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25 JUL 1986
3702

MEREDITH ARMSTRONG WHITING
P. O. Box 8197
Nassau, Bahamas

July 19, 1986

The Honorable Carlton E. Turner
Director, Drug Abuse Policy Office
Old Executive Office Building
Washington, D. C. 20501

Dear Carlton:

Enclosed is our invitation letter to the President to give the keynote address to The Conference Board's October 30-31 drug abuse and trafficking conference, as we discussed by telephone last week.

The original went directly to his scheduling office. I would appreciate anything you can do to bring his attention to the invitation and to bolster its chances for acceptance.

The group would be an ideal gathering for a major address appealing to the nation and to business for more user-responsibility, more prevention programs and closer cooperation between the Administration and the corporate world for more effective work against the problem. The attendees will be senior executives of major businesses, who can make a difference within their own companies in how the issue is handled - a very valuable asset.

I'll be glad to furnish more information if you need it. Thanks for any help you can give. My address and telephone number are: P. O. Box 8197, Nassau, Bahamas (809)324-1219.

Sincerely,



Meredith Armstrong Whiting

845 Third Avenue
New York, N.Y. 10022

Address reply to:

1755 Massachusetts Avenue, N.W.
Suite 312
Washington, DC 20036

Telephone (202) 483-0580



The Conference Board

July 19, 1986

The President
The White House
Washington, D. C.

Dear Mr. President:

Your personal concern for the tragic effects of drug abuse and trafficking on the nation today coincides with a similar concern, growing daily, on the part of major American corporations. The human tragedy of drug abuse, which used to be a matter of minor employee assistance programs for a few workers, now affects virtually every aspect of business - in the form of lowered productivity, increased accident rates, safety violations, increased crime and embezzlement, legal liabilities, and major policy decisions on personnel practices.

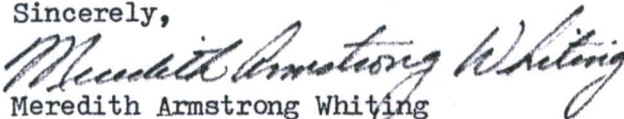
The Conference Board, as you know, is the major information network for business leaders. Because of the growing problems facing executives as a result of drug trafficking and abuse, the Board will sponsor an important new conference on all the risks to business from the sale and use of illegal narcotics, scheduled for October 30-31 at the Hyatt Regency Hotel in Miami.

This letter is our invitation to address some 200 business leaders at this conference. Ideally, your remarks would be the keynote speech kicking off the session on the morning of October 30. We would welcome an address at any time you are able to arrange during the day-and-a-half meeting, however. A working title for such an address might be "Why Business Should Care."

I have enclosed a brochure recently mailed to all Conference Board affiliates. Those who attend the conference will be senior executives who will have the ability and the means to effect the plans that are developed at this meeting. Our goal is to come away with clear ideas for effective joint business/government programs to fight drug abuse and trafficking.

We sincerely hope you will be able to join us. Your presence will greatly emphasize the importance being placed on this topic, and we are confident that the conference will offer a credible and effective venue for a major address.

Sincerely,


Meredith Armstrong Whiting
Project Director

The Conference Board

What it is
How it began



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Chairman
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Harold T. Miller
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James T. Mills
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New York, New York

James E. Olson
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United States Steel Corporation
Pittsburgh, Pennsylvania

Roger B. Smith
Chairman of the Board
General Motors Corporation
Detroit, Michigan

What is The Conference Board and what does it do?

The Conference Board is a management information service whose purpose is to help senior business executives and other leaders throughout the world reach sound decisions on critical issues of management practice, public policy and economics. It also helps develop and broaden their leadership capabilities, especially their ability to understand and predict the ever-changing environment.

Since its founding in 1916, the Board has been creating close personal networks of leaders who share with each other their experience, knowledge and judgment. The networks are supported by an international program of research and meetings which The Conference Board staff of more than 350 persons carries out from offices in New York, Ottawa and Brussels. The research and meetings contribute coherence and structure to the networks and provide network participants with relevant factual information. They also contribute to an ever-growing store of business and economic facts readily accessible to those who need reliable and useful answers to specific questions. The Conference Board releases much of its information to the public through the media and the educational community in the belief that an informed society is essential to the success of market and political systems.

The Conference Board performs a catalytic role to stimulate the sharing of executive judgment and experience, and network participants both contribute to and benefit from that process. Hundreds of functional executives, for example, exchange their experiences in their specialties through more than 20 continuing networks organized as the Board's Research Councils. Top corporate executives as well as leaders from government, academe and other institutions share perceptions of significant national and international issues through the Board's Yama Series of invitational conferences. Participants in these and

other Board networks gain invaluable insights from their meetings, and they add to the circle of friends and acquaintances with whom they can share directly their opinions and concerns on matters of mutual interest.

During a typical year, thousands of top corporate executives from scores of nations interact with each other at almost 200 briefings, seminars, conferences and other meetings conducted by The Conference Board. As a respected neutral without political or ideological bias, the Board provides an environment of trust in which discussions take place on unequalled levels of candor and close personal relationship.

The Research Program

The Conference Board's staff of research specialists produces a steady flow of up-to-the-minute data on the methods by which management decisions are formulated and implemented in successful corporations. Network participants actively engaged in the management of business enterprises are the principal source of this information. The Board's staff of economists and specialists in public policy and international affairs monitors significant developments likely to affect corporate behavior or require corporate response.

The information produced by these activities is delivered through research reports, bulletins, newsletters, monthly and quarterly magazines, charts, statistical tables, data bases, interviews with research specialists and meetings ranging from large open conferences to small-group briefings and workshops. It is also shared with the public in the United States and many other nations by releasing it regularly to the news media.

Six program groups and a Consumer Research Center plan and execute the production of this information, oversee its distribution and organize networking activities. The groups are:

Corporate Relations Program

Focuses on those public policy issues—economic, social and regulatory—which materially influence corporate decision making. Concentrates on public affairs management, business/government relations, community relations, corporate contributions, and measuring and monitoring the ways in which company policies and practices are altered and refined.

Human Resources Program

Addresses the general problems of developing and maintaining an effective work force in light of changing internal and external forces so as to restore or maintain international competitiveness. Program elements relate to corporate policies in staffing, compensation, communications, improvements of work force productivity and the quality of work life.

Management Systems Program

Studies the systems and tools utilized by senior policy executives to plan and implement overall strategic directions for the organization, develop future organization structure and leadership, and measure progress. Encompasses the areas of strategic planning, organization, succession planning, and information management.

Management Functions Program

Covers management and current techniques and practices in marketing, finance, research and development, production, and the oversight function of boards of directors. The program concentrates on the interests of functional executives and operating managers and also examines longer range policy issues in these areas for chief executives and senior policy executives.

Economic and Policy Analysis Program

Provides timely interpretation of the current and prospective economic environment, including analyses and forecasts of the business cycle, economic growth, regional developments, inflation, financial conditions, monetary policy, taxation, the U.S. Federal budget, regulation, antitrust issues, international business conditions, and foreign trade.

International Program

Covers both cross-border and comparative national management, trade, and economic policies. Coordinates the Board's international research program, oversees special expatriate and international investment data services, and conducts an international meeting program. The program is designed for senior international executives and for senior executives of companies heavily engaged in international trade and investment, whether from the U.S. or abroad.

Consumer Research Center

Monitors the distribution of consumer income and expenditures by household characteristics, and performs in-depth studies of major growth segments of the market. Analyzes ongoing trends in consumer attitudes and buying intentions and long-term projections of population characteristics, and produces detailed statistical information to meet the needs of marketing executives.

Many organizations study business.

What makes The Conference Board special?

Independence, objectivity and pragmatism are the special qualities that distinguish The Conference Board from many other sources of business and economic information. The Board begins its investigations from a neutral position and focuses on current issues and practices rather than theory. The thousands of leaders who participate in the Board's networks contribute from their own professional experience information that is practical, useful and not obtainable elsewhere.

Who supports The Conference Board?

More than 3,700 organizations in over 50 nations participate in the Board's work as Associates. More than half of the Board's Associates are headquartered in the United States; some 800 participate through The Conference Board of Canada; there are approximately 400 Associates in Europe; and the remaining Associates are found in Central and South America, Asia and the South Pacific, Africa and the Middle East. The Board is a not-for-profit corporation and the greatest share of its financial support comes from multinational business concerns. The Board also has many Associates among labor unions, colleges and universities, government agencies, libraries and trade and professional association.

A Historical Perspective

In June of 1915, twenty-three industry leaders met at a secluded retreat in New York State for a weekend of intense discussion of the "industrial dilemma," as one of them expressed it. Abuse of power by some employers had severely eroded public support for further industrial development. Employers felt confused and disorganized in the face of militant labor demands for reform and growing government intrusion.

It was suggested during the wide-ranging discussions that industrialists could improve their situation if they could act with unity. Obstacles to unity were raised and the ensuing debate encouraged one member of the group to describe his experience with cooperative efforts aimed at improving important aspects of labor relations. Working at first with individual industry associations, he had discovered that the problems he was addressing were common to many industries; that others were making parallel corrective efforts; and that no mechanism existed for associations to exchange experience and thereby strengthen their programs and eliminate duplication. He organized pan-industry "conference boards" of association representatives, and a conference board of industrial physicians, whose purposes were to collect and assess objectively information and experience bearing on each of the subjects with which he was concerned—safety and sanitation of workplaces and the training of apprentices.

The 23 industry leaders at the 1915 weekend meeting generally concurred that the conference-board technique might be applied effectively to the larger issues that they felt threatened the future of private enterprise, and in May of 1916 yet another Conference Board was created. This one, which has outlived all the others, was called the National Industrial Conference Board because the matters which it would address were industrial issues of national significance. In 1970 the name was shortened to The Conference Board; in the

intervening years the Board had become an international organization whose interests go beyond manufacturing industry to encompass all forms of business enterprise.

In the beginning, Conference Board supporters were contributing to a cause, the desired return being a more favorable environment for business. However, as the Board developed its unique ability to stimulate the sharing of management experience, corporate leaders found that the resulting information could enhance the efficiency of their own company operations. The Conference Board came to be valued as much for the utility of its information product as for its broader goal of fostering better understanding of industry's needs and responsibilities.

The Conference Board was conceived as an American institution, comprising networks of business and other leaders in the United States. However, from the very beginning it was recognized that America had much to learn from industrial experience in other lands. By the end of its first full year, the Board had produced and distributed to its United States supporters reports on various aspects of labor relations in Great Britain, Canada and Australia.

