

Withdrawal/Redaction Sheet

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
001. list	First Lady Breast Cancer Stamp Unveiling Ceremony [personally identifiable information] [partial] (1 page)	07/29/1998	b(6)
002. list	3pm meeting at the White House [personally identifiable information] [partial] (1 page)	07/08/1998	b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Jennifer Klein
OA/Box Number: 13530

FOLDER TITLE:

Breast Cancer Stamp

2014-0536-S

kc1558

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

b(1) National security classified information [(b)(1) of the FOIA]
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
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FIRST LADY HILLARY RODHAM CLINTON
REMARKS AT UNVEILING OF BREAST CANCER STAMP
THE EAST ROOM
JULY 29, 1998

Welcome to the East Room and the White House. Starting this week, all Americans will be able to open up their hearts and mailboxes and help stamp out breast cancer once and for all. And when we do, it will be in large part because of the people in this room, and the people you represent all over our country.

It will be because of the Postal Service, which is delivering -- along with our mail -- a new weapon in the fight against breast cancer. I especially want to thank our new Postmaster General, Bill Henderson, for his vision and leadership; the Postal Board of Governors; the New Stamp Advisory Committee; and all the postal employees, some of whom are watching by satellite right now.

When we stamp out breast cancer it will be because of the artistry of Ethel Kessler and Whitney Sherman. And the tireless advocacy of Dr. Ernie Bodai, Betsy Mullen, and all the survivors who are standing up and speaking out to stop breast cancer and heal those it strikes. It will be because of Secretary Shalala's extraordinary leadership at the Department of Health and Human Services, starting when she convened a group to come up with a national action plan against breast cancer.

It will certainly be because of the Members of Congress -- some of whom are here today, from both the Senate and the House -- who, year in and year out have demanded that breast cancer be placed at the top of our national agenda -- where it belongs.

I want to pay special tribute to the architects of the Stamp Out Breast Cancer Act -- Senator Feinstein and Congressman Fazio. Thank you for your creativity that brought this idea to the Halls of Congress, and your dedication that helped make it the law of the land.

In fact, back in 1996, when Dr. Bodai went to his Congressman with the idea for a breast cancer stamp, he encountered a leader who has always cared deeply about finding a cure for breast cancer; someone who knows that we must continue to increase funding for all biomedical research, and someone who has always backed up these convictions with action. It is now my great honor to introduce Dr Bodai's congressman, Congressman Vic Fazio.

[Speaking portion.]

[First Lady resumes speaking.]

Thank you so much for that speech. Did she do a great job? Thank you for your

comments, but also for all you've done to help other women get the support and care and information they need to "WIN Against Breast Cancer." As I was listening to Betsy's story, I thought about her journey. I thought about the courage and commitment she demonstrated, and I thought about how far we've all traveled. I thought about all the women I know who have, themselves, fought breast cancer. I have a friend who today is having a vasectomy, and I thought about how not so long ago, the words breast cancer were barely whispered in the dark, if they were said at all.

It was a disease that women and men did not feel comfortable talking about, were ashamed of, embarrassed by. Now we can turn all of that fear and anguish into the kind of courage and commitment we saw embodied in Betsy and all of you who are here and are survivors of breast cancer, all of you who are family members of victims of breast cancer. You have helped turn that energy into a national call to action. Today, we have given something for every American to respond to that call to action. Most of us will not be the surgeons who will assist them, and nurses who will comfort them. Most of us will not be researchers or scientists in the lab making the breakthrough in genetic research. Most of us will not be senators or congressmen/women who are voting on legislation to increase funding in the battle against breast cancer.

Each of us, when we send our letters or pay our bills, can put this stamp of hope on the envelope. Every time we do, we will be contributing to the research that will reap hope and pray for our children, transform breast cancer from a daily threat to a distant memory. Every time we look at this wonderful stamp, so beautifully designed and illustrated, we can see the face of someone we know and love. We can see our mothers, our sisters, our daughters, our friends, our neighbors, our colleagues.

There are so many women who have endured what Betsy described to us. Many of the women who work for me here in the White House, many of the women who volunteer, and many of the women on the president's and vice president's staff, so many women throughout the government, so many women on Capitol Hill, so many women here in Washington -- have heard the words. But today, we know that we have an opportunity to do something to show our support in a very tangible way.

I urge all Americans to join in the fight against breast cancer. To do it in a lot of different ways -- by listening to those who were told that they were diagnosed with cancer. Call your friends and your relatives and your colleagues, and phone those who are facing chemotherapy, or radiation, or surgery. Laugh with them, go shopping -- to buy hats and wigs and scarves. Don't be embarrassed ever again to show your love and support to someone who is suffering from this tragic disease. Also make sure that you not only buy the stamp, but you tell your friends, neighbors, and colleagues to do the same. We know that we've come a long a way in our fight against breast cancer. The President has a very personal reason for urging increases in research that he has urged, the Congress has supported. He lost his mother to breast cancer after a valiant fight.

We've seen great progress in the work that is being done by government-funded research and clinical trials. The Department of Defense Breast Cancer Research Program has dramatically expanded. Women receiving Medicare can now get annual mammograms, without any deductibles. We've launched an annual campaign to educate older women about the benefits of mammography. Under Secretary Shalala's leadership, we've seen the birth and growth of the National Action Plan on Breast Cancer, a public/private partnership working towards one goal, and one goal alone: the final eradication of breast cancer.

We are facing a critical juncture in the war on cancer -- not only breast cancer, but other forms of cancer as well. Our commitment as a nation is finally beginning to pay off. We have put a lot of government dollars and private dollars and a lot of hearts into this fight against cancer.

With more invested in this critical time, we can really break through in a dramatic way on the cancer front.

We have many obstacles -- and whenever I think about obstacles, I think about my late mother-in-law. She never wanted anyone to feel sorry for her when she had breast cancer. As with every other adversity she faced in her life, she'd get up at the crack of dawn, put on her lipstick and false eyelashes and go out and celebrate life. She was a great inspiration in all of us who knew and loved her. I remember the sampler she kept by her nightstand that read: "Lord, help me to remember that nothing is going to happen to me today that you and I can't handle."

I've seen that same courage in the eyes and heard it in the voices of so many women. I hope that all of us will do whatever we can to expand coverage for Medicare cancer clinical trials, to look for new initiatives -- like this wonderful idea of a stamp -- and to fulfill the President's request for an additional 65 percent increase in cancer research.

We also have to be sure that no matter what kind of insurance policy a woman has, whether it's managed care or traditional care, she will always get the best care. When a woman is told she has breast cancer, she should know that every effective treatment is being used to help her. She and her physician should be making the decisions about her health, not a business person or a book keeper in an office hundreds of miles away.

Most importantly, if a woman with breast cancer has already embarked on a course of treatment with her doctor -- even if her employer switches insurance plans, she must still have access to that doctor she trusts. She should never have to switch doctors in the middle of her treatment, as too many women have been told in the last two years. Imagine how you would feel if you or your mother, your wife, your daughter, had developed this trust towards the doctor treating her in this life-threatening, life-altering disease -- suddenly dropped from the insurance plan, or had an employer change plans in midstream -- and that woman was told that she has to go somewhere else, with someone she does not know, and start over again. That's one of the many reasons we need a Patient's Bill of Rights.

On September 26, thousands will gather on the Mall for a march to conquer all cancers for all time. I hope you'll send letters with this stamp, telling a lot of your friends about that march.

In order to conquer breast cancer and other cancers, we need the commitment and efforts of every single person in this country. We will need the courage that has been shown by all you who are breast cancer survivors. We need the confidence that comes with knowing where to win our part in this brave fight.

I want to thank all of you who have helped bring us to this time, and urge all of us to continue to do everything within our individual power to win this fight against breast cancer for our mothers, our wives, our daughters, our friends, for ourselves.

Thank you very much.

FIRST LADY HILLARY RODHAM CLINTON
REMARKS AT UNVEILING OF BREAST CANCER STAMP
THE EAST ROOM
JULY 29, 1998

Welcome to the East Room and the White House. Starting this week, all Americans will be able to open up their hearts and mailboxes and help stamp out breast cancer once and for all. And when we do, it will be in large part because of the people in this room.

It will be because of the Postal Service, which is delivering -- along with our mail -- a new weapon in the fight against breast cancer. I especially want to thank our incredible new Postmaster General, Bill Henderson, for his vision and commitment and leadership; the Postal Board of Governors; the New Stamp Advisory Committee; and all the postal employees, some of whom are watching by satellite right now.

When we stamp out breast cancer it will be because of the artistry of Ethel Kessler and Whitney Sherman. And the advocacy of Dr. Ernest Bodai [Bo-die], Betsy Mullen and all the survivors who are standing up and speaking out to stop breast cancer and heal those it strikes. It will be because of Secretary Shalala's extraordinary leadership at the Department of Health and Human Services.

And it will be because of the Members of Congress who, year in and year out have demanded that breast cancer be placed at the top of our national agenda -- where it belongs. [With us today are...] And I want to pay special tribute to the architects of the Stamp Out Breast Cancer Act -- Senator Feinstein and Congressman Fazio. It was their creativity that brought this idea to the Halls of Congress...and their commitment that helped make it the law of the land.

In fact, back in 1996, when Dr. Bodai [Bo-Die] went to his Congressman with the idea for a breast cancer stamp, he encountered a leader who has always cared deeply about finding a cure for breast cancer. Someone who knows that we

I think of the small group of staff and volunteers in our White House Social Office. They are much like any group of women. Similar hopes and dreams. Similar challenges. Two of them -- Tibby Turner and Diane Sapenfield -- once heard those dreaded words: You have breast cancer. But, both of them fought it with courage...supportive families...caring doctors...and treatments borne from years of research. Both of them are living completely free from the disease today. And both of them are helping others to do the same.

It was almost 10 years ago that Diane's cancer was found...the very same year that her God son was born. She talks about him as a positive marker to look at every morning. Every clothing size he grows out of, every class he graduates from is a living reminder of how long she's been healthy.

In much the same way, all of us can look back and take stock of how very far we've come as a nation. Back even 10 years ago, who would have thought that we'd see breast cancer death rates decline? That we'd find genes linked to hereditary breast cancer? That Tamoxofin would give us such hope? Who would have thought that the number of women getting recommended mammograms would increase by 30 percent?

None of this happened by accident. It took dedicated individuals in this room and throughout America. It took steady and sustained investments in research. And, it took a President -- a President who knows what it means to lose his own mother to breast cancer in 1994...and who has made it his personal mission to "fund the fight...and find a cure."

Since he came to office, we've seen funding for breast cancer research, treatment and prevention nearly double. The Department of Defense Breast Cancer Research Program has dramatically expanded. Women receiving Medicare can now get annual mammograms -- without any deductibles. And we've launched an annual campaign to educate older women about the screening benefit. Under Secretary

must continue to increase funding for all biomedical research. And someone who has always backed up these convictions with action. It is now my great honor to introduce Congressman Vic Fazio.

[Fazio speaks.

Feinstein speaks.

Postmaster General Henderson speaks and you unveil stamp with him

Betsy Mullen speaks and introduces you.]

[LATER IN PROGRAM -- AFTER MULLEN]

Thank you, Betsy for that introduction...and for all you've done to help other women get the support and care and information they need to "WIN Against Breast Cancer." As I was listening to your story...I thought about your journey, and what it says not only about your own courage and commitment, but also about the distance we've all traveled. Many of us remember the time -- not too long ago -- when the words breast cancer were whispered in the dark, if they were said at all. Now, we have an entire generation of women who are breast cancer survivors -- and their words, once whispered, have turned into a national call for action that must never again go unheard.

Because of today's announcement, every time we send a letter or pay a bill, we can also send a message of hope to women battling breast cancer today. Every time we buy a stamp, we can all contribute to the research that will, for our children, transform breast cancer from a daily threat to a distant memory. And, every time we look at the woman pictured on this new stamp, we can see the face of someone we know -- we can see our sister, mother, daughter. We can see our friend, neighbor, colleague.

Shalala's leadership, we've seen the birth and growth of the National Action Plan on Breast Cancer -- a public/private partnership working towards one goal: the final eradication of breast cancer. I believe it will happen.

[Because we are facing a critical juncture in the war on cancer -- a time when our commitment to research is beginning to pay off. And a time when, with more investments, we can do more than just hope...we can finally anticipate the day when our children won't have to live in fear of this dreaded disease.]

Now, clearly, we still face many obstacles in this fight. But, whenever we bump up against them, I am reminded of what my late mother-in-law might say. Those of you who may have met Virginia Kelly, will remember that she never wanted anyone to feel sorry for her. As with every other adversity she faced, my mother-in-law looked her cancer square in the eye, put on her lipstick and false eyelashes every single morning...and went on to celebrate life. She was a great inspiration to us. She understood how important it is to fight this disease every minute in every way we can. I remember the sampler by her nightstand that read: "Lord, help me to remember that nothing is going to happen to me today that you and I can't handle."

It is the same for us today. If we continue to build on our progress...continue to work together...there is nothing we can't handle. Together we must ban genetic discrimination. When you walk into your doctor's office you should be confident that your genes will be used to heal you, not deny you the job you want or the health insurance you need. Insurance is supposed to be there...not when you're healthy, but when you're sick and need it the most.

Together, we must expand coverage for Medicare cancer clinical trials. We must ensure that new initiatives like this Stamp complement -- but never supplant -- our federal commitment to wipe out cancer. Which is why the President has asked Congress for an additional 65 percent increase in cancer research.

And together we must ensure that whether Americans choose managed care or traditional care, they always get the best care. When a woman is told she has breast cancer, she should know that every effective treatment is being used to help

her. She and her physician should be the ones making decisions about her health. Not a business person in an office hundreds of miles away.

And if a woman with breast cancer has worked out a course of treatment with her doctor...even if her employer switches insurance plans, she must still have access to that doctor. She should never have to switch doctors in the middle of her treatment. Unfortunately, there are those in Congress who don't want to give her that protection. The President has proposed a Patient's Bill of Rights that always puts patients ahead of profits. And I hope Congress enacts it.

And I hope that there will never again be arguments about whether we need research, treatment, education, or prevention to triumph over breast cancer. Because together we must use every weapon at our disposal. Just as we must do with colon cancer, with prostate cancer, with ovarian cancer. With all cancer. It's been more than 25 years since we declared War on Cancer. On September 26, thousands will gather on the Mall for a March to conquer all cancers for all time.

