

PHOTOCOPY
PRESERVATION

White House Historical
Association

WHITE HOUSE PRESERVATION

*free WH - 200th Anniv.
FYI
Melanne
-Santley*



THE WHITE HOUSE
200th Anniversary

Celebrating Freedom and Democracy

FAX COVER SHEET

TO: Melanne Verveer
Chief of Staff to the First Lady

FROM: Eugene C. Maillard

DATE: July 9, 1999

PAGES SENT (including cover): 7

COMMENTS:

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Headquarters: 3112 M Street, N.W., Georgetown, Washington, DC 20007 TEL 202.342.2384 Fax 202.342.7428



THE WHITE HOUSE
200th Anniversary

Celebrating Freedom and Democracy

not up front about fundraising
false eggs - couldn't do mtg.
Scouten + MENC - mtg - with "no"
because of fundraising

July 9, 1999

VIA FACSIMILE AND MAIL

Charles F.C. Ruff, Esq.
Counsel to the President
The White House
Washington

Dear Mr. Ruff:

I received your letter (via facsimile) dated July 6, 1999, in which you put forth suppositions regarding The White House 200th Anniversary: Celebrating Freedom and Democracy program. I am very troubled by the accusation implied in your letter that we are in some way attempting to mislead the public about the program and the involvement of the White House.

I would like to take this opportunity to provide you with some background information that may help to clarify our actions to this point in time.

- In 1991-1992 I worked with Rex Scouten, then White House Curator, and Mrs. Barbara Bush on a similar and highly successful art program commemorating the 200th anniversary of the laying of the cornerstone for the White House. At that time the logo used was approved by the White House legal counsel.
- Over two and one-half years ago I was invited to attend a meeting at the White House by Rex Scouten, then White House Curator, at which time he inquired if I and colleagues would like to create, implement, and coordinate a program similar in nature to the very successful 1992 anniversary program for the November 2000 anniversary of the White House. After retirement Mr. Scouten chose to remain involved in this anniversary program because he believed it was good for Mrs. Clinton, good for the institution, and good for the kids.
- Working through Mr. Scouten who acted as direct liaison with Mrs. Clinton and her staff (particularly Capricia Marshall), as well as with the White House Historical Association, we were made aware that Mr. Scouten had personally met with Mrs. Clinton and that she had indicated that she enjoyed her participation in the previous program as the First Lady of Arkansas (Attachment 1) and that she would be delighted to participate in the new program commemorating the 200th anniversary of the White House serving as the residence of our nation's presidents and their families. It was at about this same time that Robert L. Breeden, of the White House Historical Association, asked Diversified Ventures International to organize and manage The White House 200th Anniversary: Celebrating Freedom and Democracy program (Attachment 2). We provided Mr. Scouten with a

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Educational Program Coordinators: MENC: The National Association for Music Education

1806 Robert Fulton Drive, Reston, VA 20191 Tel 703-860-4000 Fax 703-860-1531 www.menc.org www.wh200.org

only agreed to Parale.

