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FOIA

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117

DOC NO	Doc Type	Document Description	No of Pages	Doc Date	Restrictions
1	LETTER	WILLIAM SADLEIR TO M. DEAVER	1	5/16/1983	B6

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]

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

March 25, 1983

MKD,

The attached boils down to:

- 1) In the past Senior WH Officials have extended invitations to the Ad Councils Annual Conferences on behalf of the Ad Council, pointing out in the invitations the importance of the work of the Council and the upcoming year's primary campaigns. (See pamphlet "History of the Letters of Invitation from the WH"). Basically, this gesture serves the Ad Council by helping them motivate people into attending the Conference. Would someone (Deaver) be willing to do so this year? (Rosebush did it last year re: Foster Grandparents).
- 2) (Also in the past) invitations have been extended to various members of the Council to come to the WH (or a hotel...) to meet with The President. (See pamphlet "Involvement to Date by The President and Mrs. Reagan"). Is such an invitation possible for this Conference?
- 3) Will The President, The Vice President, or any Senior WH Officials be able to attend the Annual Conference on May 11 or / and the 12?

FYI - pamphlet on "1983 Ad Council Public Service Campaigns" shows what is up their sleeves this year.

The information he provided is a lot clearer than the letter he wrote. Another good quick piece is in pamphlet "History of WH Participation at Annual Washington Conference" - read the CR excerpt.

Hope this helps.

BS

March 25, 1983

Bill S

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- 3) Will The President, The Vice President, or any Senior WH Officials be able to attend the Annual Conference on May 11 or / and the 12? *where is it?*

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The information he provided is a lot clearer than the letter he wrote. Another good quick piece is in pamphlet "History of WH Participation at Annual Washington Conference" - read the CR excerpt.

Hope this helps.

BS

*SAB - CANNOT Do This
Per him 3/29
MOT*

4:30 -

L. W. LANE, JR.
MIDDLEFIELD AND WILLOW ROADS
MENLO PARK, CALIFORNIA

3/14/83

Dear Shirley -

This is the "new" letter
to attach to the set of
files for Mike's hopeful attention.

You're a sweetheart to
help me on this — well
worth getting up 5 AM PST!

It presents a more
accurate bi-partisan role
for the Ad Council — but, I
dare say, does not remove
my very partisan feelings.

Thanks a million! Bill

LANE PUBLISHING CO.

SUNSET MAGAZINE - BOOKS - FILMS

L. W. LANE, JR.
Chairman of the Board
and
Publisher, Sunset Magazine

March 14, 1983

Mr. Michael K. Deaver
Assistant to the President and
Deputy Chief of Staff
The White House
Washington, D.C. 20500

Dear Mike:

I hope you received the attached Mailgram in Yosemite and/or a copy at your office. It conveys my sincere congratulations for your Presidential representation and leadership role in planning and hosting the Royal Couple's visit to the West Coast. It was a great honor for the Lane family and SUNSET to have helped with your mission, if only in a small way. The smooth adjustments to changes in plans and even tragedy reflected superb organization by yourself and all government and hospitality staffs.

The "Royal Western Tour" was a tremendous achievement for US/UK diplomacy that furthered our mutual political and economic goals (California sends more visitors to the UK than any State), and shared good old-fashioned Western hospitality and gratitude -- and all with our longest continuous and most dependable ally. The roots of our democratic values are in British soil. My appreciation again and thanks to you, the President and Mrs. Reagan, Cabinet members and other Presidential staffers involved. Good show.

Now, the not-so-good news. As I'm sure you are aware, a multi-business organization -- The Advertising Council -- has done a lot of good things for this country, the U.S. Government for some 40 years, and the Reagan Administration. It seems that we may have a sensitive situation with The White House that I am trying to keep in fair perspective with precedent and priority considerations, walking in your shoes. I hope you and any others will hear me out. Before I tackle the subject, Mike, I want to promise you I am equally motivated personally by my long and strong convictions to help President Reagan and the major goals of this Administration -- as well as just supporting the worthy effort of an organization that is helping our country and all of its people with a really amazing record of success in mass communication and persuasion. Being aware of your burdensome priorities, I would not come directly to you with the urgency of this letter if I didn't feel that my request met the test of tangible benefits to help critical short and long term public opinion and economic/military objectives of the Reagan Administration on specific Ad Council campaigns: Productivity, American Economic System, etc. The major benefactors, regardless of party, are all the people of our great country.

Over the years, and in these times, I feel one of the major reasons for its achievements is that the Ad Council is bi-partisan and represents the best of our precious (and vulnerable) free enterprise, democratic system of government. That can only benefit the Reagan Administration relationship with the Ad Council, whose members contribute their time, creative talent, and corporate assets to support Ad Council campaigns.

