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Subseries: Subject Files

OA/ID Number: 14837
Folder ID Number: 14837-003

Folder Title:
Straight Inc. [1]

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Withdrawal/Redaction Sheet

(George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
01. List	Re: Photo Opportunity with John and Louise Ryan [SSN redacted] (1 pp.)	n.d.	(b)(6)	

Collection:

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WHORM Cat.:
File Location: Straight, Inc. [1]

Date Closed: 2/15/2011	OA/ID Number: 14837-003
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P-1 National Security Classified Information [(a)(1) of the PRA]
P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]
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(b)(9) Release would disclose geological or geophysical information

Photo Opportunity with John and Louise Ryan
Captain, U.S. Navy Retired
(Parents of Katie Ryan Brady)

11:50 a.m. March 17, 1987
Bellevue Biltmore Hotel
Belleair, Florida

John W. Ryan
12/21/20

(b)(6)

Louise J. Ryan
5/22/23

(b)(6)

Home Address:

3221 Annwood Road; Largo, Florida 813/393-8196

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OFFICE OF THE VICE PRESIDENT
WASHINGTON

BRIEFING MEMORANDUM FOR THE VICE PRESIDENT

VISIT TO STRAIGHT, INC. HEADQUARTERS

DATE: TUESDAY, MARCH 17, 1987
TIME: 10:30 A.M. - 11:30 A.M.
LOCATION: STRAIGHT, INC. NATIONAL HEADQUARTERS
ST. PETERSBURG, FLORIDA

FROM: PHIL BRADY *Phil Brady kr*

I. PURPOSE/BACKGROUND

This visit to Straight, Inc., a non-profit, privately-funded drug rehabilitation program for young people, is at the request of the program's 1975 founder (with his wife Betty) and current national chairman, Mel Sembler. There are eight treatment facilities nationwide (e.g. Atlanta, Boston, Dallas, etc.), and the program is headquartered in St. Petersburg. The First Lady visited the St. Petersburg facility in 1982 (one of her first solo trips from Washington and the beginning of her involvement in the anti-drug effort) and the Springfield, Virginia Center in 1985 accompanied by Princess Diana.

The 12-18 month treatment program itself is based on family participation and positive peer pressure to end dependence on drugs and restore self-confidence and self-respect. More than 6,000 young people (12-21 years old) have gone through the Straight, Inc. program and currently 1,200 are in treatment nationwide. Straight, Inc. reports a success rate of almost 75 percent.

Attached is a copy of the Straight, Inc. press release detailing your visit to the program.

II. PARTICIPANTS

400-500 young people and their parents

III. PRESS PLAN

Open Press

Bush Presidential Library Photocopy

STRAIGHT

PRESS ADVISORY

FOR IMMEDIATE RELEASE

March 10, 1987

Vice President George Bush to Visit St. Petersburg STRAIGHT Program

Vice President George Bush, Chairman of the South Florida Task Force on Drugs, will visit STRAIGHT at their Tampa Bay area treatment facility on March 17, 1987 at 10:30 am, the White House confirmed today.

The Vice President will participate in a group meeting and meet with several children currently in the program. Additionally, the Vice President will be presented with an award honoring his leadership of the successful task force activities on illegal drugs.

STRAIGHT is a non-profit treatment program for children between the ages of 12 and 22. The St. Petersburg, Florida program is one of eight facilities operating nationwide.

To ensure that the press may thoroughly prepare for this important event, the STRAIGHT Tampa Bay program invites all members of the media to an open meeting on Friday evening, March 13, at 6:00. Each Friday evening STRAIGHT conducts an open meeting which highlights the progress of the children and families in the program. This meeting offers the best possible overview of the program.

Additionally, materials will be available outlining the treatment process and one-on-one interviews can be arranged with parents, counsellors, and the children currently in the STRAIGHT program, after the open meeting.

Statement of STRAIGHT Executive Mel J. Riddle, EdD, Executive Director

"We are truly honored to have Vice President Bush visit the Tampa Bay STRAIGHT treatment program. VP Bush has been a leader in the fight to rid our nation of illegal drugs. His timely emphasis upon efforts at interdiction has given new impetus vital to the government's efforts to stop drugs before they cross America's borders. We are honored that we have this opportunity to recognize his life-saving efforts while sharing with him our treatment solution for those children already caught in the deadly grip of drug addiction."

For further information concerning the visit or to RSVP for the open meeting on Friday evening, please contact Linda Hedden, 813/576-8929.

TALKING POINTS
STRAIGHT, INC., ST. PETERSBURG, FLORIDA
MARCH 17, 1987

APPRECIATION

- Thank you for the thoughtful presentation, but more importantly, for the opportunity to observe this dramatic example of young people and their parents joining together to eliminate drugs from their lives.

(2)

LAW ENFORCEMENT ROLE

- As [Mel] mentioned, my primary role in the drug war has been helping to coordinate law enforcement efforts to stop the flow of drugs into our country. However, I fully recognize the sad truth that, as President Reagan has said, "all the law enforcement in the world will not defeat the drug plague as long as it's kept alive by public acquiescence".

(3)

IMPORTANCE OF DEMAND
REDUCTION

- That's why the real action is here, in programs such as this one. Your focus is on stopping the use of illegal drugs and going about the essential task of regaining control over your lives. Vigorous law enforcement must and will continue, but ultimately the success of our national crusade against drugs depends on young people such as yourselves saying "our tolerance for drugs is over".

(4)

ACKNOWLEDGEMENT OF FIRST LADY

-- The First Lady recognized that reality long before the rest of us in government, and she's the first to acknowledge that much of the inspiration for her important "Just Say No" program comes from her visits to Straight, Inc. ~~Mel Sembler and his wife and partner Betty have been involved in the fight against drug abuse for fifteen years, and I'm~~ advised more than 6,000 young people have now graduated from this program nationwide.

*You
in Straight
had been
involved since
1975*

MESSAGE TO KIDS IN
ATTENDANCE

(5)

-- I'd like to commend the young people here today for your commitment to be free of drugs and to turn your lives around. The Armed Services currently has an advertising campaign based on the concept of "Be All That You Can Be". My message to you is exactly the same. Your potential is quite literally unlimited, but not if you allow that future to be jeopardized by drugs. I'm confident that given the facts on the destructiveness of drug abuse, you'll make the decision to "Just Say No".

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(6)

MESSAGE TO PARENTS
IN ATTENDANCE

- I'd also like to commend the parents who are here for their willingness to actively participate in defeating the drug plague. You recognize that teenage drug addiction is a family problem which requires a family solution. Your very presence here demonstrates the love you have for your sons and daughters and your determination to overcome the problem. That's a hopeful and inspiring combination.

(7)

CONCLUSION

- Thank you for allowing me to share this very personal experience with you and for being on the frontline of our national campaign for a drug-free America.
- [Question & Answer Session]

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*File under
Straight, Inc.*



OFFICE OF THE VICE PRESIDENT
WASHINGTON

June 24, 1986

MEMORANDUM FOR CRAIG FULLER

FROM: PHIL BRADY *[Signature]*

With regard to the attached request from Congressman Bilirakis for the Vice President to visit Straight, Inc., please be advised that this nationwide program has been a priority concern of the First Lady's and is frequently cited by her in speeches as a rehabilitation model. During Prince Charles and Lady Diana's visit to Washington last fall, the First Lady escorted the latter through the Fairfax Office of Straight, Inc., and she is regularly invited to visit other branch offices. For example, this Friday Carlton Turner will be filling in for the First Lady at a commemorative ceremony at the Baltimore office of Straight, Inc.

Accordingly, based on conversations with Carlton Turner and Ken Barun of the First Lady's Office (in Jack Courtemanche's absence) it would seem that Straight, Inc. is so closely identified with the First Lady that we should respectfully decline and concentrate on providing helpful visibility to other programs in the field. Please advise if you concur, and I'll handle the regret unless you otherwise prefer.

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U.S. Attorney in Miami Guarded After Threats

By JON NORDHEIMER

Special to The New York Times

MIAMI, March 16 — Leon B. Kellner, the United States Attorney for the Southern District of Florida, has been under heavy guard since Federal intelligence agencies reported more than two weeks ago that a South American narcotics ring planned to kill him, Federal law-enforcement officials said today.

Death threats against Mr. Kellner, who is the top Federal law-enforcement official in south Florida, "are considered a very serious and sensitive matter," a spokesman for the Justice Department said today.

John Russell, a Justice Department spokesman in Miami, said department policy prevented him from disclosing

States attorneys, according to his office.

Other law-enforcement officials said Mr. Kellner and his family were moved by the marshals into a safe house while his home was under surveillance by the authorities. Both the United States Marshals Service and the Federal Bureau of Investigation in Miami refused to comment on the case.

Mr. Kellner's office has been active in the prosecution of several large drug rings. Last November, he announced indictments against leaders of a powerful and violent Colombian drug ring, called the Medellín cartel after the Colombian city in which it originated. The indictments accused the ring of smuggling 58 tons of cocaine into the U.S. over the past decade.

One of the top figures named in the indictment was Carlos Lehder Rivas, who in early February was arrested in Colombia and promptly extradited to the United States where he is to be tried on an earlier indictment.

Mr. Lehder, who is suspected along with others of ordering the deaths of top Colombian officials who fought the cartel's operations, is being held in Atlanta where he awaits trial on a 1981 Federal indictment accusing him of masterminding the importation and distribution of cocaine in the United States.

Allegations Against Office

It was not clear if the Federal authorities believed that the Medellín cartel was the source of the threats against Mr. Kellner. Officials, however, have expressed concern since Mr. Lehder was whisked into this country on Feb. 4 that his associates might use violence against the American authorities as it had been used against Colombian judges, prosecutors and investigators.



Leon B. Kellner

Associated Press

On Feb. 5, the day of Mr. Lehder's arraignment, Federal marshals in Tampa made a show of strength, appearing on the street outside the courthouse armed with automatic weapons.

Mr. Kellner, a 40-year old former New Yorker and Harvard Law School graduate, oversees one of the busiest offices in the Federal judicial system. He has said that 50 per cent of the 2,700 defendants prosecuted by his office last year were involved in drug cases.

More recently, he has been thrust into a different role, defending his office from allegations made by Federal lawyers that the Reagan Administration sought to impede narcotics investigations in Miami that could have led to the discovery of the private network, said to have been organized by the National Security Council, to provide military aid to the rebels in Nicaragua.

Mr. Kellner has denied reports indicating that he came under pressure from Attorney General Edwin Meese 3d to delay his investigations to prevent damage to White House efforts to aid the rebels, known as the contras.

Prosecutor got indictment of a Colombian ring.

details of the threats. Another official, however, said Mr. Kellner and his family were under 24-hour guard by Federal marshals and that he had cancelled public appearances because of the threats. Last week he stayed away from his offices at the Federal office building here as extra security precautions were added there and at the Federal courthouse.

On March 6, the day when, according to one official, attempts were to be made on the prosecutor's life, a special weapons and tactics team from the Miami Police Department took up positions around the courthouse. On that day Mr. Kellner was out of the state, attending a national meeting of United

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Preservation

- o Straight was started by 10 parents in St. Petersburg, Florida in 1975 and opened in 1976 (it took a year to get off the ground).
- o The first center was opened with the assistance of Dr. Herbert Goldstein, a psychologist, who was familiar with treatment needs and the importance of the family.
- o Dr. Goldstein still works with Straight and is responsible for visiting centers and reviewing their program. He is their "quality control."
- o Straight has helped over 4,000 young people and there are an estimated 800 students in existing centers.
- o Straight centers are located in:
 - * St. Petersburg/Tampa Bay (first center)
 - * Orlando
 - * Atlanta
 - * Cincinnati
 - * Washington, D.C./Springfield, VA
 - * Boston
 - * Detroit

 - * Dallas will open a center soon
- o There are many cities requesting centers, including Costa Rica and London. In fact, discussions will begin on January 26 for officials in London.
- o There is considerable time required in training counsellors, so the delay in opening more centers is a result of training time and not need or desire.
- o About 74% of all of the kids who enter Straight graduate and of that 74%, 64% are drug-free one year after graduation.
- o Pot and alcohol are tied for the most frequent drug of abuse. Cocaine is rising and now ranks third (under pot and alcohol). There is very little heroin.

