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**Record Group/Collection:** George H.W. Bush Vice Presidential Records  
**Collection/Office of Origin:** Chief of Staff, Office of the  
**Series:** Brady, Philip D., Files  
**Subseries:** Subject Files

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**OA/ID Number:** 14837  
**Folder ID Number:** 14837-004

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**Folder Title:**  
Straight Inc. [2]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>28</b>	<b>14</b>	<b>4</b>	<b>3</b>

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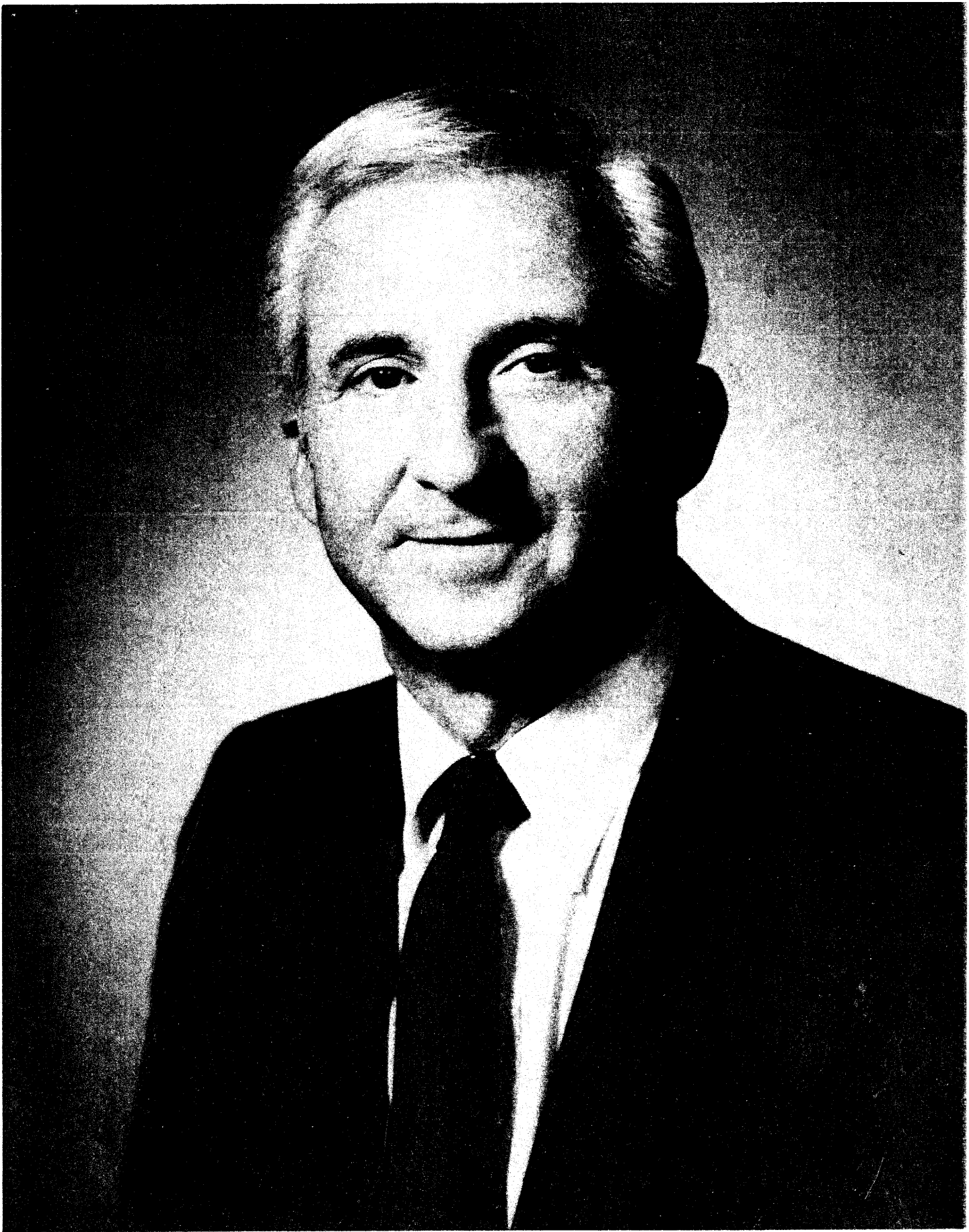
**The Sembler Company**  
REAL ESTATE DEVELOPMENT / SHOPPING CENTERS

