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MEMORANDUM FOR: MIKE DEAVER GENERAL CHAIRMAN

RON WALKER, CHAIRMAN

JOHN ROGERS, DIRECTOR AND GENERAL MANAGER

FROM:

JOE RODGERS, FINANCE CHAIRMAN

DATE:

NOVEMBER 28, 1984

SUBJECT:

INAUGURAL FINANCE PLAN

The purpose of this memorandum is to outline for you our plans for raising the money necessary to meet the financial obligations of The Committee for the 50th American Presidential Inaugural.

- I. The Situation. During the next few weeks, the Committee for the 50th American Presidential Inaugural must raise a total of \$9 million to fund operations related to the inauguration of Ronald Reagan and George Bush. The \$9 million total includes the following:
 - A. Interest-Free Advances: The committee must raise \$8 million in interest-free advances to provide the cash flow necessary to fund start-up operations. It is anticipated that these advances will be fully repaid by the end of February 1985.
 - **B. Contributions:** The committee must raise \$1 million in cash to pay for public, non-revenue-generating events such as the Inaugural parade and the fireworks displays.
- II. Special Considerations. Raising money to finance a Presidential Inaugural raises a number of unique and unusual problems, including:
 - A. Speed. The money must be raised quickly. The Inaugural is less than two months away. \$1.5 million is needed by December 1.
 - B. Complexity. The committee must raise both short-term interest-free advances and direct tax deductible contributions.
 - C. Interest-Free Advances. Once we receive a contribution in the form of an interest-free advance, we will provide the contributor with a notice of receipt and thank you. There is no guarantee that these advances will be repaid. The agreement with the contributor is that the advance will be repaid from funds generated through the sale of tickets to events, television fees, souvenirs, etc., by the end of February. The past six inaugurals have all raised enough to

pay back the advances, but there is no guarantee that this one will. However, the Inaugural leadership's credibility is on the line and I assure you everyone thinks they will get this money fully refunded.

- D. Political Ramifications. It is important that the Finance Committee remain aware of and work to avoid potential problems relating to political considerations and personalities.
- E. Public Profile. As demonstrated by the 1980 effort to raise money, inaugural-related fundraising programs have potential for exploitation and mis-reporting by the news media to create negative publicity for the President, First Lady, Vice President and others. The Finance Committee must remain aware of these potential problems and maintain a low public profile.
- F. Tickets. Because of the limited number of tickets, extreme caution must be used so that we make as few people mad as possible. It is absolutely necessary that our ticket quota be maintained so that we will be able to fulfill our commitments.
- III. The Inaugural Guaranty Fund. We will raise this \$8 million through two specific programs:
 - A. Capitol Committee. We will contact about 40 key individuals and ask them to become members of the Capitol Committee. To become a member of the committee, an individual must raise \$250,000 in interest-free advances.
 - 1. Goal: \$5,000,000
 - 2. Co-Chairmen: Brad Cook, Ed Forgotson and Rick Hohlt.
 - Staff Assistant Director: Victoria Hughes.
 - 4. Approach: Individuals to be invited to participate will be contacted through three vehicles:
 - A "registered mail" letter from Joe Rodgers, mailed on Friday, November 23, 1984.
 - A follow-up letter from Mike Deaver, mailed on Thursday, November 29th.
 - Follow-up phone calls by Co-Chairmen beginning Tuesday, November 27th.
 - 5. Support: Once a volunteer agrees to participate, the Finance Committee's role will be one of providing the support, encouragement and motivation necessary to help the volunteer achieve his/her goal.

- 6. Reporting: Committee members will submit reports on progress in raising money each week. The first meeting will be on December 4, 1984. Our goal is to reach at least \$1.5 million by December 1st.
- 7. Benefits/Capitol Committee Members: Individuals who meet their goals of raising \$250,000 will receive the following benefits:
 - An opportunity to buy two tickets to the inaugural parade, an inaugural ball and either the Vice Presidential or Presidential gala.
 - Assistance (but no guarantee) of locating housing, transportation, tickets to other inaugural events, and other special requests.
 - A medallion or other memento.
 - Invitation to a reception at the Sheraton Grand during the weekend of the Inaugural.
 - Name will be listed in the Inaugural program and other official publications, unless contributor requests otherwise.
- 8. Benefits/Contributors: Those making interest-free advances to the Inaugural Committee will receive the following benefits:
 - An opportunity to buy one ticket to the Inaugural parade, an Inaugural ball and either the Vice Presidential or Presidential gala for each \$10,000 in advances (i.e., a corporation which contributes \$100,000 will be entitled to buy 10 tickets to each event).
 - Assistance (but no guarantee) of locating housing, transportation, tickets to other Inaugural events, and other specific requests.
 - A medallion or other memento.
 - Name will be listed in the Inaugural program and other official publications, unless contributor requests otherwise.
- 9. Membership in Exclusive Clubs: Based on their contribution level, donors will automatically become members of one of the following exclusive clubs which will be listed in the official Inaugural program and other publications.
 - President's Club -- Over \$100,000

