

Ronald Reagan Presidential Library
Digital Library Collections

This is a PDF of a folder from our textual
collections.

Collection: Deaver, Michael
Folder Title: Personnel 1982 (7)
Box: 50

To see more digitized collections
visit: <https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories
visit: <https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives
Catalogue: <https://catalog.archives.gov/>

WITHDRAWAL SHEET

Ronald Reagan Library

Collection: Deaver, Michael K.: Files

Archivist: mjd/bcb

File Folder: Personnel - 1982 [6 of 8]

OA 7621

Date: 4/7/98

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
1. memo	William F. Sittmann to Michael Deaver re Office of the Chief of Protocol, 2p.	3/9/82	P5, P6
2. memo	Red Cavaney to Michael Deaver re Lucky Roosevelt, 1p.	3/11/82	P6

RESTRICTION CODES

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

- P-1 National security classified information [(a)(1) of the PRA].
- P-2 Relating to appointment to Federal office [(a)(2) of the PRA].
- P-3 Release would violate a Federal statute [(a)(3) of the PRA].
- P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA].
- P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA].
- P-6 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.

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

- F-1 National security classified information [(b)(1) of the FOIA].
- F-2 Release could disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA].
- F-3 Release would violate a Federal statute [(b)(3) of the FOIA].
- F-4 Release would disclose trade secrets or confidential commercial or financial information [(b)(4) of the FOIA].
- F-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA].
- F-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA].
- F-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA].
- F-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA].

THE WHITE HOUSE

WASHINGTON

April 20, 1982

Dear Bob:

Thank you for your letter of April 14th recommending Carlos delaVega for promotion from his current position as Special Assistant to the Administrator (SBA) to the position of District Director of the Small Business Administration.

For your information, the position of District Director is a career position and can be filled only from the career ranks. Nonetheless, I will be happy to forward your recommendation on behalf of Mr. delaVega to Pen James for his review.

Thank you again for your letter. Your recommendations are most helpful as we continue our efforts to select the most able personnel for positions within the Reagan Administration.

Sincerely,

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

The Honorable Robert L. Livingston
Member of Congress
U.S. House of Representatives
Washington, D.C. 20515

April 12, 1982
Washington D. C. 20500

PERSONAL

Michael K. Deaver
Assistant to the President
The White House
Washington D. C. 20500

Dear Mike:

I know how busy you are so I want to put on paper the following.

I would like to meet with you in the next several weeks to discuss this subject: United States Ambassador to Spain.

I believe you are aware of the fact that I speak fluent Castillian Spanish. I lived in Spain from 1960-63. That is where I met Monique, in the summer of 1962, and where we honeymooned in early 1963. Monique also speaks Spanish. We both learned the language there.

I was a Staff Writer and Day News Editor at the United Press International Bureau in Madrid for two years. We returned because I wanted to begin a public relations career in California.

As you can imagine, living in Spain and working there as a UPI correspondent, I came to know and to love the country and its people. I consider myself a student of Spain, its history and culture.

I have since visited Spain, by my reckoning, eight times -- traveling to all parts of the country, the latest visit in the late Spring of 1979.

I first talked with Ed Meese about my desire to be considered for the ambassadorship during the Presidential Transition. It was, of course, not available at that time.

Last fall, I expressed ~~my~~ strong interest in being considered to Bill Clark when he was at State. I have since discussed it with him on a number of occasions, and with Ed Meese and Pen James.

I recognize that the job was committed to John Lodge who was Ambassador to Spain in the 50s. As you may know, he is now either 79 or 80 years of age. I do not know the state of his health, although I do wonder about the ability of a man that age to serve with the vitality I think is necessary for an ambassador in this important country. This is not to take away from John Lodge personally.

What I am trying to say is that if, for some reason, the Lodge candidacy doesn't work out, I believe I could serve the President well in that position.

Michael K. Deaver
April 12, 1982
Page Two

I believe I deserve strong consideration for the position, given my long association with Ronald Reagan -- going back to 1966 when I was press representative for the California Inauguration. Besides working very hard for him as a member of the Governor's Office staff, I took it upon myself to organize the 1976 Campaign in San Diego County. I contributed the maximum. I pressed every avenue to achieve success. I was a delegate in 1976 to Kansas City. I went there early to work for him.

In 1979, I helped raise well over \$10,000 for Ronald Reagan and, like you, I have made many personal sacrifices to help elect him President. Since then, I have worked very hard for him here.

I believe that I do have much to offer my candidacy for the ambassadorship. First, I know the President and you and other key members of the White House Staff as well as the Secretary of Defense, the secretaries of the Army, Navy and Air Force and the Director of the CIA. I believe these relationships would enhance my position as Ambassador to Spain.

I know what Ronald Reagan believes and stands for. I am a team player. I have tried very hard to represent him well and to take care for his interests in all the jobs I have had.

The ability to speak the language as the Spaniards do (the way Spanish is spoken and written in Spain varies significantly from that of Latin America) is a very positive contribution which I -- and Monique -- could make. I think she also would be good in that post.

Further, it seems to me that an ambassador who knows the President and his key people here in Washington -- and has had a long, close association with that team -- would send a positive signal to the government of Spain that the President does, indeed, attach substantial importance to our relations with Spain.

I would not seek the position if I didn't think I could do well for the President, and make friends for him and the United States. In addition, this would be a personal dream come true for me.

I would appreciate any help and support you could give me. I believe I do have the support of Bill Clark and Ed Meese and, perhaps, others.

Most important, I want to know what you think. This is a key time for me. The Chairman of the Federal Home Loan Bank Board has asked me to consider a vacancy which has occurred on that three-person Board. I do not want to take that job, or even consider doing so, if there is a strong likelihood I could be selected to be Ambassador to Spain. This is why I need your counsel and guidance, and support if possible, as soon as possible.

Thank you for taking the time to read this. Can we meet at your earliest convenience?

Best regards,



Edwin J. Gray

April 16, 1982

Dear Mr. VanNatta:

On behalf of Michael K. Deaver, I would like to respond to your letter of April 12, recommending Jimmie Taylor for appointment to the Department of Housing and Urban Development as an Assistant Secretary for Single-Family Housing or other similar position.

You may be assured that we will look closely at Mr. Taylor's credentials and see that his file is reviewed carefully. Your letter of support will be included in his permanent personnel file.

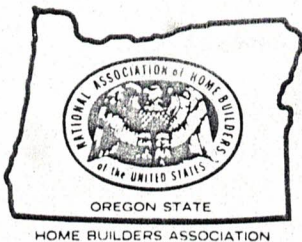
I certainly appreciate your thoughts on behalf of Jimmie Taylor. Your recommendations are most helpful as we continue our efforts to select the most able personnel to support the President and his program.

Sincerely,

T. A. D. Tharp
Executive Assistant
to E. Pendleton James

Mr. Fred VanNatta
Executive Vice President
Oregon State Home Builders Association
565 Union Street
Salem, Oregon 97301

cc: Michael K. Deaver w/ incoming
Mary Ann Urban w/ incoming
Central Files w/ incoming



OREGON STATE
HOME BUILDERS ASSOCIATION

565 UNION STREET/SALEM, OREGON 97301-2477

TELEPHONE 378-9066



April 12, 1982

Mr. Mike Deaver
White House
1600 Pennsylvania Avenue
Washington, D. C. 20500

Dear Mike:

I don't know that personnel at the third and fourth level in HUD is in your department, but your reference on this could be useful.

Jimmie Taylor (resume enclosed) is a candidate for the Assistant Secretary for Single-Family Housing or a similar position in HUD.

Jimmie is an exact description of the person President Reagan wants to bring to government. He has had two successful careers and would be giving up a lot to accept an appointment. I, frankly, did not expect Jimmie would leave his business for a position such as this, but he has agreed to if it were offered.

A twenty-year career service in the Air Force as a master sergeant developed an ability to work in a bureaucracy. In the past ten years, he developed a home building firm into one of the largest in Oregon. He has served as president of the Oregon State Home Builders Association and is now on the NAHB Executive Committee.

Politically, he was and is a supporter of the President. His appointment would be both good administration AND good politics.

If you need further information or have other suggestions for me to advance this proposal, please drop me a note.

Incidentally, it is good to see you on TV occasionally. The circumstances of your recent appearances surely beat those of a year ago. Keep up the good work.

Sincerely,

Fred VanNatta
Executive Vice President

FV:ja

R E S U M E
for
JIMMIE C. TAYLOR

ADDRESS: 644 Southeast Bain Street
Albany, Oregon 97321
Office telephone: (503) 926-2275
Home telephone: (503) 926-8259

BORN: October 14, 1932 in Wiley, Georgia.

MARITAL: Married to Kathleen Gardiner of Airdrie, Scotland
in London, England.