Philosophy

Dealing with a child who is an addict -- the siblings are affected because they know things the parents don't know; and the parents are affected because their initial reaction is that they failed. Therefore, Straight concentrates a lot of the work on activities with the family. Also, because most young people's activities (school classes, parties, etc) are done in groups, the counselling is done in group sessions.

When a child gets involved with drugs, they throw their life away in 5 stages:

- 1) Positive things/activities (i.e. church groups);
- 2) Straight friends;
- 3) School (activities and classes);
- 4) Family; and
- 5) Themselves

The Straight program tries to reverse that behavior and focuses on the following five phases (in order). The time is approximate and varies from child to child. However, every 2 weeks, each child is reviewed by the group and staff. To progress in each phase, the child must first pass the approval of the group and then review by the staff.

- 1) Themselves -- convince them they are not crazy, that what they have done is not unique and they can become a good person. (60 days - inpatient) *Foster Home*
- 2) Family -- involve the siblings and parents to reopen lines of communication and teach ways to live with a family. (30 days - day care in own home) *Own Home*
- 3) School -- that they can learn if they are not drugged, they are not stupid. (30 days - day care in own home)
- 4) Positive alternatives and friends -- teach them how to have a good time, make straight friends and attend parties without doing drugs. (120 days - outpatient) *After School*
- 5) Society -- you must return to society what society gives you, teach them responsibility for their actions and what they can contribute to society. (60 days - outpatient) *Community*

Straight teaches the child to live by these following 7 philosophies in each phase of their recovery.

Seven Steps of Recovery:

- 1) Admit that I am powerless over drugs and come to believe that a power greater than myself can restore me to sanity.
- 2) Make a decision to turn my will and my life over to the care of God as I understand Him.
- 3) Make a searching and fearless moral inventory of myself daily.
- 4) Admit to God, myself and another human being the exact nature of my wrongs immediately.

- 5) Make direct amends to such people wherever possible except when to do so would injure them, myself or others.
- 6) Seek through prayer and meditation to improve my conscience contact with God as I understand Him. Praying only with the knowledge of His good will for me and the power to carry that out.
- 7) Having received the gift of awareness, I will practice these principals in all my daily affairs and carry the message to all I can help.

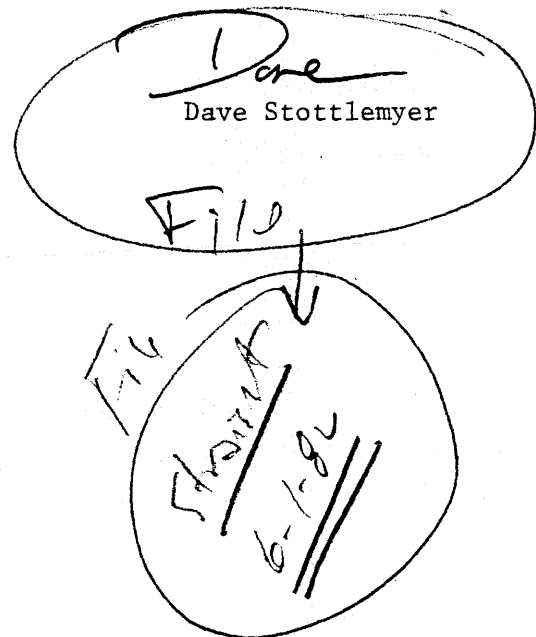
OFFICE OF THE VICE PRESIDENT
WASHINGTON, D.C.

June 1, 1982

Carlton,

Attached for your information are some materials about our efforts in establishing Straight in the D. C. area. We are making a concerted, and successful, effort to get the politicians on board. An example is what Frank Wolf put in the Congressional Record last week.

I've asked Sue for an appointment with you to present an idea we have developed. Look forward to seeing you again.



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TRAIGHT
Direction for Youth

May 28, 1982

FOR IMMEDIATE RELEASE:

Straight, Inc., the adolescent drug rehabilitation program headquartered in St. Petersburg, Florida, will open a Washington branch in the fall. More than 90 youngsters from the greater Washington area are in the drug-free program. Their parents have raised the \$150,000 Straight, Inc. required by June 1 to lease a building, begin staff training and assure a fall opening. The Washington Straight branch needs an additional \$100,000 by July 1 and \$200,000 more by next January to meet first year expenses. Local firms and civic organizations are organizing a Straight Weekend for Greater Washington June 26-27 to help meet the next financial goal.

Straight, Inc. national executive director James E. Hartz said he is excited about the "fantastic job" Washington area parents have done to mobilize support behind Straight. Since opening in St. Petersburg in 1976, Straight, Inc. has established branches in Sarasota, Atlanta and Cincinnati. The non-profit, family oriented program is funded entirely by client fees and private contributions.

-30-

Contact: Fred Collins 360-5791

Northern Virginia Organizing Committee • P.O. Box 445 • Great Falls, Virginia 22066
Straight, Inc. • P.O. Box 40052 • St. Petersburg, Florida 33743

A non-profit family oriented drug rehabilitation program for the youthful drug abuser.

Bush Presidential Library Photocopy



STRAIGHT
Direction for Youth

STRAIGHT WEEKEND FOR GREATER WASHINGTON

*** JUNE 26-27 ***

Drug and alcohol abuse is one of the major causes of crime, vandalism, shoplifting, school and job truancy, and school drop-outs. Sheriff Huggins of Fairfax County, in a recent study, found that 94% of the inmates at the Fairfax County jail were under the influence of alcohol and/or drugs at the time of their arrest. The Fairfax County School Board has declared substance abuse as a priority issue. The existence of a Straight, Inc. adolescent drug rehab program in this area will play an important role to begin reversing these community problems caused by drug abuse. It will open in September 1982, and will eventually serve 350 families. Straight works because it is intensive therapy, 12 hours a day, and long term, 10-18 months. The family is involved in the treatment through raps and takes part in the foster home system. A large portion of the staff consists of carefully trained graduates of the program. It is affordable, with the current total fee being \$2100 for the entire program scaled on the ability of the family to pay.

Costs are kept low because of the volunteerism of the parents, the small number of highly paid adult professional staff, and because the foster home system eliminates the cost of expensive residential care. The program is financed solely by the fees of the families it serves and by contributions from citizens, businesses and foundations. No government funds are accepted. Straight feels that continuous financial support from the community serves as proof of a successful program.

⁷⁰ The ~~60~~ local families involved in this effort have raised ~~\$75,000~~ ^{\$150,000} of our \$450,000 goal. Now we are turning to the business community to help us complete our goal. The weekend of June 26-27 has been designated as "STRAIGHT WEEKEND FOR GREATER WASHINGTON". On those days businesses all over the metropolitan area will donate a portion of their receipts, services, or cash donations to the Straight, Inc. fund raising campaign. Donations are tax deductible. Participating businesses will be listed by shopping area in advertisements in the Washington Post and Journal newspapers. For those donating cash, a minimum of \$100 is required for newspaper listing. Other forms of publicity such as radio, posters, and flyers will also be done. As a participating business you will be given a large poster designating your type of sponsorship to display in your front window. Two small posters will be provided for use inside your establishment. After the STRAIGHT WEEKEND FOR GREATER WASHINGTON is completed, a Straight person will visit you to collect the proceeds.

Some of the companies already a part of this campaign include: Time Out Family Amusement Centers, Inc., Kings Dominion, United Virginia Bank, Alpert & Alpert, Inc., General Vending, Solution Consultants, Arkem Enterprises, Letterform Graphics, Inc.

Won't you please join them? Remember, donations are tax deductible.

Northern Virginia Organizing Committee • P.O. Box 445 • Great Falls, Virginia 22066
Straight, Inc. • P.O. Box 40052 • St. Petersburg, Florida 33743

A non-profit family oriented drug rehabilitation program for the youthful drug abuser.

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United States
of America

Congressional Record

PROCEEDINGS AND DEBATES OF THE 97th CONGRESS, SECOND SESSION

Vol. 128

WASHINGTON, MONDAY, MAY 24, 1982

No. 64

E 2433

STRAIGHT, INC.

HON. FRANK R. WOLF

OF VIRGINIA

IN THE HOUSE OF REPRESENTATIVES

Monday, May 24, 1982

● Mr. WOLF. Mr. Speaker, I want to bring to the attention of my colleagues the opening of a drug rehabilitation program called Straight, spearheaded by parents and business people in the 10th Congressional District of Virginia which has overwhelming importance to our young people and thus

to the entire Nation. The greater Washington area program is modeled after the successful original Straight program in St. Petersburg, Fla., which has helped approximately 2,000 young people become responsible, drug-free citizens again. With the country's growing drug-abuse problem, now reaching into the middle and elementary schools to exploit the youngest and most vulnerable individuals in our society, this type of help is vitally needed.

Adolescent drug and alcohol use has become America's fastest growing health problem. Drug users are not necessarily children from underprivileged families as commonly believed, but more often from well-to-do and unsuspecting families at higher income levels. It makes sense that these children are better able to obtain large sums of money to support their drug habits, as well as keeping them hidden from their families.

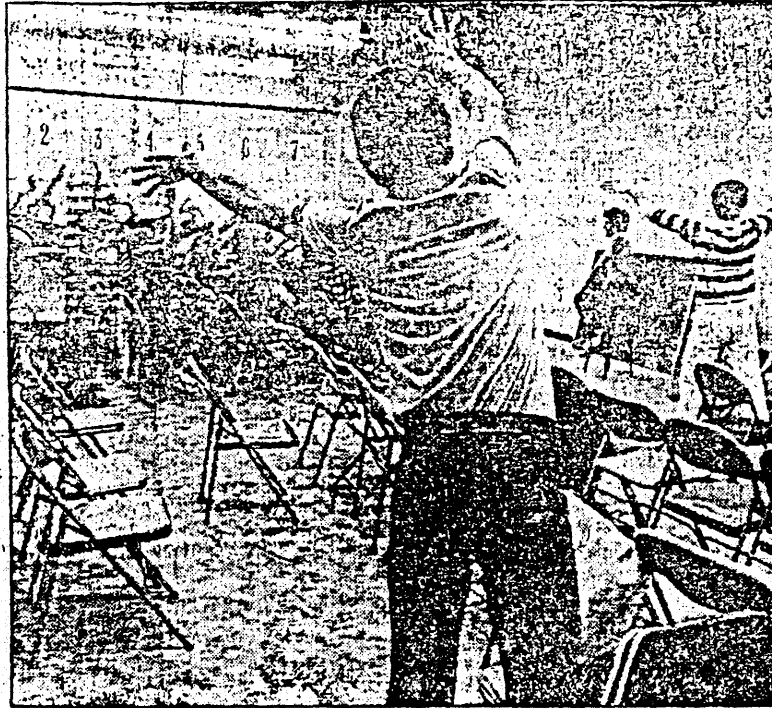
Straight, Inc. is a nonprofit, privately funded, family oriented program which provides rehabilitation services for 12 to 21-year-old drug users from around the country. It focuses on family participation and positive peer pressure to reinstate a positive self-regard and self-respect to the young person. Straight accepts no money from any level of government. All operational proceeds are generated from the families it serves and donations from interested groups and individuals within the community.

Although the St. Petersburg program has accepted cases from all over the country, including many from the greater Washington area, the facility is rapidly approaching the time when the need for its services will far surpass its capacity. Moreover, there are literally thousands of other families who could benefit from this program but cannot afford to send their children to Florida. The Northern Virginia Organizing Committee has already received hundreds of calls from area families who need help. I support their work and want to endorse the committee's present campaign to solicit contributions from corporations, businesses, foundations, churches, civic clubs, and individual citizens in order to obtain financial support to bring this highly effective treatment program to this area. The group's first public event to raise funds to support Straight will come June 26-27, during "Straight Weekend for Greater Washington," when area businesses will donate percentages of their profits to this worthy cause.