By 1924 the concept of international networks was clearly beginning to emerge. In his annual message to members, the Board's managing director reported: "The international interdependence of industries. . .in which every nation may learn from the successes and failures of others, has led The Conference Board to develop close contacts with important industrialists and organizations in various parts of the world, with whom a regular interchange of information is maintained."

In 1929 the Board formalized its efforts to monitor economic activity in other lands by electing 37 "outstanding men" in 19 nations to serve as Foreign Correspondents and inform the Board of significant economic conditions and developments in their respective countries. In 1975 the title was changed to International Counsellor, reflecting the fact that, over time, the responsibility had shifted

from reporting to assisting The Conference Board in developing and implementing its foreign programs and activities.

As economies recovered from World War II, business leaders in other industrial nations discovered that the Board's program offered a significant window through which to observe the vigorous economic expansion occurring in the United States. Many Canadian companies and a scattering of companies from Europe and other parts of the world became Associates of the Board in order to utilize that window.

In 1954 The Conference Board took its first significant step toward expanding its network to serve the needs of leaders outside the United States. It opened a small office in Canada, primarily to facilitate the flow of U.S. Conference Board research output to Canadian Associates and to encourage Canadian participation in networking activities with U.S. business leaders. Today The Conference Board of Canada is an independent, self-supporting Canadian organization and a trusted source of objective information on management and economic matters in that nation.

The number of European companies subscribing to the U.S. Conference Board's work and participating in its networking also grew slowly but steadily in the postwar years, and in 1977 the Board opened an office in Brussels to encourage and facilitate European participation.

Today The Conference Board's goal is to create a fully integrated global network of leaders, supported by objective research, to serve the enterprise sector wherever it is at work with useful comparative perspectives. By broadening its horizon, the Board has enhanced its value as a medium for the exchange of experience and judgment on matters of transnational importance. As an independent, neutral, private-sector organization, The Conference Board is uniquely equipped to fulfill this important role.

International Counsellors

International Counsellors are leaders of international scope and outlook who are critical links in The Conference Board's global network and whose counsel and participation assist the Board in its planning and development. They are appointed by the President.

Europe

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Leipnik Lundenburger Industrie AG
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Solvay & Cie., S.A.
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Luc Wauters
Chairman
Almanij-Kredietbank Group
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Den Danske Bank
Copenhagen

Maersk Mc-Kinney Moller
Chairman of the Board
A. P. Moller
Copenhagen

Federal Republic of Germany

Alfred Herrhausen
Spokesman for the Board of
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Deutsche Bank AG
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Otto Wolff AG
Cologne

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Buenos Aires

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Claudio Bardella
President
Bardella S.A.
Sao Paulo

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Chairman and President
Metal Leve S.A.
Industria e Comercio
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Chairman
Angelini-Grace (Chile) S.A.
Santiago

Colombia

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President
Banco de Bogota
Bogota

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Monterrey

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Chairman
Inverlat, S.A. de C.V.
Mexico

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Motta Internacional, S.A.
Colon

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Andres Boulton
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Ivan Lansberg H.
President
Anadese
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Far East

Australia

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Managing Director
Elders IXL Limited
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Manager Director
CSR Limited
Sydney

Brian T. Loton
Managing Director
The Broken Hill Proprietary
Company Limited
Melbourne

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Chairman
James Hardie Industries Limited
Sydney

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President and General Manager
Hotel Okura
Tokyo

Norishige Hasegawa
Director and Counselor
Sumitomo Chemical Co., Ltd.
Osaka

Yoshizo Ikeda
Senior Adviser to the Board
Mitsui & Co., Ltd.
Tokyo

Yoshihiro Inayama
Chairman of the Board
of Directors
Nippon Steel Corporation
Tokyo

Toshio Nakamura
Chairman
Mitsubishi Bank, Ltd.
Tokyo

New Zealand

Sir Alan Hellaby
Chairman and Managing Director
R&W Hellaby Limited
Auckland

Philippines

Washington SyCip
Chairman
The SGV Group
Manila

Roberto T. Villanueva
President
Trans-Philippines Investment
Corporation
Makati, Rizal

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Chairman
Tatung Company
Taipei

Thailand

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Chairman
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Bangkok

Middle East

Israel

Abraham Friedmann
Chairman, Board of Directors
Industrial Development Bank
of Israel Ltd.
Tel-Aviv

Saudi Arabia

Suliman S. Olayan
Chairman
The Olayan Group
Riyadh

International Counsellors Emeriti

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Honorary Chairman
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Frankfurt/Main
Federal Republic of Germany

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Chairman of the Board
Empresa El Mercurio
Santiago, Chile

Kurt Hansen
Honorary Chairman
of the Supervisory Board
Bayer AG
Leverkusen/Bayerwerk,
Federal Republic of Germany

Axel Johnson
President
A. Johnson & Co., H.A.B.
Stockholm, Sweden

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Former Chairman
Royal Dutch Petroleum Company
The Hague, The Netherlands

Veikko Makkonen
Former President
Kansallis-Osake-Pankki
Helsinki, Finland

Sir Ian McLennan, K.C.M.G., K.B.E.
Chairman
Elders IXL Limited
South Yarra, Australia

Sir James McNeill
Former Chairman
The Broken Hill Proprietary
Company Limited
Melbourne, Australia

Tatsuzo Mizukami
Senior Adviser to the Board
Mitsui & Co., Ltd.
Tokyo, Japan

Sir David Orr
Chairman
Inchcape PLC
London, United Kingdom

Egon Overbeck
Former Chairman
of the Management Board
Mannesmann AG
Dusseldorf
Federal Republic of Germany

Frederik J. Philips
Former Chairman,
Supervisory Board
N. V. Philips' Gloeilampenfabrieken
Eindhoven, The Netherlands

Franz Heinrich Ulrich
Member of Supervisory Board
Deutsche Bank AG
Dusseldorf,
Federal Republic of Germany

H. F. van den Hoven
Former Chairman
Unilever N.V.
Rotterdam, The Netherlands

Sir William Vines, C.M.G.
Chairman
Australia and New Zealand
Banking Group Limited
Melbourne, Australia

Peter von Siemens
Honorary Chairman
Siemens AG
Munich
Federal Republic of Germany

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The Conference Board

**DRUG
TRAFFICKING:
THE RISK TO BUSINESS**



The Conference Board

70th Anniversary

In cooperation with the U.S. Customs Service

THE HYATT REGENCY, MIAMI

OCTOBER 30-31, 1986

**AIRLINE FINED \$1.3 MILLION
AFTER COCAINE SEIZED**

**Bank Told to Pay
U.S. \$4.75 Million Fine**

**Auto Workers' Drug Use
costs \$175 a car**

**COMPANY CHEMIST PLEADS GUILTY
TO MANUFACTURING HEROIN**

**Battling the Enemy Within—
Companies fight to drive illegal
drugs out of the workplace**

Customs, cruise line sign anti-drug pact

**COMPANY BEGINS USING PRIVATE EYES
IN PLANTS TO FIGHT DRUG CRIMES**

THIS ABOUT CONFERENCE

WHO SHOULD ATTEND

- **Chairmen, Presidents**
- **Vice Presidents of Operations, Security, Industrial Relations, Human Resources**
- **Vice Presidents of Public Affairs and Government Relations**
- **Corporate Attorneys**
- **Multinational Division Managers**
- **Airline, Shipping and Freight-Forwarding Managers**
- **Government Law Enforcement Officials**

What Is The Conference Board and what does it do?

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Since its founding in 1916, the Board has been creating close personal networks of leaders who share with each other their experience, knowledge and judgment. The networks are supported by an international program of research and meetings which The Conference Board staff of more than 350 persons carries out from offices in New York, Washington, Ottawa and Brussels.

The impact of drug trafficking on your business operations is now direct and identifiable. It is no longer just a matter of a few unproductive employees making a few mistakes, but now also of the direct liability to your business that results when your company's resources are used to import, transport or sell illegal narcotics, or to hide the profits from these activities. Businesses must now deal with the problems of their own legal liability for embezzlement, seizure of assets, safety violations and accidents, and low productivity — as well as the human tragedies that result from drug trafficking.

These are problems no business wants to have, especially when they're tied to a dirty activity like drug trafficking, but we have them, and the impact is significant. Experts estimate that Americans pay \$100 billion a year for dangerous drugs, and that no segment of our society is free of the problem.

DRUG TRAFFICKING: THE RISK TO BUSINESS will explore the major issues for business that have developed in recent years. Special emphasis will be placed on the exploitation of business resources by drug traffickers, on enforcement efforts which directly affect business, and on potential business/government efforts to stop the traffic in illegal drugs. The conference will show you how your business is vulnerable and what solutions there are to the problem.

This conference deals with issues that directly affect you and your business. Register now and find out how to deal with the problems rather than hide from them.

Research and meetings contribute coherence and structure to the networks and provide network participants with relevant factual information. They also contribute to an ever-growing store of business and economic facts readily accessible to those who need reliable and useful answers to specific questions.

The Conference Board releases much of its information to the public through the media and the educational community in the belief that an informed society is essential to the success of market and political systems.

The Board's independence and freedom from bias set it apart from other organizations serving the business community. Its cost effectiveness as a provider of information that managers need cannot be matched.

THE ISSUES

During the day-and-a-half conference, government and business leaders will examine the scope of the threat from drug trafficking and abuse, and outline the implications for business. The conference will cover such issues as:

SECURITY

Where business is vulnerable. What assets, equipment and services are likely to be used for trafficking and profiteering.

LIABILITY

What is the risk in terms of legal responsibility if your firm's resources are used, even unknowingly, to transport or market drugs?

SAFETY

How many accidents are caused by drug use? What are business' rights? How far can or should business go to make sure they don't happen?

IMPORTING/SHIPPING

Drug traffickers use virtually any cargo to bring in narcotics. How can you prevent your shipments from being used?

MONEY LAUNDERING

How to insure against helping traffickers hide their profits.

LOST PRODUCTIVITY

How much is business losing in human and financial terms when workers are dealing in and using drugs?

PREVENTION AND TRAINING

What is the proper business role in education and rehabilitation programs?

FEDERAL INTERVENTION AND STRATEGIES

What can government do to help? A look at new enforcement efforts, new legislation, and proposed new programs.

Special Opportunity for Early Arrivals:

Inspection Demonstration

AT MIAMI INTERNATIONAL AIRPORT — Wednesday, 8:00 p.m.

