

RE-ELECT GOVERNOR ATIYEH COMMITTEE  
EXECUTIVE COMMITTEE MINUTES

*Campaign file*

Executive Committee meeting was held Tuesday, December 15, 1981 at campaign headquarters. Blake Hering, presiding.

Those present were Blake Hering, Sharon Page, Roy Livermore, Doug Heider, Alan Director, Ed Atiyeh, Len Forsgren, Lee Johnson, Carol Gee, Ede Schmidt, Betty Atteberry, Denny Miles, Gerry Thompson, and Glenna Hayden.

Blake Hering opened the meeting addressing the "Don Clark will not be hard to beat" talk that is being heard. Hering suggested that anyone hearing such remarks squelch them immediately. Suggested responses were: (1.) Don Clark has never lost a race. 2.) He will be a tough competitor. 3.) He will have a good campaign organization.

Roy Livermore, the treasurer, reported:  
\$50,403.00 has been collected to date  
\$28,403.00 the bank balance  
\$22,000.00 spent to date  
\$16,000.00 cash on hand  
\$17,000.00 in committments

Len Forsgren, Finance chairman, reported: A goal of \$300,000 has been established for the primary race.

Individuals have been asked to solicit contributions for the Governor's campaign. A kick-off for the solicitors, with the Governor in attendance was held at Mark Johnson's home. Names of past contributors of \$200 or more were passed out to the individuals who agreed to solicit for the campaign.

An Executive Finance Committee meeting was held at campaign headquarters.

Fundraising letters were sent to all past contributors of \$100 or less under Blake Hering's signature.

Doug Heider held a luncheon at the University Club for key lobbyists. The Governor spoke, addressing his administration's accomplishments and asked for support from the lobbyists.

Fundraising discussion continued with concern regarding support of the Timber industry individuals in Eugene. Suggestion was made to have Governor meet with Timber members, hosted by someone in the industry.

A suggestion was made to contact the State Republican Party regarding coordination of out of state visitors to Oregon.

Suggestion: John Elorriaga put on a breakfast for major out of town guest inviting major contributors.

Hering suggested a need for follow up people to help team captains.

Len Forsgren and Ede Schmidt currently assembling list of potential contributors.

Len Forsgren made a plea for a lean budget. Let's not borrow except for emergency.

Sharon Page presented the campaign plan. She indicated Gerry Thompson would be the liason between the campaign and the Governor's staff. See plan attached.

Betty Atteberry reported that the organization was being pulled together. County Chairman have been appointed in 2/3 of the counties. 1978 supporters were sent christmas cards from Victor and Dolores. They were thanked for their past support and told Victor was running for re-election. It took 400 volunteer hours to put out the Christmas card.

Ede Schmidt reported on the fundraising efforts. See attached fundraising report.

A personal contact by the Governor to some of the major contributors was suggested. Doug Heider suggested the Governor call on several major contributors with Forsgren and/or Hering; talk about relative issues, then Forsgren or Hering follow up with request for a contribution. Lee Johnson agreed - the Governor could meet with 5 or 6 major contributors together, then a follow up by Hering or Forsgren.

Ede asked everyone if they have lists, to give them to her for prospecting.

Other suggestions regarding fundraising were: letters to targeted groups signed by Billy Ray Bates and/or Bill Schoenly; a special event with Ford or Reagan.

Carol Gee presented graph indicating time spent where, for what and how much. Carol will be coordinating the Governor's schedule with Glenna Hayden to maximize his efforts throughout the state. Lee Johnson stated that communities outside of the Portland metropolitan area are more media responsive to the Governor's visits. He suggested the Governor visit the downstate area as opposed to the Portland Metro area. He would get more media coverage in the smaller communities. He would only get good media coverage in the Portland, area when he has a new program to present.

Roy Livermore presented over view of budget. See budget attached.

Other remarks: Some concern regarding two media organizations hired for the campaign. Will there be conflicts? Sharon said she felt comfortable with both agencies and felt they would all be able to work together. Also, their past experience in Governor's campaign would be helpful to this campaign. It was suggested Wally Hunter and Ron Schmidt be asked to attend the next Executive Committee meeting.

Paul Newman will be here on a limited basis.

Carol Gee indicated a concern regarding the expenses of the state patrolman who accompanies the Governor. Should the campaign pay a portion of his expenses when the Governor is traveling as a candidate? A legal opinion will be asked for.

Roy Livermroe asked that no more extra trips be billed to the campaign. Hering assured him that had been made clear - there would be no more "special trip expenses" billed to the campaign.

There was some discussion concerning February Campaign Kick-off Junket. No decision made.

Next meeting date not scheduled. Meeting adjourned.

Respectfully submitted,

Betty Atteberry

BA:dmd