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The Plan For The Smokers Rights Movement
In Ohio During
1991

December 13, 1990

1990 HIGHLIGHTS

- Cleveland Sin Tax Issue
- Newark restrictions potentially defeated
- Columbus Great American Smoke-In
- 30,000 F.E.T. signatures gathered on petitions state-wide
- Senator John Glenn hears plenty from Ohio smokers
- Fairview Park restrictions finally defeated
- Norwood restrictions defeated
- Kent restrictions defeated
- Berea restrictions defeated
- Bowling Green restrictions defeated
- "Urban Program" planning began
- Largest dues-paid Smokers Rights group in the U.S. stays on track.
- Kent restrictions defeated.

STATUS OF SMOKERS RIGHTS GROUPS

We are currently organized in the
following areas of Ohio:

Akron
Ashland
Ashtabula
Bowling Green
Brookpark
Cambridge
Canton
Cincinnati (1)
Cleveland (1)
Columbus (1)
Dayton (1)
Defiance
Elyria
Euclid
Fairview Park
Girard
Grafton
Lorain
Mansfield
Medina
New Philadelphia
Niles
Norwalk
Painesville
Ravenna/Kent
Ripley
Sandusky
Springfield
Steubenville
Toledo (1)
Warren
Westlake
Wooster
Youngstown
Zanesville
(1) more than 1 group

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Smokers Rights Group Activities

The Smokers Rights movement is extremely strong in Ohio as evidenced by the consistently large number of Attenders at SRMs and Follow-Up Meetings, the collection of over 30,000 F.E.T. petition signatures, the level of mail and phone communications with elected officials, and the defeat of significant restriction ordinances throughout the state.

As in any state, however, the relative strength of each group can vary from city to city. But, it can be said, we have committed Partisans in all of the areas listed on the previous page who are ready, willing, and able to respond when called upon.

I can think of no instance where I've asked for substantial assistance from a group of smokers where we've had an SRM and not been able to put together whatever resources were necessary for the task at hand. I continue to believe this will be the case in 1991.

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The Ohio Legislative Outlook

Taxes

The State is facing an unfortunate, but not drastic, budget deficit. With Democrat Governor Dick Celeste leaving office in January and Republican George Voinovich coming in, the Republicans picking up two more seats in the Republican-dominated Senate, and a party turnover to Republican in the Secretary of State's office (as well as the potential for a new Republican in the Attorney General's office - recount underway right now), the Democrat-majority House of Representatives, led by Speaker Vern Riffe, will be under enormous pressure not to raise taxes. This is especially true with redistricting looming ahead.

Instead, pressure will mount to tap into the state's Rainy Day Fund, avoiding any tax increase whatsoever through 1993. This scenario will certainly be helped if a major recession is avoided until then. Although we will likely have a firm answer in February of 1991, a possible best-case scenario calls for no cigarette excise tax increase through 1993. Our worst-case scenario shows a 4 to 5 cent cigarette tax increase. Our Ohio RJR lobbyist says that may be impossible to fight, but we are prepared to respond in a proactive manner if necessary.

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State-Initiated Restriction Issues and Preemption Legislation

My sources tell me that the Republican-led Senate can keep legislation on restrictions bottled up in the committees, but that all promises are off if legislation gets to the floor, so it appears unwise for us to propose any preemption legislation.

Local Restrictions

Even with our relatively stunning successes in towns such as Fairview Park and Newark, I believe we are likely to face an equal number of brushfires throughout 1991.

Goals For The Smokers Rights Movement In Ohio In '91

During 1990, our primary efforts were directed at identifying, contacting, and training Partisans for basic activities in the areas of stopping new excise taxes and getting involved in restriction issues.

In 1991 we will continue those activities, with the additional emphasis on ETS issues, coalition building, and proactive public relations.

THE PLAN FOR OHIO IN '91



Reinforcement of Existing Groups/Leadership Training Seminars

Basic Strategy

Although a large state, I believe we can strengthen most groups in Ohio with the strategic placement of three Leadership Training Seminars. This would be followed up with local visits by me as well as a major increase in direct mail communication from my office.

Activities

1. Leadership seminars should be held during the first quarter of 1991 in Columbus and Cincinnati and during the second quarter in Cleveland.

