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Mel and Betty Sembler
10324 Paradise Boulevard
Treasure Island, Florida 33706

813-367-1609

A COMMUNITY RELATIONS PROGRAM
INTERNATIONAL COUNCIL OF SHOPPING CENTERS

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October 31, 1986
Prepared by:

HILL AND KNOWLTON

Hill and Knowlton, Inc.
International Public Relations Counsel
420 Lexington Avenue
New York, New York 10017
212 697-5600

Rec'd 11-3-86
To Do Express

COPY

Patricia D. Peters
Senior Vice President

October 31, 1986

Mr. Mel Sembler
The Sembler Company
5959 Central Avenue
St. Petersburg, FL 33710

Dear Mel:

Enclosed please find Hill and Knowlton recommendations for a Spring '87 public service promotion for ICSC. A copy has been sent to John Riorden under separate cover.


We've attempted to focus our recommendations on a program that meets the following criteria:

- can be successfully implemented by Spring '87
- ensures maximum member participation
- addresses the drug problem in a meaningful way.

I will be meeting with John sometime next week to discuss our proposal and to make any appropriate modifications. If you have questions or comments before that time, please don't hesitate to give me a call. (I will be out of the country until Tuesday, the 5th, but Susan Hullin of my office can offer assistance in my absence.)

I'm looking forward to the opportunity to meet with you again and, hopefully, to working with you in the coming months.

Sincerely,



Penny Peters

PP:lp
enc.

cc: Pat Lewis

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A Community Relations Program
International Council of Shopping Centers

INTRODUCTION

Hill and Knowlton is pleased to present a spring 1987 community relations program to the International Council of Shopping Centers.

The recommendations that follow are based on the extensive experience Hill and Knowlton has gained from working with associations and major marketers, including medical, agricultural, product, and service organizations.

Why Hill and Knowlton?

1. Experience

- o We understand association needs.
 - Photo Marketing Association (PMA)
 - Florists' Transworld Delivery Association (FTD)
 - United Dairy Industry Association (UDIA)
 - American Dairy Association (ADA)
 - American Academy of Dermatology (AAD)
 - American Iron and Steel Institute (AISI)
- o We understand shopping center needs.
 - Work with mall special events directors on a number of corporate-sponsored campaigns
- o We understand marketing/promotion and represent such major marketers as P&G, Du Pont, Kraft, Kodak, and Nabisco, among others.

2. Expertise

- o More than 1,800 staff members with expertise from agriculture to telecommunications (We use only the specialists you need, for as much time as you need.)
- o Experts in graphic design, creative copy, media relations, marketing, special events, and many others

3. Reach

- o 20 U.S. offices and 38 affiliates
- o 36 offices throughout rest of world

This document contains the following sections:

- o Situation analysis;
- o Program objectives;
- o Strategies;
- o Program criteria;
- o Program overview;
- o Recommended activities;
- o Preliminary/budget estimates.

While these recommendations are far from preliminary, we ask you to view them as flexible. In order to refine the program, we need to have more information. As soon as possible, ICSC and Hill and Knowlton should meet to discuss the details of the program. We also will seek input from a sample of shopping centers to make certain the concept is targeted properly.

Time is of the essence.

SITUATION ANALYSIS

Over the past 30 years, few entities have had as dramatic an impact on American life-styles as shopping centers. As cities spread to neighboring countrysides with the explosion of suburbs following World War II, shopping centers were built as service centers -- convenient hubs for errands and chores. They have evolved into much more than that. Centers are where much of America spends its leisure time. Consumers shop, see first-run movies, exercise, sample a variety of foods, or just browse.

Shopping centers attract all ages, from retirees who join mall-walking teams to teenagers who consider malls their social centers and assemble at fast-food restaurants or just "hang out" in the common areas. In recent years, some malls have been confronted with a serious teen problem. These malls have become so popular with an undesirable element of the youth population that their community image has suffered -- as well as their profitability. Mall management must cope with littering, heavy shoplifting, vandalism, and more serious crimes, such as drug dealing.

Malls need to strike a delicate balance between creating attractive shopping environments and protecting individual rights. It is imperative that ICSC members actively work to be good community citizens. Addressing the

drug problem head-on will help position malls as part of the solution, not part of the problem.

The Challenge

H&K's challenge is to design and provide implementation support for a spring 1987 shopping center promotion that helps diminish the drug-abuse problem in America.

PROGRAM OBJECTIVES

- o To position shopping centers as contributing members of their communities;
- o To encourage maximum involvement of ICSC members;
- o To provide the basis for ongoing community relations activities and a framework for future community relations programs.

STRATEGIES

We have devised the following strategies through which to address the program objectives. We will:

- o Design a community relations promotion centered on a national vote against drug abuse -- a call to action;
- o Create a newsworthy event to launch nationally the week's activities and develop story angles to allow many different media audiences to participate in communicating ICSC's story;
- o Develop support materials that clearly detail each part of the promotion to facilitate ICSC member participation.

PROGRAM CRITERIA

In developing our recommendations for a community relations program for ICSC, Hill and Knowlton has addressed the following criteria. We acknowledge that the program must:

- o Focus on the drug-abuse problem;
- o Offer a real contribution to ongoing programs in communities, i.e. make a difference;
- o Be a defined promotion period (e.g., a week) in spring 1987 (April/May);
- o Be designed with tiers of activity to allow participation by all levels of ICSC membership;
- o Be interactive (allow the consumer to participate in some way).

*? why not
A month or
what ever*

PROGRAM OVERVIEW

An effective drug-abuse communications program designed for ICSC should address several goals by:

- o Promoting local mall and consumer interaction and participation;
- o Promoting and generating excitement, enthusiasm, and a feeling of accomplishment among these groups;
- o Providing community benefits.

The program Hill and Knowlton has designed for ICSC satisfies these prerequisites and more. The issue of --drug abuse is of major concern throughout the country. The battle against drugs requires tremendous support from Americans everywhere, and shopping centers are very much today's community meeting halls, a perfect location to rally to a cause, to stand up and be counted.

S.T.A.N.D. Up and Be Counted

The most important element of any campaign designed to generate participation is that it encourages action.

"S.T.A.N.D. Up and Be Counted" is a program theme designed to enable consumers to take a position on drug abuse in this country. It does not allow room for fence-sitters or wafflers. A choice must be made, and those who choose to speak must be heard.

S.T.A.N.D. is the acronym for "Shoppers Take Action: Nix Drugs," which promotes action while simultaneously providing ICSC with a brief, active acronym that will work perfectly on premiums, no matter how limited the space for imprinting. The word "stand" also works well in conjunction with several phrases that become the name of individual public relations program elements.

Two key phrases we will be using in the program to tie all activities together are S.T.A.N.D. Up and Be Counted and "Take a S.T.A.N.D.."

An integral part of the program will be an in-mall voting event that will enable every shopper to participate in ICSC's program. The phrase "If you're not part of the solution, you're part of the problem" works well as a subtheme for this activity as it:

- 7 -

- o Evokes a feeling of responsibility on the part of all audiences;
- o Specifically evokes a response from baby boomers who remember the phrase from the '60s;
- o Provides a feeling of accomplishment for youth audiences;
- o Echoes the use of malls as a community rallying point.
- o Supports any type of program speaker effort where taking a stand may mean taking the podium;
- o Encourages shoppers to pick up and carry premium items (i.e., "Take a S.T.A.N.D." T-shirt's).

The S.T.A.N.D. theme will be wrapped around all activities and will enable consumers to identify themselves with a project that is all-American through and through. Americans have always taken a stand on issues, their futures, and their decisions. This country is fighting a war against drugs today, and American shoppers are our infantry. With the right program activities and a bit of passion, this program should ignite American indignation and action. And when Americans ignite, they can set the world

?
where is best
thing

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Perhaps, at an appropriate shopping mall, Nancy Reagan could cast the first vote to "nix drugs." Ballots could be distributed on Capitol Hill, and members of Congress would be encouraged to cast their votes when visiting their home districts or states.

The program is tiered to allow the smallest mall maximum participation with a minimum of time, while the large regional malls are limited only by their imaginations.

The Strip Mall

Even a small mall with the most limited resources would be able to:

- o Run an in-mall voting program;
 - o Send P.R. materials (press release, backgrounder, and media alert) to the local community paper;
 - o Arrange a drawing for merchants' prizes. -?
- Isn't this paying someone for a vote against drugs?*

The Medium-Size Mall

- o Run an in-mall voting program.
- o Send P.R. materials (press release, backgrounder, and media alert) to area papers and radio stations.
- o Arrange a series of drawings for merchants' prizes. ?

- o Tie in with local nonprofit organizations and social agencies for community education/action programs and coordinate:

- Displays;
- Information tables and booths;
- S.T.A.N.D. Up Health Fair;
- Interactive computer display.

- o Conduct school art contest/display posters.

- o Encourage merchant tie-ins with local charities *AntiDrug or RESOURCES*

- o Stage family entertainment in center court or mall stage areas. *MADD BAD PRIDE sfc*

Super Regional Malls

- o Run an in-mall voting program.

- o Send P.R. materials (press release, backgrounder, and media alert) to area papers and radio and television stations.

- o Arrange a drawing of merchants' prizes. ?

- o Tie in with local nonprofit organizations and social agencies for community education/action programs and coordinate:

- Displays;
- Information tables and booths;
- S.T.A.N.D. Up Health Fair;
- Interactive computer display.

- o Conduct school art contest/display posters;

- o Encourage merchant tie-ins with local charities;

- o Stage family entertainment in center court or mall stage areas.

- o Conduct major entertainment events:

- Tie in with radio station for live on-site/call-in (note many TV and radio stations have their own anti-drug campaigns);

- Host celebrity events.

- o Hold black-tie benefits.
- o Produce booklets (e.g., "Seven Steps to S.T.A.N.D.").
- o Create I.D. materials.
- o Organize major displays.
- o Serve as the catalyst for long-range community action.

RECOMMENDED ACTIVITIES

Hill and Knowlton recommends the following program activities

I. "S.T.A.N.D. Up and Be Counted" Campaign Concept

A comprehensive campaign concept serves as an umbrella for all program elements and tiers of activities. We will:

- o Create and refine the theme;
- o Design the logo, special graphics, and materials;
- o Develop the mechanics of the voting process (from local to regional to national).

II. Shopping Center Support

A. Shopping Center Participation Kit

To ensure maximum participation and to generate excitement among ICSC members, we will create a "How to Participate" kit that will include:

- o A step-by-step guide for each element of the campaign;
- o Camera-ready logo, labels, and voting ballot;

- o Ad slicks;
- o A sample calendar of events;
- o Suggested proclamation for government officials;
- o Voting procedures and guidelines;
- o A timetable
- o A local publicity supplement (e.g., "Swiss cheese" news releases, sample media alerts, etc.).

B. Point-of-Purchase Program

To extend the reach and duration of the "S.T.A.N.D. Up" promotion, we recommend the development of P-O-P materials. These could include, but are not limited to:

- o T-shirts and sweatshirts;
- o Bumper stickers;
- o Caps and visors;
- o Posters and cards.

We will design and coordinate P-O-Ps and work with ICSC to encourage members to support these premiums.

C. Incentive Program

To encourage maximum involvement of ICSC members, Hill and Knowlton recommends developing an incentive program. Malls would be encouraged to compete for

Mavi Award for writers
- 12 -

the best, most effective, and most original promotions. Awards will be presented at the annual ICSC meeting, promoting even more member participation in 1988. We will develop guidelines and report forms to include:

- o Summary of events;
- o Voter participation;
- o Photographs;
- o Newspaper clippings, audio, and video tapes.

III National Media Event

Drug-abuse education needs tremendous support from Americans everywhere. The first vote to "S.T.A.N.D. Up and Be Counted" should be cast by the first lady. We will work with ICSC to coordinate White House involvement. Mrs. Reagan could cast the first vote in an appropriate shopping mall. We will develop and coordinate the event to include:

- o Site selection and liaison;
- o Invitations;
- o Follow-up calls;
- o ICSC speaker support;
- o Program brochure;
- o Memento of event;
- o Hands-on supervision;
- o Media follow-up.

Ballots will also be distributed on Capitol Hill to members of Congress. We will coordinate with ICSC to encourage elected officials to take leadership roles in their home districts and states.

IV. National Publicity

Hill and Knowlton will coordinate the national "S.T.A.N.D. Up" publicity effort. We will develop story lines and seek interview opportunities and story placements with:

- o Network television, radio, and syndicated programs;
- o Major media markets (utilizing the Hill and Knowlton network);
- o Consumer magazines;
- o Educational and nonprofit publications.

Results and audience reach figures will be obtained and analyzed.

V. Speaker Training

ICSC will need articulate spokespersons to communicate the "S.T.A.N.D. Up" message. We recommend training two ICSC executives through a full-day session of briefings, role-playing, and simulated situations in:

- o Print interviews;
- o Speech-making;

- o Radio and television talk shows;
- o Press conferences.

Tapes and video recordings will be made to enable each individual to analyze and improve his or her own skills.

VI. Public Service Announcement

Hill and Knowlton recommends producing one 30-second television and radio public service announcement urging consumers to "S.T.A.N.D. Up" and take action. We will:

- o Recruit a celebrity spokesperson;
- o Produce the announcements;
- o Distribute the spots to 500 TV stations and 2,000 radio stations;
- o Monitor usage and follow-up.

VII AP/UPI Radio Broadcast

We recommend using the AP Radio/UPI Audio Broadcast Feature Service, which reaches approximately 2,000 stations with one centrally fed item, to bring the "S.T.A.N.D. Up" message to the public. Stations tape these audio features and use them on newscasts, news and information segments, and talk shows. The 60-second spot will urge consumers to go to their malls, vote, and "Take a S.T.A.N.D." We will:

- o Produce the tape, incorporating a voice actuality of a senior ICSC spokesperson;
- o Coordinate distribution;
- o Obtain air-checks and audience reach figures.

VIII. Mat Mailing Column

Mailing a matted column to suburban newspapers across the country is a cost-effective, controlled communications vehicle. We recommend developing one major column on S.T.A.N.D.'s role in fighting drug abuse to be released to local newspapers at the beginning of the promotion. We will:

- o Write the column;
- o Distribute it to newspapers nationwide;
- o Monitor usage.

IX. Provide Counsel, Supervision, and Coordination

Hill and Knowlton believes good relationships are based on effective two-way communication between the client and the firm. In addition to counseling and hands on supervision, we will also serve as a liaison to national organizations to seek opportunities for ICSC to build coalitions for the program.

X. Reporting and Evaluation

Building an effective community relations program begins by evaluating the program just completed. Hill and Knowlton will prepare a report and evaluation to be presented to ICSC management. The report is an important component to building an ongoing program. It will serve as a base for planning the 1988 events.

In addition, all meetings, conference calls, and changes in the program will be communicated in a written report as soon as they have occurred.

Summary

The International Council of Shopping Centers has taken on an ambitious challenge: to make every American address the drug abuse problem head-on and to motivate each individual to action. Hill and Knowlton applauds ICSC and is ready to "S.T.A.N.D." with you.

An estimated budget follows.

ESTIMATED BUDGET

We estimate that the budget for Hill and Knowlton fees and related out-of-pocket expenses for this program will be between \$200,000 and \$275,000. Our fees are for design, supervision, national media contact, and the use of an ICSC staff person for day-to-day member coordination and materials tracking. In the event ICSC does not have a person on staff, Hill and Knowlton will hire and supervise the individual.

A final, detailed budget will be submitted once we have had the opportunity to discuss our recommendations with ICSC and to identify the program specifics (e.g., quantities of materials produced, member communication vehicles, etc.).

The following breakdown can serve as a general guide.

	<u>Activity</u>	<u>Estimated Cost</u>
I.	Concept Development (logo design, special graphics, and materials design)	\$ 10,000 - \$ 20,000
II.	Shopping Center Support	
	A. Participation Kit	\$ 20,000 - \$ 28,000*
	B. Point-of-Purchase Program	\$ 15,000**
	C. Incentive Program ? <i>mail</i>	\$ 5,000 - \$ 10,000
III.	National Media Event	\$ 38,000 - \$ 48,000
IV.	Publicity	\$ 20,000 - \$ 30,000
V.	Speaker Training (two spokespersons)	\$ 5,000

*Does not include printing or distribution

**Does not include production

VI.	PSA (video and audio-- produce, place, follow-up)	\$ 30,000 - \$ 45,000
VII.	AP/UPI Radio Broadcast	\$ 1,500 - \$ 2,000
VIII.	Mat Mailing Column (1)	\$ 4,000
IX.	Provide Counsel, Supervision, and Coordination (six months)	\$ 18,000
X.	Reporting and Evaluation	\$ 5,000 - \$ 10,000
XI.	Ongoing Effort (build to '88 event-- five months @ \$3,000)	\$ 15,000
XII.	Contingency	\$ 25,000
	TOTAL	\$211,500 - \$275,000



INTERNATIONAL COUNCIL OF SHOPPING CENTERS

Since its founding nearly 30 years ago in 1957, International Council of Shopping Centers (ICSC) has grown from a handful of shopping center professionals into an international trade association with over 18,000 members from 41 countries. Its wide range of services encompass education, publications, government and legal affairs, professional accreditation, and meetings, conventions, and conferences.

In the past year, in particular, International Council of Shopping Centers has experienced phenomenal growth. During 1985 membership rose by 33.6% and figures nearly as high are expected this year.

Headquartered in New York, ICSC's professional staff is led by executive vice president John Riordan while St. Petersburg, Fla. developer Mel Sembler holds the current one-year term of president.

A summary of ICSC services follows:

EDUCATION: Expanded and upgraded educational programs include an annual University of Shopping Centers, first-level and second-level courses at Marketing Institutes and Management Institutes, a new Leasing Institute, a Master Developer Series featuring the country's leading developers, and special courses on specific subjects such as portfolio management or temporary tenants.

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PUBLICATIONS: In addition to the monthly magazine Shopping Centers Today, ICSC publishes a wide variety of books, reports and cassettes addressing timely subjects within the shopping center industry. Among its recent publications are How to Cope with Today's High Insurance Rates, Leasing Opportunities - 1987, ICSC Guide to Operating Shopping Centers the Smart Way, and Shopping Center Lease Administration.

GOVERNMENT & LEGAL AFFAIRS: Staff attorneys, a legislative assistant and the Government Affairs Committee carefully monitor judicial, legislative and regulatory matters for ICSC membership. In addition to publishing a quarterly Legal Update, the attorneys provide information to members on legislation that affects shopping centers. The Government Affairs Committee hosts bi-annual meetings with key legislators in Washington, D.C. as well as occasional Congressional breakfasts.

MEETINGS, CONVENTIONS & CONFERENCES: As interest in shopping centers has grown so has this area of ICSC services--last year attendance at these events soared by almost 10,000 to a record 39,953. The Spring Convention continues to grow at a phenomenal rate with nearly 18,000 attending the 1985 event and 25,000 at the 1986 Spring Convention. The Fall Convention, in its fourth year, is expected to increase by 30% this year with over 3,000 registrants. Other major annual conferences, which have experienced tremendous growth as well, include fall Deal Making, Canadian Conference, U.S. and Canadian Law Conferences and the European Conference. In addition to these national and international meetings, dozens of statewide and regional Idea Exchanges are scheduled throughout the year.

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International Council of
Shopping Centers

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



ICSC News

FOR IMMEDIATE RELEASE

Contact: Kim Paterson, Bena Green
212-421-8181

ICSC PUBLISHES NEW 1987 LEASING DIRECTORY WITH OVER 4,400 LISTINGS

Real estate executives in the United States and Canada can turn their leasing needs into leasing opportunities by using the newly released Leasing Opportunities 1987 directory, published by the International Council of Shopping Centers in New York. The 538-page directory features over 4,400 listings, twice the number as last year's volume and 3,000 more than the 1985 directory.