CHILDREN: Three daughters:
Ann Farmer, married, Albany, Oregon, two children
June Herbst, married, Albany, Oregon, one child
Susan Taylor, age 19, lives at home.

EDUCATION: Graduated President of Senior Class at
Kennewick High School, Kennewick, Washington
Graduate USAF NCO. Academy.

MILITARY: USAF, 20 years (1950-1970)
Master Sergeant (retired)
Various medals and awards including A.F.
Commendation Medal with two oak leaves.

PRESENTLY: President and Charman of the Board for:
Republic Albany Corporation;
Santiam Ventures, Inc.

Partner and Manager for:
Eagle Land Co;
Oak Creek Estates;
Various other entities.

CIVIC AND
BUSINESS

ASSOCIATIONS: Past President of Albany Home Builders Assoc.,
1973, Repeat 1974;
Past State President of Oregon State Home Builders
Assoc. 1977;
Oregon's National Representative to National
Association of Home Builders, Washington, D.C.
1979, Repeat 1980;
Oregon State Home Builders Assoc. Legislative
Chairman, 1974, 1975, 1976, 1978;
Member of Executive Committee Oregon State Home
Builders Assoc., 1975, 1976, 1977, 1978, 1979,
1980, 1981;
Member of Executive Committee National Assoc. of
Home Builders, Washington, D.C., 1981, Repeat 1982;
Vice Chairman Federal Government Affairs National
Assoc. of Home Builders, 1982;
Rotarian;
Organizer and member of Board for Greater Pacific
Bank, 1979-81;
Board member and Executive committee Albany Boy's
and Girl's Club;
"Woodpecker," Albany Greeters Club.

SPECIAL
CITATIONS
AND AWARDS:

Oregon's Builder of the Year 1981 by Oregon State
Home Builders Assoc;
Executive of the Year 1979 by National Secretary
Assoc. of Linn & Benton Counties;
Housing Industry Award 1980 by Oregon State
Home Builders Assoc.

POLITICAL:

With Fred VanNatta organized the Century Club and
500 Club of the Committee TO BUILD A BETTER OREGON
which has grown to be one of the largest political
action committees in the State of Oregon;
Served on FRIENDS OF DENNY SMITH committee, one of
the Congressman's major fundraisers;
Served on fund raising for a number of Republican
Candidates for both local and state for several years.

REFERENCES:

Representative Denny Smith,
2nd District
1207 Longworth House office Building
Washington, D.C. 20515
(202) 225-5711

Fred VanNatta
Oregon State Home Builders Assoc.
565 Union St., Northeast
Salem, Oregon 97301
1-800-452-7877

Howard Harpole
President
Forest Industry Insurance Exchange
PO Box 1119
Albany, Oregon 97321
(503) 928-2344

THE WHITE HOUSE
WASHINGTON

April 19, 1982

Dear Betty:

I received your letter of March 31st recommending Reed Johnson and James Kelly for appointment to the Nuclear Regulatory Commission in light of the delay with William Nunnery's appointment.

I will direct your letter of support, along with their resumes to Pen James' office for his careful review. Indeed, should there be an upcoming vacancy on the Commission, these individuals will receive every consideration.

As always, your thoughts and recommendations are most helpful, particularly as we continue our efforts in selecting the most able personnel to support our President and his program.

Sincerely,

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

Mrs. Betty Heitman
Co-Chairman
Republican National Committee
310 First Street, S.E.
Washington, D.C. 20003



Republican National Committee

Betty Heitman
Co-Chairman

March 31, 1982

Mr. Michael Deaver
Deputy Chief of Staff
The White House
Washington, DC 20500

Dear Mike:

It has just recently come to my attention that William Nunnery's appointment to the Nuclear Regulatory Commission has been delayed.

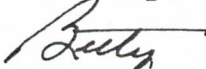
Several months ago, I submitted resumes for Reed Johnson and James Kelly for your consideration. Either of these two men would be excellent for the Commission.

My son, Thomas, graduated from the University of Virginia and knows both of these men very well. He assures me both men are supportive of the President and his philosophy of government.

Tom is a nuclear engineer who worked in the licensing field for Duke Power in North Carolina. He worked constantly with the N.R.C. and is familiar with their problems. He feels either of these men would be a major asset for the Administration.

Thank you for your consideration.

Sincerely,



Betty Heitman

BH/jc



EXECUTIVE OFFICE OF THE PRESIDENT

OFFICE OF MANAGEMENT AND BUDGET

WASHINGTON, D.C. 20503

April 14, 1982

MEMORANDUM

TO: MIKE DEEVER

FROM: ANNELEISE ANDERSON

Annelise Anderson

SUBJECT: MARY FRANCES WIDNER

Mary Widner has recently mentioned to me her interest in the Director of Scheduling position on your staff. I'm writing to recommend her to you.

I met Mary in 1980 when we both travelled on the Vice Presidential tour during the campaign. Mary was the comptroller on the tour and did a fine job. Following the election, she worked on my staff in the Transition Office.

Mary's strengths are her organizational skills and her ability to work well with people at all levels. She's loyal, trustworthy, resourceful and bright. Also, she's politically savvy.

As I'm sure you are already aware, Mary was the deputy scheduling director during the Ford Administration and I would imagine that experience to be of importance to you when filling the position. Mary worked for Terry O'Donnell who can be contacted at 331-5504.

I think she would be an excellent candidate and hope you will give her every consideration. Please call if I can provide any additional input for you.

*Called & advised
for Mike. Mary Frances
is Deputy
Scheduling Director
at this time*

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

April 13, 1982

The President today announced the appointment of Michael A. McManus, Jr. to be Deputy Assistant to the President and Deputy to the Deputy Chief of Staff.

Mr. McManus has been Corporate Counsel to Pfizer, Inc., a multi-national health care company, and General Counsel of its international chemicals division. He previously served in the Department of Commerce during the Ford Administration.

On the White House staff he will work closely with Mr. Deaver on a wide variety of administrative and other matters. In addition he will be responsible for the planning and coordination of administrative and logistical matters related to the President's trip to Europe this June.

Mr. McManus graduated from the University of Notre Dame and the Georgetown Law Center. He also attended the Pace University Graduate School of Business. He resides in New York City and was born in Scarsdale, New York, on March 11, 1943.

###

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

February 12, 1982

The President today announced the appointment of John F. W. Rogers to be Deputy Assistant to the President for Management.

Mr. Rogers was most recently Special Assistant to the President for Administration, where he has been responsible for the day to day administrative operations at the White House.

In his new position, he will assume greater management responsibility within the White House and Executive Office of the President (EOP). He will, at the same time, continue to serve as Director of the Office of Administration (a statutorily independent agency within the EOP) where he has responsibility for providing common administrative support to the various agencies of the Executive Office of the President. He will continue to act as the White House liaison with the General Services Administration, National Park Service and Uniform Division of the Secret Service.

During the Presidential transition, Mr. Rogers was Executive Assistant to James A. Baker III, Director of the White House transition team.

Before joining the White House transition team, Mr. Rogers was Assistant to the President for Administration at the American Enterprise Institute for Public Policy Research (AEI). He joined the AEI staff in 1977 to help launch a new periodical, Public Opinion. He served on the editorial staff until he moved into the administrative ranks of the Institute.

In 1974 he joined the White House staff as a researcher and later became an assistant to the White House Communications Director, a post he held until January 1977.

Mr. Rogers is a graduate of George Washington University and recipient of the Trautman Scholarship. He is a member of the Board of Trustees of the Capitol Historic Society. He was born in Seneca Falls, New York on April 15, 1956.

THE WHITE HOUSE
WASHINGTON

April 1, 1982

MEMORANDUM FOR EDWIN MEESE III
JAMES A. BAKER III
MICHAEL K. DEEVER
E. PENDLETON JAMES

FROM: FRED F. FIELDING
SUBJECT: Colin S. Gray - Candidate,
General Advisory Committee,
Arms Control & Disarmament Agency

Before a final decision is made to forward the nomination of Colin Gray to the Senate, I thought you should be apprised of certain information concerning his citizenship status which may bear on that decision.

Mr. Gray was born on December 29, 1943 in Witney, Oxfordshire, United Kingdom. Although Mr. Gray has lived and worked in this country since 1976, he did not apply for citizenship until May 19, 1981. Citizenship was granted on September 3, 1981. The timing of the application for citizenship would appear to correspond with expression of Administration interest in appointing Mr. Gray to a Federal post. Mr. Gray's wife, who remains a British subject, is adamantly opposed to becoming a United States citizen, and Gray has indicated that he did not wish to make his daughter a United States citizen. At least two sources have suggested that Mr. Gray obtained citizenship in order to further his career.