We should also offer the Toledo/Sandusky/Defiance/Bowling Green smokers the opportunity to also attend the Leadership seminar to be held in the Detroit, Michigan area. If a Leadership seminar is held in Pittsburgh, Pennsylvania we should invite Youngstown and Steubenville. I would also suggest that Kentucky and Indiana smokers be invited to a Cincinnati seminar.

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2. I intend to send out a mass-mailing to all Attenders in the very early first quarter to provide them with materials they can use. News clips relevant to Ohioans might be sent out as well as perhaps a modified edition of the Columbus Smokers Rights newsletter.
3. I intend to visit with as many group Leaders as possible, on an informal basis, throughout the year.
4. Spend more time on the telephone, calling especially those Leaders and potential Leaders I haven't heard from in a while.

Creating New Groups

Basic Strategy

Since we're already strong in all of the urban and most of the secondary areas of Ohio, I believe our next tier of organizational targets should be in the areas of important State House and State Senate districts.

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Activities

1. SRMs should take place during the second quarter in the following Senate Districts:

Barberton (Robert
Nettle, new
Minority Whip)

Lancaster/Fairfield
County (Steve
Williams)

Cuyahoga Falls
(Roy Ray)

2. Priority should be given to group enhancement activities in the following Senate Districts:

Ashtabula (Bob
Boggs, new Minority
Leader)

Lorain (Alan
Zelesky, new
Assistant Minority
Leader)

Lakewood (Tony
Sinagra, newly
elected Republican
Senator)

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3. SRMs should take place in the second or third quarter in the following House District:

West Side of
Cleveland (in the
following districts -
Patrick Sweeney,
Chairman of the
Finance Committee;
Barbara Pringle;
and Madeline Cain)

4. Priority should be given to group enhancement activities in the following House District:

Ashtabula (Ross
Boggs, Chairman of
Commerce and
Labor Committee)

Group Activity Emphasis

Basic Strategy

Besides basic letter writing and phone calls, I will be asking group members to take on the ETS issue directly, after the proper training. As we've already done successfully in Ohio, I believe we can have some significant success in attracting media attention for this issue, as well as other activities.

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Activities

1. Encourage group members to stage media events throughout the second, third, and fourth quarters of the year.
2. Hold at least one Great American Smoke-In in Columbus on November 15 and consider holding others throughout the state.
3. Produce stationery for each group and encourage communication between the groups, the media, government, and private businesses.

Outreach to Allied Forces

Basic Strategy

I believe that we have a highly-motivated RJR sales force in Ohio that has not yet been served with an effective Allied Forces program as well as the potential of organizing personnel from other tobacco companies, tobacco distributors, and retailers. I also believe it's time to create a test program of Allied Forces in Ohio.

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Activities

1. Seek out opportunities to develop coalitions with other groups and initiate substantive conversations with key RJR sales people in Ohio during the second quarter and work toward some type of a meeting at the end of the second quarter of 1991 or perhaps early in the third quarter.
2. As a test program, spend 3-5 days in Cincinnati and attempt to build a coalition of Allied Forces near the end of the second quarter of the year. This activity would be coordinated closely with Mike Curry.

Local Restrictions

Basic Strategy

As mentioned previously, it is anticipated that local governmental and workplace restrictions will crop up in Ohio through 1991. Rapid action, similar to actions taken in Newark, must be accomplished.

Activities

1. Monitor local situations on an on-going basis and respond accordingly.

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SMIGS

Basic Strategy

Utilizing SMIGs on an on-going basis can be one of the best potential activities for the acquisition of new group members.

Activities

1. Incorporate the contact and timely monitoring of SMIGS into routine office procedures.

Computers/Database Task Force Activities

Basic Strategy

As someone who is PC-familiar and a member of the Database Management Task Force, I am aware of the problems we are having structurally with the way the database is accessed from both the field and from RJR Management. I have had some limited contact with Tim Hyde on this matter and I have offered to serve as a Beta Test Site for any future software development.