- Vice President's Club -- \$50,000 to \$99,999
- Cabinet Club -- \$25,000 to \$49,999
- Congressional Club -- \$10,000 to \$24,999
- 10. Committee Prospects: The following people have been invited to become members of the Capitol Committee:

David Broome
Fred Bush
Oliver T. Carr
Anna C. Chennault
Samuel Chilcote
A. James Clark
Don V. Cogman
Kent Colton
Richard Creighton
Kenneth Crosby
Chic Cudlip
Ken Duberstein

Ms. Fae F. Evans
Hon. Tom Evans
Stephen D. Harlan
William H. Hecht
William Hermelin
James Johnston
James H. Lemon, Jr.
Anthone Makris
Arthur K. Mason
Jack McDonald
William McManus
Bill McSweeny

Stacey Mobley
Patrick O'Donnell
Roy Pfautch
Ms. Frances A. Pollack
Jackson Ritchie
B. Francis Saul, II
Richard Schweiker
Hon. Marion H. Smoak
George Webster
Clyde A. Wheeler, Jr.
Eleanor L. Williams

Members will make 15-20 calls from a prospect list of 400 corporations with D.C. representatives, many of which contributed in 1981. All of these corporate prospects are good supporters of President Reagan's causes.

- B. States Committee. The Finance Commitee will contact about 130 key individuals and ask them to become members of the States Committee. To become a member of the committee, an individual must raise \$100,000 in interest-free advances.
- 1. Goal: \$5,000,000.
- 2. Chairman: Ann Ascher
- 3. Staff Assistant Director: Lynn Collins-Urbanski
- 4. Approach: Individuals to be invited to participate will be contacted through three vehicles:
 - A "registered mail" letter from Joe Rodgers, mailed on Friday, November 23, 1984.
 - A follow-up letter from Mike Deaver, mailed on Thursday, November 29th.
 - Follow-up phone calls by States Committee Chairman on Monday and Tuesday, November 26 and 27.

- 5. Support: Once a volunteer agrees to participate, the Finance Committee's role will be one of providing the support, encouragement and motivation necessary to help the volunteer achieve his/her goal.
- 6. Reporting: Committee members will submit reports on progress in raising money each week.
- 7. Benefits/States Committee Members: Individuals who meet their goals of raising \$100,000 in interest-free advances will receive the following benefits:
 - An opportunity to buy two tickets to the Inaugural parade, an Inaugural ball and either the Vice Presidential or Presidential gala.
 - Assistance (but no guarantee) of locating housing, transportation, tickets to other Inaugural events, and other special requests.
 - A medallion or other memento.
 - Invitation to a reception at the Sheraton Grand during the Inaugural celebration.
 - Name will be listed in the Inaugural program and other official publications, unless contributor requests otherwise.
- 8. Benefits/Contributors: People and/or corporations which make advances to the Inaugural Committee will receive the following benefits:
 - An opportunity to buy one ticket to the Inaugural parade, an Inaugural ball and either the Vice Presidential or Presidential gala for each \$10,000 advance (i.e., if someone contributes \$100,000 they will be entitled to buy 10 tickets to each event).
 - Assistance (but no guarantee) of locating housing, transportation, tickets to other Inaugural events, and other special requests.
 - A medallion or other memento.
 - Name will be listed in the Inaugural program and other official publications, unless contributor requests otherwise.
- 9. Membership in Exclusive Clubs: Based on their contribution level, donors will automatically become members of one of the following exclusive clubs:

- President's Club -- Over \$100,000
- Vice President's Club -- \$50,000 to \$99,999
- Cabinet Club -- \$25,000 to \$49,999
- Congressional Club -- \$10,000 to \$24,999

10. Committee Prospects: The following people have been invited to become members of the States Committee:

Mrs. Catherine Cabaniss Mayor Emory Folmar Hall W. Thompson Burton S. Kruglick Chesley R. Pruet M/M Henry Salvatori Margaret M. Brock Gordon Luce Holmes Tuttle Joe Coors Howard Callaway Murray Hayutin James R. McManus Mrs. Wm. Lee Hanley Richard P. Taylor Guy Hatfield Linda McCausland Alec Courtelis Nicholas Morley J.E. Davis Carl Knobloch Sara Giles Moore Richard L. Heffner Joe Rogers, Jr. Marguerite Williams Philip E. Spalding Harold Byron Smith William F. Farley Clement Stone Van Smith C.A. Doolittle B.B. Andersen Howard Wilkens Robert Gable Phyllis Taylor Joseph Canizaro M/M Dalton J. Woods Mrs. Lyn Meyerhoff Michael A. Valerio Tom Bolan

