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TO: Tina Walls
FROM: Henry Turner
SUBJECT: FET REGION VI PLAN

DATE: December 15, 1993

The following is a proposed plan and strategy to impact members of Congress during the November to February 1 recess on the Federal Excise Tax Issue. The strategy will be bifurcated into two areas. Those states with a large tobacco/agricultural predominance (South Carolina and Georgia) and those states without a tobacco interest (Florida, Mississippi and Alabama).

***Tennessee for the purposes of FET will remain with Jay Poole.**

TOBACCO STATES:

GEORGIA

Congressional Contact List:

*Senator Paul Coverdale
Congressman John Linder
Congressman John Kingston
Congressman Sanford Bishop
Congressman Matt Collins
Congressman Buddy Darden*

STRATEGY - Because Georgia is a tobacco state and tobacco plays a significant role in the State's agricultural based economy, a multi-faceted approach will be used. 1) Personal contact with State Contractors and Regional Director of Government Affairs; 2) Third Party Political Contacts; 3) Grass Roots; 4) Media; 5) Wholesalers, Suppliers and other entities with PM business interest.

1. **PERSONAL CONTACT** - Don Cargill and/or Regional Director of Government Affairs will contact all of the above for meetings on the FET issue. Don Cargill has a long time relationship with these individuals during his 30 years of lobbying in the State of Georgia. All of the members of Congress have served at one time or another in the State Legislature.

Don Cargill will deliver and discuss the TOBACCO RELATED JOBS IMPACT STUDY with each member stressing the number of jobs that could be impacted by an increase in the FET.

2. **THIRD PARTY POLITICAL CONTACTS** - One of our best assets will be to utilize third party political contacts to encourage the Congressional delegation to oppose the FET.

Contacts will be made with State Legislative Leadership by contractors and Regional Director of Government Affairs who will provide talking points and encouragement to facilitate contacts with the Congressional delegation. The following is a list of initial contacts to be made:

*House Speaker Tom Murphy
Speaker Pro Tempore Jack Connell
Rules Chairman Bill Lee
House Ways and Means Chairman Tom Buck
House Agriculture Chairman Henry Reeves
House Industry Chairman Roy Watson
House Majority Leader Larry Walker*

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Senate Majority Leader Walter Ray
Senate Appropriations Chairman George Hooks
Health and Human Services Chairman Charles Walker
Agriculture Committee Chairman Harold Reagan

Contact will also be made with State Agriculture Commissioner Tommy Irvin, State Revenue Commissioner Marcus Collins, State Natural Resources Commissioner Joe Tanner.

Governor Zell Miller will be approached to write members of Congress on the company's position on FET, but has on other issues, including NAFDA, not been willing to use his influence with the President.

AFLCIO - PM has an excellent relationship with Herb Mabry, Executive Director of the Georgia AFLCIO, and he will be contacted and encouraged to have his member unions call the members of Congress on the FET issue.

3. GRASS ROOTS - A grass roots effort will be mounted to impact members of Congress on the FET issue. Congressmen Kingston, Bishop and Collins all have significant tobacco interest in their districts. Grass roots elements that will be employed to impact them are as follows:

Georgia Tobacco Business Network mobilization (phone calls/letters/personal visits)
Georgia Agribusiness Council (phone calls/letters/personal visits/editorial in their monthly newsletter)
Georgia Farm Bureau (phone calls/letters/membership mobilization)
Tobacco Warehousemen Association (personal contacts with Kingston, Bishop and Collins)
Georgia Convenience Store Association contacts by Executive Director Jim Tutor with members)
Georgia Chamber of Commerce (contacts by Executive Director Charlie Harmon)

GRASS ROOTS II - Congressmen Darden and Linder do not have significant tobacco/agricultural interest in their districts but can be impacted by using the following:

Georgia Farm Bureau (phone calls/letters/membership mobilization)
Georgia Chamber of Commerce (contacts by Executive Director Charlie Harmon)
Georgia Convenience Store Association (contacts by Executive Director Jim Tutor with members)

GRASS ROOTS III - Senator Paul Coverdale/All of the above will be used to impact the Senator.

4. MEDIA - There are various agricultural publications in the State including the Georgia Agribusiness Newsletter, Georgia Farm Bureau Magazine and Market Bulletin. These will be used utilizing letters to the editor and/or editorial comment to put forward an anti FET position.

The PR firm of Cohn and Wolfe can be used to impact and place letters to the editor and editorial comment with the major newspapers in the State.

The Georgia Farm Bureau in conjunction with Georgia Public TV has a agricultural program titled *The Georgia Farm Report*. The program is in a talk show format and John Thomas, Georgia Tobacco Network Manager can be scheduled to appear.

5. WHOLESALERS, SUPPLIERS, ETC. - Contacts will be made with major suppliers and wholesalers in the State to encourage them to call and write their member of Congress. Talking points and arguments will be delivered for them to use in their contacts.