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Activities

1. Offer time for this project on an as-needed basis.

The Urban Plan

Basic Strategy

In an attempt to reach out to smokers in urban areas, Cleveland has been selected by RJR Management to develop a test program. It is likely that the traditional SRM/Follow-Up-type meetings will be completely different from those employed in our traditional Smokers Rights program. This plan may also involve new literature, the assistance of RJR Sales personnel, and a basic management role for the Field Coordinator.

Activities

1. A meeting between Hennes, RJR Sales person L.A. Hardy, and two or three minority smokers should occur in early January, 1991.
2. A local advertising agency with expertise in this market will be evaluated and possibility contracted with to develop specialized materials.

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3. Some sort of Smokers Rights Meeting will be scheduled for the middle of the first quarter, 1991.
4. So this program can be transplanted to different urban areas as quickly as possible, a model, as well as an evaluation process, will be developed during the first quarter of 1991.

ETS & Workplace Restrictions

Basic Strategy

Top priority throughout the year must be given to preparing Partisans to handle ETS issues in an aggressive manner. The same holds true for workplace restrictions in the private and public sectors.

Activities

1. Reinforce Leadership Training Seminar by providing special mailings and one-on-one training throughout the year to appropriate Partisans.

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2. Work with groups on a priority basis in light of perceived local and national ETS-related threats to develop individual group plans on ETS and smoking.
3. Encourage letters to editors, thank you letters to businesses that support our objectives, etc.

1990 TIMELINE

January

Hold first Urban Plan Mtg.
Hire secretary
Computer Task Force
Monitor local legislation
Mass mailing to Attenders
Work on SMIGs

February

Computer Task Force
Ashtabula Restart
Lorain Restart
Monitor local legislation
Work on SMIGs
Begin Urban Plan

March

Computer Task Force
Columbus L/T Seminar
Cincinnati L/T Seminar
Mass mailing to Attenders
Monitor local legislation

April

Computer Task Force
Cleveland L/T Seminar
Barberton SRM
Monitor local legislation

May

Mass mailing to Attenders
Lancaster SRM
Lakewood Restart
RJR Sales Mtg./ S. Ohio
Week in Cincinnati/Allied Forces
Monitor local legislation

June

Cuyahoga Falls SRM
Cleveland SRM
RJR Sales Mtg./ N. Ohio
Monitor local legislation

July

Mass mailing to Attenders
Monitor local legislation

August

Monitor local legislation

September

Mass mailing to Attenders
Monitor local legislation

(planrev/121390)

Ohio Partisan Groups

Group : Columbus (Citizens For Smoker's Rights)
CD : 12, 15
Origin : SRM, Spring of 1989
Leader : Fred Barrick
Active Mem. : 140 dues paid
Assoc. Mem. : probably another 50-100
Mtg. Freq. : monthly
of Commun. : Franklin County
Commun. Cover.: too numerous to list

Group : Columbus (Voters For Smoker's Rights)
CD : 12, 15
Origin : SRM, March 26, 1990
Leader : Dr. Phoebe Spinrad
Active Mem. : 10
Assoc. Mem. : group just did a large mailing
Mtg. Freq. : as needed
of Commun. : Franklin County
Commun. Cover.: too numerous to list

Group : Zanesville
CD : 10
Origin : RSU
Leader : Barb Matheney
Active Mem. : 15
Assoc. Mem. : unknown
Mtg. Freq. : quarterly
of Commun. : 1
Commun. Cover.: Zanesville

Group : Ashtabula
CD : 11
Origin : SRM, 9/19/89
Leader : George Norman
Active Mem. : 20
Assoc. Mem. : 15
Mtg. Freq. : other
of Commun. : 1
Commun. Cover.: Ashtabula

Group : Elyria
CD : 13
Origin : SRM, 7/25/89
Leader : Cindy Backus
Active Mem. : 15+
Assoc. Mem. : 10+
Mtg. Freq. : other
of Commun. : 3
Commun. Cover.: Elyria, Amherst, Grafton

Group : Grafton
CD : 13
Origin : SRM, 7/25/89
Leader : Cathy Butcher
Active Mem. : 12
Assoc. Mem. : 15+
Mtg. Freq. : other
of Commun. : 1
Commun. Cover.: Grafton

