



August 14, 1980

Mr. Douglas S. Winn
Liaison for Small Business
Republican National Committee
Dwight D. Eisenhower Republican Center
310 First Street S.E.
Washington, D.C. 20003

Dear Mr. Winn,

As promised in our phone conversation on Thursday, August 14th, I am sending you a suggestion for a Republican publicity campaign involving state and national trade associations, Mr. Reagan and the regulatory bureaucracy. Mr. Bruno Mauer of the Wisconsin Republican Party had suggested you would be a good person to contact on this matter.

This campaign suggestion would involve a letter request by Mr. Reagan to all trade associations asking them to poll their memberships on what they perceive as the ten most ill conceived or unproductive federal regulations affecting business today. This request and the responses gathered would in effect become a "hit list" much like the FBI's 10 Most Wanted list. The results of this survey could become Mr. Reagan's Hit List for Regulatory Reform.

The program timeframe would run from early September right up to November 4th. It would involve four separate stages of publicity and exposure. First, the request for a "hit list" would generate articles about Mr. Reagan's search for the ill conceived regulations in trade association publications. This publicity would portray Mr. Reagan's concern for curbing the ever increasing regulatory burden on the business community.

Second, as the results of the survey came in, the associations would publish their own group findings (while linking the survey to Candidate Reagan). Third, the results would be nationally released by Mr. Reagan in mid-October and incorporated into platform changes he will recommend when elected. The final exposure would come when the trade associations publish the final results just prior to the election.



Mr. Douglas S. Winn

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Business trade associations are very concerned with the regulatory burden that continues to grow regardless of which party is in office. I believe the associations would view this survey as a constructive initiative on the road to regulatory reform. The bureaucracy has become an unwanted partner in every business enterprise in this country. A sincere effort to check this bureaucratic growth would be very well received.

The cost of such an initiative would be minimal compared to the exposure and good will it could generate. With over 10,000 state and national business trade associations across the country, the regulatory "hit list" survey offers cost efficient campaign exposure to a voting bloc already sympathetic to Mr. Reagan.

I hope you find the suggestion to be of value. You are welcome to use it in any form. Should you need help in implementing such a program I would like to be considered. I have enclosed a resume of my trade association background for your review.

Thank you for your time and consideration. Should you have questions or comments, please call on me.

Sincerely,

Thomas F. Renk

Home Phone (414) 257-1535
Business Phone (414) 272-0943

Enclosures:

Sample Reagan Letter
Sample Survey
Two Editorials on Regulatory Abuse
Resume



December 25, 1999

Mr. John Doe
Deere Street
Johnson, WA 93222

Dear Mr. Doe

I believe government has grown large enough. It is time we returned to the original mission of government, to serve the people, not rule them.

With this in mind I am asking that every business trade association in the United States join with me in an attempt to put a stop to the unchecked growth of government bureaucracy. I ask that you poll your members to determine what they perceive as the ten most unreasonable or irresponsible federal regulations that affect their day-to-day business endeavors. I want to know what the business community sees as the ten most repressive rules affecting commerce.

It is my hope that, with a mandate from the business community, I will be able to reverse this bureaucratic regulatory burden before it stifles our free enterprise economy. The future of America rests in free enterprise, not in bureaucracy.

Attached you will find a survey form that can be sent to your membership. I ask that they categorize the regulatory burdens affecting their particular enterprise. Specific examples of regulatory abuse and pressure should be cited whenever feasible. Your comments will be used to develop platform positions and future legislation.

These responses should be forwarded to my campaign committee no later than October 3, 1980 to be included in the national survey results.

I encourage your participation in this survey. We need your assistance to attack the bureaucratic system that has been growing unchecked for years. Together we can make a difference and make America a better place for all.

Thank you for your time and assistance.

Sincerely,

Ronald Reagan
Republican Candidate
for President

RR:sti



DRAFT
FOR DISCUSSION
PURPOSES ONLY

HIT LIST FOR REGULATORY REFORM

I have been requested by Governor Ronald Reagan to list the ten most repressive regulatory rules affecting me in my day-to-day business affairs. Since the government bureaucracy tremendously affects me daily, I gladly offer the following list for Governor Reagan's review. I only hope that this survey will have some effect in slowing the everincreasing growth of the U.S. Government Bureaucracy.

The ten most offensive rules or regulations that affect me in my free enterprise are as follows:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Governor Reagan, Thank you for your concern. It is encouraging.

Name: _____ Company: _____