NOTE: Unless there are reasons to the contrary, all members of the Georgia Congressional delegation should be contacted using the above strategy and plan. In particular, I feel Senator Sam Nunn should be included on this list.

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SOUTH CAROLINA

Congressional Contact List:

*Congressman James Clyburn
Congressman Butler Derrick
Congressman John Spratt*

STRATEGY - South Carolina is a tobacco state and tobacco is the state's most profitable agricultural commodity. It impacts over one half of the state's agricultural base. The most important asset that we have to impact members of Congress on the FET issue is the personal relationships built up over the years between our contractors and the business grass roots coalitions that have been developed around the tobacco industry in the state. Therefore, a multi-faceted approach will be used. 1) Personal contact with State Contractors ; 2) Third Party Political Contacts; 3) Grass Roots; 4) Media; 5) Wholesalers, Suppliers and other entities with PM business interest.

1. **PERSONAL CONTACT** - Dwight Drake, and Tom Smith (TBN Manager) will contact all of the above for meetings on the FET issue. Both contractors have a long time relationship with these individuals and our best asset in the above cases is personal contact.

Dwight Drake and Tom Smith will deliver and discuss the TOBACCO RELATED JOBS IMPACT STUDY with each member stressing the number of jobs that could be impacted by an increase in the FET.

2. **THIRD PARTY POLITICAL CONTACTS** - One of our best assets will be to utilize third party political contacts to encourage the Congressional delegation to oppose the FET.

Contacts will be made with State Legislative Leadership by contractors who will provide talking points and encouragement to facilitate contacts with the Congressional delegation. The following is a list of initial contacts to be made:

*House Speaker Bob Sheheen
House Ways & Means Committee Chairman Billy Boane
House Agriculture Committee Chairman Tom Rhoad
House Education Chairman Dave Waldrip
House Labor, Commerce and Industry Committee Chairman Tom Alexander
House Judiciary Chairman Jim Hodges
Representative Hicks Harwell
Representative Bubba Snow*

*Lt. Governor Nick Theodore
President Pro Tempore Marshall Williams
Senate Majority Leader John Land
General Committee Chairman Tommy Moore
Labor, Commerce and Industry Committee Chairman Jay Vern Smith*

3. **GRASS ROOTS** - A grass roots effort will be mounted to impact members of Congress on the FET issue. Congressman Clyburn, Derrick and Spratt all have significant tobacco interest in their district. Grass roots elements that will employ to impact them will be as follows:

*South Carolina Tobacco Business Network, mobilization (phone calls/letters/personal visits)
South Carolina Farm Bureau (phone calls/letters/membership mobilization)
Tobacco Warehousemen Association (personal contacts with Clyburn, Derrick and Spratt)
South Carolina Convenience Store Association (contacts with members)
South Carolina Chamber of Commerce (contacts with members)*

4. **MEDIA** - There are various agriculture publications in the State including the *South Carolina Farm Bureau* magazine, *Market Bulletin*, and *TBN Newsletter*. These will be used utilizing letters to the editor or editorial comment to put forward an anti FET position.

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5. **WHOLESALE, SUPPLIERS ETC.** - contacts will be made with major suppliers and wholesalers in the State to encourage them to call and write their member of Congress. Talking points and arguments will be delivered for them to use in their Contacts.

NOTE: Unless there are reasons to the contrary, all members of the South Carolina Congressional delegation should be contacted using the above strategy and plan.

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ALABAMA

Congressional Contact List:

Senator Howell Heflin
Senator Richard Shelby

Congressman Spencer Bachus
Congressman Earl Hillard
Congressman Tom Bevill
Congressman Glen Browder
Congressman Sonny Callahan
Congressman Terry Everett

STRATEGY - Because Alabama is not a tobacco state, we must rely primarily on the personal relationships that have been developed between Tom Coker and the individual member. We will also utilize third party political contacts with close political friends and some grass roots contact with business collations and wholesaler, supplier etc. contacts.

1. **PERSONAL CONTACT** - Tom Coker will contact all of the above on the FET issues. Tom has a long time relationship with these individuals during his 25 years of lobbying in the State of Alabama. In many instances he has been the chief fund raiser for their congressional campaigns. Tom will utilize the TOBACCO RELATED JOBS IMPACT STUDY with each member stressing the number of jobs that could be impacted by an increase in the FET.

2. **THIRD PARTY POLITICAL CONTACTS** - We will utilize third party political contacts to encourage the Congressional delegation to oppose the FET.

Contacts will be made with State Legislative leadership by Tom Coker and Regional Director of Government Affairs who will provide talking points and encouragement to facilitate contacts with the Congressional delegation. The following is a list of initial contacts to be made:

Governor Jim Folsom (Governor Folsom has already written one letter to the President in opposition of the FET. He will be asked to write letters to the Congressional delegation encouraging them to oppose.)