Leasing Opportunities 1987 helps save time and is effective in leasing efforts by providing in-depth information on over 4,000 shopping centers with space to lease and over 400 retailers seeking space in centers. Arranged geographically by region, state and city, the center listings include such vital information as types of tenants sought, amount of leasable space immediately available plus development and expansion plans for 1987 and 1988, current tenants, and type of center, among other things.

Retailers' listings, which are arranged by merchandise category, feature type of merchandise sold, center and store size sought,

--more--

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preferred geographical areas, number of stores in operation, and expansion plans, among other things. All listings include leasing agent contact information.

For the first time, the directory also includes a special section on temporary tenants.

The 8½- by 11-inch soft-cover book is available to ICSC members for \$100 and to non-members for \$200 each. Discounts of 30% to 50% are offered in multiple orders of five or more copies. Books can be ordered by writing to: International Council of Shopping Centers, Publications Orders, 665 Fifth Avenue, New York, NY 10022. For further information or a review copy telephone the Publications Department at ICSC at 212-421-8181.

The International Council of Shopping Centers is the trade association of the shopping center industry with over 17,000 members in the United States, Canada and 39 other countries.

From: KIDS SAFETY WEEK
International Council of Shopping Centers
665 Fifth Avenue
New York, N.Y. 10022

FOR IMMEDIATE RELEASE

1.5 Million Children Fingerprinted
During KIDS Safety Week At
Shopping Centers, Tally Shows

* * * * *

NEW YORK -- More than 1,500,000 children were fingerprinted last month during KIDS Safety Week at 2,800 shopping centers in the United States and Canada, according to official estimates of the International Council of Shopping Centers which sponsored the program to help reduce kidnapping and abduction of youngsters.

The campaign, the first of its kind, united shopping centers across the continent in a voluntary program to organize action on a single issue of public concern. Centers that participated in the program with the support of hundreds of national and local youth and adult service organizations, religious groups and government officials, represented more than 11 per cent of all shopping centers in the United States and Canada. Of the 2,400 regional malls in the two countries, the category that includes the largest centers generally over one-half million square feet in size, about 75 per cent ran safety programs during the week, April 7 to 13.

"The campaign was a tremendous success," reported Albert Sussman, national director and organizer of the program. "It met almost all of our expectations."

- more -

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1,800 Rep. 1,000 Small Malls

He said reports from shopping centers were overwhelmingly enthusiastic and most of them recommended the organization of similar public service programs in the future.

Although fingerprinting was aimed at children from 3 to 14, the age group most vulnerable to kidnapping, the heaviest number of those brought to centers by their parents were below school age. A primary reason appeared to be that in many parts of the country, schools working in cooperation with police had already provided fingerprints to students in programs that have been in effect for the past few years.

During the shopping center campaign some objections were raised to fingerprinting on the grounds that it tended to frighten children and that it was of no value in identifying those who were missing unless they were no longer alive.

Mr. Sussman disputed both contentions. "The reports we have show that children for the most part took to fingerprinting in stride and in fact enjoyed themselves," he said. "The large number who voluntarily came to centers confirms the general attitude of parents that they wanted to have the fingerprints for personal safekeeping."

There was no charge for fingerprints and parents kept the only copies of impressions taken. Many shopping centers also provided photographs without charge and some took video tapes which they gave to parents.

- more -

Federal and local police officials, with few exceptions, have long urged parents to keep fingerprints as well as recent photographs, and medical and dental records to help them in speedy and effective identification of missing children.

In addition to fingerprinting, the safety program focused on teaching children to take care of themselves under everyday circumstances and on learning how to avoid being lured away by strangers. Millions of safety booklets and tips were distributed at shopping centers. Classes were conducted by clowns, police officers, teachers and other adults. McGruff the Crime Fighting Dog, Ronald McDonald, the Care Bears and other literary and cartoon characters appeared at many centers. In Canada, the Royal Mounted Police actively assisted with fingerprinting and safety instruction.

Centers also held safety festivals, featuring balloon launchings, parades, contests, celebrity appearances, safety villages, marathons and other sports and entertainment activities. In some communities churches rang bells to signal the start of safety week and ministers delivered sermons on child safety.

Other highlights of the program include:

- o The proclamation of KIDS Safety Week by the governors of 26 states. They were: Alaska, Arkansas, Delaware, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Missouri, New Jersey, New Mexico, New York, North Carolina, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Virginia, West Virginia and Wyoming.

- more -

o Volunteer support to help with fingerprinting and other assignments at shopping centers by members of more than two dozen national associations. These were: American Association of Retired Persons, Big Brothers/Big Sisters, Boy Scouts of America, B'nai Brith International, International Association of Chiefs of Police, International Newspaper Advertising and Marketing Executives, International Television Association, Metropolitan Baptists Association, National Association of Counties, National Association of Junior Leagues, National Center for Missing and Exploited Children, National Council of Churches, National Crime Prevention Council, National Education Association, National Governors Association, National Sheriffs Association, Newspaper Advertising Bureau, Parent Teachers Association, Radio Advertising Bureau, Television Bureau of Advertising, and U.S. Conference of Mayors

In addition, many centers enlisted the help of local community organizations, including Chambers of Commerce, , Lions Clubs, Optimist Clubs, 4-H Clubs, Explorer Scouts, Girl Scouts, Kiwanis and others.

o Extensive editorial and advertising support by daily and weekly newspapers many of whom contributed free advertising space and conducted safety contests, published special sections and provided other materials and services.

o Public service announcements by sports, entertainment and political celebrities were also carried on hundreds of network and local television and radio stations.

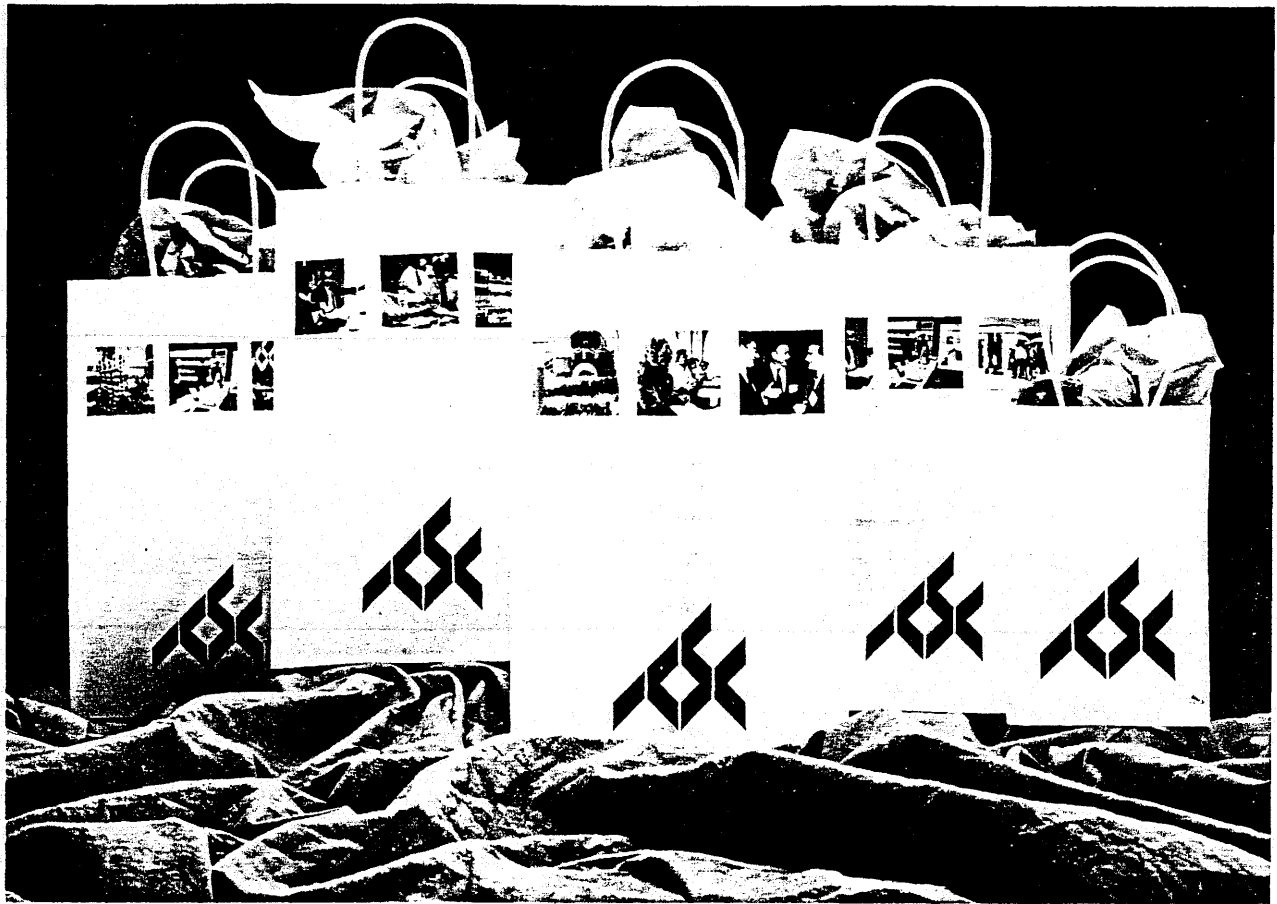
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<u>State</u>	<u>Participating Centers</u>	<u>Center Responses</u>	<u>Children Printed</u>	<u>Projected Total Printed</u>
ALABAMA	39	7	5,592	31,161
ALASKA	15	4	3,450	12,930
ARIZONA	48	13	5,368	19,824
ARKANSAS	7	1	165	1,155
CALIFORNIA	356	110	68,026	220,008
COLORADO	63	12	4,203	22,050
CONNECTICUT	29	7	8,912	36,917
D.C.	16	0	---	---
DELAWARE	4	0	---	---
FLORIDA	210	62	30,138	102,060
GEORGIA	69	19	5,917	21,459
HAWAII	11	5	3,631	7,986
IDAHO	7	4	2,870	5,019

<u>State</u>	<u># Participating Centers</u>	<u># Center Responses</u>	<u># Children Printed</u>	<u>Projected Total # Printed</u>
ILLINOIS	85	34	20,597	51,510
INDIANA	37	16	7,729	17,871
IOWA	27	6	2,439	10,962
KANSAS	19	7	2,012	5,453
KENTUCKY	20	5	3,205	12,820
LOUISISANA	23	7	5,178	17,020
MAINE	9	1	973	8,757
MARYLAND	53	12	4,729	20,882
MASSACHUSETTS	51	22	14,550	33,711
MICHIGAN	55	20	16,318	44,880
MINNESOTA	67	20	4,986	16,683
MISSISSIPPI	16	1	1,000	16,000
MISSOURI	40	14	5,293	15,120

<u>State</u>	<u># Participating Centers</u>	<u># Center Responses</u>	<u># Children Printed</u>	<u>Projected Total # Printed</u>
MONTANA	8	2	1,441	5,760
NEBRASKA	31	3	1,560	16,120
NEVADA	12	2	485	2,910
NEW HAMPSHIRE	6	1	675	4,050
NEW JERSEY	54	17	14,269	45,306
NEW MEXICO	18	4	1,483	6,678
NEW YORK	100	30	23,045	76,800
NORTH CAROLINA	93	23	10,351	47,850
NORTH DAKOTA	10	4	1,777	4,440
OHIO	74	21	10,687	37,666
OKLAHOMA	24	8	18,913	56,736
OREGON	23	8	3,600	10,350
PENNSYLVANIA	108	24	7,215	32,508

<u>State</u>	<u># Participating Centers</u>	<u># Center Responses</u>	<u># Children Printed</u>	<u>Projected Total # Printed</u>
PUERTO RICO	4	0	---	---
RHODE ISLAND	12	3	1,005	4,050
SOUTH CAROLINA	21	7	2,563	7,959
TENNESSEE	53	13	10,373	42,294
TEXAS	231	65	35,918	127,512
UTAH	13	6	7,445	16,133
VIRGINIA	66	20	10,803	35,640
WASHINGTON	43	2	5,364	38,442
WEST VIRGINIA	9	2	2,696	14,132
WISCONSIN	42	15	9,778	27,384
WYOMING	4	1	568	2,272
<u>CANADA (Int'l)</u>	<u>298</u>	<u>160</u>	<u>154,281</u>	<u>273,564</u>
52 Entries	2,743 Total	860 Total	564,026 Total	1,691,044 Total



THE ICSC ANNUAL REPORT TO MEMBERS

1985

INTERNATIONAL COUNCIL OF SHOPPING CENTERS

**ICSC
MEMBERSHIP
1985**

Total: 15,000

United States

Alabama	202	Montana	22
Alaska	23	Nebraska	63
Arizona	284	Nevada	59
Arkansas	44	New Hampshire	13
California	2,369	New Jersey	304
Colorado	360	New Mexico	60
Connecticut	197	New York	981
Delaware	9	North Carolina	291
District of Columbia	93	North Dakota	11
Florida	1,116	Ohio	547
Georgia	530	Oklahoma	139
Guam	1	Oregon	73
Hawaii	113	Pennsylvania	453
Idaho	27	Puerto Rico	25
Illinois	688	Rhode Island	33
Indiana	171	South Carolina	92
Iowa	47	South Dakota	4
Kansas	65	Tennessee	181
Kentucky	73	Texas	1,653
Louisiana	224	Utah	80
Maine	24	Vermont	12
Maryland	346	Virginia	232
Massachusetts	327	Virgin Islands	3
Michigan	262	Washington	215
Minnesota	209	West Virginia	14
Mississippi	44	Wisconsin	82
Missouri	280	Wyoming	6

Canada

Alberta	88	Nova Scotia	30
British Columbia	124	Ontario	505
Manitoba	23	Prince Edward Island	2
New Brunswick	19	Quebec	145
Newfoundland	10	Saskatchewan	12

Central America

Guatemala	1	Mexico	5
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South America

Brazil	16	Colombia	2
Chile	1	Panama	1

Europe

Belgium	4	Monaco	1
Denmark	1	Netherlands	17
England	41	Norway	1
Finland	1	Portugal	3
France	14	Scotland	1
Greece	1	Spain	7
Ireland	10	Sweden	2
Italy	6	Switzerland	10
Luxembourg	1	West Germany	9

Middle East

Israel	6	United Arab Emirates	1
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Africa

East Africa	1	West Africa	1
South Africa	19		

Asia

Hong Kong	8	Malaysia	7
Japan	5	Philippines	4
Korea	1	Singapore	8

Other

Aruba	1	Iceland	1
Australia	32	New Zealand	7
Bahamas	3	Trinidad	4
Barbados	1		

RECEIVED

MAY 2 1985

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ABOUT THE INTERNATIONAL COUNCIL OF SHOPPING CENTERS

The International Council of Shopping Centers (ICSC) is the trade association of the shopping center industry. ICSC is a not-for-profit organization with approximately 15,000 members worldwide. The principal aims of the ICSC are to assist its members in the development of their businesses through professional education, research, information, and action on their behalf on matters relating to legislation and regulation.

1985: THE YEAR IN REVIEW

OUR 1985 SPRING CONVENTION theme was "Here we go again. Shopping centers are better than ever!" At year's end, our industry was very much on the move and gaining speed. So, too, was ICSC. Nineteen eighty-five was as fast-paced and dynamic a year as any in our history, and results *were* better than ever.

An association such as ours has only one reason for being: to serve the business and professional needs of its members. How well we do this can be judged—at least in part—by how our members use our services and participate in our programs. By such a measure, 1985 was a year of unparalleled growth and activity. Membership reached an all-time high of 15,000—a net increase of 3,774, or 33.6%. Attendance at our conventions, educational seminars, conferences, Idea Exchanges and other meetings soared by almost 10,000 to a record 39,953. The number and variety of meetings and programs also rose sharply and included several undertakings that show promise for the future.

The charts, graphs, exhibits, and brief summaries of activity on the following pages give all the details for the year. They show that for ICSC members the shopping bag was full to overflowing and that ICSC services remain the best value available.

Numbers are only part of the story, however. In a business of people with high professional aspirations and equally high standards of performance, quality and utility are as important as volume and price. High standards of quality have long been the trademark of ICSC programs and services. New and repeated uses by our members of what ICSC offers, coupled with a dramatic jump in new members, suggest that we are maintaining and enhancing quality as we expand to meet industry needs and that the practical value of what we do for our members is highly prized.

EDUCATION

Our ongoing educational programs have been expanded and upgraded. The University of Shopping Centers remains a singular institution, and for many in our industry, it serves as a first contact with the broad range of opportunities that shopping centers offer for a productive career. A second-level course was added to our Marketing Institute program, which, along with the Management Institutes, is now offered four times a year—and the demand for an expanded schedule is high. A special program in November for asset or portfolio managers employed by financial institutions was another in a series of steps to improve education and better serve this increasingly important segment of center ownership. The Master Developer Series was presented for a second time, with James W. Rouse as the master teacher.

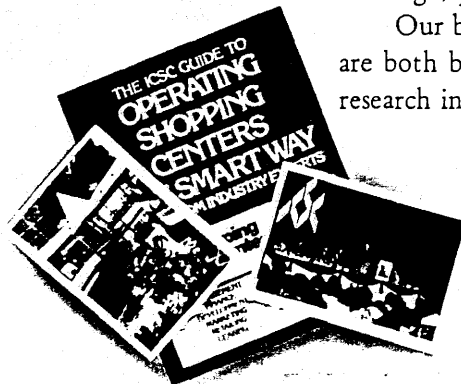
What distinguishes ICSC's educational programs from other trade association programs is the caliber of our faculty and panelists. In few industries do so many qualified practitioners give so freely and so willingly to ensure a constant upgrading of professionalism.

PUBLICATIONS

More publications are now available from ICSC than at any time before. In two short years, there has been a threefold increase in the number of hardbound and softbound titles published, and a large number of distinctive works of other publishers has been made available to our members at substantial discounts. Book publishing represents one of our most important opportunities for expansion of member services.

Shopping Centers Today, our monthly news magazine, has broadened its scope and increased its depth of coverage, particularly in financing and retailing.

Our book publications and *Shopping Centers Today* are both being aided by a new and active program of research in basic industry matters.



MEETINGS, CONVENTIONS, CONFERENCES

The list of ICSC programs is so long and our calendar so full that members could almost attend at least one meeting a week somewhere in the world if they chose to do so. Idea Exchanges, which are the best vehicle for introducing friends and colleagues to ICSC, flourished in 1985.

Our Spring Convention is a phenomenon. It took two convention centers to contain our Leasing Mall and Trade Exposition and virtually every hotel room available in New Orleans to accommodate the almost 18,000 who registered.

A new Fall Convention focusing on operations was launched successfully in Anaheim (September 29-October 1). It brought together at a high level all the disciplines involved in running what has now become the largest and most efficient means of direct distribution of goods and services in the world.

Also in the fall, Deal Making grew to new dimensions, involving almost twice the number of participants as in 1984, reflecting the high levels of leasing activity in centers of all sizes and kinds.

Law Conferences in the U.S. and Canada continue to be the premier programs of their kind and, like almost every other ICSC meeting, drew record numbers of attendees.

In Canada what began a few short years ago as a Provincial Idea Exchange has grown to a full-fledged convention.

ICSC's 10th European Conference drew record attendance to Madrid, Spain. National councils of shopping centers (many modeled on and encouraged by ICSC but independent of it) have been formed in such countries as Spain, France, the United Kingdom, Italy, Portugal, Germany, the Netherlands, and Scandinavia, joining those previously established in Japan, Brazil and Australia.