M/M John Fitzpatrick John R. Gnau, Jr. Mrs. Ronna Romney Robert Evans Max Fisher Tom Burnham M/M George Pillsbury William D. Mounger Mrs. Dudley Hughes George H. Walker, III George B. Cook Richard Fore Lawrence Bathgate George Ball Robert Stanley, Jr. Jeremiah Milbank Peter Dawkins **Grant Gregory** James Robinson, III Hon. Nicholas Brady Coleman Burke, Sr. Amory Houghton, Jr. Preston Long Mrs. Lois Evans Robert H.B. Baldwin John C. Whitehead Morton Farber Dan Bayes Fred Lennon Carl Lindner Edward Lozick John Berry, Sr. Tim Timken Raymond Hefner Marlene Mee Raymond F. Kravis John Cassidy Lew Ward Carl Anderson, Jr.

Stephen Jernigan Robert L. Parker Paul D. Guth Remo Butera John Dorrance Robert Yeargin Charles H. Lien Oscar M. Austad Steve Brumfield Sam Bartholomew Guilford Dudley Barbara M. Clark Luke Simmons William Green Ted Welch William Campbell David K. Wilson T. Boone Pickens Robt. Mosbacher Wm. B. Blakemore Dan W. Cook, III James E. Lyon Edward Vetter Robert B. Holt Sam Barshop Bill Heiligbrodt Robt. Albritton John Flahavin Dot Vannerson Jon Huntsman Dale Hogue Jim Munn Della Newman F.E. Ferguson H.A. True Roy Cohn Robert Cashell Geoffrey Shepard Farid Srour

- IV. Inaugural Trust. The Inaugural Trust is a 501(c)(3) organization established for the purpose of raising the \$1 million necessary to fund public, non-revenue-producing events during the weekend of the Inaugural.
 - A. Goal: \$1,000,000
 - B. Chairman: Bobby Holt
 - C. Staff Assistant Director: Betsy Gehring
 - D. Approach: The Trust will solicit tax deductible contributions from individuals and corporations.
 - E. Reporting: The Trust Chairman will submit weekly reports of progress in fundraising.
 - F. Benefits: Contributors to the Trust will receive the following benefits:
 - 1. White House Reception: For each \$5,000 in contribution, a donor will receive two tickets to a White House reception. This reception will be the only one scheduled for the White House during the Inaugural weekend and will be strictly limited to 400 people.
 - 2. Tickets: \$5,000 contributors will receive an opportunity to buy two tickets to the Inaugural parade, an Inaugural ball and either the Vice Presidential or Presidential gala.
 - 3. Program Listing: Name will be listed in the Inaugural program and other official publications, unless contributor requests otherwise.
- V. Organizational Structure. The Finance Committee's staff and volunteer operations will be organized along the following lines:
 - A. Finance Chairman: Joe M. Rodgers
 - B. Divison Director's Office:
 Division Director: Craig Helsing
 Administrative Assistant: Elizabeth Winston
 - C. Consultants: Ann Ascher, Steve Brumfield

D. Administration/Accounting:

Executive Assistant/Office Manager: Lisa Gillon Administrative Assistant/Secretary: Eileen Rainey

Accounting Technician: John Summers Administrative Assistant: Doug Edwards Administrative Assistant: Tom Woodford