5959 Central Avenue  
St Petersburg, Florida 33710  
(813) 381-3622

Mel Sembler  
Chairman of the Board



The Sembler Company  
5959 Central Avenue  
St. Petersburg, FL 33710  
(813) 381-3622



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MEL SEMBLER FACT SHEET

BORN:

St. Joseph, Missouri in 1930

EDUCATION:

Bachelor of Science degree from Northwestern University in Evanston, Illinois.  
Senior Class President, Northwestern University Class of 1952

CAREER HIGHLIGHTS:

Nine years in fashion specialty retailing.

Developed 19 shopping centers totaling more than 3 million square feet--an additional 600,000 square feet is presently under construction.

AWARDS:

Competition: Design Excellence, 1982  
Category: "Innovative Design and Construction"  
Sponsor: International Council of Shopping Centers  
Project: Mill Creek Mall, Kissimmee, Florida

Competition: The Centers of Excellence Competition, 1984  
Category: "Open Renovation"  
Sponsor: National Mall Monitor  
Project: Renovation of Dolphin Village, St. Petersburg Beach, Florida

In addition, Highland Square in Inverness, Florida won special community recognition from the community for its "save the trees" concept.

PROFESSIONAL AFFILIATIONS:

INTERNATIONAL COUNCIL OF SHOPPING CENTERS:  
(18,000 member trade association)

Current President, 1986/1987  
Current Board of Trustees, 1986/1987  
Annual Convention Chairman 1985  
Past Vice President of Committees  
Past Vice President, Southern Division  
Past Florida State Director  
Past Florida Government Affairs Committee Chairman

FIRST UNION BANK  
Board of Directors

NATIONAL MALL MONITOR  
Honorary Editorial Board

ICSC1-10/21/86

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MEL SEMBLER FACT SHEET, CONTINUED

COMMUNITY SERVICE:

STRAIGHT FOUNDATION, INC.

Founder, Chairman of the Board

(A national drug rehabilitation program for teenagers and pre-teens. The program has served more than 5,000 adolescents nationally since its inception in 1976.)

ARTHRITIS RESEARCH FOUNDATION

Board of Directors

TEMPLE BETH-EL

Board of Directors

TREASURE ISLAND TENNIS AND YACHT CLUB

Board of Directors

DOWNTOWN IMPROVEMENT CORPORATION (ST. PETERSBURG)

Board of Directors

PERSONAL:

The Sembler family includes wife Betty and three sons: Steve, Brent, and Greg. All three sons are officers of The Sembler Company.

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## MEL SEMBLER BIOGRAPHY

Mel Sembler has always been a man of strong convictions who demands nothing less than the best. But it is a way of life not just reserved for his business--he also wants it for his community. Sembler is always ready to pour time and energy back into the community to make it a better place.

A dedicated family man, Sembler and his wife, Betty, raised three sons who now serve as officers of The Sembler Company, a dynamic organization which has developed more than 3 million square feet of retail space. Based in St. Petersburg, the company has developed seventeen community shopping centers in Central Florida, plus two in Tennessee.

Concerned about youths in the community who were turning to drugs, he rolled up his sleeves and went to work, founding STRAIGHT, INC., a drug rehabilitation program presently serving more than 1,000 pre-teens and teenagers in nine cities. The program has graduated more than 5,000 children since inception. He still serves as Chairman of the Board of The Straight Foundation.

Sembler is now prepared to focus his energy on the International Council of Shopping Centers. Beginning in May, 1986, he will serve as president of this 18,000 member worldwide organization for the next twelve months. It is the preeminent organization for the shopping center industry.

His energy, drive, and enthusiasm for the shopping center industry should make his year as president an exciting one indeed.



## THE SEMBLER COMPANY PROFILE

After nine years in fashion specialty retailing, Mel Sembler decided in 1962 to begin a career in the shopping center industry. His first center was the 85,000-square foot Green Village Shopping Center in Dyersburg, Tennessee.

