

NEIL GOLDSCHMIDT
GOVERNOR



5450
Patawa

OFFICE OF THE GOVERNOR
STATE CAPITOL
SALEM, OREGON 97310-0370
TELEPHONE: 378-3111

June 9, 1989

Elwood H. Patawa, Chairman
Board of Trustees
Confederated Tribes of the
Umatilla Indian Reservation
PO Box 638
Pendleton, OR 97801

Dear Elwood:

As Governor, I recognize many people for their accomplishments, so I am extra pleased and proud to commend you for the wonderful service you have given to the Confederated Tribes of the Umatilla Indians.

For sixteen years, you served on the Board of Trustees, and your wisdom and humor provided a combination of qualities to guide the tribes effectively. In addition, your practical efforts with the Tribal Health Department will assist the Umatillas for a very long time. On behalf of the many who benefit from your service and guidance, I am proud to extend our gratitude.

Elwood, I regret that I cannot join you for your Special Recognition Pot-Luck on June 9, so I am even more happy that I could visit with you, however briefly, at the signing ceremony for Oregon American Indian Week. That was quite a shirt you wore for the ceremony--my staff still discuss it.

Again, Elwood, my warmest thanks for your excellent service to people in Oregon. I'm proud that your best is a special part of our state.

Sincerely,


Neil Goldschmidt
Governor

NG:vmb

NEIL GOLDSCHMIDT
GOVERNOR



OFFICE OF THE GOVERNOR
STATE CAPITOL
SALEM, OREGON 97310-0370
TELEPHONE: 378-3111

June 6, 1989

Antone Minthorn, Chairman
General Counsel
Confederated Tribes of the
Umatilla Indian Reservation
PO Box 638
Pendleton, OR 97801

Dear Mr. Minthorn:

Thank you for wishing to include the Governor in the Special Recognition Pot-Luck for Elwood Patawa.

As you already know, the Governor regrets that he cannot attend. He wishes to send a message, so I am enclosing his letter. The Governor would appreciate your reading it at the ceremony.

I discussed this idea with Doug Hutchinson today, and he said he would call you on Wednesday to "forewarn" you that a letter was coming from the Governor.

Thank you for your assistance; best wishes for a great pot-luck.

Sincerely,

Valerie M. Ball
Correspondence Unit

Enclosure

vmb

1738P

Patterson

NEIL GOLDSCHMIDT
GOVERNOR



OFFICE OF THE GOVERNOR
STATE CAPITOL
SALEM, OREGON 97310-1347

Dear Mrs Patterson,

I just learned of
Chuck's passing &
feel bad that I am
so late in writing
to you. Chuck's con-
tribution to our State
& to your community
has been unending and
truly valued. Please
know we all are
thinking of you &
remembering you both.

Sincerely,
Neil

Patterson

1988



OFFICE OF THE GOVERNOR

Dear Donna —

A wonderful day
in union — thank —
you for making it
possible & fun.
Very best,
Pete

To: Barbara Carranza
From: Jill Thorne
Subject: thank you's

CAPITOL-254

Date: 10/03/88

Distribution:

Barbara Carranza

Please have Neil write thank you notes to the following:

~~Union/Baker Co. trip~~
~~Donna Patterson~~
~~Box 587~~
~~Union 97883~~

planning events at Union High School

~~Krissa & Mike Caldwell~~
~~2215 Dorchester Dr. S.~~
~~Salem 97301~~

LaGrand dinner

~~Bob Thomas~~
~~Baker Co Livestock Assoc.~~
~~Rt. 1 Box 34~~
~~Baker 97814~~

Hat

~~Don Ostensoe~~
~~Oregon Cattlemen's Assoc.~~
~~1000 NE Multnomah Street~~
~~Portland 97232~~

Coat

~~John Stephans~~
~~2031 NE Diamond Lake Blvd.~~
~~Roseburg 97470~~

Plane from Coos Bay

~~Logan Lanham V.P.~~
~~Idaho Power~~
~~PO Box 70~~
~~Boise, Idaho 83707~~

Plane, Jet boat, Lunch

R. Patterson

Rod Patterson
Oregonian
South Metro News Bureau
817 Main
Oregon City, OR 97045

NEIL GOLDSCHMIDT
GOVERNOR



OFFICE OF THE GOVERNOR
STATE CAPITOL
SALEM, OREGON 97310-1347

Dear Rod,

Thank you for
inviting me to
lunch. I enjoyed
seeing old friends
& meeting some
of your newer folk,
too. Great Desserts!

With my best,
Neil

NEIL GOLDSCHMIDT
GOVERNOR



OFFICE OF THE GOVERNOR
STATE CAPITOL
SALEM, OREGON 97310-1347

March 21, 1988

Stanley Paulson
Presidential Search Consultation Service
One DuPont Circle
Suite 400
Washington, DC 20036 (202) 296-8400

Dear Mr. Paulson:

Here is the copy of the correspondence which the
Governor had hoped to give to you while you were here.

Sincerely,

Barbara Carranza
Assistant to the Scheduler

bjc
enclosure

Paulson file

Oregon

RECEIVED STATE SYSTEM OF HIGHER EDUCATION

July 1, 1987
JUL - 6 1987

OFFICE OF THE CHANCELLOR
P.O. BOX 3175
EUGENE, OREGON 97403
(503) 686-5794

GOVERNOR'S OFFICE

The Honorable Neil Goldschmidt
Governor
State Capitol
Salem, OR 97310

PERSONAL

Dear Governor:

I think about those buildings the last thing when I go to sleep at night and the first thing when I wake up in the morning. Then I race to get the Register-Guard to see if it is true.

It's no dream, but certainly is the stuff dreams are made of. Those new buildings will have a deep and lasting impact on higher education in our state, and generations yet to come will profit by what is done now. On behalf of our 60,000 students, 15,000 employees, and all of their friends and relatives, thank you for your personal efforts and creative leadership. Especially thank you for having the courage to step out and do the right thing because it was the right thing to do.