It should be noted that Mr. Gray has an excellent reputation as a defense analyst and, with few exceptions, is highly recommended for a position of trust with the United States Government.

NOTE TO PEN JAMES: 4-6

I don't think we ought to do this.

JAB
This looks
me
MD: 4/3/82
Fisher
JAB in

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

April 5, 1982

TO WHOM IT MAY CONCERN:

IRENE MORRISON joined Governor Ronald Reagan's staff in April of 1974. She was hired for assistance in the Scheduling Department. She helped formulate the out-of-office schedules and composed responses for invitations. Later, she was assigned to assist with advance team responsibilities.

Irene performed her work ably and competently and was a loyal employee.

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

Senate
California Legislature
Sacramento

March 31, 1982

Dear Shirley:

It was good talking with you this morning and I really appreciate your personal interest in helping me to get a letter of recommendation for my time in the Governor's Office.

As for my background, I joined the Governor's staff in April of 1974. Mike Deaver hired me to assist Helene, Dick Kazen, and Peggy Jellison in the Scheduling Department. I helped formulate the out-of-office schedules and compose responses for invitations. Additionally, I was later assigned to assist Paul Russo and Mike Woodson with their advance team responsibilities.

I know it has been a long time, but I remember having a good personal relationship with Mike Deaver. He would probably remember me as the girl who would wait in his outer office at night for Carol Spear to get off work. He would always make a point of teasing me about the eligible men in the office, and in particular, Jeff Bell.

As I explained on the phone, I am not quite sure at this time if I will be moving to Houston, but just in case I want to get my paperwork in order so that I can land a good job. I am excited about this possible change in my life and am really looking forward to the future. I have a great boyfriend and I feel that this is an opportunity that comes along once in a life time.

Thank you again for any help you can provide. I really appreciate your concern.

Best regards,

Irene Morrison

Irene Morrison
3408 Ardendale #D
Sacramento, California 95825
(916) 445-4264 (O)
(916) 487-9238 (H)

THE WHITE HOUSE

WASHINGTON

April 2, 1982

Dear Tom:

Thanks for your letter and resume regarding Rowland Hanson. I really appreciate your input and have taken the liberty of forwarding it on to the Director of Presidential Personnel for information.

Thanks, too, for your complimentary and supportive remarks. It helps.

Sincerely,

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

Mr. Tom Tomlin
President
Carl Terzian Associates
One Century Plaza, Suite 3190
2029 Century Park East
Los Angeles, California 90067

Carl Terzian
Associates

February 19, 1982

Mr. Michael K. Deaver
Deputy Chief of Staff
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

*Up state
Thank you
send to Mike*

Dear Mike:

Congratulations on the tremendous job that you have been doing on behalf of the President and our country. Everywhere I go I continue to hear good things about you.

Mike, I know that you are always looking for young, aggressive people who are a success in private industry. I would like to bring to your attention one of these individuals.

Rowland Hanson, who is 29 years old and a 1975 graduate from the Wharton Graduate School of Business, is currently vice president of marketing for the California-based Neutrogena Corporation. He is presently being compensated in excess of \$90,000 a year and is a most outstanding individual. He and his wife, after much discussion, have decided that working in Washington in the Reagan Administration is something that must be done.

Mike, as you know, we rarely meet someone of Rowland's caliber who is willing to make that financial sacrifice. He believes deeply in the President's philosophy and would like to have an opportunity to bring his tremendous business and management skills to Washington. He has a particular interest in a key staff position within national security or foreign affairs.

I have enclosed his impressive background summary for your review. I know you are extremely busy, Mike, but I think it is important to take a few minutes to review this material. Rowland would be happy to fly to Washington and meet with anyone you recommend to pursue this in greater detail.

Mr. Michael K. Deaver
February 19, 1982
Page 2

Thanks, Mike, for your time and best of luck to you throughout the year.

Sincerely,

A handwritten signature in cursive script, appearing to read "Tom Tomlin".

Tom Tomlin
President

TT:km
Encls.

C. ROWLAND HANSON

BACKGROUND SUMMARY

Address: 27514 Fawnskin Drive
Rancho Palos Verdes, CA 90274

Telephone: (213) 541-9201

EDUCATION: WHARTON GRADUATE SCHOOL OF BUSINESS - 1975 Graduate
University of Pennsylvania
- Received Master of Business Administration with
an emphasis in marketing management.

LOYOLA UNIVERSITY - 1974 Graduate
Los Angeles Campus
- Received Bachelor of Arts in Business Administration
with a second major in Sociology.

FULL-TIME
EXPERIENCE: NEUTROGENA CORPORATION - 1980 to Present
- Consumer Products Division
Los Angeles, California
Position: Vice President of Marketing

CARNATION COMPANY - 1977 to 1980
- Processed Potato Division
Los Angeles, California
Positions: Group Product Manager, Senior Product Manager,
Product Manager

- Contadina Division
Los Angeles, California
Positions: Product Manager, Assistant Product Manager

GENERAL MILLS, INCORPORATED - 1975 to 1977
- Betty Crocker Division
Minneapolis, Minnesota
Positions: Assistant Product Manager, Marketing Assistant,
Summer Intern

PART-TIME
EXPERIENCE: LOYOLA-MARYMOUNT UNIVERSITY - 1978
- Undergraduate School of Business Administration
Los Angeles, California
Position: Professor for night course on Human Resource
Management

- Graduate School of Business Administration
Los Angeles, California
Position: Professor for night course on Applied Business
Strategy

SCOTT PAPER COMPANY - 1975

- Paper Towel Division
Philadelphia, Pennsylvania
Position: Marketing Project Director

SMALL BUSINESS ADMINISTRATION - 1973 to 1975

Position: General Advisor to various small businesses

AWARDS &
ACTIVITIES

- Wharton Director List of Distinction
- Loyola Cum Laude Honors
- Alpha Sigma Nu - Jesuit Honors Society
- Football, Wrestling - Captain, All Area Team
- Dale Carnegie Graduate/Teaching Assistant
- Guest Lecturer U.C.L.A. Graduate School of Business

PERSONAL
BACKGROUND:

Married, three children

Raised in Southern California. Outside interests include international politics/strategy, skiing, racquetball, skin-diving, and the theatre.

Birth Date: 3/3/52

MILITARY
SERVICE:

UNITED STATES MARINE CORPS. - 1971

- Officer Candidates School/P.L.C. Program
Quantico, Virginia
Honorable medical discharge due to football injury

ACCOMPLISHMENTS

ADMINISTRATION:

- . Developed and executed successful restructuring of division marketing organization/operating procedures.
- . With limited industry experience, filled marketing leadership void left by resignation of President. Responsibility included:
 - Development and execution of efficient planning system and methodology for determining optimal objectives/strategies.
 - Established defined responsibility/authority for 4 operating segments (Product Management, Marketing Services, Graphics, Technical Development).
 - Reviewed/upgraded 50% of the marketing management team.
 - Reviewed and established requirements for advertising/public relations support resulting in complete agency search/upgrading.
 - Identified opportunities in distribution expansion, new products, unique promotional tools, etc, that resulted in existing product growth targets of +23%.
- . Was key participant in the successful re-structuring/execution of the executive recruitment program. Was the most effective executive in recruitment.

COMPLEX

PROBLEM-SOLVING:

- . Identified, evaluated, and fully executed solution to retail test market problems (in distribution, packaging, creative/promotion strategy, etc.) resulting in test market expansion to 50% of the U.S. with 80% key account distribution (from 13% of the U.S. with 25% key account distribution).
- . Identified critical problems associated with 15% decline of business segment that historically contributed 60% - 70% of total corporate revenue. Developed and executed solutions to these problems resulting in a turn-around target of +14%.
- . Analyzed historical business that was deemed to be at maximum contribution potential. Identified problems with the current structuring of the business that led to less than optimal contributions and was actually re-enforcing consumer perceived negatives associated with the major product line. Developed alternative structuring of the business that will not only eliminate negative consumer perceptions, it will result in an absolute revenue/profit contribution increase of over 100%.

OPPORTUNITY

IDENTIFICATION:

- . Identified, evaluated, and executed major division strategic line extension with increased profit contribution per case of approximately 40%.
- . Identified, evaluated, executed test market designed to capitalize on a growing, high consumption consumer segment previously ignored. Test market share increased 100% from pre to post period.
- . Identified major business segment void and developed new product to fill this void which will (conservatively) contribute 20% to total corporate revenue.

* The accomplishments outlined above can be documented through memos and/or contact with associated parties.

C. ROWLAND HANSON

REAGAN ADMINISTRATION POST

POSITION

PREFERENCE:

Key staff position (aid/advisor/assistant) within White House
(National Security/Foreign Affairs).

DECISION

DATE :

Need indication by Nov./Dec. '82 due to personal commitments.
It is my understanding that opportunities do appear at the two
year mid-point of an administration.