Group : Lorain
CD : 13
Origin : SRM, 2/1/90
Leader : Barbara Kutza
Active Mem. : 5
Assoc. Mem. : 0
Mtg. Freq. : other
of Commun. : 1
Commun. Cover.: Lorain

Group : Painesville
CD : 11
Origin : SRM, 8/9/89
Leader : Carmella Bray
Active Mem. : 5
Assoc. Mem. : 0
Mtg. Freq. : other
of Commun. : 2
Commun. Cover.: Painesville, Mentor

Group : Cleveland
CD : 19
Origin : RSU
Leader : Jim Kelly
Active Mem. : 5
Assoc. Mem. : 10+
Mtg. Freq. : other
of Commun. : 1
Commun. Cover.: Cleveland

Group : Fairview Park
CD : 20
Origin : SRM, 5/20/89
Leader : Robert Montgomery
Active Mem. : 3
Assoc. Mem. : 20+
Mtg. Freq. : other
of Commun. : 1
Commun. Cover.: Fairview Park

Group : Euclid
CD : 19
Origin : RSU
Leader : Sandy Pretz
Active Mem. : 3
Assoc. Mem. : unknown
Mtg. Freq. : other
of Commun. : 2
Commun. Cover.: Euclid, Cleveland

Group : Brookpark
CD : 20
Origin : SRM, 5/20/89
Leader : Edda-Jo Dobbs
Active Mem. : 3
Assoc. Mem. : 30-40
Mtg. Freq. : other
of Commun. : 2
Commun. Cover.: Brookpark, Cleveland

Group : Westlake
CD : 20
Origin : RSU
Leader : Pat Mazurek
Active Mem. : 4
Assoc. Mem. : unknown
Mtg. Freq. : other
of Commun. : 2
Commun. Cover.: Westlake, Cleveland

Group : Ravenna
CD : 14
Origin : SRM, 11/16/89
Leader : Gene Norris
Active Mem. : 4
Assoc. Mem. : 4
Mtg. Freq. : other
of Commun. : 2
Commun. Cover.: Ravenna, Kent

Group : Ashland
CD : 13
Origin : SRM, 11/15/89
Leader : Teri Stillwell-Baker
Active Mem. : 5
Assoc. Mem. : 15+
Mtg. Freq. : other
of Commun. : 1
Commun. Cover.: Ashland

Group : Norwalk
CD : 13
Origin : SRM, 8/29/89
Leader : Betty Graffice
Active Mem. : 3
Assoc. Mem. : 2
Mtg. Freq. : quarterly
of Commun. : 1
Commun. Cover.: Norwalk

Group : Mansfield
CD : 4, 13
Origin : SRM, 10/11/89
Leader : Sue Carpenter
Active Mem. : 10
Assoc. Mem. : 20
Mtg. Freq. : monthly
of Commun. : 2
Commun. Cover.: Mansfield, Ashland

Group : Cincinnati
CD : 1, 2
Origin : SRM, 9/5/89
Leader : Cindy Markwell
Active Mem. : 15
Assoc. Mem. : 10
Mtg. Freq. : monthly
of Commun. : 1
Commun. Cover.: Cincinnati

Group : Cincinnati
CD : 1
Origin : SRM, 10/12/89
Leader : Kay Rebman
Active Mem. : 35
Assoc. Mem. : 15
Mtg. Freq. : other
of Commun. : 1
Commun. Cover.: Cincinnati

Group : Cincinnati
CD : 1, 2
Origin : SRM, Spring of 1989
Leader : Della Quatkemeyer
Active Mem. : 35+
Assoc. Mem. : 40
Mtg. Freq. : monthly
of Commun. : 1
Commun. Cover.: Cincinnati

Group : Springfield
CD : 7
Origin : SRM, Spring of 1989
Leader : Marshall Pool
Active Mem. : 35
Assoc. Mem. : 40
Mtg. Freq. : quarterly
of Commun. : 1
Commun. Cover.: Springfield

Group : Toledo
CD : 9
Origin : SRM, February 27, 1990
Leader : Gloria Campey
Active Mem. : 20
Assoc. Mem. : 10
Mtg. Freq. : monthly
of Commun. : 1
Commun. Cover.: Toledo and surround suburbs