Success at Green Village soon spawned the next project, Jackson Plaza in Jackson, Tennessee. This 225,000-square foot project was also a success and Sembler's mark on the shopping center industry was made.

In 1968, Sembler moved his family and business to St. Petersburg, Florida. He quickly found that Florida was a dynamic market ready for his style of innovative design and quality construction.

His first Florida project, Jefferson Plaza in Fort Pierce, had 170,000 square feet of retail space and a long waiting list of tenants throughout the construction process.

Known for innovation, The Sembler Company received a Design Excellence award from the International Council of Shopping Centers in 1982 in the "Innovation, Design and Construction" category for Mill Creek Mall in Kissimmee."

The unique design allowed for doubling the square footage in the highest traffic location of the center--between the anchor tenants. This was accomplished by using a conventional strip center format with one exception: two small rows of smaller tenants face each other in enclosed space between the anchor stores. The advantages include lower construction costs, enclosed shopping which creates more customer browsing, and added exposure for small retailers of shop locations up front. Hurried shoppers have quick access to the major anchor tenants yet are adjacent to the smaller tenants.

This design made Mill Creek very energy efficient because air conditioning was not required. Extensive use of natural woods on store fronts and sign control also enhance the appearance.

The Sembler Company also is known for its unique renovation of shopping centers. The company renovated and expanded Dolphin Village on St. Petersburg Beach in 1984. It transformed a seventeen-year old shopping center into an art deco landmark that received recognition by the National Mall Monitor as winner in the category of "Open Renovation" in The Centers of Excellence Competition.

PROJECTS DEVELOPED BY THE SEMBLER COMPANY

<u>Name</u>	<u>Major Tenants</u>	<u>Size Sq.Ft.</u>
(1) GREEN VILLAGE Dyersburg, TN	Otasco, Sav-A-Lot Market Schlesinger's	84,152
(2) JACKSON PLAZA Jackson, TN	Park-Belk, Service Merchandise	225,000
(3) JEFFERSON PLAZA Fort Pierce, FL	Jefferson's, Pantry Pride, Eckerd Drug	155,000
(4) PARK 66 SHOPPING CENTER Pinellas Park, FL	Kash n' Karry, TG&Y, Walgreens	67,900
(5) HAINES CITY PLAZA Haines City, FL	Winn Dixie, TG&Y, Rexall	75,000
(6) ST.LUCIE PLAZA Port St. Lucie, FL	Winn Dixie, Gray Drug	82,350
(7) HIGHLAND SQUARE Inverness, FL	Beall's, TG&Y, Winn Dixie, Eckerd Drug	133,044
(8) VERO MALL Vero Beach, FL	J.C. Penney, J. Byron, Morrison's	155,000
(9) WESTGATE SQUARE St. Cloud, FL	TG&Y, Winn Dixie, Eckerd Drug,	92,207
(10) MILL CREEK MALL Kissimmee, FL	Publix, Beall's, Eckerd Drug	113,629

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(11) MARTIN SQUARE MALL Stuart, FL	J.C. Penney, J.Byron, Beall's, Morrison's	229,950
(12) ORANGE BLOSSOM MALL Ft. Pierce, FL	Sears, Belk	601,000
(13) HOMOSASSA SQUARE Homosassa Springs, FL	Kash n'Karry, Walgreens	73,544
(14) LITHIA SQUARE Brandon, FL	Kash n' Karry, Walgreens	62,018
(15) DOLPHIN VILLAGE St. Petersburg Beach, FL	Publix, TG&Y, Eckerd Drug, Bennigans, Burger King	123,441
(16) REGENCY SQUARE Port Richey, FL	Kash n'Karry, Walgreens, Frank's Nursery & Crafts, McCrorry's	134,363
(17) RAINBOW SQUARE Dunnellon, FL	Wal-Mart, Kash n'Karry, Walgreens	111,300
(18) MARICAMP SQUARE Ocala, FL	Kash n' Karry, Walgreens, Ace Hardware	82,524
(19) WALSINGHAM COMMONS Largo, FL	Albertsons, Scotty's, Frank's Nursery & Crafts	158,750