PERSONAL

STRENGTHS :

- . Ability to effectively interact/negotiate with a variety
of personalities (one-on-one people skills especially
strong).
- . As a function of the above strength, an ability to effectively
manage/direct diverse groups (leadership).
- . Excellent written communications.
- . Logical approach to complex problem-solving.
- . Ability to adapt to new environments rapidly.
- . Organization.
- . High energy that is goal oriented.

PERSONAL

REFERENCES:

To confirm personal strengths, the following is a list of references
from high school to the present.

NAME	ASSOCIATION	TELEPHONE NUMBER
Pat Constantini	High school government teacher.	(213) 378-8471
Michael House	High school football/ wrestling coach.	(213) 378-8471
Gary Sibeck	Assistant Dean of Business Loyola University	(213) 642-2731
Charles Bunker	Business professor Loyola University	(213) 642-2731
Arthur Letcher	Assistant Dean of Business Wharton Graduate School	(215) 243-7604
Scott McHenry	Director of Marketing General Mills	(612) 540-2311
Doug Ralston	Personnel Manager General Mills	(612) 540-2311
Jim Heerwagen	Director of Personnel Carnation	(213) 932-6000
Timm Crull	Executive Vice-President Carnation (Formerly President of Norton-Simon industries)	" "
Dave Dickson	Executive Vice President Carnation	" "
Bob Funkhouser	Vice President of Advertising Carnation	" "

Bob Brownson	General Manager/President S.S.C. & B. (Carnation Advertising Agency)	(213) 931-1211
John Thompson	Formerly Group Vice President Sales - Carnation (Currently Vice President Knudsen)	(213) 744-7000
Frank Lane	Former President of Neutrogena (only available Neutrogena reference given current position)	(213) 541-9081
Dick Dillon	President/Founder Mendoza, Dillon & Associates (Credibility can be confirmed by William Simon and Donald Rumsfeld)	(714) 851-1811
Ron Mogel	President/Founder New Products Network	(213) 552-4600
Patrick Frawly	President/Founder Schick-Frawly Corp.	(213) 553-3366
Dudley Callahan	Vice President Schick-Frawly Corp.	" "

Career pathing

Wharton alum finds the road to success

by John Popp

"It's important to develop real disciplines in a particular functional area," observed C. Rowland Hanson, WG '76. "And you only pick these up on the job, so you go with the best in the field."

Rowland, who majored in marketing at Wharton, has moved from General Mills to Carnation Company and finally to Neutrogena Corporation, where he is Vice President of Marketing of the firm's consumer products division.

"I went from a very sophisticated marketing organization at General Mills, where marketing rules," recalled Rowland to Carnation, which is very sales oriented. Having had heavy exposure to marketing and sales at two leading firms, I wanted to take my experience and apply it in more of a threshold company."

"Neutrogena," quipped Rowland, "is the \$30 million company with the \$500 million name. We have very high awareness, but relatively low sales."

"Beyond the title and money that came with the job, was the opportunity to bring sophistication and change," noted Rowland. "It's important to me to have the freedom to execute, which is often difficult in large corporations."

"Here at Neutrogena," said Rowland, "I work directly with the CEO and the Board of Directors in making decisions. Too

often you find yourself in a position in which you have responsibility but no authority. Here I have both."

Rowland's responsibilities are far reaching. He is responsible for quality control, graphics, consumer relations and public relations.

"I'm even in charge of a group of cosmeticians' schools," Rowland noted.

Rowland began his job at General Mills as a marketing assistant, raising to an assistant product manager. Rowland had interned at General Mills between his first and second years at Wharton.

"General Mills is an example of the classic product manager wheel," Rowland observed. "The product manager is the hub and the staff provides support."

"The career path at General Mills in marketing is a typical one, from marketing assistant to assistant product manager to product manager," said Rowland.

"The time limit varies on a case by case basis, so I hesitate to put any numbers on it."

"For me, marketing is really just a means to an end," Rowland went on. "It has allowed me to get involved in all aspects of business."

"I didn't look at advertising, because I view it as a staff function," said Rowland. "I wanted real authority, not simply responsibility."

"I also stayed away from consulting," continued Rowland,

who had no work experience prior to entering Wharton. "How can you really consult when you haven't experienced?"

"My feeling," said Rowland, "and one that has been expressed to me by consultants is that you can always go into consulting if you have a good track record on the marketing side. But, it's doubtful that you'd come to learn and understand the disciplines of marketing working in consulting."

"Product management gives you tangible results," said Rowland. "It shows whether or not you can be a successful general manager. You consider a product your business, then maximize the short term and long term potential of that product. If you're competitive, you see it as your business and it really doesn't matter whether or not you like the product."

Rowland hopes to take his general management skills and apply them to what he considers the biggest business of all: the federal government.

"I have very strong political interests, not in the elected sense, but from an appointed standpoint," Rowland said. "I'd like to go to DC on an executive loan program or a White House fellowship program. I was considering a position in this administration, but I decided to wait a bit and leverage myself into a better position in a year or two."

"There is a shift in emphasis from legal to business in Washington," Rowland con-

tinued, "and I'm preparing for that transition."

Reflecting on his job search while at Wharton, Rowland observed, "We all have MBAs, but we also have unique strengths and weaknesses and we should be fair with ourselves in assessing them."

"You have to ask yourself," he went on, "Where do I want to be and when do I want to be there? What do I like to do? What's fun for 40 to 80 hours a week? The point is not to get the best salary, but to build a career."

"If I had to do it over again," said Rowland of his second year job search, "I'd have taken fewer interviews and spent more time evaluating opportunities more in line with my ultimate career

goals. I'd advocate a rifle approach over a shotgun approach with respect to interviews."

Commenting on Wharton, Rowland, who has taught at Loyola-Marymount University's School of Business Administration and been a guest lecturer at UCLA's School of Management, had this to say, "Wharton is impressive because of the tremendous flexibility it offers in course opportunities. Even the large classes at Wharton are small relative to other business schools."

Rowland received his BA in business administration from Loyola University in Los Angeles. He lives with his wife and three children in Rancho Palos Verdes, California, and enjoys skiing, skin-diving and racquetball.

RISING STAR

ROWLAND HANSON

"Everybody likes to win, but I've always been fiercely competitive. My interest in athletics convinced me that it really is important to be number one."

At the age of 29 Rowland Hanson has been assistant marketing manager for a division of General Mills, a director of Marketing for Carnation Company, and currently, vice president of marketing for consumer products at Neutrogena Corporation. Obviously young Rowland Hanson is outstanding in other fields besides football.

Rowland was born in New Jersey, but moved to the Peninsula with his family when he was only a few months old. He is the son of retired airline pilot Jack Hanson and Sue Hanson, well known for her performances with the Palos Verdes Players and community theater. He had two older brothers, Ron, a much decorated war hero tragically killed in a construction accident, and Rick, now a charter boat captain in the Caribbean.

Rowland was always athletic, but surfing and football were his two greatest passions. He attended Lunada Bay School, Margate, and Palos Verdes High.

"I grew up near the cliffs, and there was a period in my life when everything centered around surfing in the summer and then football season. I let my hair grow long and hung around with the surfing crowd until



"Everybody likes to win -- especially me."

school started, but I was the first in line to cut my hair in the fall. Even then I understood the value of discipline to winning athletics.

"My competitive spirit helped me become captain of the football team in my senior year, and I became very close to my coach, Dick Jacobson. He was like a second father to me." Rowland was also named to the area all-star team.

He was a good student, but admits to having been a stirrer-upper. "I especially liked Pat Constantini's government class because it was stimulating with lots of give and take and great discussions. Mr. Constantini must have had mixed emotions about me, though, because I got lots of lectures from him outside of class as well as in."

Rowland was always interested in politics and was involved in many school activities besides sports, including Key Club, student council, and being vice president of his senior class. He graduated in 1970.

He didn't know until his second year at Lewis and Clark College in Portland that an old football injury suffered in high school would cut short his athletic days. The original x-rays had showed a neck fracture, but after he was fitted with a brace at UCLA Medical School, it was expected to heal. However, one big jar playing college ball shattered the vertebrae and with it his dreams of a football career. That changed the whole focus

of his life.

Rowland left college, went through a short period of "What do I do next?", traveled a little, and finally listened to some advice from his big brother, Ron.

He enrolled in college at Loyola Marymount University, switched to a double major in Sociology and Business, married his hometown sweetheart, Mary Christensen, and settled down in an apartment in Redondo Beach.