GOVERNMENT AFFAIRS

Our Government Affairs Committee and staff keep a close watch on judicial, legislative, and regulatory matters. The major preoccupation of 1985 was, of course, the proposed revamping of the federal tax code. Whatever the eventual outcome, it is certain that federal tax legislation will be high on ICSC's agenda.

At the state level we have begun to see more and more need for assistance and direct action—on blue laws, impact and use fees, and legislative and court actions involving public access to centers by special interest groups. We expect activity at the state level to increase.

FINANCES

Financially, ICSC has the muscle to keep up with the growth and rapid change of our industry. While the 1985 excess of income over expense of \$160,876 was small in comparison to 1984's record figure of \$891,471, the outcome was on target with our business plan. It also reflected heavy investment in headquarters renovations and the acquisition of the automated equipment and software needed to keep up with current as well as expected growth.

Unlike many associations of our type, ICSC is less and less dependent on dues as a source of operating funds. While dues represent 26.8% of our total revenues, that percentage has declined from a high of 33.4% in 1982, largely because we have been able to develop non-dues sources of income such as advertising and trade shows. Similarly, overhead and administrative expenses have dropped as a percentage of total expenses from 45.5% in 1982 to 39.3% in 1985. Taken together, these statistics mean that more of the total budget is going for direct member services. Uniquely, these two shifts in percentages have taken place without price increases for the programs and services offered. For comparable items, 1985 prices remained at 1983 levels. In certain cases they were actually reduced. Spring Convention registration, for example, was \$140 in 1984 and \$100 in 1985. Leasing Mall space was \$3.51 per square foot in 1984 and \$2.75 per square foot in 1985.

All things considered, 1985 was a banner year for ICSC and a direct reflection of the vigor, optimism, and excitement in our industry.

While growth in new shopping center space is coming largely from expansion of existing centers and from new, smaller centers, a number of large, regional malls continue to open in selected markets. In the cities, retail development appears to be the necessary ingredient for successful revitalization of downtowns and other major urban sectors.

In sharp contrast to a few years ago, the money needed to carry out these exciting undertakings has been abundant and generally affordable. The availability of the funds and the creative ways in which financing has been structured have also helped accelerate the trend toward ownership of centers by institutions.

Along with all these favorable conditions comes increased competition for sites, greater attention to the long-range implications of leasing and re-leasing, and a concern for merchandising to a specific market niche. All of these are opportunities and challenges on which the people of our industry thrive—people willing to take risks, people with vision, dynamic people seeking to succeed by accomplishing something more, something different, something special.

ALBERT SUSSMAN

Something more, something different, something special are all phrases that aptly describe Al Sussman. For 28 years he planned and directed the growth of ICSC to meet the needs of its members. At the close of 1985 Al announced his decision to step down as Executive Vice-President.

Much of the strength, vigor, and capacity to grow and expand that is present in ICSC is due to Al Sussman's untiring efforts on behalf of its members, to his high sense of purpose, his demanding standards of excellence. Al may not be a legend, but he is the stuff of which legends are made. If anyone can lay claim to the title "Mr. Shopping Centers," it is he. At a time in his life when honors and recognition come pouring in,



Albert Sussman and John T. Riordan

there is one title that comes most frequently to the lips of those with whom Al has worked most closely over the years: friend.

As one of his last major new undertakings, Al has been the guiding light and driving force behind the Kids Safety Week (KIDS)—a massive project involving thousands of centers in the U.S. and Canada and potentially millions of youngsters who are given safety lessons and fingerprinted, and whose records are given to their parents for safekeeping. It is the first such public service project ever organized on an industrywide basis and represents still another outstanding example of Al Sussman's vision and his belief in the importance of the shopping center in our society. Through KIDS, Al has demonstrated once again that shopping centers really are better than ever.

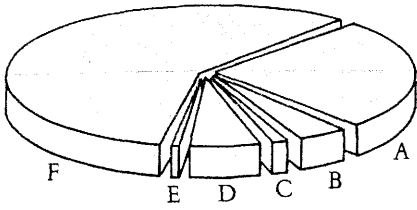
JOHN T. RIORDAN
Executive Vice-President



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MEMBERSHIP

COMPOSITION OF MEMBERSHIP



	1985	1984
Regular Members		
A Developers/Owners	3,852	3,290
B Retailers	859	781
C Lending Institutions	172	164
D Associate Members	1,293	1,153
E Public/Academic Members	92	84
F Affiliate Members	8,732	5,754
Totals	15,000	11,226

A RECORD-BREAKING 15,000
SHOPPING CENTER PROFESSIONALS
NOW BELONG TO ICSC

ICSC MEMBERS COME FROM
EVERY STATE OF THE U.S.,
EVERY PROVINCE OF CANADA,
AND FROM OVER FORTY
COUNTRIES WORLDWIDE

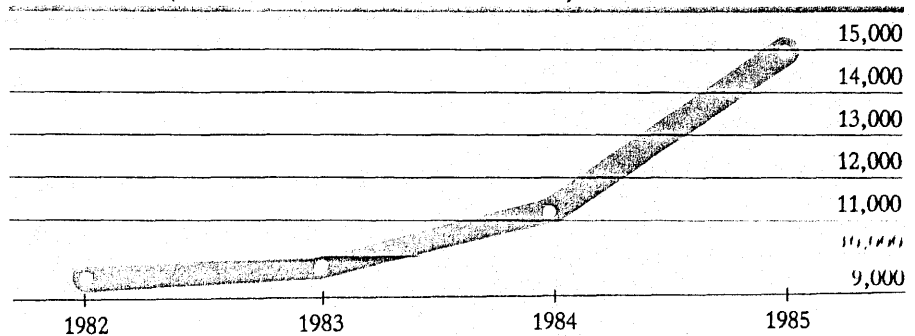
Our strong and involved membership
comes from all corners of the globe and represents
all facets of the shopping center industry
(see inside back cover for membership breakdown
by geographical location)

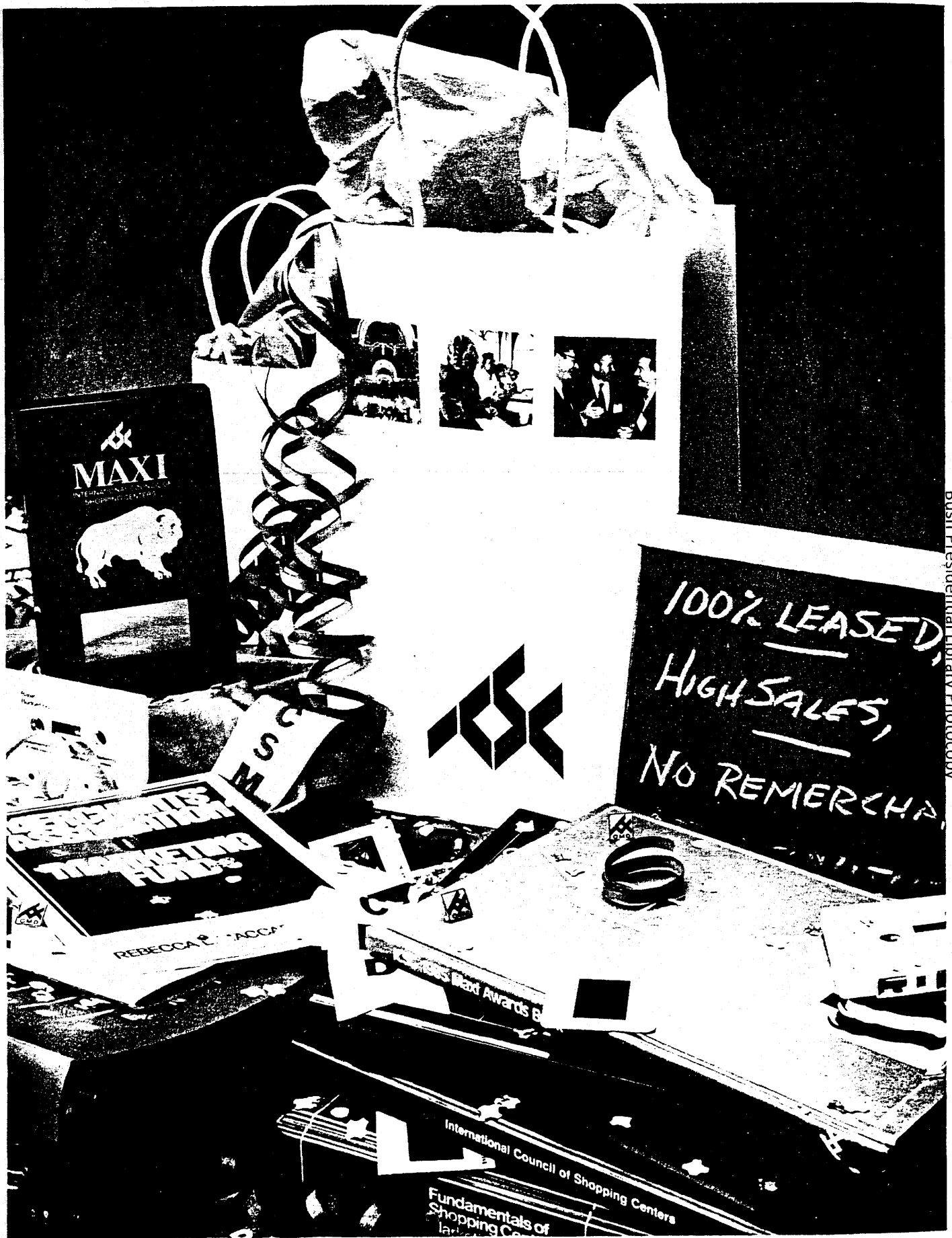
ICSC MEMBERSHIP experienced an extraordinary rate of growth in 1985. The reason is simple and pragmatic: people who attended their first ICSC events (notably Idea Exchanges, which experienced a 42% rise in attendance over 1984) recognized the benefits of membership and decided to join. The opportunities for making contacts, advancing professional skills, and keeping current on industry trends drew 5,323 new members to ICSC for a net increase of 3,774 members. Of particular note was the 17% rise in the number of new members in the owner/developer category.

ICSC members are more than just joiners. They are active participants in their association and take full advantage of member benefits. Included are discounts for meetings and publications, an automatic subscription to *Shopping Centers Today*, special plane fares to certain meetings, and free information services to answer inquiries by phone or letter.

Easily the most valuable benefit of membership remains the ability to come together to exchange ideas and to do business with each other—activities that are vigorously engaged in whenever ICSC members meet.

GROWTH IN MEMBERSHIP, 1982-1985





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PROGRAMS AND SERVICES

IN 1985, ICSC CONVENTIONS, CONFERENCES, INSTITUTES, IDEA EXCHANGES AND OTHER PROGRAMS ATTRACTED A TOTAL OF 39,953 PARTICIPANTS

TOTAL LEASING SPACE AT ICSC EVENTS IN 1985 WAS 477,586 SQUARE FEET, A 32% INCREASE OVER 1984

THE NEW MARKETING II INSTITUTES WERE SOLD OUT IN ALL FOUR LOCATIONS: ATHENS, GA; LINCOLN, NB; EAST LANSING, MI; AND SAN DIEGO, CA

SHOPPING CENTERS TODAY DEVELOPED NEW COLUMNS ON SUCH TOPICS AS TAXES AND CANADIAN ISSUES

MEMBERS BENEFITED FROM A TOTAL OF 15 MAJOR MEETINGS, CONVENTIONS, CONFERENCES AND EDUCATIONAL PROGRAMS—AND 41 IDEA EXCHANGES

IN 1985, THERE WAS EXCITEMENT in the air at every convention, conference, deal making meeting, trade mall, and leasing mall as members presented their successes and appreciated those of others; there was pride and pleasure at the University of Shopping Centers and the Management and Marketing Institutes as members learned new skills and information to increase their effectiveness and move forward in their careers; and there was a surge of interest in meeting with the sharpest, savviest, most interesting people in the shopping center industry at ICSC Idea Exchanges. Our members' quest for knowledge continued to escalate and was reflected in the rise in the number of queries answered by the information center, and the increase in orders for ICSC publications.



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EDUCATION This area has always been a priority for ICSC as a means of maintaining and improving professionalism in the industry. The year 1985 saw the introduction of a number of new courses at the UNIVERSITY OF SHOPPING CENTERS, which, along with ICSC's MANAGEMENT and MARKETING INSTITUTES, provides the most reliable hands-on, brass-tacks education offered on shopping center development, management, marketing, leasing, and finance. A new advanced-level Marketing II Institute for people with two or more years' experience in directing a center's marketing, promotion, and advertising was also introduced in 1985. Our newest educational offering, the INSTITUTIONAL OWNER/MANAGEMENT PARTNERSHIP SEMINAR, was developed to give a better understanding of the industry to institutional investment portfolio managers. At the second annual MASTER DEVELOPER SERIES, industry pioneer James W. Rouse shared his vision and optimism about the power of creative development to effect positive change in society.

RESEARCH/LIBRARY Nineteen eighty-five was a year of renewed commitment to research as a means of providing members with the up-to-date information crucial to the development of new centers and the improvement of existing centers. A new research team was recruited, and a number of studies were initiated and updated. To help gather appropriate information and supply it to members quickly and efficiently, the Information Center was redesigned and a new cataloging system put in place.

OVER 1,100 ICSC MEMBERS
ATTENDED 60 CLASSES TAUGHT BY
150 INDUSTRY LEADERS AT THE
UNIVERSITY OF SHOPPING
CENTERS

AS OF 1985, THE SHOPPING
CENTER INDUSTRY HAD A TOTAL
OF 1,066 CERTIFIED SHOPPING
CENTER MANAGERS AND
649 CERTIFIED MARKETING
DIRECTORS

THE ICSC INFORMATION CENTER
RESPONDED TO OVER 2,000
QUERIES ON TOPICS SUCH AS
DEMOGRAPHICS AND LEASING

THE RESEARCH DEPARTMENT
CREATED NEW REFERENCE
TOOLS FOR THE INDUSTRY,
INCLUDING A QUARTERLY
REPORT ON RETAIL
SALES TRENDS

*At ICSC's educational events,
members learn from industry experts how to
operate their centers more effectively and
profitably*

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ICSC MEMBERS ORDERED
25% MORE UNITS IN 1985 THAN
IN 1984: BOOKS, REPORTS,
AND CASSETTES

IN 1985, *SHOPPING CENTERS TODAY* INITIATED MAJOR CHANGES: 4-COLOR PHOTOS, NEW BODY AND HEADLINE TYPE AND AN IMPROVED FORMAT

BOOKS

- *Merchants' Association or Marketing Fund*
- *The ICSC 1984 MAXI Awards Book*
- *The ICSC 1985 MAXI Awards Book*
- *The ICSC Guide to Operating Shopping Centers the Smart Way*
- *Leasing Opportunities 1986*

REPORTS

- *How to Cope with Today's High Insurance Rates*
- *The Basics of Understanding and Selecting Media for Shopping Center Advertising*
- *The Shopping Center as the Site of Labor Disputes*

CASSETTES

- *Advanced Management/Housekeeping: A Self-Study Approach*

OTHER

- About 15 titles offered through the publications cooperative marketing program
- *Publications Digest*

ICSC publications keep members abreast of changes in the industry and enhance their knowledge of their specialties

PUBLICATIONS A year of growth and innovation distinguished ICSC PUBLICATIONS in 1985. ICSC published 5 new books, 3 reports, a cassette/workbook study package, and offered about 15 titles through its cooperative marketing program, filling a demonstrated need as orders increased 25% over the previous year's orders. Due to the overwhelming interest of members, the new *ICSC Maxi Awards Book*, documenting the year's Maxi and Merit award winners, will be published annually, and *The ICSC Guide to Operating Shopping Centers the Smart Way*, which compiles "how-to" articles from *Shopping Centers Today*, will be published every second year. The *Shopping Centers Today* format was departmentalized for easier reading, and new columns including "Centreview" (which focuses on the Canadian scene) and "The Tax Man" were added. A magazine format that was started in the November "Deal Making" issue will continue to be used for the big issues published at the time of the annual Spring Convention and the Fall Deal Making. The Legal Department produced 4 issues of *Shopping Center Legal Update* and 6 issues of *The Public Affairs Report*. Advertising sales in 1985 underwent dramatic increases in all ICSC publications. In programs and directories prepared for major conventions and conferences, advertising sales rose over their 1984 levels by more than 35% for the Spring Convention, by 25% for Deal Making, by over 15% for the Canadian Conference, and by a full 50% for the *Shopping Centers Today* convention daily. Advertising space taken increased by over 50%.



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CONVENTIONS Member involvement was a hallmark of ICSC conventions in 1985. ICSC met the challenge posed by the rise in attendance and diversity of interests through a wide array of programs and offerings. At the **SPRING CONVENTION**, held in New Orleans, there were almost 18,000 registrations in all. There were special convention programs on economic trends, regional center development, and institutional ownership; and 358 companies leased space in the **LEASING MALL**, a 33% increase over last year. A special **SPOUSE PROGRAM**, half again as large as in 1984, gave family members the opportunity to explore New Orleans. The **SPRING CONVENTION/TRADE EXPOSITION** recorded 25,517 visits.

Attendance at the first-ever **FALL CONVENTION** increased 41% over the 1984 Fall Conference, its predecessor. The convention offered three times as many seminars in management, marketing, leasing, accounting, finance, and retailing, a Trade Show and a pre-convention day for CSMs and CMDs. The 1985 **DEAL MAKING** in Dallas also experienced a sharp rise of attendees—5,620 people visited 184 companies spread over 141,852 square feet of space.

CONFERENCES ICSC conferences have also grown and changed to meet members' new needs and interests. The **CANADIAN CONFERENCE** grew by more than 30%, with over 100 companies participating in the **EXPOSITION**. The first **QUEBEC CONFERENCE**, formerly an Idea Exchange, offered seminars on such subjects as remerchandising and electronic shopping as well as an Exposition and a Leasing Mall. The **CANADIAN LAW CONFERENCE** gave ICSC's Canadian members updates on legislation and the latest information on the legal aspects of leasing, financing, and development. The **U.S. LAW CONFERENCE** was the most highly attended such conference to date, with 477 present—an increase of more than 30% over 1984—participating in many sessions and workshops on topics from operating problems to financing. The 10th annual—and largest ever—**EUROPEAN CONFERENCE**, held in Madrid, attracted approximately 700 participants from all over western Europe, North America, South America, and numerous countries in Africa and Asia.

IDEA EXCHANGES Local exchanges remain the key grass-roots activity of ICSC where people involved in the shopping center industry traditionally first encounter the benefits of the organization. The involvement of local members and State/Province Directors on program committees ensures that the topics discussed reflect the concerns of members in the Idea Exchange area. This year, over 10,000 ICSC members attended 41 Idea Exchanges across the U.S. and Canada.