Secretary: To be named

E. Programs:

1. Capitol Committee:

-Co-Chairmen:
Brad Cook
Ed Forgotson
Rick Hohlt

-Assistant Director: Victoria Hughes

2. States Committee:

-Chairman: Ann Ascher

-Assistant Director: Lynn Collins-Urbanski

3. Inaugural Trust:

-Chairman: Bobby Holt

-Assistant Director: Betsy Gehring

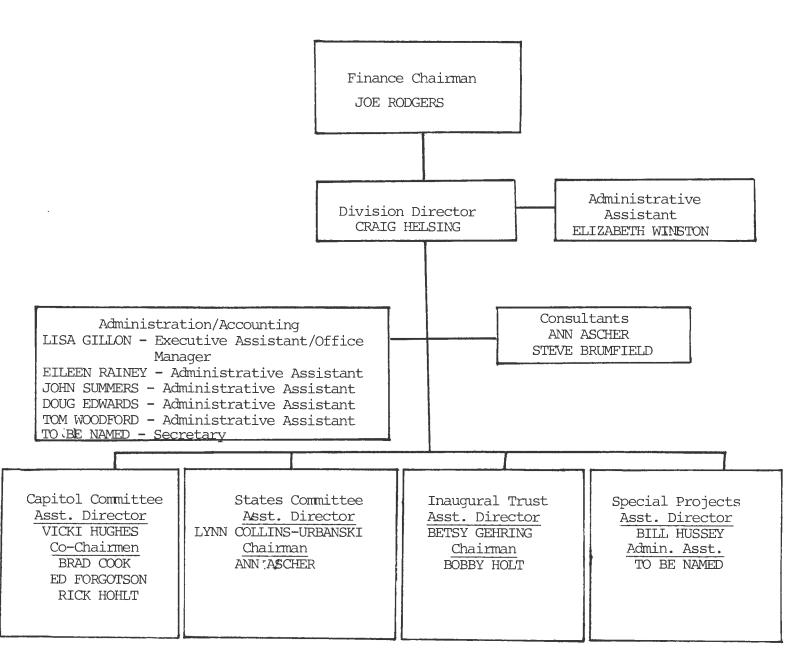
4. Special Projects:

-Assistant Director: Bill Hussey

- Administrative Assistant: To be named

VI. Budget: The following is a preliminary budget for the Finance Committee operations:

Automobile Rental	\$1,500
Catering	3,000
Consultant Services	15,000
Delivery Services	500
Entertainment/Report Mtgs./	,
Inaugural Work	10,000
Event Occupancy	4,000
Event Transportation	1,000
Inaugural Merchandise/	
Committe e Gifts	40,000
Meetings & Conferences	3,000
Misc./Contingency	10,000
Payroll	70,000
Payroll burden	11,000
Printing	6,000
Travel and Entertainment	15,000
	\$190,000



ADVISORY BOARD FRED BIEBEL - CHAIRMAN

STEVE BULL BILL CARRUTHERS DWIGHT CHAPIN DEWEY CLOWER MIKE DUVAL CRAIG FULLER JOHN GARTLAND JACK GOLDSBOROUGH ROY GOODEARLE ASHTON HARDY HOMER LUTHER MIKE MCMANUS BILL MOELLER DCIK MOORE JIM OATES DAVE PARKER BILL TIMMONS

HONORARY CHAIRPERSONS

THE HONORABLE ANNE L. ARMSTRONG MAYOR AND MRS. MARION BARRY

MRS. ALFRED BLOOMINGDALE

MR. & MRS. JOSEPH COORS

MR. & MRS. THEODORE CUMMINGS

MRS. JUSTIN DART

MR. & MRS. FRANK FAHRENKOPF

MRS. HELEN HAYES

MR. & MRS. CHARLETON HESTON

MR. & MRS. JAQUELIN H. HUME

MR. & MRS. EARLE M. JORGENSEN

MR. & MRS. LESTER KORN

SENATOR & MRS. PAUL LAXALT

THE HONORABLE & MRS. DREW LEWIS

MR. & MRS. J.W. MARRIOTT, SR.

MR. & MRS. MAXWELL RABB

MR. ED ROLLINS

MR. & MRS. HENRY SALVATORI

THE HONORABLE & MRS. WILLIAM FRENCH SMITH

MR. & MRS. JAMES STEWART

MR. & MRS. DANIEL TERRA

MR. & MRS. HOLMES TUTTLE

AMBASSADOR & MRS. BILL WILSON

MR. & MRS. JACK WRATHER

VIP'S
SUSAN BAKER
CAROLYN DEAVER
URSELA MEESE
MARY JANE WICK
MAUREEN REAGAN
DENNIS REVELL

The President's Authorized Campaign Committee

MEMORANDUM

ALL INAUGURAL COMMITTEE DIVISION DIRECTORS

TO:

together.

