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Record Group/Collection: George H.W. Bush Presidential Records
Collection/Office of Origin: Personnel, White House Office of
Series: Presidential Appointment Files
Subseries: Priority Resumes File

OA/ID Number: 07037
Folder ID Number: 07037-026

Folder Title:
Sembler, Melvin F.

Stack:	Row:	Section:	Shelf:	Position:
G	22	10	3	2

Bush Presidential Library Photocopy

Nominated
Ambassador
to Australia

Document Originally
Attached to
Following Page

DETAILED EVALUATION/CONTROL SHEET
OFFICE OF RESUME REVIEW

Date: 4/5/89

Reviewer: SKENNEDY

Batch No: B074

Name of Applicant: SEMBLER, M.F. Accession #: 28307

☒ Bush/Quayle '88 Campaign Worker/ Victory '88
☐ Transition Worker
☐ Inaugural
☐ Other Political _____

Personnel Section:

☐ White House/O.V.P.
☐ National Security
☐ Domestic Agencies
☐ Natural Resources
☐ Finance and Commerce
☐ Social Services and Legal
☒ Boards and Commissions (Part-Time)

B+C

Applicants Requested Position: RECOMMENDED FOR
AMB - UK.

Resume Management Recommends: BD/COMM RE: REAL ESTATE
OR DRUGS

Resume Review:

☒ Qualified/Consider for PA
☐ Qualified/Consider for DAS/Senior Management
☐ Qualified/Consider for Schedule C (Professional)
☐ Qualified/Consider for Schedule C (Clerical/Support)

PPO Evaluation:

☐ Must Hire
☐ Strongly Consider
☐ Consider
☐ No Further Action

PPO Comments: _____

PPO Reviewer: _____ Date: _____

AD Recommendation
Postition: _____

Agency: _____

AD Reviewer: _____ Date: _____

PLEASE RETURN TO RESUME REVIEW OFFICE ROOM 903 WHEN ACTION IS
COMPLETED FOR DATA ENTRY AND FILING

LETTER OF RECOMMENDATION TICKET

SEMPLE, M
B074

Batch No: 28307 WATKINS A
Accession No: _____
Last Name: _____

LETTER OF RECOMMENDATION

FILESTAT:

BATCH NO: _____

LTR 1:

Enter from document,
FNAME, LNAME, SEX, ADDRESS, CITY
STATE, ZIP

RLTRCD: _____ #11 _____ #12 _____ #14
_____ #15 _____ #17 _____ #18

RECFOR: ~~LONDON~~ UNITED KINGDOM
AGCY: AMB

INTERNAL ROUTING

Initial Sort: JTC 12/23

Initial Data Entry: MB2/13

Flow Coordinator: _____

Detailed Eval: _____

Coding: _____

Detailed Data Entry: _____

Resume Storage: _____

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12 recommendations;
recommends special
reply

Murphy, Daniel

MURPHY & DEMORY, LTD.

CONSULTANTS IN DOMESTIC AND FOREIGN AFFAIRS

17 Nov 88

[Signature]

Appointment Requests:

RÉSUMÉ MANAGEMENT

Cabinet:

DEC 21 1988

Secretary of Energy, Peter T. Johnson (McClure)

USTR, Richard V.L. Cooper (Cooper & Lybrand)

Ambassadorial:

Melvin F. Sembler

→ UK

Fla. Siz Contris, real est

Joseph Zappala

→ Italy

Thomas M. Murphy (now FSO) (Africa, Asia/human rts, refugees)

Senior Departmental Positions:

Jon Thomas: (Tenn, ex-Asst Sec St (Nark), now w/ inst trade co.
Dept. of Commerce, Under Secretary for International Trade
Administration

USTR, Deputy USTR for Negotiations

Dept. of State, Under Secretary for Security Assistance,
Science & Technology

Thomas M. Murphy:

National Security Council, Staff

H. Spofford Canfield: (McClure)

Dept. of Interior, Assistant to the Secretary and Director
of External Affairs

" " Assistant to the Director for External
Affairs, BLM

Edwin K. Marzec: (Calt)

USTR, General Counsel

White House, Office of General Counsel, Associate Counsel

Ms. June Whelan: (McClure)

Dept. of Interior, Deputy Director, Office of Congressional
& Legislative Affairs

Dept. of Energy, Deputy Assistant Secretary for
Congressional Affairs

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2300 M St., N.W. • SUITE 130 • WASHINGTON, D.C. 20037

PHONE 202-785-3323 FACSIMILE 202-293-3083

MURPHY & DEMORY, LTD.