It was a bold move on your part--dramatic, innovative, strategically timed.

In most instances, I would have guessed that Republicans would have followed your lead, since you were the one sticking your neck out. But they chose to fight the battle and, nose to nose and jaw to jaw, belly to belly, got whipped.

So, when the smoke thinned out and the arena was cleared, you emerged as not only a risk-taker, but a winner!

All of which reminds me of that quaint quatrain by Montrose:

He either fears his fate too much
Or his deserts are small,
Who fails to put it to the test,
To win or lose it all.

Or, in the words of the noted philosopher, Yogi Berra: "It's better to be an arrogant winner than a whining loser."

One deft touch in all of the strategies that unfolded was the way you intertwined the interests and fates of OEA, community colleges and higher education. Our fortunes rose or fell together. And together, working together, good things happened. We needed every vote.

Governor Neil Goldschmidt
July 1, 1987
Page 2

Also, the rallying around of the key lobbyists to support your package in the closing days involved strong, forceful leadership on your part.

The upshot is that wherever one goes in Oregon, in our communities, on our campuses, people are excited. The next seven years hold great promise and potential. We've got bragging rights. When prospective investors or entrepreneurs look at what's going on in Oregon, they will see your commitment and the legislative commitment to quality education at all levels. The word will spread that Oregon is one of the "hot spots" in the nation, where things are happening, and where strong leadership is making them happen.

You make us proud.

Let me close with one more poem--one of my favorites. Sam Foss, in writing of the West many years ago, said:

Bring me men to match my mountains,
Bring me men to match my plains, =
Men with empires in their visions,
And new eras in their brains.

Brains, vision, and new eras--that's a winning combination.

Cheers, congratulations, and thanks.

Sincerely,



William E. Davis
Chancellor

cc: Mr. Mark Dodson

NEIL GOLDSCHMIDT
GOVERNOR



OFFICE OF THE GOVERNOR
STATE CAPITOL
SALEM, OREGON 97310-1347

April 20, 1988

Norma Paulus
3090 Pigeon Hollow Rd. S
Salem, OR 97306

Dear Norma,

Thanks for your leadership on the victory for the Council's protected areas program. As significant as it is for preserving fish, it also says something about the values we intend to preserve here in the Northwest.

I am proud and appreciative of your efforts.

Sincerely,

Neil Goldschmidt
Governor

NG:DVY:nn
8570o

Pedersen

NEIL GOLDSCHMIDT
GOVERNOR



OFFICE OF THE GOVERNOR
STATE CAPITOL
SALEM, OREGON 97310-0370
TELEPHONE: 378-3111

March 23, 1990

Alan R. Pedersen
26511 S. Meridian Rd.
Aurora, OR 97002

Dear Alan:

Thank you for your letter regarding possible National Governor's Association support of the nuclear test ban treaty. We did raise the issue at the appropriate NGA committee meeting, and indicated Oregon support for such an NGA resolution. There was a good discussion, but the group voted against going forward with a resolution.

With the interest of so many people in this topic, in Oregon and across the country, I am sure it will continue to be discussed in a variety of forums. I am glad that we were able to raise it in this one, even if it did not go forward. I appreciate your support on the issue.

Sincerely,

Neil Goldschmidt
Governor

NEIL GOLDSCHMIDT
GOVERNOR



Pedersen file

OFFICE OF THE GOVERNOR
STATE CAPITOL
SALEM, OREGON 97310-1347

March 8, 1988

Ms. Carol Pedersen
20075 SW Imperial
Aloha OR 97006

Dear Ms. Pedersen:

Your friends at Children's Services Division have shared with me their pride and pleasure in your work as a volunteer. In reading about your accomplishments and looking at pictures of the families of dolls you have created, I understand and concur with their enthusiasm. You have displayed in an outstanding fashion those characteristics of an "Anatomically Correct Volunteer"; willing hands and a generous heart.

Thank you for caring. Oregon appreciates you! I appreciate you!

Sincerely,

Neil Goldschmidt
Governor

NG:pp



STATE OF OREGON

INTEROFFICE MEMO

TO: Barbara Carranza
Governor's Office

FROM: Jess Armas *JA*
Acting Administrator

SUBJECT: VOLUNTEER RECOGNITION

DATE: March 3, 1988

In the past, governors would sign special letters of recognition for outstanding efforts or accomplishments. These were mailed directly to that person. I cannot over-state the positive impact of an unsolicited letter of appreciation from the Governor.

Carol Pedersen is one of those special people. Making "anatomically correct" dolls was not an easy task for a quiet person like Carol. Many unmeasured hours went into designing and redesigning until she had proper models. Then many more hours along with a million blushes went into completing our families of dolls. After all of this, Carol is now looking for a new volunteer assignment.

Please see the article on page one of the enclosed newsletter entitled, "A Special Thank You to a Very Special Volunteer. You will also find "What a Team!" worthwhile to read.

I have also enclosed a letter for Governor Goldschmidt's signature. Thank you.

JA:pp

2790D

Enclosures

cc: Gary Shurtz, Washington Branch

NEIL GOLDSCHMIDT
GOVERNOR



OFFICE OF THE GOVERNOR
STATE CAPITOL
SALEM, OREGON 97310-0370

TELEPHONE: 378-3111

October 31, 1988

Grace Tork Peek
2395 West 14th
Eugene, OR 97402

Dear Grace,

I am very honored that your children sent me an invitation to your 80th birthday party on November 12. Unfortunately, I can't attend because of a prior commitment.

I've never met you, but I feel as though I know you through my friendship with Kathy. She has been a great source of assistance and support in Lane County; I surmise that she inherited her vitality and good spirits from you.

I've heard that your great-granddaughter had a healthy ten-pound boy, who will be coming to Oregon for your party, so you've scheduled a five-generation portrait as part of your 80th birthday celebration. Judging from your photograph on the invitation, I bet you'll steal the show.

Again, my heartiest congratulations on your birthday, and best wishes for many more years of happy, healthy living. You're quite a lady.