THE 1984 FALL CONFERENCE DEVELOPED INTO A CONVENTION IN 1985 AND DREW A RECORD-BREAKING CROWD OF 1,880—A 41% RISE IN ATTENDANCE

A NEARLY 65% INCREASE IN ATTENDANCE MARKED THE 1985 DEAL MAKING AT THE APPAREL MART IN DALLAS

THE QUEBEC IDEA EXCHANGE GREW INTO A CONFERENCE

NEW "MEET THE RETAILERS" AND "LEASING OPPORTUNITIES" SESSIONS WERE ADDED TO NUMEROUS IDEA EXCHANGES IN 1985

COMBINED ATTENDANCE AT IDEA EXCHANGES IN THE EAST, MIDWEST, SOUTH, WEST, AND CANADIAN REGIONS SKYROCKETED BY MORE THAN 40% IN 1985



Sharing information and making deals occurs
at the many ICSC meetings and conferences
held throughout the year



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ATTENDANCE AT ICSC EVENTS*

	1985	1984
Spring Convention (New Orleans, LA)	9,206	6,691
Spouse Program	1,339	903
Leasing Mall and Trade Mall	7,235	6,175
Idea Exchanges (U.S. and Canada)	10,193	7,164
Deal Making (Dallas, TX)	5,620	3,398
University of Shopping Centers (Atlanta, GA)	1,152	1,030
Fall Convention (Anaheim, CA)**	1,880	1,328
Canadian Conference (Toronto, Canada)	800	616
European Conference (Madrid, Spain)	700	500
Management and Marketing Institutes (I and II)†	716	639
U.S. Law Conference (Scottsdale, AZ)	477	365
Quebec Conference (Quebec, Canada)	331	287
Canadian Law Conference (Toronto, Canada)	202	183
Institutional Investor Seminar (Princeton, NJ)	60	N/A
Master Developer Series (Columbia, MD)	42	39
Total	39,953	29,318

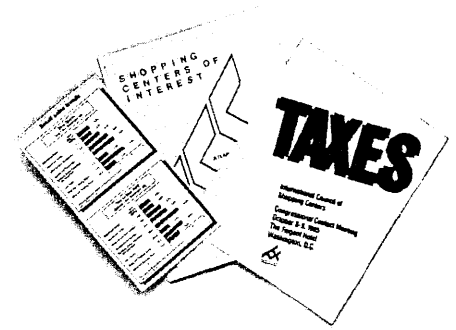
*Locations refer to 1985 meeting sites. **Fall Conference in 1984.

†Held four times a year.

NUMBER OF IDEA EXCHANGES BY LOCATION

East Region	10
Midwest Region	6
South Region	7
West Region	13
Canada	5
Total	41

PROFESSIONAL RECOGNITION ICSC has also established and advanced high standards in the industry through professional recognition. Of the 264 people taking the CERTIFIED SHOPPING CENTER MANAGER (CSM) and CERTIFIED MARKETING DIRECTOR (CMD) examinations in 1985, 136 achieved the CSM designation and 43 achieved the CMD designation. The MAXI AWARDS were made to 28 centers and the Merit Awards to 55 centers to honor excellence in marketing and promotion events in categories such as company trade advertising and grand openings, among others. ICSC also made awards to mark excellence in the DESIGN AND CONSTRUCTION area this past year. The newly introduced CANADIAN SHOPPING CENTRE AWARDS recognized excellence in renovation/expansion, design and construction, and marketing. Recognizing outstanding projects opened in the preceding year, ICSC's EUROPEAN AWARDS became one of the most prestigious awards of their kind in 1985.

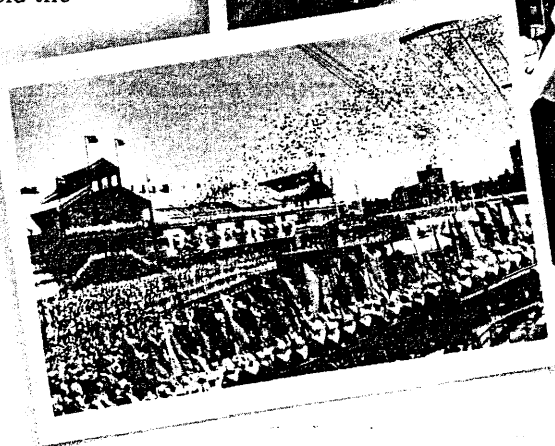


A RECORD-SETTING 418 APPLICATIONS WERE SUBMITTED IN 1985 FOR MAXI AWARDS—NEARLY 20% MORE THAN LAST YEAR

GOVERNMENT AFFAIRS ICSC's efforts centered mainly around federal tax-reform proposals. As passed by the House of Representatives, the bill includes measures hard-fought-for by ICSC and other real estate associations with which we worked: Preservation of the at-risk rule for non-recourse financing—albeit with a third-party-financing requirement; continuation of present depreciation recapture rules on property sales where straight-line depreciation is used; the elimination of proposed “windfall” recapture of 1981-85 depreciation; capital-gain exclusions for depreciable real estate on the same basis as for other property. ICSC also was instrumental in getting improvements in the treatment of imputed interest on seller financing.

In regulatory matters, there was work with the Federal Trade Commission on proposed requirements for filing antitrust information on certain large transactions and with the Environmental Protection Agency on polychlorinated biphenyls (PCBs) in electrical equipment and storm water run-off.

At the state level, there was a great deal of activity, most of it successful, concerning local “blue laws” and alternate “day of rest” legislation; on attachments and liens involving work done for tenants by others; on impact fees; and on public access to centers. On the latter, important court decisions in Michigan and New York upheld the right of centers to ban or to allow political activities.



THE FIRST-EVER CANADIAN SHOPPING CENTRE AWARDS WERE PRESENTED IN 1985 TO RECOGNIZE EXCELLENCE IN THREE AREAS OF ENDEAVOR

EFFORTS TO PROTECT OUR MEMBERS' INTERESTS IN WASHINGTON WITH TAX-REFORM BILLS WERE INTENSE IN 1985

The major preoccupation of 1985 in the area of government affairs was the proposed revamping of the federal tax code

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REVENUES AND EXPENSES

YEARS ENDED DECEMBER 31

			1985	1984
GENERAL FUND	Revenues	Membership Dues	\$ 2,869,097	\$2,435,716
		Meetings, Conferences, Institutes and Seminars, Conventions, Trade Shows and Leasing Malls	5,761,703	5,143,911
		Advertising—"Shopping Centers Today" and Other Publications	930,175	809,124
		Publications and Cassettes	240,438	205,348
		Accreditation, Programs and Miscellaneous	408,141	154,356
		Interest and Dividends	422,515	372,308
		Total	10,632,069	9,120,763
	Expenses	Meetings, Conferences, Institutes and Seminars, Conventions, Trade Shows and Leasing Malls	4,214,202	3,324,584
		Advertising—"Shopping Centers Today" and Other Publications	858,320	552,947
		Publications and Cassettes	300,696	242,803
		Accreditation, Programs and Miscellaneous	332,327	195,087
		Member Services	732,287	468,210
		Supporting Services	4,107,196	3,445,661
		Total	10,545,028	8,229,292
		Net Operating Income	87,041	891,471
		Realized Gain (Loss) from Security Transactions	73,835	(15,770)
		Excess of Revenues Over Expenses	\$ 160,876	\$ 875,701
RESERVE FUND	Revenues	Interest and Dividends	\$ 326,945	\$ 257,505
	Expenses	Real Estate Research Grant	10,000	10,000
		Custody and Management Fees	16,656	6,371
		Total	26,656	16,371
		Excess of Revenues Over Expenses	300,289	241,134
		Realized Gain from Security Transactions	30,245	24,690
		Excess of Revenues Over Expenses	\$ 330,534	\$ 265,824
SGAC FUND	Revenues and Contributions	Interest and Dividends	\$ 20,518	\$ 25,289
		Committee Funds Received	90,822	53,494
		Total	111,340	78,783
	Expenses	Committee Disbursements	65,581	24,337
		Administrative Fee	20,518	25,289
		Total	86,099	49,626
		Excess of Revenues and Contributions Over Expenses	25,241	29,157
		Excess of Revenues and Contributions Over Expenses—General, Reserve and SGAC Funds	\$ 516,651	\$1,170,682

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BALANCE SHEET

DECEMBER 31

		1985	1984
ASSETS	General Fund	Current Assets	
		Cash and Temporary Cash Investments	\$1,105,032
		Receivables— Net	341,963
		Cash Value of Retirement Policies— Net Equity	240,648
		European Conference Funds (Note B)	103,274
		Due from (to) Reserve and SGAC Funds	(62,833)
		Deferred Costs on Future Projects (Note C)	351,582
		Prepaid Expenses and Other Assets	152,139
		Inventories (Note A-2)	94,909
		Total Current Assets	2,326,714
		Investments— at Amortized Cost (Note D)	2,778,769
	Other Assets (Note A-3)		
		Office Furniture and Equipment— Net	537,181
		Leasehold Improvements— Net	406,660
		Total Other Assets	943,841
		Total General Fund	6,049,324
	Reserve Fund	Cash and Temporary Cash Investments	297,055
		Investments— At Amortized Cost (Note D)	3,352,749
		Due to General Fund	—
		Accrued Income Receivable	66,473
		Total Reserve Fund	3,716,277
	SGAC Fund	Cash and Temporary Cash Investments	107,033
		Investments (Market Value \$214,200 and \$204,300, respectively)	209,803
		Due from General Fund	62,833
		Total SGAC Fund	379,669
		Total Assets— Combined	\$10,145,270
LIABILITIES AND FUND BALANCES	General Fund	Current Liabilities	
		Accounts Payable and Accrued Liabilities	\$1,895,619
		Advance Registrations and Subscriptions	386,542
		Total Current Liabilities	2,282,161
		Deferred Dues Income	2,406,736
		Reserves (Note G)	967,248
		Total Liabilities, Deferred Income and Reserves	5,656,145
		Lease Commitments (Note E)	—
		Fund Balance	393,179
		Total General Fund	6,049,324
	Reserve Fund	Accrued Research Grant	10,000
		Fund Balance	3,706,277
		Total Reserve Fund	3,716,277
	SGAC Fund	Accounts Payable and Accrued Liabilities	970
		Fund Balance	378,699
		Total SGAC Fund	379,669
		Total Liabilities, Deferred Income, Reserves and Fund Balances— Combined	\$10,145,270
			\$8,720,312

*Restated

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STATEMENT OF CHANGES IN FUND BALANCES

YEARS ENDED DECEMBER 31

	1985	1984
GENERAL FUND		
Balance—Beginning of Year	\$ 863,481	\$ 225,366
Additions (Deductions):		
Excess of Revenues Over Expenses	160,876	875,701
Appropriation to Reserve Fund	(875,701)	(237,586)
Employee Retirement Reserve Adjustment	244,523	— *
Balance—End of Year	393,179	863,481
RESERVE FUND		
Balance—Beginning of Year	2,500,042	1,996,632
Additions:		
Excess of Revenues Over Expenses	330,534	265,824
Appropriation from General Fund	875,701	237,586
Balance—End of Year	3,706,277	2,500,042
SGAC FUND		
Balance—Beginning of Year	353,458	324,301
Additions (Deductions):		
Committee Funds Received	90,822	53,494
Committee Funds Disbursed	(65,581)	(24,337)
Balance—End of Year	378,699	353,458
Total Fund Balances—Combined—End of Year	\$4,478,155	\$3,716,981

* Restated

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COMBINED STATEMENTS OF CHANGES IN FINANCIAL POSITION

YEARS ENDED DECEMBER 31

	1985	1984
	General, Reserve and SGAC Funds	
FUNDS PROVIDED		
Excess of Revenues and Contributions		
Over Expenses	\$ 516,651	\$ 1,170,682
Provision for Depreciation and Amortization	97,728	26,368
Increase in Deferred Liabilities and		
Employee Retirement Reserve Adjustment	384,134	203,817
	<u>998,513</u>	<u>1,400,867</u>
FUNDS APPLIED		
Acquisition of Fixed Assets		
and Leasehold Improvements	925,987	13,415
Increase in Long-Term Investments	382,052	3,933,941
	<u>1,308,039</u>	<u>3,947,356</u>
(Decrease) in Working Capital	<u>(309,526)</u>	<u>(2,546,489)</u>
CHANGES IN COMPONENTS OF WORKING CAPITAL		
Increase (Decrease) in Current Assets		
Cash and Temporary Cash Investments	19,869	(2,203,870)
Receivables	212,364	(13,464)
Prepaid Expenses, Deferred Costs and Other Assets	(144,364)	(32,789)
Inventories	23,504	19,678
European Conference Funds/Equity	103,274	(34,291)
	<u>214,647</u>	<u>(2,264,736)</u>
Increase (Decrease) in Current Liabilities		
Accounts Payable and Other Liabilities	283,069	34,970
Advance Registrations, Subscriptions		
and Deferred Income	236,644	249,793
Current Reserves	4,460	(3,010)
	<u>524,173</u>	<u>281,753</u>
(Decrease) in Working Capital	<u>\$ (309,526)</u>	<u>\$(2,546,489)</u>

The accompanying notes are an integral part of these financial statements.

NOTES TO FINANCIAL STATEMENTS

NOTE A

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The accounting policies that affect the significant elements of the financial statements are summarized below.

1. PRINCIPLES OF COMBINATION

The accompanying financial statements reflect the individual financial statements of the General, Reserve and State Government Action Committees' (SGAC) Funds. The Council acts as a fiduciary of previously assessed and currently contributed SGAC funds which are held for appropriate disbursement to, or for respective State Committees.

2. PUBLICATIONS AND CASSETTES—COSTS, VALUATION AND RELATED INCOME

Publications are sold, as well as distributed without charge. Costs of nominally priced publications are charged to operations during the year incurred, and the income therefrom is recorded in the year of sale. Members receive the monthly publication "Shopping Centers Today" and various other publications. No portion of membership dues is allocated to publications income.

Major publications in the form of books, industry-related programs, and educational cassettes in production, or completed by December 31, the costs of which are substantial in comparison to the brochure-type of literature referred to above, are valued at cost.

3. FURNITURE, COMPUTER, COMMUNICATIONS, OTHER EQUIPMENT AND LEASEHOLD IMPROVEMENTS

Furniture, equipment, and leasehold improvements are stated at net of accumulated depreciation and amortization. Straight-line depreciation is provided on 1985 acquisitions over estimated useful lives of five years. Leasehold improvements, which represent the physical additions and improvements, are amortized over the ten-year lease term. The excess of book value of dispositions over proceeds are charged to operations.

4. INVESTMENTS

Securities are presented in the financial statements at the lower of amortized cost or market in the aggregate.

5. ALLOWANCE FOR CREDIT LOSSES

The allowance is adjusted annually to an amount which, in Management's judgment is sufficient to cover estimated losses.

In evaluating the adequacy of the allowance, consideration is given to factors which in Management's judgment deserve current recognition in estimating losses.

6. RESERVES FOR PRIOR YEARS' REGISTRATION FEE REFUNDS AND COSTS

Estimates of costs incurred, and possible refunds not resolved as due at year-end, are reflected in the balance of the Reserve for Adjustments.

7. RESEARCH COSTS

Costs of both completed and continuing incomplete programs and studies which are not expected to generate income in the future are charged to the operations of the year incurred. Cost of projects in process at year-end which are expected to generate income are deferred until completion and thereafter applied or amortized against income, or if discontinued, charged to operations.

8. INCOME TAXES

The Council is not subject to income taxes on its exempt-purpose activities under Section 501(c) 6 of the Internal Revenue Code. Net income from advertising is taxable at corporate rates.

9. FOREIGN EXCHANGE

The effects of foreign exchange and rate changes are charged or credited to operations.

NOTE B

EUROPEAN CONFERENCE FUNDS

Funds retained in English pounds from the 1985 conference are held by the representative in the United Kingdom in its own accounts. In addition, the Council has separately advanced £10,000 to the representative against expenses of the 1986 conference, which equivalent dollar amount is included in deferred costs on future projects.

NOTE C

DEFERRED COSTS ON FUTURE PROJECTS

Represent expenditures applicable to, and purchases for use at future conventions, meetings, and other projects which are to be charged against the activities of the applicable future year.

NOTE D

INVESTMENTS

Investments consist of the following:

	1985		1984	
	Amortized Cost	Market Value	Amortized Cost	Market Value
General Fund				
U.S. Governments	\$1,768,990	\$1,862,060	\$2,357,466	\$2,380,950
Corporate Bonds	412,112	416,526	204,834	203,985
Marketable Securities	597,667	834,075	590,810	655,840
Total	2,778,769	\$3,112,661	\$3,153,110	\$3,240,775
Reserve Fund				
U.S. Governments	2,456,844	\$2,590,675	\$ 172,730	\$ 180,625
Corporate Bonds	439,078	444,450	2,308,636	2,329,700
Marketable Securities	456,827	536,663	114,990	116,912
Total	\$3,352,749	\$3,571,788	\$2,596,356	\$2,627,237

NOTE E LEASE COMMITMENTS

The Council leases its office facilities under two leases, executed in 1984 and 1985 respectively. Rent and other occupancy costs for office space amounted to approximately \$545,000 in 1985 and \$373,000 in 1984. The lease provides for minimum monthly rentals plus periodic payments including increases in wage, real estate tax, etc., bases. A portion of the space is sublet by the Council under a lease expiring March 30, 1990, or at the Council's option on March 30, 1988 or 1989 at an annual rental of approximately \$95,000 plus escalations.

The approximate minimum annual rentals for the present occupancy other than the aforementioned periodic increases and sub-rental income are as follows:

1986	\$672,000
1987	\$672,000
1988	\$672,000
1989	\$708,000
1990	\$734,000
subsequent to 1990	\$3,140,000

The Council has short-term operating lease and maintenance agreements outstanding for office equipment. In most cases Management expects that in the normal course of business, expiring leases will be renewed or replaced by leases for other equipment.

NOTE F PENSION PLAN

The Council maintains health care, life insurance benefits, and a 401-K plan in addition to a defined benefits pension plan for eligible employees. At July 1, 1985, the date of the most recent report available, the assets of the plan were sufficient to cover the actuarially computed value of vested benefits. The expense of pension provisions and related administrative costs for the years 1985 and 1984 were \$43,000 and \$122,000 respectively. The Council makes annual contributions to the plan in the amount accrued for pension expense.

Accumulated plan benefits and plan net assets were as follows:

	July 1,	
	1985	1984
Present Value of Vested Benefits	\$238,617	\$167,532
Present Value of Non-Vested Benefits	113,533	70,013
Present Value of Accumulated Benefits	\$352,150	237,545
Net Assets Available for Benefits— at Market Value	\$678,246	\$420,385

The actuarial present value of accumulated benefits was determined using a 6% rate of return assumption.

NOTE G RESERVES

Components (as restated for 1984) are as follows:

	1985	1984
Deferred Compensation	\$866,533	\$726,922
Canadian Activities	95,715	95,715
Adjustments	5,000	10,540
	\$967,248	\$833,177

NOTE H SUBSEQUENT EVENTS

Severance pay effective in 1986 relative to the resignation of the Executive Vice-President is not included in the accompanying statements.

AUDITORS' REPORT

To the Board of Trustees International Council of Shopping Centers, Inc.

665 Fifth Avenue
New York, New York 10022

We have examined the balance sheet of the International Council of Shopping Centers, Inc. as of December 31, 1985 and 1984, and the related statements of revenues and expenses and changes in financial position for the years then ended.

Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the accompanying financial statements present fairly the position of the International Council of Shopping Centers, Inc. at December 31, 1985 and 1984 and the results of its operations and changes in fund balances and financial position for the years then ended in conformity with generally accepted accounting principles applied on a consistent basis.

March 15, 1986

Milton Mishkit

Milton Mishkit
Certified Public Accountant
225 West 34th Street
New York, New York 10001

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OFFICERS

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John H. Reininga, Jr., CSM

Vice-President, Committees
Mel Sembler

Vice-President, Canadian Division
James R. Bullock, CSM

Vice-President, Eastern Division
Bernard J. Rosenshein

Vice-President, Central Division
Irvin Maizlish, CSM

Vice-President, Western Division
R. Leonard Garrison, CSM

Vice-President, Southern Division
David E. Hocker, CSM

Secretary/Treasurer
Jeremiah W. O'Connor, Jr.