Charles F.C. Ruff, Esq.
Counsel to the President
July 9, 1999
Page 2

- complete set of materials which, in turn, was to be given to the White House staff via Ms. Marshall for review and input by the Counsel's office.
 - We were clearly told at many meetings that Mrs. Clinton agreed to be the Honorary Chair, that the July 13th activity (coinciding with a major educational conference in DC) at the White House was penciled in, and that the November 2000 request was on the calendar although no commitment was made due to the length of time between the request and the date of the event. No!
No!
 - As a result of our belief that Mrs. Clinton and the White House were completely endorsing the program, a meeting of educational organizations from the DC area was arranged and held in the new Executive Office Building December 14, 1998 by Mr. Scouten. Attendees included: Derek E. Gordon, Kennedy Center; Jennifer Brown, PTA; Martha Rose Laffey, NC Social Studies; Thomas Koerner, NASSP; Richard J. Deasy, Arts Education Partnership; J. Paul Rickett, Learning Systems Group; Gordon Amboch, CCSSO; Michael J. Blakeslee, MENC; Jeannine Lowe, MENC; John J. Mahlmann, MENC; John Riley, WHHA Ed. Division. During this meeting goals and aspirations of the program were shared with the attendees and their direct involvement was solicited. During this time other preparatory work was undertaken, including: individuals were asked to participate on the committee responsible for assisting with the program's implementation, housing was secured for the students who would be attending the November 2000 event in DC, many meetings were held with representatives from the educational and corporate communities.
- In addition, we personally arranged for the July 4th *Parade Magazine* cover story featuring Mrs. Clinton. Mr. Scouten and I met with *Parade Magazine* editor, Walter Anderson, and outlined a concept for the article which was to focus on the children's educational program - similar to a *Parade Magazine* article written by Barbara Bush for the 1992 program. This action was based solely on Mrs. Clinton's agreeing to be involved with the program.
- During the planning stages for a proposed golf tournament intended to benefit the program, Rex Scouten, Tony Coelho, and Terry McAuliffe met in Mr. Coelho's office (one of a number of such meetings regarding The White House 200th Anniversary: Celebrating Freedom and Democracy). It was at this meeting that a T-shirt displaying the program's logo and specially made for the President was given to Mr. McAuliffe for presentation to the President. (The T-shirt worn by Aaron Daugherty in the *Parade Magazine* article photograph displays the same logo as the President's shirt.) We were told that the President was very interested in the tournament and might consider playing in the tournament.
 - The targeted kick-off date for the program was July 13, 1999 - after the *Parade Magazine* article and during the educational conference being held in DC. During the two *Parade Magazine* photo shoots that took place at the White House with Mrs. Clinton and the children, I personally spoke with Toby Graff, Deputy Press Secretary to the First Lady, who seemed excited and knowledgeable about the program.
 - The solicitation materials were designed and created to attract major corporate sponsors. We believed that these materials had been shared with and reviewed by the White House. We sought out the assistance of Tony Coelho and others to help with the enormous challenge of generating revenue to support The White House 200th Anniversary:

Charles F.C. Ruff, Esq.
Counsel to the President
July 9, 1999
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Celebrating Freedom and Democracy, a children's educational program. The program has **not received any charitable donations**. A major solicitation campaign for sponsorships was going to be launched after the appearance of the July 4th *Parade Magazine* article and the July 13th event. Needless to say, that campaign has been canceled.

We only recently learned that there was a major problem with what we assumed was the official position of Mrs. Clinton and the White House and their willingness to endorse the education program. When the invitations for the July 13th event were not forthcoming we asked Tony Coelho to help look into the matter for us.

We have only acted in good faith based upon the information received from those individuals we know to be more than honorable. We wish to state emphatically that we have the utmost regard and respect for Rex Scouten and have every confidence in his integrity and forthrightness.

We have met many times with many other volunteers who have given enormous amounts of time to help insure that The White House 200th Anniversary: Celebrating Freedom and Democracy goes forward to benefit children in schools across the nation. I and my colleagues have donated thousands of hours over the past three years. We recognize that some mistakes have been made. But these mistakes were made out of ignorance - not for any one's personal gain.

This is a program that originated in 1991 for the benefit of handicapped children. It was very successful at that time. Because of that success we were asked to produce this program again but with an expanded target school population - all middle school children. We sincerely believed that the focus of The White House 200th Anniversary: Celebrating Freedom and Democracy, i.e., children and education, was above reproach and would be the type of program that Mrs. Clinton would enthusiastically support. We went forward based on that request and belief. In addition, you should be aware that on this past Sunday and Monday we received more than 19,000 inquiries on our Web site, which was, as you know, published in the *Parade Magazine* article; and many e-mails regarding the program from people who were involved in it previously. Obviously, others find value in the program's purpose as well.