Sincerely,

Neil Goldschmidt
Governor

NG:vmb

NEIL GOLDSCHMIDT
GOVERNOR



OFFICE OF THE GOVERNOR
STATE CAPITOL
SALEM, OREGON 97310-0370
TELEPHONE: 378-3111
November 1, 1988

Kathy Casler
1144 Tyson
Eugene, OR 97404

Dear Kathy:

Thank you very much for your help yesterday.

I'm enclosing the Governor's letter to your mother. She'll probably be almost as surprised to receive the letter as she would be if Neil came to her party. You're going to have a great time.

Best wishes from everyone here at our office--we loved the invitation with the two photographs.

Sincerely,

Valerie M. Ball
Correspondence Unit

vmb
1141P

To: NEIL
Subject: Grace Tork Peek's Big Day

Distribution:

None, this item is In Progress

Kathy Casler called to say that the birthday letter for Grace's 80th birthday can be sent to her at 2395 W 14th, Eugene, 97402

Her birthday is November 11, the party is November 12.

One point of interest that Kathy made;

Grace's great granddaughter is expecting a child that is now 3 weeks overdue. Hopefully they will have a five year generation photo at the party. If it is a baby girl - they will have five generation of all women.

Should be interesting to hear the outcome.

Do you want to write this card or have us prepare a letter?

689.3274

Please

Peoples

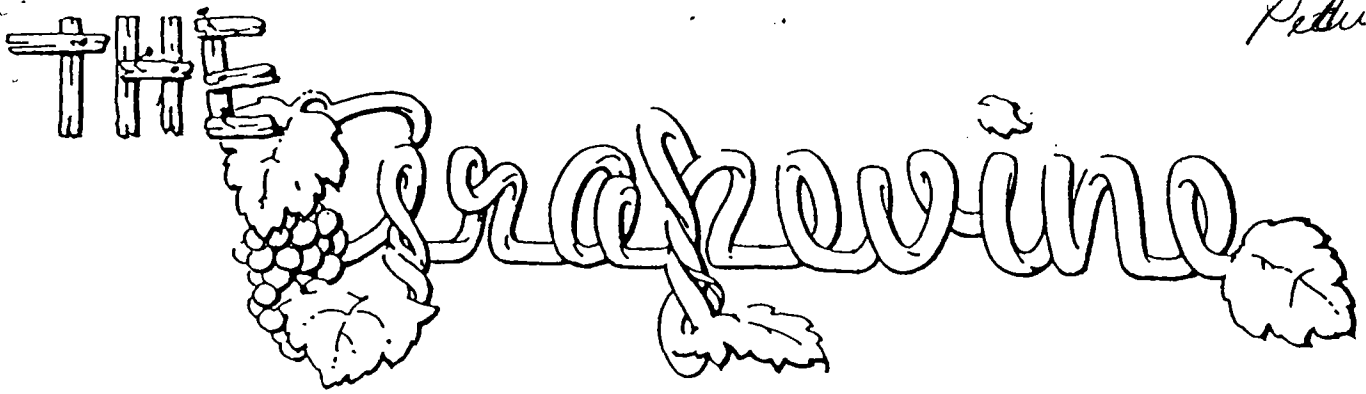


GOVERNOR NEIL GOLDSCHMIDT
STATE CAPITOL
SALEM, 97310

Dear Clara,

Your chili was
wonderful! I had
fun because you &
your colleagues in
D.H.R. gave so gener-
ously of yourselves.

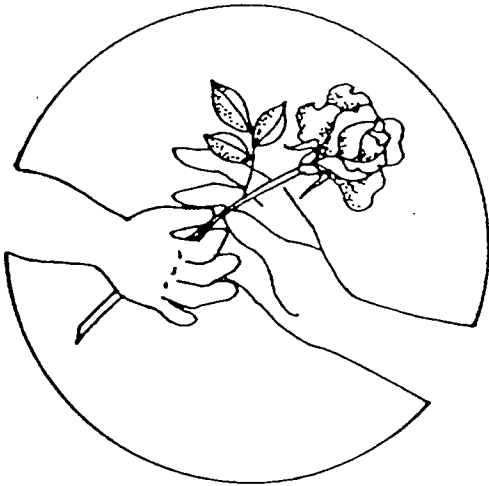
Thank you &
Congratulations
Sincerely, Neil



Pedersen

February 1988

THE DEPARTMENT OF HUMAN RESOURCES VOLUNTEER PROGRAM
12901 SW Jenkins Rd., Suite B, Beaverton, OR 97005 643-4360



THANKS!

**A SPECIAL THANK YOU
TO A VERY SPECIAL VOLUNTEER**

By Gary Shurtz
Branch Manager, CSD

I would like to give special recognition to **Carol Pedersen** for her volunteer efforts over the past two years. Carol has provided Children's Services Division with 42 anatomically correct dolls during that period of time. If we had been able to purchase them on the open market we could have spent up to \$7,000 for them. But we did not have the funds and Carol came to our rescue.

We now have a full compliment of dolls in all sizes and colors. We have: grandma and grandpa dolls, aunt and uncle dolls, mama and papa dolls, teenager dolls and little brother and little sister dolls. We have white, Asian, black and Hispanic dolls. And what wardrobes they have: dresses, skirts, blouses, bras, panties, slips, socks, shoes, nightgowns, pajamas, slacks, shirts, vests, coats, T-shirts, under-shirts, jockey shorts and boxer shorts.

Over the past two years Carol has provided us with a total of 442 volunteer hours. This project has come to an end but Carol says that she will be back to start on another volunteer project after a brief rest.

Thank you Carol - you are a very special person. Your efforts will be long appreciated by our staff and will help many hundreds of children in the years to come.

THANK YOU CARDS

Special thanks to the **Little Kingdom Shop** at Tanasbourn Mall for their donation of several boxes of new children's clothing. Good children's clothing is hard to come by and new clothing is next to impossible to find.

We also wish to thank the **West Point Garden Club** for their cash donation to our program. These funds will be used to assist clients with emergency needs.