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Howard I. Abrams, CSM 1986*

Irwin Adelson 1987

A. Howard Amon, Jr. 1986

Claude M. Ballard 1988

R. Harwood Beville 1987†

Richard D. Bronson 1987

Matthew Bucksbaum 1988

James R. Bullock, CSM 1988†

E. John Caldecott 1987

Martin J. Cleary 1989†

Daniel W. Donahue 1987†

Ranney E. Draper 1987

Harold E. Eisenberg 1986

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John M. Hart 1986

M. G. Herring, Jr. 1988†

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Donald R. Knab 1988

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Irvin Maizlish, CSM 1988†

Herbert Miller 1988

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Frank Pasquerilla 1986

Jack Rasor 1988

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Bernard J. Rosenshein 1987†

John G. Schreiber 1988

James B. Selonick 1986

Mel Sembler 1986†

James J. Sherbut 1987

Melvin Simon 1986

Jean-Louis Solal 1988

Neil R. Wood 1986†

Wallace R. Woodbury 1986

James O. York 1987†

*Year term expires
 †Member of Executive Committee
 ‡Lifetime Trustee

PAST PRESIDENTS

Leonard L. Farber, CSM 1957-60

Jack H. Pearlstone, Jr. 1960-62*

Roy P. Drachman 1962-63

Donald H. Graham, Jr., CSM 1963-64

Ralph Biernbaum 1964-65

Jerome S. McDermott, CSM 1965-66

Aaron Aronov 1966-67

James E. Kelley 1967-68

Morris A. Kravitz 1968-69

Harry Newman, Jr. 1969-70

John D. Smith, CSM 1970-71

Ernest W. Hahn 1971-72

Kenneth Tucker 1972-73

James C. McClune, CSM 1973-74

Richard C. Baxter 1974-75

Frank A. Orrico 1975-76

Sylvan M. Cohen 1976-77

Albert J. Auer 1977-78

Edwin N. Homer 1978-79

James W. Wilson, Jr., CSM 1979-80

Neil R. Wood 1980-81

Daniel W. Donahue 1981-82

M. G. Herring, Jr. 1982-83

Martin J. Cleary 1983-84

Stephen R. Karp 1984-85

*Deceased

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Alaska/Idaho/Washington
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Arkansas
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John Rocca

British Columbia
Mary Ann Clark

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Russell R. Pratt

California (Southern)
Stephen Hopkins

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Wyoming**
Cal LaSala

Connecticut
Philip J. Ward

Delaware/Pennsylvania
Nicholas O. Antonazzo

**District of Columbia/
Maryland**
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Donald E. Berger

Georgia
James B. Beak

Hawaii
James E. Fleming, CSM

Illinois
Michael S. Weiner

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Harlan J. Noddle

Kansas/Missouri
Gerald M. White

Kentucky/West Virginia
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Michigan
Barry M. Klein

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South Dakota**
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Nevada
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New Jersey
Philip T. Duffy

New York
Andrew Shedlin, CSM

North & South Carolina
Mark W. Erwin

Ohio
Samuel W. Schaul

Oklahoma/Texas
Rick Evans, CSM

Ontario
John P. van Haastrecht

Oregon
Bradley S. Lyle

Prairie Provinces
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Carlos G. Dominici

Quebec
James S. Murdoch

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William B. Raines, Jr., CSM

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Richard G. Robins, CSM

Virginia
Bart Eisner

Wisconsin
Richard M. Amidei, CSM

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Howard C. Oliver

Alaska/Idaho/Washington
James W. Lagerquist

Arizona
Gilbert Wally Chester

Arkansas
Jewel R. Morris

California
Malcolm R. Riley

**Colorado/Montana/
Wyoming**
Richard L. Woodruff

Connecticut
Thomas W. DeMille

Delaware/Pennsylvania
Nicholas O. Antonazzo

Florida
John F. Ruggles

Georgia
Alfred K. Barr

Hawaii
Donald H. Graham, Jr., CSM

Illinois
Peter H. Fritts

Indiana
Lawrence M. Stillerman

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South Dakota**
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Kansas/Missouri
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Kentucky
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Charles M. Gremillion

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New Hampshire/Rhode
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Nevada
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Donald Kretz

New York
Julius H. Sherman, Esq.

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North Dakota
G. Bradley Schlossman

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Wisconsin
Michael J. Mesenbourg, CSM

Support
Letters
for Anti-
Drug Program

COMMUNITY DEVELOPMENT

November 4, 1986

The Sembler Company
5959 Central Avenue
St. Petersburg, FL 33710

Dear Mr. Sembler:

I am a recovered drug addict. Last month in San Diego at the International Council of Shopping Centers (I.C.S.C.) Convention, I had the pleasure of listening to your informed views concerning the seriousness of drug addiction in the United States.

At age 22 with a partner we built a small 14,000 square foot shopping center in San Diego, California, that later we leveraged into other commercial developments. By age 25 I was well on my way past my first million dollars. It was at this time drugs became a part of my life. For four years following, I went through a living hell and a tremendous financial set back. Subsequently, I have been recovering for 1½ years and my current partner and I are in the process of developing in phases over 110,000 square feet of neighborhood commercial shopping center space in South Riverside County, California, with the financial capability of doing much more.

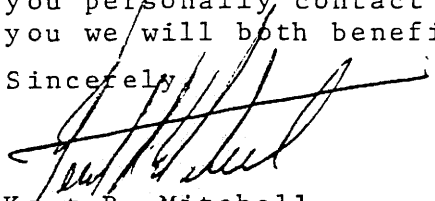
My purpose for this letter is to work with you in becoming more involved in helping better educate those throughout our industry about the destructive effects of drugs first hand. I also intend to become involved in I.C.S.C. and a committee member. My involvement will benefit you and I.C.S.C. as follows:

My efforts in working with you would enable your concerns to reach more people in our industry about drugs and addictions. The message would be taken more seriously if a successful businessman in our industry could address through experience the undermining harmful effects of drugs.

The opportunity is available for you to work with someone dedicated to impacting the quality of lives around him. In that I am a strong leader, I.C.S.C. could benefit from my energy level and commitment to better services and living. Personally, I would gain deep satisfaction in knowing that I was helping educate others as to the dangers of drugs. This is called 12-step work in the field of chemical abuse. Finally, by being an I.C.S.C. committee member I will be rubbing elbows with the doers and thinkers in our industry enabling myself and our company to better serve our clients and customers. I felt it took courage for you to use your position to educate those in our industry that can and do make a difference.

My request from you is that within two weeks from receipt of this letter, you personally contact me regarding the above opportunities. I promise you we will both benefit from our interactions.

Sincerely,


Kent P. Mitchell

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Cornerstone Development Incorporated

2993 Broadmoor Valley Road, Colorado Springs, CO 80906
~~1424 Kelly Johnson Boulevard Colorado Springs, CO 80910 (303) 595-8781~~
303-540-9440

October 6, 1986

U.S. MAIL

Mr. Melvin F. Sambler
Chairman of the Board
SAMPLER CORPORATION
P.O. Box 41847
St. Petersburg, FL 33743
813-381-3622

Dear Mel:

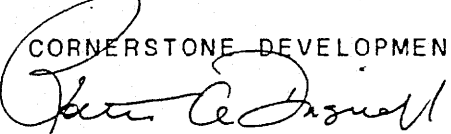
You are to be congratulated for the fine address presented at ICSC in Chicago last week and, in particular, the direct approach to the drug problem that exists in our country. Prior to entering this business four years ago, I was directly involved in working with young people addicted to narcotics. Recently, a very close member of my family almost lost everything due to cocaine.

We, as an industry and as individuals, must take a stand against this destructive force in our society. Thank you for the positive way you are leading ICSC regarding drug abuse. This position will only add to our credibility and excellence in the business world.

If I may be of any assistance, please have the proper individuals contact my office.

Sincerely,

CORNERSTONE DEVELOPMENT COMPANY


Robert A. Driscoll
President

/nh

RECEIVED
NOV 10 1986

FILE: _____
MS ☐ _____ CS ☐ _____
SS ☐ _____ AS ☐ _____
BS ☐ _____ BY ☐ _____
GS ☐ _____ AP ☐ _____
Acct. ☐ _____ Suspense ☐ _____
_____ ☐ _____ ☐ _____

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RECEIVED
OCT 29 1986

Dahlem
Company
Inc.

The 1000 Building • Suite 103
6200 Dutchmans Lane
Louisville, Kentucky 40205
502 / 452-1151

October 27, 1986

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

Dear Mel:

It was certainly good to see you and Betty in Florida. I thought both the Fall Convention and the Law Conference were excellent.

Upon my return I found that my fraternity magazine, the Delta Upsilon Quarterly, had arrived and the new Alcohol/Drug Policy for the fraternity is announced. It occurs to me that not only is this right in step with your program to eliminate the demand for drugs but that it provides an opportunity for some networking, especially since our fraternity is under the leadership of a District Judge from Kansas. He has obviously given the problem considerable thought.

Let me know what I can do to help, also.

Very truly yours,

Bernard A. Dahlem

BAD/cjr

Bush Presidential Library Photocopy

KROH BROTHERS

DEVELOPMENT COMPANY

RECEIVED
NOV 12 1986

November 10, 1986

Mr. Mel Sembler
The Sembler Company
5959 Central Avenue
St. Petersburg, FL 33710

FILE:
MS ☒ CS ☐
SS ☐ AS ☐
BS ☐ BY ☐
GS ☐ AP ☐
Acct. ☐ Suspense ☐
 ☐ ☐

Dear Mr. Sembler:

As Regional Marketing Coordinator of five shopping centers in Florida, I am most interested in the "Kids Safety Week" program announced at the 1986 ICSC fall convention in Orlando.

Enclosed please find some literature about Kroh Brothers Development Company, including our current property directory. Kroh Brothers is a national developer with a strong commitment to community involvement. With shopping centers in Jacksonville, Dunedin, Bradenton, Brooksville and Spring Hill, I feel that this important issue will reach several thousand children and parents.

I look forward to being a part of your wonderful effort.

Sincerely,

Mimi

Mimi Zindell
Regional Marketing Coordinator

Enclosures

cc: Brenda Houston, Kroh Brothers

Bush Presidential Library Photocopy

RT2, Box 45 St. James La.
St. James, LA Nov 10, 1986
70086

Dear Mr. Simbler

I was fortunate to be at the Hilton in New Orleans last week to hear your presentation. I was overjoyed that you spent some time speaking on illicit drug use.

For years my wife and I have been concerned about public apathy toward this problem. Our efforts have been mainly through Farm Bureau and youth programs. Farm Bureau now sponsors an annual weekend program for two to three hundred junior-senior students throughout the state. Any information or program which involves "KIDS" - we would have interest in.

I have farmed all my life but have a Real Estate license which accounts for my presence at your meeting.

As long as we have individuals like you with concern for the country before the dollar bill, our American dream will continue.

Perhaps sometime in the future you might have time to address our youth group which takes place (I think) in March every year.

With deep appreciation for your concern, I am

yours truly,

Bud Falgout

Lawyers Title of Louisiana, Inc.

822 GRAVIER STREET NEW ORLEANS, LOUISIANA 70112 TELEPHONE (504) 588-2177

JAMES W. MILLS, JR.
PRESIDENT

November 12, 1986

RECEIVED
NOV 17 1986

Mr. Mel Sembler
ICSC President
The Sembler Company
5959 Central Avenue
St. Petersburg, Florida 33710

Dear Mr. Sembler:

Although I did not have the pleasure of meeting you last week at the Louisiana ICSC Idea Exchange, I fortunately had the opportunity to hear you speak. You were great!

Drug traffic is definitely a nation wide epidemic problem. The fact that you shared with us were very alarming to me, especially since I am the mother of four children, ages 22, 20, 16 and 12. Fortunately I have had no problems with my children, but there is always a possibility, no matter how good of an influence you try to portray as a parent. We all know children are easily influenced by outsiders.

I work with shopping center developers as a commercial marketing representative for Lawyers Title of Louisiana, Inc. I will be happy to promote the ICSC anti-drug program in conversing with my shopping center contacts.

Please be assured the success of your wonderful campaign will be in my thoughts and prayers.

Should you have need for title insurance or real estate closing transactions on any of your Louisiana projects, please feel free to call me at 588-2177. I would be very happy to assist you.

Sincerely,



Ladell L. Adams
Commercial Marketing Representative

LLA/cg

REPRESENTING LAWYERS TITLE INSURANCE CORPORATION



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October 1, 1986

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

Dear Mel:

Just a short note to express my appreciation, not only for the very positive remarks about our efforts in California, but for your willingness to tackle the very critical issue of drugs during your speech at the Northern California IDEX.

I am very serious about our offer to be of assistance in California to promote the "Say No" campaign that you envision for shopping centers throughout the country.

Looking forward to seeing you in San Diego.

Sincerely,

Rex S. Hime

REX S. HIME
Executive Director

RSH:jm

FILE: *[Signature]*

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October 22, 1986

Mr. Mel Sembler
President
I.C.S.C.
The Sembler Company
5959 Central Avenue
St. Petersburg, Florida 33710

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Re: Luncheon speech in San Diego
October 17, 1986

Dear Mr. Sembler:

Your speech at the luncheon meeting of the Southern California I.C.S.C. Region in San Diego was the best I have ever heard. You are truly an impressive individual to spend your time at both development of shopping centers and in your anti-drug campaign. I also feel very strongly about the drug problem in America and have felt that way since two very important things occurred in my life.

The first was a speech by Peter Ueberroff at a local fundraiser for Fresno State University last February. Mr. Ueberroff spoke of baseball, the Olympics and drugs in America. He pointed out an eight point plan that must be implicated to stop illicit drug use in America. I am not sure if you have ever heard that speech, but I have it on video tape and will send it to you should you so desire. The interesting thing about that speech is at the end Mr. Ueberroff stated that sometime in the coming year each of us in the room would be touched by the problem of illicit drug use in America. Either directly with a family member or friend having a drug problem or indirectly by prices being raised at the local Seven-Eleven due to drug related robberies. An frightening coincidence happened that night at 11:30 P.M.. I received a call from my accountant who as part of his therapy was admitting to me that he was both a drug user and a liar. I had no idea that for the last two years he had been an alcoholic and a cocaine addict and had failed to perform his duties correctly with respect to my tax returns. The important thing that struck me that night was that it was all too coincidental that I would hear Ueberroff's speech and on the same night be confronted by a friend with this kind of problem. It was not until your speech last Saturday that I realized that something must be done and I feel a need to try and do something.

My reason for writing this letter is to ask you what you think is the best course of events to stimulate the interest in shopping center owners

in my area to get behind the anti-drug campaign. I have also talked to several of my friends who agree that they would like to be in a program to get businessmen involved in doing whatever is necessary to help eliminate this problem from our society on a local level. Any ideas you have for me in this vein would be helpful also.

Mr. Sembler, you have my utmost respect for the priorities which you have chosen in your life. I am not sure if I can deal with the problem on the same level that you are, however, I am willing to do what I can to help curb this problem. I know you are very busy so whatever direction you can give me will be very much appreciated. Thank you very much.

Sincerely,

GRUBB & ELLIS COMPANY
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Retail Properties Division

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October 28, 1986

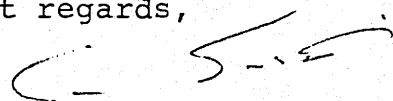
Mr. Mel Sembler
The Sembler Company
5959 Central Avenue
ST. PETERSBURG, FL 33710

Dear Mel:

I very much enjoyed your address to the ICSC U.S. Shopping Centre Law Conference. I found your discussion of the illicit drug issue not only sincere but also useful in putting forward some very practical suggestions. I wish you every success on the proposed educational program (as well as your other endeavours) and I will do what I can to encourage our Shopping Centre Association to give full support to the program.

Once again my compliments on a superb address.

Best regards,



Gordon Sustrik

GDS/dm

Copy John R. Rios

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201 EAST KENNEDY BLVD.
TAMPA, FLORIDA 33602
TELEPHONE (813) 229-2111

October 29, 1986

Mr. Mel Sembler
Chairman of the Board
The Sembler Company
5959 Central Avenue
St. Petersburg, Florida 33710

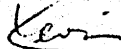
Re: 1986 ICSC Law Conference

Dear Mel:

I just wanted to drop you a short note to thank you again for being the keynote speaker at this year's law conference. I thought your speech was informative and timely and certainly thought-provoking as to what we all can do to combat the ever-increasing drug menace in this country.

Thanks again for your participation in our conference. It was certainly our pleasure to have you as our guest speaker.

Very truly yours,



J. Kevin Garvey

JKG/sak

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Mr. []	Mr. []
Mr. []	Mr. []
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September 17, 1986

Mr. Mel Sembler
The Sembler Company
5959 Central Avenue
St. Petersburg, FL 33710

Dear Mr. Sembler:

At the recent ICSC Deal-Making, I heard that you spoke on "Drugs (and its problems) in America".

I'm sure that you are as aware as I am that unfortunately a "shopping center" is a popular place for illegal drug sales and purchases. A fact because we are a public "gathering place".

Would -- or could -- a drug awareness program become the shopping center industry's national campaign?

I understand that this could be a controversial subject due to its delicate matter, but would like to at least put the question on the table.

Sincerely,

WEINGARTEN REALTY, INC.

Kelly
Kelly, Director
Corporate Communications

by

cc: Al Sussman
John Riordin

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October 20, 1986

Mr. Mel Sembler
President
The Sembler Company
5959 Central Avenue
St. Petersburg, FL 33710

Dear Mel:

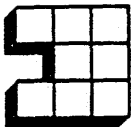
Just a quick note to say thank you for your work on behalf of
eliminating illicit drug use among children.

I appreciated your talk at last week's ICSC Idea Exchange in Boston.
Thank you for taking a leadership role representing our industry. It
inspired me to get off my "duffer" and look into becoming active in
my town.

Thanks again for your efforts,

Sally C. Albrecht
Leasing Representative

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Every parent

has a dream for their family. A dream of a home loaded with love, laughter, support, care, stability and warmth. For many families, their homes were just that until . . . something happened. One of the children became a stranger within the family. The dream became elusive and ugly, but at first no one knew why. Almost overnight, the dream became a nightmare. For no evident reason, love became anxiety. Laughter became silence. Support became suspicion. Care became worry. Stability became crisis. Warmth became anger.

This tragic pattern is typical for thousands of American families touched by the terrible epidemic of adolescents using drugs or alcohol.

GOOD FAMILIES IN BAD TROUBLE

Adolescent drug use is a disease, not a family failure. It is also very treatable! The family dream can still be realized!

Parents have often asked us, "How would I know?" They saw the following behavior without knowing why:

- The child withdrew from family-oriented activities.
- The quality of the child's friendships changed. The child preferred companions who were less acceptable to the family.

- School performance dropped. Quitting school became more likely. Talk of the future ceased.
- Family relationships become tentative and fragile. Honest communication ended.
- The child began to swing from anger to elation and swiftly back to anger. Loneliness was evident although the child was surrounded by people.
- Disrespect for authority grew to open rebellion. The child's world turned from positives to negatives.
- The parents saw a progressive deterioration in the behavior, attitudes, morals and personality of the child.
- Most parents never saw the child high, nor did they find evidence of drugs.
- The family settled for much less as the quality of their life folded and faded. Watching the decay set in, they began believing their dream had died. Then they found STRAIGHT . . .

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In 1976, STRAIGHT was founded and dreams once again became reality for thousands of families. To date, over 3,000 young people and their families have entered STRAIGHT. Currently, over eight hundred young people are in treatment.

At STRAIGHT, we work every day with young people and their parents to regain the love, the laughter, the support, the care, the stability, and the warmth of a healthy family — the dream recaptured.

STRAIGHT, a privately funded, nonprofit organization, is a program for young people and families who have been hurt by adolescent drug use.

STRAIGHT combines the experience of professionals, parents and young people to help the family solve the problem. Love, honesty, responsibility, laughter, tears and open communication destroy the strongholds created by drugs.

STRAIGHT
A success
rate that
speaks for itself.

Why does STRAIGHT have such a high success rate?