To do that, we will need the commitment of every single person in this country. We will need the same courage shown by women like Betsy Mullen, Ethel Kessler, Tibby Turner, Diane Sopenfield, and Virginia Kelly....the courage shown by every woman, every man, every family, who has fought this disease by day and prayed for a cure by night. And we will need the confidence to know that if we do all this, if we continue to come together to support research as we have done today, then one day, when Diane Sopenfield's godson is all grown up...his children and grandchildren will have to turn to the history books to learn about a disease called cancer.

Thank you very much.

Briefing

MBG — Shalala, Feinstein, Fazio, PMG Henderson, other
postal service VIPS, stamp ^{designer} ~~author~~ & illustrator,
Betsy Mullen, ^{family} Dr. Ernie Bodai & family, Debbie Willhite
& family (2 of whom are BC survivors)

Program — Announced onto stage w/ stage participants
You welcome & intro Fazio. Fazio. Feinstein.
PMG. You & PMG unveil stamp. You sit. PMG
intros Betsy Mullen. Mullen speaks and intros you.

- Broadcast by satellite to Post Office Headquarters
- MCS — DiAmato, Faircloth, Leahy, Boxer . .

Stamp — #06 — 8¢ to research — 70¢ to NIH,
30¢ to DoD

- Pioneered by Dr. Bodai & Betsy Mullen

Wear pin

Ernie Bodai

EVENT: FIRST LADY BREAST CANCER STAMP UNVEILING CEREMONY
DATE: Wednesday, July 29, 1998
TIME: 2:15 PM- 3:00 PM
LOCATION East Room

Members please arrive by 1:55 PM at the Northwest Gate. Parking will be available on the North Drive, and members should enter at the North Portico.

CONFIRMED MEMBERS:

Sen. Diane Feinstein (D-CA)
Sen. Barbara Boxer (D-CA)
Sen. Alfonse D'Amato (R-NY)
Sen. Lauch Faircloth (R-NC)
Sen. Patrick Leahy (D-VT)
Rep. Rosa DeLauro (D-CT)
Rep. John Dingell (D-MI)
Rep. Vic Fazio (D-CA)
Rep. Mike Forbes (R-NY)
Rep. Sheila Jackson Lee (D-TX)
Rep. Tom Lantos (D-CA)
Rep. John McHugh (R-NY)
Rep. Connie Morella (R-MD)
Rep. Nancy Pelosi (D-CA)
Rep. Ciro Rodriguez (D-TX)

MEMBER REGRETS:

Sen. John Breaux (D-LA)
Sen. John Chafee (R-RI)
Sen. Susan Collins (R-ME)
Rep. Anna Eshoo (D-CA)
Sen. John Glenn (D-OH)
Sen. Tom Harkin (D-IA)
Sen. Orrin Hatch (R-UT)
Sen. James Jeffords (R-VT)
Sen. Edward Kennedy (D-MA)
Sen. Mary Landrieu (D-LA)
Sen. Connie Mack (R-FL)
Sen. Barbara Mikulski (D-MD)
Sen. Carol Moseley-Braun (D-IL)
Sen. Patty Murray (D-WA)
Sen. Harry Reid (D-NV)
Sen. Arlen Specter (R-PA)
Sen. Ted Stevens (R-AK)

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[001]

Sen. Fred Thompson (R-TN)
Sen. Strom Thurmond (R-SC)
Rep. Sherrod Brown (D-OH)
Rep. David Bonior (D-MI)
Rep. Chaka Fattah (D-PA)
Rep. Richard Gephardt (D-MO)
Rep. Newt Gingrich (R-GA)
Rep. Steny Hoyer (D-MD)
Rep. Jim Kolbe (R-AZ)
Rep. Nita Lowey (D-NY)
Rep. Eleanor Holmes Norton (D-DC)
Rep. Frank Pallone (D-NJ)
Rep. Bill Paxon (R-NY)
Rep. Fortney (Pete) Stark (D-CA)
Rep. Henry Waxman (D-CA)

Name

SOC

DOB

Feinstein's office:

Loren Choy

James Hawk

Glenda Booth

Matt Miller

Fazio's office:

Lisa Jean Davison

Elizabeth Susan Mullins

Melissa Ann Nemeth

Barbara Sharon Weinstein

John Olmsted

Ana Kljuic

citizen)

(b)(6)

July 28, 1998

**UNVEILING OF FIRST BREAST CANCER
RESEARCH STAMP**

Date: Wednesday, July 29
Time: 2:00 p.m. to 2:40 p.m.
Location: East Room, The White House
From: Jennifer Klein
Neera Tanden

I. PURPOSE

To host the unveiling of the nation's first breast cancer research stamp and highlight the importance of investing in breast cancer prevention and research.

II. BACKGROUND

Overview

You will formally unveil the new Breast Cancer Research stamp, which will be available for sale for the first time in Washington, D.C. on Wednesday. The stamp will be sold across the country beginning Thursday, July 29. This stamp is the result of legislation signed by the President on August 13, 1997, and it is the first so-called "semipostal" stamp in U.S. history -- in which the net proceeds above the cost of postage are earmarked for research. You will be joined by Postmaster General William Henderson, Representative Vic Fazio, Senator Dianne Feinstein, and Betsy Mullen, a breast cancer survivor who founded the Women's Information Network Against Breast Cancer. In addition, the event will be sent live via satellite to Postal Service headquarters in Washington, where postal employees, friends and members of the public can watch the proceedings. The audience at Postal Service headquarters is likely to number anywhere between 500 and 1500.

The Stamp

The Postal Service will issue this stamp for two years. The stamp will cost 40 cents, but will be valid for 32-cent postage. Seventy percent of the proceeds from the additional 8 cents will be spent on breast cancer research at the National Institutes of Health (NIH), and 30 percent will be dedicated to the Medical Research Program of the Department of Defense (DoD). The Postal Service is producing 200 million breast cancer stamps, which are expected to yield \$16 million in revenue if every stamp is sold. (*A model of the stamp is attached*).

Legislative History

Dr. Ernie Bodai, Chief of Surgery for Kaiser Permanente in Sacramento and a pioneer in breast cancer research, developed the idea of using a postage stamp to increase funding for breast cancer

research. Betsy Mullen, the breast cancer survivor scheduled to speak at this event, joined efforts with Dr. Bodai as an early advocate of the stamp. In May 1996, Representative Vic Fazio introduced legislation, "The Stamp Out Breast Cancer Act," in the House, and Senator Dianne Feinstein introduced a companion bill in the Senate. There was little movement on the bill in the 104th Congress, and it was reintroduced in the 105th Congress with the support of former Representative Susan Molinari and Senators Alfonse D'Amato and Lauch Faircloth. The bill passed 422-3 in the House and was cleared by unanimous consent in the Senate. -

Other Activities Around the Country

This White House event will mark the beginning of the issuance of the stamp as well as the start of a series of awareness events around the country which will culminate during National Breast Cancer Awareness Month in October. Postmasters in Arizona, Alaska, California, Delaware, Illinois, Massachusetts, Nevada, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, Texas and Tennessee are planning events to take place before October.

Breast Cancer Background and the Administration Record

More than two and a half million American women suffer from breast cancer today. In 1998, 43,500 women are expected to die from the disease -- in fact, breast cancer claims a woman's life every 12 minutes in this country. However, according to the National Cancer Institute, the death rate for women with breast cancer declined 1.7 percent per year between 1991 and 1995-- with the greatest reductions in death rates among younger women and white women. In addition, new trials have shown a *45 percent reduction* in breast cancer incidence for high-risk women using the cancer drug, tamoxifen. While the results are still preliminary and there may be side effects that render tamoxifen inappropriate for certain women, these numbers are encouraging.

As you know, the Administration has a strong record on promoting both research and prevention efforts for breast cancer. Federal funding for breast cancer research, prevention and treatment has increased from \$276 million in FY 1993 to \$513 million in the President's FY 1998 budget. The Administration's efforts include: *(See attached accomplishments on breast cancer)*

- expanded Medicare coverage for mammograms for all beneficiaries over age 40
- improved mammography quality standards
- continued funding for Department of Defense breast cancer research and the growing partnership between the military, scientists, physicians and the community selecting innovative research grants to study this disease
- increased funding for genetic research, which has led to the discovery of two breast cancer genes -- BRCA-1 and BRCA-2-- and holds tremendous promise for the future

III. PARTICIPANTS

Meet and Greet

Secretary Shalala

Senator Dianne Feinstein, California

Representative Vic Fazio, California

Postmaster General William Henderson

Deputy Postmaster General Michael Coughlin

S. David Fineman, Board of Governors
LeGree Daniels, Board of Governors
Azeez Jaffer, Executive Director of Stamp Services
James Tolbert, Jr., Manager of Stamp Development
Virginia Noelke, Chair of Citizen's Stamp Advisory Committee
Ethel Kessler, stamp artist, breast cancer survivor
Whitney Sherman, stamp illustrator
Betsy Mullen, breast cancer survivor
Jane Fisher (Betsy's mother)
Paige Hess-Fisher (Betsy's niece)
Dr. Ernie Bodai, Chief of Surgery for Kaiser Permanente
Mrs. Carolyn Louise Bodai (Ernie's wife)
Bradley Bodai (Ernie's son)
Matthew Weatherly (Ernie's son)
Deborah ("Debbie") Willhite, Senior Vice President, Government Relations, U.S. Postal Service
Mary Willhite (Debbie's mother), breast cancer survivor
Teresa Malaby (Debbie's sister), breast cancer survivor
Robert Malaby (Debbie's brother-in-law)
Monica Rojas Baker (Debbie's niece)
Amber Valletta (Debbie's niece)

Speaking Program

The First Lady
Representative Vic Fazio
Senator Dianne Feinstein
U.S. Postmaster General William Henderson
Betsy Mullen

Members of Congress

Sen. Dianne Feinstein (D-CA)
Sen. Alfonse D'Amato (R-NY)
Sen. Lauch Faircloth (R-NC)
Sen. Patrick Leahy (D-VT)
Rep. Vic Fazio (D-CA)
Rep. Rosa DeLauro (D-CT)
Rep. John Dingell (D-MI)
Rep. Mike Forbes (R-NY)
Rep. Sheila Jackson-Lee (D-TX)
Rep. John McHugh (R-NY)
Rep. Constance Morella (R-MD)
Rep. Nancy Pelosi (D-CA)
Rep. Tom Lantos (D-CA)
Rep. Ciro Rodriguez (D-TX)

Audience

Guests at the White House event will include Members of Congress, breast cancer survivors and advocates, and representatives from the Postal Service.

IV. SEQUENCE OF EVENTS

- You arrive in the Blue Room for meet and greet.
- You deliver brief welcoming remarks and introduce Representative Vic Fazio.
- Representative Fazio delivers brief remarks and introduces Senator Feinstein.
- Senator Feinstein delivers brief remarks and introduces Postmaster General Henderson.
- Postmaster General Henderson delivers brief remarks.
- You and the Postmaster General jointly unveil an enlarged image of the stamp.
- Breast cancer survivor, Betsy Mullen, delivers brief remarks.
- You deliver remarks and conclude the event.

V. PRESS PLAN

Open Press/WH Photo

VI. REMARKS

Prepared by Laura Schiller.

CLINTON ADMINISTRATION INITIATIVES TO FIGHT BREAST CANCER

- **Called for Legislation to Prevent Discrimination Based on Genetic Information Both by Health Plans and Employers.** The President has urged Congress to pass bipartisan legislation to prohibit health plans from inappropriately using genetic screening information to deny coverage, set premiums, or to distribute confidential information. He also has supported legislation that ensures that employers do not use genetic information to discriminate against employees. For many diseases, such as breast cancer, we are beginning to identify hidden genetic disorders which can spur early treatment. However, genetic testing also can be used by insurance companies and others to discriminate and stigmatize groups of people. In fact, studies show that a reason women do not get genetic testing for breast cancer is because they fear the information will be used to discriminate against them.
- **Expanded Medicare to Pay for Annual Screening Mammograms for all Medicare Beneficiaries Age 40 and Over.** The balanced budget expands coverage to pay for annual screening mammograms for all Medicare beneficiaries age 40 and over, enabling women to follow the National Cancer Institute's (NCI) recommendations to undergo regular mammogram screening at forty. President Clinton has also taken action to bring Medicaid and federal employee health benefits in line with NCI recommendations.
- **Made Medicare Mammograms More Affordable and Accessible.** The balanced budget enacted by the President this August waived deductibles for all mammograms, making mammograms more affordable for older women. Costs can be a significant barrier for older women to get mammograms. Although Medicare has covered screening mammography since 1991, only 14 percent of eligible beneficiaries without supplemental insurance receive mammograms.
- **Built on HHS Commitment to Breast Cancer Research, Prevention and Training.** Since the President took office, funding for breast cancer research, prevention and treatment has nearly doubled, from about \$276 million in FY 1993 to \$513 million in the President's FY 1998 budget.
- **Continued Department of Defense Funding for Breast Cancer Research.** In FY 1997, the DOD will spend \$112 million on breast cancer research. This is an unprecedented partnership between the military, scientists, physicians, and the community to fund grants to invigorate breast cancer research. One of the most important and innovative aspects of the program is that breast cancer survivors are actively engaged in defining the program and serve on scientific panels which review grant proposals.
- **Increased Funding for Genetic Research.** HHS-funded research led to the discovery of two breast cancer genes -- BRCA-1 and BRCA-2 -- which holds great promise for the development of new prevention strategies. On October 26, 1996, President Clinton

announced \$30 million in new funding for research into the genetic basis of breast cancer.

- **Educating Older Women to Use the Medicare Mammography Screening Benefit.** The First Lady has launched a yearly mammography campaign to inform and encourage older women to use the Medicare mammography screening benefit. This year the First Lady's campaign focuses on populations with particular low mammography utilization rates.
- **Improved Mammography Quality Standards.** The President supported regulations that strengthen and improve the program the FDA implemented for mammography standards in 1994 to ensure that they meet standards for equipment, personnel, record-keeping, and quality control. Women and their families can look for the FDA certificate as evidence that the facility meets quality standards. These new standards will ensure women that they can rest assure they received a high quality mammograms which give accurate readings. Women can also find a certified mammography facility by calling 1-800-4-CANCER.
- **Preventing Women From Being Forced Out of the Hospital Only Hours After a Mastectomy.** President Clinton has endorsed bipartisan legislation to ensure that women are not forced out of the hospital before they are ready because of pressure from their health plan. The Department of Health and Human Services also sent a letter to all Medicare managed care plans making it clear that they may not set ceilings for inpatient hospital treatment or set requirements for outpatient treatment, and that a woman and her doctor should make decisions about what is medically necessary.
- **Providing Screening for Low-Income Women.** CDC's National Breast Cervical Cancer Early Detection Program offers free or low-cost mammography screening to low-income elderly and minority women. On October 1, 1996, Secretary Shalala announced the expansion of the program to all fifty states. The goal is to reduce breast cancer deaths among these women by 30% and cervical cancer deaths by 100% through increased mammographies and pap testing.
- **Applying Space Technology to Detect and Treat Breast Cancer.** NASA is applying cutting edge technology improving ways to diagnose and treat breast cancer. For example, NASA uses the microgravity of space to grow human tissue for research and transplantation, gaining valuable knowledge important to the treatment of breast and ovarian cancer. Mars Pathfinder technology has been developed to enhance pictures is being modified to make three-dimensional models of breast tissue. This enables doctors to differentiate breast tissue more accurately without using painful invasive procedures.