Straight is an excellent example of people, not government, helping other people. This is the spirit that made our country great and will keep it that way for young and old alike. I commend the 83 area families who are working so hard to establish the Straight program in northern Virginia. If you would like further information about "Straight Weekend for Greater Washington" or other aspects of the program, I encourage you to contact the Northern Virginia Organizing Committee at 703-476-3760 as soon as possible.◻

Bush Presidential Library Photocopy

NEWS UPDATE



STRAIGHT PROGRAM: Center made minor changes.

Drug treatment center cleared of wrongdoing

A Cobb County drug treatment center that was taken to court by the American Civil Liberties Union in January has made minor adjustments in the way it operates. But the center has been cleared of any wrongdoing by a three-month investigation that grew out of the court action.

The ACLU went to Cobb Superior Court in January to force Straight Inc. to release five teenagers the ACLU said were being held against their wills at the drug-abuse rehabilitation center on Austell Road in Marietta.

Four months after the hearings, the center has added a psychologist to its staff and has obtained a temporary state permit to operate. But Straight Inc. emerged unscathed from the court action.

After two days in January of closed court hearings and meetings between attorneys and Straight officials, the civil liberties union and the drug treatment center agreed to let an independent committee

investigate the treatment center.

The suits were dismissed in early March, shortly after the committee was formed, according to ACLU attorney Kathleen Wilde. "As far as the panel's concerned, the whole thing is over now," Ms. Wilde said Friday.

The panel was formed principally to investigate charges that Straight was holding teenagers against their wills, physically abusing them and brainwashing them.

The panel consisted of Fulton County Superior Court Judge Jack Etheridge, psychiatrist Dr. William Wieland and Marilyn Benveniste, a consultant on public speaking.

Panel members and attorneys for both the ACLU and Straight were not allowed to comment on the investigation or its results, under the terms of the settlement, according to Ms. Wilde.

Straight director Dave Tilley, a former middle-school principal in Cobb, said he was "very excited

about the complimentary approach" the committee took.

"They had total access to the center, our records, everything — and found no abuse," Tilley said. "Basically, the only recommendations they made were administrative."

Department of Human Resources official Carroll Benson said Straight — unlicensed by the state when the litigation began — was issued a temporary license April 1.

In addition to tightening up several "technical, picky details" required by the state, the center has added a psychologist, Benson said. He added that he found no evidence of brainwashing at Straight.

"I wouldn't call it brainwashing," Benson said. "Most accepted drug programs involve a substitution of ideas and a rethinking of how you deal with stress. If you'd say Alcoholics Anonymous is brainwashing, I guess you'd say Straight is brainwashing."

— Kathryn Streever

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Harsh lesson learned in drug program

By LISA DAVIS
Gazette Staff Writer

5/14/83

STRAIGHT
'I learned not to trust anybody' — Fred Collins Jr.

A harsh lesson was learned by a young Alexandria man who escaped on a controversial drug rehabilitation program.

"I learned not to trust anybody," said Fred Collins Jr. about his experience in Straight Inc. one day after a U.S. District Court jury decided he was illegally imprisoned by the drug rehabilitation program. But then, he corrected himself. There was one guy I trusted. One day at an open meeting he got up and said he thought Straight was a unwashing place, and he said I might as too.

"So I got up and confronted him. I was put back in the program and I was praised," Collins told the Gazette Friday. "It's a jungle and you have to turn on your friends to survive... I felt terrible."

During the five months Collins was in Straight he says he learned to play the game and cooperate in order to survive." But, he said, "There was



always a part of me that knew I was going to escape."

Officials of the program deny that any adult has to "escape" the pro-



gram. In last week's four-day trial, Straight officials said their program is totally voluntary and Collins could have walked away at any time.



Collins, however, had a different story and the U.S. District jury agreed Thursday that Straight had falsely imprisoned him. The jury,



Staff photos by William Bayes

however, sided with Straight on two other counts of alleged assault and inflicting mental distress.

"They're constantly bringing in

people as an example of what happens to you if you try to escape," Collins said.

Collins could not estimate how many people had successfully escaped from the program.

"Whenever anyone escapes... you can't talk about them. They just disappear and you don't know if their parents took them out or if they escaped," he says.

When Collins entered Straight, his 15-year-old brother George was already in the program. One day George escaped, but was later caught by the police in St. Louis and returned to the program.

George Collins is now a staunch supporter of the program, and even testified against his brother in the trial.

"After a year and a half of constant harassment he has come to believe," said Fred Collins. "It's reprogramming."

Collins said his brother George never told him about his plans to

(See COLLINS, page 2)

escape. When asked if he would have turned his brother in had he confided in him, Collins hesitated, then answered, "No." Pressed on the question, he acknowledged, "Well, I might have."

"Its reprogramming," he said. "It turns everyone against each other. You tell on your friends and turn your brother in."

In the early hours of October 31, 1982, Collins threw a table chair through the window of his parents Alexandria home, where he was locked in at night, and climbed out through the window. His father, also a staunch supporter of the program, also testified against Collins during the trial.

The "reprogramming" stayed with him for months after he left Straight, Collins said. "I didn't touch a drop of alcohol for three months. I was afraid of what would happen. I was afraid I would just go crazy or snap or something."

Collins said Miller Newton, clinical director of the program, is treated as though he is "omnipotent" by youth in the program.

"Newton is treated like a god at Straight . . . When he comes into a room everyone chants, 'We love you Dr. Newton,' . . . and they sing songs to him."

"They tell you you have two choices. You can go back to drugs and go to hell or you can go through Straight and go to heaven," he said.

The many parents who support Straight have been brainwashed into believing if they don't support it something awful will happen to their children, Collins said. "They have no choice. They're convinced without Straight their son or daughter is going to die."

Collins estimates that about half of the young people in Straight have drug problems, although "none are hardcore." The other half are children whose parents think they have "bad attitudes" or, like himself, are siblings of clients.

Straight's sibling policy says if they determine the brother or sister of someone in their program has a drug problem, the sibling must join the program, or the parents must disinherit the sibling, or the child currently in the program is thrown out.

Under Straight rules, Collins family can not support him financially or emotionally. He has managed to continue his education in engineering at Virginia Tech on loans, and apparently does not feel bitter toward his family.

"I would sit down and eat dinner with them tonight," he said. "My parents were very good parents. They never tried to force their ideas on me . . . until Straight."

Collins says the grueling four-day court battle, in which both his father and brother testified against him, was worthwhile "if it keeps just one person from going through what I went through for five months."



STRAIGHT

A Direction for Youth

18 DEC 1983

Dear Friend of Straight:

EXECUTIVE DIRECTOR

William D. Oliver

BOARD OF DIRECTORS

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Joseph Garcia

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Derwin B. Smith

Sam Thompson

Miriam Williams

Joseph Zappala

PAST PRESIDENTS

Mel Sembler

Guy N. Perenich

Jack Clark

When Straight opened its doors in September 1976 as a family oriented treatment program for drug-using young people, it offered an almost unique service -- a strongly family oriented drug treatment modality developed expressly to help adolescents. Since that time we have offered services to over 2500 chemically dependent young people and their families. In response to the need for services all over the country, Straight now has branches in Atlanta, Ga; Cincinnati, Ohio; and Washington, D.C.; as well as its original program in St. Petersburg, FL. This summer we moved into our new National Development and Training Center in St. Petersburg, to provide support services to the branch programs and to develop and offer training for others seeking to help chemically dependent young people. Imitation is the sincerest form of flattery, and we are proud that other programs are opening around the country which are based on Straight's philosophy.

As you read this letter, over eight hundred young people actively involved in Straight programs are working on reclaiming their lives from the horror of drug use. Nearly fifteen hundred parents are watching this process with awe. Almost eleven hundred brothers and sisters of the primary drug dependent child are seeing their families come back together. I ask you to share with us the deep personal satisfaction that comes from being involved in this reclamation process.

At a time of year when each of us considers the many blessings received, we encourage you to give a thought to Straight--and the miracles it performs in the lives of young people. What better gift could you give than a new life to a child dependent on drugs. We hope you will remember Straight during this holiday season. Your donation will help provide young people and families all over our country with a hope, a chance, a new beginning.

Sincerely,

William D. Oliver
Executive Director

mga

DRUG BUDGET

- Q. Why has the Administration proposed budget cuts for anti-drug activities?
- A. In fact, resources devoted to drug law enforcement have tripled since the beginning of this Administration [\$859 million in 1981 to \$2.4 billion in 1988] while prevention and treatment efforts have also been enhanced. Overall, anti-drug spending has increased from \$1.2 billion in 1981 to \$3.9 billion in 1987. The proposed anti-drug budget for 1988 is \$3.0 billion primarily because of \$350 million in capital expenditures for law enforcement (e.g. aerostat and surveillance aircraft) and one-time state and local grant funding and program start-up costs in 1987 which need not be repeated in 1988.

BOLIVIA/BLAST FURNACE

- Q. The U.S. assistance to Bolivia last year has been assessed as a failure; cocaine traffickers are back in full swing -- will you please comment?
- A. Operation Blast Furnace was very successful in eliminating cocaine processing labs and storage facilities. When Bolivia asked for help -- we did help and we are continuing to provide the capability for Bolivia to regain control. Not only are their six U.S. provided helicopters now operating in Bolivia, but additional support is destined for the region as they continue to display the will to confront the issue of illicit drug production. (Support is in terms of training and economic initiatives.)

Bush Presidential Library Photocopy

DRUGS/LEHDER

- Q. Carlos Lehder publically made threats against U.S. officials if he were ever arrested and extradited. Is the U.S. Government taking those threats seriously, and are they connected to the specific threat which has been made against the Miami U.S. Attorney Leon Kellner?
- A. The fact that threats have been made against government officials is a matter of public record, and you can be assured all appropriate precautions are being taken.

DRUGS/LEHDER

- Q. What are your thoughts on the Carlos Lehder extradition?
- A. The extradition of Lehder by the Colombian Government was a very courageous move -- I sent a letter to President Barco stating this. This is another indication of Colombia's dedication to combatting international drug trafficking.

DRUG INTERDICTION

- Q. Do we have major national joint drug interdiction operations on-going?
- A. Naturally, there are always major on-going operations. However, I am not prepared to divulge any details or confirm any specific activities that might impact on the effectiveness of those operations.

[NOTE: Since no announcement has been made, we recommend you not allude to Hat Trick III.]

DRUGS/HONDURAS

Q. Recently, the Dominican Republic and Honduras have each shot down suspect drug smuggling aircraft -- do we endorse their decisions?

A. Each of these countries is sovereign and each has the individual decision authority as a nation to establish its own rules of engagement when their airspace is violated. In the Dominican Republic instance, the pilot admitted publicly that he was smuggling drugs at the time. In the Honduran case, the facts are still being collected.

DRUGS/BAHAMAS

Q. What kind of progress is being made with the Government of the Bahamas to stop drug trafficking through those islands?

A. We are actively pursuing several initiatives:

- Aerostat radar balloons
- Coast Guard docking facility
- OPBAT expansion
- Mutual Legal Assistance Treaty; hope to have it signed soon
- Progress continues

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MEMORANDUM

OFFICE OF THE VICE PRESIDENT
WASHINGTON

March 12, 1987

MEMORANDUM FOR STEVE HART

FROM: PHIL BRADY 

As we discussed, the attached has been released as a part of Straight, Inc.'s media outreach effort. Apparently, they found the pre-briefing approach to be quite helpful with respect to the First Lady's prior visits to Straight Inc. facilities.

Bush Presidential Library Photocopy

STRAIGHT

PRESS ADVISORY

FOR IMMEDIATE RELEASE

March 10, 1987

Vice President George Bush to Visit St. Petersburg STRAIGHT Program

Vice President George Bush, Chairman of the South Florida Task Force on Drugs, will visit STRAIGHT at their Tampa Bay area treatment facility on March 17, 1987 at 10:30 am, the White House confirmed today.

The Vice President will participate in a group meeting and meet with several children currently in the program. Additionally, the Vice President will be presented with an award honoring his leadership of the successful task force activities on illegal drugs.

STRAIGHT is a non-profit treatment program for children between the ages of 12 and 22. The St. Petersburg, Florida program is one of eight facilities operating nationwide.