STRAIGHT is recognized by the experts as an adolescent drug treatment program unique in its achievements. STRAIGHT has succeeded time and time again where other approaches have not. Why? What makes STRAIGHT special?

STRAIGHT is tailored to the adolescent (12 to 21) drug user.

STRAIGHT is supervised by professionals with years of experience in adolescent drug use counseling.

STRAIGHT deals with the problem, not the symptoms.

STRAIGHT works with the entire family.

STRAIGHT allows the child to move at his or her own pace. There is no arbitrary time limit for recovery.

STRAIGHT provides a drug free environment for recovery.

STRAIGHT staff members are drug free models for the young people.

STRAIGHT encourages and teaches honesty, integrity, and responsible living.

STRAIGHT provides an aftercare program and support group tailored for the needs of the entire family.

STRAIGHT teaches the young person how to deal effectively with personal problems, family relationships, school and work, friendships and constructive social activities.

STRAIGHT consists of professionals, parents and young people united in a common goal — the recovery of the family dream — a healthy home.

An Initial Visit Only Costs Time

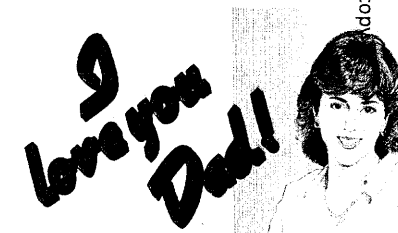
The real value will be finding the road back to those lost dreams. Meet the professional staff. Talk to the young people. Talk to the parents. Experience their dreams coming true.

Call one of the locations listed on the back of this brochure. Don't give up on your child. Keep The Dream Alive.

Call
STRAIGHT
today.

"Let me be the first to say that STRAIGHT is not only the best adolescent drug abuse treatment program in this area . . . it is the best in the country."

Robert L. DuPont, M.D.
Founding Director
National Institute on Drug Abuse



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ADOLESCENT DRUG CHECKLIST

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STRAIGHT

Directions: The purpose of this checklist is to help you assess the behavioral patterns of your child. Please circle the appropriate response to each question.

BEHAVIOR:

- | | | | |
|--|-----|----|------------|
| 1. Does your child go through frequent or extreme mood swings? | YES | NO | DON'T KNOW |
| 2. Have you noticed a change in your child's friends? | YES | NO | DON'T KNOW |
| 3. Has your child lied or do you suspect lying? | YES | NO | DON'T KNOW |
| 4. Has your child been involved in acts of vandalism? | YES | NO | DON'T KNOW |
| 5. Has there been evidence of other people in the home when you have been out? | YES | NO | DON'T KNOW |
| 6. Have you noticed objects missing from your home? (money, jewelry, liquor?) | YES | NO | DON'T KNOW |
| 7. Has your child used obscene language or gestures? | YES | NO | DON'T KNOW |
| 8. Does your child seem withdrawn or prefer the seclusion of his/her room? | YES | NO | DON'T KNOW |
| 9. Does your child demand that no one enter his room, at least without permission? | YES | NO | DON'T KNOW |
| 10. Does your child prefer to keep his room dark? | YES | NO | DON'T KNOW |
| 11. Is your child's room sloppy and dirty? | YES | NO | DON'T KNOW |
| 12. Has there been sudden or explosive outbursts of anger? | YES | NO | DON'T KNOW |
| 13. Does your child suffer from memory loss or disorientation? | YES | NO | DON'T KNOW |
| 14. Are you aware or do you suspect sexual activity with opposite sex or same sex? | YES | NO | DON'T KNOW |
| 15. Have you ever searched your child's bedroom or read his notes? | YES | NO | DON'T KNOW |
| 16. Have you ever discovered drugs or paraphernalia left out where they could be easily found? | YES | NO | DON'T KNOW |

- | | | | |
|---|-----|----|------------|
| 17. Has your child ever run away or threatened to? | YES | NO | DON'T KNOW |
| 18. Has your child dropped out of favorite activities or sports? | YES | NO | DON'T KNOW |
| 19. Has your child been charged with an auto accident or drunk driving? | YES | NO | DON'T KNOW |
| 20. Has your child been involved with other court/legal matters? | YES | NO | DON'T KNOW |

APPEARANCE — HEALTH:

- | | | | |
|---|-----|----|------------|
| 1. Does your child neglect personal appearance/hygiene? | YES | NO | DON'T KNOW |
| 2. Have you noticed bruises on skin? | YES | NO | DON'T KNOW |
| 3. Is your child's color pale, flushed, or blotchy? | YES | NO | DON'T KNOW |
| 4. Have you noticed a constant persistent cough? | YES | NO | DON'T KNOW |
| 5. Have you seen your child with dilated pupils? | YES | NO | DON'T KNOW |
| 6. Have you noticed that your child goes long periods without eating, sleeping? | YES | NO | DON'T KNOW |
| 7. Has your child lost weight? | YES | NO | DON'T KNOW |
| 8. Does your child appear hyperactive or nervous? | YES | NO | DON'T KNOW |
| 9. Have you ever detected odor of pot or alcohol on your child? | YES | NO | DON'T KNOW |
| 10. Have you seen your child staggering, stumbling, or disoriented but does not have odor of alcohol on his breath? | YES | NO | DON'T KNOW |

FAMILY:

- | | | | |
|---|-----|----|------------|
| 1. Does your child attempt to withdraw from family functions? | YES | NO | DON'T KNOW |
| 2. Has there been verbal abuse within the family? | YES | NO | DON'T KNOW |
| 3. Has there been physical abuse within the family? | YES | NO | DON'T KNOW |
| 4. Has there been frequent fighting among the siblings? | YES | NO | DON'T KNOW |

ACADEMIC:

- | | | | |
|--|-----|----|------------|
| 1. Are you aware if your child has been: | | | |
| a. Sleeping in class? | YES | NO | DON'T KNOW |
| b. Skipping class? | YES | NO | DON'T KNOW |
| c. Cheating on tests, etc.? | YES | NO | DON'T KNOW |
| 2. Does your child want to quit school? | YES | NO | DON'T KNOW |
| 3. Have you received scholarship warnings or failing grades? | YES | NO | DON'T KNOW |
| 4. Has your child been in trouble at school this year? | YES | NO | DON'T KNOW |

PARENTAL OPINION:

- | | | | |
|--|-----|----|------------|
| 1. Do you feel anxious about your child? | YES | NO | DON'T KNOW |
| 2. Do you feel like you are failing as a parent? | YES | NO | DON'T KNOW |
| 3. Are you afraid of your child? | YES | NO | DON'T KNOW |
| 4. Do you see your child getting worse? | YES | NO | DON'T KNOW |

Straight, Inc. — Tampa Bay
 3001 Gandy Boulevard
 St. Petersburg, FL 33702
 Pinellas: (813) 577-6011
 Hillsborough: (813) 223-4362

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FOR YOUR INFORMATION
FACTS ON STRAIGHT, INC.

ORGANIZATIONAL STRUCTURE

** STRAIGHT, INC. is a family oriented treatment program for drug using young people and their families.

** STRAIGHT, INC.'s National Offices are located at:

National Training and Development Center
Post Office Box 21686
St. Petersburg, Florida 33742-1686
Executive Director: Mel J. Riddile, EdD
813/576-8929

** STRAIGHT, INC.'s Treatment Facilities are located at:

STRAIGHT, INC. - Atlanta
2221 Austell Road
Marietta, Georgia 30060
404/434-8679

STRAIGHT, INC. - Cincinnati
6074 Branch Hill-Guinea Pike
Milford, Ohio 45150
513/575-2673

STRAIGHT, INC. - Dallas
1399 Executive Drive, W.
Richardson, Texas 75081
214/644-4357

STRAIGHT, INC. - Michigan
42320 Ann Arbor Road
Plymouth, Michigan 48170
313/453-2610

STRAIGHT, INC. - New England
53 Evans Drive
Stoughton, Massachusetts 02072
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STRAIGHT, INC. - Orlando
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Orlando, Florida 32804
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STRAIGHT, INC. - Tampa Bay
3001 Gandy Boulevard
St. Petersburg, Florida 33702
813/577-6011

STRAIGHT, INC. - Greater Washington
5515 Backlick Road
Springfield, Virginia 22151
703/642-1980

** STRAIGHT, INC. was founded in 1976 by a group of business leaders and parents in St. Petersburg, Florida. Each treatment facility is advised by a local Administrative Board. The organization is advised by a national Board of Directors.

** STRAIGHT, INC.'s treatment facilities have served over 3,000 youths and their families since 1976. Based on annual follow-up surveys with the youths, parents, and friends, STRAIGHT, INC. is currently registering a 62% success rate.

** STRAIGHT, INC.'s treatment program of twelve to eighteen months is available to all ethnic groups. The treatment process centers on a self-help philosophy: youths helping youths and parents helping parents. Each treatment staff is comprised of professional and para-professional persons.

** STRAIGHT, INC. is a not-for-profit organization and does not receive any governmental funding either from local, state or federal sources. Current operating expenses are covered by client fees (65%) and private donors (35%).

FACTS ON STRAIGHT, INC.

Page Two

CLIENT/PARENT PROFILE

- ** STRAIGHT INC. is a family oriented drug rehabilitation program for drug users between the ages of 12 and 21.
- ** The average age of the youth in STRAIGHT's treatment facilities is 17. The average client started using drugs at the age of 12. Sixty percent are boys and forty percent are girls. The average treatment cycle lasts twelve months.
- ** All youths must voluntarily admit themselves to treatment and must be accompanied by a parent. The youth is away from home in a host home for a minimum of fourteen days.
- ** The youths report using mostly alcohol and marijuana followed by speed, cocaine, LSD, PCP, and inhalants.
- ** The average young person in the program has an above average I.Q. but was making poor grades in school.
- ** The average youth used drugs for two (2) years before the parents became aware of it.
- ** During the time the young people used drugs without their parents' knowledge:
 - 95% committed minor crimes (misdemeanors, most undetected)
 - 58% committed major crimes (felonies, most undetected)
 - 37% dropped out of school
 - 39% were sent to private schools by parents
 - 17% participated in other drug treatment programs but were unsuccessful - 3 of 4 participated in family counseling and/or psychiatric treatment before entering STRAIGHT
 - 60% had brothers or sisters who also used drugs
 - 71% ran away from home before entering STRAIGHT
 - 72% tried to quit using drugs on their own but failed
 - 28% used drugs on weekends and weekdays, while 60% used drugs every day (without parents' knowledge)
 - 1 in 7 girls had been pregnant at one time before entering STRAIGHT, often without parents being aware. 100% of those who had been pregnant had at least one abortion.

FACTS ON STRAIGHT, INC.

Page Three

TREATMENT PROGRAM

** While a youth is participating in the STRAIGHT treatment program, he or she must remain totally drug free.

** STRAIGHT, INC., while not an inpatient facility, conducts an intense daily schedule of therapeutic sessions. Over the months, clients progress through five distinct phases in the treatment cycle.

The First Phase starts with admission and lasts for a minimum of fourteen days. The youth does not live at home but with a "host" family which has a child in an advanced stage of the program. This phase explores one's past and how the youth sees his or her world.

In the Second Phase, the youth returns to his or her own family at the end of the day. In addition to working on "self", the youth now works on family relationships.

The Third Phase adds on another area for self-improvement; namely, school and/or job. In this phase, the youth faces "do drugs" peer pressure again.

In the Fourth Phase, the youth continues to work or attend school and begins to have days off to work on constructive use of leisure time and forming positive friendships.

The Fifth Phase requires only three days a week participation in the treatment process. In this phase, the youth also assists the staff in conducting large group sessions.

** With at least 800 youths in treatment at any given time, STRAIGHT, INC. utilizes the dynamic of peer pressure in a positive fashion to create a new lifestyle for the clients.

** STRAIGHT, INC. has an emphasis on family participation for both parents and siblings including "raps" for parents and siblings, individual counseling, and conjoint counseling. The main objective of the therapeutic process is the reconstruction and revitalization of the family system.

** The therapeutic tools utilized by STRAIGHT, INC. include a modified version of the Alcoholics Anonymous' Steps and Signs which STRAIGHT calls the "Tools of Personal Change", plus cognitive therapy techniques which deal with how a person thinks.

** STRAIGHT, INC. is staffed by adult professionals who supervise young staff members who have been through the program and have subsequently been trained as counselors.

** A graduate of STRAIGHT, INC. enters a six-month Aftercare program.

STRAIGHT, INC.

National Training and Development Center
3001 Gandy Boulevard
St. Petersburg, Florida 33702
813/576-8929

BRIEF DESCRIPTION OF PROGRAMS AND SERVICES

Straight, Inc. is a family oriented program which was incorporated in 1976 as a private, not-for-profit corporation and has been providing substance abuse treatment services since that date. Straight receives no government funding and is supported by client fees and private donations. It is licensed by the regulating state agencies where the programs operate.

TREATMENT SERVICES

Adolescent Therapeutic Treatment Program

Straight provides intensive treatment services to chemically dependent adolescents and their families. The main objective of the therapeutic process is the reconstruction and revitalization of the family system. The family systems approach is used to work with the entire family in order to mend family communication with peer support for each family member. The program uses a structured, progressive approach where children earn their way through five phases of the program to graduation.

Sibling Program

A peer group support system provides siblings with an outlet for dealing with the problems associated with having a chemically dependent member in the family system. Siblings participate in special raps, fund raising events and social outings.

Parent Program

The program provides an emphasis on family participation for parents. It offers a variety of services including raps for parents, individual counseling, and conjoint family counseling.

EDUCATION SERVICES

Drug Awareness Presentations

The purpose of this presentation is to help people understand the current patterns of adolescent drug use, to recognize verbal actions and behaviors which indicate the presence of drug use, and in turn to discover that something can be done about drug use. This presentation is from 30 to 60 minutes.

In-Service

The purpose of this program is to help professional groups understand drug use as a disease that affects both the individual and the family system. Points covered are characteristics of the disease, stages of

progression, behavior, and feelings. Intervention with parents in denial is also addressed. This presentation is from 1½ to 2½ hours.

Luncheon

An opportunity for community leaders and interested citizens is provided weekly to have lunch, to meet some of the staff, young people in the program and parents, and to tour the facility. Please contact the program nearest you for reservations.

Open Meetings

A celebration between parents and their children in a therapeutic setting is shared with parents who have children in trouble and with professional guests who interface with children at risk. Please call the program nearest you for an appointment to attend one of the Monday or Friday night meetings.

STRAIGHT PROGRAMS

STRAIGHT ATLANTA
2221 Austell Road
Marietta, Georgia 30060
404/434-8679

STRAIGHT DALLAS
1399 Executive Drive, W.
Richardson, Texas 75081
214/644-4357

STRAIGHT NEW ENGLAND
53 Evans Drive
Stoughton, Massachusetts 02072
617/344-0930

STRAIGHT TAMPA BAY
3001 Gandy Boulevard
St. Petersburg, Florida 33702
813/577-6011

STRAIGHT CINCINNATI
6074 Branch Hill-Guinea Pike
Milford, Ohio 45150
513/575-2673

STRAIGHT MICHIGAN
42320 Ann Arbor Road
Plymouth, Michigan 48170
313/453-2610

STRAIGHT ORLANDO
2400 Silver Star Road
Orlando, Florida 32804
305/291-4357

STRAIGHT GREATER WASHINGTON
5515 Backlick Road
Springfield, Virginia 22151
703/642-1980

LADIES'
HOME
JOURNAL
OCTOBER
1984

THE ORDEAL



Jeffrey MacMillan

Bush Presidential Library Photocopy

OF AN AMERICAN FAMILY

BY PATRICK PACHECO



This is the story of a family that came apart with much pain, and came together with much love. It is a story you won't forget.

It was a beautiful spring day five and a half years ago, and Jean Richwein spent most of the morning playing with the puppy instead of doing housework. Her four daughters, aged eight to fourteen, loved animals, and the Richweins' house in a suburb of Baltimore was home to a large menagerie.

Karyn, the eldest, said she wanted to be a veterinarian and continually dragged home wounded animals. Jean, thirty-seven, a registered nurse, tended their wounds before trying to find them homes.

Thinking about Karyn, Jean wondered why lately everything was becoming such a battle with her. Just that morning, Karyn had argued endlessly because she wanted to wear a Black Sabbath rock band T-shirt to school. Muttering darkly, she'd finally left wearing the oxford cloth shirt Jean had laid out.

The telephone ring disturbed Jean's thoughts, and she almost tripped over the puppy on her way

to answer it. Her pensive mood quickly turned to disbelief, then shock, as she listened to her caller. It was a woman from the vice-principal's office at Karyn's high school.

"Mrs. Richwein, we believe your daughter has ingested a dangerous substance. Please come to the high school as soon as possible."

The words burned in Jean's ear, and her legs buckled into a kitchen chair. Trembling, she misdialled her husband's office twice before she got through. But Roy, thirty-nine, an engineer, wasn't in. She fumbled for the car keys and raced to Mount Hebron High School in Ellicott City, Maryland, a small, historic town. She prayed aloud the entire way in a quavering voice. "Please, God. Please make it a mistake. Not Karyn. Not my Karyn."

Karyn was in the gym teacher's office, slumped in a chair. She was conscious, but her eyes were unfocused and she could barely stand. Jean, from her experience as a

nurse, recognized the symptoms of a drug overdose.

The vice-principal explained that Karyn had left the school grounds with her friend Sally. When she returned, it was obvious that she had taken something.

"Why did you do this, Karyn?" Jean asked more loudly than she had intended. "Why?" It was only much later that Jean realized why Karyn's clothes looked so odd: Jean could see Karyn's Black Sabbath T-shirt showing underneath her button-down shirt.

Once home, Jean learned from Sally's mother that the girls had discovered a bottle of Demerol, a potent painkiller, in the medicine cabinet in Sally's home. Karyn had taken four hundred milligrams, a potentially fatal dosage for a young girl. Jean immediately phoned the doctor and described Karyn's symptoms. The pediatrician was reassuring: "Drug reactions vary from individual to individual. It appears

that it would take a much larger dose to slow your daughter's racing motor, Mrs. Richwein." Watching Karyn playing with the puppy, Jean had to agree that the effects were wearing off.

"Mommy, do you have to tell Daddy?" Karyn asked, frightened. "He'll be angry and won't speak to me."

Jean dreaded telling Roy about the overdose. He did not come home until late that night, after Karyn and the other girls had gone to sleep. As he was undressing for bed and discussing his day, Jean interrupted him with the terrible news. He continued to undress in silence after his wife finished.

"Well, aren't you going to say anything?"

"I'm tired," Roy said curtly. "I've had a tough day. I'm going to bed."

"Your daughter almost died of an overdose and you have nothing to say to her?" she demanded. "What's your responsibility in all of this?"

Roy felt powerless and hated that feeling more than anything else in the world. It was important for him to always be in control—of his work, his emotions, his family.

Jean woke Karyn up and brought her into the room, and Roy recognized in her young face the fear with which he had always faced his own father. He wanted to say so many things to her: "Please don't hate me. I do love you. Please, please don't ever do it again." But all he could do was embrace his weeping daughter. For the first time, Jean saw tears running down her husband's cheeks. She left them alone and went out on the deck adjacent to the bedroom. She knew that though there were problems in their marriage, she would never love Roy as much as she did at this moment.

The day after the overdose, Jean and Karyn, who had been suspended from school for the rest of the week, painted the outside of the house. It gave them a chance to talk, and Jean prided herself on what she thought was an open, honest relationship with her daughter.

"Have you ever smoked marijuana?" asked Jean.

"No," replied Karyn too quickly. "Well, yeah, but only once. Mom, it's not so bad, is it? Everybody says it isn't any worse than alcohol."

"Honey, people will always find reasons to do what they want to do," Jean answered. "It doesn't make it right. Marijuana, alcohol, all drugs are bad. Please promise

me that you'll never do it again."