When their first child, Vanessa, was born, the enterprising Mr. Hanson found a way to continue as a full-time student and still support his family. From 8 in the morning until 2 in the afternoon he attended college classes, then from 3 o'clock until 2 a.m. he worked as custodian and security guard at Lunada Bay School and Palos Verdes High. In between, he slept and studied. He graduated from Loyola with a BBA degree and was honored by membership in Alpha Sigma Nu, the high academic society of the Jesuit colleges.

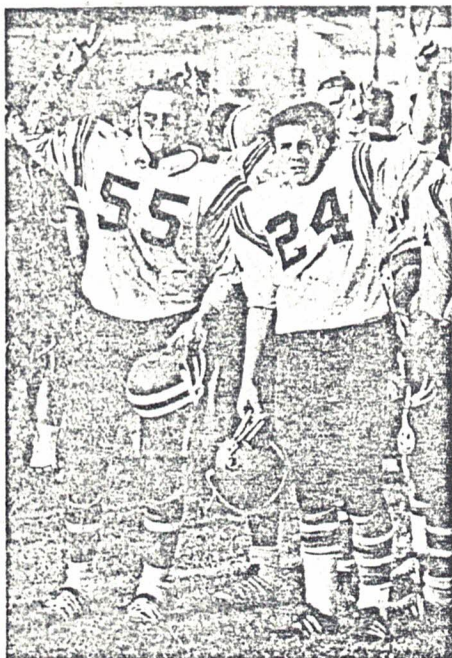
The Hansons moved back east and Rowland started graduate work at the University of Pennsylvania's prestigious Wharton School of Business. While he was earning his Masters of Business Administration, he participated in the program at the Busch Center, a think tank which sponsors students as consultants. He did consulting work for both the Scott Paper Company and the Small Business Administration. In the summer between his two years of business school he was a marketing assistant for General Mills in Minneapolis. By taking overloads he managed to complete the required course in only three semesters. With all this he still made the Wharton Dean's List of Distinction.

After graduation he returned to General Mills as assistant marketing manager for the Betty Crocker division. "It was a great company to work for, but living in Minneapolis can be hard for two people who grew up in Southern California. Sometimes the temperature would drop below zero for days on end."

Carnation Company had made him an offer earlier and called again to see if he had reconsidered. Rowland flew out to California in the middle of February and found it a sunny 85 degrees. Back in Minneapolis it was

Harrison Storms
Master of Fine Arts
(213) 373-3116

WALLCOVERINGS



Football hero Rowland Hanson (number 55) and teammate Jerry Mitchell displayed a victory signal in 1969 after a winning game for PV High.

a frozen 20 below. This time he accepted the job with Carnation and moved back to the South Bay. He be-

came assistant marketing manager, working out of the firm's corporate offices on Wilshire Boulevard.

Rowland won promotions quickly. He became product manager, senior product manager, and director of marketing for one of Carnation's operating divisions. "Carnation is a super company, and I was happy there, but I decided to leave because of the unique advantages Neutrogena offered me."

Frank Lane, president of Neutrogena, a skin care company, lives in Palos Verdes. He had been promoted to president from his position as vice president of marketing, and that left a void in the company. He was looking for someone with real strength in marketing. Rowland couldn't resist the challenge.

"It gave me an opportunity to take more responsibility, make more decisions, and really prove myself. Neutrogena has a young, very professional executive team, and it's a company with high ethics. That's important to me."

Rowland's success is not all in the world of business. He and Mary are passing along the pleasures of growing up on the Peninsula to their

three lovely daughters -- Vanessa, Liberty, and Corey. He is committed to sharing his talents with the community and with young people. He had especially enjoyed teaching a class in marketing at Loyola.

Rowland is a staunch supporter of President Reagan. "I believe strongly in the virtues of the Protestant work ethic and in capitalism. Our system really is the best in the world."

He feels his two greatest personal strengths are a logical mind that lets him excel at problem solving and organization, and his ability to get along with everyone -- well, almost everyone.

Rowland's long-term goals may include politics on the national level, although not necessarily elective. And why not?

Administrations will come and go, but Washington will always have challenges to spare. And room at the top for an organized problem solver who has mastered the magic art of getting along with everybody. It could be as exciting as winning at football.

...Virginia Twohy

BEACH BUM BURTS

DINING OVER THE WATER WITH ENCHANTING ENTERTAINMENT

CASUAL CUISINE FROM THE PACIFIC

SUNDAY BRUNCH/BANQUET FACILITIES

605 N. HARBOR DRIVE/REDONDO BEACH/376-0466

Jetta

RIVIERA VOLKSWAGEN INC.

Authorized VOLKSWAGEN Sales & Leasing
Service • Parts

Sales Dept. Open 7 days 376-3488

125 S. Sepulveda (Pacific Coast Hwy) Manhattan Beach

ADWEEK

Vol. XXXII, No. 1

WESTERN ADVERTISING NEWS

January 4, 1982 • \$1.00

CALL FOR ENTRIES



Belding's "Call for Entries"

This year's Beldings will bowl you over. The striking "Call for Entries" poster (above) for the 1981 Belding Awards, sponsored by the Advertising Club of Los Angeles, was designed and produced by Foote, Cone & Belding/Honig. Entry deadline is Jan. 15.

Blue Cross Field Down to Three

WOODLAND HILLS — Three west coast agencies will pitch for the \$1.8 million-plus Blue Cross of Southern California budget this week in the final round of a review spanning two months, according to client manager of marketing communications Chuck Yates.

Eisaman, Johns & Laws, Los Angeles, and Cochrane Chase, Livingston & Co., Irvine, will make their presentations Jan. 4, while finalist

PAGE 21

Vivitar Touts Lenses, Flashes Via \$10 Million Promotion

SANTA MONICA — Vivitar Corp. has launched a combination dealer/consumer promotion and advertising campaign, carrying a price tag of \$10 million.

The company's "Circle of Success" promotion, its biggest ever, is aimed at moving Vivitar fixed mount lenses and electronic flash equipment during the first five months of 1982, according to Bruce Cummings, Vivitar's direc-

tor of U.S. marketing.

The consumer program includes ads themed, "Put two great names on your camera," in April and May issues of *Time* and *Newsweek*, featuring a special Vivitar camera strap offer. By purchasing a zoom lens or flash attachment, consumers can redeem a sales receipt, owner information card and \$3.99 for a personalized strap, which is valued at \$15.

PAGE 21

Neutrogena's New Creative on Tap

LOS ANGELES — Neutrogena Corp. intends to wake up America this year when its new creative is revealed nationally via an estimated \$4.1 million-plus multimedia campaign.

The effort, created by Eisaman, Johns & Laws, Neutrogena's agency since July, has been in development for nearly six months,

according to Rowland Hanson, client vice-president of marketing.

"First, we had a change in the account team in terms of creative, media and account management. Second, we believe in a very disciplined approach to creative execution. A prime reason Neutrogena has maintained such a high-quality

PAGE 8

Dep Departs In-House for SLJMA

LOS ANGELES — Dep Corp., manufacturer and national marketer of health and beauty aids, has moved its estimated \$1 million advertising budget to Scott Lancaster Jackman Mills Atha, according to client vice-president/marketing Allan Kurtzman.

The account, previously handled in-house, includes Dep for Styling (hair gel), Dep Amino Jojoba Shampoo, Paba Plus skin moisturizer and Dep Blo Dry. Dep Corp. is also the U.S. distributor for certain products of UniLever including Pears Soap

PAGE 21

Neutrogena Lines Up Campaign

(Continued from page 1)

image among consumers and credibility with the trade and dermatologists is because of Neutrogena president Lloyd Cotson. His only dictate is to do things right. He never pressures anyone to simply do things in a hurry or make short-term goals."

The new "Neutrogena & Water" campaign for Neutrogena soap went back to basics in the developmental stage. "We had to reexamine existing research and fill the gap with supplementary research to answer any remaining questions," explained Hanson. "The agency then performed a thorough category review, which clearly identified the primary and secondary positioning of all relevant competition. Finally, we identified a positioning niche for Neutrogena that is unique and preemptive, but, most importantly, a benefit that the consumer could find credible."

Hanson indicated that advertisers can make as strong a claim as they like, but if the consumer doesn't believe it to be associated with their product, the impact can be more negative than positive. "The 'Neutrogena & Water' effort places Neutrogena in a category by itself," he said.

"The new campaign is simple, direct and

believable," according to Hanson, who added, "especially in a world of complex skin care systems that make fountain-of-youth claims."

EJL conducted pretesting of the ads and expects to posttest through Mapes & Roth. "We're proud of the finished product. It reinforces the purity and quality of Neutrogena soap."

The first ad, themed "The best way to wash your face," launches the campaign starting in March. At least three different executions of the ad will be featured between spring and fall 1982.