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THE SEMBLER COMPANY

SHOPPING CENTERS - FUTURE PROJECTS

<u>Name</u>	<u>Major Tenants</u>	
(1) CLEARWATER COMMONS Clearwater, FL		215,000
(2) BRANDON CROSSINGS Brandon, FL	Home Depot	275,000
(3) BENEVA MARKETPLACE Sarasota, FL		61,510
(4) HOME DEPOT CENTER New Port Richey, FL	Home Depot	156,110
(5) UNIVERSITY SQUARE Sarasota, FL		145,275
(6) RIVIERE PLAZA Palm Harbor, FL		115,000

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International Council of Shopping Centers

665 Fifth Avenue, New York, NY 10022  
212/421-8181



MEL SEMBLER  
Office of the President

REPLY TO:  
5959 Central Avenue  
St. Petersburg, FL 33710  
(813) 381-3622

February 19, 1987

Mr. Phil Bradey  
Deputy Assistant to Vice President  
Office of the Vice President  
The White House  
Room 277  
Washington, D.C. 20501

Dear Phil:

As promised, enclosed please find a copy of a recent speech given to my colleagues in the shopping center industry. I will be making forty-five of these speeches nationally.

My goal, as I speak nationally and internationally, is to heighten awareness to the drug abuse issue, seek action to stop demand, encourage stricter law enforcement, and focus responsibility on the individual for their own drug use.

I thank you for taking the time to visit with me last week. I enjoyed seeing you again. If I can be of any assistance, please don't hesitate to contact me.

Best regards,

A large, stylized handwritten signature in black ink, appearing to read 'Mel Sembler'.

Mel Sembler

Enclosure

MS/ml

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OFFICE OF THE VICE PRESIDENT  
WASHINGTON, D.C.

MEMORANDUM

TO: David Bates/Dave Ryder

FROM: DEBBIE HUTTON *djh*

SUBJECT: APPROVED VICE PRESIDENTIAL ACTIVITY

EVENT: Fundraising reception and luncheon for  
Congressman Michael Bilirakis

DATE: Friday, July 18, 1986

TIME: 12:00 p.m. - 1:15 p.m.

LOCATION: Belleview Biltmore Hotel  
25 Belleview Boulevard  
Belleair, Florida

ATTENDANCE: Reception - 50-100 approximately  
Luncheon - 400-500 approximately

REMARKS REQUIRED: Reception - Brief informal remarks  
Luncheon - 15 minutes

PRESS COVERAGE: Reception - Closed  
Luncheon - Open

MRS. BUSH PARTICIPATION: Is invited

DRESS: GENTLEMEN: Business Suit LADIES: Day Dress

\*\* COMMENTS: 12:00 p.m. - 12:00 p.m. - Reception \$500.00 per person  
12:30 p.m. - 12:40 p.m. - Holding Room  
\*\* 12:40 p.m. - 1:15 p.m. - Luncheon \$125.-150.00 per person

CONTACTS(s): (1) Pat Faber ( 813 ) 441-3721  
Name Area Code Number

(2) \_\_\_\_\_ ( \_\_\_\_\_ ) \_\_\_\_\_  
Name Area Code Number

CC:

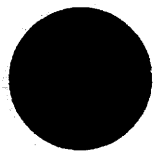
C. FULLER	M. FITZWATER	P. PRESOCK	T. McBRIDE
F. KHEDOURI	S.P. ROSE	M. McALISTER	R. BARNETT
D. GREGG	T. COLLAMORE	G. ENGLESTAD	M. LEWIS
B. GRAY	D. RYDER	B. MOORE	D. BATES
J. FITZGERALD	C. JUDGE	D. GUGLIELMINO	P. BRADY

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*Straight Inc.*

MEMORANDUM

OFFICE OF THE VICE PRESIDENT  
WASHINGTON



March 12, 1987

MEMORANDUM FOR STEVE HART

FROM: PHIL BRADY *PHB*

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



MEL SEMBLER  
Office of the President

REPLY TO: 5959 Central Avenue  
St. Petersburg, FL  
33710

DEAR Phil —

Thanks for seeing me this morning. When I get home I'll forward a copy of my closing speech. It was fun popping into the Vice President going into the White House. Keep up the great work!

**International Council of Shopping Centers**  
665 Fifth Avenue, New York, NY 10022  
212/421-8181

REGARDS

Mel Sembler

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