Elizabeth " Betsy Mullen"
Founder, President, CEO -- WIN Against Breast Cancer®

Betsy Mullen is the Founder, President and CEO of the Women's Information Network (WIN) Against Breast Cancer Organization -- a national nonprofit organization.

Prior to founding WIN ABC, Ms. Mullen was a Market Research Analyst with a strong background in political science, public administration, marketing, advertising and public relations. At the age of 33, Betsy was diagnosed with breast cancer and given difficult choices to make with no information to facilitate an informed treatment decision. It was at that point that she committed her career and life to helping breast cancer patients, their families, health professionals, policy makers and researchers in their fight against this life-threatening disease.

Ms. Mullen works at the local, regional, state and national levels as a public spokesperson, committee member and consultant. Her efforts include developing breast cancer screening, patient, and provider and public outreach, support and health education programs, focusing on the unmet needs of the medically indigent and underserved. She also focuses her energy on increasing public awareness about the need to fund cutting-edge research, and the need for responsible public policy around issues pertaining to breast cancer. Betsy also serves as a consultant to the U.S. Army Medical Research and Materiel Command's Breast Cancer Research Program.

Mullen's efforts include on-going involvement in breast cancer research, helping to lead the efforts of Dr. Balazs "Ernie" Bodai in his Cure Breast Cancer® (CBC) Program resulting in the passage of *The Stamp Out Breast Cancer Act* in July 1997.

Ms. Mullen can be reached by contacting WIN Against Breast Cancer at (626) 332-2255, e-mail: winabc@flash.net.

CONGRESSMAN VIC FAZIO (Third District, California)

Biography

1 Congressman Vic Fazio represents the Third Congressional District of California in the 105th Congress. At the end of 1996, Fazio was re-elected by an overwhelming majority of his colleagues as the Chairman of the Democratic Caucus, the third ranking Democratic leadership position in the House of Representatives. Since first coming to Washington in 1979, he has earned a reputation as "one of Capitol Hill's most effective legislators," according to The Sacramento Bee, and the National Journal recognizes him as one of the most influential leaders in the House of Representatives. Fazio was rated first among the California Congressional delegation, according to California Magazine, based upon intelligence, integrity, diligence and effectiveness, and The California Journal describes him as "one of the California delegation's most respected members." The New York Times wrote of Fazio as "the House Democrat his colleagues lean on" while at the same time The Sacramento Bee noted that "although they might not admit it, Republican members often seek (Fazio's) guidance on issues where the need for bipartisanship is manifest."

In November 1996, Congressman Fazio was re-elected to serve a tenth term, representing Northern California's large Third District. About 40 percent of the district's residents live in the northern portion of Sacramento County, which includes the suburb of Carmichael. Diversity characterizes the Third District, which stretches from the Sacramento Delta region of Solano County following the Sacramento River north through the agriculturally-rich Sacramento Valley to Tehama County. The district includes all of Yolo, Sutter, Colusa, Glenn and Tehama counties, and parts of Solano, Sacramento and Butte counties.

Congressman Fazio was appointed to the Appropriations Committee in 1980 and served as the ranking Democrat on the Appropriations Subcommittee on the Legislative Branch until 1996. He is still a member of the subcommittee, but he relinquished the ranking position 1996 in order to gain a seat on the Appropriations Subcommittee on Agriculture, Rural Development, Food and Drug Administration and Related Agencies. Fazio also serves as the ranking Democrat on the Appropriations Subcommittee on Energy and Water Development, which oversees a variety of independent agencies and programs in the Departments of Energy, Interior and Defense. In addition, Fazio served on the Military Construction Subcommittee from 1986 through 1994, which has responsibility for projects on U.S. military installations around the world. In the 104th Congress, Fazio served as the ranking member of the House Oversight Committee.

Fazio served as the Vice Chair of the Democratic Caucus from 1989 to 1994, when he was selected as Chairman. From 1990 to 1994, Fazio was also the Chairman of the Democratic Congressional Campaign Committee (DCCC), the political arm of the House Democrats. During the 101st Congress, Congressman Fazio was elected to serve as a regional representative on the Steering and Policy Committee which acts a "Board of Directors" for the House of Representatives, and now sits on the new Steering Committee. Previously, Fazio served as co-chair of the House Bipartisan Task Force on Ethics, and was a Majority Whip-at-Large. From 1982 to 1988 Fazio worked on the Budget Committee, and he gave eight years to the Committee on Standards of Official Conduct, otherwise known as the "Ethics Committee." He also served on the Select Committee on Hunger.

Following completion of the Coro Foundation honors program in California for careers in public service, Congressman Fazio co-founded the California Journal, a highly regarded periodical covering state government and politics. Prior to his election to Congress in 1978, he served in the California State Assembly for three years where he was chairman of a Ways and Means Subcommittee.

Other Facts

- Career: Legislative Consultant, 1966-75; Co-founder, California Journal; Assistant to the California Assembly Speaker, 1971-74; Member, CA Assembly, 1975-78.
- Offices: Capitol: 202-225-5716, 2113 Rayburn House Office Building, Washington, D.C., 20515; Main district office: 916-666-5521, 722 B Main Street, Woodland, CA, 95695.
- Personal: born October 11, 1942 Winchester, MA; home, West Sacramento, CA; Union College, B.A. 1965; California State University-Sacramento, graduate work; Episcopalian; married (Judy Kern), four children, Dana & Anne (d. 1995) Fazio, and Kevin & Kristie Kern, and one grandchild, Kendra Kern.

U.S. Senator Dianne Feinstein

U.S. Senator Dianne Feinstein began her public service career with an interest in criminal justice when she was elected to serve on the California Women's Parole Board from 1960 to 1966. In 1969 she was elected to the San Francisco Board of Supervisors and was re-elected for two additional four-year terms as Supervisor, serving three terms as Board President.

In 1978, Dianne Feinstein became the first female Mayor of San Francisco. In 1987, City and State Magazine named Dianne Feinstein the nation's "Most Effective Mayor."

In 1992, Dianne Feinstein was elected to the U.S. Senate with the most votes cast for a senator in American history. Following her election, she was re-elected in 1994 to serve a full six-year term.

Currently sitting on three Senate Committees, Feinstein continues to make public safety her primary concern, fighting for gun control, pressing for a victims rights amendment to the U.S. Constitution, aggressively pursuing the 'War on Drugs' and battling the alarming rise of gang violence.

Senator Feinstein has also been working on legislation to hold tobacco companies accountable for years of marketing cigarettes to our young people and a bill to allow doctors to determine the length of a patient's hospital stay and not insurance companies. She is the author of a law that creates the first ever Breast Cancer Research Stamp coming out later this summer and she has also worked over the last few years to improve excellence and accountability in our schools, both nationally and in California.

Feinstein received a B.A. in History from Stanford University in 1955, where she served as Student Body President from 1954-55.

She was born on June 22nd, 1933, the daughter of a respected surgeon and professor at the University of California at San Francisco Medical School. She is married to Richard C. Blum, Chairman of Richard C. Blum and Associates, and her daughter Katherine is an attorney in San Francisco. The family resides in San Francisco.



**WILLIAM J. HENDERSON
POSTMASTER GENERAL AND CHIEF EXECUTIVE OFFICER
OF THE UNITED STATES POSTAL SERVICE**

William J. Henderson is the 71st Postmaster General of the United States and the fifth career employee to lead the world's largest postal system. His appointment became effective May 16, 1998.

A 26-year veteran of the agency, Henderson brings a rich background of postal experience and a track record of ingenuity and success to the helm of the \$58 billion-a-year agency.

From 1994 until his appointment as Postmaster General and Chief Executive Officer, Henderson served as Chief Operating Officer with responsibility for nationwide postal operations, daily delivery of more than 630 million pieces of mail to 130 million addresses. During that time, the Postal Service achieved record service performance levels on local First-Class Mail as independently measured by Price Waterhouse, took advantage of automated technology to contribute significantly to the Postal Service's three consecutive operating surpluses, and explored operational initiatives to improve customer service and delivery.

Henderson has been an innovator throughout his postal career. As Postmaster and Division General Manager of Greensboro, North Carolina, he was the first to commit to serve retail customers in "Five Minutes or Less," which has since become a national standard. In 1992, he moved to Postal Headquarters as Vice President of Employee Relations, where he introduced 360 Degree Feedback for executives and oversaw the largest downsizing in postal history. Ten months later, he became Chief Marketing Office and Senior Vice President, launching today's more customer-focused approach to the communications marketplace.

"Bill is an outstanding leader and innovator," said Chairman of the Postal Service Board of Governors Sam Winters in announcing his appointment. "He has the vision, the creativity, and the enthusiasm to lead the Postal Service to still higher levels of performance as we move into the 21st century."

Born on June 16, 1947 to a career postal clerk, Henderson's career also includes experience in labor relations, human resources, and line management. Besides service in Greensboro and Washington, D.C., he has served in postal management positions in Chicago, Memphis, Stockton, Calif., among other locations.

In 1997, Henderson received the Postal Service's prestigious John Wanamaker Award, and in 1998 he received American University's Roger W. Jones Award for Executive Leadership, presented to federal career executives who best epitomize superior leadership.

He is a graduate of the University of North Carolina at Chapel Hill, and served in the U.S. Army. He has two sons, Ryan and Brett.



Everything in front
of this tab is what
went to HRC.
the rest is addtl
background for
you.

CLINTON LIBRARY PHOTOCOPY



Marty J. Hoffmann
07/28/98 11:58:07 AM

Record Type: Record

To: See the distribution list at the bottom of this message

cc: Janet Murguia/WHO/EOP, Tracey E. Thornton/WHO/EOP, Lisa M. Kountoupes/WHO/EOP

Subject: Breast Cancer MOC list

* Janet Murguia received a call from Rep. Ken Bentsen (D-TX) wanting to make sure his wife would be invited to the event (she is a co-chair for the Breast Cancer Race for the Cure). I wanted to give you heads up that we will be inviting his wife, Tamra.

Here is a confirmed list (12) of members as of 11:45 AM:

Sen. Feinstein (D-CA) ✓
Sen. D'Amato (R-NY) ✓
Sen. Faircloth (R-NC) ✓
Sen. Leahy (D-VT) ✓
Rep. Fazio (D-CA) ✓
Rep. DeLauro (D-CT) ✓
Rep. Dingell (D-MI) ✓
Rep. Mike Forbes (R-NY) ✓
Rep. Jackson-Lee (D-TX) ✓
Rep. McHugh (R-NY) ✓
Rep. Morella (R-MD) ✓
Rep. Pelosi (D-CA) ✓

Rep. Lantos -
Rep. Rodriguez -
Sen. Boxer

Pending (18):

Sen. Boxer (D-CA)
Sen. Glenn (D-OH)
Sen. Landrieu (D-LA)
Sen. Murray (D-WA)
Sen. Reid (D-NV)
Sen. Specter (R-PA)
Sen. Stevens (R-AK)
Rep. Gephardt (D-MO)
Rep. Gingrich (R-GA)
Rep. Bonior (D-MI)
Rep. Eshoo (D-CA)
Rep. Fattah (D-PA)
Rep. Kolbe (R-AZ)
Rep. Tom Lantos (D-CA)
Rep. Pallone (D-NJ)
Rep. Rodriguez (D-TX)
Rep. STark (D-CA)
Rep. Waxman (D-CA)

**Staff: We have 3 staff members from both Feinstein's and Fazio's office that will be coming as well.

/

Message Sent To:

Sharon K. Gill/WHO/EOP
Jennifer L. Klein/OPD/EOP
Laura D. Schwartz/WHO/EOP
Neera Tanden/WHO/EOP
Kim B. Widdess/WHO/EOP
Bronson J. Frick/WHO/EOP

WHSO LAYOUT FINAL

a/o 7/28/98 L. Schwartz

BREAST CANCER STAMP UNVEILING**Wednesday, July 29, 1998**

East Room

Gate Opens: 1:00 p.m.
Invite time: 1:30 p.m.
FLOTUS Time: 2:00 p.m. Brief
2:05 p.m. Meet
2:15 p.m. Event

Approx 180 Guests/Open Press/Business Attire
8-9 Social Aides

11:30 a.m. House cleared.

11:30 a.m. Post Office staff to bring display, pins, programs and T-shirts.

1:00 p.m. East Visitors Gate opens and guests proceed to event in the East Room.

Note: Post Master General will arrive at 1:30 to EV Gate -- Earlene Fleming (PO) will ID seated guests.

SET UP NOTES: 10x24 stage at gold curtain in ER; draped stamp image (8x6) on stage; toast lectern on stage; water at podium; 5 gold chairs on stage; 180 chairs for audience; WHCA announce from Blue Room; screens up on Ground Floor; strings & piano in Grand Foyer for before/after music & light march for entrance; press risers on both sides of Cross Hall doorway; programs on chairs; Residence to light event; 6-ft skirted table in Booksellers for distribution of T-shirts after event; people to distribute pins on entry; 16x20 framed image on easel in Blue Room (1 easel placed in Blue Room)

2:00 p.m. **THE FIRST LADY** receives briefing in the Red Room.

2:05 p.m. **THE FIRST LADY** proceeds to the Blue Room for a Meet and Greet.
Note: A framed sheet of first-run stamps will be presented to THE FIRST LADY by the Postmaster General.