FROM: JIM LAKE RE: ANNOUNCEMENT OF THE INAUGURAL COMMITTEE DATE: NOVEMBER 12, 1984 Tomorrow, November 13, we would like to release to the press the announcement of those members of the Inaugural Committee who will hold the position of Division Directors. In order to make the process of putting the release together smoother, would you please take a moment and fill in the spaces below. Description of task and position with the 1984 Inaugural Committee: Current Position: Position, if applicable, in Reagan-Bush '84 Campaign: Previous Political Activity: Previous Activity with Inaugural Committees: Current Phone Numbers and Address: Any information you would particularly like to include: Thank you very much for your help in putting the release							
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press the announcement of those members of the Inaugural Committee who will hold the position of Division Directors. In order to make the process of putting the release together smoother, would you please take a moment and fill in the spaces below. Description of task and position with the 1984 Inaugural Committee: Current Position: Position, if applicable, in Reagan-Bush '84 Campaign: Previous Political Activity: Previous Activity with Inaugural Committees: Current Phone Numbers and Address: Any information you would particularly like to include:	DATE:	NOVEMBER 12, 1984					
Current Position: Position, if applicable, in Reagan-Bush '84 Campaign: Previous Political Activity: Previous Activity with Inaugural Committees: Current Phone Numbers and Address: Any information you would particularly like to include:	press the Committee order to smoother	e announcement of those members of the Inaugural e who will hold the position of Division Directors. In make the process of putting the release together					
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440 First Street N.W., Washington, D.C. 20001 (202) 383-1984 Paid for by Reagan-Bush '84: Paul Laxalt, Chairman; Angela M. Buchanan Jackson, Treasurer



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DUPLICATE ORIGINAL



ROBERT KEITH GRAY

October 22, 1984

The President
The White House
Washington, D.C. 20500

My dear Mr. President:

After your knock-out performance in Kansas City last night it is not premature to lay plans for the second Inaugural. As always I want only to be helpful and in that spirit offer these suggestions:

After the four Carter years, the country deserved the giant celebration of January 20, 1981. But I suggest the coming Inaugural be on a lesser scale and expense than your first.

Next January 20th falls on a Sunday and the private swearing-in to take place that day will make the public ceremony on the 21st a comparative anticlimax. I recommend you take advantage of that opportunity to change both the size and some of the events.

Inaugural Balls

Last Inaugural you and Nancy began your evening at 7:45 p.m. and we did not return you to the White House, after a breathless run to eight different locations, until 1:30 a.m. Saddest of all, the most enjoyable Inaugural ball events were ones you did not attend. Across the land more than 100 balls were connected by satellite.

Next January, I suggest you consider scaling down the size, while upgrading the quality by having only one official Inaugural Ball. At the White House, attended by your Cabinet, Diplomatic Corps, and your personal friends, this ball could provide the satellite feed to as many community balls as can be put together, including those in Washington, D.C. More than ever before, the Inaugural Ball will be a top-quality event and more than ever with modern technology the people can share in it as never before.

The Opening Ceremony

We created it for the first time last year. It was easily funded, easily one of the most impressive of the events even though some important parts of it were weather casualties. I recommend you continue it and make it a Reagan contribution to the Inaugural tradition.

The President October 23, 1984 Page Two

The Parade

In Inaugurations past, parades have run as long as 9 hours! Your first ran one hour and 35 minutes, although we aimed for one hour. Sixty minutes in the cold is long enough. I recommend we increase the cadence, hold to the hour.

The Gala

This big moneymaker will pay for the satellite casting to hundreds of community balls and most public events. If you wish its funds could be used to make all other Inaugural events open to the public at no charge.

Importantly, I believe you and Nancy enjoyed it last time. I recommend its repeat.

Fireworks

Since the last Inaugural, I have spent several hours with fireworks craftsmen who tell me a plan conceived too late for the last Inaugural could provide a delight for those who see it in person and an extraordinary spectacular for national television viewing.

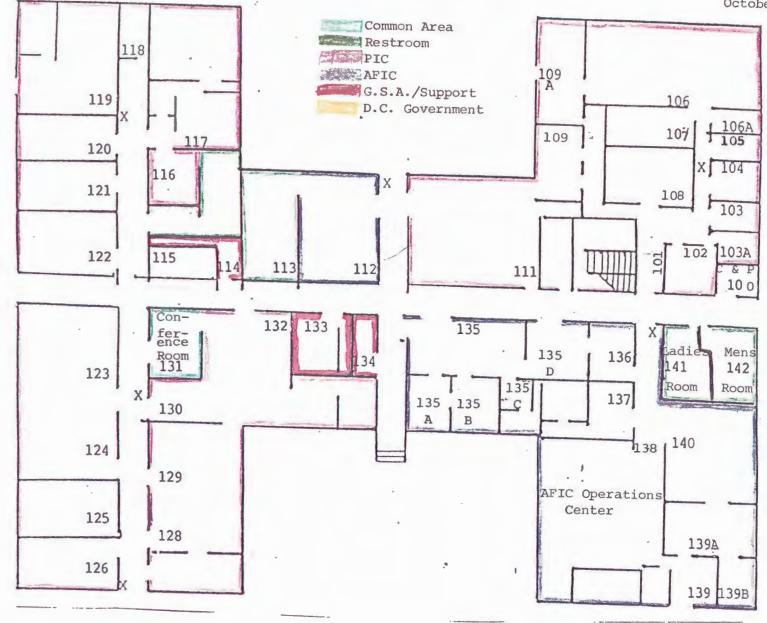
Fireworks could be launched from red, white, and blue helium balloons tethered above the Mall and monument grounds. The designers have perfected the process and I am told the result of fireworks going on into the heavens from a sky-launch defies description.