Arrive the evening before the conference begins and get a private, behind-the-scenes look at cargo and passenger inspection operations at Miami International Airport. William von Raab, Commissioner of Customs, has arranged for you to hear customs service agents explain narcotics search techniques for both passengers and cargo. The demonstration is scheduled for Wednesday evening when cargo arrivals are heaviest, so you'll see these inspection techniques in action.

Be sure to reserve your place at this demonstration by checking the appropriate box on the conference registration form. Or register by phone by calling the conference registrar at 212-759-0900. Space is limited. Call now.

**THURSDAY
OCTOBER 30, 1986**

**THURSDAY
OCTOBER 30, 1986**

8:00 - 8:30 am

REGISTRATION AND COFFEE

Session A 8:30 am - 12 noon

PLENARY SESSION

DRUG TRAFFICKING AND ITS IMPACT

Welcome and
Introductions

William vonRaab
Commissioner, U.S. Customs Service
Department of the Treasury

Keynote
Address

A major corporate leader tells
WHY BUSINESS SHOULD CARE

THE SCOPE OF THE PROBLEM
William vonRaab

THE DIRECT COST TO BUSINESS
A discussion of liabilities and legal
implications, fines paid, property seized,
increased security requirements,
lowered productivity

THE HUMAN COSTS
Donald I. MacDonald M.D.
Administrator, Alcohol, Drug Abuse
and Mental Health Administration
Department of Health and
Human Services

Session B 12 noon - 1:15 p.m.

LUNCH

1:30 - 3:00 pm

CONCURRENT WORKSHOPS

WHERE BUSINESSES ARE VULNERABLE

Choose the area most relevant to your business for a panel
and group discussion with government and business leaders.
There will be plenty of opportunity for individual questions.

Session C Manufacturers and Distributors - What
are the risks in dealing with foreign suppliers,
monitoring manufacturing operations,
packaging & shipping, employee
involvement?

Facilitator:
George M. Murphy
Manager of Corporate Security
Mobil Oil Corporation

Session D International Carriers - Precautions that
need to be taken in handling of container
cargo, in foreign port operations, in transit, in
monitoring employee/supplier activities.

Facilitator:
Homer A. Boynton
Assistant Vice President
for Security
American Airlines, Inc.

Session E Financial Institutions - The potential for
fraud within bank operations at home and in
other countries, money laundering
techniques, insuring integrity at all levels of
management.

Facilitator:
John Bree
Vice President and
Director of Security
Midlantic National Bank
Panel Member:
Boris F. Melnikoff
Group Vice President
First Atlanta Corporation

**THURSDAY
OCTOBER 30, 1986**

**FRIDAY
OCTOBER 31, 1986**

Session F 3:30 - 5:00 pm

PLENARY SESSION

**COMMON PROBLEMS,
COMMON SOLUTIONS**

A top-level discussion of the federal strategy and of new as well as ongoing programs to expose offenders, with special attention to business' problems.

**U.S. GOVERNMENT STRATEGIES
& RESPONSIBILITIES**

John C. Lawn

Administrator
Drug Enforcement Administration
Department of Justice

**WORKING WITH FOREIGN
GOVERNMENTS**

Rayburn Hess

Special Assistant for
International Narcotics Matters
Department of State

**LEGISLATION
AND LIABILITY**

Leon Kellner

U.S. Attorney for the
Southern District of Florida

Session G 5:00 - 6:00 p.m.

GET-TOGETHER RECEPTION

Session H 8:00 - 9:30 am

BREAKFAST SESSION

Featured
Speaker:

**OPPORTUNITIES FOR JOINT
BUSINESS/GOVERNMENT
INITIATIVES**

Carlton E. Turner

Deputy Assistant to the
President for Drug Abuse Policy
The White House

Session I 9:45 - 11:45 am

PLENARY SESSION

**PREVENTION:
THE HUMAN RESOURCE
DIMENSION**

CORPORATE PRACTICES AND POLICIES

Jerry Kline

Vice President & Corporate Director
of Employee Relations
Motorola, Inc.

TRAINING AND EDUCATION STRATEGIES

Eugene Gaeta

Manager of Counseling Services
American Telephone & Telegraph Co.

MANAGERIAL GOALS AND RESPONSIBILITIES

Robert W. Taggart

Vice President, Public Affairs
Southern Pacific Transportation Co.

CONFERENCE ADJOURNED

**DRUG
TRAFFICKING:
THE RISK TO BUSINESS
THURSDAY & FRIDAY
OCTOBER 30-31, 1986
THE HYATT REGENCY, MIAMI**

Please register me for
the following workshop (choose one)

C D E

I will will not attend the
Inspection Demonstration at
Miami International Airport.

NOTE: Registration fee includes luncheon and inspection demonstration. Special group rates are available on request for two or more attendees from the same organization. Courtesy rates for full-time government employees and academicians on request. Contact Registrar at (212) 759-0900 for details.

IMPORTANT: Your registration will be acknowledged by mail if received three weeks prior to the meeting. If you have not received your conference tickets four days before the meeting, call for a duplicate set. Tickets for registrations received after October 9 may be picked up at The Conference Board's registration desk at the hotel.

HOTEL ACCOMMODATIONS: Conference fees do not include hotel accommodations. The Hyatt Regency, (305) 945-2621, is holding a limited number of sleeping rooms until October 2, 1986. For reservations, contact Hotel directly, and mention The Conference Board.

CANCELLATION POLICY: Full refunds on cancellations before October 9, 1986. Cancellations received after October 9 will be subject to an administrative fee of \$150. No refunds after October 16. Please return tickets for refund.
NOTE: Individuals registering late or by telephone, who do not attend and fail to cancel prior to the meeting, will be billed the entire registration fee. If you have received more than one announcement, please forward to an interested associate.

Registration Form

(One registrant per form. For additional registrants, please duplicate this form.)

Name _____
(please print or type)
Title _____
Company _____
Address _____
City _____ State _____ Zip _____
Telephone () _____ Parent Company _____

PAYMENT

Please make check payable to *The Conference Board, Inc.* and return this form to: **The Conference Board, Inc., P.O. Box 4026, Church Street Station, New York, N.Y. 10261-4026**, or register by calling the registrar at **212-759-0900**.

REGISTRATION FEE (See Note below)

Conference Board Associate Rate \$545
Non-Associate Rate \$595

Amount enclosed: _____

You may pay for registration by using check, MasterCard or Visa.
If you are using a credit card, please complete the following information:

Name of Credit Card _____
Acct. No. _____
Signature _____ Expiration Date _____



THE WHITE HOUSE
WASHINGTON

TO: *Carlton Turner*

FROM: Kenneth L. Barun
Director of Projects
Office of the First Lady
x7905

Information

Action

11 AUG 1986

New -

3794

*Send to
Carlton*

LAWRENCE COUGHLIN
13TH DISTRICT, PENNSYLVANIA

COMMITTEE ON
APPROPRIATIONS

RANKING MINORITY MEMBER
SUBCOMMITTEE ON
TRANSPORTATION
SUBCOMMITTEE ON
DISTRICT OF COLUMBIA

MEMBER
SUBCOMMITTEE ON
HUD-INDEPENDENT AGENCIES

MEMBER
SELECT COMMITTEE ON
NARCOTICS

Congress of the United States
House of Representatives
Washington, DC 20515

AUG 00

WASHINGTON OFFICE
2487 RAYBURN BUILDING
(202) 225-6111

DISTRICT OFFICE:
607 ONE MONTGOMERY PLAZA
NORRISTOWN, PA 19401
(215) 277-4040
596-1755

4390 MAIN STREET
PHILADELPHIA, PA 19127
(215) 482-3672

July 31, 1986

*Republican
Penns
Interested?*

Scheduling

Mrs. Nancy Reagan
The White House
Washington, D.C. 20500

11 AUG 1986

Dear Mrs. Reagan:

In my 18 years as a House Republican, I have served on the House Judiciary Committee and currently serve on the Appropriations Committee and the Select Committee on Narcotics Abuse and Control. All of these assignments have involved the issue of drug abuse.

I applaud the decision of the Administration to assist the government of Bolivia in eliminating cocaine laboratories. Having visited Bolivia, Peru and Colombia and discussed the issue with Presidents Paz, Garcia and Betancur, I am convinced that the laboratories are the vulnerable "choke points" of the cocaine trade.

Crop-substitution efforts are difficult and expensive; coca is grown by poor campesinos in remote areas, and it is difficult to out-bid narcotics traffickers. The interdiction of cocaine shipments to the United States is also failing because of the drug's small bulk and high concentration.

Although reducing the supply through eliminating laboratories is the key to the supply side of the cocaine problem, the demand side is also critical.

We now face a particular confluence of events regarding cocaine -- a widespread belief that it produces a harmless "executive high;" increasing evidence that cocaine and its derivative, "crack," are highly addictive and can kill; a more plentiful and cheaper supply of cocaine, making it available to all age groups and income levels.

Over the years, I have felt like a voice in the wilderness asserting that too much of our resources are directed at the supply side of the narcotics trade -- to foreign crop eradication, interdiction at or beyond our borders and law enforcement efforts to apprehend drug traffickers in the United States. I do not denigrate these efforts, but too much illegal money is involved to be able to predict success.

Mrs. Reagan
July 31, 1986
Page Two

In my 18-years of experience, too little of our resources have been devoted to the demand side of the equation -- toward drug-abuse education. I have prepared a four-part program toward this end. Many of the elements of the program are similar to the very successful drunk-driving campaign of the past few years. Its theme is "Cocaine kills." The four parts of the program are:

1. An increased grassroots effort through such organizations as National Federation of Parents for Drug Free Youth to heighten cocaine awareness and develop peer pressure against drug use in the schools.

2. An increased state and local effort through Federal Alcohol, Drug Abuse and Mental Health Block Grants.

3. An increased private-sector effort through the Advertising Council. It is already doing fine work with the "Just Say No To Drugs" program and other efforts, but not really on the scale of its drunk-driving program.

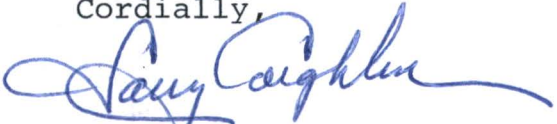
4. An effort through the U.S. Department of Education to produce, publicize and distribute audio-visual aids using the many available role models among athletes and entertainers who are former drug abusers. We now offer a drug-abuse education program at the National Institutes of Health but it is directed primarily at professionals. Moreover, the Department of Education should be involved in any drug-abuse education effort.