Blue Room Participants:

Secretary Shalala
Senator Feinstein
Representative Fazio
Postmaster General William Henderson
Deputy Postmaster General Michael Coughlin
S. David Fineman, Board of Governors
LeGree Daniels, Board of Governors
Azeez Jaffer, Executive Director of Stamp Services
James Tolbert, Jr., Manager of Stamp Development
Virginia Noelke, Chair of Citizen's Stamp Advisory Committee
Whitney Sherman, stamp illustrator
Ethel Kessler, stamp artist
Betsy Mullen (survivor), Jane Fisher (mother), Paige Hess-Fisher (niece)
Dr. & Mrs. Ernie Bodai, Bradley Bodai (son), Matthew Weatherly (son)
Debbie Willhite, Mary Willhite (mother), Teresa Malaby (sister),
Robert Malaby (brother-in-law), Amber Valletta (niece), Monica Rojas
Baker (niece)

2:15 p.m. **THE FIRST LADY** accompanied by stage participants is announced to the East Room.

Press Note: Event will be aired live via satellite to public gathering at Post Office Headquarters.

PROGRAM

THE FIRST LADY makes welcoming remarks and introduces Rep. Fazio.

Rep. Fazio makes remarks and introduces Sen. Feinstein.

Sen. Feinstein makes remarks and introduces Postmaster General William Henderson.

The Postmaster General makes remarks and unveils the stamp image with **THE FIRST LADY**.

Note: Two Social Aides standing by to assist if needed with the unveiling.

The Postmaster General introduces Betsy Mullen.

Betsy Mullen makes remarks and introduces **THE FIRST LADY**.

THE FIRST LADY makes remarks.

3:00 p.m. **THE FIRST LADY** departs.

1
Guests depart East Gate; some participants proceed to North Lawn for press interviews.



ANTICIPATED QUESTIONS & ANSWERS

- **What is a semipostal stamp?**

A stamp priced above the First-Class mail rate plus an additional charge earmarked for some charitable purpose. The Breast Cancer Research stamp is the result and implementation of the Stamp Out Breast Cancer Act, Pub. L. No. 105-41, 111 Stat. 1119 (1997). This legislation provides the public a convenient way to make a contribution to fund breast cancer research through the voluntary purchase of a semipostal stamp.

- **How did this stamp come about?**

There were many proponents for this stamp, including key members of Congress. Dr. Ernie Bodai, Chief of Surgery for Kaiser Permanente in Sacramento an advocate of women's health issues, suggested the idea of using a stamp to fund research for breast cancer. Betsy Mullen, a breast cancer survivor and founder of WIN/ABC, also offered support to make this stamp a reality.

- **Why is the USPS selling stamps to raise money for breast cancer?**

Congress directed the Postal Service to undertake this effort. The semipostal stamp is intended to give the public a convenient way to make contributions to fund breast cancer research through the voluntary purchase of semipostal stamps.

- **How much will the semipostal stamp sell for?**

The self-adhesive stamp will sell for 40 cents or \$8.00 per sheet of 20 stamps.

- **Can these stamps be sold individually?**

Yes. Although it is a self-adhesive stamp special perforations were applied through the backing of the stamp, allowing for sales of individual stamps.

- **What portion of the money raised goes to research?**

The Act provides that the Postal Service Board of Governors establish the differential. The differential may not exceed 25 percent of the current First-Class rate. Recently, the Governors voted to set the rate at 40 cents, based on the current First-Class mail rate of 32 cents. This means that the differential will be 8 cents per stamp. The Act also permits the U.S. Postal Service to deduct reasonable costs from the differential.

- **Will the rate change affect the selling price of the semipostal stamp?**

A decision has not been made at this time. A decision will be reached by the Postal Service Board of Governors within the next few months. The stamp will be produced without a denomination.



ANTICIPATED QUESTIONS & ANSWERS CONT...

- **Who receives the revenue raised from the semipostal stamp?**

Of the amount of net proceeds raised through the differential, the distribution will be 70 percent to the National Institutes of Health and 30 percent to the Medical Research Program of the Department of Defense. Both organizations were selected during the legislative process.

- **Why was the Department of Defense selected to receive funds?**

The Department of Defense Medical Research Program was selected because it is a leader in the field of breast cancer research.

- **Can I select a local charity to receive funds?**

No. The Act provides that the net proceeds from the differential may only be given to the Department of Defense and the National Institutes of Health to help fund the fight to cure breast cancer.

- **Why don't we apply the entire 40 cents to postage?**

Although the stamp costs 40 cents, it is valid for postage only in the amount of the current First-Class rate (32 cents). The eight-cent differential is set aside for a non-postal purpose, i.e., funding breast cancer research.

- **Did the Postal Service include information on the stamp about breast cancer research?**

Yes. The outside selvage of the stamp sheet includes information about the proceeds and the telephone number for the National Cancer Institute.

Stamp Out Breast Cancer Act

*THE WHITE HOUSE
Office of the Press Secretary
August 13, 1997*

STATEMENT BY THE PRESIDENT

Today, I signed into law H.R. 1585, the Stamp Out Breast Cancer Act. This legislation requires the U.S. Postal Service to establish a special rate of postage for first-class mail that patrons may use voluntarily to contribute to funding for breast cancer research. Special postal stamps will be made available for this purpose.

Research and the prompt application of research results are the strongest weapons we have against breast cancer. Today, breast cancer remains the most commonly diagnosed cancer among women. It affects one in eight women in their lifetimes and has touched the families of nearly every American, including my own. But we are making great strides in the study of this disease. Our goal must be to find a cure and a way to prevent breast cancer in the near future.

The bill I am signing into law today builds on this Administration's long history of support for breast cancer research and prevention. Between 1993 and 1997, funding for breast cancer research at NIH increased 75%. We will work to ensure that the new funds from this legislation are not used as a replacement for our current commitment. It creates another way for Americans to further support the important research that will make a difference in the lives of millions of families.

To comment on this service: feedback@www.whitehouse.gov

Debra Waxman

Time line of events leading to "day of first issue" of the Breast Cancer Research Stamp

5/7/96 Fazio introduces Breast Cancer Research Stamp Act, H.R. 3401

7/10/96 Feinstein introduces Breast Cancer Research Stamp Act, S. 1937

1/9/97 Fazio introduces Breast Cancer Research Stamp Act, H.R. 407

5/8/97 Feinstein introduces Breast Cancer Research Stamp Act, S. 726

5/13/97 Molinari/Fazio introduce Act to Stamp Out Breast Cancer, H.R. 1585

7/22/97 H.R. 1585 passed the House

7/24/97 H.R. 1585 passed the Senate

8/1/97 presented to the President

8/13/97 signed into public law 105-41 by President Clinton



09:21:37 AM

Record Type: Record

To: See the distribution list at the bottom of this message

cc:

Subject: Clinton - 7/29

TALKING IT OVER

BY HILLARY RODHAM CLINTON

RELEASE: WEDNESDAY, JULY 29, 1998, AND THEREAFTER

We are facing a critical juncture in the war on cancer -- a time when our nation's investment in research is beginning to pay off and cancer rates are beginning to decline.

With further investment, we can even anticipate the day that our children won't live in fear of this dreaded disease.

Dr. Richard Klausner, the director of the National Cancer Institute, says there's a "palpable optimism" within the cancer community. "The 1990s," he predicts, "will be remembered as the decade when we measurably turned the tide against cancer."

It is not only the doctors and scientists who have brought us to this point, but also thousands of advocates and volunteers whose dedication and passion have helped to raise awareness and increase funding for ongoing research.

Two such advocates are Dr. Ernie Bodai and Betsy Mullen. They fought for the creation of a postal stamp to raise funds for the fight against breast cancer -- a stamp that I was honored to unveil at the White House -- and which goes on sale around the country -- this week.

The release of the Breast Cancer Research Stamp marks the first time the U.S. Postal Service has issued a stamp that costs more than its face value -- 40 cents in this case, eight cents more than a typical first-class stamp. The net proceeds will be used to fund breast cancer research.

Legislation authorizing the issuance of this historic stamp builds on my husband's long record of support for research and prevention in order to conquer breast cancer, a horrible disease that claims an American woman's life every 12 minutes and costs this country \$10 billion a year to treat.

In 1993, in response to the 2.6 million signatures collected by the National Breast Cancer Coalition, this administration crafted the National Action Plan on Breast Cancer -- a strategy designed to eradicate the disease.

The President also fought for the expansion of Medicare coverage to help fund annual mammogram screenings for beneficiaries over age 40. And he secured increases in breast cancer research funding from \$276 million in 1993 to over \$500 million today. Recent research has contributed to dramatic breakthroughs, such as the discovery of two breast cancer genes and the trial of tamoxifen, a drug with the potential to prevent breast cancer.

Understanding that the pace of medical discovery is no longer limited by science or imagination, but only by financial resources, my husband has requested budget increases that would see funding for NIH's cancer research grow by 65 percent over the next five years.

We know that victory over cancer will be brought about by a dedicated partnership of scientists and advocates. Over the course of the next few months, the President and I will welcome a number of these advocates to the

White House many of whom have fought cancer themselves or watched loved ones suffer without hope of a cure.

"Today's" Katie Couric, whose husband, Jay Monahan, died of colon cancer in January, along with Good Housekeeping magazine, will help launch a campaign to promote prevention and awareness of colon cancer, the second leading cause of cancer-related death in this country.

I'm also working with Liz Tilberis, the editor of Harper's Bazaar magazine, to plan events designed to inform women about ovarian cancer. Liz has been diagnosed with ovarian cancer, which is expected to kill 14,500 American women this year, and causes more deaths than any other cancer of the female reproductive system.

Financier and prostate cancer survivor Michael Milken is one of the sponsors of a march on Washington this September aimed at focusing national attention on the magnitude of the cancer problem in our country. The march, called "Coming Together to Conquer Cancer," has been endorsed by over 250 organizations, including The National Coalition for Cancer Survivorship and the American Cancer Society. General Norman Schwartzkopf, also a survivor of prostate cancer, is the honorary chairman.

Ernie Bodai, Betsy Mullen, Katie Couric, Liz Tilberis, Michael Milken and Norman Schwartzkopf, along with thousands of other men and women, have dedicated their talent and their resources to the cause. Now it's time for all of us to join them.

We can buy stamps, attend marches and learn about prevention. We can regularly undergo the diagnostic tests that catch cancer in its early stages. We can take better charge of our own health by improving our diets and giving up smoking. And we can support the increased research and funding that will lead us to a time when America's children will never again live in fear of this awful killer.

To find out more about Hillary Rodham Clinton and read her past columns, visit the Creators Syndicate web page at www.creators.com. COPYRIGHT 1998 CREATORS SYNDICATE, INC. ALL RIGHTS RESERVED

Message Sent To: _____

**FIRST LADY HILLARY RODHAM CLINTON
“TALKING IT OVER”/CREATORS SYNDICATE
COLUMN FOR PUBLICATION JULY 28, 1998**

We are facing a critical juncture in the war on cancer – a time when our nation’s investment in research is beginning to pay off and cancer rates are beginning to decline.

With further investment, we can even anticipate the day that our children won’t live in fear of this dreaded disease.

Dr. Richard Klausner, the director of the National Cancer Institute, says there’s a “palpable optimism” within the cancer community. “The 1990s,” he predicts, “will be remembered as the decade when we measurably turned the tide against cancer.”

It is not only the doctors and scientists who have brought us to this point, but also thousands of advocates and volunteers whose dedication and passion have helped raise awareness and increase funding for ongoing research.

One such advocate, who is also a pioneer in breast cancer research, is Dr. Balazs Imre “Ernie” Bodai. For 18 months, he fought for the creation of a postal stamp to raise funds for the fight against breast cancer – a stamp that

I was honored to unveil at the White House -- and which goes on sale around the country -- this week.

The release of the Breast Cancer Research Stamp marks the first time the U.S. Postal Service has issued a stamp that costs more than its face value -- 40 cents in this case, eight cents more than a typical first-class stamp. The net proceeds will be used to fund breast cancer research.

Legislation authorizing the issuance of this historic stamp builds on my husband's long record of support for research and prevention to conquer breast cancer, a horrible disease which claims an American woman's life every 12 minutes and costs this country \$10 billion dollars a year to treat.

In 1993, in response to the 2.6 million signatures collected by the National Breast Cancer Coalition, the administration, under the leadership of Health and Human Services Secretary Donna Shalala, convened more than 300 advocates, scientists, consumers, and government officials to craft a National Action Plan on Breast Cancer -- a strategy designed to eradicate the disease.

[The President also secured increases in breast cancer research funding from \$229 million in 1993 to over \$400 million today. And, he fought for the expansion of Medicare coverage to help pay for annual mammogram screenings for beneficiaries over age 40.

Understanding that the^l pace of medical discovery is no longer limited by science or imagination, but only by financial resources, he has requested budget increases that would see funding for NIH's cancer research grow by 65 percent over the next five years.

We know that victory over cancer will be brought about by a dedicated partnership of scientists and advocates. Over the course of the next few months, the President and I will welcome a number of these advocates to the White House – many of whom have fought cancer themselves or watched loved ones suffer without hope of a cure.

Today's Katie Couric, whose husband Jay Monahan died of colon cancer in January, along with *Good Housekeeping*, will help launch a campaign to promote prevention and awareness of colon cancer, the second leading cause of cancer-related death in this country.

I'm also working with Liz Tilberis, the editor of *Harper's Bazaar*, to plan ~~several~~⁹ events to inform women about ovarian cancer. Liz has been diagnosed with ovarian cancer, which is expected to kill 14,500 American women this year, and causes more deaths than any other cancer of the female reproductive system.

Financier and prostate cancer survivor Michael Milken is one of the sponsors of a march on Washington this September aimed at focusing

national attention on the magnitude of the cancer problem in our country. The march, called “Coming Together to Conquer Cancer,” has been endorsed by over 250 organizations, including The National Coalition for Cancer Survivorship and the American Cancer Society. General Norman Schwarzkopf, also a survivor of prostate cancer, is the honorary chairman.

In 1971, with the passage of the National Cancer Act, President Richard Nixon declared a national “war on cancer.” Twenty-seven years have passed and it’s time to win the war.

Ernie Bodai, Katie Couric, Liz Tilberis, Michael Milken and Norman Schwarzkopf, along with thousands of other men and women, have dedicated their talent and resources to the cause. Now is the time for all of us to join with them by buying stamps, attending marches, learning all we can about prevention, and supporting increased research and funding.

Now is the time to declare victory in the war on cancer and so that America’s children will never again have to live in fear of this awful killer.

(764 words)

WHSO LAYOUT FINAL

a/o 7/28/98 L. Schwartz

BREAST CANCER STAMP UNVEILING**Wednesday, July 29, 1998**

East Room

Gate Opens: 1:00 p.m.
Invite time: 1:30 p.m.
FLOTUS Time: 2:00 p.m. **Brief**
2:05 p.m. **Meet**
2:15 p.m. **Event**

Approx 180 Guests/Open Press/Business Attire
8-9 Social Aides

11:30 a.m. House cleared.