There are some fringe benefits: For one, Larry Speakes is guaranteed a "Positive Press"! Air Force One can stay in its hangar, most of the White House heirarchy and advance travel planning staff can tend to other priorities, and an Ad Council "engagement" is an inexpensive date with almost no expense to taxpayers. The Council pays for all add-on costs. Needless to add, however, I appreciate some staff time and requirements for security checking, etc.

If I have to pick one of your hats, Mike -- I guess this matter logically falls within your new Chairmanship of The White House Committee on Private Sector Initiatives. Because Charles Wick has been recently involved with a pet project of the President's that I have given strong support for -- the AFS International Student Interculture Exchange Program -- I am sharing a copy of this letter with him.

Also, we have had excellent liaison between Karna Small at The White House and the Ad Council's Washington V.P., Collingwood Harris -- but no firm commitments yet for this year's Conference, May 11 and 12. Time is getting very critical for our planning -- but more importantly, we all realize, for favorable decisions from The White House.

The situation in apparent limbo is with the 39th Annual Washington Conference of The Advertising Council, May 11 and 12. As you may be aware, its historic role as a business partner with government goes back to WWII -- and a direct Presidential/White House participation with almost a perfect record over that 40-year history with the President, Vice President, or as of last year, for the first time, the First Lady. The Ad Council has become one of our nation's prime examples of the synergistic rewards of business helping government -- or, as we express it today "cooperation from Private Sector Initiative." Don Belding, my Dad, and a few other Westerners helped give the concept its initial thrust early on in the War to help Uncle Sam "sell" Volunteer Military Recruiting, Savings Bonds, Support the USO, etc., to the American people -- when 2nd Lieut. Ronald Reagan was in U.S. Cavalry Reserve. In brief, beginning in 1942, the Ad Council was a pioneer in the world of multi-industry/communication crusades to support and be a partner in every way possible with U.S. Government programs, with every administration beginning with Franklin Roosevelt through the first two years of President Reagan -- and we want to make the 3rd and 4th (and, hopefully, more!).

As a pioneer in Ad Council history, and one of its strongest supporters, Charles E. Wilson, head of General Electric (a good Republican, who served two Presidents in WWII and during the Korean War), stated:

"Through The Advertising Council, American business supports more causes, solves more problems, and serves more people than is possible through any other single institution."

That statement is even truer today. Think of it this way when considering precedent and priority: If The Ad Council did not exist, and a magic wand would create it over-night, Faith Whittlesey, Dave Gergen, and their groups would jump through hoops to be as close and stay as close to the organization as possible for political reasons alone, aside from the obvious public service benefits for the country. Few if any private sector groups have such a long record, involving as many major corporations and all major media, to be a partner with the U.S. Government to help the incumbent administration and all the citizens of this country.

I think it is a safe statement to say that the Ad Council has more credibility and is less controversial than virtually any multi-business organization of its kind that has a direct partnership relation with official government agencies.

Understandably, with the record of "White House Participation" for the Ad Council Annual Washington Conference virtually uninterrupted for all those 40 years, the Council is deeply concerned that we are still out on a limb for the forthcoming 39th Annual Washington Conference, May 11-12, 1983, with regard to two aspects of traditional involvement. That concern is even more acute with Ad Council officers, like myself, who are long and strong supporters of President Reagan and his Administration goals -- in spite of the Council's bi-partisan role. Please understand, I and all of us are very appreciative of both the President and Mrs. Reagan and their staff members for many cooperative efforts. I was proud to help greet and sit next to Mrs. Reagan at the State Department luncheon last year. But, with all due respect to others who are excellent representatives, the Annual Washington Conference is the heart of many thousands of hours of voluntary human efforts that work around the clock throughout the year -- and the President's personal flesh 'n blood blessing and support is the best adrenaline that makes the heart pump faster and with more determination for the coming year. And, especially with President Reagan and his communication ability, the personal touch is synergistic.

In these times it is worth repeating, I feel, that the press has traditionally been very kind to the Ad Council, its objectives -- and, very important to remember, those individuals who help make it so effective (Jim McIlhenny, President of USNWR is this year's Chairman of our Washington Conference). A solid proof of that fact is a lovely lady who lives up stairs over your office. The attached small group of clippings of Nancy Reagan is only a tip of the iceberg of an extensive, favorable national press she received from participating in the Drug Abuse Campaign, Foster Grandparents, and Smokey the Bear, etc. I am sure Shiela Tate will recall a meeting with the Ad Council officials where that subject, as a wish of The White House, was specifically discussed. And it was a great honor for the Ad Council to help her deserved good image as she also furthered the Drug Abuse Campaign and several worthy Ad Council causes. The President himself has certainly been cast in a very positive role in his Ad Council statements, press releases, and television/radio spots. In brief, the Ad Council is almost a guarantee of "accentuating the positive" with the American press -- both in donated advertising (nearly \$1,000,000,000 in 1982) as well as editorial coverage. David Gergen should regard it is a

March 14, 1983

no-cost, volunteer, unofficial ad hoc White House communication organization -- and, I promise you, the "Reagan Administration/Ad Council Connection" can be even more mutually beneficial in the next two years.

