

CEO Event
HC

MEMORANDUM FOR RICKI SEIDMAN

FROM: CAREN WILCOX *CW*

SUBJECT: EVENT WITH POTUS JULY 28, 1994

DATE: JULY 27, 1994

At the request of the Delivery Room and Harold Ickes, we have been working for several days on a CEO event with the President for Thursday.

It is envisioned as a private meeting with the POTUS to discuss the importance of employer responsibility and universal coverage.

Following the event, CEOs have been informed that there will be a press availability on the lawn at which they would recount their message to the President and further outline their desire for health care reform this year, and the need for comprehensive and responsible health care reform.

To firm up attendance of these CEOs, many of whom are breaking into board schedules and vacations to come, we need to fax to their offices the details and time of the meeting ASAP.

They have been told it is in the morning.

cc: Harold Ickes
Alexis Herman
Steve Hilton
Greg Lawler
Dwight Holton
Laura Quinn

Confirmed to CEO meeting and press availability

Hank Barnette, CEO, Bethlehem Steel

Bernard Schwartz, CEO, Loral (Mr. Schwartz has to testify on the Hill at about 10;00 a.m.)

Highly probable - just waiting for details and time in order to confirm: Leonard Hadley, CEO, Maytag

Invited and awaiting confirmation:

Alex Trotman, CEO, Ford Motor Co.

James Wood, Chairmand and CEO, Great Atlantic and Pacific Tea Company

Louis Platt, CEO Hewlett Packard

Robert C. Williams, Chairman and CEO, James River Corporation

Sumner Redstone or Frank Biondi, CEO and President of Viacom

Mitchell Fromstein, CEO, Manpower

Chuck Johnston, President, Pioneer Hy-Bred

In town for California Day

Clarence Avant, CEO, Tabu and Motown

Ron Burkle, CEO, Food for Less

Kathryn Thompson, CEO, Thompson Construction

Sanford Robertson, CEO, Robertson, Stephens & Co.

Martin Mueller