The bulk of Neutrogena's 1981 budget, a whopping \$2.25 million, will be allocated for the consumer magazine effort. Four-color pages promoting Neutrogena soap will start appearing in March issues of *Vogue*, *Glamour*, *Working Woman*, *Good Housekeeping*, *Family Circle*, *Better Homes & Gardens* and *Reader's Digest*.

An additional promotion is set for Neutrogena's Rainbath shower gel products in February issues of *Vogue*, *Glamour*, *Cosmopolitan*, *Good Housekeeping*, *Newsweek (Woman)*, *People*, *Town & Country*, *Working Woman* and *Weight Watchers*. Rainbath advertisements appearing in selected women's magazines will feature a

The best way to wash your face.

Perhaps it seems presumptuous for us to claim that Neutrogena® and water clean your face better than anything, but bear with us. Water's what happens when our soap meets water. It lathers naturally. That's why Neutrogena washes off thoroughly. And you're left feeling immaculately clean, never dry or tight.

If you compare Neutrogena to other soaps, you'll see a big difference. You'll also feel it. Neutrogena leaves your skin feeling clean, not stripped. That's because it's especially formulated to be kind to sensitive skin. Neutrogena contains no dyes, no fragrances, no harsh soaps. Nothing that could irritate even the most fragile skin.

Compare Neutrogena to creams and lotions and you'll also be pleasantly surprised. Creams always feel as if they're left something behind. Neutrogena's unique. While they may not dry your skin they don't get a perfectly clean either. Ask your dermatologist about Neutrogena. It's so mild, so comfortable, so effective that even sensitive and sensitive skin can't be hurt.

Like we suggest, try Neutrogena and water on a regular basis. We think you'll appreciate what it does. Neutrogena has one clear and one thing we think is clean perfectly. What could be better than that? Neutrogena.

All Neutrogena and Neutrogena products.

Neutrogena & Water



75-cent coupon pop-up.

Beginning in March, additional Rainbath ads will appear in *Self*, *Mademoiselle*, *House & Garden*, *Ms.*, *Harper's Bazaar*, *Savvy* and *Beauty Handbook*. *Ladies' Home Journal* will be added to the Rainbath schedule in April.

About \$1.5 million will be used to promote Neutrogena soap in six spot tv markets starting in March. Two four-week flights of 145 target audience groups will be scheduled.

An additional \$350,000 is being spent on radio for Neutrogena Norwegian Formula Hand Cream. Spokesman Paul Harvey delivers one 60-second live commercial per week on his ABC Entertainment Network show now through September.

Network tv is being considered for the coming year, but nothing concrete has been determined as yet.

EJL chairman Jess Johns emphasized the thoroughness of the campaign's development. He said, "We were expected to explore the category and Neutrogena's unique personality. The client allowed us to accomplish this with four months' worth of research and analysis of the product and its relationship with the retailer and the consumer. Now we have some really solid background for creation of future ads. It is highly unusual for a client to change agencies and not want 'a whole new program' in 30 days."

Hanson added, "Lloyd's willingness to be patient — to give the agency time to learn the business — is unique. The new creative was worth the wait." □

Tribuna Goes With JEPR

LOS ANGELES — JE Publishers Representative has been named national sales rep for *Tribuna*, a quarterly publication produced by Caesar's Palace in Las Vegas. The magazine is received by hotel credit cardholders and is placed in all its rooms. □

Attention Graphic Arts Pros... join the move to

The Marketing Center

MARINA DEL REY AREA
12800 Culver Blvd., Los Angeles 90066

30,000 sq. ft. of prime office/studio space for lease • January 1, 1982

Owner/Tenant THE KRUPP ORGANIZATION, the largest Direct Mail Marketing Company in the west, invites agencies, photographers, designers, typesetters, graphic artists and other professionals to make the move to their new facility in the Marina.

For information call
Bob Buckingham
(213) 385-5421

- Free parking
- Ample customer parking
- Clean air
- Near San Diego and Santa Monica Freeways
- Impressive exterior
- Norma Desmond Grand staircase entry
- One mile from the beach
- Close to LAX and Santa Monica Airports

THE WHITE HOUSE

WASHINGTON

April 1, 1982

Dear Frank:

Thank you for your letter and recommendation of Mr. Guy B. Davis. I have taken the liberty of forwarding his SF 171 and other material to the Presidential Personnel office for their review and information.

Please be assured that your comments will be given every consideration as we move through the selection process.

With best wishes.

Sincerely,

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

Mr. Frank W. Turnbull
219 Opihikao Way
Honolulu, Hawaii 96825

John F. Kennedy

THE WHITE HOUSE

WASHINGTON

April 1, 1982

Dear Dick:

Thank you for your letter and recommendation of Mr. John Craig. I have taken the liberty of forwarding his resume and your comments to the Presidential Personnel office for their information and review.

I appreciate you bringing Mr. Craig to our attention.

With best wishes.

Sincerely,

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

The Honorable Richard G. Lugar
United States Senate
Washington, D.C. 20510

*Send to Helene
for Dan*

RICHARD G. LUGAR

INDIANA

1113 DIRXSEN OFFICE BUILDING
WASHINGTON, D.C. 20510

INDIANA OFFICE:

46 EAST OHIO STREET, ROOM 447
INDIANAPOLIS, INDIANA 46204

United States Senate

WASHINGTON, D.C. 20510

COMMITTEES:

AGRICULTURE, NUTRITION, AND FORESTRY

BANKING, HOUSING, AND URBAN AFFAIRS

FOREIGN RELATIONS

SELECT COMMITTEE ON INTELLIGENCE

March 25, 1982

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

Dear Mike:

I am writing to alert you to the interest of an extremely able and sophisticated Hoosier who had asked me to inquire about a position for him within the Administration.

Mr. John Craig has indirectly contacted several of President Reagan's assistants. He and I have spoken at length about his intentions and he has provided me with a written proposal about ways in which he might credit the Administration. I ask for your close attention to John's paper, which I have attached.

John Craig, son of former Indiana Governor George Craig, is a successful attorney from Brazil, Indiana. Now a partner in the firm of Craig & Craig, John was Director of Public and Governmental Affairs for A-M International. He is adroit in handling public issues which impact on government policy and continues to lecture for the National Management Association and for other organizations which seek-out experts with considerable acumen and polish.

He is a former FBI agent, and is well versed in the legal system. His years in California have acquainted many friends of the Administration with his talents.

As you review candidates for leadership positions for the next several years, I hope you will consider John Craig. An interview with him would, I am certain, validate everything I have written in this letter. Thank you for your consideration.

Sincerely,



Richard G. Lugar
United States Senator

RGL:jz
enc.

THE WHITE HOUSE

WASHINGTON

April 1, 1982

Dear John:

Thank you for your letter informing me of Mr. Victor Blanco's interest in an appointment with the Inter-American Foundation.

I have taken the liberty of forwarding your correspondence to the Presidential Personnel Office.

Please be assured that your comments will be given every consideration and will be further noted in Mr. Blanco's file.

Sincerely,

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

The Honorable John H. Rousselot
House of Representatives
Washington, D.C. 20515

JOHN H. ROUSSELOT
26TH DISTRICT, CALIFORNIA

WAYS AND MEANS COMMITTEE

SUBCOMMITTEES:
SOCIAL SECURITY
PUBLIC ASSISTANCE AND
UNEMPLOYMENT COMPENSATION

JOINT ECONOMIC COMMITTEE

SUBCOMMITTEES:
MONETARY AND FISCAL POLICY
VICE CHAIRMAN
TRADE, PRODUCTIVITY, AND
ECONOMIC GROWTH

Congress of the United States
House of Representatives
Washington, D.C. 20515

WASHINGTON OFFICE:
2133 RAYBURN BUILDING
WASHINGTON, D.C. 20515
202-225-4206

DISTRICT OFFICE:
735 W. DUARTE ROAD
SUITE 403
ARCADIA, CALIFORNIA 91006
213-447-8124

March 31, 1982

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

Dear Mike:

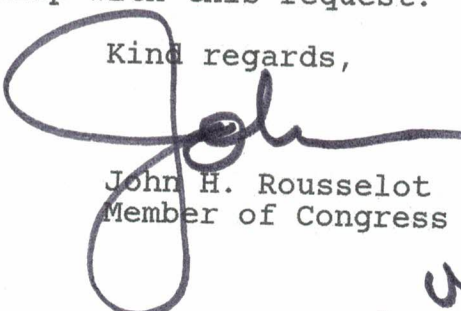
This is to let you know that Victor Blanco wishes to be appointed a member of the Inter-American Foundation. It is my understanding that there will be an opening in September in this organization.

This would be an excellent position for Victor to fill. He was responsible for the first Hispanic movement on behalf of the California Republican Party, and most recently served as Chairman of the Hispanic Republican Convention, in which over 1,000 people participated. He was also a California Reagan delegate-at-large for the Republican National Conventions in 1976 and 1980 and Chairman of California Hispanics for Reagan. As you can see, he has been a long-time supporter of President Reagan and the Republican Party.