CONSULTANTS IN DOMESTIC AND FOREIGN AFFAIRS

Maintain Appointments:

Frank Dunkle:

Dept. of Interior, Assistant Secretary of Land and Minerals
Management

T. S. Ary:

Dept. of Interior, Assistant Secretary for Water & Science

from Adm Daniel J. Murphy, USN (ret.)

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PHONE: 202-785-3323 FACSIMILE: 202-293-3083

Melvin F. Sembler
Biography

Mel Sembler is one of the nation's leading shopping center developers. That's his living. Mel Sembler is also one of the nation's foremost crusaders against adolescent drug abuse. That's his life.

As a developer, Sembler is responsible for building The Sembler Company into one of the country's most recognized shopping center development firms. With 30 major retail projects since its inception and 5 more under construction, The Sembler Company is identified as an innovative leader in the industry and Sembler-built centers are known for their creative design and environmental integrity.

Mel Sembler served as the international spokesman for the shopping center industry as 1986-87 President of International Council of Shopping Centers, a position that capped nearly 30 years of active service to this worldwide trade association. During his tenure as President of this prestigious organization, Sembler travelled more than 150,000 miles to give 47 speeches in 52 weeks to the 30,000 members throughout the United States and in Canada, South America and Europe. He now sits on the Executive Committee of ICSC's Board of Trustees.

He also currently serves as ICSC's International Public Service Chairman, heading the 1988 "KIDS SAY KNOW" effort, a program he founded for ICSC in 1987. "KIDS SAY KNOW" is a national educational program aimed at discouraging drug use among adolescents, which was implemented in shopping centers in the United States and Canada in 1987 and was so successful, it was repeated in 1988 throughout North and South America and Europe.

Mel Sembler • 5959 Central Avenue • St. Petersburg, Florida 33710 • (813) 384-6000

When he is able, Sembler links his business acumen and his zealous concern about drug use: speeches he made during his tenure as President of ICSC were upbeat about the shopping center industry, but mid-point, he included a call to action for American business:

"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 is destroying our productivity... Sapping our national strength.... Draining our national coffers... and killing our children.... 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."

Sembler is known as a coalition builder, able to rapidly organize captains of business and industry to action. He is a leading fund raiser for **STRAIGHT** and other political, religious and charitable organizations. He served as co-chairman of the Florida Finance Committee for the successful George Bush for President Campaign. He received the prestigious J.C. Penny Golden Rule Award for his volunteer commitment for his 15 year work with STRAIGHT, Inc.

Sembler, 57, is a 1952 graduate of Northwestern University, where he earned a Bachelor of Science degree. A native of St. Joseph, MO, Sembler has three sons, Steve, Brent, and Greg, who are active in the The Sembler Company. He and his wife are the proud grandparents of four grandchildren.

MS3/11168



December 5, 1988

Dear Mel,

Great seeing you the other day. Thanks so much for coming.

I am delighted that you are willing to assist in the challenges that lie ahead. We haven't begun to focus on the bulk of the ambassadorships, but I am letting Chase Untermeyer and Jim Baker know of your interest. Many thanks again.

Warmest regards,

RESUME MANAGEMENT

DEC 21 1988

(Adm)

THE VICE PRESIDENT
WASHINGTON, D. C. 20501

Mr. Mel Sembler
5959 Central Avenue
St. Petersburg, Florida 33710

PERSONAL

bcc: [REDACTED]

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2/2/88

Nov 21, 1988

The Honorable George Bush
Vice President of the United States
The White House
Washington, D. C. 20514

Dear Mr. Vice President:

In the nine years since the first George Bush for President campaign fundraiser at our home, Betty and I have learned a lot, laughed a lot, worked a lot, but we have never doubted-- not for an instant-- what the outcome of your bid for the Presidency would be! What could be more thrilling than to be with you on the journey from "George Who?" to "Mr. President" and, so, again, let me say how proud we are of your victory.