Here are the two traditional "involvements" that the Ad Council has had with The White House for most of its 40-year history -- which I would like to think any Administration should regard as a very unique "opportunity" rather than a "responsibility."

1. A letter of invitation from a staff member attached to The White House. Don't be shy -- let it tell a strong Reagan "message" related to mutual Administration/Ad Council concerns, and you sign it, if you wish. It is a real communication opportunity to communicate on a positive subject with senior business and media leaders from all over the country. And, seriously, if you would sign the letter, it would be great -- you've had some worthy senior staff predecessors as the record shows, Republican and Democratic. But, any appropriate White House staff representative will be fine.

2. The President's brief and informal personal comments at The White House, OEOB, State, Red Cross, hotel, or whatever is best for you. His "on stage" voice and eye-to-eye contact is truly magic to inspire minds and influence support. Brief, 10 to 20 minutes, or so. I was reminded of that basic fact at the Commonwealth Club in San Francisco dealing with very controversial subjects. You know that far better than I do. Keep in mind that the Ad Council group and the positive "help America" environment of our Conference is made up of highly influential people, is non-controversial, bi-partisan, high regard on the Hill, patriotic, and 100% the product of "Private Sector Initiative." From your point of view, there is minimal advance preparation, brief "on stage" commitment, opportunity to drive home a message to what I'd guess is a very pro-Reagan captive audience. And, no question period required! In many ways, this Ad Council gathering of just the members of communication/media firms is a picnic compared to any White House Press Conference, as well as some other important White House meetings of business leaders that are often more controversial rather than conciliatory.

If the President is absolutely out, Vice President Bush is fine -- and the First Lady certainly did a beautiful job last year at the State Department luncheon -- but, wherever: White House reception on either May 11 or 12, Rose Garden (a great visit there with President Johnson), OEOB, hotel, etc., is fine. In brief, "Any place, any time." As you know, the Congressional Senate-House Dinner is Thursday, May 12 -- and many of us from the Ad Council will be attending.

The Ad Council is truly Mother, God, and Country in relating with mass communication to meet many needs and goals of an incumbent Administration. Compared to the tumultuous world you're living in, a meeting with the Ad Council is about like having a peaceful, friendly week at Yosemite or the Bohemian Grove, or even the more arduous demands of an RV Trek -- with no

March 11, 1983

press to worry about, no security, no phone calls, no meetings, or even briefing files to lug around on a vacation.

Another nice thing about the Ad Council Washington Conference is that it is co-ed with a number of women executives as well as a great many husbands and wives. I think some of the best impressions made by a President has been when his First Lady attended while he made his comments -- and that would be particularly appropriate for this President because both he and his wife are participants in Ad Council campaigns.

If the two requests can be firmed up, I will promise you my personal (and Ad Council directors and staff) commitment to maximize the attendance from the very top level senior executives over and above the normally VIP registration.

I have assembled five sets of attachments that you and/or your staff can review to evaluate information for your convenience and quick reference by subject. The sets of information are separated as follows:

1. The 40-year history of "White House Participation" at the Annual Washington Conference personally by the President, representative members of his Cabinet, and other senior members of his Administration.
2. The history of "letters of Invitation" from The White House for the Annual "Washington Conference" of the Ad Council (formerly "White House Conferences"), from Elmer Davis in 1944, to John Steelman in 1949, to Sherman Adams in 1958, to McGeorge Bundy in 1963, to Lou Gerig in 1981, and James S. Rosebush in 1982.
3. Examples of "Involvement by President and Mrs. Reagan" in several Ad Council projects -- which are greatly appreciated.
4. 1983 Ad Council Public Service Campaigns, mostly with direct support from Cabinet officers and other departments of the Reagan Administration and/or White House involvement.
5. 1980-81 Ad Council "Report to the American People" featuring Nancy Reagan and Foster Grandparent Program, Congressional Record Statement by Senator Percy, Jan-Feb 1983, Bulletin featuring Secretary Regan on Savings Bonds Campaign.

Wearing your many Administration hats, Mike, I feel these facts help separate the Ad Council from most organizations in establishing priority -- as you do for many other groups, travel trips, personal Presidential letters and calls, etc.:

1. Approximately 400 of the Fortune 1000 companies support the Ad Council, largely in the consumer field, although Bechtel, for instance, is a good member. Our Industries Advisory Committee includes 46 chief executive officers of those companies. For many of the top VIP's the Washington Conference is the main torch for support and the White House/President involvement is the match that fuels the flame. No question about that fact.

