East Room of The White House, and a two day culmination event will be held in November 2000. Many local, state, and national events will also take place leading up to the culminating event. Educational materials produced by the White House Historical Association including: *The Kids Guide to the White House*, *Within These Walls*, *A Visit to the White House*, *The White House is our house - A CD-ROM visit*, and *The Living White House*, will be distributed to schools around the nation, U.S. Territories, and Department of Defense Schools around the world. A culminating event is planned for November 2000 in The White House.

The goal of THE WHITE HOUSE 200th Anniversary: Celebrating Freedom and Democracy, is to reproduce these materials, and make them available to every school free of cost. Over 50,000 teachers and millions of students will learn about the history of one of the world's most important institutions - THE WHITE HOUSE. Curricular materials programed by leading educators are targeted for all levels of school instruction. Over three million dollars needs to be raised to support these first class educational materials. Our major educational partners are: MENC: The National Association for Music Education and The NARAS Foundation, Inc. (The GRAMMY Awards).

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THE WHITE HOUSE
200th Anniversary

Celebrating Freedom and Democracy

THE WHITE HOUSE ANNIVERSARY: CELEBRATING FREEDOM AND
DEMOCRACY

PROPOSED EVENTS*

April 1999 - Presentation of Faberge Egg to First Lady at The White House Easter Egg Roll

July 4, 1999 - Cover story in *Parade* magazine

July 1999 - Kick off event at The White House hosted by Mrs. Clinton

July 1999 - Benefit concert and fund raising dinner, Washington, DC

August 1999 - Fund raising dinner, New York

October 1999 - Professional/Amateur Celebrity Golf Tournament, Dallas, TX

December 1999 - National Art Contest

May 2000 - National Music Festival, Washington, DC

November 2000 - Celebration event, The White House

**Additional events will be announced*

Date: March 1, 1999

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**THE WHITE HOUSE
200th Anniversary**

Celebrating Freedom and Democracy

National Council

First Lady Hillary Rodham Clinton

Honorary Chair

Rex Scouten
Chairman

**THE WHITE HOUSE 200th
ANNIVERSARY:**
Celebrating Freedom and Democracy

Eugene C. Maillard
Executive Director

**THE WHITE HOUSE 200TH
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James W. Grau
Charisma Communications, Ltd.
National Entertainment Director
and Executive Producer

Tony Coehlo
*Chairman, President's Committee on
Employment of People with Disabilities*
Chairperson, Development Council and
Government Liaison

Michael Greene
President/CEO, The Recording Academy
Entertainment Industry Council

Joel Katz
Greenberg Traurig
Entertainment Industry Council

John J. Mahlmann
Executive Director, MENC
Education Programs Council

Jason Berman
Chairperson and CEO
*International Federation of Phonographic
Industry*
National Council

Bill Stone
Chairman, Collectors Edition
Chairperson, Fine Arts Committee

David Guyer, M.D.
*Vitreous-Retina-Macula Consultants
of New York*
Chairperson, New York Committee

Kathy Kerr
Mackerr Associates
Fine Art and Collection
Development Committee

Gary Rosemarin
Hyatt Hotels
Chair, Golf Programs

Jeffrey Moss
The Park Avenue Theatrical Group
Artistic Director

Caryn Heyman
Senior VP Marketing
THE WHITE 200TH ANNIVERSARY:
Celebrating Freedom and Democracy
Co-Chair, New York Committee

THE WHITE HOUSE 200th ANNIVERSARY EGG

Theo Fabergé
FOR THE *St. Petersburg*
Collection



In celebration of the bicentennial of "The President's House," Theo Fabergé, grandson of legendary jeweler Carl Fabergé, has designed a masterwork in porcelain, 24 karat gold and sterling silver. This magnificent tribute to America's heritage is enlivened by a brilliant Great Seal of the United States, four historical American flags, and portraits of John and Abigail Adams, the first residents of the White House. A bald eagle, detailed in diamonds, rests atop the egg as a bold symbol of America. In the magical tradition of Fabergé, the egg's exquisite exterior conceals a delightful surprise: a miniature of the original White House in 1800.

The White House 200th Anniversary Egg, the first in a series of American commemorative designs by Theo Fabergé,

is meticulously handcrafted for the exclusive market of the renowned Bona of America, Bona, Inc., Buell, New Jersey.

This limited edition provides a fine opportunity to own a piece of history and enjoy a masterpiece of excellence. To reserve your masterpiece or for more information, call today toll free:

1-877-USA-LUXE (877-872-5873)

White House 200th Anniversary Egg
500 International Drive, Suite 300
Mt. Olive, NJ 07828

A portion of the proceeds from the sale of this egg will be donated to the American Revolution Bicentennial Commission.

The White House

200th Anniversary:

Celebrating Freedom and Democracy

--Overview--



Contact:

Caryn Heyman
SVP Marketing
212-958-5382

2011
P. 4

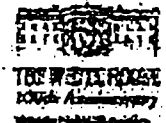
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N.T.H.P.