House Speaker Pro Tempore Jim Campbell
House Ways & Means Committee Chairman Taylor Harper
House Health Committee Chairman Joe Carruthers

Senate President Ryan deGraffenried
Senate Finance Committee Chairman Fred Horne

3. **GRASS ROOTS** - A grass roots effort will be mounted to impact members of Congress on the FET issue. The Alabama Retail Association, Alabama Tobacco and Candy Association and the Alabama Convenience Store Association will be mobilized to write letters and call Congressional members in opposition to the FET.

4. **WHOLESALERS, SUPPLIERS, ETC.** - Contacts will be made with major suppliers and wholesalers in the State to encourage them to call and write their member of Congress. Talking pints and arguments will be delivered for them to use in their contacts.

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FLORIDA

Congressional Contact List:

Senator Bob Graham
Senator Connie Mack

Congressman Earl Hutto
Congressman Pete Peterson
Congressman Jim Bacchus
Congressman Harry Johnston
Congressman Carrie Meek
Congresswoman Karen Thurman
Congressman Peter Deutsch

STRATEGY - Florida is not a tobacco state, and possesses the strongest anti movement in the south. Our greatest asset will be personal contacts made by John French, Jim Rathbun and business coalition grass roots contact with the individual members.

1. **PERSONAL CONTACT** - John French is a former Executive Director of the Florida Democratic Party and one of the preeminent lobbyist in the state. Jim Rathbun is the former Minority Staff member of the Florida House of Representatives and has an excellent relationship with Senator Connie Mack. The appropriate contractor will make the above contacts to discuss the FET issue and discuss the TOBACCO RELATED JOB IMPACT STUDY with each member discussing the number of jobs that could be impacted by an increase in the FET.

2. **THIRD PARTY POLITICAL CONTACTS** - We will utilize third party political contacts to encourage the Congressional delegation to oppose the FET.

Contacts will be made with State Legislative Leadership by contractors and Regional Director of Government Affairs who will provide talking points and encouragement to facilitate contacts with the Congressional delegation. The following is a list of initial contacts to be made:

House Speaker Bo Johnson
House Rules Committee Chairman Peter Rudy Wallace
House Business and Professional Regulation Committee Chairman Fred Lippman

Senate President Pat Thomas
Appropriations Committee Chairman W. D. Childers
Senate Minority Leader Ander Crenshaw

3. **GRASS ROOTS** - A grass roots effort will be mounted to impact members of Congress on the FET issue. Principal among these will be a mobilization of the Florida Associated Industries Group and the Florida Tobacco and Candy Association. Phone calls and letter writing campaigns will be initiated by these groups to the individual members of Congress.

4. **WHOLESALEERS, SUPPLIERS, ETC.** - Contacts will be made with major suppliers and wholesalers in the State to encourage them to call and write their member of Congress. Talking points and arguments will be delivered for them to use in their contacts.

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MISSISSIPPI

Congressional Contact List:

Senator Thad Cochran
Senator Trent Lott

Congressman Sonny Montgomery
Congressman Mike Parker
Congressman Gene Taylor
Congressman Jamie Whitten

STRATEGY - Our primary strategy in Mississippi will be four fold; the strength of Buddy Medlin's personal relationships with members, a limited grass roots organization, third party political contacts. and wholesaler, supplier, etc. mobilization

1. PERSONAL CONTACT - Buddy Medlin has been involved in the political process in Mississippi for over 30 years and has an excellent relationship with all members of Congress. He will meet individually with each member to be contacted and deliver and discuss the TOBACCO RELATION JOBS IMPACT STUDY with each member stressing the number of jobs tht could be impacted by an increase in the FET.

2. THIRD PARTY POLITICAL CONTACTS - One of our best assets will be to utilize third party political contacts to encourage the Congressional delegation to oppose the FET.

Contacts will be made with State Legislative Leadership by Buddy Medlin who will provide talking points and encouragement to facilitate contacts twith the Congressional delegation. The following is a list of initial contacts to be made:

Governor Kirk Fordice is a Republican with a very close relationship to PM. We will request that the Governor write a letter to the member of the Congressional delegation in opposition to the FET.

House Speaker Tim Ford
House Ways and Means Committee Chairman Charlie Williams
House Appropriations Committee Chairman Charlie Capps

Lt. Governor Eddie Briggs

3. GRASS ROOTS - A grass roots effort will be mounted to impact members of Congress on the FET issue utilizing the Mississippi Retail Association and Mississippi Convenience Store Association.

4. WHOLESALERS, SUPPLIERS, ETC. - Contacts will be made with major suppliers and wholesalers in the State to encourage them to call and write their member of Congress. Talking points and arguments will be delivered for them to use in their contacts.

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