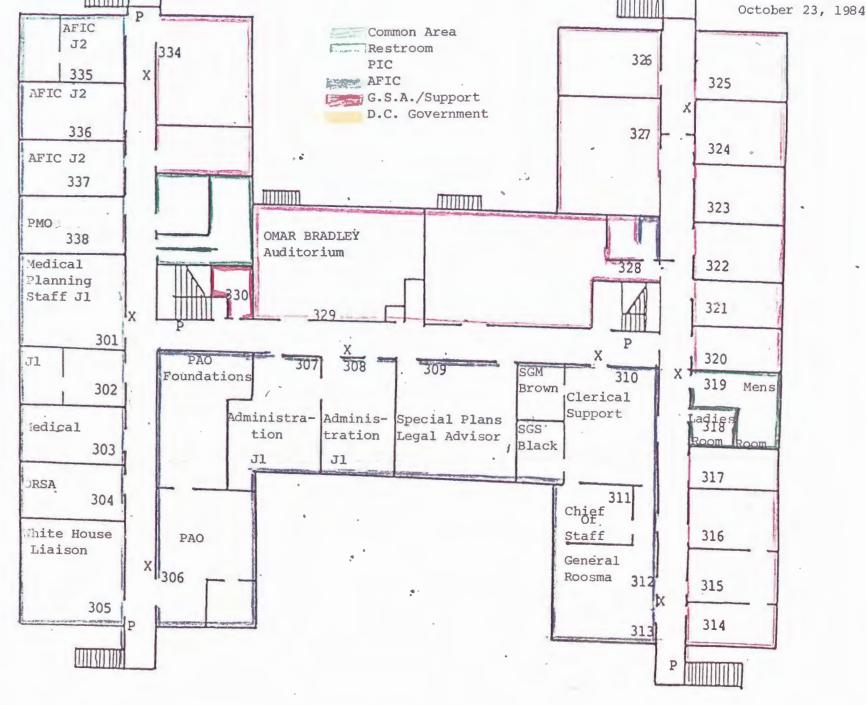
The White House

The White House becomes much more central for the Inauguration of an incumbent president. Dinners, receptions, prayer breakfasts before the private swearing-in, are examples. There are all kinds of options not open to a president-elect who has to wait until noon on January 20 before the House is his.