06/11/99 15:44 FAX 202 588 6434
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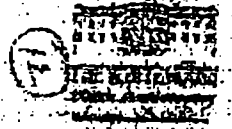
Outline

- Why celebrate the White House
- Program overview
 - ▶ Educational material
 - ▶ Art/Music program
- Planned events
- Corporate partnerships
 - ▶ Sponsorship benefits
 - ▶ Marketing opportunities
 - ▶ Product development



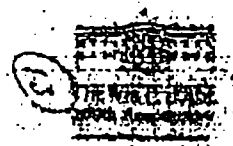
Why Celebrate the White House

- It is the most enduring symbol of American democracy
- It is the 'peoples house', owned by all Americans....any child can aspire to live in it
- It stimulates a sense of history and pride for the country



Program Overview

- A major educational program is being launched to mark the 200th Anniversary of the White House
- Education materials will be distributed to millions of children
- Materials will facilitate the study of the White House and its role in the culture of freedom and democracy
- Mrs. Clinton is serving as honorary chairperson



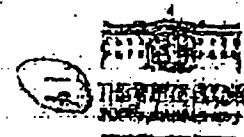
Educational materials

- ▶ Distributed to 50,000 schools
- ▶ Kits sent primarily to middle schools nationwide plus all Department of Defense schools overseas
- ▶ Kits include:
 - 3 Teachers Guides (with lesson plans) that encourage local classroom and community events tied to 200th Anniversary celebration
 - Description of music and art program
 - 1 CD ROM- "The White House is Our House"
 - 2 Books
 - "The Living White House"
 - "A Kid's Guide to the White House"
 - 1 White House 200th Anniversary Awareness poster
- ▶ Internet site
 - materials can be disseminated via web

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P. 8



Art and Music Program

■ Art Program

- ▶ students will create significant works of visual art
- ▶ competitions will be held at local and state levels
- ▶ selected students will exhibit their artwork in the White House, November 2000

■ Music Program

- ▶ students will take part in creating and performing music in their schools and communities
- ▶ competitions will be held at local and state levels
- ▶ selected students will demonstrate their abilities at a concert in the White House, November 2000



Art and Music Program

■ Art Program

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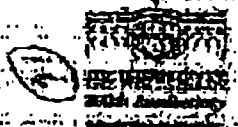


Key Events

(planned to date*)

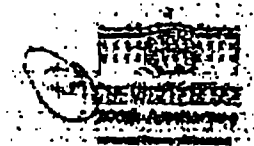
- July 4, 1999 Parade Magazine cover story
- July 13, 1999 Official Kickoff at the White House, hosted by Mrs. Clinton
- Aug, 1999 Hampton, Long Island event
- Oct, 1999 Celebrity Golf Tournament, Dallas
- Nov/Dec, 1999 Palm Beach Dinner/Entertainment
- Dec, 1999 National Art Contest
- Apr/May, 2000 National Music Festival
- Nov, 2000 2-Day Final Celebration at the White House
- Art and Music contest winners

*we are in the process of planning several other significant events



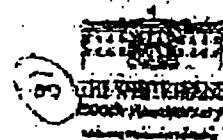
Corporate Partnership Sponsorship Benefits

- Benefits at \$300,000 sponsorship level include:
 - ▶ Local, regional and national-exposure through print and public relations activities surrounding the White House 200th Anniversary
 - ▶ Membership on the National Council
 - ▶ Special invitations to the White House 200th Anniversary events held at the White House, attended by Hillary Clinton, Vice President and Mrs. Gore and other dignitaries
 - ▶ Special invitations to the 42nd Annual Grammy Awards
 - ▶ A special edition Faberge Egg created only for sponsors (15 will be produced)



Marketing Opportunities

- Reach to millions of children...and their parents
 - ▶ materials can be branded with corporate name
- Reach to luxury goods purchasers through large private donors and high price ticket fundraisers
- Exposure at White House and local events
- New program development
 - ▶ tie-in ideas that are unique to each sponsor
 - (e.g. Easter Egg Hunt with Faberge Egg)
- Build positive brand equity through association with an 'all American' event that directly benefits children's education



Product Development Relationship Terms

- Partner commits to raise a minimum of \$100,000 for The White House 200th Anniversary
- The White House 200th Anniversary receives 20% of sales on White House 200 related products
- The White House 200 provides additional selling opportunities through unique White House 200 distribution points (e.g., special auctions, direct to donor, events, website)