Group : Warren
CD : 17
Origin : SRM, March 13, 1990
Leader : Dave Wasser
Active Mem. : 10
Assoc. Mem. : unknown
Mtg. Freq. : as needed
of Commun. : 1
Commun. Cover.: Warren

Group : Ripley
CD : 2
Origin : SRM, March 21, 1990
Leader : Bill Pfeffer, Bob Koehler, Joanne Hilderbrand
Active Mem. : 35-50
Assoc. Mem. : could be hundreds more - big tobacco growing area
Mtg. Freq. : monthly
of Commun. : 1
Commun. Cover.: Ripley

Group : Medina
CD : 13
Origin : SRM, February 6, 1990
Leader : Betty Scherler
Active Mem. : 5
Assoc. Mem. : 5
Mtg. Freq. : as needed
of Commun. : 1
Commun. Cover.: Medina

Group : Cambridge
CD : 10
Origin : SRM, March 14, 1990
Leader : Shirley Prentiss
Active Mem. : 30
Assoc. Mem. : 10
Mtg. Freq. : as needed
of Commun. : 1
Commun. Cover.: Cambridge

Group : Niles
CD : 17
Origin : RSU
Leader : Warren Rosenberger
Active Mem. : 20
Assoc. Mem. : 10
Mtg. Freq. : as needed
of Commun. : 1
Commun. Cover.: Niles

Group : Independence (Cleveland)
CD : 19, 20, 21
Origin : RD, March 15, 1990
Leader : Henrietta (Hank) Most
Active Mem. : 15
Assoc. Mem. : 30
Mtg. Freq. : as necessary
of Commun. : too numerous to mention
Commun. Cover.: most of Greater Cleveland

Group : Wooster
CD : 16
Origin : SRM, April 12, 1990
Leader : Barb Haskins/Sandy Traxler
Active Mem. : 13
Assoc. Mem. : 10
Mtg. Freq. : as necessary
of Commun. : 2
Commun. Cover.: Wooster and Shreve

Group : Bowling Green
CD : 5
Origin : SRM, May 9, 1990
Leader : Mary Fleming
Active Mem. : 6
Assoc. Mem. : 12
Mtg. Freq. : other
of Commun. : 1
Commun. Cover.: Bowling Green

Group : Canton
CD : 16
Origin : SRM, May 10, 1990
Leader : Gail Aeschbacher
Active Mem. : 7
Assoc. Mem. : unknown
Mtg. Freq. : other
of Commun. : 1
Commun. Cover.: Canton

Group : Dayton
CD : 1
Origin : SRM, May 14, 1990
Leader : Floyd Bostick
Active Mem. : 21
Assoc. Mem. : 20
Mtg. Freq. : Monthly
of Commun. : 1
Commun. Cover.: Dayton

Group : Dayton
CD : 18
Origin : SRM, May 14, 1990
Leader : Pat Issac
Active Mem. : 30
Assoc. Mem. : 40
Mtg. Freq. : other
of Commun. : 1
Commun. Cover.: Dayton

Group : Sandusky
CD : 5
Origin : SRM, May 24, 1990
Leader : Tina Hall
Active Mem. : 16
Assoc. Mem. : 10
Mtg. Freq. : other
of Commun. : 1
Commun. Cover.: Sandusky

Group : New Philadelphia
CD : 18
Origin : SRM,
Leader : Linda Nedrow
Active Mem. : 14
Assoc. Mem. : 20
Mtg. Freq. : Monthly
of Commun. : 1
Commun. Cover.: New Philadelphia

Group : Steubenville
CD : 18
Origin : SRM, June 12, 1990
Leader : Nancy O'Neill
Active Mem. : 9
Assoc. Mem. : 15
Mtg. Freq. : Monthly
of Commun. : 2
Commun. Cover.: Steubenville & Weirton, W. Virginia

Group : Girard
CD : 17
Origin : RSU
Leader : Jacob Leeson
Active Mem. : 5
Assoc. Mem. : 5
Mtg. Freq. : other
of Commun. : 1
Commun. Cover.: Girard

Group : Youngstown
CD : 17
Origin : SRM, July 11, 1990
Leader : Jean Moliterno
Active Mem. : 20
Assoc. Mem. : 20
Mtg. Freq. : monthly
of Commun. : 1
Commun. Cover.: Youngstown