We would immediately welcome the opportunity to personally review this matter with you. We would also encourage the participation of Rex Scouten, Chairman of The White House 200th Anniversary: Celebrating Freedom and Democracy, Ms. Marshall, Mr. Breeden and any other relevant persons to determine the future involvement, if any, of the President and Mrs. Clinton and the White House in this program as well as to determine where the major communication breakdown occurred. We believe we are due an explanation as to why the actions in your letter are being proposed.

Sincerely,


Eugene C. Maillard

Attachments

Charles F.C. Ruff, Esq.
Counsel to the President
July 9, 1999
Page 4

cc: Lisa Brown
Deputy Counsel to the Vice President

Tony Coelho

Neil Horstman
White House Historical Association

Terry McAuliffe

Rex Scouten
The White House 200th Anniversary:
Celebrating Freedom and Democracy

Melanne Verveer
Chief of Staff to the First Lady

Attachment 1
HILLARY RODHAM CLINTON
120 EAST FOURTH STREET
LITTLE ROCK, ARKANSAS 72201

January 12, 1993

Eugene C. Maillard
Chief Executive Officer
Very Special Arts Education Office
The John F. Kennedy Center for the
Performing Arts
Washington, D. C. 20566

Dear Eugene:

Thank you so much for your letter and for your expression of best wishes as Bill and I begin our new responsibilities. It was a pleasure to serve as Honorary Chairperson for The White House 200th Anniversary Art Exhibition in Arkansas, and I am glad that the project was such a success. Thanks, too, for the copy of the exhibition catalogue and for the lovely calendar.

I appreciate your interest in my continuing my association with Very Special Arts, both in Arkansas and nationally. I am sure you can understand that we are still assessing my responsibilities and commitments for the next four years, but I will keep your offer in mind.

Best wishes for the continuing success of Very Special Arts and for your own work with this worthwhile endeavor.

Sincerely yours,


Hillary Rodham Clinton

HRC/ckp

Attachment 2



3112 M Street, N.W. GEORGETOWN Washington, D.C. 20007 TEL 202.342.2384 FAX 202.342.7428
 SEOUL TAPEI NEW YORK CORAL GABLES SAN FRANCISCO ATLANTA

November 29, 1998

Mr. Robert L. Breeden
 Chairman and Chief Executive Officer
 White House Historical Association
 740 Jackson Place, N.W.
 Washington, DC 20006

Dear Mr. Breeden:

As you can imagine, the anticipation of celebrating the 200th Anniversary of The White House has generated a great deal of excitement among the many people and organizations we have been working with to create and develop the education program which will be honoring this special time in our Nation's history. Everyone involved is very appreciative of all the support and encouragement extended to us by the White House Historical Association as we worked to formulate a meaningful and rewarding project involving such a broad spectrum of our Nation's youth. We know that *The White House 200th Anniversary: Celebrating Freedom and Democracy* will be a great success.

In past meetings we have discussed the project's concept, materials, goals, and budget (see attached). Included in the budget was \$145,000 designated for the overall management of the project. It was agreed that this amount would be paid as follows:

November 30, 1998

\$ 25,000.00

The balance would be paid \$10,000 per month beginning December 1, 1998.

If the above is agreeable to you, please have the appropriate individual indicate the same by signing below. We have already begun work on the project and must continue to move forward in order to accomplish all of the work needed in a timely manner.

Once again, we thank everyone for their support and with great enthusiasm look forward to working with you in the coming months.

Sincerely,

Eugene C. Maillard
 President

White House Historical Association

By:



THE WHITE HOUSE
200th Anniversary

Celebrating Freedom and Democracy

July 9, 1999

VIA FACSIMILE AND MAIL

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July 9, 1999
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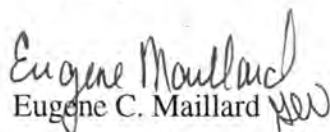
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The White House 200th Anniversary:
Celebrating Freedom and Democracy

Melanne Verveer ✓
Chief of Staff to the First Lady

Attachment 1

HILLARY RODHAM CLINTON
120 EAST FOURTH STREET
LITTLE ROCK, ARKANSAS 72201

January 12, 1993

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Chief Executive Officer
Very Special Arts Education Office
The John F. Kennedy Center for the
Performing Arts
Washington, D. C. 20566

Dear Eugene:

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Best wishes for the continuing success of Very Special Arts and for your own work with this worthwhile endeavor.