Mr. Michael K. Deaver

-6-

March 14, 1983

And, in 1983, that combination of Ad Council "Private Sector Initiative" resulted in nearly \$1,000,000,000 (yes, nearly one billion dollars) of donated magazine, poster, newspaper print space, TV and radio air time, and agency and other services for U.S. Government-endorsed and other public service campaigns. For example, SUNSET Magazine has guaranteed a full page in every issue for many years.

2. In the media category, we have representation that embraces:

- a. 1674 daily newspapers, 7684 weeklies plus an additional 2500 college newspapers, Spanish language newspapers, etc.
- b. Our TV constituency includes the major networks (ABC, CBS, and NBC) and over 7000 individual commercial TV stations including 118 Spanish language stations, along with several hundred public broadcasting stations.
- c. In radio, we encompass approximately 6000 stations and, of course, the four networks -- CBS, ABC, NBC, and Mutual.
- d. In the consumer magazine area, we have 888 publications, 2949 in the business press category; and 3324 company publications. SUNSET Magazine was a Founder Member.
- e. In Outdoor, there are 275 members of the Outdoor Advertising Association that support our effort.
- f. In transit advertising, we have 251 companies, which give us coverage in subways, buses, railroads, airports, etc.

I, and all of the officials of the Ad Council, would greatly appreciate your help -- and, very honored if it is possible for you to personally participate in signing The White House letter and/or speaking or attending one of the functions at our 39th Annual Washington Conference.

Thank you for your time. And, again, a great job on the Queen's visit.

Very sincerely,

A handwritten signature in blue ink that reads "Bill". The signature is stylized with a large, looped "B" and a cursive "ill". A horizontal blue line is drawn underneath the signature.

LWLJr/kh

Enclosures

cc: Mr. Charles Z. Wick
Ms. Karna Small

THE WHITE HOUSE
WASHINGTON

September 27, 1982

Sittmann / Blume
copy

Dear Bob:

Thank you for the gracious hospitality you provided to me and my staff during our visit to Yosemite National Park.

After much deliberation we have finally selected another site location for the Economic Summit and want you to know how much we appreciate your patience throughout this selection process. We were very impressed with your facilities and the cooperation of your staff and would very much like to keep Yosemite National Park in mind for a possible future event.

Again, many thanks.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Mr. Robert Binnewies
Park Superintendent
National Park Service
Yosemite National Park
Post Office Box 577
Yosemite, California 95389

THE WHITE HOUSE
WASHINGTON

September 27, 1982

Sittmann / Blum
copy

Dear Jack:

Thank you for the gracious hospitality you provided to me and my staff during our visit to The Greenbrier.

After much deliberation we have finally selected another site location for the Economic Summit and want you to know how much we appreciate your patience throughout this selection process. We were very impressed with your facilities and the cooperation of your staff and would very much like to keep The Greenbrier in mind for a possible future event.

Again, many thanks.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Mr. Jack Horton
Director of Conferences
The Greenbrier
White Sulphur Springs, West Virginia 24986

THE WHITE HOUSE
WASHINGTON

September 27, 1982

Sittmann / Blume
copy

Dear Jerry:

Thank you for the gracious hospitality you provided to me and my staff during our visit to the Keystone Resort.

After much deliberation we have finally selected another site location for the Economic Summit and want you to know how much we appreciate your patience throughout this selection process. We were very impressed with your facilities and the cooperation of your staff and would very much like to keep the Keystone Resort in mind for a possible future event.

Again, many thanks.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Mr. Jerry D. Jones
Vice President
Keystone Resort
Box 38
Keystone, Colorado 80435

THE WHITE HOUSE
WASHINGTON

September 27, 1982

*Sittmann/Blume
copy*

Dear John:

Thank you for the gracious hospitality you provided to me and my staff during our visit to The Homestead.

After much deliberation we have finally selected another site location for the Economic Summit and want you to know how much we appreciate your patience throughout this selection process. We were very impressed with your facilities and the cooperation of your staff and would very much like to keep The Homestead in mind for a possible future event.

Again, many thanks.

Sincerely,

MICHAEL K. DEAVER
Assistant to the President
Deputy Chief of Staff

Mr. John G. Kenny
Director of Sales
The Homestead
Hot Springs, Virginia 24445

THE WHITE HOUSE
WASHINGTON

September 27, 1982

Sittmann / Blume
copy

Dear Jack:

Thank you for the gracious hospitality you provided to me and my staff during our visit to Grand Teton National Park.