Although an education program might lead to some shifting of priorities, it would not be costly. There are those in Congress who are trying to capitalize on what they claim is insensitivity to the problem. There are those who would shower it with money. There are those who would pour money into the wrong pot.

Mrs. Reagan, you have provided inspiring leadership in this field. While it is not exactly "in channels," I would greatly appreciate a few minutes of your time to discuss this program with you. There are some points I can elaborate on personally.

With thanks for your consideration of my request and sincere personal admiration,

Cordially,



LAWRENCE COUGHLIN

PRESERVATION COPY

United States Attorney
District of Arizona

Mrs. Reagan

4000 United States Courthouse
Phoenix, Arizona 85025-0085

September 4, 1986
FOR IMMEDIATE RELEASE

PRESS RELEASE

1986 WHISTLETOT TOUR FOR THE PREVENTION OF DRUG ABUSE UNITES
FAMOUS COMIC STRIP CHARACTERS WITH "JUST SAY NO" AND "D.A.R.E."
IN SUPPORT OF MRS. REAGAN'S COMMITMENT TO A DRUG-FREE YOUTH.

The United States Attorney for the District of Arizona, Stephen M. McNamee, announced his support of a new animated television series that will urge kids to "Just Say No To Drugs."

Beginning this September, 1986, King Features will produce a new, animated television series entitled DEFENDERS OF THE EARTH. It will feature four world-renowned heroes: Flash Gordon, Mandrake the Magician, Lothar and The Phantom. For over 50 years these characters have been role models of integrity for children around the world.

Prior to the series' premiere, King Features will make an unprecedented commitment to an on-going, national drug education awareness campaign directed toward boys and girls BEFORE peer pressure can take its toll, BEFORE the decision of whether or not to experiment with drugs confronts them.

Targeted directly at elementary school-age children, the Whistletot Tour will kick off in Los Angeles on Sunday, September 7th. The costumed characters portraying the four DEFENDERS will board a specially commissioned Amtrak train for the commencement of the cross-country 1986 WHISTLETOT TOUR FOR THE PREVENTION OF DRUG ABUSE. The train will leave Los Angeles at 10:55 p.m., attached to Amtrak's "Sunset Limited" and is scheduled to arrive in Phoenix, Arizona, at 7:05 a.m. on September 8, 1986. The train will travel west through Phoenix and arrive in Tucson, Arizona, at 9:45 a.m.

The first-ever WHISTLETOT TOUR will pass through 48 cities in 11 states, from coast-to-coast. Youngsters designated by their local Just Say No Club in each town through which the tour will pass during daylight hours will be invited to board the train, meet THE DEFENDERS, and present them with their community's Just Say No honor scroll, signatures re-affirming an irrevocable commitment to a drug free environment. Then, in official

PRESERVATION COPY

ceremonies scheduled Thursday, September 11, 1986, Flash Gordon, Mandrake the Magician, Lothar and The Phantom - the DEFENDERS OF THE EARTH - will formally present First Lady Nancy Reagan with signature pledges collected from Whistletot towns across America, each a re-affirmation of a youngster's commitment to "Just Say No."

Arizona Parents in Action, the organization dedicated to stopping drug abuse before it starts, has obtained numerous children's signatures in Phoenix on a scroll reaffirming their commitment to say no to drugs. One boy and one girl has been selected to meet the train in Phoenix at 7:05 a.m. and formally present these signatures to the DEFENDERS. Representatives from Arizona Parents in Action will accompany these two youngsters on board the train to Tucson.

In support of Mrs. Reagan's commitment to the Just Say No movement and to Drug Abuse Resistance Education, the following persons will be present to meet the train and witness the presentation of the scroll to the DEFENDERS on September 8, 1986, at 7:05 a.m. at the Amtrak train station in Phoenix (401 W. Harrison):

Stephen M. McNamee, United States Attorney for the District of Arizona.

Terrence Burke, Special Agent in charge of the Drug Enforcement Administration for the District of Arizona.

Donald Lozier, Assistant Police Chief for the Phoenix Police Department.

Jimi Brooks, Arizona Parents in Action Project Director.

Carolyn Betts, Arizona Parents in Action Assistant Project Director.

The two railroad cars which have been leased will be attached to the tail end of a regularly scheduled Amtrak train. As you know, these trains barely stop long enough to pick up and discharge passengers. Members of the media are invited to board the train and ride along to Tucson.

PRESS CONTACT: Jan Emmerich
United States Attorney's Office
(602) 261-3011 (WK)
(602) 846-0847 (HM)

Jimi Brooks
Arizona Parents in Action
(602) 838-7966



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~~08 SEP 1986~~
TO Mrs Reagan

September 4, 1986

② 3691
talked to
Linda
9/9/86

Dr. Carlton Turner
Director, Drug Abuse and Policy Office
The White House
Washington, D.C. 20500

Dear Dr. Turner:

As we discussed on the phone today, Straight, in cooperation with The Variety Club, would like to honor First Lady Nancy Reagan for her outstanding leadership in the fight against drug abuse in America.

It is our goal to refocus the media attention away from "what the government should do" to "what 'we the people' must do" to end the drug crisis among our youth. As with all great battles America has fought, it is not until the public is rallied that the victory is achieved. Recently, Variety Club International has joined forces with Straight to maximize the fight against drug abuse and get our message to the American people.

For our first event, we feel it is only appropriate to honor the First Lady, whose contributions have brought so much attention to the drug crisis and whose efforts have brought so much hope to so many.

The Variety Club has offered to sponsor this gala awards and fundraising dinner in Los Angeles in honor of Mrs. Reagan. Our agenda is still in the planning stages; however, we would like to present Mrs. Reagan with an award as this year's leader in the battle against drug abuse. Subsequently, the "Nancy Reagan Drug Awareness Award," will be presented annually to an outstanding private citizen who shows leadership in this most important fight.

As part of our agenda we will have present children whose lives have been touched by Mrs. Reagan's message. These children would like to thank Mrs. Reagan for the inspiration she has offered them. Additionally, we will have celebrities present who are committed to helping support this effort.

With Variety Club's influence we will encourage a television network to carry this event live, and/or we will uplink via satellite and broadcast nationally as we did in November 1985 for the Royal Visit to Straight Washington.

Variety Club has also requested that we provide them with a PSA on film featuring Mrs. Reagan that can be shown in movie theaters

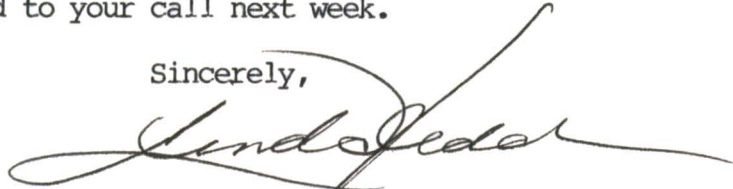
throughout the country. Naturally, Straight also will distribute this PSA to television stations nationwide; however, we are extremely excited about the opportunity to broaden our distribution to theaters.

Mrs. Reagan's press office suggests that November is the best time for a California event. We are considering on or around November 25th.

The First Lady's drug awareness campaign has successfully focused attention on this crisis. She has been an inspiration to families throughout America facing the tragedy of a child dependent on drugs. We believe it is time to offer the media and the public an uplifting message of hope. Naturally, there is no better person than Mrs. Reagan to deliver this message,

Thank you for your assistance in delivering this invitation to Mrs. Reagan. It has been a pleasure working with you and your staff. I look forward to your call next week.

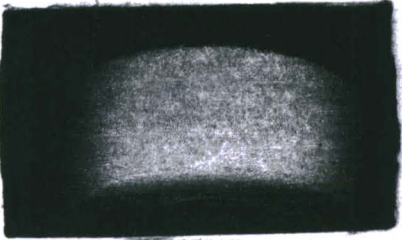
Sincerely,

A handwritten signature in cursive script, appearing to read "Linda Hedden", written in black ink. The signature is fluid and extends across the width of the page.

Linda Hedden
Executive Vice President

P.S. A twenty five minute VHS copy of our live broadcast of the Royal Visit entitled, "A Pilgrimage of Hope," is enclosed. We are distributing this tape to local television stations and parent groups as a public service.

THE WHITE HOUSE
WASHINGTON



Fred:

Here is a copy of a letter which
was hand-delivered to me.

As we look for opportunities in the
drug area, I am factoring this
invitation in.



Carlton E. Turner

THE WHITE HOUSE

7-23-86

Dear John,

I enjoyed chatting with you regarding your letter to President Reagan. My offer stands and when you get down town I stand for breakfast or lunch at The W. H. men.

Carl

UNIVERSITY OF MARYLAND
CENTRAL ADMINISTRATION
OFFICE OF THE PRESIDENT

ADELPHI, MARYLAND 20783
(MAIN OFFICE) (301) 853-3601



BALTIMORE, MARYLAND 21201
(301) 528-7000

July 12, 1986

The President
The White House
Washington, D. C.

My dear Mr. President:

We are pleased that, among your great responsibilities, you and Mrs. Reagan have found time to lead in our national effort to curb drug abuse. Although the problem is nationwide, the recent tragic death of our student-athlete Leonard Bias has focused national attention on the University of Maryland and has given our University an opportunity to make a special contribution by developing model programs to deal with the problems of illegal drugs and to provide the best academic environment we can for all our students, including student-athletes.

David Hoffman reported in The Washington Post on Thursday, July 10, 1986, that you intend to deliver speeches to warn of the dangers of drug abuse and to raise public consciousness about the problem. I write to invite you to make an important speech in this series on the College Park campus this fall.

I believe that the College Park campus is the ideal location for such a speech, for the University of Maryland is the leading university of the National Capital Area and has played a major role in many programs you have initiated; for example, it was selected last year as one of the first six national centers of excellence in engineering research in the National Science Foundation program that you established and was one of only ten universities recently selected as prime contractor for two of the important "University Research Initiatives" of the U. S. Department of Defense. Yet this great University, which has been a leader in programs of education and enforcement against illegal drug use, has seen one of its able student-athletes suddenly killed by cocaine. You can lead us in mobilizing our forces against the evils of drugs on campus and in society.

We will be glad to arrange for a special convocation in the University Chapel, or the large lecture hall of our Center for Adult Education, or elsewhere, in accordance with the wishes of your staff. I believe that your speech at the University of Maryland on the way in which a great university and all our nation can combat illegal drug use will be an event of historic importance. We would, of course, expect wide TV and press cover-

age. I will be pleased to schedule the event and to arrange details with your staff to maximize the beneficial impact of your address.