With continuing pride,

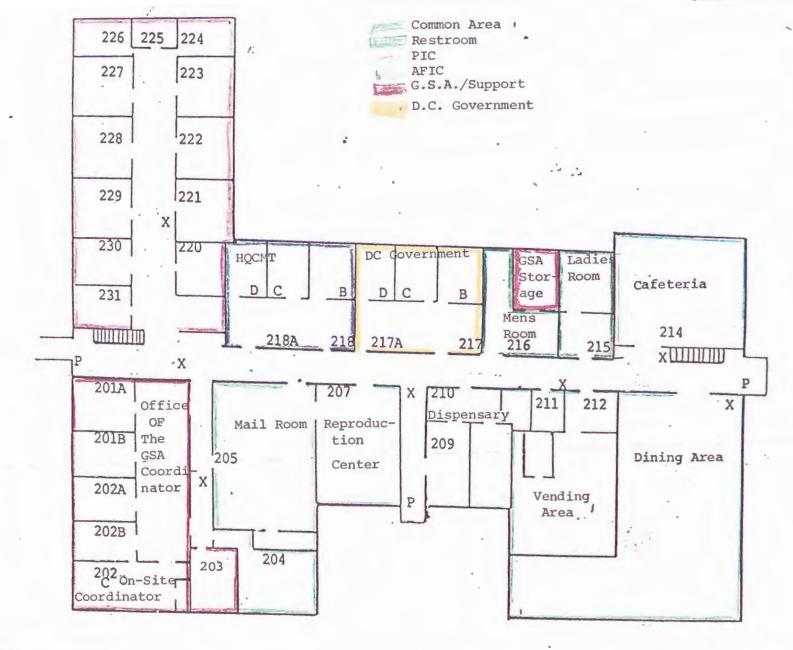
Cordially,





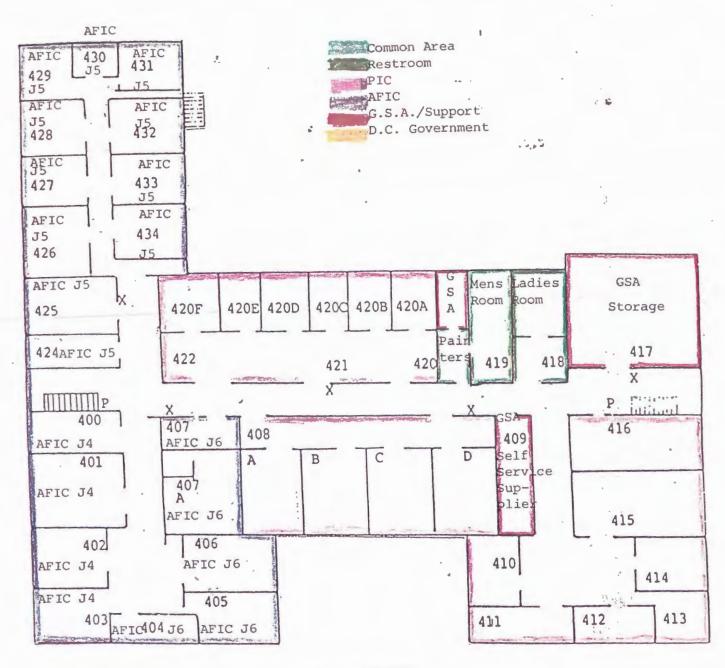
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SECOND FLOOR BUILDING T-5

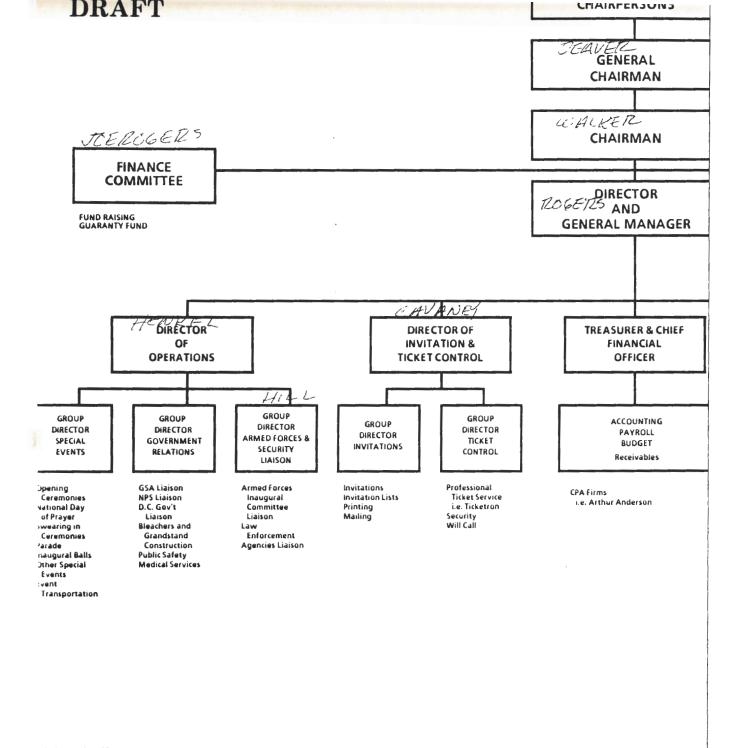


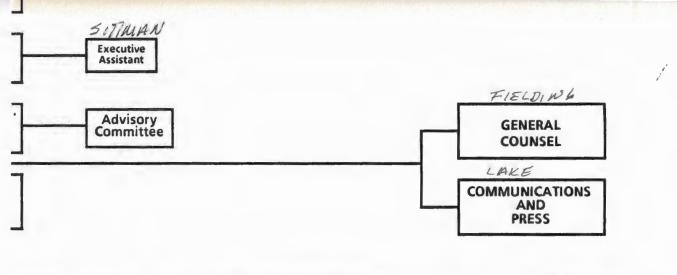
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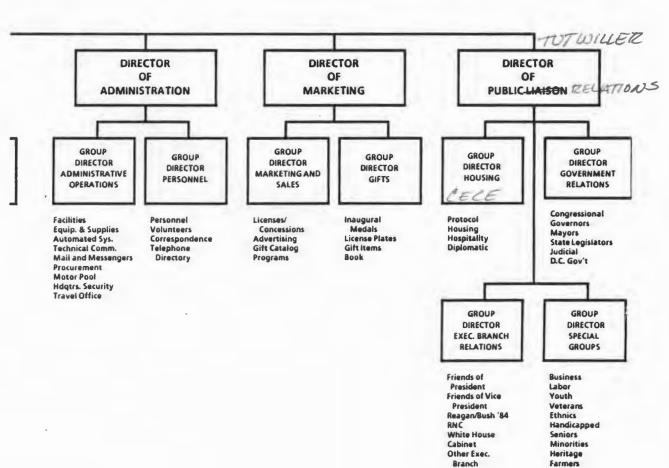
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BUILDING T-28