11:30 a.m. Post Office staff to bring display, pins, programs and T-shirts.

1:00 p.m. East Visitors Gate opens and guests proceed to event in the East Room.

Note: Post Master General will arrive at 1:30 to EV Gate -- Earlene Fleming (PO) will ID seated guests.

SET UP NOTES: 10x24 stage at gold curtain in ER; draped stamp image (8x6) on stage; toast lectern on stage; water at podium; 5 gold chairs on stage; 180 chairs for audience; WHCA announce from Blue Room; screens up on Ground Floor; strings & piano in Grand Foyer for before/after music & light march for entrance; press risers on both sides of Cross Hall doorway; programs on chairs; Residence to light event; 6-ft skirted table in Booksellers for distribution of T-shirts after event; people to distribute pins on entry; 16x20 framed image on easel in Blue Room (1 easel placed in Blue Room)

2:00 p.m. **THE FIRST LADY** receives briefing in the Red Room.

2:05 p.m. **THE FIRST LADY** proceeds to the Blue Room for a Meet and Greet.
Note: A framed sheet of first-run stamps will be presented to THE FIRST LADY by the Postmaster General.

Blue Room Participants:

Secretary Shalala
Senator Feinstein
Representative Fazio
Postmaster General William Henderson
Deputy Postmaster General Michael Coughlin
S. David Fineman, Board of Governors
LeGree Daniels, Board of Governors
Azeez Jaffer, Executive Director of Stamp Services
James Tolbert, Jr., Manager of Stamp Development
Virginia Noelke, Chair of Citizen's Stamp Advisory Committee
Whitney Sherman, stamp illustrator
Ethel Kessler, stamp artist
Betsy Mullen (survivor), Jane Fisher (mother), Paige Hess-Fisher (niece)
Dr. & Mrs. Ernie Bodai, Bradley Bodai (son), Matthew Weatherly (son)
Debbie Willhite, Mary Willhite (mother), Teresa Malaby (sister),
Robert Malaby (brother-in-law), Amber Valletta (niece), Monica Rojas
Baker (niece)

2:15 p.m. **THE FIRST LADY** accompanied by stage participants is announced to the East Room.

Press Note: Event will be aired live via satellite to public gathering at Post Office Headquarters.

PROGRAM

THE FIRST LADY makes welcoming remarks and introduces Rep. Fazio.

Rep. Fazio makes remarks and introduces Sen. Feinstein.

Sen. Feinstein makes remarks and introduces Postmaster General William Henderson.

The Postmaster General makes remarks and unveils the stamp image with **THE FIRST LADY**.

Note: Two Social Aides standing by to assist if needed with the unveiling.

The Postmaster General introduces Betsy Mullen.

Betsy Mullen makes remarks and introduces **THE FIRST LADY**.

THE FIRST LADY makes remarks.

3:00 p.m. **THE FIRST LADY** departs.

Guests depart East Gate; some participants proceed to North Lawn for press interviews.

Elizabeth " Betsy Mullen"
Founder, President, CEO -- WIN Against Breast Cancer®

Betsy Mullen is the Founder, President and CEO of the Women's Information Network (WIN) Against Breast Cancer Organization -- a national nonprofit organization.

Prior to founding WIN ABC, Ms. Mullen was a Market Research Analyst with a strong background in political science, public administration, marketing, advertising and public relations. At the age of 33, Betsy was diagnosed with breast cancer and given difficult choices to make with no information to facilitate an informed treatment decision. It was at that point that she committed her career and life to helping breast cancer patients, their families, health professionals, policy makers and researchers in their fight against this life-threatening disease.

Ms. Mullen works at the local, regional, state and national levels as a public spokesperson, committee member and consultant. Her efforts include developing breast cancer screening, patient, and provider and public outreach, support and health education programs, focusing on the unmet needs of the medically indigent and underserved. She also focuses her energy on increasing public awareness about the need to fund cutting-edge research, and the need for responsible public policy around issues pertaining to breast cancer. Betsy also serves as a consultant to the U.S. Army Medical Research and Materiel Command's Breast Cancer Research Program.

Mullen's efforts include on-going involvement in breast cancer research, helping to lead the efforts of Dr. Balazs "Ernie" Bodai in his Cure Breast Cancer® (CBC) Program resulting in the passage of *The Stamp Out Breast Cancer Act* in July 1997.

Ms. Mullen can be reached by contacting WIN Against Breast Cancer at (626) 332-2255, e-mail winabc@flash.net.

HACIENDA HEIGHTS

HIGHLANDER

7, 1994

Volume XXIX, No. 48

3 Sections - 26 Pages

Cancer survivor devotes her life to helping others

BY FATTI STEGER

Staff Writer

It was an October morning in 1992 when 33-year-old Elizabeth "Betsy" Mullen received the phone call that changed her life. Her doctor was on the line with the results of her biopsy. The diagnosis was breast cancer.

As Mullen recalls, "I felt like I was hit by a freight train."

That was the first blow. The second came when she walked out of her doctor's office scared and confused because she was given no written information on which to base the life-and-death treatment decisions she was being pressured to make: Should she have just the lump removed, or the entire breast? And what type of chemotherapy was best?

Terrified of making the wrong decision, she picked up her phone and began calling doctor after doctor.

"It was my way of taking a situation that felt absolutely out of my control and gaining some control and power in deciding what was going to happen to me," she said.

In searching for answers she discovered that her experience was not uncommon among women diagnosed with breast cancer. This takes on greater significance considering that, according to the American Cancer Society, each year 183,000 new breast cancer cases are diagnosed and 46,000 women die of it.

Many organizations exist to provide treatment information and psychosocial support to help women face their illness with confidence rather than being paralyzed by fear.

The problem lies in linking the resources with the women who need them. Many doctors are in the dark as to what's available.

To serve as the vital link between women and resources, Mullen founded WIN Against Breast Cancer, a project of Community Partners. The acronym WIN stands for Women's Information Network. In giving lectures



BESTY MULLEN takes a rare breather from her duties as founder of a network that helps women deal with breast cancer. Staff photo by KEITH BIRMINGHAM

and sending mailings, Mullen provides support to women with breast cancer.

"I am devoting my life to helping other women with breast cancer to spare them from unnecessary fear and frustration," she said.

Mullen does her work commuting between Covina, her hometown where she has set up a satellite office, and San Diego, where she lives with her husband, Ken, and her cat. Her work has been praised by both health care professionals and cancer survivors.

Recently WIN was awarded an

\$87,000 grant. The organization's proposed projects include the development and distribution of a breast health/breast cancer resource list and newsletter, and the production of a video featuring a "live" breast examination and breast reconstruction patients.

One project close to Mullen's heart is the development of a breast buddy program. At the time of diagnosis, a woman will be paired with a breast cancer survivor to provide the support and guidance that only someone who has been in the same situation can offer.

In her own treatment, Mullen

women to be aware that this may be an option for them.

Her prognosis is good, but Mullen must be ever vigilant. Every four months she has blood work, every six months a mammogram and every year a bone scan.

Doctors have advised her against having children.

Her husband, her high school sweetheart, has stood by her every step of the way. She is upbeat about the unexpected turn her life has taken.

"I think I'm better than ever," she said.

"I've got a great purpose in the organization. Ken and I may not

To contact Betsy Mullen, call 626-332-2585.

THIS WEEK

Los Angeles Times

SUNDAY, MAY 10, 1998

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METRO NEWS

a nping t Cancer F er Goal

TER Y. HONG
STAFF WRITER

Elizabeth Mullen, the creator of a new postage stamp to raise funds for breast cancer research will be somewhat of the birth of a child.

Breast cancer survivor who is one of two leading advocates for the creation of the stamp, the 40-year-old founder and CEO of the Irvine-based Women's Information Network Against Breast Cancer (WIN ABC) works with a mother's devotion. "Chemotherapy made me sterile, so for me this is akin to bringing up a child," she said.

She started the nonprofit WIN ABC four years ago in a spare room in her mother's house. Mullen now lives in San Diego—has a network of 125 breast cancer survivors who have mentored more than 1,500 patients in Southern California.

The 40-cent stamp will function as a regular 32-cent, first-class stamp with the eight extra cents going over to breast cancer re-education programs.

Her husband, surgeon Ernie Bono, who specializes in breast cancer surgery, came up with the idea for the stamp and called on Mullen for help. The pair of Californians made numerous trips to lobby Congress, and passed special legislation to



PERRY C. RIDDLE / Los Angeles Times

Elizabeth "Betsy" Mullen has used her own experience with cancer to help others via the Postal Service.

create the stamp.

The stamp's design—which features a line drawing of a woman's upper body with the words "Fund the fight. Find a cure"—was unveiled Saturday at the Los Angeles Memorial Coliseum during the annual Revlon Run and Walk for Women, a fund-raiser for women's health programs.

Mullen decided to work full time on breast cancer awareness after her diagnosis in 1992. At that time, Mullen said she was given a week to choose between a lumpectomy or mastectomy and different chemotherapy protocols. With little knowledge of breast cancer or

its treatment regimens, the former market research analyst said her life became a "scramble" to find information.

As she found journal articles, brochures from breast cancer support groups and other resources, Mullen began to mail copies to her doctor, Bradford Edgerton, asking him to pass the information on to other patients to spare them the trouble of finding it themselves. Edgerton told Mullen she ought to set up a clearinghouse for such information, and helped her get the \$90,000 foundation grant with which WIN ABC was founded.

Along with providing informa-

tion in English and Spanish, WIN ABC pairs cancer treatment veterans with newly diagnosed patients through a program called Breast Buddy. That program is now run out of three hospitals in Los Angeles and Riverside counties, and WIN ABC has applied for a grant to start Breast Buddy networks at Martin Luther King Jr./Drew and Harbor-UCLA medical centers.

"If we can make a program work in L.A. County," said Mullen, "I have great confidence it can work nationwide."

WIN ABC can be reached at (626) 332-2255.

Biographical Sketch -- Elizabeth "Betsy" Mullen, President/CEO, WIN Against Breast Cancer

Elizabeth Mullen is the Founder, President and CEO of Women's Information Network Against Breast Cancer® (WIN ABC), a national non-profit organization. Ms. Mullen resides in San Diego, California with her husband, Ken. Prior to founding WIN Against Breast Cancer, Ms. Mullen was a Market Research Analyst with a strong background in political science, public administration, marketing, advertising and public relations. Ms. Mullen has maintained on-going involvement in research for cure efforts, helping to lead the efforts of Balazs Imre Bodai, M.D., F.A.C.S., in his Cure Breast Cancer (CBC)® Program, resulting in the passage of the Stamp Out Breast Cancer Act in July 1997.

Elizabeth was diagnosed with breast cancer in 1992 at the age of thirty-three. What she learned and experienced from her personal journey in combating this disease transformed her from a confused, frightened patient into an informed patient advocate. Elizabeth is determined to use her knowledge and expertise to assist others battling breast cancer so that they will be able to undergo the same positive transformation. Ms. Mullen sits on a variety of breast cancer advisory councils at the local, state and national levels. She is a recipient of the San Gabriel Valley YWCA's Women of Achievement Award, Los Angeles County Award of Merit, Los Angeles County Resolution – *Outstanding Advocate for Women's Health for Establishment of New National Standard of Care for Breast Cancer Patients*, California State Senate Certificate of Recognition, and California State Assembly Certificate of Recognition.

WIN Against Breast Cancer was founded in 1994 to shatter the myths that exist about breast cancer that are the source of unnecessary fear and anxiety. WIN was also created to help empower breast cancer patients to become informed partners with their health care team and to travel through diagnosis, treatment and recovery with confidence and grace. The organization provides rapid access to up-to-date information, education and support to breast cancer patients and their families. As a cancer patient, it is not a good feeling to look back at one's own treatment and ponder, "*If only I knew then what I know now.*" It is crucial that breast cancer patients have ready access to educational and psychosocial resources to assist them in making confident and informed decisions when presented with their treatment options. *Timely and accurate information about breast cancer can save lives.* A patient's best chance for surviving breast cancer is in receiving the appropriate treatment from the beginning; second chances are not a luxury.

The WIN Against Breast Cancer® Story



Elizabeth "Betsy" Mullen
Founder, President/CEO

Betsy Mullen was diagnosed with breast cancer in 1992 at the age of thirty-three. Her personal experience transformed her from a confused and frightened patient into an informed patient advocate. Her determination and strength are focused toward helping others with breast cancer.

The Women's Information Network Against Breast Cancer (WIN ABC) is a national non-profit organization that grew from a partnership between Betsy and her surgeon. They realized that there was a vast need to enhance the level of care, education and support for breast cancer patients.

WIN Against Breast Cancer has helped thousands of breast cancer patients and their families throughout various stages of breast cancer, via the Breast Aide® and the Breast Buddy® Breast Care Programs. The Breast Buddy® Program is the signature program that has brought WIN ABC into the forefront of patient advocacy organizations throughout the United States.

Mission Statement and Goals

"Our commitment is to increase public awareness about breast cancer and to ensure that individuals from all cultural and socioeconomic backgrounds have rapid access to state-of-the-art education, support and information about this disease."

To equip breast cancer patients with the knowledge and tools necessary to facilitate confident and informed decisions regarding their treatment options.

To collaborate with the health care community in addressing the complex medical and psychosocial issues facing breast cancer patients in order to establish improved standards of care.

To provide ongoing peer support for breast cancer patients throughout the diagnosis, treatment and recovery process.

To educate breast cancer patients, their families and the public about the importance of personal health responsibility and how to partner with their health care team to receive the comprehensive care and support they need.

Current Programs

The Breast Buddy® Breast Care Program

A multi-faceted, comprehensive program that provides information and Survivor-to-Patient mentoring through decision making, treatment and recovery. Each Breast Buddy volunteer is a survivor, extensively trained to educate and support breast cancer patients.

★★★★ Recognized by the American Association of Health Plans as an "exemplary practice... an outstanding women's health program that really is making a difference in improving women's health."

The Breast Aide® Program

Provides educational books, pamphlets, video and audio tapes (in English and Spanish) to assist breast cancer patients, their families and the community-at-large. Up-to-date information is quickly disseminated through mail and telephone support. Services are free of charge and include information about breast cancer screening, referrals to other support organizations and services for the medically underserved.