The Chairman of our Board, Allen Schwait, our Vice Chairman Constance Stuart, and our College Park Chancellor John Slaughter join me in this invitation. We will be greatly honored if you are able to accept.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "John S. Toll".

John S. Toll
President

JST:bb

cc: Mr. Allen L. Schwait, Chairman of
the Board of Regents
Ms. Constance C. Stuart, Vice Chairman
Dr. John B. Slaughter, Chancellor, UMCP



Community Awareness Committee
on
Alcohol and Other Drug Abuse
56 Cathedral Avenue, Garden City, N.Y. 11530

19 AUG 1986

3878

Dr. Robert M. Gardner
Chairman
Adelphi University
Central Property Owners Assoc.
Chamber of Commerce
of Garden City
Eastern Property Owners Assoc.
Estates Property Owners Assoc.
Garden City Athletic Assoc.
Garden City Board of Trustees
Garden City Clergy Fellowship
Garden City PTA
Garden City Police Dept.
Garden City Public Schools
Garden City Recreation Commission
G.C. Senior High Student Council
Garden City Youth Bureau
Kiwanis Club of Garden City
Laymen's Ecumenical Council
Long Island Trust Company
Mineola-Garden City Rotary Club
Nassau Hospital - Mineola
St. Joseph Parish
St. Anne's School
Town of Hempstead
Dept of Drug and Alcohol
Western Property Owners Assoc.

file

August 12, 1986

Carlton E. Turner, Ph.D.
Director, Drug Abuse Policy Office
Deputy Assistant to the President
The White House
Washington

Dear Mr. Turner:

Thank you for your letter of July 24. I am happy that you are interested in the details of the 86-87 program. Each year we schedule a Town meeting early Fall, Mid Winter & Spring. (This is in addition to our regular activities.)

The committee is planning another Town meeting for either late September or early October; we are flexible and could set a date that would coincide with President Reagans busy schedule.

I await your reply.

Sincerely,

George J. Browne

George J. Browne
Chairman, Community Awareness Committee
on Alcohol and Other Drug Abuse

THE WHITE HOUSE

WASHINGTON

July 24, 1986

Mr. George J. Browne, Chairman
Community Awareness Committee
on Alcohol and Other Drug Abuse
56 Cathedral Avenue
Garden City, NY 11530

Dear Mr. Browne:

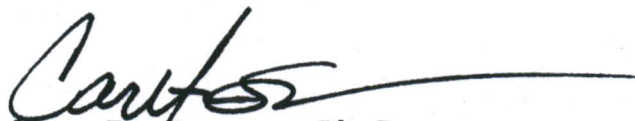
President Reagan has referred your July 11 letter to me.

I am delighted to receive the information on CAAD. As you know, Mrs. Reagan has taken a very active role in community based approaches to alcohol and drug abuse. Your continued success since 1979 demands a commitment to caring and a deep-seated concern for your community.

Could you please provide me with details and specifics of your program for 1986-87.

I look forward to hearing from you in the near future.

Sincerely,



Carlton E. Turner, Ph.D.
Director, Drug Abuse Policy Office and
Deputy Assistant to the President



Community Awareness Committee
on
Alcohol and Other Drug Abuse
56 Cathedral Avenue, Garden City, N.Y. 11530

17 JUL 1986
3659

Dr. Robert M. Gardner
Chairman

Adelphi University
Central Property Owners Assoc.
Chamber of Commerce
of Garden City
Eastern Property Owners Assoc.
Estates Property Owners Assoc.
Garden City Athletic Assoc.
Garden City Board of Trustees
Garden City Clergy Fellowship
Garden City PTA
Garden City Police Dept.
Garden City Public Schools
Garden City Recreation Commission
G.C. Senior High Student Council
Garden City Youth Bureau
Kiwanis Club of Garden City
Laymen's Ecumenical Council
Long Island Trust Company
Mineola-Garden City Rotary Club
Nassau Hospital - Mineola
St. Joseph Parish
St. Anne's School
Town of Hempstead
Dept of Drug and Alcohol
Western Property Owners Assoc.

Carlton Turner

July 11, 1986

The President
The White House
Washington, D.C.

Dear Mr. President:

I am writing in response to an article which appeared in the New York Times on Friday, July 11th, 1986 which stated your continued interest in the drug abuse field and your future plans to address various community groups in the areas of drug abuse and prevention and your desire to have private sector involvement in the battle against drugs.

This article stirred my enthusiasm for your project. Upon the advice of the Executive Committee of CAAD - Community Awareness Against Alcohol and Other Drugs, of which I am chairman, I am sending to you a packet of information about our very viable community organization. As you review the materials, I know you will note the extent of the activity of this completely volunteer organization and the impact it has had on all segments of this community.

We would be deeply honored if you would consider addressing our community and participating in one of the CAAD programs being planned for 1986-1987. Launching the new school year and re-enforcing awareness of substance abuse for the youngsters in our community is a priority on CAAD's agenda. Having your support would be of great importance to CAAD and its many volunteers. We would be pleased to work with your staff on scheduling a convenient date and time for an address by you.

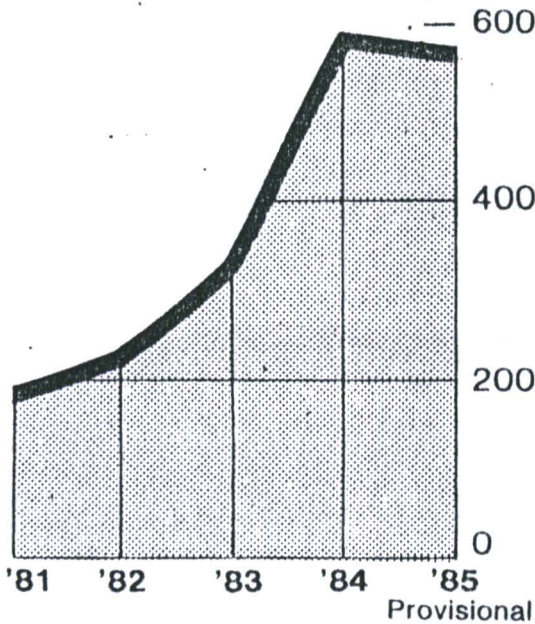
For those of us who have been involved in the drug field for many years, we are very happy and pleased with the support of the topic of drug abuse on the national level.

Sincerely yours,

George J. Browne
George J. Browne, Chairman

GJB:vmd
enclosures

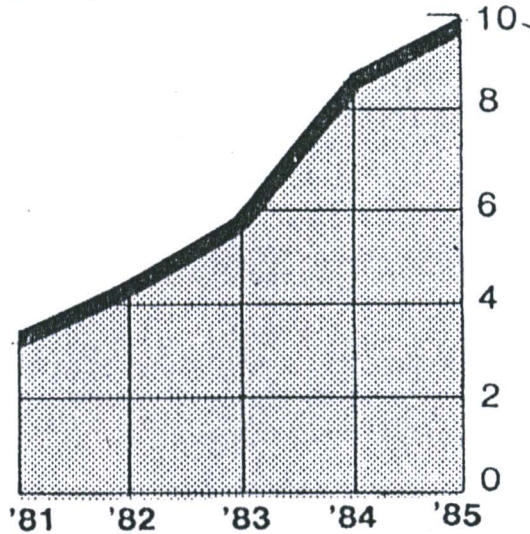
Cocaine Related Deaths



Source: National Institute on Drug Abuse

Cocaine Related Emergency Room Visits

Number of times cocaine has been cited as cause for emergency room visit, in thousands



Source: National Institute on Drug Abuse

The New York Times / July 11, 1986

cernible effect on sales, which in general have been increasing in the last few years.

Reagan to Join Drug Fight

WASHINGTON, July 10 (AP) — President Reagan, joining an issue that has been championed by Nancy Reagan, will open a personal campaign against drug abuse in the next several

weeks, White House officials said today.

The Presidential spokesman, Larry Speakes, said the program was being discussed by White House officials but that no decisions had been made on scheduling a Presidential speech or appearances.

He said the President may be expected to encourage private-sector involvement in the battle against drugs.

As a successful example of a broad-based community approach to prevention and early intervention in adolescent alcohol and drug abuse, Garden City's Community Awareness Committee on Alcohol and Other Drug Abuse (CAAD) is a unique program. Although there are thousands of these organizations across the country, the uniqueness of this program lies in the wide cooperation of all segments of the community from the start: parents, schools, students, and community groups. Simply put, the identity for the movement is with the entire community.

It began in the fall of 1979. Three parents approached a school administrator, PTA leadership, and the police department with the idea of joining forces to deal with the increased use of alcohol and other drugs by Garden City youngsters. The community responded and representatives of various groups explored mutual concerns and possible action. These included: administrators of all public, parochial, and private schools, the clergy, board of education, recreation committee, PTA, Kiwanis, Laymen's Ecumenical Committee, police department, Town of Hempstead Department Drug and Alcohol Addiction, as well as concerned parents. This volunteer committee, 70 members strong, comprised of 12 members who function as part of an Executive Committee, are experts in their own fields, and continually research and make themselves aware of current problems stemming from substance abuse in the community.

CAAD Goals

As various views and perspectives are aired, CAAD's goals are:

- 1- Provide the means by which adults and youngsters in the community can become more informed about drugs and their effects.
- 2- Serve as a credible and up-to-date source of information.
- 3- Motivate parents to take a firm anti-drug and alcohol stand.
- 4- Encourage the community to adopt attitudes and policies which discourage substance abuse.

Assessing Awareness

The assessment of community awareness of youthful drug and alcohol use, and suggestions for action is the committee's major activity. A survey, which took several months to develop, was mailed and distributed to students in grades 7-12. More than 2,000 students replied. Most told alcohol and marijuana use was greater than most adults realized. Suggestions provided the basis for planning the successful program "Town Meeting to Confront Modern Problems" in 1980. This was the beginning. CAAD programs, such as the "Straight Talk" series is just as pertinent in 1986.

Developing Guidelines

Guidelines for social behavior outside of school is offered to help concerned parents and teenagers deal with the pressures of today's society. It is hoped that mutual support

system will result.

Parent Networking

Parent networking continues to expand and provides the structure within which specific topics and social events can be addressed.

CAAD Publicity

Publicity of CAAD functions is an important tool in its awareness campaign. News releases are sent to weekly papers, paid advertisements, posters displayed in local shops, railroad stations, the library, and on community bulletin boards announce events. Fliers are circulated to all students and parents of the Garden City public and parochial schools. Follow-up servicing of photographs and stories are part of the overall public relations campaign. Through this effort a coalition has been developed with local churches, clubs, shop owners and volunteers.