Sincerely yours,


Hillary Rodham Clinton

HRC/ckp



DIVERSIFIED VENTURES INTERNATIONAL

3112 M Street, N.W. GEORGETOWN Washington, D.C. 20007 TEL 202.342.2384 FAX 202.342.7428
 SEOUL TAIPEI NEW YORK CORAL GABLES SAN FRANCISCO ATLANTA

November 29, 1998

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 White House Historical Association
 740 Jackson Place, N.W.
 Washington, DC 20006

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Eugene C. Maillard
 President

White House Historical Association

By:

THE WHITE HOUSE

WASHINGTON

July 6, 1999

VIA FACSIMILE

Eugene C. Maillard
Executive Director
The White House 200th Anniversary
3112 M Street, NW
Washington, DC 20007

Dear Mr. Maillard:

It has come to my attention that an organization called "The White House 200th Anniversary" has distributed materials seeking to raise funds and using Hillary Rodham Clinton's name and the name and likeness of the White House. Those materials also include misinformation about the roles of Mrs. Clinton, Vice President and Mrs. Gore, and about the White House and White House events.

The materials contain several references to Hillary Rodham Clinton as Honorary Chair of "The White House 200th Anniversary." As you know, Mrs. Clinton is not affiliated with your organization. There was no presentation to Mrs. Clinton of a Faberge egg during the 1999 Easter Egg Roll, and she is not hosting a "kick off event" at the White House. She will not "formally announce the program" or "introduce its partners."

Further, the White House has not agreed to participate in other events publicized in your organization's literature: no art exhibit has been planned, nor has a choral concert or a "culminating event."

Most troubling are the materials seeking to attract sponsors for your organization. According to your organization's materials, donors of \$50,000 and above will receive "invitations for two to all White House 200th Anniversary Events held at the White House" as "sponsor benefits." Donors at the \$300,000 level are offered "special invitations to . . . events held at the White House, attended by Hillary Clinton, Vice President and Mrs. Gore and other dignitaries." The materials also offer corporate sponsors "marketing opportunities," including "reach to millions of children," "exposure at White House and local events," and publicity of their connection with the 200th Anniversary of the White House. We also note that your organization plans to receive 20% of sales on "White House 200 related" products.

Mr. Maillard

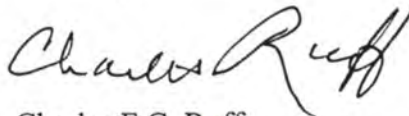
July 6, 1999

Page Two

As a matter of longstanding policy, the White House does not permit the names, likenesses, words or activities of President Clinton, Mrs. Clinton, Vice President Gore, Mrs. Gore, or of the White House itself in commercial advertising or promotional materials. Attempting to raise large sums of money using not only their names and the image of the White House, but also purporting to guarantee admission to hypothetical White House events including Mrs. Clinton and Vice President and Mrs. Gore, is a far more serious matter.

We are alarmed by the claims and misinformation contained in these materials, and by the possibility that members of the public will be misled. Accordingly, we will refer this matter to the Department of Justice. We will also contact the entities listed as sponsors of this endeavor to ensure they are aware that the White House is not involved in any way in your organization's efforts.

Sincerely,

A handwritten signature in black ink, appearing to read "Charles Ruff", with a stylized flourish at the end.

Charles F.C. Ruff
Counsel to the President

cc: Neil Horstman
White House Historical Association

Melanne Verveer
Chief of Staff to the First Lady