I think one of the things that made us so certain of your victory, is that we are committed to the same values and understand the importance of hard work, of family, and of community service. Through the years, because of my company, my work with the International Council of Shopping Centers, with STRAIGHT, and most recently, with your campaign, I have come to know and understand how rewarding serving my community can be.

I stand ever ready to continue that service on behalf of my country, and my President. Now that the company has been turned over to my very capable sons, I believe that Betty and I would be excellent representatives of the United States. Through our travels, we have come to know and love England, United Kingdom, and if we may be of service to our country there as Ambassadors, we will gratefully serve.

We are, of course, prepared to assist you in any way we can in areas where you believe we can best serve you.

Again, Mr. Vice President, our very best wishes, and our love, go out to you and Barbara and the entire Bush family.

Warmest personal regards,


Mel Sembler

Mel Sembler • 5959 Central Avenue • St. Petersburg, Florida 33710 • (813) 384-6000

Demory, M.

THE WHITE HOUSE
WASHINGTON

February 24, 1989

Admiral Daniel J. Murphy, USN, (Ret)
Murphy & Demory, Ltd.
2300 M Street, N.W.
Suite 130
Washington, DC 20037

Dear Admiral Murphy:

Thank you for your letter recommending 12 individuals for appointments in the Bush Administration.

We appreciate your bringing these candidates' credentials to our attention. We have begun our review process in which these candidates will be given serious consideration.

We hope that you will continue to contact us regarding candidates of the highest caliber to serve in the Administration.

Sincerely,

CHASE UNTERMEYER
Assistant to the President
and Director of Presidential Personnel

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ROUTING INSTRUCTIONS

Date: 7/18/89

- | | |
|---|------------------------------------|
| <input type="checkbox"/> Jan | <input type="checkbox"/> Tee |
| <input checked="" type="checkbox"/> Diane | <input type="checkbox"/> Lisa |
| <input checked="" type="checkbox"/> Sharon F. | <input type="checkbox"/> Sharon H. |
| <input type="checkbox"/> Clayton | <input type="checkbox"/> Courtney |

☐ File (specify)

☐ Alpha

☐ Other _____

☐ Circulate _____

☐ Request resume

☐ Note to ABC: A B C

☐ Acknowledge correspondence:

☐ Form

☐ Custom - major points

☐ First name _____

☐ Original to Katja (135)

☐ Other _____

Date: 7/18/89# 28307

COMPLETED

BOARDS AND COMMISSIONS
INDEX FORMNAME OF APPLICANT (L,F,M,I.): SEMBLER, Melvin F.CITY, STATE: St. Petersburg, Fl.TELEPHONE: (W) _____ (H) (813) 384-6000RECOMMENDERS: Adm Daniel J. Murphy, USN(ret.)

BOARD OR COMMISSION:

- DFA
1. Drug-Free America by 1995, National Commission on Measured Responses to
 2. _____
 3. _____

SECRETARIAL-LIST BOARD OR AGENCY: HS/DEUG ABUSE ADVISORY COMMITTEECATEGORY: Real Estate
Neighborhood

BOARDS AND COMMISSIONS EVALUATION:

A

B

C

AREA OF EXPERTISE:

Real Estate Development
Drug Prevention Programs

NOTES:

- Leading shopping center developer
- '86-'87 - Pres. International Council of Shopping Centers (worldwide trade association)
- Active leader in campaign AGAINST DRUG ABUSE
- leading fund-raiser for STRAIGHT
- Co-Chr. Florida Finance Committee, GB for Pres.
- Known personally to GHWB
- Founder "KIDS SAY KNOW" (Anti-drug effort)

B.S. - NORTHWESTERN

ACTION/APPOINTMENT: _____

Copies: 4

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THE WHITE HOUSE
WASHINGTON

May 3, 1989

MEMORANDUM:

TO: JAN NAYLOR
FROM: RON KAUFMAN *RK*
SUBJ: CHARLES SNELLING ✓
RICHARD ARMSTRONG
RABBI HEMAN SCHALMAN
RUTH LIEDER ✓

Above folks all candidates for B&C's. Thanks.