Funding

Support of CAAD is received in part from the Garden City Community Fund, which has increased its allocation from \$2,500 to \$8,000. This is coupled with support from local organizations and contributions. (A CAAD presentation including students from the SADD Chapter of the Garden City Senior High School, resulted in The Lions Club donation of \$300 which was earmarked for students to attend "Hugs", an awareness seminar.) Donations of hospitality and discounts on services are received. The manual for "The Challenge" is sent to neighboring communities and school districts for a \$5.00 fee.

CAAD looks to the Future

With this heightened awareness by CAAD, community wide support was given to CAAD's past sponsorship of a part-time social worker in the Garden City High School. CAAD is pleased that providing this necessary crisis corner for students on the secondary level brought to the School Board's attention the need for a fully funded professional social worker which has been approved for the present school budget. CAAD is proud of this success, and is now enabled to provide funding for a part-time social worker on the primary level.

In Conclusion

CAAD volunteers confronted adolescent alcohol and drug use long before it was the focus of national attention, at a time when denial and misinformation were major obstacles to overcome. By forming a unique community-wide structure to include virtually all segments of the community, the Committee avoided becoming bogged down in the "blaming syndrome." All energies could be directed toward identifying specific problems and working towards solutions.

As other communities across the country began to mobilize against local drug and alcohol problems, the broad-based structure of CAAD became an organizational model. Committee members were invited to conduct workshops at county, state and national meetings. Committee members, in a joint collaborative effort, originated "The Challenge" now attended by 1,100 students in the Senior High School on an annual basis. The Committee's activities were the subject of a chapter in Parents, Peers and Pot II, distributed by the U.S. Department of Health and Human Services to "encourage the expansion of parent and community efforts..."

Since 1979, CAAD has continued its original commitment to the children of the community - meeting new challenges with renewed vigor.

Community Involvement:

A Winning Combination

by Marilyn Falvey

As a successful example of a broad-based community approach to prevention and early intervention in adolescent alcohol and drug abuse, Garden City's Community Awareness Committee on Alcohol and Other Drug Abuse (CAAD) was spotlighted at the 1982 National Parents Conference on Youth and Drugs held at Georgia State University. Although there are thousands of communities across the country addressing the subject of adolescent drug use, the uniqueness of this program lies in the wide cooperation of all segments of the community from the start: parents, schools, students, and community groups. Simply put, the identity for the movement is with the entire community.

It began in the fall of 1979, when three parents approached a school administrator, PTA leadership, and the police department with the idea of joining forces to deal with the increased use of alcohol and other drugs by Garden City youngsters, reflecting a national trend. When Superintendent of Schools Robert M. Gardner heard about the interest, he responded both as a community leader and as a parent by hosting a meeting of representatives of various community groups to explore mutual concerns and possible action. These included: administrators of all public, parochial, and private schools, the clergy, board of education, recreation committee, PTA, Kiwanis, Laymen's Ecumenical Committee, police department, Town of Hempstead Department of Drug

Marilyn Falvey is a resident of Garden City and an active participant in the CAAD program.



Community Awareness on
Alcohol and Other Drug Abuse

and Alcohol Addiction, as well as concerned parents.

During the weeks and months that followed, the Community Awareness Committee on Alcohol and Other Drug Abuse (CAAD) began to take shape and membership expanded to include representatives of the senior high school student council, the Village Board of Trustees, the four property owners associations, Adelphi University, and the chamber of commerce. Dr. Gardner was unanimously named chairman.

CAAD Goals

As various views and perspectives were aired, the following goals were identified:

1. Provide the means by which adults and youngsters in the community can

become more informed about drugs and their effects.

2. Serve as a credible and up-to-date source of information through continuing education programs and publicity in the local newspaper.

3. Motivate parents to take a firm anti-drug and alcohol stand and to work with other parents to support a community set of guidelines for behavior.

4. Encourage the community at large to adopt attitudes and policies which discourage the use of intoxicants by young people.

Committee members began to inform residents of CAAD's existence by speeches before local organizations and with regular articles in the newspaper. The committee's formation was enthusiastically welcomed by the community, as summed up in the words of Mayor Daniel Duff: "I cannot recall seeing in our village a project of a social nature which has had such widespread support."

Assessing Awareness

The assessment of community awareness of youthful drug and alcohol use, and suggestions for action, was the committee's first major activity. A survey, which took several months to develop, was mailed to all residents in May 1980 and distributed at the same time to all students in grades 7-12 in public and parochial schools. Replies from more than 2,000 students proved most telling: alcohol and marijuana use was greater than most adults realized. Suggestions from adults and students provided the basis for planning an old-fashioned "Town Meeting to Confront Modern Problems" for November 1980, with a

program structured to attract a cross section of residents, not just the parents of teenagers.

Keynote speaker Dr. Marsha Keith Schuchard, author of "Parents, Peers, and Pot", a handbook for parents published by the National Institute on Drug Abuse, painted a shocking picture of the teenage drug scene with national statistics pointing to increased use by younger children. She called for parents, educators, and community leaders to "change the course of history" by taking "a stand against the 'everybody's gotta get high' culture of today." As a prevention and early intervention method, she introduced the concept of "Parent Networking" whereby parents communicate regularly with the parents of their child's friends to discuss common concerns, experiences, and mutually acceptable behavior. They also develop alternatives to potentially unhealthy social situations which can lead to alcohol and drug abuse, and other negative behavior.

After hearing Dr. Schuchard, residents attended workshops on early childhood education, vandalism prevention, parent-teen guidelines, as well as the obvious topics of alcohol and marijuana. More than 700 adults and teenagers attended the town meeting, a turnout not seen in the community in many years.

To continue the momentum created by the town meeting and to assure the audience that this was just the beginning of the community's action against adolescent alcohol and drug abuse, dates for follow-up workshops and town meeting II were announced that night.

Developing Guidelines

During the weeks that followed, about 100 parents met to hammer out suggested community parent-teen guidelines dealing with such subjects as curfews, parties, and discipline. School administrators were on hand as resource people and to express the view from the schools. One set of guidelines for grades 7, 8, and 9 was developed, and a second for grades 10, 11, and 12, reflecting the grade configuration in the district.

Copies of the guidelines with suggestions for forming a parent network group,

Photo by Elizabeth Roll



Garden City Senior High School students (left to right) Steve Alfieri, Cathy Lauder, and Dave Lara with Youth Officer David Chichester of the Garden City Police Department, speaking to junior high school classes as part of the peer leadership program.

were mailed to parents of all students in grades 7-12 in the public and parochial schools just prior to the 1980 Christmas vacation. Since that initial mailing, guidelines have been distributed at a variety of parent meetings and are also reprinted in the local newspaper at the beginning of the school year. They are viewed as suggestions to help parents, not to be a substitute for a family's own responsibilities and values. As expected, students have not been totally accepting of the suggested limits, particularly the curfews, but many admit the guidelines relieve them of the problem of dealing with peer pressure. Dr. Gardner points to an editorial which recently appeared in the senior high school newspaper complaining about the guidelines, as evidence that they are being used by many parents.

Another outcome of the guidelines workshops was the suggestion by parents that they write a letter to their child's school principal, to be circulated among the child's teachers and then put on file, expressing support of school policies, and requesting reports of unusual or inappropriate behavior by their child. Principals and teachers have been encouraged by this support.

Town Meeting II

Town meeting II was held in January 1981 with "Assessing the Local Scene" as the theme. A particularly effective portion of the program was a panel of

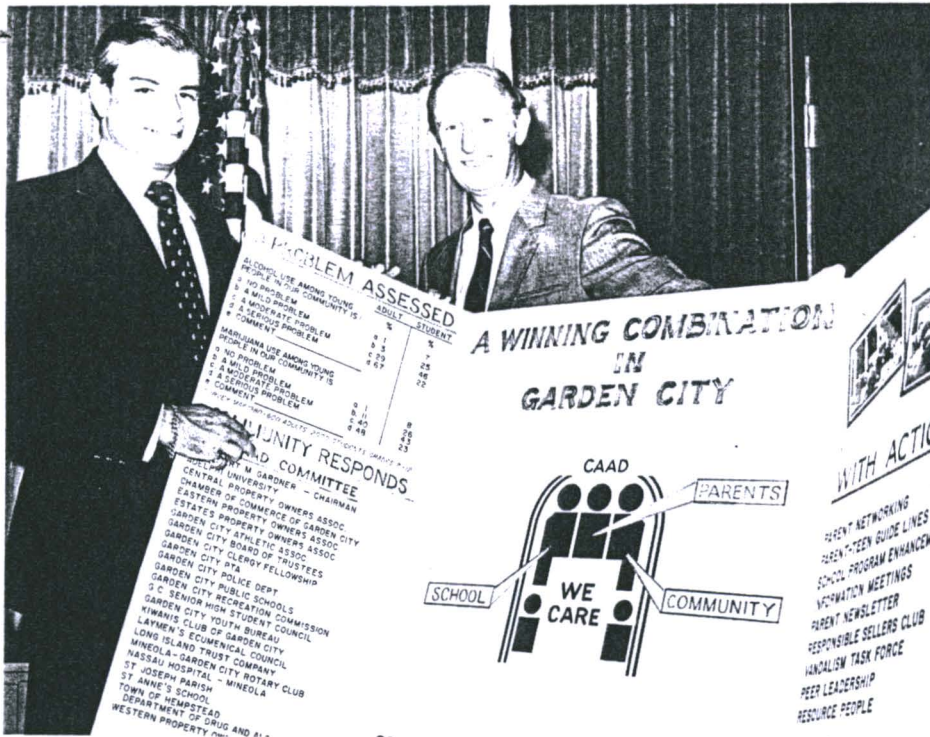
articulate high school seniors who enlightened the parents about the social pressures experienced by many youngsters, as young as ages 11 and 12, to experiment with alcohol and drugs.

These were the same enthusiastic seniors who recruited classmates to form a peer leadership group, under the direction of the police youth officer, to speak to junior high school social studies classes. They spoke frankly in an effort to discourage alcohol and drug use, and to emphasize pride in self and school. This has been one of CAAD's most effective programs and has been expanded to include juniors in order to assure continuity for each school year.