Petersen, D

NEIL GOLDSCHMIDT
GOVERNOR



OFFICE OF THE GOVERNOR
STATE CAPITOL
SALEM, OREGON 97310-1347

Dear Don,
Your "retirement"
caught me by
surprise. I know
your career goals
are ever expanding
- wherever your
interests lead you -
you have my wishes
for continued success.

Sincerely,

Neil



Petty

OREGON
HEALTH SCIENCES UNIVERSITY
3181 S.W. Sam Jackson Park Road, L101, Portland, Oregon 97201-3098 (503) 279-8252
Office of the President

December 4, 1989

Mr. George Petty, Vice President
AT&T, Western Region
795 Falsom Street, Room 600
San Francisco, California 94107

Dear George,

I greatly appreciate your interest in our intention to become a biomedical communication center for Japan and the Far East. I think we have identified, in the Interventional Radiology Institute, an excellent vehicle for establishing a network with Japanese medical schools and universities. I also believe that we have the right individual in Bob Beck, to serve as a coordinator for this important effort.

I have talked to Governor Goldschmidt again about this project. He is extremely supportive and has agreed to serve on an Advisory Committee. I personally find this possibility of collaborating with you an exciting opportunity for establishing an important role in biomedical communication utilizing our geographical position and one of our specific areas of expertise. I'll look forward to further discussions and developing a specific plan.

With all best wishes,

Sincerely,

Peter O. Kohler, M.D.
President

POK/dg

CC: Governor Neil Goldschmidt
Bob Foulks

Schools:
Schools of Dentistry, Medicine, Nursing

Clinical Facilities:
University Hospital,
Doernbecher Children's Hospital,
Child Development and Rehabilitation Center,
University Clinics

Special Research Divisions:
Biomedical Information Communication Center,
Center for Research on Occupational and
Environmental Toxicology,
Vollum Institute for
Advanced Biomedical Research

Pendleton R. Op



GOVERNOR NEIL GOLDSCHMIDT
STATE CAPITOL
SALEM, 97310

Year Roundup &
Happy Canyon
Association

A great roundup.
Thank you for a
wonderful time.
The seats at the
events were fantastic.
Thank you for all
you did for me &
all you do for Oregon.
Sincerely, Pend



Executive Department

155 COTTAGE STREET NE, SALEM, OREGON 97310-0310

Pendergrass
file
orig

June 15, 1989

Walter H. Pendergrass
Chairman, Oregon Traffic Safety Commission
400 State Library
Salem, OR 97310

The Governor has received your letter proposing a Governor's Traffic Safety Task Force, and has asked me to respond on his behalf.

He appreciates your interest in this subject and the initiative you have taken to suggest the task force approach. The fact that you have received favorable review from some potential players only adds weight to your idea.

That said, the Governor's preference is that you, as OTSC Chairman, appoint the special task force. Feel free to use this letter as confirmation of the Governor's endorsement of your idea. Feel free to rely on the Executive Department for advice, counsel and help as this idea takes shape.

The Governor has asked me to assist you, and in that spirit, please rely for help on Dan Kennedy in the Executive Department. He can be reached at 378-3107.

You should be aware that the Department of Transportation has appointed a technical group to focus on traffic safety issues. It draws representatives from many of the agencies that you have dealt with in proposing the task force idea. You might want to involve this technical group in some way as you appoint the task force.

Let me add a word about why the Governor wants to leave management of this process in your hands. Often, there is a feeling that task forces are automatically more successful if appointed by a Governor. Sometimes, that's true. But just as often, intergovernmental cooperation rests on the union and commitment of persons who are knowledgeable and involved in a particular enterprise. With school finance, prisons, the children's agenda, education, economic development already on his plate, more will be accomplished in traffic safety if you forge ahead on your own--but with his endorsement.

Please share this letter with Gary Potter, Cynthia Ford, Justice Carson, Judge Crookham, Mike Shrunk, Robert Jackson and others to whom you have spoken.

Your letter lays out an important task for the task force. Once you get this under way, let me know through Dan so I can schedule you for an appearance at our weekly agency heads meeting. I'd like you to describe this agenda for the 50 agency heads who attend.

Fred

Fred D. Miller
Director

FDM:mac
4021j

cc: Governor Goldschmidt ✓
Dan Kennedy

F. Pereira

1988

Fernanda Pereira
c/o Jim and Margie Lussier
21834 Boones Borough Drive
Bend, OR 97701


NEIL GOLDSCHMIDT
GOVERNOR

Dear Fernanda,
welcome to Oregon.
I visited Brazil several
times & loved it very
much. Thank you for
one beautiful flag of Brazil.
Sincerely, Neil Goldschmidt

Perry



OFFICE OF THE GOVERNOR

Dear Sandy,

Long congratulations on your
re-opening, & thank you
for thinking of me &
me. We won't be able to
attend, but shopping soon
to follow.

Sincerely,
L. Perry

NEIL GOLDSCHMIDT
GOVERNOR



OFFICE OF THE GOVERNOR
STATE CAPITOL
SALEM, OREGON 97310-0370
TELEPHONE: 378-3111

June 16, 1989

Michael Pertschuk
Advocacy Institute
1730 Rhode Island Avenue, N.W.
Suite 600
Washington, DC 20036-3118

Dear Mike:

Avia is a terrific Oregon company (even if it is now owned by Reebok). Your history in the anti-smoking battle goes back a long way. I tried to join your cause this last election with an indoor clean air act. But we apparently didn't craft it carefully enough. We got slaughtered at the polls.

I hope everything is well with you and yours, in the land of the ever-changing sameness. I am looking forward to a great summer in Oregon. The Oregon International Pinot Noir Festival is just over the hill. Come by and see me.