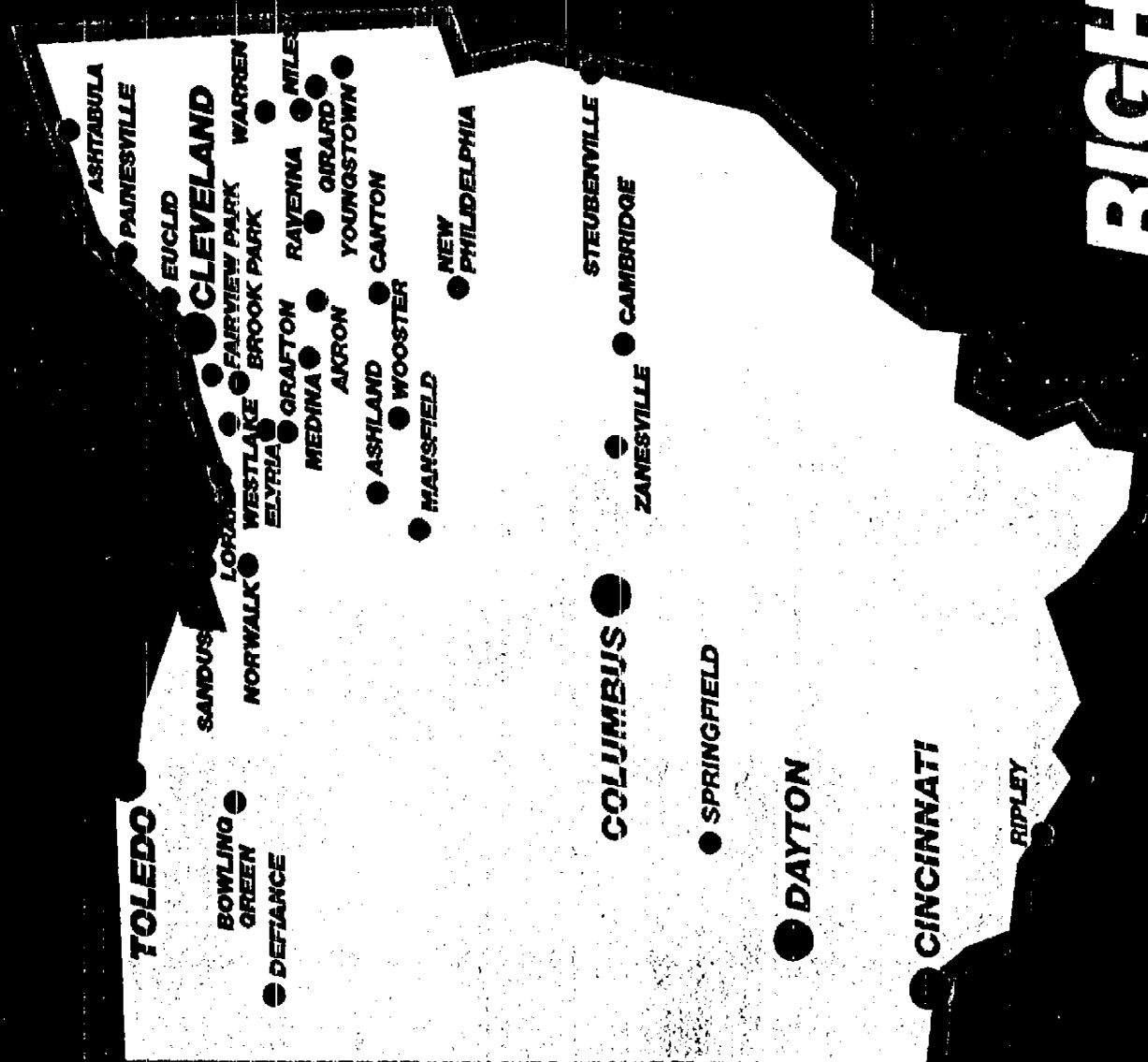
Group : Peninsula
CD : 14
Origin : RSU
Leader : Ted Redmon
Active Mem. : 20
Assoc. Mem. : unknown
Mtg. Freq. : monthly
of Commun. : 1
Commun. Cover.: Akron area