To ensure that the press may thoroughly prepare for this important event, the STRAIGHT Tampa Bay program invites all members of the media to an open meeting on Friday evening, March 13, at 6:00. Each Friday evening STRAIGHT conducts an open meeting which highlights the progress of the children and families in the program. This meeting offers the best possible overview of the program.

Additionally, materials will be available outlining the treatment process and one-on-one interviews can be arranged with parents, counsellors, and the children currently in the STRAIGHT program, after the open meeting.

Statement of STRAIGHT Executive
Mel J. Riddile, EdD, Executive Director

"We are truly honored to have Vice President Bush visit the Tampa Bay STRAIGHT treatment program. VP Bush has been a leader in the fight to rid our nation of illegal drugs. His timely emphasis upon efforts at interdiction has given new impetus vital to the government's efforts to stop drugs before they cross America's borders. We are honored that we have this opportunity to recognize his life-saving efforts while sharing with him our treatment solution for those children already caught in the deadly grip of drug addiction."

For further information concerning the visit or to RSVP for the open meeting on Friday evening, please contact Linda Hedden, 813/576-8929.

-- 30 --

THE STRAIGHT FOUNDATION

March 11, 1987

VIA FEDERAL EXPRESS

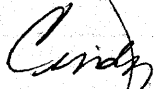
Mr. Phil Brady
Office of the Vice President
The White House
Washington, DC 20500

Dear Phil:

I have enclosed a copy of the press release sent to our local media regarding the Vice President's visit to Straight. Thanks so much for your help and cooperation.

If you have any questions please call me or Linda Hedden.

Sincerely,



Cindy Smith
Administrative Coordinator

encl

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P.O. Box 21135 / St. Petersburg, Florida 33742 / 813 576-7563

PATRICIA S. LEWIS, APR

PUBLIC RELATIONS SERVICES

March 2, 1987

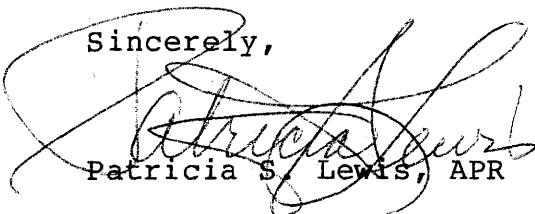
Mr. Phil Brady
Deputy Assistant to the Vice President
for Intervention
Room 277
The White House
Washington, D.C. 20501

Dear Mr. Brady:

Pursuant to your meeting with Mel Sembler, President of the International Council of Shopping Centers (ICSC) and founder of Straight, Inc., I am enclosing a copy of his remarks to the ICSC Idea Exchange in Las Vegas in January. These remarks are substantially the same remarks he makes to various groups around the country. By May, the end of his term as president of the ICSC, he will have addressed more than 25,000 people in some 40 cities in the United States, Canada, South America and Europe.

Please don't hesitate to call upon me if you should require further information.

Sincerely,



Patricia S. Lewis, APR

enclosure: Remarks by Mel Sembler

Bush Presidential Library Photocopy

REMARKS BY
MEL SEMBLER, PRESIDENT
INTERNATIONAL COUNCIL OF SHOPPING CENTERS

HAPPY NEW YEAR AND HOW COULD IT BE OTHERWISE IN
SUCH A BEAUTIFUL STATE!! THE WEATHER IS CERTAINLY NO
GAMBLE...

I CERTAINLY APPRECIATE YOUR WARM WELCOME AND THAT
LOVELY INTRODUCTION. IT'S TRUE THAT I HAVE LOGGED A
LOT OF MILES IN THIS WONDERFUL JOB AS ICSC PRESIDENT. MY
WIFE, BETTY -- PLEASE STAND, BETTY -- THIS IS MY WIFE OF 34
YEARS, BETTY SEMBLER -- AND I HAVE TRAVELLED MORE THAN
100,000 MILES TO NUMEROUS MEETINGS IN VARIOUS EXOTIC
LOCALES... AND I HAVE LEARNED TO GREET OUR MEMBERS IN A
VARIETY OF FOREIGN LANGUAGES...

.....IN MONTREAL AT THE QUEBEC IDEA EXCHANGE, I GREETED
OUR MEMBERS WITH "BONJOUR MAIZE A ME,"... IN RIO, AT THE
FIRST INTERNATIONAL CONFERENCE OF THE ICSC IN SOUTH

AMERICA, I LEARNED PORTUGUESE, SO I COULD SAY ..."MEUS CARAS AMIGOS..." I'M PRACTICING ON MY THIRD FOREIGN LANGUAGE AS I AM GOING TO BIRMINGHAM, ALABAMA IN A FEW WEEKS.

IT IS TRUE THAT WE HAVE TRAVELLED A LOT OF MILES.... SEEN OLD FRIENDS AND MADE NEW ONES... GOING TO IDEA EXCHANGES, CONVENTIONS AND CONFERENCES.....AND YOU KNOW, EVERY SINGLE IDEA EXCHANGE I HAVE ATTENDED SO FAR DURING MY TERM HAS EXPERIENCED RECORD CROWDS... AND IF THIS TREND CONTINUES, I WILL SPEAK TO MORE OF OUR MEMBERS THAN ANY OTHER PREVIOUS PRESIDENT.... AND AT LAST COUNT, I HAVE ADDRESSED APPROXIMATELY 19,000 OF OUR MEMBERS AND COLLEAGUES FROM THE SHOPPING CENTER INDUSTRY.

I THINK THIS SURGE IN ATTENDANCE AT IDEA EXCHANGES AND OTHER FUNCTIONS IS INDICATIVE OF A NUMBER OF THINGS --

FIRST, AS AN INDUSTRY WE HAVE GROWN TREMENDOUSLY,
SECOND, THE ICSC IS, EACH YEAR, ATTRACTING MORE AND MORE
PEOPLE BECAUSE OF ITS WORTHWHILE AND EXCITING PROGRAMS....
AND THIRDLY, PEOPLE IN OUR INDUSTRY FEEL MORE NEED TO
BECOME INFORMED ABOUT CHANGES IN OUR ECONOMY AND IN OUR
INDUSTRY. AND THERE HAVE BEEN MAJOR ECONOMIC AND SOCIAL
CHANGES... AND THAT'S WHAT I'D LIKE TO TALK ABOUT TODAY....
ON A PROFESSIONAL LEVEL, THE SHOPPING CENTER INDUSTRY AND
HOW IT HAS CHANGED AND WHAT WE SEE FOR THE FUTURE... AND ON
A PERSONAL LEVEL.... A GRAVE SOCIAL PROBLEM... THE GROWING
EPIDEMIC OF DRUG ABUSE AND HOW IT IS AFFECTS EACH AND
EVERYONE OF US IN THIS ROOM.

BUT, FIRST LET'S TALK ABOUT SHOPPING CENTERS ...
AND, ON THIS, OUR THIRTIETH BIRTHDAY, LET'S TAKE A WALK
DOWN MEMORY LANE....AND GAZE INTO A CRYSTAL BALL....

IN 1957, WE LIKED IKE...WE WERE SENDING THE FIRST OF OUR ADVISORS TO A LITTLE-KNOWN ASIAN COUNTRY CALLED VIETNAM... THURGOOD MARSHALL WAS APPOINTED TO THE SUPREME COURT OF THE UNITED STATES... THE RUSSIAN'S SPUTNIK CHALLENGED AMERICA TO THE SPACE RACE.... DETROIT'S MARKETING WHIZ KIDS WERE PLOTTING THE TREMENDOUS SUCCESS OF THEIR NEWEST CAR -- THE EDESEL...AND THE NATION'S FIRST ENCLOSED SHOPPING CENTER WAS OPENED IN EDINA, MINNESOTA.

IN THE INTERVENING YEARS, WE HAVE WEATHERED SEVERAL ECONOMIC DOWNTURNS, SENT OUR MEN TO THE MOON AND TROOPS TO GRANADA AND NICARAGUA.... WE HAVE WITNESSED DEATH IN THE SPACE PROGRAM AND TRIUMPH IN FLYING AROUND THE GLOBE.... A GENERATION OF HIPPIES AND YIPPIES BECAME BORN-AGAIN CAPITALISTS... WE FACED TRAGIC ASSASSINATIONS THAT CHANGED THE COURSE OF OUR FUTURE NUCLEAR EMERGENCIES HERE AND ABROAD BECAME REALITY...

AND THE AMERICAN PUBLIC BECAME ACCUSTOMED TO A VARIETY OF RETAILING OPPORTUNITIES -- NOT THE LEAST OF WHICH IS THE GHERMAZIAN BROTHERS' SHOPPING MALL IN EDMONTON, ALBERTA, CANADA -- A MALL SO LARGE THAT IN AND OF ITSELF IT IS A MAJOR CANADIAN TOURIST ATTRACTION.

AND SO HERE WE ARE IN 1987 ON THE THRESHOLD OF THE NEXT 30 YEARS...

WHAT WILL OUR WORLD BE LIKE IN 2017?

FIRST AND FOREMOST, WE CAN EXPECT THE WORLD OF RETAIL DEVELOPMENT TO CONTINUE TO CHANGE... AS IT ALWAYS HAS ... AND TO ADAPT TO CHANGING CONSUMER NEEDS....

JUST LOOK AT HOW OUR CONSUMER HAS CHANGED OVER THE PAST THIRTY YEARS -- TODAY THREE OUT OF FIVE WORKING AGE WOMEN ARE EARNING A PAYCHECK... WITH SINGLES, MINGLES (UNMARRIED PEOPLE LIVING TOGETHER) AND CHILDLESS FAMILIES A MAJOR CONSUMING FORCE.... WITH INCREASED FAMILY MOBILITY --

MORE THAN TWO OUT OF FIVE AMERICANS CHANGE THEIR RESIDENCE EVERY FIVE YEARS... GRAYING BABY BOOMERS... INCREASED EMPHASIS ON EDUCATION... TRAVEL... AND LEISURE..... THE PROFILE OF THE RETAIL MARKET IS REMARKABLY DIFFERENT FROM THE PROFILE IN 1957. WE CAN EXPECT AS MANY -- IF NOT MORE -- DRAMATIC CHANGES IN OUR CONSUMER.....

TIME -- CURRENTLY A VALUABLE COMMODITY -- WILL BECOME EVEN MORE IMPORTANT THAN MONEY AND DRIVE-THRUS, CONVENIENCE STORES, SPECIALTY MARKETS WILL PLAY AN INCREASINGLY IMPORTANT ROLE..... THE LINES BETWEEN DAY AND NIGHT RETAIL OPERATION WILL BLUR... AND, PROSUMERISM IS ON THE RISE..... THAT IS, THE ROLE OF THE CONSUMER HAS CHANGED FROM PASSIVELY ACCEPTING GOODS AND SERVICES TO BECOMING A PART OF THE PROCESS... FOR EXAMPLE, 15 YEARS AGO, YOU DROVE INTO A GAS STATION AND AN EARNEST YOUNG MAN PUMPED YOUR GAS

TODAY, YOU PUMP YOUR OWN GAS AND PAY FOR IT BY HANDING MONEY THRU A BULLET-PROOF PARTITION..... TOMORROW, SERVICE STATIONS WILL BE A THING OF THE PAST, AS GAS IS AUTOMATICALLY PUMPED AND YOUR ACCOUNT AUTOMATICALLY DEBITED.... THE DO IT YOURSELF MARKET IS ON THE RISE... BARTER IS INCREASINGLY IMPORTANT...AND INTERESTINGLY, THE CONCEPT OF THE HOME WORKER -- BACKED BY COMPLEX TECHNOLOGICAL TOOLS -- BECOMES MORE AND MORE ACCEPTABLE.