All my best,

Neil Goldschmidt
Governor

NG:bjc
2529G

Pertschuk



*copy
Banned
& refused*

RECEIVED

JUN 5 1989

GOVERNOR'S OFFICE

May 31, 1989

Neil Goldschmidt
Governor
State Capitol
Salem, Oregon 97310

Michael Pertschuk
David Cohen
Co-Directors

Frieda P. King
Operations Manager

Barry R. Rubin
General Counsel

Zoe Mikva
Director of Development

Christopher J. Harvie
Project Director
Right to Know

Phillip Wilbur
Director
Media Programs

Anne Marie O'Keefe
Director
Smoking Control
Advocacy Resource Center

Judy Butler
Assistant Director
Smoking Control
Advocacy Resource Center

Board of Directors

Richard Bolling
Marian Wright Edelman
Susan B. King
Leroy Richie
Joan Shorey
Fred Wertheimer
Kenneth Young

Dear Neil,

I thought you'd like to see the Avia Ad. It is a wonderful assesment of the health of smokers. And a gutsy move by a small company. Maybe Oregon's taking the lead again: anti-smoking business ads.

Encl

Cheers



"RJR's Old Joe Puts Hoof in Mouth"
Headline from front-page article in Adweek magazine

Smoking Control Advocacy Resource Center (SCARC)
ACTION ALERT

May 3, 1989

Issue: Avia and Camel Advertising Campaigns

Summary

Michael Pertschuk
David Cohen
Co-Directors

Frieda P. King
Operations Manager

Barry R. Rubin
General Counsel

Zoe Mikva
Director of Development

Christopher J. Harvie
Project Director
Right to Know

Phillip Wilbur
Director
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Anne Marie O'Keefe
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Smoking Control
Advocacy Resource Center

Judy Butler
Assistant Director
Smoking Control
Advocacy Resource Center

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Richard Bolling
Marian Wright Edelman
Susan B. King
Leroy Richie
Joan Shorey
Fred Wertheimer
Kenneth Young

Two recent national advertising campaigns provide opportunities for advocates to affirm pro-health messages.

A new version of Camel's 'Old Joe' campaign ('Old Joe' is the cartoon character Camel uses to appeal to younger markets) breaks new ground in bad taste. In an appeal to college students on spring break, 'Old Joe' offers 'smooth moves' on how to impress someone at the beach, including: "Run into the water, grab someone and drag her back to the shore as if you've saved her from drowning. The more she kicks and screams, the better." The copy is illustrated with a cartoon of a man forcibly carrying a woman over his shoulders.

The four-page pop-up ad is scheduled to run in May and/or June issues of *Car Craft*, *Cycle*, *Field & Stream*, *National Lampoon*, *Omni*, *Popular Hotrodding*, *Rolling Stone* and *Sport*.

A similar advertisement in college newspapers for Philip Morris-owned Miller beer (depicting the priorities of students on spring break as "beer, beach and babes") was withdrawn after nationwide complaints.

A different kind of campaign is being run by Avia who is using negative images associated with smoking to sell its athletic shoes. Typical of the campaign is an ad showing a cigarette smoldering in an ashtray with the headline, "If this is the only thing that gives your lungs a workout, don't buy our shoes." Television spots along the same theme have also been produced.

Industry-sponsored 'pro-smoking' organizations have circulated the toll-free phone number of Reebok International (the company that owns Avia) and suggested that people call to complain and tie-up their lines.

Objective

To register broad public support for Avia's campaign and widespread condemnation for Camel's campaign.

Suggested Action

For Camel:

- * Write to the editors of the magazines that carry the ads. Point out that all publications regularly practice discretion in determining which ads to accept and that, by running the Camel ads, they are condoning advertising that is demeaning to women and that are clearly aimed at encouraging teenagers to smoke.
- * Send copies or descriptions of the ad to local and/or national feminist organizations and point out their demeaning nature and implicit acquiescence of date rape. Ask the groups to publicly condemn RJ Reynolds for condoning this campaign.
- * Write to the editors of women's magazines that carry any cigarette advertising. Ask how appropriate it is to accept advertising from a company that demeans women in ads that appear elsewhere.
- * Call Camel's toll free-number, 1-800-422-6358 to complain. (This number is from an earlier 'Old Joe' ad that offered free t-shirts. As long as you're calling, ask for a shirt -- it's better for them to send it to you than to some impressionable teenager.)

For Avia:

- * Contact Avia (Mr. Dean Croft, President, Avia Group International, 16160 Southwest Upper Boones Ferry Road, Portland, Oregon, 97224, 1-800-547-3213) or their parent company Reebok International (150 Royall Street, Canton, Massachusetts 02021, 1-800-843-4444) to register your approval for the campaign. (Remember, companies are used to only hearing negative feedback -- a little positive response can go a long way.)
- * Contact local editorial writers, columnists, radio show hosts, etc. and suggest that these two campaigns provide a good comparison between socially responsible and socially irresponsible advertisers.

NOTE: *As always, we would appreciate receiving copies of any replies you receive to your letters.*

Useful Quotes

"Someone smoking in a bar isn't the kind of person we want to see in our shoes."
Bill Borders, President, Borders, Perrin & Norranger (Avia's ad agency)

"Philip Morris doesn't in any way intimidate us."
Dean Croft, President, Avia

"Market expansion in this industry means two things, kids and women."
Brown & Williamson marketing executive

"By their silence on the issue of tobacco company exploitation of women, these representatives of the women's movement, as well as publishers of women's magazines, must be viewed as accomplices in what has come to be called an 'equal opportunity tragedy.'"

Virginia L. Ernster, Ph.D.

If this is the only thing that gives your lungs a workout, don't buy our shoes.

Avia® makes authentic, no-nonsense aerobic shoes. Exclusively. They weren't designed to create an image of "fitness" for women who never exercise anything but facial muscles.

We trust you don't fall into that category. We trust you're serious enough about aerobics that you'll need all the cushioning and stability Avia's patented Cantilever® sole can provide.