SECOND FLOOR
BUILDING T-28







RAFT - CONFIDENTIAL	1982 PRESIDENT	IAL INAUGURAL COFFILIEE	20/23/01
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WEEK OF: ST. 14	OCT. 21	OCT. 28	NOV. 4
Design organization chart Identify potential personned Identify Advisory Board	Begin to design fundraising structure (rogers, Buchanan) Discuss Guaranty Fund	Discuss announcement procedure -Date- 11/7/84 -Spokesperson - Speakes -Content - Deaver, Walker, Rogers	Meet with Congressional Committee -Military -GSA -NPS
	ERMINED TO BE A IN STRATIVE MAI ING	-Release Begin to identify personnel to be detailed from gov't	Contact Ticketron, Sears on ticket plan Insurance
E.O.	12558, Sec. 1.3(a) ARA (COB 7 18 4	Discuss legal authority to detail from gov't	Office space operational Meeting of Advisory Board
БуК		Begin to contact key personnel at Director and Group Director level	Hire Directors
		Seed money from 1981 Inaugural (Fitzgerald	Assess availability of event space Assess availability of hotel space
PRE-OCT. 14		Identify Chairman for Fund- raising activities (Rodgers, Welch, etc.)	Discuss gift catalogue -item selection -available by 11/19/84
Survey military installation (blueprint/floor plans)	· · .	Discuss staff salary levels	Discuss license plates
GSA pre-election action plan	ı	Discuss personnel ceiling Refine event calendar	
		Develop theme	ge en company of the
	· · · · · · · · · · · · · · · · · · ·	Develop preliminary budget	T P T T T T T T T T T T T T T T T T T T
	: 1 2 1	Discuss Golden Anniversary concept	each age to control to the control t
		Meet with Chairman of Advisory Board	
		Discuss Honorary Chairpersons	
	· .		
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DRAFT - CONFIDENTIAL

1985 PRESIDENTIAL INAUGURAL COMMITTEE

CRITICAL 1 H

		CKIIIO	AL 1 II	
WEEK OF:	NOV. 11	NOV. 18	NOV. 25	DEC
Order Invita	e Coordinators tions e calligraphers	Special invitation requests from Mrs. Reagan Gift Catalog in mail 11/20	Invitations in mail 11/29	
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				Well Property
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THE WHITE HOUSE

WASHINGTON

October 11, 1984

INAUGURAL MEETING October 11, 1984

> 10:00 AM Mr. Deaver's Office

PARTICIPANTS:

Senator Charles Mathias
John Chambers
John Rogers
Bill Sittmann

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- Metro apera

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- Juvitation (down get)

- Moomaw?

- Private leremony

- Chief Tustice

Reconciliation

Speaker Majority

This meeting will be a chance to interchange ideas with the Senator who is Chairman of the Congressional Inaugural Committee and Chairman of the Senate Rules Committee.

- Let him know that you are the White House rep. until formulation of the Inaugural Committee.
- 2. Discuss planning and Inaugural/Transition.
- 3. Ask him to explain his function.
- 4. Ask him what he feels we should be doing until formation of the Committee.
- 5. Ask him what were problems encountered at last ceremony.
- 6. Ask him to submit recommendations.

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DIRECTOR OF INVITATION AND TICKET CONTROL RED CAVANEY

GROUP DIRECTOR-INVITATIONS KAREN HART

GROUP DIRECTOR-TICKET CONTROL EMILY FORD

TREASURER AND CHIEF FINANCIAL OFFICER

BAY BUCHANAN - HONORARY

FRED HALE

CAROL DILLON (ACCOUNTING/BUDGET/PAYROLL)

DIRECTOR OF ADMINISTRATION

GROUP DIRECTOR-SERVICES H.D. LEWIS

GROUP DIRECTOR-PERSONNEL

GROUP DIRECTOR-AUTOMATED SYSTEMS PATTY BONNEY

DIRECTOR OF MARKETING DOUG BLASER

DIRECTOR OF PUBLIC LIAISON FRED RYAN

GROUP DIRECTOR OF COMMUNITY RELATIONS

GROUP DIRECTOR OF SPECIAL GROUPS LIAISON KEN BASTIAN