Cooperation among parents, school, and community leaders continued to grow during 1981 as they journeyed toward their common goal of a healthy lifestyle for all children. Up-to-date information about alcohol and drugs was distributed widely to a variety of community members and educational displays were set up at public and parochial school back-to-school nights, open house, and other school gatherings. Parent networking was promoted at orientation meetings for parents, at class coffees, and through the school district newsletter, PTA bulletins, and civic associations' newsletters.

Parent Networking

Parent networking continues to expand and provides the structure within which specific topics and social events



Thomas S. Gullota, presiding supervisor of the Town of Hempstead (left), with Dr. Robert M. Gardner, Garden City superintendent of schools, with display used for educational programs by the Garden City committee.

AWARENESS COMMITTEE AND OTHER DRUGS
E. GARDEN CITY N.Y., 11530

can be addressed. For example, in the spring of 1981 and again in 1982, seniors and their parents met with the senior high school principal to discuss the prom-graduation weekend, including dress code, student decorum, pre- and post-prom and graduation parties, and safety. One theme which emerged was the need, which many parents felt, for more emphasis on the family celebration of graduation.

To make some long-range plans, parents of sophomores and juniors met with students and the high school principal to explore areas where they can effectively work toward safe and healthy social activities. Principal Joseph Prusan welcomes the meetings as "an important way that the school, parents, and students can work together."

Similar informal gatherings of parents of children of all ages are held, under parent leadership, in response to concerns they share. Elementary school parents are building "networks" early, when communication among parents is more common, so it will be an acceptable process for their children when they are faced with the negative social pressures of adolescence.

A parent network subcommittee, with parent representatives of grades 4-12 in the public and parochial schools, acts as liaison between parents and the CAAD committee. They identify needs, transmit ideas, and suggest programs.

Special Events

Another highly successful program was "Awareness Week" observed in all Garden City public and parochial schools April 24-30, which was an expansion of the previous year's "Awareness Day." Designed by a planning group of school personnel, students, and parents, the week-long observance was launched with a Family Rally on Sunday afternoon with celebrities from TV, radio, sports, and the arts, who brought personal anti-drug messages in the midst of a festive atmosphere created by the junior high school band, senior high school cheerleaders, and elementary school color guard and chorus. Everyone sported colorful buttons with the theme "It's Your Choice... Say NO!" created by a ninth grader.

During the week, time was set aside from the regular schedule in each school for presentations by health, education,

and law enforcement professionals who gave students credible information to help them make informed decisions when faced with situations involving alcohol or drugs. The week also marked the formation of a chapter of SADD (Students Against Driving Drunk) by high school students.

To reinforce school programs, information about alcohol and drugs was also disseminated throughout the community through letters to parents, presentations at churches and service groups, library displays, packets to doctors and dentists, and articles in the local newspaper. The total approach aimed to give students a sense of direction and consensus within school, at home, and in the community.

In other areas, CAAD works with the chamber of commerce through its "Responsible Sellers Club" to encourage cooperation from licensed alcoholic beverage sellers to monitor the sale of alcoholic beverages to minors. The committee also serves as a community resource for educational materials on drugs and alcohol, supports recreation and volunteer activities in the community, and has supplied numerous other groups across the country with materials it has developed. For example, hundreds of pieces of literature were distributed at the 1981 New York State School Boards Association Convention.

Now in his fourth year as chairman, Dr. Gardner sees a sense of accomplishment among members at having successfully brought together the community to raise awareness and to take positive steps toward prevention and early intervention of adolescent alcohol and drug use in Garden City. Individual and community organizations, including the schools, have responded generously, contributing time and money to cover CAAD's operating costs.

However, there is still much to be done. In addition to expanding existing programs, the committee plans to involve more local physicians and legislators in its work, and to influence the media to reverse the national trend which glamorizes getting high. Ultimately, Garden City is a community working to create a healthy lifestyle for its own children, as well as for children throughout the State and the nation.

STRAIGHT TALK!

ABOUT ALCOHOL LAWS AND YOU

• PARENT • HOST • DRIVER • PATRON

**WHAT ARE THE LAWS ?
WHAT'S BEING DONE TO ENFORCE THEM ?
WHO'S LIABLE ?
WHO PAYS WHAT ?
WHO GETS ARRESTED ?
WHAT HAPPENS AFTER ARREST ?
WHAT'S THE ALTERNATIVE ?**

**GET ANSWERS
FROM :**

- DENNIS LAVALLE, NASSAU COUNTY ASSISTANT DISTRICT ATTORNEY
- ROBERT HARPER, ESQ., GARDEN CITY ATTORNEY
- JAMES BOSCO, GARDEN CITY POLICE YOUTH OFFICER
- LYDIA PALAZZO, INNKEEPERS' ASSOCIATION
- JOAN KERN, LA SERAYNA CLUB

**TUESDAY, OCTOBER 29, 8 to 10 p.m.
at the GARDEN CITY PUBLIC LIBRARY**

**PRESENTED BY : COMMUNITY AWARENESS COMMITTEE
ON ALCOHOL AND OTHER DRUGS (CAAD)**



STRAIGHT TALK TO PARENTS



*Reprinted with permission from
St. Joseph's Bulletin - September 22, 1985*

I am twenty-three years old, preppy, stereotypically "Garden City." At the age of 15, while at Garden City High, I turned to alcohol because it was the thing to do. It started out being fun and then my drinking progressed. Not being a fag or a nerd, wanted to belong. At this age, if you weren't drinking, you were considered an outcast, a nobody. I desperately wanted to be accepted, to belong. Not having friends, not being one of the crowd, was a terrifying thought. All the parties were booze oriented-no booze, no party. Feeling part of the crowd was the real high, the goal. The means was booze. I failed to graduate on time because my drinking made me irresponsible.

I went away to college after finally graduating. At college, I discovered anonymity, I could do whatever I wanted. No restraints. Nobody watching.

My second year I graduated to the "rich man's high," cocaine. I felt I could do anything. Nobody could stop me. I had my permanent escape. I stayed high as long as I could as often as I could. I did anything I could to avoid facing reality and responsibilities. Escape! In my Junior year, I realized that the combo of cocaine and alcohol had taken over my life.

At one point, waking up in the morning became terrifying. The anxiety of being lost in my own world of lies, deception, plots, frustration, isolation, was just incredibly painful. So I did more drugs and alcohol. My family cut off my funds. Eventually turned to dealing drugs, I entered the sleazy world of organized crime in order to support my addiction. Remember - I am a good affluent, Catholic, Garden City boy!

Cocaine sped up the process of my collapse. I reached the point where I couldn't function any more. I started to smoke cocaine (freebase). This lasted about six months and during this whole time my drinking continued to escalate.

One person who really cared for me eventually convinced me of the seriousness of my addiction and the need to seek professional help immediately. I signed myself into a 30 - day rehab center in New York. It was there I finally was forced to deal with reality, to deal with my fears and anger and all the other things I was turning away from since age 15. Thank God I am alive. I am your neighbor.

Mike

FROM
MIKE AND FRIENDS

LEARN
FROM THEIR
EXPERIENCES

TUESDAY, FEBRUARY 4th
8 p.m. to 10 p.m.
CAFETERIA
GARDEN CITY SENIOR H.S.
MERILLON AVENUE,
GARDEN CITY

PRESENTED BY :
COMMUNITY AWARENESS
COMMITTEE ON ALCOHOL
AND OTHER DRUGS (CAAD)



Garden City High School Students Participate In Innovative Drug Education Program

"The Challenge," a unique alcohol education program, designed by two Garden City residents, Marilyn Falvey and Donna Testa, was presented at Garden City High School on March 25th. Its purpose is to help high school students focus on their attitudes toward alcohol use and to heighten awareness of the consequences of their choices about its use. There is special emphasis on driving and drinking.

Small groups of students (12-15) participate in a series of staged events which simulate a teenage social evening. They start with a Keg Party; move to another area where they view an automobile accident vividly portrayed in a movie clip; in another room they experience a dramatic arrest for Driving While Intoxicated, conducted by actual policemen; then proceed to a "Consciousness Raising" segment; and conclude with refreshments at an Alternative Party.



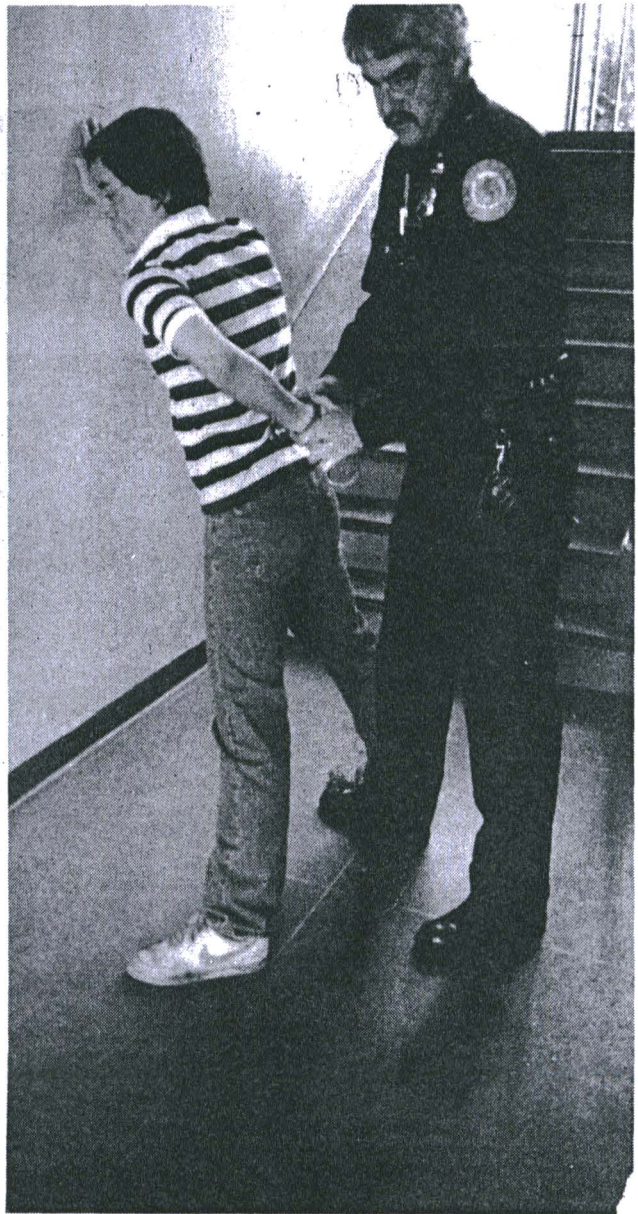
Keg Party



Alternative Party



Consciousness Raising



DWI Arrest

WHAT ARE THE RISKS?