The Breast Buddy® Breast Care Program for Indigent and Underserved Patients

Provides a specially designed Breast Buddy Program to meet the complex needs of medically underserved and indigent patients. The program connects patients to the necessary support and information previously not available to them. Educational materials offered are culturally sensitive and linguistically appropriate.

The WIN ABC Speakers Bureau

Qualified professionals are available for community events, seminars, and advisory panels. Speakers include Breast Cancer Survivors and experts in the Health Care Industry, Media, Public Health, Public Education and Patient Advocacy.

WIN Against Breast® Cancer Program Descriptions

The Breast Buddy Program for Indigent and Underserved®

A Comprehensive Breast Care Program

Breast Buddies® is a unique program that offers education and peer support to newly diagnosed breast cancer patients. This innovative program trains breast cancer survivors to guide and support patients throughout the decision-making, treatment and recovery process.

The Program addresses the complex psychosocial and informational needs of breast cancer patients and greatly assists each patient in learning her treatment options, connecting her to resources upon diagnosis. The Breast Buddy Program is medical center based, ensuring that patients receive the service and remain connected to the Program.

- ♦ **The Breast Buddy Program has been identified as a "best practice" model (Kaiser Permanente, 1997) and is well positioned for implementation at multiple medical sites in California and across the nation.**
- ♦ **The Breast Buddy Program has recently been identified as an exemplary practice by the American Association of Health Plans (AAHP). Representing over 130 million health plan members throughout the country, this recognition has established Breast Buddies as "an exemplary practice...an outstanding women's health program that really is making a difference in improving women's health."**

WIN Against Breast Cancer is now taking steps to bring the Breast Buddy Program into the lives of uninsured and medically underserved patients throughout the United States. This patient population typically has low access to the timely information and psychosocial support that are so critical to breast cancer survival and quality of life.

Program Design

WIN Against Breast Cancer is currently implementing a three-year Breast Buddy Program expansion. The effort has commenced in L.A. County, California as a two-year pilot project at two county-run medical centers. Year three will begin Program replication at two additional sites. A rigorous evaluation of the implementation process and of participant outcomes will allow the expansion of the Breast Buddy Indigent Program state-wide and nationally.

The Breast Buddy Program for Indigent and Underserved will enable WIN Against Breast Cancer to:

- 1. Define a new standard of care, education and support for underserved breast cancer patients.**
- 2. Build strategic community relationships.**
- 3. Develop effective community outreach strategies.**
- 4. Develop culturally sensitive, linguistically appropriate educational materials.**
- 5. Strengthen hospital leadership to improve the capacity and functioning of systems that impact breast cancer care.**
- 6. Change the culture in which breast cancer care is delivered to underserved patients by creating an integrated and seamless system of services.**

Breast Buddies® -- A Comprehensive Breast Care Program

The Breast Buddy Program meets the following strategic goals:

1. Integration of medical center and community resources and services.
2. Consistency across medical centers, across departments and within departments regarding:
 - The manner in which a breast cancer patient receives the diagnosis.
 - Compliance with the state mandated breast cancer treatment summary.
 - The information that is provided a breast cancer patient upon diagnosis and throughout the treatment continuum.
3. Continuity of care for breast cancer patients.
4. Provider education on issues of importance to breast cancer patients and to patients awaiting biopsy results.
5. Ready access to psychosocial and educational support for patients and their families.
6. Dedicated Breast Care Nurse to help coordinate the care and identify and meet the informational, psychosocial and clinical needs of breast cancer patients, their families and other medical center members. (This will result in more efficient use of physician time.)
7. Enhanced provider awareness of patient's support system at home and at work.
8. Facilitation of a team approach (multi-disciplinary) to breast cancer treatment and care.
9. Improved integration with Primary Care providers for breast cancer patient management.
10. Improved patient and member awareness of importance of screening and early detection, including BSE and mastectomy scar exams, with instruction on how to perform self-exams.
11. Standardization of diagnosis protocol.
12. Standardization of patient information packets including a Breast Health and Breast Cancer Resource Guide.
13. Involvement of breast cancer patients in informed treatment decisions. Facilitation of patient-provider partnerships throughout the decision-making, treatment and recovery (follow-up care, etc.) continuum.
14. The Program affords each patient "one-stop" shopping in the integrated care, peer support and informational resources it offers.
15. Inservice presentations to providers and ancillary staff regarding the Program and resources available at the medical center, member service areas (MSA), throughout each health care delivery system and within the community.
16. A Lending library and aesthetically pleasing Breast Cancer Resource Center within the Surgery/Plastic Surgery Department(s) featuring Shared Decision-making™ videos.
17. An internal and external communications and marketing plan to inform health plan members and the community-at-large regarding the availability of the Program and the services and resources available within each health care system. This will result in an enhanced image for health plans with their members and throughout the community.

WIN Against Breast® Cancer Program Descriptions

The Breast Aid Program*

Breast Aid is a national program that provides information, resources and referral sources, free of charge, for breast cancer patients and their families through telephone counseling, mail support and community outreach at health fairs and special events. The Breast Aid Program also disseminates timely information and referral sources for mammography screening and breast self/clinical examination. In addition, Breast Aid reaches out to underserved and indigent patients statewide in California through a partnership with the Department of Health Services Breast Cancer Early Detection Program and the California Health Collaborative/Breast Cancer Treatment Fund, linking them to low and no-cost screening and treatment services.

Trained information specialists are on-hand to provide callers and special event participants with one-on-one support and educational services. Breast cancer patients receive on-going follow-up from WIN ABC staff via telephone consultations and mailed information and resources. Each patient is tracked with in depth progress reports maintained by WIN ABC and is sent an individualized educational kit of peer/medical expert reviewed material that includes:

1. A comprehensive WIN Against Breast Cancer Breast Health and Breast Cancer Resource Guide with an annotated bibliography of relevant books.
2. A detailed booklet on breast anatomy and breast self-examination.
3. A relaxation and guided imagery relaxation audio tape and the book.
4. A *List of Questions to Ask Your Doctor About Breast Cancer* (available in English and Spanish).
5. A National Cancer Institute (NCI) approved paperback book entitled *Fighting Cancer* (available in English and Spanish).
6. An NCI approved paperback book entitled *Guide for Cancer Supporters*.
7. An informational booklet entitled *What You Need to Know About Breast Cancer*.

Additional patient education materials include:

8. Video tapes about dealing with the side effects of chemotherapy and radiation therapy.
9. Video tapes on post-mastectomy and post-lumpectomy exercises (available in English and Spanish).
10. Video tapes about Tamoxifen (available in English and Spanish).
11. Video tapes about breast reconstruction.
12. Booklets about nutrition and eating hints for cancer patients.

Breast Cancer Issues Workshops*

Breast Cancer Issues Workshops are professional in-service training programs conducted by WIN Against Breast Cancer designed to enhance health care providers' understanding of the issues and needs of breast cancer patients and their families. Qualified medical staff can receive Continuing Medical Educational Units for attending each session.

The sessions include practical information and discussion about how best to help patients and their families deal with breast cancer in a sensitive, supportive and positive manner. Participants include surgeons, oncologists, nurses, primary care physicians and mental health and social service providers.

WHSO LAYOUT DRAFT 2

a/o 7/27/98 L. Schwartz

BREAST CANCER STAMP UNVEILING

Wednesday, July 29, 1998

East Room

Gate Opens:	1:00 p.m.	
Invite time:	1:30 p.m.	
FLOTUS Time:	2:00 p.m.	Brief
	2:05 p.m.	Meet
	2:15 p.m.	Event

Approx 180 Guests/Open Press/Business Attire

8-9 Social Aides

11:30 a.m. House cleared.

11:30 a.m. Post Office staff to bring display, pins, programs and T-shirts.

1:00 p.m. East Visitors Gate opens and guests proceed to coat check in the Family Theater and event in the East Room.

Note: Post Master General will arrive at 1:30 to EV Gate -- PO Staff will ID.

SET UP NOTES: 10x24 stage at gold curtain in ER; draped stamp image (8x6) on stage; toast lectern on stage; water at podium; 5 gold chairs on stage; 180 chairs for audience; WHCA announce from Blue Room; screens up on Ground Floor; strings & piano in Grand Foyer for before/after music & light march for entrance; coatcheck in Family Theater; press risers on both sides of Cross Hall doorway; programs on chairs; Residence to light event; 6-ft skirted table in Booksellers for distribution of T-shirts after event; people to distribute pins on entry; 16x20 framed image on easel in Blue Room (1 easel placed in Blue Room)

2:00 p.m. **THE FIRST LADY** receives briefing in the Red Room.

2:05 p.m. **THE FIRST LADY** proceeds to the Blue Room for a Meet and Greet.

Note: A framed sheet of first-run stamps will be presented to THE FIRST LADY on an easel in the Blue Room.

Blue Room Participants:

Sen. Feinstein
Rep. Fazio
Post Master General, William Henderson
Whitney Sherman, stamp illustrator
Ethel Kessler, stamp artist
Betsy Mullen, Survivor
Debbie Willheit and family:
Mary Willheit (mom), Teresa Malaby (sister), Robert Malaby (brother-in-law), Amber Valletta (niece), Monica Rojas Baker (niece)

2:15 p.m.

THE FIRST LADY accompanied by stage participants is announced to the East Room.

Press Note: Event will have satellite uplink to Post Office for larger gathering.

PROGRAM

THE FIRST LADY makes welcoming remarks and introduces Rep. Fazio.

Rep. Fazio makes remarks and introduces Sen. Feinstein.

Sen. Feinstein makes remarks and introduces the Post Master General, William Henderson

The Post Master General makes remarks and unveils the stamp image with **THE FIRST LADY**.

Note: Two Social Aides standing by to assist if needed with the unveiling.

The Post Master General introduces Betsy Mullen.

Betsy Mullen makes remarks and introduces **THE FIRST LADY**.

THE FIRST LADY makes remarks.

3:00 p.m.

THE FIRST LADY departs.

Guests depart East Gate.

- Get remarks

- Forward
remarks
to Sharon

Acknowledgments

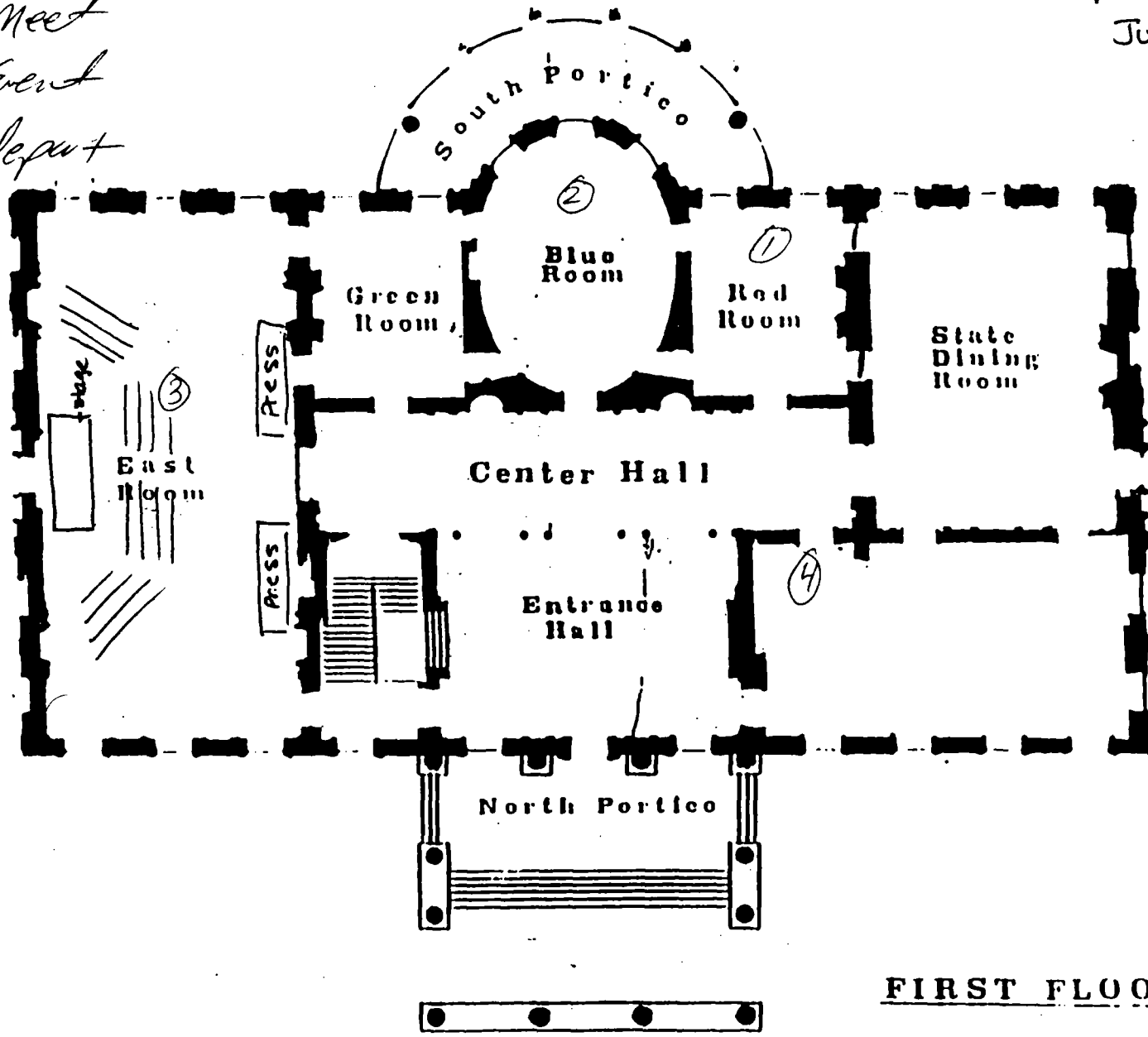
PMG - Illust. & artist,
Bd of GVS

HRC - MOC, Boff generally,
Mullen

* Anne McGuire - Get cabinet names to Sharon

- ① Brief
- ② Meet
- ③ Event
- ④ Depart

Breast Cancer
Stamp Unveiling
July 29, 1998



FIRST FLOOR PLAN

President's List

**SEMIPOSTAL STAMP DEDICATION CEREMONY - Wednesday JUL 29 1998 - 2:00 PM White House -
Business - East Visitors Entrance**