After much deliberation we have finally selected another site location for the Economic Summit and want you to know how much we appreciate your patience throughout this selection process. We were very impressed with your facilities and the cooperation of your staff and would very much like to keep Grand Teton National Park in mind for a possible future event.

Again, many thanks.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Mr. Jack Stark
Park Superintendent
Grand Teton National Park
Moose, Wyoming 83012

THE WHITE HOUSE

WASHINGTON

September 27, 1982

Dear Ed:

Thank you for the gracious hospitality you provided to me and my staff during our visit to Yosemite National Park.

After much deliberation we have finally selected another site location for the Economic Summit and want you to know how much we appreciate your patience throughout this selection process. We were very impressed with your facilities and the cooperation of your staff and would very much like to keep Yosemite National Park in mind for a possible future event.

Again, many thanks.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Mr. Ed Hardy
Curry Company
Yosemite National Park
Yosemite, California 95389

THE WHITE HOUSE
WASHINGTON

September 27, 1982

L. H. Mann / Blume
copy —

Dear Scott:

Thank you for the gracious hospitality you provided to me and my staff during our visit to the Hotel Del Coronado.

After much deliberation we have finally selected another site location for the Economic Summit and want you to know how much we appreciate your patience throughout this selection process. We were very impressed with your facilities and the cooperation of your staff and would very much like to keep the Hotel Del Coronado in mind for a possible future event.

Again, many thanks.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

Mr. Scott W. Anderson
Senior Vice President,
Manager
Hotel Del Coronado
1500 Orange Avenue
Coronado, California 92118

Donna's copy

THE WHITE HOUSE
WASHINGTON

July 15, 1982

Dear Ted:

This is to acknowledge and thank you for your letter of July 12 offering to host the next economic summit conference in Alaska.

At this time we are contemplating several sites for the conference, however, I can assure you that we will give Alaska every consideration when a decision is to be made.

I would appreciate it if your office could provide Bill Sittmann, of my staff, with some information on possible sites in Alaska.

Sincerely,

MICHAEL K. DEEVER
Assistant to the President
Deputy Chief of Staff

The Honorable Ted Stevens
United States Senate
Washington, D.C. 20510

United States Senate

OFFICE OF
THE ASSISTANT MAJORITY LEADER
WASHINGTON, D.C. 20510

*Beel
pls draft
a response*

July 12, 1982

Mr. Michael K. Deaver
Chief of Staff
The White House
Washington, D.C. 20500

Dear Mr. ~~Deaver~~:

I am informed that the United States is to host the next international economic summit conference and that the President is considering holding the conference in the Western United States.

If this is the case, I would like to suggest that Alaska could afford an excellent opportunity to the conference participants to experience the grandeur and beauty of the United States. Convenient flight times to Alaska from participant countries are another advantage my state can offer as a conference site.

Of course many factors must be considered when exploring sites for this conference, but I or Mark Barnes of my staff would be pleased to provide any further information on Alaska that you may need.

With best wishes,

Cordially,


TED STEVENS

TED STEVENS
ALASKA

United States Senate

OFFICE OF
THE ASSISTANT MAJORITY LEADER
WASHINGTON, D.C. 20510

July 12, 1982

*Bill
pls draft
a response*

Mr. Michael K. Deaver
Chief of Staff
The White House
Washington, D.C. 20500

Dear Mr. *Deaver*:

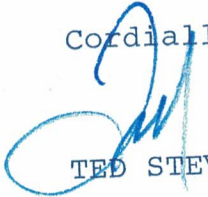
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If this is the case, I would like to suggest that Alaska could afford an excellent opportunity to the conference participants to experience the grandeur and beauty of the United States. Convenient flight times to Alaska from participant countries are another advantage my state can offer as a conference site.

Of course many factors must be considered when exploring sites for this conference, but I or Mark Barnes of my staff would be pleased to provide any further information on Alaska that you may need.

With best wishes,

Cordially,


TED STEVENS

THE WHITE HOUSE
WASHINGTON

RECOMMENDED TELEPHONE CALL

TO: Donna Posey (widow)
Daughter, Melissa (age 21)
Son, Michael (age 14)

Home Phone Number: 601/384-2500

DATE: Friday, October 1, 1982
Recommended time of call: 7:00 p.m. (EST)

RECOMMENDED BY: Michael K. Deaver

PURPOSE: To offer condolences on the heroic death
of Sheriff Posey

BACKGROUND: Sheriff Posey exchanged himself for a woman
and three children being held hostage by
an assailant during an attempted robbery.

DATE OF SUBMISSION: October 1, 1982

ACTION _____

Sheriff shot dead; traded self for 4

BROOKHAVEN, Miss. (AP) — A county sheriff who exchanged himself for a woman and three children being held hostage was shot to death by his captor, authorities said. The assailant was then killed by officers at the scene.