*Alpha file
only*

Commission
The Sembler Company
REAL ESTATE DEVELOPMENT / SHOPPING CENTERS

5858 Central Avenue
St. Petersburg, Florida 33707
(813)384-6000 / Fax # (813)343-4272

Mel Sembler
Chairman of the Board

April 14, 1989

Mr. Ron Kaufman
Deputy Assistant, Presidential Personnel
132 A Old Executive Office Bldg.
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Ron:

Enclosed please find a copy of a letter just received from a dear personal friend of mine, Rabbi Schaalman from Chicago. The Rabbi is requesting appointment to the United States Holocaust Memorial Council. Rabbi Schaalman is an outstanding Rabbi, now retired, and would be a vital addition to the council. I would consider it a personal favor for any courtesies extended to Rabbi Schaalman in seeking this appointment by President Bush.

Best Personal Regards,


Mel Sembler

Enclosure

MS/cg

Mel Sembler • 5858 Central Avenue • St. Petersburg, Florida 33707 • (813) 384-6000

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Emanuel Congregation

5959 Sheridan Road
at Thorndale Avenue
Chicago 60660

HERMAN E. SCHAALMAN
Rabbi

April 10, 1989

Mr. Mel Sembler
5959 Central Ave.
St. Petersburg, FL 33707

Dear Mel:

Following up on our telephone conversation I would like to ask you for a great personal favor to see whether you could be instrumental in helping me to get an appointment to the United States Holocaust Memorial Council. It is my understanding that appointments to that Council come directly from the President.

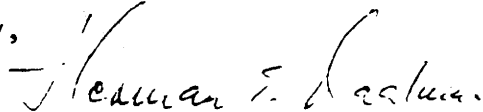
I am serving currently on the education sub-committee of that council, a committee which has not met for some time. I am deeply interested in the work of the Council and I have joined the Chicago effort to promote a much higher profile for it here in Metropolitan Chicago.

My interest in this issue comes from a very personal source. I am a refugee from Germany and my late father was a prisoner in the Dachau concentration camp for some time in 1938/39.

I hope it is not an imposition to ask you to do this. You are totally free to tell me that you cannot undertake it. At the same time, should you be able and willing to help me in this matter you know how deeply I would appreciate it.

My very best personal regards to Betty and you.

Yours sincerely,



Rabbi Herman E. Schaalman

HES/jm

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Herman E. Schaalman, Rabbi, ordained in 1941 at the Hebrew Union College of Cincinnati, Ohio was born in Munich, Germany in 1916. He obtained a scholarship to the Hebrew Union College in 1935 from the seminary in Berlin where he was pursuing rabbinic studies.

A BA and MA were received at the University of Cincinnati in 1937, 1938. Rabbi Schaalman served in Cedar Rapids, Iowa after ordination in 1941 until 1949. He was called to Chicago as the director of the Chicago and Midwest Federation of the Union of American Hebrew Congregations where he served until 1955. Since then he has been Rabbi of Emanuel Congregation in Chicago which made him emeritus in 1986.

Rabbi Schaalman teaches at the Chicago Theological Seminary (Church of Christ) and at Garrett-Evangelical Seminary at Northwestern University (Methodist).

Rabbi Schaalman is currently the president of the Chicago Board of Rabbis. He is also president of the Council of Religious Leaders of Metropolitan Chicago. He serves on the Board of Directors of the Jewish Federation of Metropolitan Chicago and is a vice president of the local American Jewish Committee. He is national vice president of the Association of Reform Zionists of America, serves on the American Board of the World Union for Progressive Judaism and is the chairman of the Ethics Committee of the Central Conference of American Rabbis.

In November of 1988 Rabbi Schaalman was one of the main speakers of the Holocaust Commemoration in Philadelphia and presided over the Holocaust observance in Chicago as co-chair of the Commemoration Committee. Together with Cardinal Bernardin and the Rev. Sterling Cary Rabbi Schaalman is one of this committee of three invited by the Mayor of Chicago to address tensions in the relations of the black community with whites within the Chicago area.



SEMBLER
United States Department of State

Washington, D.C. 20520

File

May 3, 1990

MEMORANDUM

TO: PER/PE - Mr. Harmon E. Kirby
FROM: EAP - Richard Solomon *Rich*
SUBJECT: Performance Evaluation: Ambassador Melvin Sembler, Canberra, Australia

Ambassador Sembler has provided strong leadership since his arrival at post in October 1989, effectively carrying out all aspects of the Secretary's letter of instruction. His extensive business and management background, sound grasp of bilateral and multilateral issues in the U.S.-Australia relationship, and warm and engaging personal manner have enabled him smoothly and effectively to promote the President's policies in Australia and in the Asia-Pacific region.