Page 1

THE FIRST LADY

REPORT DATE: July 27, 1998
REPORT TIME: 9:42 AM

Accepts and No Responses

- A **Mr. James H. Adams**
Executive Assistant to the Postmaster General, U.S. Postal Service
Washington, DC
- A **Ms. Elizabeth Altobell**
U.S. Postal Service
Washington, DC
- A **Ms. Carol Amirault**
Norton, MD
- A **Ms. Giovanna Athias**
U.S. Postal Service
Washington, DC
- A **Mr. Greg Berger**
Alexandria, VA
- A **Ms. Sherry R. Birt**
Tulsa, OK
- A **Ms. Diane Blagman**
Director of Legislative and Regulatory Affairs, Greenberg & Traurig
Washington, DC
- A **Dr. Ernie Bodai and Ms. Carolyn Louise Bodai**
Kaiser Permanente
Sacramento, CA
Guests: Mr. Bradley Bodai, Mr. Matthew Wayne Weatherly
- Dr. Susan Braun**
Orthodontics for Children and Adults
Riverside, CT
- A **Mr. Frank P. Brennan**
Vice President of Corporate Relations, U.S. Postal Service
Washington, DC
- A **Mr. and Mrs. Michael Brock**
Michael Brock Designs
Los Angeles, CA
- A **Mr. Sidney Brown**
President, PhotoAssist
Washington, DC
- A **Ms. Zora Brown**
- A **Ms. Anne S. Buford**
Contributing Editor, Vogue Magazine
New York, NY
Guest: Mr. Patrick O'Connell
- A **Mrs. Christine Burch**
Executive Director, National Association of Public Hospitals
Washington, DC

REPORT DATE: July 27, 1998
REPORT TIME: 9:42 AM

Accepts and No Responses

- A **Mr. Carl Burcham**
Manager of Marketing, U.S. Postal Service
Washington, DC

- A **Mr. Richard Burgess**
Alan Taylor Communications
New York, NY

- A **Ms. Margaret L. Campbell**
Wilmington, DE

- A **Mr. Norman Cloher**
Manager of Director Services Integration, U.S. Postal Service
Washington, DC

- A **Mr. James A. Cohen**
Judicial Officer, U.S. Postal Service
Washington, DC

- A **Ms. Karla W. Corcoran**
Inspector General, U.S. Postal Service
Arlington, VA

- A **Mr. Michael S. Coughlin**
Deputy Postmaster General, U.S. Postal Service
Washington, DC

- A **Ms. Linda Hay Crawford**
Strategic Business Manager, American Cancer Society
Washington, DC

- Ms. Lucille Crawford**
The Commandant's Own
Washington, DC

- A **Ms. Lue A. Culbreath**
Night Supervisor, White House Mail Section
Washington, DC

- A **Honorable LeGree S. Daniels**
Governor, U.S. Postal Service
Harrisburg, PA

- A **Ms. Cathy Davis**
Dumfries, VA

- A **Ms. Meredith Davis**
Department of Graphic Design, North Carolina State University
Raleigh, NC

- A **Ms. Erin Davy**
Vice President, Alan Taylor Communications
New York, NY

- A **Ms. Yvonne DeCicco**
Vice President, Government Relations, American Express
New York, NY

For Official Government Use Only

REPORT DATE: July 27, 1998
REPORT TIME: 9:42 AM

Accepts and No Responses

- A **Mr. Charles Delaney**
U.S. Postal Service
Washington, DC

- Ms. Joenna Dockterman**

- A **Hon. Mary S. Elcano**
Senior Vice President & General Counsel, U.S. Postal Service
Washington, DC

- A **Ms. Ruth Margaret Ellis**
Arlington, VA

- A **Ms. Nancy Coyner Farmer**
Alexandria, VA

- A **Ms. Barbara Feathergill-Dittmeier**
Richmond, VA

- A **Ms. Linda Fields**
Marketing Specialist, U.S. Postal Service
Washington, DC

- A **Hon. David S. Fineman**
Governor, U.S. Postal Service
Philadelphia, PA

- A **Ms. Elizabeth Finnegan-Williams**

- A **Ms. Jane Fisher**
Covina, CA

- A **Ms. Earlene Fleming**
Management Analyst, U.S. Postal Service
Washington, DC

- A **Ms. Andrea Gellert**
Manager of New Industry Development, American Express
New York, NY

- A **Ms. Patricia Gibert**
Vice President of Retail, U.S. Postal Service
Washington, DC

- Ms. Jennifer Gill**

- A **Ms. Patricia Goldman**
Washington, DC

- A **Comm. Ruth Y. Goldway**
Washington, DC

- A **Ms. Donna Good**
Washington, DC

REPORT DATE: July 27, 1998
REPORT TIME: 9:42 AM

Accepts and No Responses

- A **Mr. David L. Goodman**
Orinda, CA
- A **Ms. Phyllis Greenberger**
Society of the Advancement of Women's Health
Washington, DC
- A **Ms. Stacey Hanley**
Lifetime Television
New York, NY
- A **Ms. Gladys Harrison**
Washington, DC
- A **Mr. William J. Henderson**
Postmaster General, Chief Executive Officer, U.S. Postal Service
Washington, DC
- A **Mr. Lee Hill**
Draft Worldwide
Chicago, IL
- A **Ms. Carolina Hinestrosa**
- A **Ms. Odette Horne**
Consumer Research Analysis, U.S. Postal Service
Washington, DC
- A **Mr. John M Hotchner and Ms. Nanette M. Hotchner**
Falls Church, VA
- A **Ms. JoAnne M. Howes**
Principal, Bass and Howes
Washington, DC
- A **Mr. Kenneth J. Hunter**
Chief Postal Inspector, U.S. Postal Service
Washington, DC
- A **Mr. Azeezaly Jaffer**
Manager of Stamp Services, U.S. Postal Service
Washington, DC
- Honorable Jan Lavery Jones**
Mayor, City of Las Vegas
Las Vegas, NV
- Ms. Maureen Thomas Jordan**
- A **Ms. Sally Jozwiak**
Germantown, MD
- A **Ms. Linda Kamen**
Washington, DC

REPORT DATE: July 27, 1998
REPORT TIME: 9:42 AM

Accepts and No Responses

- A **Mr. Herbert Karlitz**
Karlitz & Co.
New York, NY

- A **Honorable Sally Katzen**
Administrator, Office of Information & Regulatory Affairs, Office of Management & Budget
Washington, DC

- A **Ms. Ethel Kessler**
Art Director/Designer
North Bethesda, MD

- A **Ms. Ruth Kessler**
Randallstown, MD

- A **Ms. Donna L. Killough**
Glenwood Landing, NY

- A **Mr. Thomas J. Koerber**
Secretary to the Board of Governors, U.S. Postal Service
Washington, DC

- A **Ms. Alison Kolwaite**
Director, White House Intern Program
Washington, DC
Guest: Ms. C. Shannon Good

- A **Ms. Dot Lane**
Dover, PA

- A **Ms. Amy S. Langer**
Executive Director, National Association of Breast Cancer Organizations
New York, NY

- A **Ms. Barbara Lardy**
American Association of Health Plans (AAHP)
Washington, DC

- A **Dr. Douglas Lewis**
Curator of Sculpture and Decorative Arts, National Gallery of Art
Washington, DC

- A **Mr. Lawrence Lum**
Manager of Stamp Distribution, U.S. Postal Service
Washington, DC

- Mrs. Priscilla Mack**
Washington, DC

- A **Ms. Judith Friedman Macon**

- A **Ms. Yvonne D. Maguire**
Vice President of Human Resources, U.S. Postal Service
Washington, DC

- A **Ms. Robert Malaby**
Arlington, VA

REPORT DATE: July 27, 1998
REPORT TIME: 9:42 AM

Accepts and No Responses

- A **Ms. Teresa Malaby**
Stamp Development, U.S. Postal Service
Washington, DC

- A **Mrs. Fern Mallis**
Executive Director, Council of Fashion Designers
New York, NY

- A **Mr. James Mason**
Assistant to the Director, U.S. Department of Health and Human Services,
Washington, DC

- A **Mr. Michael McCabe**
Draft Worldwide
Chicago, IL

- A **Mr. Terry McCaffery**
Senior Art Director, U.S. Postal Service
Washington, DC

- A **Ms. Susan McGill**
U.S. Postal Service
Washington, DC

- A **Ms. Jill McGovern**
The MARROW Foundation
Washington, DC

- A **Ms. Suzanne Medvidovich**
Vice President of Diversity Development, U.S. Postal Service
Washington, DC

- A **Ms. Elizabeth Phillips Meggs**
Richmond, VA

- A **Mr. Philip B Meggs**
Richmond, VA

- A **Mr. Tony Mendoza**
Supervisor, White House Mail Section
Washington, DC

- A **Mr. Douglas Moyer**
U.S. Postal Service
Washington, DC

- A **Ms. Elizabeth Susan Mullen**
WIN/ABC
Covina, CA

- Mr. Kenneth Mullen**
Covina, CA

- A **Ms. Andrea Neiditz**
Director of Government Services, American Express
New York, NY

REPORT DATE: July 27, 1998
REPORT TIME: 9:42 AM

Accepts and No Responses

Dr. Virginia Noelke
U.S. Postal Stamp Advisory Committee
San Angelo, TX

A **Ms. Mary D. Ostrager**

A **Mr. Henry A. Pankey**
U.S. Postal Service, Vice President of Mid Atlantic Area Operations, Mid Atlantic Area
Arlington, VA

A **Ms. Hazel Parago**

A **Ms. Carole Parmelee**
Executive Assistant to the Chief of Staff, The White House
Washington, DC
Guest: Ms. Tonya Kirchner

A **Ms. Ellen S. Passel**

A **Ms. Karin Peters**
Draft Worldwide
Chicago, IL

A **Mr. Louis Plummer**
Chairman of the Board, PhotoAssist
Washington, DC

A **Mr. M. Richard Porras**
Chief Financial Officer & Senior Vice President, U.S. Postal Service
Washington, DC

A **Mr. Darrah Porter**
Vice President of Strategic Initiatives, U.S. Postal Service
Arlington, VA

A **Mr. John E. Potter**
Senior Vice President of Labor Relations, U.S. Postal Service
Washington, DC

A **Mr. John A. Rapp**
Acting Vice President of Workforce Planning and Service Management, U.S. Postal Service
Washington, DC

A **Mr. Jim Reagan**
Assistant Superintendent, White House Mail Section

Ms. Jane Reese-Coulbourne
Vice President, National Breast Cancer Coalition
Washington, DC

A **Mr. Robert A. F. Reisner**
Vice President of Strategic Planning, U.S. Postal Service
Washington, DC

Ms. Cathy Renkiewicz

REPORT DATE: July 27, 1998
REPORT TIME: 9:42 AM

Accepts and No Responses

- A **Ms. Cathy Rogerson**
U.S. Postal Service
Washington, DC
- A **Ms. Rosemary Rosso**
- A **Ms. Diane Sappenfield**
Mc Lean, VA
- A **Mr. John Sawyer III**
Chicago, IL
- A **Ms. Jayne Schwartz**
Manager of Corporate Accounting, U.S. Postal Service
Washington, DC
- A **Mr. Morton L. Seigel**
North Bethesda, MD
- Ms. Dorthy Senseng**
- A **Ms. Deborah Shemesh**
President, Hamilton Projects
New York, NY
- A **Ms. Whitney Sherman**
Illustrator
Baltimore, MD
Guest: Ms. Bryn Freeman
- A **Mr. Michael J. Shinay**
Vice President and Consumer Advocate, U.S. Postal Service
Washington, DC
- A **Ms. Mary Ann Simpson**
Alexandria, VA
- A **Mr. Don Smeraldi**
U.S. Postal Service
Washington, DC
- A **Mr. Michael Sorrell**
- A **Ms. Kelly Lynn Spinks**
Senior Licensing Specialist, U.S. Postal Service
Washington, DC
- A **Ms. Linda Srere**
Y & R
New York, NY
- A **Mr. Gary Stone**
- A **Mr. A. Keith Strange**
Vice President of Purchasing and Materials, U.S. Postal Service
Washington, DC

REPORT DATE: July 27, 1998
REPORT TIME: 9:42 AM

Accepts and No Responses

- A **Ms. Kelly Sullivan**
Alan Taylor Communications
New York, NY
- A **Ms. Cindy Tackett**
Manager of Stamp Services Retail Integration, U.S. Postal Service
Washington, DC
- A **Ms. Claire Helen Taylor and Mr. Alan P. Taylor**
Wantagh, NY
- A **Ms. Brenda Lighting Tolbert**
U.S. Postal Service
Washington, DC
- A **Mr. James Tolbert**
Manager of Stamp Development, U.S. Postal Service
Washington, DC
- Ms. Carol O' Toole**
- A **Ms. Sabrena E. Tufts**
- A **Mrs. Sibyl M. Turner**
North Potomac, MD
- A **Ms. Amber Valletta**
c/o Unique Services
New York, NY
- Ms. Evangeline Valletta**
San Diego, CA
- A **Ms. Valoree S. Vargo**
Manager of Stamp and Product Marketing, U.S. Postal Service
Washington, DC
- A **Mr. John H. Ward**
Vice President of Marketing Systems, U.S. Postal Service
Washington, DC
- A **Mr. John R. Wargo**
Vice President of Customer Relations, U.S. Postal Service
Washington, DC
- A **Mr. Mark Weinberg**
Marketing Commissioner and Special Events Manager, U.S. Postal Service
Washington, DC
- A **Ms. Deborah K. Willhite**
Senior Vice President of Government Relations, U.S. Postal Service
Washington, DC
- A **Ms. Mary J. Willhite**
Tulsa, OK

For Official Government Use Only

REPORT DATE: July 27, 1991
REPORT TIME: 9:42 AM

Accepts and No Responses

A **Ms. Cynthia Winston**

A **Ms. Lisa Winston**
Department of Justice

A **Ms. Gladys Zamora**
U.S. Postal Service
Washington, DC

A **Ms. Irma Zandi**
President, The Zandi Group
New York, NY

REPORT DATE: July 27, 1998
REPORT TIME: 9:42 AM

Regrets

- R **Mr. Richard H. Arvonio**
Manager of International and Direct Marketing, U.S. Postal Service
Washington, DC
- R **Hon. Ernesta Ballard**
Governor, U.S. Postal Service
Ketchikan, AK
- R **Mr. Nicolas F. Barranca**
Vice President of Operations Support, U.S. Postal Service
Washington, DC
- R **Ms. Cathie P. Black**
President, Hearst Magazines
New York, NY
- R **Ms. Deborah Bowker**
Great Falls, VA
- R **Ms. Catherine Caggiano**
Manager of Stamp Acquisition, U.S. Postal Service
Washington, DC
- R **Mr. Kenneth Chenault**
President and Chief Operating Officer, American Express
New York, NY
- R **Ms. Mary Jean Collins**
Washington, DC
- R **Hon. Tirso del Junco**
Glendale, CA
- R **Mr. William J. Dowling**
Vice President of Engineering, U.S. Postal Service
Merrifield, VA
- R **Hon. Einar V. Dyhrkopp**
Governor, U.S. Postal Service
Shawneetown, IL
- R **Ms. Dotty Ewing**
Vice President of Affiliate Relations, Western Region, Lifetime Television
Los Angeles, CA
- R **Mr. David L Eynon**
Stamp Advisory Committee, U.S. Postal Service
Bryn Mawr, PA
- R **Mr. James F. Grubiak**
Vice President of International Business, U.S. Postal Service
Washington, DC
- R **Ms. Suzanne D. Jaffe**
New York, NY