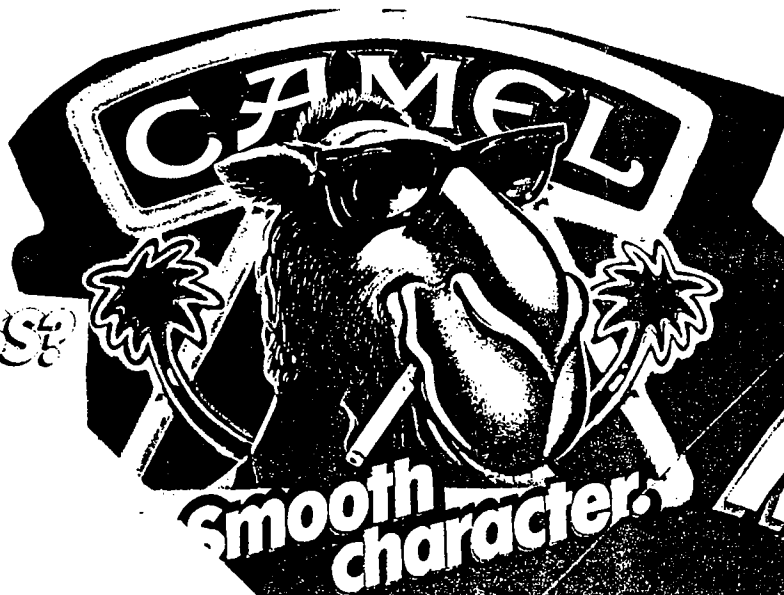
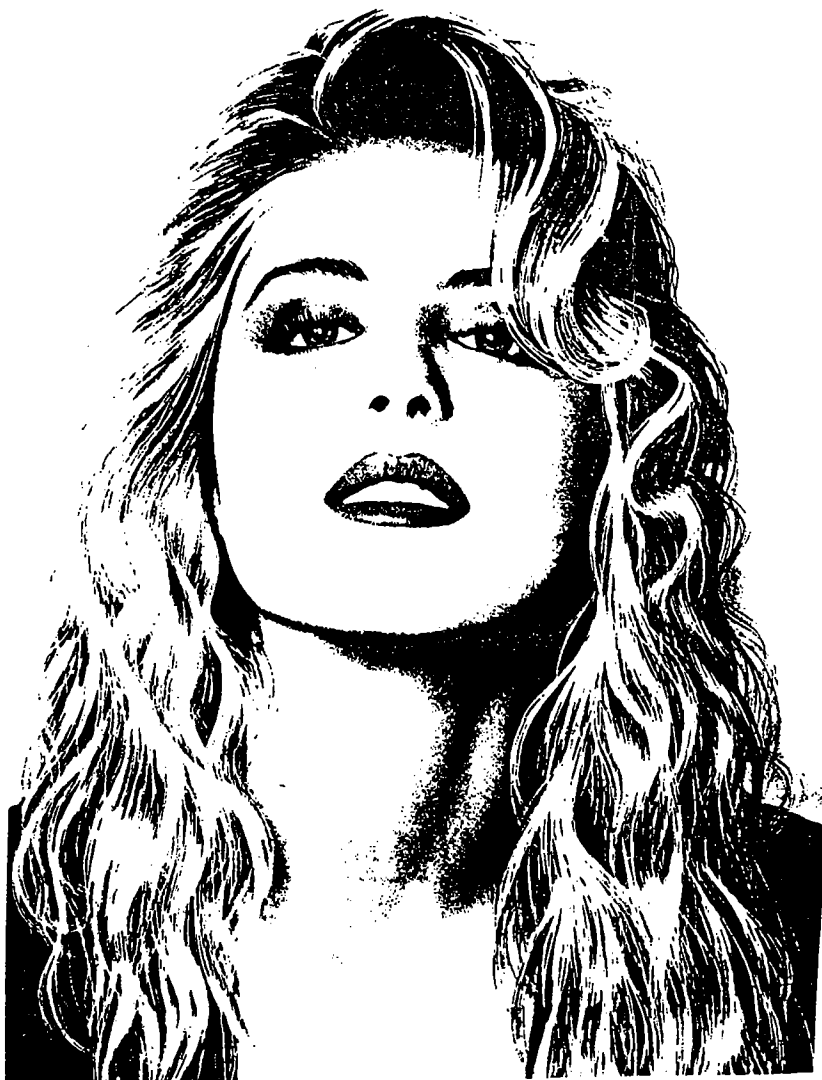
So if you're in the market for a serious pair of aerobic shoes, we recommend a pair of Avia 455's. If you're not all that serious, we'd rather you wear one of those nice, trendy athletic-looking brands available just about anywhere. Because we'd hate to see all our engineering innovations get lost in a puff of smoke. **FOR ATHLETIC USE ONLY.**

Please use Avia 455's only for their intended purpose: good, honest workouts.

AVIA

© 1988 AVIA, PORTLAND, OR. ALL RIGHTS RESERVED. 1-800-547-3213. INSIDE OREGON: (503) 684-0490.

**BORED? LONELY? RESTLESS?
WHAT YOU NEED IS...**



MOVES

**How to
impress someone
at the beach**

**SMOOTH
MOVE #334**

**FREE
PACK OFFER
ON BACK
PAGE!**

1. Run into the water, grab someone and drag her back to the shore, as if you've saved her from drowning. The more she kicks and screams, the better.
2. If you're overweight, lie on a towel with vertical stripes.
3. If you're underweight, lie on a towel with horizontal stripes.
4. Always have plenty of Camels ready when the beach party begins.

**LOOK FOR MORE
SMOOTH MOVES
COMING YOUR
WAY SOON.**



MITZ
SCOTT

Mel Peters
9350 Wilshire Blvd.
Beverly Hills, CA 90212

March 27, 1989

Dear Neil,

→ This belated response to your letter is long overdue.
I want to tell you that it's been a pleasure supporting
you during these more than twenty years. I also want to
let you know that all you have to do is ask and I will be
there.

My best to Margey and the children.
Best love.