Enclosed is a copy of Victor's resume. His personal and business reputation is impeccable. In my opinion, his work with the Hispanic community in California would be a definite asset to the Inter-American Foundation.

Thank you for your help with this request.

Kind regards,


John H. Rousselot
Member of Congress

JHR/jt

Enclosure

cc: Pen James
Mike Farrell

THIS WOULD BE
AN EXCELLENT
APPOINTMENT

April 1, 1982

Dear Don:

Mike Deaver recently directed your letter of March 23, concerning Kevin P. Morris for a position with the White House Staff, to me for consideration.

I assure you that we will look closely at Mr. Morris' credentials and see that he is afforded careful review.

I am sorry that you did not prevail in the primary election. From all reports, you certainly gave it your best shot!

Thank you for your letter. If there is anything else I might do, please do not hesitate to call.

Sincerely,

E. Pendleton James
Assistant to the President
for Presidential Personnel

The Honorable Don Totten
State Senator
State of Illinois
1032 Stratton Building
Springfield, Illinois 62706

cc: ✓ Michael K. Deaver w/ incoming
Central Files w/ incoming



MAR 26 REC'D

STATE OF ILLINOIS
STATE SENATE

DONALD L. TOTTEN

1032 STRATTON BUILDING
SPRINGFIELD, ILLINOIS 62706

839 WEST HIGGINS ROAD
SCHAUMBURG, ILLINOIS 60195

March 23, 1982

Michael Deavers
%White House
Washington, D.C. 20500

Dear Mike,

It is my understanding that Mr. Kevin P. Morris has applied for a job in your office. I have had the pleasure of meeting Mr. Morris several times and have found him to be both personable and capable.

I would appreciate any consideration you could give Kevin Morris for this position.

Sincerely,

A handwritten signature in cursive script that reads "Don".

Don Totten

DLT:clm

Enc.

Kevin P. Morris
918 Pontiac Road
Wilmette, Illinois 60091
(312) 251-6240

PERSONAL:

Birth Date: December 27, 1957
Marital Status: Single
Health: Excellent
Will relocate/travel

CAREER OBJECTIVE:

Participate in guiding and influencing the formulation and implementation of legislation as a member of the White House staff, Federal government agency or department.

EDUCATION:

Beloit College, Beloit, Wisconsin
Bachelor of Arts, 1980
Majored in Government with a concentration in Economics

Solon E. Summerfield Scholar for academic excellence and leadership, 1980

Dean's list, Washington Semester Program, American University, Washington, D.C., 1979

Varsity soccer and swim teams.

EXPERIENCE:

December, 1980
to Present

NATIONAL CAN COMPANY
Manager Legislative Affairs

Responsible for all company legislative liaison. Planned, developed and implemented a national, state and local government relations program that supports the company's corporate policies and insures proper monitoring of legislation and legally appropriate action to protect the company's interests and enable it to achieve its corporate goals. Works closely with the company's Legal and Public Relations Departments in their legislative-related activities.

May, 1980 to
December, 1980

JOHN EDWARD PORTER, M.C.
Congressional Staff Aide

Organized and scheduled Mr. Porter's public appearances and served as his personal aide at these functions. Also functioned as Mr. Porter's executive assistant with responsibility for operation of Mr. Porter's office. In this capacity, represented Congressman Porter at functions and speaking engagements at which Mr. Porter was unavailable.

May, 1979 to
September, 1979

Assistant Finance Director, Porter for Congress Campaign

Organized and supervised the activities of 45-person Finance Committee; responsible for preparation of reports required by the Federal Election Committee. Organized fund-raising dinners, created and implemented direct mail campaigns that resulted in raising \$150,000 in contributions.

January, 1979 to
May, 1979

NATIONAL ASSOCIATION OF MANUFACTURERS
Intern, Public Affairs Department

Researched and wrote analyses of congressional and senatorial election campaigns in which candidates' campaign organizations, spending and contributions were evaluated. Provided NAM's 13,000 member companies with factual, detailed analysis and information on specific elections.

1977 to 1980

SUMMER EMPLOYMENT - COLLEGIATE YEARS

Obtained summer vacation jobs designed to provide training and experience in management and supervisory capacity, as well as close personal relationships:

- . Day camp counselor
- . Office supply stockroom supervisor, including maintenance
- . Supervisor of country club outdoor foodservice facility, including food purchasing and preparation

STRENGTHS:

Strong organizational, managerial and leadership capabilities with facility to accept and delegate responsibility. People-oriented; functions equally well with those senior to him and with subordinates.

A self-starter who learns quickly, requires little orientation in accomplishing any project.

Excellent communicator in verbal and written formats. Discerning researcher with ability to evaluate, translate, and report findings.

ACHIEVEMENTS:

Academic

Selected by Faculty committee to reactivate the Beloit College Chapter of Phi Kappa Psi Fraternity. Served as fraternity President, Rush Chairman, Social Chairman, Pledge Advisor and Corresponding Secretary. Campus Coordinator for the Beloit College Bush for President campaign.

Achievements
Continued:

Professional

Original author The PAC Manager, a publication of the National Association of Manufacturers.

Member, Illinois State Chamber and Illinois Manufacturers' Association Task Force for Better Government.

Representative for Can Manufacturers Institute in nine states.

Member, Glass Packaging Beverage Container Task Force.

Representative, Can Manufacturers Institute, on State of Oklahoma Task Force for Positive Alternatives to Mandatory Deposit Legislation.

Chairman, National Can Company 1981 Crusade of Mercy.

Chairman, National Can Company 1982 U.S. Savings Bond Drive.

OUTSIDE
INTERESTS:

Tennis, skiing, sailing, music.

REFERENCES:

Furnished upon request.



PHILLIPS EXETER ACADEMY
EXETER, NEW HAMPSHIRE
03833

January 11, 1982

Dear Mr. Deaver,

Enclosed is my resume' for the summer job we talked about last week. I would be immensely grateful for any help that you could give. I would love to have the chance to work at the White House this summer - it would really mean a lot to me. Thank you.

School is great. The work has really built up but we're all ready for it. It is a lot of fun - one learns incredibly fast here. I know that Exeter isn't traditionally one of your favorite schools, but the place has changed a considerable amount since you were here last. I really love it.

I will be home from January 27 to the 31st, if you should want to speak with me or have me meet with someone. Thank you again for everything,
Sincerely,
Rowan

Resume

Name: H. Rowan Gaither, IV

Home Address: 4530 Dexter St. N.W., Washington, D.C., 20007

School Address: Phillips Exeter Academy, Exeter, N.H., 03833

Availability: Tuesday, June 8, 1982.

Education: Phillips Exeter Academy,
St. Albans School for Boys
The Greengates School
St. Albans School for Boys
Beauvoir School

Father's Name: H. Rowan Gaither, III

Employment: Director, Grievance Staff, U.S. Department of State.

Mother's Name: Alice Grimes Gaither

Employment: Homemaker.

Honors: High Honors, First Marking Period, Sept. 1981-Nov. 1981;
Honorable Mention, Biology Award, St. Albans, 1981; Varsity Swimming
Letter, St. Albans, 1981; "The Book" Award - Highest Academic Achievement
in Class, St. Albans, 1980.

Activities: Volunteer, Exeter Social Services Organization, Special
Children Division; Guide, P.E.A. Admissions Office; J.V. Swimming;
J.V. Water Polo; Student Council, P.E.A.; President of Class, 1980-
1981; St. Albans Student Council; Social Services Committee, St. A.
Student Council; Debating Society; Voyageur (kayaking, canoeing); Varsity
Swimming, St. A.; Vestry, 1979; Star Scout, Boy Scouts of America, 1977-
1979.

Interests: Swimming, student government, water polo, anthropology,
sailing, skating, skiing (X-country and downhill), kayaking, white-water
rafting, running, reading, social services, debating, talking, thinking.

Birth Date: July 7, 1966.

References: Mr. David B. McIlhiney Mr. David R. Weber
Phillips Exeter Academy Phillips Exeter Academy
Exeter, N.H. 03833 Exeter, N.H. 03833

Mr. Wayne P. Gordon
St. Albans School for Boys
Mount St. Alban, N.W.
Washington, D.C. 20016

Comments: I have always been interested in government. Living in Washington, I have obviously seen much of ours, yet I have never been able to have any real, first-person contact with the workings of it.

My father, as previously mentioned, is with the Department of State. We lived in Mexico City for 3 1/2 years where he was the Legal Adviser to the United States Embassy. While there I developed a sense of American foreign policy and how foreigners tend to look at it. I also learned just what the work "America" means around the globe.