Karyn promised.

"My promise lasted for five days, then I started smoking again. I was twelve when I took my first puff of pot. By the time I got to Mount Hebron, I did drugs almost every day—mostly pot and alcohol. I was terrified of going to high school. I thought nobody would like me. Then I discovered if you did drugs, you were cool. On the morning I overdosed at school, first I took the pills at Sally's house, and when nothing happened, I took a couple more. Then later, we drank some Jack Daniel's. We made it back to school, but the next thing I knew I was on the floor and it felt like I was going to die."

Even though Karyn had promised not to take drugs again, the Richweins took her to a drug counselor recommended by the high school. The counselor was reassuring. "Mr. and Mrs. Richwein, your daughter doesn't have a drug problem," she said. "She's just experiencing the normal adolescent emotional difficulties."

Karyn was restricted for the summer because of the overdose. She couldn't go out unless either Jean or Roy was with her. Jean watched her like a hawk, surprised that she took it so well. Even though there were ripples in the seeming calm—Karyn and her mother argued incessantly over clothes and makeup—the Richweins felt good about the resolution of the crisis. Each night when Karyn kissed her parents good night, Jean whispered a prayer of thanks.

On one such summer night, Jean awakened to hear a knocking at the door. She looked out the window to see a police car parked in front of the house. It was four A.M. She felt her stomach tighten as she and Roy scrambled downstairs.

"Mr. and Mrs. Richwein," said the officer, "we have your daughter Karyn down at the station. She and a boy were picked up joyriding in a stolen vehicle. Would one of you come with us?"

"I'm sorry, officer, but you're mistaken," protested Roy. "Our daughter is asleep in her bedroom downstairs."

The officer, who had heard this response many times from other parents, insisted he was correct. Still incredulous, Roy and Jean led him to Karyn's room at the far end of the house. The (continued on page 168)

There was a knock at the door. "Mr. and Mrs. Richwein," said the police officer, "we have your daughter down at the station." Roy protested, "You're mistaken, officer. Our daughter is asleep." Roy and Jean led the police officer to Karyn's room. The door was locked. With a sinking feeling, they realized she was gone. Roy forced the lock and they went inside. An autumn chill blew through the open window.

AN AMERICAN FAMILY

continued from page 113

door was locked. With a sinking feeling, they realized she was gone. Roy jimmied the lock and the door flew open. An autumn chill blew through the open window.

"After I was restricted for the summer because of the overdose, I'd wait till everybody was asleep, then I'd sneak out the window. I'd go joyriding with friends, kids from the neighborhood, in cars we'd 'borrow' from our families or neighbors. We usually did drugs—a hit of speed, a tab of acid, angel dust, a couple of joints or uppers or downers.

"Sometimes I'd go out alone. See, even though I ran around with this group at school, I felt lonely. When I overdosed in the spring, not one person came to see me, and I felt bad about that. I'd go sit in a field for hours, picking out the constellations in the sky and wondering where I fit into it all. My best friend was really my sister Sandi. I turned her on to drugs when she was about thirteen, partly to keep her from snitching, but mainly because she always wanted to do what I did. She liked what I liked; she looked up to me."

Seeing the stricken look on Jean's face, the policeman sought to comfort her. "Don't worry, Mrs. Richwein, it's just kids being kids."

Kids just being kids, thought Jean as she waited for Roy to return from the precinct. How much could "normal adolescent behavior" cover? At least there weren't any drugs that night. The police told Jean that they searched the kids and the car and had found none.

Roy was seething. The sight of his daughter in the holding cell hurt and angered him. "I was too soft," he decided. He had to run a tighter ship, turn this thing around before it got out of control.

"We weren't doing anything wrong!" screamed Karyn. "It was his sister's car. Didn't you ever go out looking for fun when you were a kid?"

"You're restricted again until I tell you otherwise," shouted Roy. He stormed off to bed, leaving Jean alone in the kitchen with her daughter.

"I'm sorry." Karyn was conciliatory. She looked like a lost urchin, and Jean felt her anger melting. She thought, If only she yelled and screamed at me like she does at her father, it would be easier to discipline her. But she knew that for the next two weeks at least, Karyn would do the housework, be charming and funny, and Roy's strictness would appear even more unfair.

Upstairs in the bedroom they shared, the two youngest girls lay apprehensively awake. "I wonder (continued)

what she did now?" said nine-year-old Wendy to her older sister Dianne.

"I don't know and I don't care." The reply was cynical for an eleven-year-old. "Go to sleep, Wen." Dianne was frightened. The police and everything. She cried softly into her pillow.

The Richwein home was becoming a battlefield. The more Roy cracked down—giving Karyn more and more chores to do and curtailing her social life—the more intractable she became, and Sandi was picking up some of the same bad habits. Jean felt alone and under siege; Roy used work more and more as an excuse to stay away from home, and she resented the way he came in, laid down the law and then left it to her to enforce it.

The rifts between Jean and Roy were widening, and Karyn and Sandi, now fifteen and fourteen years old, seemed to know exactly how to drive the wedge in deeper.

"Dave pulled out a gun and pointed it at me. I was frightened but fascinated. I knew it was going to be a different kind of joyride that night. The guys were trying to impress us with how tough they were. 'We're going to rob a 7-Eleven. Wanna come?' Candy and I didn't want any part of it, so I told them to drop us off at my boyfriend Robert's house and to come pick us up only if they didn't rob the store. I was really glad Sandi hadn't come with us that night. When the car pulled up later, we saw all these cartons of cigarettes and cash in the back seat, but nobody said anything. A couple of weeks later I almost jumped out of my skin when Mom showed me a newspaper article about the armed robbery. 'Don't you know these guys?' she asked me. I answered something lame like, 'Yeah, what a shock!' They're from such good families, too."

Jean was just about to go out the door when the phone rang. She'd taken the afternoon off from her part-time job at the hospital to spend several hours with Dianne and Wendy. It was their annual school field day.

The police were on the phone. They wanted her to pick up Karyn at school and bring her to the station immediately. Her name had come up in connection with the armed robbery she had read about in the papers.

Jean tried to keep her quaking voice under control. "I'm going to take you to school, but I can't stay. Karyn's in serious trouble, and I have to help her."

Wendy's large brown eyes became thoughtful. "Does this mean there's going to be a lot of yelling and crying when Daddy comes home?"

"I hate her!" snapped Dianne. "Why doesn't she go away and leave us alone?"

"Dianne!" Jean took her daughter's

face in her hands and held it close. "You don't mean that. There's not enough love in this family right now, and that's part of the problem. Please help me," she pleaded to both her daughters. "I promise you I'll make it right again, and there won't be any more screaming or yelling." As much as she meant it, the promise sounded hollow.

"I don't know what's going on, but I have a feeling you do," Jean accused Karyn as they drove toward the police station. She warned her, "If you've ever told the truth in your life, now is the time to tell it. I've always protected you, but this time it's out of my hands."

At the police station, fear erased Karyn's usually smug demeanor, and she answered the detective's questions honestly. Satisfied that she had no part in the robbery, he told Jean that no charges would be pressed.

True to her word, Jean saw that there was no more screaming and yelling at the house that night. There were a lot of slamming doors, however, and behind them, the family brooded in fear, anger and pain.

"I really felt awful when I hurt my family, especially my mom. But no matter how hard I tried to be good, I ended up making a mess of things. I'd work real hard at school and at the end of the term, I couldn't even pass gym. My parents decided that Sandi and I would transfer to Mount De Sales Academy, the Catholic school, and repeat our school year because our marks were so bad. They thought that it would get us away from the bad element, but the bad element is everywhere. I was the bad element; that's how I thought of myself.

"At Mount De Sales, I was determined to do good and even got some A's first term, then I just fell flat on my face. I felt even more worthless and hopeless. I was losing my self-esteem because of boys, too. Among the heads I hung around with, sex was expected.

"One day Sandi and I were at a party when a guy pulled out some cocaine and a needle and started to shoot up. 'Can you do that to me?' I asked him, and he said sure. It was the most incredible high, and after that I started shooting up a lot. Then I began stealing money from family and friends, small amounts that weren't noticed.

"I wore long-sleeved blouses, but I never worried about Mom finding out. I mean, who checks a sixteen-year-old girl's arms for needle tracks?"

Jean had a strong suspicion that Karyn was on drugs, but she could get no help or confirmation from professionals. After they exhausted the resources of the school guidance counselors and drug counselors, the Richweins took

Karyn to a widely known psychologist, who again tried to allay their fears. "I wouldn't be unduly worried about drugs, Mrs. Richwein," said the psychologist. "Karyn has emotional problems at school and at home. You and Mr. Richwein have to learn to let go, stop imposing your morality on her. In time, these things have a way of clearing up on their own."

But the relief that Jean felt when a professional attempted to reassure her lessened as the months went by. Whenever she brought up the possibility of Karyn's continued drug use to a counselor, psychologist or teacher, they'd dismiss the idea.

When Karyn became ill with hepatitis, Jean braced herself again for confirmation that Karyn was on drugs. She knew that hepatitis could be transmitted through dirty needles, and was often an illness of addicts. She confronted the pediatrician who had cared for Karyn since she was six. "Is there any way this is related to drugs?" she asked.

"Only insofar as it's a reaction to a prescription I gave your daughter for that bad sinus infection, Mrs. Richwein," he replied.

Jean caught his eye and looked at him directly. "I meant street drugs."

"Not to my knowledge," the doctor replied, meeting her gaze. Once again, Jean seemed to be the only one who was convinced that Karyn's problems were drug-related.

"When I was a little girl, my father took me fishing. When I saw the fish flapping in the fish box, I screamed, 'They're suffocating!' and I threw water on them so they wouldn't die. That's the way I felt on drugs—like a fish flapping and dying in the hot sun. I couldn't complete a thought or a sentence, and I felt like my head was going to split open if I didn't physically hold it together."

"One day I came home from school tripping on acid. Voices in my head were screaming how worthless I was, so I tried to drown them out by turning on my stereo real loud. Dianne came in to tell me to turn it down. I picked up a pair of scissors and threw them at her, missing her by inches. She just stood there looking at me, terrified."

Jean was furious when Dianne told her about the scissors incident. She stormed into Karyn's room and confronted her daughter. "Get out! I'm tired of your selfishness, your lack of decency or regard for me or the family or for yourself. Pack your bags and leave this house now!"

Karyn raised her arm to hit her mother, and Jean slapped her hard for the first time in her life. Her hand stinging, she left the room,

climbed five stairs and collapsed in sobs against the railing. Violence never solved anything, and she knew she had done it out of frustration and rage. Still, Jean fought back the urge to apologize. She wanted Karyn to know just how angry she was, and she resolved not to undermine her own authority as she had done so many times before.

That evening, long after everybody else had gone to bed, Jean stayed awake, lying on the living-room couch and thinking. It was there that Karyn found her mother. Karyn's face had been scrubbed clean and she wore a nightgown. Jean was always amazed at how young and innocent her daughters looked after they put away the hard, crude adult masks they wore during the day. She felt her anger melting and she opened her arms. Crying, Karyn laid her head in her mother's lap.

"Karyn, what is it?" asked Jean. She smoothed her daughter's hair as she had done so many times before.

"Mama, I think I'm going insane."

"You can tell me, Karyn. I'll understand."

Then, never once looking at her, Karyn told Jean about her drug-taking in a long, scorching litany, and concluded, "I was going to shoot up heroin this weekend. Mother, I need help."

As Jean listened quietly, she felt a nightmarish fog lift. She could see the landscape for the first time. It was a bleak landscape, but at least she felt as if she were seeing clearly. "You're precious to me, darling. I promise that your daddy and I will do everything to see that you will be well again. You never need to worry. It's all over." They lay there for hours in silence, Karyn in a fetal position on her mother's lap, until Jean went to tell Roy.

The next day, Roy and Jean called the family together and told them about the gravity of Karyn's problem. Then they decided that the best move would be to enroll Karyn in a drug-rehabilitation program as quickly as possible. There were four thousand drug programs in the country to choose from. After a couple of days of frantic phone calls, the Richweins spoke with the parents of one of Karyn's classmates, who were pleased with the progress their daughter was making at a well-known psychiatric hospital in Texas. Jean and Roy were assured that their daughter would be well at the end of the treatment. (The Richweins still had no inkling that Sandi, too, was involved with drugs.) Just before she walked through the locked doors of the drug-abuse ward of the hospital, Karyn turned to give her parents a weak smile. Jean lifted praying hands to her lips: "Dear God, help her."

"I was terrified on that first day. Everyone was staring at me as I walked down the dormitory hall with my suitcase. A guy came up to me and asked me if I had any pot. I thought he was kidding. He wasn't. I spent most of my time there high on the prescription drugs the doctors gave me."

"When I left, they put me on lithium 'to even out my emotional peaks and valleys,' they said. I left Texas with a prescription, a new boyfriend and the feeling that I was really straight because I wasn't doing street drugs."

The hospital sent Jean and Roy regular reports of the therapies and medications that Karyn was receiving on a daily basis. It took a leap of faith for Jean to be convinced that treating drug abuse with another type of drugs was going to solve the problem. But any reservations that Jean had evaporated when Karyn came home. She was better dressed and her manner was congenial. She even looked healthier. Jean thought she had her daughter back again.

Karyn and Sandi began working at a local antidrug organization that Roy and Jean had started while their daughter was in Texas. The girls spent every Friday night at the center, working as drug counselors and discussion leaders. There, two months after Karyn's return, Sandi confronted her, "You're stoned, aren't you, Karyn?"

Jean knew there was trouble again, too, and it made her feel like a fool. The replay of tensions and arguments at home took away the last vestiges of her hope. Instinct told her that Karyn was back on drugs and that Sandi was becoming deeply involved as well. While cleaning Sandi's room, she found a drawing that seemed to confirm her suspicions. It was of an eyeball dripping blood and tears.

The depth of her despair came to her one night while she waited up, as she always did, for Karyn and Sandi to return home from a double date. They were late—it was well past their midnight curfew—and she became fearful. She was shocked to find herself thinking, I hope there was an accident. I hope they are dead. Then, at least, it would all be over, finally over. At least that way she would no longer be imprisoned by hope. And she would know that nobody could hurt them, and that they could no longer hurt the family. The lights of the car interrupted her thoughts, and she felt guilty. Has it come to this? she thought.

Jean confided her fears to her husband. "I'm worried, Roy," she told him one night as they lay in bed. "I'm worried that we're not going to make it." That night Jean confided in Roy, pouring out feelings about their marriage

that she had held in check for the twenty years they had been together. She was scared. She'd never been so open and honest with him, or so vulnerable. Please don't block me out, she thought.

Roy listened and then spoke softly. "I don't know how you've put up with me all these years, Jean," he responded tenderly. "I've always been terrified that you'd leave me. I know I'd be lost." But that night they talked until dawn.

In a diary entry from that weekend, Roy wrote, "As long as my wife and I love each other, no matter what happens to the kids, we can handle it."

"Sandi and I decided to run away when I was seventeen and she was sixteen. My parents had forbidden us ever to see our boyfriends, Dan and John, again, and so, because they were being evicted from their apartment, they said, 'Why don't you come with us to California?' That morning I went into Wendy's room. I hugged her and said, 'I love you very much.' I did the same to Dianne and my mom. I knew it would hurt them, but I thought, I'm a screw-up. They'll be better off without me."

Something snapped in Jean when she received the phone call from the high school telling her that the girls had been seen leaving school in a station wagon with two young men, and that a student had overheard them talking about their plans to run away to California. How could they do this to me? thought Jean. If they really loved me, how could they do this?

After the call, Jean went up to her daughters' rooms. She ripped down rock 'n' roll posters, tore clothes off hangers, and piled books, records and magazines in a heap in the middle of the floor, as if to torch the sordid past in a bonfire. Dianne came into the room and sat on the bed, watching her mother work with increasing frenzy. She was frightened. "Mom, our whole family is falling apart."

Jean stopped and remembered the promise she had given to her younger daughters, the promise to make things right again. What am I doing?, she thought. I have a family to take care of. She embraced Dianne tightly, and they wept in each other's arms. Strengthened by prayer, Jean plotted to bring everybody back together again. That was all that mattered.

Roy's reaction to the girls' running away was different. He was overcome with a fierce anger. Running away was the final, unforgivable outrage. As Roy saw it, Sandi was just a follower, but Karyn had jerked and pulled apart their lives for far too long. I don't even want a Christmas card or a birthday card or a Father's Day card from her, he

thought bitterly.

Knowing how strongly Roy felt about Karyn's betrayal, Jean decided to argue only on Sandi's behalf. She felt that if she could convince Roy to help Sandi, eventually she could reason with him to help Karyn, too. She told him, "This is the first time Sandi has really done anything so very bad. I think she deserves a chance." Roy agreed.

This time, the Richweins decided to look into a Florida-based drug-rehabilitation program called Straight Incorporated. Staff members from Straight had spoken at the local antidrug organization. Although Straight's methods are controversial, Jean had been impressed with the program's emphasis on family participation, the use of peer pressure, and the fact that, unlike the program in Texas, Straight was totally drug-free. She had told Roy, "If we need help again, this is where we'll go."

The Richweins flew to Florida to meet with the program directors.

The counselors at Straight told the Richweins that if they could get Sandi to the clinic, they would do the rest. When the meeting was over, Jean lingered in the office after Roy left to whisper that they would eventually be bringing in two of their daughters.

Three days after the girls had run away, Jean began to get calls from Karyn. They were brief, since the girls didn't want them to be traced. They were in St. Louis, they were in Las Vegas, they had arrived in San Francisco and were staying with the grandmother of one of the boys. When Karyn called again, Jean told her, "There's a prepaid ticket for Sandi at the San Francisco airport. It can't be cashed in. If she is not on the next plane for home, Karyn, you better start running, because I'm hiring a private detective to track you down and press charges. You'll be eighteen soon, but Sandi's underage. We'll prosecute you."

"I felt guilty about Sandi, so I made sure she was on that plane. Then Dan and I took off for Los Angeles. We stayed in Venice in the garage of a house that Dan's sister shared with a bunch of rock musicians. One day, walking along the beach, I remembered the time when I was a child and we were moving from Florida to Maryland. It was dark, early in the morning, and the four of us—I was six, Sandi was five and Dianne and Wendy were babies—were lying in the back of the station wagon, our limbs all tangled and warm. I remember looking up at the stars and feeling so secure and happy. Merry Land, I thought. We're going to Merry Land. When I came back to the garage, I didn't have any drugs, so I just took out this hypo I found on the dirty floor of a closet in the house. I

stuck it in my arm, withdrew blood, and then shot it back in again. I hoped an air bubble would travel to my heart."

Back home, Jean prayed as she paced back and forth, waiting for the phone to ring. She instinctively knew that Karyn would call that night, and she was ready. She and Roy had been shuttling to and from Florida during Sandi's first weeks in Straight, going through parent orientation. They were scheduled for their last weekend. Impressed with the program and Sandi's progress, Jean convinced Roy that Karyn, too, deserved one last chance.

When the phone rang, Jean took a deep breath. "Karyn, Sandi's in a drug-rehab center in Florida. We're going to visit her this weekend. If you can get away, why don't you join us there?" she said as nonchalantly as possible. "You can visit with Sandi, and I'll bring some clean clothes you can take back to California with you."

"I'll think about it and call you back," replied Karyn. Her words were slurred and she'd dropped the phone.

How much more time does she have? Jean wondered as she knitted a scarf late into that night. She knew parents whose sons and daughters had been returned to them in coffins with an envelope of personal belongings. Drugs were such arbitrary killers.