Sincerely yours,



Peterson

NEIL GOLDSCHMIDT
GOVERNOR



OFFICE OF THE GOVERNOR
STATE CAPITOL
SALEM, OREGON 97310-1347

July 6, 1988

Lee H. Peterson
Attorney at Law
Pacific Building
100 High Street, Suite #204
Salem, OR 97301

Dear Mr. Peterson:

Thank you for your thoughtful post-Youth Congress letter. I agree with you in many respects.

As Governor, with over 40,000 state employees, I believe it is inappropriate to minimize commitment to work. I want it all...commitment to children, family, community, work...

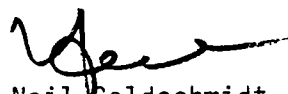
A number of states are developing children's programs this year and I think we are seeing a national trend focusing on children. At that level, we have programs ranging from "Just Say No to Drugs," missing children's pictures on milk cartons, fund raisers for abused children, to television sitcoms with children the central characters.

Oregon's "children's agenda" will become better defined with more direction over time. I have been traveling the state to find out just what is needed, what we have currently in place, and how all of us together can make up the difference.

We have learned a lot in our travels and I am very pleased at the level of enthusiasm of our citizens throughout Oregon. This is reflected in letters such as yours. In fact, I may want to keep you in my children's "speaker bureau" in case I come down with laryngitis.

Thanks, again, for sharing your ideas--and commitment to the children's agenda--with me.

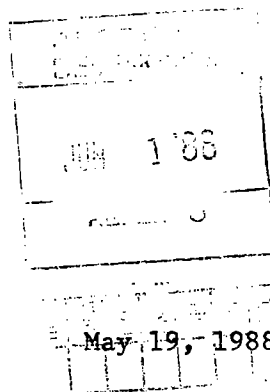
Sincerely,


Neil Goldschmidt
Governor

NG:srm
21065

*Fred
Muller
Comments?*

LEE H. PETERSON
Attorney at Law
Pacific Building
100 High St. Suite #204
Salem, OR 97301
(503) 585-9894



Governor Neil Goldschmidt
Oregon State Capital Bldg.
Salem, Oregon 97310

Re: Salem Youth Congress

Dear Gov. Goldschmidt,

I was a delegate, representing the North Salem Kiwanis at the Salem Youth Congress meeting last night. I was particularly pleased to witness the constructive mood which seemed to pervade the armory auditorium. You and your counterparts were right on the target as far as I can see; the problem is not a police problem, nor is it one to be solved by throwing money into government programs or agencies.

The problems facing our youth today are, in my opinion, a reflection of the social fabric of our communities and nation. They are also a mirror image of the range of problems facing the family in general, and parents too; both as individuals and as the backbone of the workforce.

A combination of factors has led to the situation we face today: shrinking funds for social programs and schools, as part of an attitude that government should not be expected to finance, nor is it equipped to effectively manage the welfare of individuals and families. Indeed, that government has no proper role in such private matters.

Further, a change in personal and social values has occurred since the tumultuous sixties whereby "ask not. . ." has been replaced by "me first. . .". This focus on personal success and achievement without regard to the welfare of others or of our communities around us is one of the chief, if not the most critical factors contributing to the demise of societal concern for the family, for children, for the disadvantaged, the handicapped, the unemployed etc.

I am writing to you to submit a challenge back to you, as you have done to us, and to citizens across the state. I submit that you personally, Dave Frohnmayer, Homer Kerns, Skip Liebertz, Nike Inc., Techtronics Inc. and on and on have also directly contributed to the problems of children and families. You have all, as employers, business leaders, government leaders and such, demanded such levels of "commitment" from your own staff's and employees to "succeed", "compete against the Japanese/Europeans", "do more. . .", "do it better. . ." "make the sacrifices for our work goals/produce. . ." that professional and non-professional

workers alike feel compelled to make the job, the boss, the career the first priority in their life - or face the risk that the ever demanding employer will find someone who will. | -

The inevitable result is less time, energy, motivation, or commitment left to invest in concerns of the community, children, the family. Having a personal commitment to family values has become almost a professional career liability. Working parents, both married and single, with conflicting needs of their children experiencing this dilemma every day.

I have personally experienced the stress of this forced division of loyalty, as an employee of the Salem-Keizer Public School District, the State of Oregon, and in every career path position I ever held. At no time have I ever felt that it was acceptable to place the kind of priority on family values and commitments that I hear you advocating; at least not if it came into conflict with job duties or supervisor's expectations.

I challenge you, as the leader of state government, to practice what you preach. Elevate the priority of family and community oriented values into your own administration. Validate the necessity of such employer support for the needs and demands of their employees and their families. Make room in the production schedule to accommodate conflicting demands on your workers; without stigmatizing them as slackards, non-productive or uncommitted to your organization.

I see it around me all the time. Young, and not so young professionals, para-professionals, clerical, technical workers of all types so consumed with work, career advancement, indeed, career survival, that little else matters. I personally doubt that all these people voluntarily adopt such compulsive attitudes. I know I did not. |

Until the power structure of government and the business world accept, and prioritize commitment to family values, active participation in addressing the needs of children and of people and the community in general, I fear that the working, middle class at least is not going to appreciably change. No one is going to voluntarily step off the tread mill and get left behind, if that remains the perception of personal commitment to such values.

Therefore I challenge you. Lead us all out of this competitive, driven, work above all else mentality. At least elevate and remove the stigma against personal commitments to our families, our children and to our community. There are indeed, more reasons for encouraging employees to become involved in civic, school, social and community activities and in the day to day lives of their children and their neighbors children than that it is good public relations for the employer.

Today I am an attorney sole practitioner, so I have the luxury of participating wherever and however I decide without external pressure. I am willing to try to do my part, as you challenged us last night. I really can envision a rebirth of commitment to children and families through this process that can, as David Frohnmayer and Barbara Roberts and you proposed: to return our communities and our society to the safe, clean, healthy environment for our children, and our children's children that we were fortunate enough to enjoy, and apparantly take for granted as children ourselves.

Sincerely,

A handwritten signature in cursive script that reads "Lee H. Peterson". The signature is written in dark ink and is positioned above the printed name.