Ambassador Sembler was tested on many fronts early in his tenure. Soon after he arrived, four U.S. cabinet-rank officials -- Secretaries Baker, Cheney, Mosbacher, and USTR Hills -- arrived in Australia for one week: first for the annual U.S.-Australia ministerial meeting, followed by the first Asia-Pacific Economic Cooperation ministerial. Under Ambassador Sembler's direction, the Embassy and Congen Sydney flawlessly handled this unprecedented presence of Cabinet officers and staffs, seeming to effortlessly provide the support necessary to guarantee the success of both meetings. I was present for these meetings, and can personally attest to Ambassador Sembler's daily involvement in both the support and substantive aspects of the meetings. Shortly afterwards, he held two on-the-record sessions with the notoriously irreverent Australian press, which previously had been somewhat skeptical about his qualifications for the job. By all accounts, Ambassador Sembler demonstrated with both skill and confidence his familiarity with the issues in U.S.-Australia relations. The Australian press no longer questions Ambassador Sembler's qualifications!

Maintaining broad public support in Australia for the U.S.-Australia defense alliance is a top priority for the U.S. Ambassador in Canberra. Ambassador Sembler has excelled at thoughtful articulation of U.S. positions on bilateral and international issues. He has visited all the states and

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territories of Australia. In these visits, he always schedules a broad range of meetings with local officials, businesspeople, journalists, and ordinary Australians. He has also given numerous well-received speeches to business and civic associations, spreading the word that the United States is both an important strategic ally and an interested and involved partner in Australia's economic development. These public affairs efforts of Ambassador Sembler's will win us solid benefits in the years ahead.

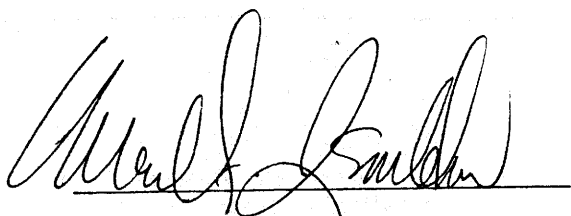
On international issues, Ambassador Sembler has been an effective advocate in Australia for U.S. policy. He made an important demarche on Panama that resulted in public support by Prime Minister Hawke for the U.S. action there. In this, Ambassador Sembler drew upon the excellent personal and professional relationship he had quickly developed with Hawke.

Ambassador Sembler also orchestrated prominent USG participation in a national-level conference in Melbourne on "Drug Control: Legal Alternatives and Consequences." This effort, coupled with Ambassador Sembler's substantive interventions during the conference, underlined both his personal commitment and that of the Bush administration to the war against drugs. A speech on drugs given by Ambassador Sembler in Adelaide so motivated the audience that it led the local business/advertising community to launch a "partnership for a drug free Australia" modeled on the U.S. counterpart. This group has looked to the Ambassador for advice/support as it develops its national campaign. I believe that such activities helped to strengthen Australian public support for a U.S. connection by demonstrating that our relationship is not limited to defense. I would also note that Ambassador Sembler has become deeply involved in environmental affairs, which are very important in Australia, by visiting Antarctica and cultivating good personal and professional relations with the Australian Minister for the Environment. This may enable us to chart our way through our current differences with Australia over the Antarctic Minerals Convention.

Finally, Ambassador Sembler has established high morale in his embassy. He seems to strike an appropriate balance between giving clear and strong guidance and letting individuals carry out their responsibilities using their best judgment. He is always open to advice from his staff, but is quite comfortable making hard choices. This was demonstrated when he refused a long-standing request from the Naval Investigative Service to station personnel in Australia, noting that the USG interest in reducing its overseas profile outweighed the Navy's need to have another officer in Australia.

In a relatively short period of time, Ambassador Sembler has become a valued member of the EAP team. With the U.S. military presence in Asia and the Pacific currently under review, the strong security relationship with Australia becomes all the more important. Based upon his sterling performance thus far, I count on Ambassador Sembler for leadership in further deepening and strengthening the U.S.-Australian relationship.

I have seen and approved this report.


Melvin F. Sembler

May 9, 1990
(date)