If you are caught driving under the influence of alcohol or drugs in Garden City, you will be taken into custody, arrested, handcuffed, and locked up until bail is set. NO exceptions.



"Straight Talk About Alcohol Laws and You: Parent, Host, Driver, Patron" is the program being planned for all Garden City residents on Tuesday, October 29, at 8 p.m. in the Garden City Library by, left to right: Judy Mulvey, Coordinator, Community Awareness Committee on Alcohol and Other Drug Abuse (CAAD); Robert Harper, Esq., Garden City attorney; and George Browne, CAAD Chairman and Commissioner, Town of Hempstead Department of Drug and Alcohol Addiction. Different perspectives of the alcohol laws will be considered by a panel of experts including Mr. Harper; Dennis Lavallo, Nassau County Assistant District Attorney; James Bosco, Garden City Police Youth Officer; Lydia Palazzo, Innkeepers Association; and Joan Kern, La Serayna, a nightclub which does not serve alcohol. The panelists will be prepared to answer questions on enforcement, liability, costs, arrest procedures, alternative activities and other related subjects. CAAD is a member agency of the Garden City Community Fund.

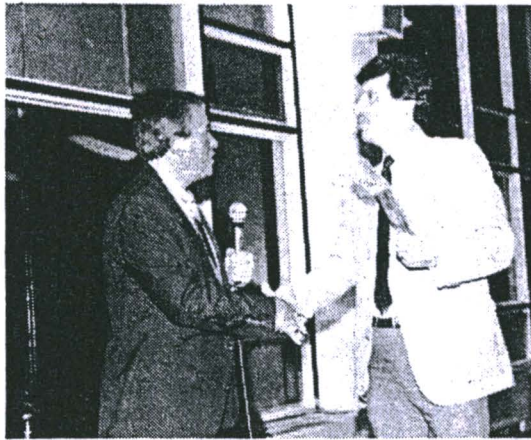
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'Straight Talk' Panel By CAAD

As part of a 'Straight Talk' series, the Community Awareness Committee on Alcohol and Other Drug Abuse (CAAD) presented a panel discussion, "How to Help Your Child Stay Alcohol and Drug Free" on May 5th, at the Garden City Senior High School. Moderated by Mike Miller, panelists included representatives from Family Life Center; CAAD; Town of Hempstead Department of Drug & Alcohol Addiction; North Shore Child Guidance Center; and Garden City High School's SADD (Students Against Driving Drunk).

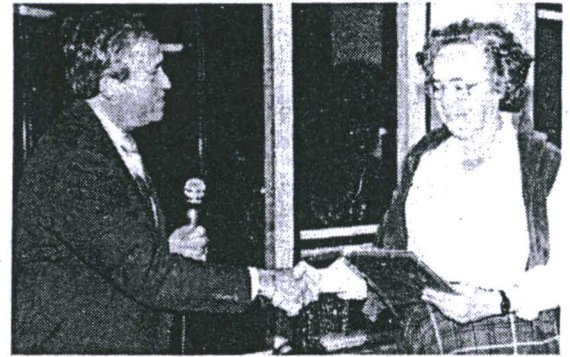
George Browne, CAAD Chairman, welcomed residents and encouraged audience participation in the discussion. The panelists highlighted parent networking, encouragement of adolescent self-esteem and the use of professional services available as deterrents to drug and alcohol abuse.

Prior to the discussion, Mr. Browne presented plaques of recognition of special contributions to drug and alcohol abuse prevention among Garden City youths to: Marilyn Falvey, Jerie Newman, Nancy Gallagher, founding members of CAAD; Goldy Rosen, member of the Board of Education; Dr. Robert Gardner, Superintendent of Schools and former chairman of CAAD; Donna Testa, Reverend John Livingston, Police Commissioner Ernest Cipullo, and Eileen Hussey, Garden City High School teacher, on behalf of "The Challenge," Joseph McCabe, faculty advisor of SADD; and Laura Campbell of CAAD.



CAAD Chairman George Browne making presentation to Donna Testa.

CAAD Chairman George Browne making presentation to Police Commissioner Ernest Cipullo.



CAAD Chairman George Browne making presentation to Goldy Rosen.



Mike Miller, moderator of CAAD panel discussion.



CAAD Chairman George Browne making presentation to Superintendent of Schools Robert Gardner.



CAAD Chairman George Browne making presentation to Laura Campbell.



CAAD Chairman George Browne making presentation to Eileen Hussey.



St. Paul's School is pleased to announce that Junior Timothy McGrath, the son of The Honorable and Mrs. Raymond McGrath, has been named as an Academic All-American by The National Secondary Education Council.

The Award was established to "offer recognition to superior students to excel in the academic disciplines." The Council selects Academic All-American Scholars upon the exclusive recommendation of teachers, coaches, counselors, and other qualified sponsors.

Timothy, in his fifth year at St. Paul's, has not only been a fine student but has been an outstanding member of both the Varsity Soccer Team and the Varsity Baseball Team. He is President of the Junior Class.

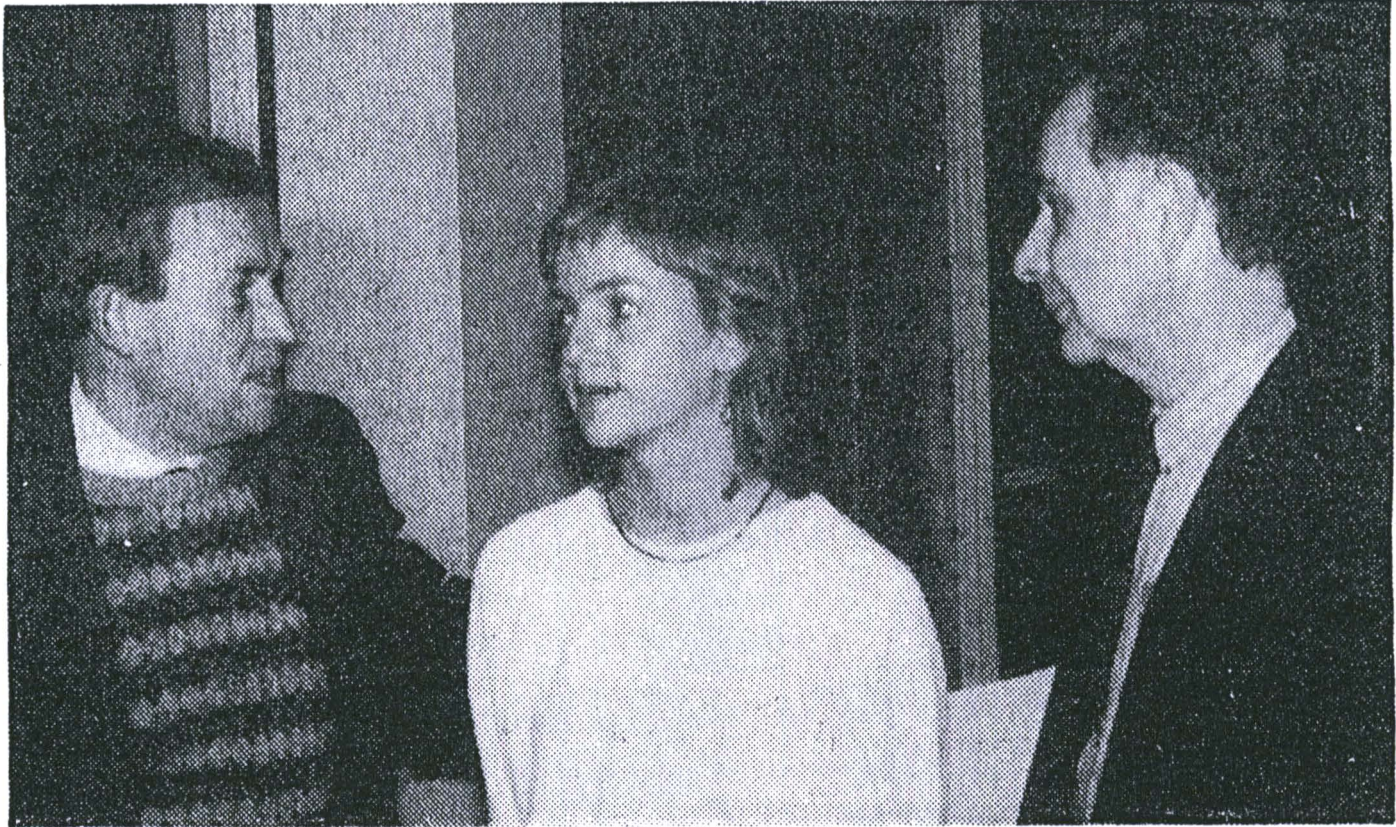


CAAD Chairman George Browne making presentation to Joseph McCabe.



CAAD Chairman George Browne making presentation to Marilyn Falvey.

Parents Educated On Drug Abuse



Joseph Prusan, right, Principal of Garden City Senior High School, welcomes George Browne, Chairman of the Community Awareness Committee on Alcohol and Other Drug Abuse (CAAD) and "Debbie" one of three young people who spoke about their drug and alcohol abuse experiences at a recent "Straight Talk to Parents" meeting at the High School.

A panel of young people shared their experiences with drug and alcohol abuse by teenagers at a recent program by the Community Awareness Committee on Alcohol and Other Drug Abuse. The program was held at the High School as part of CAAD's ongoing parent education efforts.

In his closing remarks, George Browne, Chairman of CAAD and Commissioner of Drug and Alcohol Addiction for the Town of

Hempstead, noted that parent awareness and parent networking are the most successful prevention activities that concerned parents can become involved in.

To "network" a group of parents, based on their child's circle of friends, sports team or other special interest group, communicates with each other to help their children deal with social situations and peer pressure which can lead to unhealthy

social behavior. Although each parent has the responsibility to raise his and her own child, parents working together can present a united front, reinforce and support one another with common rules of behavior, shared responsibilities for supervision and transportation for events, and clearly articulate values.

The easiest way to get networking started is for one parent or set of parents to list the child's best friends and decide on a time to get parents together for plain talk and sharing of concerns. They agree on basic rules for behavior; alternate ways for children to have fun and agree to share supervision responsibilities, and keep communications open among themselves to be aware of changing situations or problems.

Parent networking has been used successfully by groups of parents to deal with situations ranging from vacation activities for elementary school children to proms and parties for high school students.

CAAD is a member agency of the Garden City Community Fund.