Lee H. Peterson

Donald Petersen

Donald Petersen, Chairman
Ford Motor Company
American Road
Dearborn, Michigan 48121

313-322-3000

NEIL GOLDSCHMIDT
GOVERNOR



OFFICE OF THE GOVERNOR
STATE CAPITOL
SALEM, OREGON 97310-1347

1-25-88

Dear Don,
You've done a
great job! The
Fortune lover &
attitude were well-
deserved. Best wishes
for continued good
days/years at Ford.
Sincerely,
Neil Goldschmidt

KC 55186

RECEIVED

FEB 22 1990

Governor Neil Goldschmidt
State Capital
Salem, OR 97310

GOVERNOR'S OFFICE

Dear Governor Goldschmidt,

Thank you for putting forth
the issue of a Comprehensive
Nuclear Test Ban Treaty for
discussion by the national Governors
Association. We need leaders
who understand that nuclear
powered weapons are neither
a deterrent nor an effective means
of solving ~~our~~ differences. They
represent a catastrophic accident
ready to happen. Please continue
your efforts to bring some sanity

to our national leaders.

Sincerely,

Al R. Pedersen

ALAN R. PEDERSEN

26511 S. Meridian Rd

Aurora, OR 97002

RECEIVED

OCT 26 1988

GOVERNOR'S OFFICE

Neil,

I called Barbara at your office, so you should be signing the card for mom soon. I thought you'd like to see the invitations though, so here's one!

Sorry you can't make it, but appreciate your taking time to send her a card.

Thanks

Kathy Casler

~~649-7927~~

649-33-44

Mr Governor,

My name is Fernanda and I will spend one year here in Bend, Oregon. As I saw, this is a great state and I am very thankful for you are hosting me.

I want to give this flag as a present of my country. Brazil is a great country and I hope some day you can visit us.

Thank you for this opportunity. I am very happy to be here.

James Lussier, the president of the Chamber of Commerce is hosting me in his house.

Thank you once again

Fernanda C.S. Pereira

29/01/88

nordstrom

701 Southwest Broadway
Portland, OR 97205-3398
(503) 224-6666

October 27, 1989

Governor and Mrs. Neil Goldschmidt
533 Lincoln St. S.
Salem, Oregon 97302

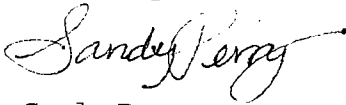
Dear Governor Goldschmidt,

As store manager of Nordstrom, downtown Portland, I would like to extend an invitation and complimentary tickets to you and Margie to attend a gala evening celebrating the re-opening of the newly remodeled downtown Nordstrom.

We at Nordstrom have not forgotten that it was largely due to efforts you made as Mayor which encouraged the Nordstrom 1977 expansion into our current downtown location.

I invite you and your wife to share in the Nordstrom celebration of the past twelve years, as well as its hopes for an even brighter future. Thank you for your vision and confidence in Portland; Nordstrom is delighted to play a continuing role in the city's growth.

Sincerely,

A handwritten signature in cursive script that reads "Sandy Perry".

Sandy Perry
Store Manager
Downtown Nordstrom

Enclosure



1908



1988

*Because you have shared in her life
by your friendship and love
the children of
Grace Tork Peek
request the pleasure of your company
at an Open House celebrating
her Eightieth Birthday
Saturday, November 12, 1988
from one until four in the afternoon
Valley West Homes Association
Recreation Building
3825 Kevington
Eugene, Oregon*

*Nordstrom invites you to a special
evening celebrating our newly
remodeled downtown Portland store*

Tuesday, November 14

7:00 to 10:00 p.m.

Nordstrom downtown Portland

701 S.W. Broadway

*Our celebration will include historical
fashion and photography exhibits,
chronicling nearly a century of
Portland style*

*Mannequin modeling of the season's
newest fashions*

*Live performances by local
jazz musicians*

*And an hors d'oeuvre buffet,
featuring foods and fine wines of the
Pacific Northwest*

Admission is 25.00 per person
with proceeds to benefit the Oregon
Historical Society

As reservations are limited,
R.S.V.P. by Friday, November 3

Cocktail attire



Oregon Historical Society
Event Committee Members

<i>Suzan Berry</i>	<i>Ethel Harms</i>
<i>Peg Bracken</i>	<i>Ann Kniefel</i>
<i>Janie Carlson</i>	<i>Rene McCullough</i>
<i>Jeanne Cone</i>	<i>Joan Minkler</i>
<i>Linda Goldsmith</i>	<i>Mickey Nordlinder</i>
<i>Gail Goodrich</i>	<i>Cora Smith</i>

Doris Wills Setzer, Chair

The Oregon Historical Society is our oldest statewide cultural and educational institution, and was recently named the best such organization in North America by *Town & Country* magazine.

A private, nonprofit organization with membership open to the public, the Society provides services including an exceptional regional research library, a quarterly journal, admission-free museum exhibitions, lectures and more. The current exhibition, '100 Years of Oregon Fashion,' is now on view at the Society's newly renovated downtown Portland headquarters—permanent home to two vast architectural murals which are Oregon's largest outdoor works of art.

DAVID V. YADEN

Neil,

Norma is a bit
squirrely on a lot of
things, but she deserves
a note on the protected
areas program.

have
RECEIVED

APR 21 1988

SANDY PERRY
STORE MANAGER

nordstrom
701 S.W. BROADWAY
PORTLAND, OR 97205-3398
503-224-6666 EXT. 200



SPONSOR :
Gutierrez Rotary Club
Brasil
District 476

Rotary International
Exchange Student 1988

FERNANDA PEREIRA

PARMA, 195 - PAMPULHA
BELO HORIZONTE - MG - 31310
(031) 441-2017
BRASIL

HOST :
Bend Rotay Club
USA
District 511

c/o Jim and Margie Lussier
21834 Boones Borough Drive
Bend - Oregon
97701 - USA
(503) 389-4082