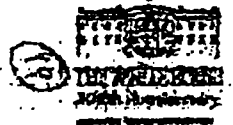
JUN-10-99 THU 9:25 AM

D&D BUILDING CO. LLC

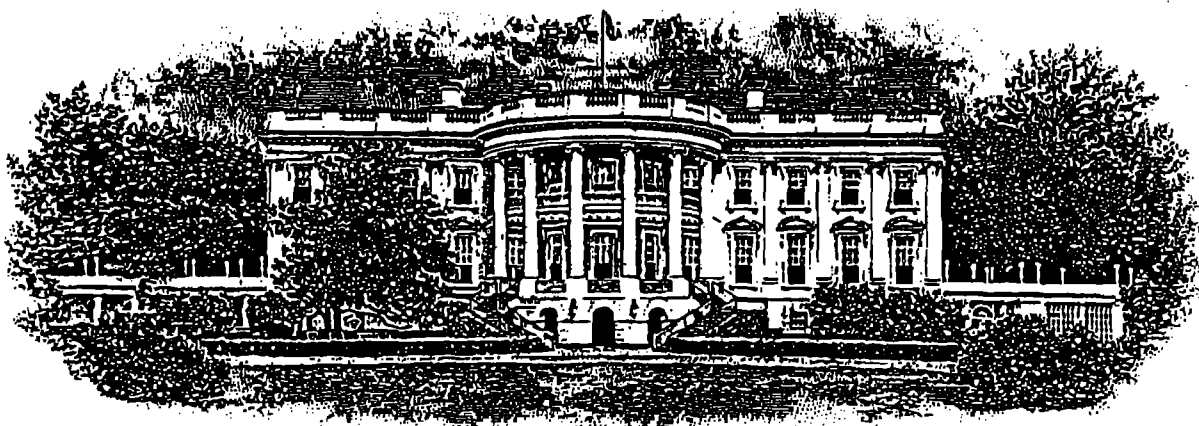
FAX NO.

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P. 13



THE WHITE HOUSE



OFFICE OF COUNSEL TO THE PRESIDENT

FACSIMILE TRANSMISSION COVER SHEET

DATE: 7.2.99

TO: Melanne Verver

FACSIMILE NUMBER: 66244

TELEPHONE NUMBER: _____

FROM: Meredith E. Cabe

TELEPHONE NUMBER: (202) 456-7900 84

PAGES (WITH COVER): 3

COMMENTS: Melanne -
Chuck Ruff wanted you
to see this before it goes -
Meredith

PLEASE DELIVER AS SOON AS POSSIBLE

The document(s) accompanying this facsimile transmittal sheet is intended only for the use of the individual or entity to whom it is addressed. This message contains information which may be privileged, confidential, or exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, or the employee or agent responsible for delivering the message to the intended recipient, you are hereby notified that any disclosure, dissemination, copying or distribution, or the taking of any action in reliance on the contents of this communication is strictly prohibited. If you have received this information in error, please immediately notify the sender at the telephone number listed above.

Draft

July 1, 1999

VIA FACSIMILE

Eugene C. Maillard

Executive Director

The White House 200th Anniversary

3112 M Street, NW

Washington, DC 20007

Dear Mr. Maillard:

It has come to my attention that an organization called "The White House 200th Anniversary" has distributed materials seeking to raise funds and using Hillary Rodham Clinton's name and the name and likeness of the White House. Those materials also include misinformation about the roles of Mrs. Clinton, Vice President and Mrs. Gore, and about the White House and White House events.

The materials contain several references to Hillary Rodham Clinton as Honorary Chair of "The White House 200th Anniversary." As you know, Mrs. Clinton is not affiliated with your organization. There was no presentation to Mrs. Clinton of a Faberge egg during the 1999 Easter Egg Roll, and she is not hosting a "kick off event" at the White House in July. She will not "formally announce the program" or "introduce its partners."

Further, the White House has not agreed to participate in other events publicized in your organization's literature: no art exhibit has been planned, nor has a choral concert or a "culminating event."

Most troubling are the materials seeking to attract sponsors for your organization. According to your organization's materials, donors of \$50,000 and above will receive "invitations for two to all White House 200th Anniversary Events held at the White House" as "sponsor benefits." Donors at the \$300,000 level are offered "special invitations to . . . events held at the White House, attended by Hillary Clinton, Vice President and Mrs. Gore and other dignitaries." The materials also offer corporate sponsors "marketing opportunities," including "reach to millions of children," "exposure at White House and local events," and publicity of their connection with the 200th Anniversary of the White House. We also note that your organization plans to receive 20% of sales on "White House 200 related" products.

Mr. Maillard
June 30, 1999
Page Two

As a matter of longstanding policy, the White House does not permit the names, likenesses, words or activities of President Clinton, Mrs. Clinton, Vice President Gore, Mrs. Gore, or of the White House itself in commercial advertising or promotional materials. Attempting to raise large sums of money using not only their names and the image of the White House, but also purporting to guarantee admission to hypothetical White House events including Mrs. Clinton and Vice President and Mrs. Gore, is a far more serious matter.

We are alarmed by the claims and misinformation contained in these materials, and by the possibility that members of the public will be misled. Accordingly, we will refer this matter to the Department of Justice. We will also contact the entities listed as sponsors of this endeavor to ensure they are aware that the White House is not involved in any way in your organization's efforts.

Sincerely,

Charles F.C. Ruff
Counsel to the President

cc: Neil Horstman
White House Historical Association

Melanne Verveer
Chief of Staff to the First Lady