Franklin County Sheriff James Posey, 37, was slain Wednesday afternoon as he sat in a deputy's car next to Derald V. Coghlan, 25, of Brookhaven, said Highway Patrol Chief Donald Butler.

Coghlan had taken the captives after an attempted robbery, officials said. He agreed to swap the sheriff for the hostages, who were not harmed, after being stopped at a roadblock outside Brookhaven, about 45 miles south of Jackson.

"While they were in the car, Coghlan had a gun and he fired at least one shot into Sheriff Posey's chest," said patrol spokesman Edd Jussely. Posey slumped out of the car and officers opened fire, killing Coghlan.

The hostages were identified by the Highway Patrol as Eve Welch, 41; her son, Charles, 14; and her daughter Maria, 17, all of McCall Creek, and an infant, Larry Hawley, whom the family was babysitting.

District Attorney Don Lampton

said Coghlan had been awaiting trial for manslaughter in a 1981 shooting.

Wednesday's incident began when Coghlan apparently tried to rob a grocery store owned by his girlfriend's father, Melvin Jordan, saying he needed money to flee to Mexico, said Franklin County Constable Joe Spring.

Coghlan left the scene in his own car, returning in a stolen pickup truck about an hour later as Spring was interviewing the girlfriend, who was not immediately identified, and Jordan. Coghlan fired a shot from the truck, but no one was hit and he drove away, Spring said.

Coghlan drove to the home of the Welches, whom he apparently knew, forced them into their car and had Maria Welch drive on back roads until they were stopped by more than a dozen officers at a Highway Patrol roadblock in Lincoln County about 15 miles away, Spring said.

After a standoff lasting about 20 minutes, while Coghlan held a pistol on Mrs. Welch and the baby, Posey persuaded Coghlan to free the hostages in exchange for himself, Butler said.

After offering Coghlan a ciga-



Sheriff James Posey

rette, Posey asked the gunman, "Why don't you let these people go? They ain't done nothing to you," said Highway Patrol Capt. Billie Hughes.

Coghlan agreed, got out of the car and both men headed for a deputy's car. The hostages ran to safety before the shooting began.

Posey, first elected sheriff in 1976, was in his second term.

Friends said Posey, a former body shop owner, had recently remarried and is survived by his wife and two teen-age children.

Johnny Dillon, dispatcher at the Franklin County Sheriff's Department, said Posey "was a fine fellow. He gave his life trying to save the hostages — he was that type of man."

MEMORANDUM

OFFICE OF THE VICE PRESIDENT
WASHINGTON

Richard
file

December 23, 1982

MEMORANDUM TO BILL SITTMAN

FROM: Boyden Gray *CBG*

RE: Glass-Steagall

Per your request, attached is a draft response to Mr. James Fuller's letter to Mr. Deaver regarding the Task Group on Regulation of Financial Services.



Mr. James W. Fuller
The Charles Schwab Corporation
The Schwab Building
One Second Street
San Francisco, California 94105

Dear Mr. Fuller:

Thank you for your letter of December 17 concerning the need for a long-range review of the financial services industry, with particular emphasis on the structure of federal regulatory agencies. As you know, the Administration recently announced the formation of a Task Group on Regulation of Financial Services to study these issues and to recommend any appropriate legislation to the President. Vice President Bush will serve as Chairman of the Task Group, and Treasury Secretary Regan will serve as Vice-Chairman. In addition to the Attorney General and other members of the Administration, the Group will include the heads of all federal financial regulatory agencies.

I appreciate your interest in serving as a member of the Task Group, and I am sure that you would be able to contribute a great deal to its work. However, participants in the Group will be limited entirely to the Executive Branch, and in this respect the article to which you referred concerning private sector membership in the Group was simply erroneous.

Although the membership of the Task Group will be limited, I know that the Vice President is interested in the views and suggestions of all interested parties, especially those without any "turf" to protect. Richard Breeden, who is the Vice President's deputy counsel, will be directing the working committee of the Task Group. I am sure that he would be interested in hearing from you directly regarding the issues which you have raised.

As you suggest, recent changes in the nature of the financial services industries have extremely large consequences for our overall economy. The current system has obviously grown excessively complex and restrictive, and we are determined to review proposals for change both expeditiously and comprehensively.

Sincerely,

Michael K. Deaver



THE SCHWAB BUILDING
ONE SECOND STREET
SAN FRANCISCO, CA 94105

B. Sullivan
Can you get me an analysis of response
(415) 646-1000 · (800) 648-5300

December 17, 1982

Honorable Michael K. Deaver
Assistant to the President
The White House
Washington, D. C. 20001

Dear Mike:

PURPOSE

The purpose of this letter is to put in writing some of the thoughts I have discussed with you verbally on the desirability of the administration taking the lead in analyzing the need for structural and regulatory changes in the financial services industry. I am also requesting that you consider me as an outside member of the proposed "Glass Steagall Task Force (see attached Wall Street Letter article).