When Karyn called back to tell her mother she'd meet them in Florida, Jean's heart didn't leap for joy; she just kept knitting quietly. A family can fall to pieces so quickly, she thought, and sometimes you can never patch it up again. Jean hoped she could pull her daughter back from the precipice on which she stood.

"Oh, my God!" gasped Jean when Karyn got off the plane at the Tampa airport. She looked like a skeleton. She'd lost twenty pounds, and dark circles shadowed her eyes. She wore threadbare jeans and plastic heels. Her bleached hair was a mess. Roy, satisfied that his daughter was on the plane, turned and went back to the car. Jean embraced her daughter warmly, feeling her ribs protruding from under her skimpy top. Then she grabbed her daughter's hand and held it tightly until they reached the motel. If I let go, Jean thought, I'll lose her forever.

The next morning Karyn was signed into Straight. When Jean came into the room to say good-bye to her daughter, Karyn indignantly said, "You lied to me!" Her mother smiled at the irony and gave her daughter the scarf she had knitted for her. "The nights can be cool." As she watched her daughter go through the doors, Jean leaned on Roy's shoulder and cried with relief and hope

for the first time in four long, battle-scarred years.

"I felt like a wild animal in a cage at Straight. I punched and kicked and screamed, but they told me that even if I ran away, they could get a court order to force me back into the program. The first couple of days, you're not allowed to say anything in group. You have to listen to other kids talk about their loneliness and their problems with drugs. I realized that I wasn't alone. For the first time I could share my feelings. After three months, I was standing up in front of the group, and the director asked me, 'How do you feel about what you've done?' And I stood there, silent. I thought about all the pain I'd caused and all the hurt I felt, and I didn't know what to say. He asked again. And all of a sudden I was hit with these emotions and feelings, and I just started crying. I cried for what seemed like hours, wave upon wave of sobs. See, I never forgave myself for anything until that moment. I was dead inside. Now I was beginning to see something green and alive within me. Then, at another group session with parents present, they passed around the microphone and my father asked me to forgive him and then he told me that he forgave me and that he loved me. 'I love you, too, Dad and Mom,' I said, and I felt beautiful and worth something, really worth something."

It's been two years since Karyn and Sandi went into the Straight drug-rehabilitation program. The Richweins live in Glenwood, Maryland, now. They have left in Ellicott City the memories that are painful to recall even now. Karyn and Sandi graduated from the program after fifteen months. Today, the girls, who still live at home, are pulling top grades at a local community college and are active in church and community affairs. But the turnaround has not been easy, and it has involved every member of the Richwein family.

Officials at Straight made it clear that nothing less than a total family commitment was required for the program to work. Consequently, while the girls were confronting their own problems, Roy, Jean, Dianne and Wendy were individually and then collectively involved in a complementary family program. The rap sessions, which took place at Straight (the organization now has a branch in nearby Virginia) and at the Richwein home, have continued each week since then.

"The most difficult thing for us to do, especially for me," says Roy, "has been to get in touch with our feelings after

repressing them for so long. We were so rigid, which is common among families with drug problems. I always thought that being open, or admitting that I was wrong, was a sign of weakness."

In the long talks he has since had with his daughters, Roy says he was stunned to discover that all through the harrowing experience, Karyn never forgot that the one time she knew that her father loved her was when he cried with her after the overdose at school when she was fourteen. "She carried this memory like some weather-beaten memento. I've since learned that sharing your feelings is the only way to show somebody that you really care. Children shouldn't have to grab desperately at brief glimpses of love from their parents," he says emotionally.

"It takes humility to admit you're powerless to deal with this problem alone," adds Jean. "I always thought I could control the problem. Then when we went to Straight, I balked at the idea that we, the family, were sick." Jean winces. "It's hard to hear that I sometimes did and sometimes may be doing things that are not in the best interests of my family. But I've learned not to be threatened if my family knows that I'm not perfect, just human."

Jean says her desire for everything to be perfect led her to cover up and to deny what was happening for so long. She says that her biggest blunder was to assume the responsibility for Karyn and Sandi's mistakes. "They never had to accept the consequences of their drug-taking," says Jean. "I did. If chores didn't get done and Roy was due home, I'd do them just to keep peace in the family. Of course I resented it, but I'd vent my frustration on Roy, not the girls. The most important lesson we've learned is that your child must accept responsibility for what he or she is doing, not only to herself, but to the whole family, and not only accept responsibility, but do something about it."

Looking younger than her nineteen years in a pink cashmere sweater and gray pleated skirt, Sandi admits that for a long time, she blamed everybody but herself for her problems. When she realized that she was doing drugs because *she* chose to do so, not because of her sister, or because her life was so terrible, she was able to grow beyond her bitterness and anger.

Sandi believes that the biggest mistake her parents made during her bout with drugs was to underestimate the girls' resourcefulness in keeping the truth from them. "We could play them against each other," she observes. "When they started acting as a team,

then we knew we couldn't get around that, so we ran away."

For Karyn, now twenty, accepting responsibility for what she did to her family took a long time, and the process still continues. Dressed in jeans and a sweater decorated with hearts, which she would have scorned in her drug phase, she speaks haltingly of the brutal experience that still haunts her.

She says that she regrets having irretrievably lost a whole chunk of her life to drugs. She is sorry she missed out on simple things, like her senior prom and having a girlfriend she could trust. And she has regrets about more serious matters as well, such as turning other people on to drugs.

She acknowledges that staying straight is not easy, because drugs have such a glamorous image in American culture. "It's easy to glamorize my past," she says, "but I've just got to remember the terrible feelings of worthlessness and self-hate, and I know I never want to go back to that."

Wendy and Dianne, now thirteen and fifteen, realize more than most kids their age the damage that drugs can inflict on a family. "I used to feel cheated," remembers Dianne. "I was frightened of my sisters and thought our family would never get together again. Now I think we're closer than other families because we talk a lot about how we feel."

"When kids at school talk about how cool drugs are," says Wendy, "I tell them that I don't think it's so great. It's not easy, and sometimes I chicken out and don't say anything, but I know what can happen."

For the Richweins, awareness is the safety net. "I don't think that short of keeping a twenty-four-hour watch you can prevent your child from doing drugs," says Jean, "but a parent can be better informed, more aware. Today we draw strength and courage from one another to meet the challenge of being honest and open."

The Richweins' commitment to continued growth as a family and the fight against drugs is a contract that is renewed every day. Jean and Roy believe that the worst is behind them, but they take nothing for granted. Each evening, as the family sits down to supper, everybody links hands and gives thanks, forming a family circle that is fragile yet beautiful. **End**

Note: All names other than those of the Richwein family have been changed.

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STRAIGHT

LET'S GET OUR KIDS OFF DRUGS

By Nancy Reagan

One of our First Lady's priorities is to stem the drug abuse epidemic among the nation's youth. Here is her urgent plea for your help.

I will confess, right off, that I cry very easily. Aren't many of us like that? We cry not only when we're sad but when something sweet or sentimental touches us. If you send me a Christmas card, and I suddenly miss you, tears of nostalgia will fill my eyes and there is no stopping them. My husband kids me about it. He says I cry sending out the laundry!

But until last year—until I began visiting and talking with children and parents whose lives have been absolutely devastated by drugs—I had never wept in public. It embarrassed me; I thought it was something you do privately. I was wrong.

It began last winter with my visit to STRAIGHT, a drug treatment program in Florida. It is one of a growing number of rehabilitation programs in the country in which drug-addicted children and their parents pull together, with professional guidance, to try to straighten out their truly tragic lives.

The meeting was held in an enormous room. Sitting on one side of it were 350 teenagers. On the other side were 650 mothers, fathers and foster parents. I was told that during this first phase of the STRAIGHT program, the youngsters were put into foster homes and allowed to see their natural parents only twice a week—in this open forum.

I thought I was psychologically prepared. But until you've seen the naked emotion at one of these confessional sessions close-up, you cannot know what it's like. One by one the teenagers stood up in front of their parents and me and described what their past lives had been like, how they had started on drugs—some had been "turned on" by their own parents—and the shocking things that had happened to them as they sank deeper and deeper into drug dependency.

In most cases, the problems had begun with marijuana or liquor, because both are so accessible in our schools and on our streets. From that, the youngsters had progressed to other concoctions I had never heard of. I was stunned when these kids told of grinding up leaves and soaking them in



“At drug treatment clinics, a lot of hugging and crying goes on. But tears won't save our children. We have to take action.”

mixtures like roach killer, gasoline, even embalming fluid—anything they could find to produce a greater "high."

Then they described how they concealed their drugs. They hid them in their underwear, in their pillows or mattresses, under rugs and in bushes. And they told how they had shared their booty with siblings, and with girlfriends and boyfriends. Some even

gave drugs to their pets. One pretty girl admitted she regularly got the family dog high!

They confessed they had lied and cheated, stolen and fought for drugs. Some had run away from home and overdosed on whatever they could buy or beg—pot, PCP, cocaine, uppers and downers, hashish, heroin, even insecticides. Often

Bush Presidential Library Photocopy

LPH/DAVID HASS

KIDS OFF DRUGS

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these drugs were mixed with alcohol, and that can be suicidal, but these children were too out-of-their-minds to know or care.

At first I was horrified. Then gradually, my shock began to give way to sympathy. Most of these children had begun their drug experiences with feelings of low self-esteem. Many began using drugs out of desperation for attention and love. But in every case, the deeper they descended into drug abuse, the more worthless and unloved they felt.

As each child finished revealing a story, he or she would be crying, spilling out feelings of enormous guilt. Even when their family situation had been bad, which it usually was, these kids didn't absolve themselves. The bottom line was always that they wanted more than anything to lead a normal, happy life with their families. I could see in their parents' faces that they wanted this reunion, too.

By the end of the meeting, after two and a half hours, I was expected to make a comment. My voice was trem-

ters described how they would come home, find nobody there, then go out on the streets to smoke pot or drink beer—or both—with friends. Then, returning for dinner, they would sit at the table “totally stoned,” and their parents didn't even notice. Other parents just didn't know what to look for.

But smart parents are now forming groups to support one another and take action against drugs—not only on a personal level but on a political level, too. There are close to 3,000 of these groups now, and believe me they are effective! Some have pressured local legislators to outlaw “head shops” that sell drug paraphernalia in their communities. Others have pressed boards of education for early drug-awareness programs in schools.

One example: In April, I sat in on a drug-prevention rap session with a group of Atlanta third-graders. The teacher asked, “Why do young people smoke marijuana?” and these little children piped up answers. “They think it's cool,” one said. “They think it's grown-up,” cried another. Then one said, “Peer pressure!” and everyone nodded in agreement. Well, I have high hopes that those children will

problems. But recent studies, in a 180-degree turn, show that it does considerable harm. Adults should fortify themselves with the latest findings or they may find themselves in the position of a mother and father I recently heard about whose 16-year-old son had been smoking marijuana casually for a year. One night he smoked pot heavily, and began picking fights with friends and showing signs of extreme paranoia. Police rushed him to a hospital, where the psychiatrist who took charge asked the parents if their son used drugs. “No, he doesn't use drugs,” the father said. “He just smokes pot.”

I wish all parents would not only learn the dangers of drug abuse, but also watch for certain personality traits in young children that indicate that they could be “at risk” of becoming drug abusers in the future. One classic warning signal is low self-esteem. This indicates that a child is susceptible to mind-altering “escape” from those feelings of inadequacy. As for the symptoms of actual drug abuse, I find it incredible that some adults still don't recognize them: prolonged sleeping, glazed eyes, combative or erratic behavior, slurred speech, lack of interest in once-loved activities—there are so many clues.

“As a former actress, I think the film industry has a responsibility to youth . . . and right now it's not living up to it.”

bling and tears were rolling down my cheeks. I was upset, depressed at what these kids had gone through, but at the same time, encouraged by the fact they had made the choice to stop. So I said what I felt. “I'm so proud of you, and I love you, too.” If it were any other public gathering, you'd feel like a fool, but I promise you, at drug treatment clinics, tears are not only nothing to be ashamed of, they are essential therapy. A lot of healthy hugging, kissing and crying goes on! But how I wish that parents and children could share these honest feelings *before* the peer pressure and drug pushers take control of their lives.

But neither my tears nor yours are going to save our children; we have to take positive and specific action . . . and we can. The first vital steps are:

We must be aware and keep open the lines of communication with our children. The 1960s and early '70s were a terrible time to bring up kids because drugs were a new concern. Parents were embarrassed because they thought their child was the only one on drugs. Some were so caught up in their own lives and pleasures they didn't pay attention as they should have. Many of the children I have talked to in drug treatment cen-

somehow escape peer pressure, because they know what it's all about. This class was part of the GATE program—Gaining Awareness Through Education—sponsored by the local Junior League. And as the teacher said, “If we save one child in this class, it will be worth it.”

Another fascinating project I've visited is Operation PAR/Alpha in Florida. PAR is an acronym for Parents' Awareness and Responsibility, and Alpha, of course, means a beginning. This is a pilot prevention program for children aged 9 to 12 who have problems that could later lead them into drugs— youngsters who are disruptive in class, are either overly aggressive or withdrawn, underachievers, or who come from families that have suffered psychological trauma such as death or divorce. It is hoped that reaching these children early will help them resist peer pressure and avoid drugs.

We must all “bone up” on the subject of drugs, because there is a powerful propaganda network giving children some very distorted information. Many kids will defend their use of marijuana with “facts and figures” based on the earliest research, which falsely concluded that the drug didn't appear to cause lasting physical

We must realize that every young child is at risk. Drug addiction is the most democratic of problems. It crosses all social, political, color and economic lines, and celebrities' kids are every bit as vulnerable as ghetto children. And the sad truth is that what happens in Hollywood tends to set a trend. With so much being written now about show business and sports celebrities using cocaine and other dangerous drugs, those substances somehow attain an aura almost of glamour.

Two of my close friends are Carol Burnett and Art Linkletter, both of whom, as you probably know, had young daughters who began “experimenting” with pot and went on to become drug addicts. Art's tragedy was enormous: His daughter leaped out a window to her death while experimenting with LSD. Carol's 19-year-old daughter, Carrie, is off drugs now, but the ordeal lasted several years. These terrible problems brought the drug threat even closer to me.

As a former actress, I think the film industry has a responsibility to youth . . . and right now it's not living up to that responsibility. Drugs are so common now that they're even used as humor in films. The children I see in the drug centers are bitter and angry about that. They know how important TV and movies are in influencing young people's lives, and they ask me, “Why do movies glamorize drugs?” They can't understand why *(continued)*

KIDS OFF DRUGS

continued

writers and comedians are allowed to poke fun at the drug scene that nearly ruined their lives, and I share their frustration.

We should all make use of and encourage the organizations that exist to fight drug abuse. Today there are dozens of projects, and thousands of great people, dedicated to ending this drug epidemic. Some people seem to think it's the federal government's responsibility to wipe out drugs, but I don't agree with that. I've seen firsthand that money doesn't buy parental involvement or knowledge or love. Our children are our responsibility, so it's a *people* problem, and when people get together there's nothing they can't do! Look at Alcoholics Anonymous, a great program run by dedicated, caring volunteers. Now there's Narcotics Anonymous [check your local phone book for your nearest branch], just as successful. And in Texas, the PTA is working with the Texans' War on Drugs Committee to battle drugs in that state. Can you imagine what we could accomplish if that kind of cooperation took place in every state?

One of the most recent and most encouraging signs in the fight against drugs is the growing counter-movement developing among young people themselves. Kids are banding together to talk about how bad drugs are, and they're pressuring their peers *not* to try them.

With peer pressure so powerful, it's wonderful to see children becoming involved to help one another. And this anti-drug feeling surely is growing. On one of my trips, I made a remark during a radio broadcast that brought me a flood of letters. The comment I made—and I believed it at the time—was this: "I think it's fair to say that most kids have probably tried marijuana by the time they're fifteen or sixteen."

Well, children by the dozens wrote to tell me, with friendly but justifiable indignation, that they had never smoked pot and never intended to.

Finally, I'd like to ask everyone—parents as well as students—to get involved. If there are drugs in your schools—and it's hard to find any schools that are completely drug-free—I hope you'll write to me at the White House [1600 Pennsylvania Avenue, Washington, D.C. 20500]. I'll send you a list of parent action groups in your area, and I urge you to join one.

There is an important lesson to be learned here: If we close ranks, pull together and share our love and concern, nothing can stop us! **End**

DRUG ABUSE

The Latest Facts

There's good news and bad news in the fight against drug abuse. The good news is that, in general, drug abuse is *down* among the nation's youth. According to the National Institute on Drug Abuse's most recent survey, the use of marijuana and PCP ("angel dust")—two of the most popular drugs—is on the decline.

The bad news: The use of cocaine is rising, as is the use of stimulants and other pills. And unfortunately, the current trend is toward the use of a greater variety of chemicals by kids who are experimenting with them at younger ages. For example, 34 percent of American children have tried drugs *before* they enter high school.

The illicit drug industry is such big business that experts estimate marijuana will be the third largest cash crop in the country this year, worth more than \$10 billion. And like all good entrepreneurs, drug dealers aim their sales pitches where the demand is greatest . . . at young people:

- "Head shops" cater to children by selling Frisbees with pipes attached for smoking marijuana.
- LSD is sold on Mickey Mouse stamps to children eager to lick the hallucinogen off the back.
- Books and pamphlets teach kids still too young to study botany at school the most sophisticated methods for cultivating marijuana.

These new trends in drug abuse have the experts worried. "There's an explosion of chemicals we can't keep up with," says Kevin McEneaney of Phoenix House Foundation in New York, the nation's largest drug education and treatment center. "There's massive consumption by large numbers of young people . . . and that means heavy casualties."

Poly-drug abuse

THE MOST DANGEROUS TREND

Youngsters who are poly-drug abusers take drugs in combination—often whatever drugs happen to be available. John Belushi's death from "speedballing"—injecting a combination of heroin and cocaine—is one example, and other drug combinations are just as dangerous. Some widely used combinations are Dexedrine and Valium, Methedrine and Seconal, marijuana and alcohol, Quaaludes and alcohol, and cocaine and Quaaludes. Teen-age poly-drug abusers often favor pill combinations, because pills

are easy to take and leave no telltale needle marks.

Look-alike drugs

THE NEWEST PROBLEM

Look-alike drugs are the newest fad . . . and they are a deadly one. The Food and Drug Administration (FDA) has already attributed at least 12 deaths to "look-alikes."

Look-alike drugs are purposely fashioned to resemble amphetamines, barbiturates, sedatives and tranquilizers—but unlike the prescription drugs, these pills and capsules contain only the substances found in over-the-counter medications such as decongestants, cold tablets and diet aids. Look-alikes are sold in streets and schoolyards by dealers who pretend to be selling prescription drugs so they can charge an exorbitant price. These drugs are also sold through the mail.

Deaths from look-alikes occur because the stimulants in these drugs increase the heart rate and raise blood pressure; taken in high doses they can cause stroke. High doses of the antihistamines, taken for sedative effect, can cause cardiorespiratory collapse.

Legislators are finally beginning to respond to this problem, and so far 35 states have laws to combat the imitation-drug industry. The FDA and the U.S. Postal Service are also planning to take action. But in 15 states, these drugs are still legal killers.

Marijuana

THE MOST POPULAR DRUG

Marijuana is still the drug of choice of America's teenagers: Fully 60 percent of high school students have tried the drug, and 7 percent are chronic users who say they need the drug to get through the day.

The marijuana that today's pushers are selling is much more potent than it was ten years ago. THC (delta-9-tetrahydrocannabinol), the chemical most responsible for the smoker's high, has gone up tenfold—from 0.4 percent to 4.0 percent. What particularly concerns experts is that with marijuana users younger than they used to be, and marijuana stronger than it used to be, there is a population extremely vulnerable to physical and psychological damage.

—BETH WEINHOUSE



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