SMALLER COMPANIES WILL BE MORE FASHIONABLE THAN EVER -- WITH THEIR QUALITY CONTROL, EMPLOYEE PARTICIPATION, DECREASED INFRASTRUCTURE NEEDS AND IMPROVED PRODUCTIVITY. TODAY, THE HUGE COMPANIES THAT ARE THE BACKBONE OF OUR MANUFACTURING-BASED ECONOMY -- AUTOMOBILES, STEEL, RUBBER, TEXTILES -- ARE IN AGONY

BUT SIMULTANEOUSLY, THERE HAS BEEN AN EXPLOSION IN THE AREAS OF ELECTRONICS, TELECOMMUNICATIONS, AEROSPACE, GENETICS, ENVIRONMENTAL TREATMENT AND ALTERNATIVE ENERGY...

.... MUCH LIKE THE AGONIES SUFFERED IN THE EARLY 1900S DURING THE INDUSTRIAL REVOLUTION, SO ARE WE IN THE MIDST OF A TECHNOLOGICAL OR INFORMATION REVOLUTION THAT WILL UNBELIEVABLY IMPACT THE 21ST CENTURY... WE ARE LIVING IN A TIME, LADIES AND GENTLEMEN, OF TREMENDOUS ACCELERATION WHERE CHANGE IS THE EXPECTED NORM ...AND OF DECELERATION WHERE SMALL IS ONCE AGAIN BEAUTIFUL.

BUT, YOU KNOW, THAT DESPITE HISTORICAL AND FUTURE UPHEAVAL, THERE HAVE ALWAYS BEEN.... AND WILL ALWAYS BE..... MERCHANTS... THEIR PRODUCTS MAY NOW BE DIFFERENT... PLOWSHARES IN 1857, TELEVISIONS IN 1957 AND DATA DISKS IN 1987 ... RETAILING HAS ENDURED.... AND IT HAS CHANGED... AND ADAPTED TO ITS NEW ROLE.

PRIOR TO 1957, THERE WAS NO REAL ORGANIZED SHOPPING CENTER INDUSTRY ... WHEN THE FIRST MALL WAS OPENED IN MINNESOTA, IT WAS HAILED -- AND RIGHTLY SO -- AS THE WAVE OF THE FUTURE.... FROM THAT FIRST CENTER, OUR INDUSTRY HAS SET THE PACE FOR SHOPPERS WITH INNOVATIVE RETAILING CONCEPTS. AND, WHILE WE ARE CONCERNED ABOUT OVERBUILDING IN SOME AREAS OF THE COUNTRY, WE SEE DEVELOPERS RESPONDING WITH INNOVATION -- BY CREATING SPECIALTY CENTERS CATERING TO SPECIAL NEEDS, WITH DOWNTOWN REDEVELOPMENT RESPONDING TO AN INCREASING URBAN MIGRATION, WITH REHABILITATION AND RENOVATION RENEWING CENTERS AT LESS COST AND GREATER MARKETING AND PROFIT ADVANTAGE THAN TO BUILD ANEW.

DESPITE THE PROBLEMS THAT BESET US -- OVERBUILDING, TAX REFORM, INSURANCE CRISES, IMPACT FEES, ENVIRONMENTAL AND GROWTH REGULATIONS -- WE ARE POSITIVE... WE ARE UPBEAT... AND WE ARE CONFIDENT OF OUR ROLE IN SOCIETY.

TODAY, OUR ASSOCIATION, THE ICSC -- WITH 19,446 MEMBERS MORE THAN WE HAD IN 1957, STANDS AT ADULTHOOD'S DOOR WITH REPRESENTATION IN ALL 50 STATES AND IN 44 FOREIGN COUNTRIES. WE HAVE BUILT MORE THAN 26,000 SHOPPING CENTERS IN NORTH AMERICA...AND FROM THOSE CENTERS IN THE UNITED STATES WE SELL MORE THAN HALF OF ALL NON-AUTOMOTIVE RETAIL GOODS SOLD IN THIS COUNTRY -- MORE THAN ONE HALF TRILLION -- \$500 BILLION EACH YEAR. 100 MILLION AMERICANS VISIT OUR CENTERS EACH WEEK.... AND, 85% OF NEW CENTERS ARE SMALL... RESPONDING TO DECREASED LAND AVAILABILITY FOR LARGE CENTERS, TO SPECIALIZED NEEDS, AND TO ABUNDANT MORTGAGE MONEY... AND OUR CENTERS, SMALL AND LARGE, HAVE COME TO PLAY AN IMPORTANT ROLE IN THE COMMUNITIES THEY SERVE... NOT ONLY AS RETAILERS, BUT AS SOCIAL CATALYSTS, TREND SETTERS, AND CIVIC LEADERS...

WHERE ONCE OUR ONLY CONCERN WAS THE COMMUNITY WE SERVED, NOW WE ARE INCREASINGLY CONCERNED ABOUT THE LARGER NATIONAL AND -- YES, EVEN WORLD -- COMMUNITY.

NO LONGER ARE WE A CLOSED SOCIETY ...NOW, MORE THAN EVER BEFORE, THE TYPICAL CONSUMER HAS ACCESS, THROUGH OUR SHOPPING CENTERS, TO GOODS AND SERVICES HERETOFORE UNAVAILABLE TO ANY BUT THE INTERNATIONAL TRAVELER. CHECK OUT YOUR LOCAL GROCERY STORE THE ARTICHOKEs ARE FROM SPAIN, THE PISTACHIOS FROM IRAN, THE CABBAGE FROM KOREA. BUY A DRESS... AND YOU CAN CHOOSE FROM AMONG BENETTON, LAURA ASHLEY, OR MARKS & SPENSER (SOON TO ARRIVE STATESIDE)... NEED JEWELRY...CARTIER, HERMES, GUCCI ARE AT YOUR SERVICE. IN A SENSE, WE ARE GETTING A TASTE OF OUR OWN HISTORY.... FOR YEARS, WE EXPORTED GOODS AND SERVICES ... WITH MCDONALD'S IN PARIS.... GENERAL DYNAMICS IN BELGIUM, INTERNATIONAL HARVESTER (NOW NAVISTAR) IN SOUTH

AMERICA... FORD AND GENERAL MOTORS IN CANADA... NOW, WE FACE INCREASING NUMBER OF IMPORTS IN GOODS, SERVICES AND MARKET PRESENCE. LOOK AT OUR OWN INDUSTRY -- WITH CANADIANS, LIKE TRIZEC, CADILLAC FAIRVIEW, CAMPEAU, MARATHON, OLYMPIA AND YORK.... HOOKER BARNES FROM AUSTRALIA....MITSUI REALTY FROM JAPAN... WE ARE BECOMING MORE AND MORE A WORLD MARKET.

THERE ARE THOSE WHO WOULD STOP THE TREND TOWARD INTERNATIONALIZATION AND THERE ARE THREE BILLS CURRENTLY BEFORE CONGRESS THAT DEAL WITH PROTECTIONISM.... BUT I BELIEVE THAT WE MUST LEARN TO COMPETE AND THE COMPETITION WILL BE GOOD FOR US... AND FOR OUR CONSUMERS. PRICING WILL IMPROVE AND QUALITY WILL BE ENHANCED BY THE INCREASED FOREIGN PRESENCE..... AND WHERE WE CAN NOT SUCCEED AGAINST NEWCOMERS -- WE WILL FIND NEW AND DIFFERENT AREAS IN WHICH TO SUCCEED.

IN OUR QUEST FOR SUCCESS, OUR TRADITIONS WILL CHANGE. LOOK AT THE TRADITIONAL RETAILER -- NOT-SO-TRADITIONAL ANY LONGER: NON-RETAILERS ARE LOOKING AT RETAIL'S PROFITABILITY AND REAL ESTATE HOLDINGS AS A SOURCE OF REVENUE AND AS AN AVENUE TO EXPANDED OPPORTUNITIES. THIS IS A TREND THAT SHOWS NO INDICATION OF SLOWING... AND IN FACT, THE NEWSPAPERS REPORT DAILY OF TAKEOVERS, ACQUISITIONS AND MERGERS..... LOOK AT CARTER HAWLEY HALE...FORCED INTO DIVESTITURE OF NEIMAN-MARCUS AND BERGDORF GOODMAN TO GENERAL CINEMA BY THE LIMITED/DEBARTOLO ATTEMPTED TAKEOVER TAUBMAN HAS PURCHASED WANAMAKER'S..... AND THE CAMPEAU ACQUISITION OF ALLIED STORES.

LET'S LOOK, TOO, AT A RECENT NEWCOMER TO THE RETAIL SCENE...ELECTRONIC SHOPPING. HOME SHOPPING NETWORK, HEADQUARTERED IN FLORIDA, REACHES 30 MILLION HOUSEHOLDS.. 1/3 OF THE SHOPPERS WHO VISIT OUR CENTERS WEEKLY... AND

FULL- AND PART-TIME HOME SHOPPING COMPANIES REACH NEARLY 100 MILLION HOUSEHOLDS IN A FIERCELY COMPETITIVE MARKET. LOOK AT THE FIGURES... ELECTRONIC HOME SHOPPING WITH SALES OF \$450 MILLION IN 1986 AND PROJECTED SALES OF \$2 BILLION IN 1987 IS STILL A SMALL SLICE OF THE TOTAL HOME SHOPPING MARKET WHICH PRODUCES \$50 BILLION THROUGH CATALOG AND DIRECT SALES.... BUT IT IS GROWING BY LEAPS AND BOUNDS... CONSIDER, FOR EXAMPLE, THAT DURING THE CHRISTMAS SEASON, HOME SHOPPING NETWORK ESTIMATED SALES AT ABOUT \$3 MILLION PER DAY AND PROJECTS ANNUAL SALES FROM ELECTRONIC SHOPPING AT \$160 MILLION THIS YEAR -- UP FROM \$1 MILLION IN 1982, AND IS CURRENTLY ADDING A WHOPPING 10,000 MEMBERS A DAY TO ITS CLUB ROLLS.

FACED WITH THESE AWESOME CHANGES, WE MUST BE PREPARED TO TAKE THE LONG-RANGE VIEW... UNDERSTAND THE BIG PICTURE ... MAKE INVESTMENTS IN OUR FUTURE... WE MUST LEARN THAT

SHORT-TERM PROFITS CAN NOT TAKE THE PLACE OF LONG-TERM GROWTH AND STABILITY. WE MUST BE PREPARED TO RESPOND WITH TARGET MARKETING -- UNDERSTANDING OUR PUBLIC AND RESPONDING TO THEIR NEEDS WITH SPECIFIC KINDS OF RETAILING CONCEPTS.....

FURTHER, WE MUST CONTINUE TO RESPOND TO THE CONSUMER'S DECREASED TIME AVAILABILITY AND THEIR INCREASED DESIRE FOR CONVENIENCE..... EVEN DURING THE TRANSITION FROM LOCAL TO GLOBAL ECONOMY... FROM HANDS-ON SHOPPING TO ELECTRONIC SHOPPING ... FROM A PATRIARCHAL INDUSTRIAL SOCIETY TO MATRIARCHAL TECHNOLOGICAL SOCIETY.... FROM BIG IS BEST TO SMALL IS BEAUTIFUL..... WE MUST RETURN TO THE BASICS UNDERSTAND THE DEMOGRAPHICS, THE COMPETITION, THE MARKET..... TO RESPOND SUCCESSFULLY TO THE NEW SOCIETY WE FACE.

IT IS OUR ABILITY TO FACE THIS CHANGE SUCCESSFULLY THAT IS PROOF OF OUR MATURITY... AND WE HAVE MATURED NOT ONLY IN AN ECONOMIC SENSE, BUT ALSO IN THE SENSE THAT WE PLAY A LARGE ROLE IN OUR COMMUNITIES. TODAY, RETAIL DEVELOPERS PRESERVE TREES, ENDOW CHARITIES, FUND RESEARCH, AND PROVIDE SOCIAL AND CIVIC BACKBONE TO OUR NEIGHBORS, FRIENDS AND COLLEAGUES.

WE ARE PROUD OF OUR PAST AND ENTHUSIASTIC ABOUT OUR FUTURE.... WE ARE PASSIONATE ABOUT NEW DEVELOPMENT, YET REALISTIC ABOUT OUR LIMITATIONS.... AND, WE FACE THIS NEW ERA, WITH THE CONFIDENCE BORN OF EXQUISITE SUCCESS ACHIEVED BY LEARNING FROM OUR MISTAKES...