THE NEED

Several months ago we discussed the need for a thorough analysis of the financial services industry, particularly the need to study the regulatory structure and the necessary changes required to insure that the United States continue to have a viable financial system and capital markets structure. Not since the 1930's has so much strain been put on our financial system and the potential for widespread harm greater. Although deregulation continues to progress we are risking unnecessary disasters by approaching many problems in a patchwork fashion. As you know, Representative Timothy Wirth has proposed his own task force that Congress would oversee. In my opinion, his proposed task force is a hodge-podge designed to include anyone who might have a political interest. (See H. R. 7014 for composition and objectives of that task force.) John Shad has also proposed a one year study task force which has met with varying degrees of enthusiasm, but now has the support of most leaders of the Securities Industry. These are extremely important issues for the nation and they need the leadership, thought, construct, and guidance of the administration itself. Therefore, I'm happy to hear that the formation of a task force has been approved by "senior White House officials".

DANGER

There is a danger I see in any task force formation. It is the possibility that they may address current or yesterday's issues while glossing over or ignoring important future issues. These future issues are the ones that will put pressure in our financial systems in the mid to late 1980's.

Honorable Michael K. Deaver
December 17, 1982
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Let me give you an example. Recently, the SEC held a conference on Major Issues Confronting the Nation's Financial Institutions and Markets in the 1980's. Chairman Shad should be commended for beginning a process of information sharing. However, the sessions on industry structure dealt for the most part with current or past issues and little time was spent on many future issues which may dramatically impair the ability of our financial system to meet our Nation's capital needs. Almost no time was spent discussing the dramatic changes we can expect to see in the delivery mechanisms for all financial products such as home delivery, use of personal computers, and direct access to markets domestically first and worldwide thereafter. One commentator said we all have learned over the years "that stocks are sold, not bought". This in the face of their industry witnessing a new growth segment which has already captured 10% of the retail market, will probably capture 25 to 30% in the next few years and where individuals must initiate their own orders, provide their own advice and are not sold anything.

Little time was spent on the issue of capital adequacy given the changes we are likely to see. For example, as different financial service firms find new ways to compete aggressively for market share nationally, they are likely to do so at the expense of short term profitability. We have seen this in the past when brokerage firms began offering "transaction type" accounts (i.e., CMA). Now we see it again in the competition for the new money market deposit accounts. When this happens, financial firms, at the time that profit margins are shrinking, have to expand their balance sheet leverage in order to preserve returns or equity and increase their asset base. These divergent strategies will be magnified in the future because at the same time firms will have to dedicate large chunks of capital to technology development and expand their fixed assets through the purchase of computer and computer related equipment. Are our financial institutions adequately capitalized to support these changes? Will they be able to find the increasing capital needed? At what cost to them? At what cost to the rest of society? These are just an example of questions a panel should seek to review when looking at needed structural and regulatory questions concerning the financial industries.

QUALIFICATIONS

I believe, Mike, that I am qualified to participate on a commission or task force concerning the future of financial industries and that I could make a worthwhile contribution. Attached is a sheet of qualifications that I believe to be relevant to serving on this panel. These are in addition to the fact of always being willing to be of service to the President and yourself whenever possible.

Honorable Michael K. Deaver
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Page Three

CONCLUSION

I am pleased that the administration is taking the initiative with respect to a commission to study the needed changes in the financial structure and regulation in the U. S., particularly Glass Steagall. I hope you will see fit to allow me to serve on such a panel and contribute to the solutions of what I believe is one of the most pressing problems facing our country in the 1980's.

Warm regards,

A handwritten signature in dark ink, appearing to be 'JW Fuller', with a stylized flourish at the end.

James W. Fuller

JWF:PH

QUALIFICATIONS FOR FINANCIAL
INDUSTRIES PANEL
James W. Fuller

SRI INTERNATIONAL

While at SRI, Mr. Fuller was the principal author of the study entitled, "The Future Of the Securities Industries into the 1980's". That study, the most comprehensive study ever completed in this industry, accurately predicted most of the changes occurring in the industry today including banks entering the discount brokerage business, Cash Management Account®, the explosion in the options and financial future markets, and developments which would lead to a National Market System. Mr. Fuller was the co-author of the Merrill Lynch Cash Management account which most observers agree was the beginning of the pressure for the competitive response now approved by DIDC and the resultant money market deposit account at banks. In addition, Mr. Fuller led several strategic studies for banks which developed plans and programs to deal with the changing business and regulatory environments.