My grandfather, H. Rowan Gaither, Jr., was asked by the late President Eisenhower in the mid 1950's to head a study on national defense. That study became the Gaither Report, parts of which are still classified.

Yet even with such a government-minded background I still have little experience with the actual workings of the government itself, here in Washington. I have glimpsed or even met many of this Administration's leaders, including the President himself (through the generosity of Mr. Deaver); now I only wish that I could have a role in it, no matter how small.

THE WHITE HOUSE
WASHINGTON

March 29, 1982

Peter MacPherson

file

MEMORANDUM FOR BILL SITTMAN

FROM: Larry Speakes *S*

The job Eric Rosenberg is interested in at AID is:

Deputy to the Assistant Administrator
for Africa Affairs

Frank Ruddy is the Assistant Administrator.

I would appreciate it if you would have Mike follow up on this.

Paul

THE WHITE HOUSE
WASHINGTON

March 10, 1982

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: WILLIAM F. SITTMANN *ul*

SUBJECT: FORMER SENATOR JOHN LEOPOLD
(301/266-0010)

Senator Leopold called with regards to a position in the Administration.

I've checked with Tad Tharp, per Lyn Nofziger, on this. He did nothing on the campaign; and in fact, several times has publicly denounced the President.

Forget

RONALD W. REAGAN LIBRARY

THIS FORM MARKS THE FILE LOCATION OF ITEM NUMBER 1 LISTED ON THE
WITHDRAWAL SHEET AT THE FRONT OF THIS FOLDER.

THE WHITE HOUSE
WASHINGTON

March 22, 1982

file

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: WILLIAM F. SITTMANN *ul*

SUBJECT: SHEILA WEIDENFELD

Sheila Weidenfeld was not selected to serve on the Board of the Corporation for Public Broadcasting.

The White House selections were made about two weeks ago.
Mrs. Weidenfeld will be receiving a letter of regret soon.

Federal Communications Commission
Washington, D.C. 20554

Office of the Chairman

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

*Bill
Hammitt
we already
made these
appts?*

Re: Corporation for Public Broadcasting Appointments

Dear Mr. Deaver:

I have just learned that you are about to consider appointments to the Board of the Corporation for Public Broadcasting and that one of the names being considered for appointment is Sheila Rabb Weidenfeld.

I worked closely with Sheila during the Transition, where she served as team captain for the President's Advisory Council on Historic Preservation and wholeheartedly endorse her for a position on the Board of the Corporation for Public Broadcasting.

I know of Sheila's involvement in the campaign and commitment to the policies of President Reagan. I also know that her background as an Emmy award winning television producer gives her a unique understanding of the way television operates and the appropriate goals for a public broadcasting service.

Sheila has served on the President's Advisory Council on Historic Preservation, has been a Trustee of the Wolf Trap Foundation for the Performing Arts, a Director of the Womens' Campaign Fund and a member of the Secretary of State's Advisory Committee for the Foreign Service Institute. She is a member of the National Academy of Television Arts and Sciences, American in Radio and Television, the Washington Press Club, the American Newspaper Womens' Club, Sigma Delta Chi, the Society of Professional Journalist, and the American Federation of Television and Radio Artists.

Mrs. Weidenfeld is currently President of D.C. Productions, Ltd., a corporation involved with television production and general consulting services.

I think Sheila's appointment would be well received. I know she will be a tireless and effective worker, with true loyalty and fidelity to the President's philosophies. This is an especially important consideration when making appointments to independent (non-Executive branch) positions. I do hope the President may see fit to make this appointment.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Mark S. Fowler', with a stylized, cursive script.

Mark S. Fowler
Chairman

cc: E. Pendleton James
Helene VonDamm

Mike Do you know him - ?
BOB BROOKS
Mike knows him
White House
Washington

WHB014(1541)(1-017649A074)PD 03/15/82 1540

1982 MAR 15 PM 3 42

ICS IPMWGWC WSH

07311 03-15 0332P EST

PMS WHITE HOUSE DC 20500

4-037568S074 03/15/82

ICS IPMMTZZ CSP

3036289295 TDMT DENVER CO 125 03-15 0313P EST

PMS HONORABLE MIKE DEEVER

ASSISTANT TO THE PRESIDENT WHITE HOUSE

WASHINGTON DC 20500

DEAR MIKE

HIS MORNING I CALLED YOUR OFFICE TO ASK FOR A SPECIAL FAVOR. I AM BECOMING INVOLVED WITH LOGISTIC AND PROCUREMENT PLANNING WHICH WOULD RELATE BACK TO MY EXPERIENCE WITH YOU AND THE FIRST TERM OF THE BEST ADMINISTRATION IN CALIFORNIA WHEN I WAS DEPUTY DIRECTOR OF THE DEPARTMENT OF GENERAL SERVICE. IT IS ANTICIPATED THAT A MR BILL JONES

OF EAGLE PRODUCTION AND DRILLING COMPANY MAY WISH TO VERIFY THAT I WAS KNOWN BY YOU IN THE LATE 60'S AND EARLY 70'S. IF SOMEONE IN YOUR OFFICE COULD VERIFY THIS IF A CALL IS MADE, IT WOULD BE VERY MUCH APPRECIATED.

IT IS DISAPPOINTING TO LEARN THAT YOU MAY LEAVE WASHINGTON. I TRUST THAT SOMETHING WILL EVOLVE SOON TO CHANGE YOUR MIND. REGARDS

BOB BROOKS 1551 LARIMER STREET SUITE 2203 DENVER CO 80202

1535 EST

NNNN

RONALD W. REAGAN LIBRARY

THIS FORM MARKS THE FILE LOCATION OF ITEM NUMBER 2 LISTED ON THE
WITHDRAWAL SHEET AT THE FRONT OF THIS FOLDER.

THE WHITE HOUSE

WASHINGTON

March 12, 1982

MEMORANDUM FOR MICHAEL DEEVER

FROM:

RED CAVANEY 

SUBJECT:

Lucky Roosevelt

As a final report on Lucky, she has been given a "clean bill of health" by the Anti-Defamation League, American Jewish Congress, and AIPAC.

It seems that Elliot Cole was the only one raising concerns.

We can consider the case closed.

THE WHITE HOUSE

WASHINGTON

March 16, 1982

Dear Jus:

Thank you for your letter regarding the Procopes.

I wanted you to know that Steve Rhodes is planning to see the Procopes on March 18th. We will see what help we will be able to provide them after this meeting.

Sincerely,

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

Mr. Justin Dart
8480 Beverly Boulevard
Los Angeles, CA 90048

DART & KRAFT

Inc.

Justin Dart
Chairman, Executive Committee

1 1982

art's Office

March 5, 1982

Dear Mike:

The attached correspondence is self-explanatory.

Could your office let me know how my letter of December 11 was handled? The Procopes are deserving of a "hearing" and I'm somewhat embarrassed.

Kindest regards and thanks,



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

PLEASE NOTE NEW MAILING ADDRESS
8480 Beverly Boulevard
Los Angeles, CA 90048

Dart & Kraft, Inc. P.O. Box 3157 Terminal Annex, Los Angeles, California 90051 (213) 658-2102

Bowman co., inc.

INSURANCE

MAR 1 1982

Rec'd Mr. Dart's Office

February 24, 1982

Mr. Justin Dart, Chairman
Executive Committee
Dart & Kraft, Incorporated
Post Office Box 3157
Terminal Annex
Los Angeles, California 90051

Dear Mr. Dart:

I thought I would take just a few moments out to remind you of our meeting with you on Friday, December 4th, at your New York apartment.

I know that you are extremely busy, but hope that you can be of assistance to us concerning our request. Our goal is to become a meaningful part of the American Free Enterprise System. We are small but we have the expertise and the personnel to perform successfully. All we need is a chance!

May we hear from you?

Sincerely,

Ernesta G. Procope
Ernesta G. Procope
John

EGP:mg

DART & KRAFT

Justin Dart
Chairman, Executive Committee

December 11, 1981

Dear Mike:

Attached is some background information on a very attractive and articulate black couple who visited me at our New York apartment last week. They do a little bit of insurance business with Dart & Kraft, and that's how the initial contact was made.

There are of course many blacks who have remedies for the black entrepreneurship. Is it possible that they might be interviewed by somebody in The White House? I just don't like to ignore sincere, well-meaning black people who seem to have made it on their own. Steve Rhodes, a young black fellow who worked for our company and is now in The White House as Assistant to the President for Intergovernmental Affairs, might be helpful in tying this together. At any rate, I hope there is someone in The White House who might hear their story.

SORRY I was all wet in going along with that luncheon for Richard Allen. I should never have had anything to do with it -- and I'm sorry.

Janie joins me in sending our warm wishes to Carolyn and you for a wonderful Holiday Season.

Just

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