WE HAVE SPENT THE LAST THIRTY YEARS AS DEVELOPERS OF IMPORTANT AND IMPRESSIVE PROJECTS -- YOU HAVE ONLY TO LOOK IN YOUR HOME COMMUNITIES TO SEE THE THOUSANDS OF JOBS WE CREATE -- IN CONSTRUCTION AND IN PERMANENT RETAIL SALES.

YOU HAVE ONLY TO REVIEW THE TAXES WE PAY TO LOCAL GOVERNMENTS, TO STATE GOVERNMENTS, AND TO THE FEDERAL GOVERNMENT (MORE NOW THAN EVER BEFORE). YOU HAVE ONLY TO DRIVE ON ROADS CREATED BY DEVELOPERS TO EASE TRAFFIC CONGESTION, OR TO WANDER THROUGH A PRESERVE CREATED BY DEVELOPERS WHO CARE ABOUT THE ENVIRONMENT....TO SEE THE TREMENDOUS IMPACT WE HAVE UPON OUR SOCIETY.

BUT, NOW WE ARE CONTRIBUTING IN OTHER WAYS. RARE IS THE RETAILER THAT DOESN'T CONTRIBUTE TO THE UNITED WAY....RARE IS THE DEVELOPER WHO DOESN'T GIVE TIME OR MONEY TO HEART, LUNG, CANCER AND OTHER CHARITABLE ORGANIZATIONS RARE IS THE LEASING AGENT OR OPERATIONS MANAGER THAT DOESN'T DONATE TIME TO COMMUNITY PROJECTS.... ALL OF THEM, IN AN INDIVIDUAL WAY, MAKING OUR COMMUNITIES BETTER.

AS PART OF OUR MATURITY, WE MUST NOW WORK TOGETHER AS AN INDUSTRY FOR THE BETTERMENT OF OUR COMMUNITIES... WE MUST MARSHALL OUR FORCES ACROSS THE HEARTLAND, FROM COAST TO COAST, TO DEDICATE OURSELVES THE LARGER TASK OF KEEPING AMERICAN GREAT AND STRONG IN THE FACE OF SOCIAL AND ECONOMIC CHANGE.

(sLow) AN EPIDEMIC HAS OVERTAKEN AMERICA... MORE PERVASIVE AND MORE DANGEROUS THAN ANY PERIL WE HAVE EVER FACED.... IT IS THE WORST AND HARDEST TO SOLVE OF THE SOCIAL ISSUES FACING OUR NATION TODAY... DRUG ABUSE IN THE UNITED STATES AND CANADA IS KILLING OUR CHILDREN...SAPPING OUR NATIONAL STRENGTHS ... AND DRAINING OUR NATIONAL COFFERS....

DRUG ABUSE WASTES LIVES, RUINS CAREERS, TOPPLES HEROES... CORRUPTS POLICEMEN, EDUCATORS AND SPORTS FIGURES... IT BLEEDS BILLIONS FROM THE ECONOMY WHILE PAYING

NO TAXES, ENDOWING NO RESEARCH, NOR FUNDING ANY CHARITABLE ENDEAVOR....AND IT IS NOT A PROBLEM CONFINED TO THE GHETTO, NOR TO THE CITIES....IT IS A PROBLEM THAT REACHES INTO THE HIGHEST ECHELON OF GOVERNMENT AND INTO THE LOWLIEST SLUM.... IT CROSSES ALL ECONOMIC AND GEOGRAPHIC BOUNDARIES.... IT DISREGARDS RACE, CREED AND COLOR.... AND KNOWS NO SEXUAL OR RELIGIOUS PREFERENCE. IT IS AN EQUAL OPPORTUNITY ILLNESS.

THINK ABOUT THIS:

CONSERVATIVE GOVERNMENT ESTIMATES SHOW THAT 10-15% OF THE AMERICAN WORKFORCE IS DEPENDENT UPON DRUGS OR ALCOHOL ... LOOK AROUND YOU... IF THOSE STATISTICS ARE TRUE ...THEN IT IS POSSIBLE THAT AT LEAST ONE PERSON AT YOUR TABLE HAS A CHEMICAL DEPENDENCY PROBLEM.... YOUR FRIEND? YOUR COLLEAGUE? YOUR NEIGHBOR?...YOURSELF?

AMERICANS COMPRISE ONLY 5% OF THE WORLD'S POPULATION,
YET WE ACCOUNT FOR 60% OF THE WORLD'S DRUG CONSUMPTION - -
THAT HABIT AMOUNTS TO A STAGGERING \$110 BILLION EACH
YEAR.... MORE THAN THE TOTAL SALES OF GENERAL MOTORS --
OR, 22% -- ONE FIFTH -- OF EVERY PIECE OF MERCHANDISE SOLD
FROM OUR CENTERS!

THINK ABOUT THIS:

IN THE 1950S WE HAD A POLIO EPIDEMIC ON THE MAINLAND
...AT THAT TIME, WE CLOSED SCHOOLS, SWIMMING POOLS,
THEATRES...PLACES WHERE CHILDREN CONGREGATED BECAUSE OF THE
THREAT TO OUR NATIONAL HEALTH.... 29 OUT OF 100,000
CHILDREN WERE AFFECTED.... TODAY, WE HAVE AN AIDS SCARE...
AND RIGHTLY SO... 17 OUT OF 100,000 PEOPLE ARE AFFECTED BY
AIDS.... BUT KIDS AND DRUGS? 10,000 OUT OF 100,000
ADOLESCENTS....10% OF OUR CHILDREN...ARE CHEMICALLY
DEPENDENT UPON DRUGS AND ALCOHOL.

OR THIS:

■ WE ARE A HEALTHIER COUNTRY THAN EVER BEFORE
PEOPLE ARE LIVING LONGER AND BETTER ... WITH ONE
EXCEPTION... AMERICA'S YOUTH -- AGED 15 TO 24 -- ARE NOW
DYING AT A 15% GREATER RATE THEN THEY WERE IN 1960. NO
OTHER AGE SEGMENT OF OUR POPULATION IN THE ENTIRE 20TH
CENTURY HAS EVER HAD A RISING DEATH RATE.

THINK ABOUT THIS:

■ BY GOVERNMENT ESTIMATES, IF THE TIDE OF THE DRUG
EPIDEMIC DOES NOT TURN SOON, ONE CHILD IN FOUR WILL GO
THROUGH AN ALCOHOL OR DRUG REHABILITATION PROGRAM BEFORE
THEY TURN 21....

AND THINK ABOUT THIS:

■ THE COST TO BUSINESS IS A STARTLING \$100 BILLION
A YEAR EXPENDITURE ...THRU DECREASES IN BOTH PRODUCTIVITY
AND SAFETY RECORDS, THRU INCREASES IN INSURANCE CLAIMS,

EMPLOYEE ABSENTEEISM, AND THEFT BY ADDICTED EMPLOYEES...
BUSINESS IS GETTING HIT HARD IN THEIR POCKETBOOKS.
THE NEWSPAPERS TELL THE HORRIFYING HUMAN STORY ...

■ OF HIGH AND GROWING PERCENTAGES OF COCAINE BABIES
BORN AT HOSPITALS NATIONWIDE ...DAMAGED FROM BIRTH...

■ OF GOVERNMENT OFFICIALS, DOCTORS, TEACHERS AND
ATTORNEYS DISCOVERED TO BE INVOLVED WITH DRUGS...BUYING,
SELLING OR USING.

■ OF A SURVEY BY THE HARVARD MEDICAL SCHOOL
INDICATING THAT UP TO THREE-QUARTERS OF THE MEDICAL
STUDENTS AND ONE-HALF THE DOCTORS SURVEYED HAD ABUSED
DRUGS...

■ OF RAILROAD DERAILMENTS, AIRPLANE CRASHES,
CHEMICAL SPILLS, NUCLEAR REACTOR DIFFICULTIES...

■ OF A MOVIE INDUSTRY RIDDLED WITH DRUG AND
ALCOHOL ADDICTION TODAY, 1/3 OF THE PEOPLE PROVIDING

ENTERTAINMENT TO US ARE ADDICTED TO DRUGS AND ALCOHOL COMPARED TO 25% IN 1982.

■ OF KILLINGS, RAPE, CHILD PROSTITUTION AND OTHER TWISTED BEHAVIOR

PRIMARILY ATTRIBUTABLE TO ONE THING DRUGS AND ALCOHOL. AND WE'RE PAYING TAX MONEY TO SUPPORT DESTRUCTION AND DEATH -- 20% OF THE \$1 BILLION DOMESTIC MARIJUANA CROP IS GROWN IN OUR NATIONAL FORESTS... LAND OWNED AND MAINTAINED BY YOUR TAX DOLLAR. CONSIDER THAT THE NUMBER ONE INDUSTRY IN OUR 50TH STATE -- HAWAII -- IS NOT TOURISM NOR IS IT PINEAPPLES -- IT THE CULTIVATION AND EXPORT OF MARIJUANA.

TODAY, STATISTICS ABOUT TEEN-AGE PREGNANCY, CRIME, AND DROP OUTS ARE DEPRESSING.... BUT WE MUST ASK OURSELVES ARE TEENS TODAY MORE FERTILE, MORE CRIMINAL, LESS INTELLIGENT THAN 10 YEARS AGO? YOU KNOW THE ANSWER... AND

THE ANSWER IS NO, OF COURSE NOT. THE ANSWER REALLY IS -
DRUGS AND ALCOHOL ARE KILLING OUR CHILDREN'S INHIBITIONS,
SAPPING THEIR MOTIVATION AND DESTROYING FAMILY VALUES.

WHAT MUST WE DO TO STOP THIS PLAGUE? AS A NATION WE
MUST CHANGE ... AND THE BEGINNING OF CHANGE IS
UNDERSTANDINGAND, WHEN WE UNDERSTAND THE EXTENT OF
THE DRUG EPIDEMIC WE CAN BETTER BEGIN TO MAKE THE CHANGES
REQUIRED. WE REQUIRE A THREE-PRONGED APPROACH: THRU THE
EFFORTS OF INDIVIDUALS, BUSINESS, AND GOVERNMENT WE CAN
VANQUISH THE PESTILENCE THAT IS KILLING OUR CHILDREN....
AND KILLING OUR FUTURE....

AS INDIVIDUALS, WE MUST BELIEVE AND FINALLY UNDERSTAND
THAT DRUGS CAN KILL AND THAT USE OF ILLICIT DRUGS -- IN ANY
WAY, SHAPE, FORM OR MANNER, IS UNACCEPTABLE TO US.

I AM CONVINCED THAT WE WILL NEVER STOP THE SUPPLY OF

ILLICIT DRUGS BECAUSE OF THE TREMENDOUSLY HIGH PROFIT...
THEREFORE, WE MUST STOP THE DEMAND.

WE MUST CONSTANTLY PUSH OUR LOCAL, STATE AND FEDERAL
GOVERNMENTS TO ENACT AND ENFORCE TOUGH DRUG USE AND DRUG
TRAFFICKING LAWS. RAISE OUR VOICES IN COMMUNITY FORUMS,
SUPPORT OUR LAW ENFORCEMENT OFFICIALS, COMMUNICATE WITH OUR
LEGISLATORS..... WE MUST BECOME VOCAL OPPONENTS OF THE
KILLER IN OUR MIDST.

AS BUSINESSES, WE MUST BE ALERT TO THE POSSIBILITY --
NO, THE PROBABILITY -- OF DRUG USE IN OUR OWN WORKPLACES.
WATCH FOR THE ERRATIC BEHAVIOR, THE PHYSICAL SYMPTOMS....
WATCH FOR PECULIAR ACTIVITY, UNUSUAL VISITORS OR TELEPHONE
CALLS, UNEXPLAINED OR PROLONGED ABSENCES.....

BUT WATCHING IS NOT ENOUGH....WE MUST HAVE IN PLACE
THE MECHANISMS AND FACILITIES TO DEAL WITH THE DRUG ABUSER.
SINCE THE DRUG ABUSER CANNOT HELP HIMSELF. WE MUST BE

PREPARED TO REFER TO TREATMENT PROGRAMS, TO COUNSELORS, TO SET UP EMPLOYEE ASSISTANCE PROGRAMS.

