

RE-ELECT GOVERNOR VIC ATIYEH COMMITTEE  
EXECUTIVE COMMITTEE MINUTES  
2-24-82

Blake Hering opened the meeting commenting on the confident, positive image members of the campaign should convey. "We should run scared but not negative!" Blake said.

Staff reports were as follows:

Carol Gee reported that by April 7th the Governor will have traveled across the state.

Jorjett Strumme explained that interviews with local papers, radio and TV media people are scheduled wherever the candidate appears.

The advertising agency reported that bumper stickers, buttons and brochures are in production.

A lengthy photo session was held with Vic and Dolores.

Resulting slides will be shown on a projector in the Atiyeh booth at the Dorchester Conference.

Len Forsgren reported the campaign has raised \$140,000. We need \$160,000 to reach the goal for the primary race of \$300,000. Direct mail letters are being sent to past contributors of Frommayer, Myers, Paulus, and Packwood.

Clariss Poppert has been recruited as the coach for the solicitor teams.

Ede Schmidt will be attending a fundraising workshop in Washington D. C.

Ede said some special event fundraisers will be scheduled.

Due to Paul Newman's limited time a letter was sent to him requesting the use of someone else for strategy through the primary campaign.

Campaign strategy - See attached draft

Lee Johnson expressed concern regarding separation from Reaganomics. There still is much support for what Reagan is trying to do.

Ron Schmidt stated we don't want to be in a position where we have to defend Reagan.

Atiyeh must concentrate on Oregon and its problems.

From now on he will be the candidate. He must run an offensive campaign. Must campaign on Economic Development showing results for Oregonians. In regard to Economic Development Vic must be the coach bringing all related groups together.

There are many ideas and suggestions relating to Economic Recovery Programs:

- Business men, armed with promotional kits promote Oregon for business development.
- Workshops for mayors, city officials to discuss what tools they need to develop business.
- Bring builders, bankers, lenders together for ideas, suggestions.

Vic must take an aggressive leadership role. Bring all these people together.

He could meet with church leaders and ask them to pick up some of the programs the government has dropped.

Vic could be spokesman for housing industry improvement.

Ron Schmidt suggested Ted Kulongoski is the strongest candidate the Democrats could put up outside of Goldschmidt. He has charisma, and is intelligent and good looking.

Vic Atiyeh still the caring intelligent man with management skills and government experience.

Blake adjourned the meeting with a positive note:

We are going to win --- smile --- be positive.