NEW YORK STOCK EXCHANGE

While at the N.Y.S.E. Mr. Fuller participated in and directed many of the strategic plans which made up the N.Y.S.E. response to a National Market System. He headed the group which was responsible for the administration and regulation of policies concerning listed companies. He also began the effort which has led to the N.Y.S.E. and S.E.C. deliberations on increasing the attractiveness of listing foreign securities on U. S. markets. He also coordinated the Reagan Business Panel which developed three major issue papers on Productivity, International Trade and Competiveness and Regulatory Reform.

CHARLES SCHWAB CORPORATION

Mr. Fuller developed the Schwab One Account, a new cash management account which further extends the integration of securities accounts, deposit accounts, and increases the effective utilization of funds for consumers. In addition, he has participated in the planning and development of new delivery mechanisms for financial products such as on-line order entry and instantaneous confirmation of securities orders, the delivery and integration of securities and banking products through the Bank of America and other banking institutions, and the development of direct delivery for financial services to consumers in their homes and offices through the use of home computers and other direct delivery mechanisms.

SECURITIES INVESTOR PROTECTION CORPORATION

As a SIPC board member, Mr. Fuller is involved in issues concerning the modernization of SIPC procedures and processes which may include Securities law revision. He currently heads the Public Information Committee of the Board which is seeking ways to improve brokers abilities to utilize SIPC membership as a competitive tool in the marketing of securities products.

Wall Street Letter

A publication of Institutional Investor

Vol. XIV, No. 49

December 13, 1982

WRISTON, BALL, DENUNZIO, LINTON TO BE ON GLASS-STEAGALL TASK FORCE. Walter Wriston, chairman of Citicorp; George Ball, ceo of Prudential-Bache Securities; Ralph DeNunzio, president and ceo of Kidder Peabody and Robert Linton, newly elected chairman of the Securities Industry Association and head of Drexel Burnham Lambert, are going to be invited to join the Glass-Steagall task force headed by Vice President George Bush, high-level sources told Wall Street Letter. What has not been decided yet is whether the industry representatives will be voting members of the task force consultants.

Private sector members join by "invitation only," sources emphasized. Sources added that more private sector execs are likely to be invited so as to provide an equal representation between bankers and brokers.

The task force has been cleared at the senior political level of the White House, sources added, and a formal announcement is due any day now.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

December 21, 1982

Richard

TO: BOYDEN GRAY
FROM: BILL SITTMANN *BS*
SUBJECT: Glass-Steagall

Mike Deaver reviewed this letter the other day. Since the Vice President is heading up this group we would like your office to analyze and do a draft response for Mr. Deaver soonest.

Enclosure

mon.
11:00am

four oaks farm
May 10, 1983

11:00
Bill
Schedule
when
Laxalt
can be
there

Michael Deaver, Esq.
Special Assistant to the
President
Deputy Chief of Staff
The White House
Washington, D.C.

Dear Mr. Deaver:

11:00
I appreciate your time,
patience and courtesy at our recent
breakfast meeting in Santa Barbara.

I look forward to seeing you
in Washington, D.C. at the meeting
that you suggested you would arrange
with Vice President George Bush, yourself,
and me.

When I telephoned to thank
Senator Paul Laxalt for arranging the
meeting with you and advised him of
your proposed meeting, he stated that:
"I would like to attend the meeting
with George Bush, Michael Deaver, and
yourself if I am available at the time
it is scheduled".

Something very profound seems
appropriate, but only my simple thanks
seem sincere.

Sincerely,
Stanley Meyer
Stanley Meyer →

✓
MKD
~~UP~~

SM:cd

Stanley meyer

TELEPHONE: (213) 459-7333

ADDRESS: The Penthouse
101 Ocean Avenue
Santa Monica, CA 90402

Bill — X

~~SadQee did~~
in fact you
~~was from~~
last week

~~File~~
P.S. I'm working
on a draft!

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WILLIAM SADLEIR TO M. DEAVER

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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.

Chicago Tribune Press Service

1707 H STREET, N.W., WASHINGTON, D.C. 20006
PHONE: (202) 785-9430

STORER H. ROWLEY, CORRESPONDENT

Michael Deaver
Deputy Chief of Staff
The White House
Washington D.C.

Dear Mr. Deaver,

Thank you very much for arranging a guest seat for me on Air Force One Saturday morning. It was generous and gracious of you, considering the last-minute circumstances.

Please accept my apologies for any inconvenience it may have caused you. The delay that held up myself and Michael Gelb could not have been foreseen.

I look forward to meeting you for more than a handshake when you have the time to chat. I have much to learn about the White House and the people who run it.

Thank you again,

Sincerely,

Bob Rowley
Storer Rowley

May 23, 1983