BUT ABOVE ALL, WE MUST STOP DENYING THAT THERE IS A PROBLEM. THERE IS A GRAVE PROBLEM AND IT'S CLOSE TO HOME...AFTER ALMOST EACH AND EVERY IDEA EXCHANGE, I RECEIVE LETTERS FROM OUR MEMBERS....MEMBERS WHO HAVE BEEN PERSONALLY TOUCHED BY DRUG ABUSE.... THE LETTERS ARE TOUCHING...THEY ARE SAD...THEY ARE FRIGHTENING AND ENCOURAGINGESPECIALLY THE ONES THAT READ..."I AM A RECOVERED DRUG ADDICT"...."THANK YOU FOR OPENLY DISCUSSING THIS SUBJECT."

THE NEWSPAPERS TODAY ARE FILLED WITH NEWS ABOUT THE EPIDEMIC OF DRUG ABUSE....BUT FIFTEEN YEARS AGO, WHEN MY WIFE BETTY AND I BECAME AWARE OF THIS PROBLEM, IT WAS ALREADY RUNNING RAMPANT AMONG THE CHILDREN IN OUR COMMUNITY.

OUR HOPE WAS TO CREATE A DRUG TREATMENT PROGRAM FOR CHILDREN SINCE THERE WERE NO PROGRAMS FOR CHILDREN AT THAT TIME.

THAT HOPE BECAME REALITY AND TODAY THAT DRUG TREATMENT PROGRAM HAS TREATED MORE THAN 6,000 YOUNG PEOPLE AND CURRENTLY HAS 1,200 IN TREATMENT IN EIGHT CITIES NATIONWIDE.

WE KNEW THIS FIGHT WOULD NOT BE EASY....NOR WOULD IT BE SWIFTLY WON. AND WE KNEW THAT TO SUCCEED, WE MUST HAVE THE BACKING OF IMPORTANT, VISIBLE PEOPLE.

IN 1981, WE ASKED NANCY REAGAN TO VISIT OUR FACILITY IN ST. PETERSBURG TO SEE FOR HERSELF THE DEVASTATING EFFECTS THAT DRUGS WERE HAVING ON OUR YOUTH.... IN FEBRUARY OF 1982, SHE VISITED OUR CENTER.... AND THAT DAY, AS SHE CRIED WITH THE CHILDREN, SHE ASKED --

"WHAT CAN I DO TO HELP?" AND I REPLIED, "HELP THE COUNTRY PERCEIVE THE PROBLEM CORRECTLY."

SINCE THAT DAY, MRS. REAGAN HAS BEEN A DEDICATED, COMMITTED AND EFFECTIVE CHAMPION IN THE FIGHT AGAINST DRUG ABUSE, AND SHE HAS BROUGHT FIRST LADIES AND DIGNITARIES FROM MANY COUNTRIES TO HELP THEM PERCEIVE THE PROBLEM CORRECTLY. NOW, SHE HAS EVEN RECRUITED HER HUSBAND, THE PRESIDENT, TO HELP HER IN THIS BATTLE.

I AM PLEASED TO ANNOUNCE THAT NANCY REAGAN HAS ALSO AGREED TO LEND HER LEADERSHIP AND PARTICIPATION TO THE INTERNATIONAL COUNCIL OF SHOPPING CENTERS THIS YEAR, AS WE CONTINUES TO SHOW OUR LEADERSHIP BY SPONSORING THE NEW "KIDS ANTI-DRUG PROGRAM," WHICH WILL KICK-OFF ON MAY 15. MRS. REAGAN HAS AGREED TO SERVE AS HONORARY CHAIRMAN OF OUR SECOND ANNUAL INDUSTRY-WIDE PUBLIC SERVICE CAMPAIGN IN WHICH WE WILL PROVIDE DRUG INFORMATION TO HUNDREDS OF

THOUSANDS OF OUR NEIGHBORS IN THOUSANDS OF SHOPPING CENTERS ACROSS NORTH AMERICA. WE ARE DESIGNING A PROGRAM THAT WILL HELP OUR COMMUNITIES BETTER UNDERSTAND THE DRUG EPIDEMIC THAT WILL PROVE TO THEM THAT WE -- AS AN INDUSTRY -- CARE ABOUT THE COMMUNITIES THAT WE SERVE.... THAT WILL DEMONSTRATE THAT OUR MATURITY IS MORE THAN JUST WORDS THAT IT IS ACTION AIMED AT HELPING THE KIDS IN OUR OWN HOME TOWNS.

I IMPORE YOU TO COMMIT YOUR ORGANIZATIONS TO PARTICIPATING IN THIS PROGRAM.... RESERVE BUDGET AND MANPOWER FOR THIS ACTIVITY ...

PLEASE... WRITE "KIDS" ON THE BACK OF YOUR BUSINESS CARD AND GIVE IT TO ME OR AN ICSC STAFF PERSON FOLLOWING THIS SESSION....

WE NEED YOUR HELP IF -- IN 1986 -- WE WERE ABLE TO ATTRACT 2,800 SHOPPING CENTERS TO PARTICIPATE IN THE

KIDS SAFETY PROGRAM, THEN OUR 1987 GOAL WILL BE TO EXCEED THAT NUMBER BY THOUSANDS....AND IF WE WERE ABLE TO FINGERPRINT 1.5 MILLION CHILDREN IN 1986...THINK OF THE MILLIONS AND MILLIONS OF PARENTS AND CHILDREN WE CAN REACH WITH DRUG INFORMATION AND EDUCATION THIS YEAR.....

ALTHOUGH NUMBERS ARE IMPORTANT, IF WE CAN SAVE JUST ONE LIFE...IF WE CAN DETER JUST ONE CHILD FROM THE PERIL OF DRUG ABUSE...IF WE CAN HELP JUST ONE PARENT HELP THEIR KID.....THEN IT WILL BE WORTH ALL THE TIME.... MONEY.... AND EFFORT WE WILL SPEND IN SUPPORT OF THIS PROGRAM.

OUR COUNTRY IS FOUNDED UPON THE PRINCIPLE OF GRASS ROOTS PARTICIPATION.... THAT NOTHING WORTHWHILE HAS EVER BEEN ACCOMPLISHED WHILE GOOD MEN AND WOMEN SAT IDLY BY... AND THAT EFFECTIVE SOLUTIONS TO SERIOUS SOCIAL PROBLEMS ARE FOUND ONLY WHEN ORDINARY CITIZENS --LIKE YOU AND I -- MAKE EXTRAORDINARY COMMITMENTS TO THEIR FELLOW

CITIZENS.... EACH OF US CAN MAKE THIS COMMITMENT....AND
...AS SHOPPING CENTER OWNERS, OPERATORS AND RETAILERS, WE
CAN JOIN THE FIGHT... YES.... LEAD THIS FIGHT.

BUT, LET'S GO BEYOND THE KIDS PROGRAM....LET'S GO INTO
OUR NEIGHBORHOODS AND COMMUNITIES WITH PROGRAMS DESIGNED TO
HELP RID OURSELVES OF THIS PESTILENCE.... LET'S MAKE OUR
CENTERS DRUG FREE.... WE CAN :

■ INSTRUCT OUR SECURITY PERSONNEL TO KEEP AN
EVER-WATCHFUL EYE ON UNSUPERVISED GROUPS OF CHILDREN AND
TEEN-AGERS.... INFORMED SECURITY PERSONNEL IN THE MALLS
AND IN THE PARKING LOTS CAN, BY THEIR MERE PRESENCE,
DISCOURAGE DRUG USE AND DRUG DEALS.

■ ADOPT STRICT FOLLOW-UP PROCEDURES FOR KIDS CAUGHT
WITH DRUGS. PARENTS, GUARDIANS AND YES -- EVEN POLICE --
MUST BE CALLED.

☒ REMOVE MERCHANTS WHO SELL DRUG PARAPHERNALIA FROM OUR CENTERS EVEN IF WE ARE REQUIRED TO INVOKE LEASE CLAUSES PROHIBITING THE DISPLAY AND SALE OF SUCH ITEMS.

☒ USE MONEY EARMARKED FOR PROMOTIONS AND SPECIAL EVENTS TO PROVIDE POSITIVE AND INFORMATIVE PROGRAMS ABOUT DRUGS -- ABOUT HOW TO IDENTIFY THEM, HOW TO RECOGNIZE A USER AND TO SHOW THE HARM THEY CAUSE...

☒ ORGANIZE AND PROMOTE HEALTH FAIRS, LECTURES AND DISPLAYS THAT WILL HELP PROTECT OUR CHILDREN, THAT WILL DEMONSTRATE TO OUR COMMUNITIES THAT WE ARE GOOD CITIZENS AND THAT WE CARE!!!!

☒ ENCOURAGE ALL OF OUR COLLEAGUES -- OWNERS, OPERATORS AND RETAILERS -- TO JOIN US IN THIS FIGHT!

NOW, WE MUST MARSHALL OUR FORCES ACROSS AMERICA.... TO KEEP A GENERATION OF AMERICAN CHILDREN SAFE ...TO KEEP THEM

WELL... TO HELP THEM MAKE THE PASSAGE FROM ADOLESCENCE INTO ADULTHOOD WITH CLEAR EYES...AND CLEAR MINDS.

I FEAR THAT IF WE DO NOT MOBILIZE...IF WE CONTINUE TO DENY THIS GREAT AND GROWING PROBLEM, THEN THE AMERICAN DREAM WILL BECOME THE AMERICAN NIGHTMARE.

A GREAT PHILOSOPHER ONCE SAID -- "A PERSON MAY CAUSE EVIL TO OTHERS NOT ONLY BY HIS ACTIONS...BUT BY HIS INACTION, AND IN EITHER CASE HE IS JUSTLY ACCOUNTABLE TO THEM FOR THE INJURY...."

WE MUST NOT BE GUILTY OF INACTION.... WE MUST NOT CAUSE ANY MORE INJURY THAN HAS ALREADY BEEN DONE TO US.... DRUG ABUSE IS EVERYBODY'S PROBLEM.... BECAUSE THE CHILDREN I SPEAK ABOUT ARE OUR OWN SONS AND DAUGHTERS....

... THERE'S A MONKEY ON OUR BACK....AND IT'S THE SIZE OF AN ELEPHANT. WE HAVE A MORAL OBLIGATION -- EACH ONE OF

US -- TO FIGHT IT... FOR OUR NEIGHBORHOODS AND OUR COMMUNITIES FOR OUR FAMILIES AND OURSELVES...

THEY NEED OUR HELP REMEMBER, 100 MILLION PEOPLE WALK THRU OUR CENTERS EVERY WEEK AND, WE CAN HELP EACH AND EVERY ONE OF THEM TO BETTER UNDERSTAND THE DRUG EPIDEMIC TO HELP THEM UNDERSTAND HOW THEY CAN BE PART OF THE SOLUTION

A POLICE INSPECTOR IN DETROIT RECENTLY QUOTED IN A NEWSWEEK MAGAZINE SAID -- "IN 1941, THE JAPANESE BOMBED PEARL HARBOR AND WE WENT TO WAR. TODAY, LITTLE WHITE PACKETS ARE BEING DROPPED ON THIS COUNTRY AND NOBODY SEEMS TO GIVE A DAMN."

LET ME ASSURE YOU -- I GIVE A DAMN.

WE ALL MUST GIVE A DAMN.

ONE PERSON CAN MAKE A DIFFERENCEONE INDUSTRY --
UNITED WITH A COMMON PURPOSE -- CAN MEAN THE DIFFERENCE. SO
LET'S DO OUR PART..... LET'S START NOW.
THANK YOU.



OFFICE OF THE VICE PRESIDENT
WASHINGTON

March 13, 1987

MEMORANDUM FOR TOM COLLAMORE

FROM: PHIL BRADY *JB*

Please find attached draft remarks for the Vice President's visit to Straight, Inc., a drug rehabilitation program, in St. Petersburg, Florida on March 17th. The remarks will follow observation of a group therapy session involving some 400 young people and their parents and a presentation to the Vice President of a Straight, Inc. commemorative statue in appreciation for his leadership in drug law enforcement.