(ohgroups, rev. 12/10/90)



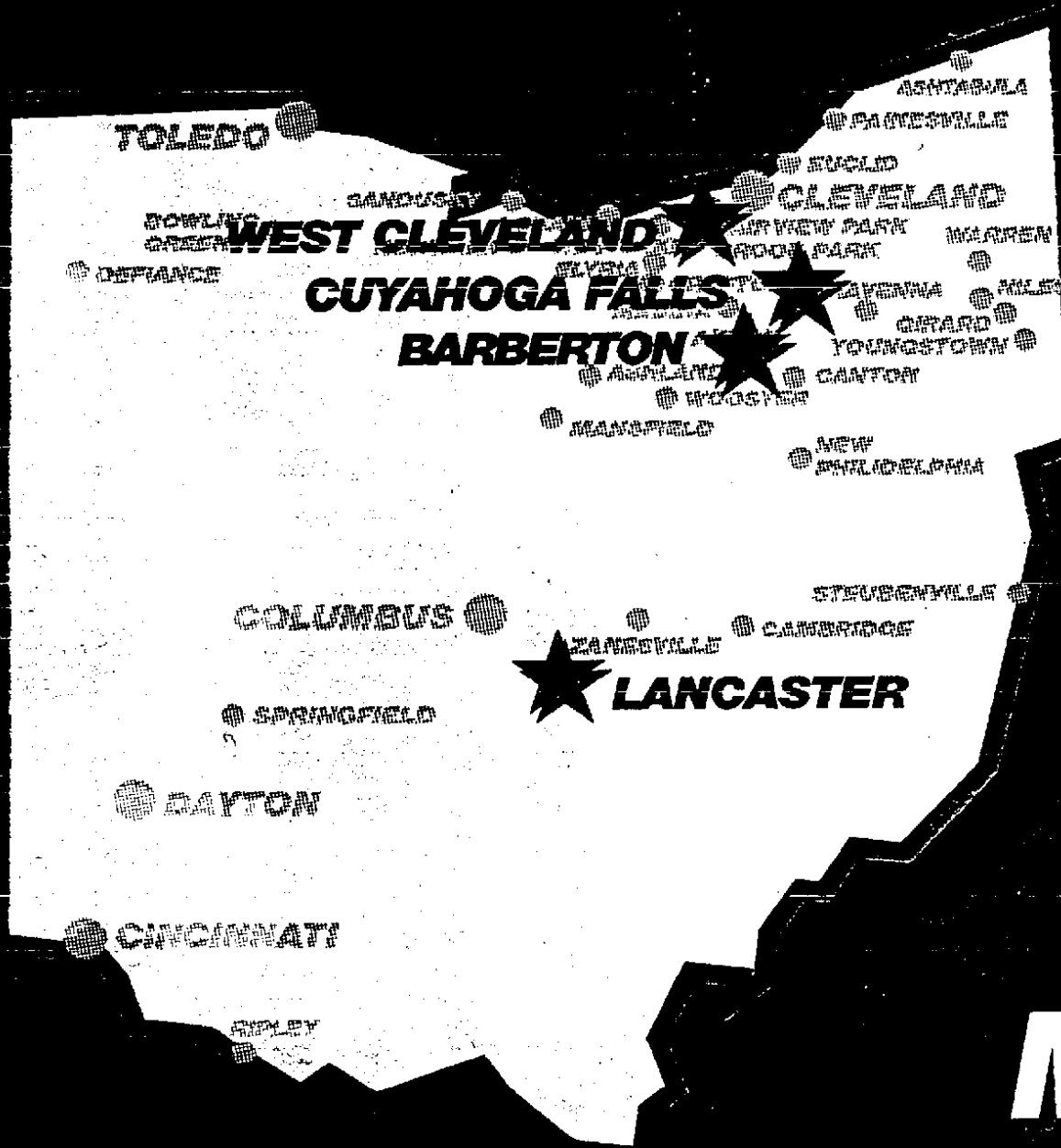
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SMOKERS' RIGHTS GROUPS



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1991

MEETINGS

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LEADERSHIP TRAINING SEMINARS