Press will be in attendance, but it's notable that the remarks are informal and there won't be a podium involved. Videotape of the First Lady's nationally telecast visit to Straight, Inc.'s facility in Virginia indicates that actual use of speech cards will be difficult, and accordingly, the attached are provided primarily for preparation purposes.

Phil - —
Tom C. said
these are fine;
he is not going
to circulate.

Ki
3/13

Bush Presidential Library Photocopy

DRAFT TALKING POINTS
STRAIGHT, INC., ST. PETERSBURG, FLORIDA
MARCH 17, 1987

APPRECIATION

- Thank you for the thoughtful presentation, but more importantly, for the opportunity to observe this dramatic example of young people and their parents joining together to eliminate drugs from their lives.

DRAFT

2

LAW ENFORCEMENT ROLE

- As [Mel] mentioned, my primary role in the drug war has been helping to coordinate law enforcement efforts to stop the flow of drugs into our country. However, I fully recognize the sad truth that, as President Reagan has said, "all the law enforcement in the world will not defeat the drug plague as long as it's kept alive by public acquiescence".

DRAFT

Bush Presidential Library Photocopy

IMPORTANCE OF DEMAND
REDUCTION

- That's why the real action is here, in programs such as this one. Your focus is on stopping the use of illegal drugs and going about the essential task of regaining control over your lives. Vigorous law enforcement must and will continue, but ultimately the success of our national crusade against drugs depends on young people such as yourselves saying "our tolerance for drugs is over".

DRAFT

Bush Presidential Library Photocopy

ACKNOWLEDGEMENT OF FIRST LADY

- The First Lady recognized that reality long before the rest of us in government, and she's the first to acknowledge that much of the inspiration for her important "Just Say No" program comes from her visits to Straight, Inc. Mel Sembler and his wife and partner Betty have been involved in the fight against drug abuse for fifteen years, and I'm advised more than 6,000 young people have now graduated from this program nationwide.

DRAFT

MESSAGE TO KIDS IN
ATTENDANCE

- I'd like to commend the young people here today for your commitment to be free of drugs and to turn your lives around. The Armed Services currently has an advertising campaign based on the concept of "Be All That You Can Be". My message to you is exactly the same. Your potential is quite literally unlimited, but not if you allow that future to be jeopardized by drugs. I'm confident that given the facts on the destructiveness of drug abuse, you'll make the decision to "Just Say No".

DRAFT

6

MESSAGE TO PARENTS
IN ATTENDANCE

- I'd also like to commend the parents who are here for their willingness to actively participate in defeating the drug plague. You recognize that teenage drug addiction is a family problem which requires a family solution. Your very presence here demonstrates the love you have for your sons and daughters and your determination to overcome the problem. That's a hopeful and inspiring combination.

DRAFT

7

CONCLUSION

- Thank you for allowing me to share this very personal experience with you and for being on the frontline of our national campaign for a drug-free America.
- [Question & Answer Session]



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Bush Presidential Library Photocopy

event file

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**Keeps you in the Center...
of it all !**



The International Council of Shopping Centers is the trade association of the shopping center industry. It's a world-wide alliance of all those whose business interests involve shopping centers large and small. ICSC's goal is to help shopping center people work better and smarter, more efficiently and more professionally for the benefit of their centers, their companies and the industry.

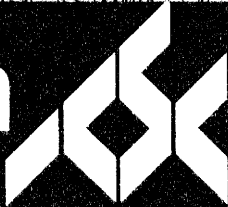
Who belongs to ICSC?

Everyone with a business or professional interest in the shopping center industry. ...More than 11,000 company and individual members in the United States, Canada and more than 40 foreign countries.

- owners, developers, managers, marketing specialists, investors and lenders.
- retailers, architects, contractors, consultants, attorneys, researchers, leasing agents and brokers.

ICSC's members represent the active, aggressive and success-minded companies that are moving the shopping center industry toward new heights. Through their involvement in ICSC-sponsored meetings, conferences and events, they communicate with one another, learn from one another and do business with one another. ...If you're not a member, you're missing out on what could be your key to success in the shopping center industry.

Join



...Be in the center of it all!

What are the benefits of a membership in the



Service

ICSC is the clearinghouse of information on the shopping center industry serving its members with:

Research

All pertinent data on business practices, trends and conditions; studies on legal, tax and regulatory matters; comprehensive facts to support industry policy on key issues at all levels of government.

News & Information

A subscription to *SHOPPING CENTERS TODAY*, ICSC's official monthly newspaper reporting on major events, trends and issues of interest to the industry; and special newsletters covering the topics of public affairs, shopping center law and the activities of local and regional shopping center industry groups.

Publications

Books, reports and reference tools on development, construction, financing, leasing, management and operations, marketing, security, maintenance and other subjects important to shopping center professionals.

Personalized Information Services

Direct, fast and accurate answers to your requests for information; access by phone or letter to ICSC's shopping center reference library, information center and members willing to share their expertise and knowledge with you.

Education

General and specialized courses in all areas of shopping center knowledge are offered by ICSC. Courses designed for center personnel and specialists in related fields rank with the top business training programs offered anywhere. ICSC also sponsors programs leading to the recognition of qualified men and women as Certified Shopping Center Managers (CSM) or Certified Marketing Directors (CMD)—emblems of distinction recognizing professional achievement in the industry.

Several times a year courses are offered for:

- shopping center managers (Management Institutes)
- marketing directors, managers, promotion and advertising specialists (Marketing Institutes)

And once a year, for everyone interested in learning more about the industry, ICSC convenes its University of Shopping Centers, a comprehensive program touching on the basics of shopping center operations.

Action

In a world of rapid change, where economic fluctuations, technological advances and shifting demographics can change the way business is done, it's necessary to act quickly and decisively based on a complete understanding of facts and issues. ICSC supplies the information you need to make critical business decisions everyday. You can discover and take advantage of new business opportunities by participating in meetings and conferences that focus on the changing scene.

Regional Idea Exchanges and Conferences

Held in major cities throughout the United States, Canada and Europe each year. These events focus on topics of importance and immediate business interest.

Deal Making Sessions

Held at various times during the year, these meetings offer a common ground where members can inform each other of their expansion plans and store openings and actually make arrangements or initiate negotiations for leasing space. These sessions provide a special opportunity for industry professionals to do business in a concentrated period of time—business that might otherwise require weeks and months to conclude.

Special Conferences

Devoted to United States and Canadian law; conferences focusing on design and construction; new and special conferences as needed on other subjects of industry concern.

Spring Convention, Leasing Mall & Exposition

The largest single gathering of shopping center professionals who meet to initiate business deals and learn what's going on in the industry.

Fall Convention

A national forum that examines, in depth, developing trends affecting center operations, management and marketing. ICSC also acts for you and protects your business interests.

Public Relations

Ongoing contact with the media and other opinion makers to help the public develop a clearer understanding of the positive contributions shopping centers make in the communities in which they do business.

Public Affairs

Action bulletins on current legislation as needed and special programs to let officials at all levels of government know where you and the industry stand on key issues.

Direct Representation

ICSC actively asserts member interests in Washington and state capitals. Through legislative advocates, State and Provincial Action Committees and through the efforts of staff attorneys, ICSC promotes legislative and regulatory action which best serves the needs of shopping centers and opposes, when necessary, actions that would work against the industry.



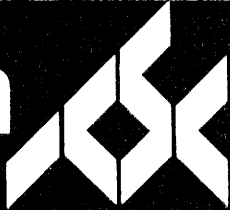
with you.

Bush Presidential Library Photocopy

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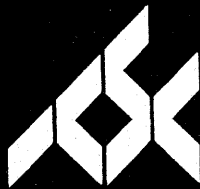


Join



...Be in the center of it all!

Membership Information



**International
Council of
Shopping Centers**

665 Fifth Avenue
New York, N.Y. 10022

Application for Membership

International Council of Shopping Centers
665 Fifth Avenue, New York, N.Y. 10022
Telephone: 212/421-8181

MEMBERSHIP CLASS (Check one only)

Dues must accompany application and are payable only in U.S. Dollars

☐ **Regular Member**
\$400 per year

☐ **Associate Member**
\$400 per year

☐ **Public/Academic Member**
\$100 per year
\$150 per year for foreign members

☐ **Affiliate Member**
\$75 per year

☐ **Public/Academic Affiliate Member**
\$50 per year

SPECIFIC CATEGORY (Check all appropriate for Company's nature of business)

☐ Shopping Center Owner
☐ Developer
☐ Management Company
☐ Lending Institution
☐ Merchant

☐ Lawyer
☐ Mortgage Broker
☐ Leasing Agent
☐ Architect
☐ Contractor
☐ Supplier
☐ Promotion, Advertising, PR
☐ Merchants Association
☐ Other _____

☐ Governmental Entity
☐ Public Official
☐ Educator
☐ Educational Institution
☐ Library and Other _____

NAME ☐ Ms ☐ Mr FIRST INITIAL LAST

COMPANY _____

MAILING ADDRESS _____

CITY _____

COUNTRY/STATE/PROVINCE _____

ZIP/POSTAL CODE _____ TELEPHONE _____

SHOPPING CENTER RELATED BUSINESS AND/OR ACTIVITY _____

ICSC MEMBER SPONSOR _____ Company _____

Have you ever been a member of ICSC? ☐ YES ☐ NO

If yes, under what company name? _____

Has your company ever been a member of ICSC? ☐ YES ☐ NO

Are you a CSM: Certified Shopping Center Manager? ☐ YES ☐ NO

Are you a CMD: Certified Marketing Director? (formerly ASPD) ☐ YES ☐ NO

If your firm operates under more than one name, or has subsidiary companies, please list names _____

I hereby apply for membership in the International Council of Shopping Centers. If elected, I will abide by the Council's Articles of Incorporation and By-Laws, support its objectives and pay the dues established by the Board of Trustees for my class of membership.

Applicant's Signature _____

Signature of Official Member
(Required on all AFFILIATE applications)

A portion of annual dues — \$35 — is applied as a subscription to **Shopping Centers Today**.

Please do not write below this line

Individual ☐

Company ☐

Class _____ Affil Code _____ Date ☐

Foreign Code _____ State Code ☐

M/S Approval

Date/Initial

Discrepancy _____

Accounting —
Date/Initial
Acknowledgement
Date/Initial
Input
Date/Initial

How to Join ICSC

There are four classes of membership in ICSC: regular, associate, public/academic and affiliate. Affiliate membership is the ONLY class open to employees of ICSC member companies.

Regular

You are eligible for regular membership if your company is engaged in the development, ownership or management of shopping centers, is engaged in business as a merchant located in a shopping center or is engaged in business as a lending institution which provides equity, interim or permanent financing of shopping centers from its own funds. Each Regular Mem-

ber company designates one person to act as its Official Member. An ICSC member sponsor is required on all Regular Member applications.

Only Regular Members have voting privileges or may hold office in ICSC.

Associate

You are eligible for Associate membership if your company is engaged in a trade, profession or industry allied to the shopping center field (i.e., leasing agents, lawyers, mortgage brokers, architects, contractors, suppliers, promotion, advertising and public relations agencies and merchants associations located in shopping centers.) Each

Associate Member company designates the person to act as its official member. An ICSC member sponsor is required on all Associate Member applications.

Public/Academic

This category of membership is open to any government entity and any appointed or elected public official at the city, state or national level. Also eligible are educators with a recognized college, university or educational institution and any such institution. Each Public/Academic Member entity designates one person to act as its official member.

Affiliate

You are eligible for Affiliate membership if you are em-

ployed by a Regular, Associate or Public/Academic Member, or are an officer of a merchants association located in a shopping center of a Regular Member. You must be directly associated with a member firm and your company title must be consistent with that of your Regular, Associate or Public/Academic member. You cannot become eligible through a subsidiary or commonly owned company. Applicants for Affiliate membership are required to include the signature of the company's official member on their applications. Additional applications for Affiliate membership are available upon request.