For Official Government Use Only

REPORT DATE: July 27, 1998
REPORT TIME: 9:42 AM

Regrets

- R **Mr. Allen R. Kane**
Vice President of Operations Support, U.S. Postal Service
Washington, DC
- R **Mr. John F. Kelly**
Vice President of Expedited/Package Services, U.S. Postal Service
Washington, DC
- R **Mr. Robert Krause**
Vice President of Core Business Marketing, U.S. Postal Service
Washington, DC
- R **Mr. Clarence E. Lewis**
Chief Operating Officer & Executive Vice President, U.S. Postal Service
Washington, DC
- R **Ms. Rosemary A. Locke**
- R **Mr. Norman E. Lorentz**
Vice President of Quality, U.S. Postal Service
Washington, DC
- R **Hon. Bert H. Mackie**
Governor of U.S. Postal Service, Security National Bank
Enid, OK
- R **Mr. Karl Malden**
Los Angeles, CA
- R **Mr. Douglas McCormick**
President and CEO, Lifetime Television
New York, NY
- R **Honorable Ned Ray McWherter**
Dresden, TN
- R **Hon. Meyera E. Oberndorf**
Mayor of Virginia Beach
Virginia Beach, VA
- R **Ms. Lisa Paulsen**
Entertainment Industry Foundation
Studio City, CA
- R **Mr. Richard Phelps**
South Bend, IN
- R **Hon. Robert F. Rider**
Governor, U.S. Postal Service
Bridgeville, DE
- R **Mr. Ron Robinson**
Little Rock, AR
- R **Hon. Marvin Runyon**
Nashville, TN

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REPORT DATE: July 27, 1998
REPORT TIME: 9:42 AM

Regrets

- R **Hon. (Gov.) Jeanne Shaheen**
Governor, State of New Hampshire
Concord, NH
- R **Ms. Gail Sonnenberg**
Vice President of Tactical Marketing & Sales Development, U.S. Postal Service
Arlington, VA
- R **Mr. Larry Speakes**
Senior Advisor to the Postmaster General, U.S. Postal Service
Washington, DC
- R **Ms. Lilly Tartikoff**
Entertainment Industry Foundation
Studio City, CA
- R **Mr. Randolph K. Umscheid**
Vice President of Facilities, U.S. Postal Service
Arlington, VA
- R **Ms. Fran Visco**
President, National Breast Cancer Coalition
Washington, DC
- R **Mr. Kenneth C. Weaver**
Assistant Secretary to the Board of Governors, U.S. Postal Services
Washington, DC
- R **Mr. Richard D. Weirich**
Vice President of Information Systems, U.S. Postal Service
Washington, DC
- R **Ms. Kerry Wilson**
National Vice President, Policy Advocacy & Deputy, American Cancer Society
Washington, DC
- R **Hon. Sam Winters**
Governor of U.S. Postal Service, Clark, Thomas & Winters
Austin, TX
- R **Ms. Anna Wintour**
Editor, Vogue
New York, NY

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REPORT DATE: July 27, 1998
REPORT TIME: 9:42 AM

TOTAL COUNTS

Number of Accepts:	143
Number of Regrets:	42
Number of No Responses:	15
Number of Unknown Guests:	0
Number of Expected Attendees:	158

Invitation List for Breast Cancer Semi-Postal
First Day of Issue Ceremony

Senators	House
Dianne Feinstein	Vic Fazio
Lauch Faircloth	John McHugh
Alfonse D'Amato	Chaka Fattah
Connie Mack	Tom Lantos
Thad Cochran	Eleanor Holmes Norton
Carl Levin	Dan Burton
Ted Stevens	Sheila Jackson-Lee
Ben Nighthorse Campbell	Connie Morella
Herb Kohl	Mike Forbes
Trent Lott	Ciro Rodriguez
Tom Daschle	John McHugh
	Steny Hoyer
	Jim Kolbe
	Newt Gingrich
	Dick Gephardt
	Henry Waxman

Other

Susan Molinari
Bill Paxon

Ten -
member
(1st FY)
Lisa K

NAME SUGGESTION FORM

EVENT NAME & DATE: Breast Cancer Postage Stamp

DATE OF REQUEST: 7-16-98

REQUESTED BY: Paul Bucha/Pikpie

ADD TO LIST

(DATE): _____

BACK-UP

LIST: _____

HOLD: _____

TO-BE

INVITED FILE: _____

INDIVIDUAL'S NAME: Kathy Davis (Mrs. George Davis)

ADDRESS: P.O. Box 2350
Stafford, Virginia 22554-2350

PHONE: H: 703-670-0952
W 540-720-5778 (Colonel Davis)

REASON FOR SUGGESTION: Very important with Breast Cancer
initiative - BC survivor - involved in
experimental regime & great results,
did speak on PBS recently.

United States Postal Service
Breast Cancer Research Semi-Postal

First Day of Issue
Planning Meeting

Thursday, July 9, 1998

Contact for
program:
Erin / Linda

I. Ceremony

- Commence: 10:00 a.m.
- Length: 30 - 40 minutes
- Site: South Lawn
- Participants: First Lady, PMG Henderson, Survivors
- Presentation of framed stamp image from PMG to the First Lady
- Stamp image (4x6) on riser/platform to be undraped
- Programs: 1,000

2 p.m.
100-180 people
Former First Ladies

Betsy Mullen - WIN Ag.
Dr. Ernie Bodai - BC
Kaiser Permanente

II. Invitations

- Extended from First Lady & PMG
- Sent to individuals and one guest
- Print: 350
- In the mail by July 16
- RSVPs by July 22

→ what kind of program? Sharon to figure out

Members - get
list from Debbie

III. Access

- Pre-event set-up
- Delivery of programs and stamp image
- Guest arrival & seating
- Requirements for entry (social security/date of birth)
- Staff
- USPS photographer and videographer

IV. Budget

- USPS: programs, invitations, presentation pieces
- White House

July 29
2 p.m.

List to
me

Our invite list

VIP list
Our vip list -
Shalala?

V. Media

- Press kits created by USPS
- Media Advisory
- Video News Release (& Radio)
- Interviews

VI. Miscellaneous

- Staged photos with event participants
- Retail for invited guests

 Barbara D. Woolley
07/14/98 07:44:31 PM

Record Type: Record

To: Jennifer L. Klein/OPD/EOP
cc: Maureen T. Shea/WHO/EOP
Subject: Breast Cancer - Stamp Event - List

Breast Cancer Advocates

Amy Langer
Nat'l Assoc. of Breast Cancer Organizatons
(212) 889-0606

Phyllis Greenburger
Society for the Advancement of Women's Health
(202) 223-8224

Fran Visco
National Breast Cancer Coalition
(215) 731-1170

JoAnne Howes
Bass and Howes
530-2900

American Cancer Association
Linda Crawford
651-5701

American Cancer Society
Kerry Wilson
651-5700

National Association of Public Hospitals
Chris Burch
202-408-0100

The Kolman Foundation
Susan Braun
972/450-1731

Why Me
Sharon Green
312/986-8338

Jane Reese Colburn
National Breast Cancer Coalition
202-973-0580

Second Tier
Marla Gilson
Hadassah
202-363-4600

Sammie Moshenberg
National Council of Jewish Women
202-296-2588

David Harris
American Jewish Congress
202-332-4001

Beverly Baker
Mautner Project for Lesbians with Cancer
202-332-5536

Luz Alvarez Martinez
National Latina Health Organization
510-534-1362

Amy Pryluck
National Women's Health Resource Center
202-293-6045

Dr. Naomi Baumslag
Women's International Public Health Network
301-469-9210

Sammie Moshenburger
Nat Council of Jewish Women
202-296-2588

JoAnn Hustead
National Partnership for Women and Families
986-2600

Dr. Lorraine Cole
Executive Director
National Medical Association
202-347-1895

Ms. Millicent Gorham
Executive Director
National Black Nurses Association
202-393-6870

Dr. Antonia Villarruel
National Association of Hispanic Nurses
202-387-2477

Dr. Jane Delgado
COSSMHO
202-387-5000

Dr. Marta Sotomayor
National Hispanic Council on Aging
202-265-1288

David Hebert
American Association of Nurse Anesthetists
202-484-8400

Emergency Nurses Association
Stephen Lieber
708-698-9400

Oncology Nursing Society
Nancy Sharp
301-469-7150 or
301-469-4997 bus

American Association of Family Physicians
Rosie Sweeney
202/232-9033

American College of OB/GYNs
Kathy Bryant
202/863-2511

American College of Physicians
Elizabeth Prewitt
202/393-1650

American Hospital Association
Rick Pollack
202/638-1100

American Medical Women's Association
Eileen McGrath
703/838-0509

American Medical Association
Mary Jo Malone
202/789-7431

American Nurses Association
Beverly Malone
202/651-7085

Interhealth
Sherry Hayes
202-547-5574

Church Women United
Ann Delory
202/544-8747

National Aisian Woman's Health Organization
Mary Chung
510/208-3171

National Association of Social Work
Josephine Niewves
202/408-8600

Nursing Economics
Kathleen Smith
202-408-7034

National League of Nurses
Dr Patricia Moccia
1-800-669-9656

National Black Womens Health Project
Julia Scott
202/835-0125

National Women's Health Network
Cindy Pearson
202/347-1140

Older Women's League
Deb Briceland-Betts
202/783-6686

AARP
Patricia Smith
202-434-3770

Gail Shaffer
Business and Professional Women
293- 1100

American Association of University Women
Nancy Zirken
202 785-7720

Cathy Collette
AFSCME
202 429-5090

Summit Health Care Coalition (AA)
Ruth Perriot
301-871-2624

STAMP DEVELOPMENT FAX COVER SHEET

DATE: July 13

TO: Jennifer Klein / Sharon Kennedy-Gill

FAX NUMBER: 456-2878 / 456-6771

MESSAGE: As promised, here is the bulk of our list. I had to break the pages up, but it ~~all~~ should be clear. I will get you the other names by Thurs.

FROM:

JAMES TOLBERT
Erin Davy

Please call me
with any questions.

PHONE NUMBER: (202) 268-2312

FAX NUMBER: (202) 268-7009

Pager

888 347-9991

all the best,

Erin

PAGES INCLUDING COVER: 11

475 L'ENFANT PLAZA SW, ROOM 4474-E
WASHINGTON DC 20260-2435

United States Postal Service
First Day of Issue:
Breast Cancer Research
Semipostal

Breast Cancer Research
Invitation List
White House
Washington, DC

Prepared:
7/13/98
4:59 PM

Last Name	First Name	Title	Affiliation	List
USPS Officers				
Henderson	William J	Postmaster General, Chief Executive Officer	US Postal Service	A
Coughlin	Michael S	Deputy Postmaster General	US Postal Service	A
Kane	Allen R	Chief Marketing Officer & Senior Vice President	US Postal Service	A
Lewis Jr	Clarence E	Chief Operating Officer & Executive Vice President	US Postal Service	A
Gibert	Patricia M	VP Retail	US Postal Service	A
Willhite	Deborah K	Sr VP Government Relations	US Postal Service	A
Brennan	Frank	VP Corporate Relations	US Postal Service	A
Porras	M Richard	Chief Financial Officer & Sr VP	US Postal Service	A
Elcano	Mary S	Sr VP & General Counsel	US Postal Service	A
Potter	John E	Sr VP Labor Relations	US Postal Service	A
Sonnenberg	Gail	VP Tactical Marketing & Sales Development	US Postal Service	A
Wargo	John R	VP Customer Relations	US Postal Service	A
Krause	Robert	VP Core Business Marketing	US Postal Service	A
Ward	John H	VP Marketing Systems	US Postal Service	A
Corcoran	Karla W	Inspector General	US Postal Service	A
Hunter	Kenneth J	Chief Postal Inspector	US Postal Service	A
Cohen	James A	Judicial Officer	US Postal Service	A
Medvidovich	Suzanne	VP Diversity Development	US Postal Service	A
Lorentz	Norman E	VP Quality	US Postal Service	A
Shinay	Michael J	VP & Consumer Advocate	US Postal Service	A
Maguire	Yvonne D	VP Human Resources	US Postal Service	A
Reisner	Robert A.F.	VP Strategic Planning	US Postal Service	A
Strange	A. Keith	VP Purchasing and Materials	US Postal Service	A
Umscheid	Rudolph K	VP Facilities	US Postal Service	A
Weirich	Richard D	VP Information Systems	US Postal Service	A
Barranca	Nicholas F	VP Operations Support	US Postal Service	A
Dowling	William J	VP Engineering	US Postal Service	A
Grubiak	James F	VP International Business	US Postal Service	A
Kelly	John F	VP Expedited/Package Services	US Postal Service	A
Porter	Darrah	VP Strategic Initiatives	US Postal Service	A
Pankey	Henry A	VP Area Operations, Mid Atlantic Area	US Postal Service	A
Rapp	John A	Acting VP Workforce Planning and Service Management	US Postal Service	A

United States Postal Service
First Day of Issue:
Breast Cancer Research
Semipostal

Breast Cancer Research
Invitation List
White House
Washington, DC

Prepared:
7/13/98
5:03 PM

Last Name	Address	City	State	Zip
USPS Officers				
Henderson	475 L'Enfant Plaza SW Rm 10022	Washington	DC	20260-0010
Coughlin	475 L'Enfant Plaza SW Rm 10017	Washington	DC	20260-0050
Kane	475 L'Enfant Plaza SW Rm 5021	Washington	DC	20260-2400
Lewis Jr	475 L'Enfant Plaza SW Rm 10226	Washington	DC	20260-0080
Gibert	475 L'Enfant Plaza SW Rm 8530	Washington	DC	20260-2404
Willhite	475 L'Enfant Plaza SW Rm 10804	Washington	DC	20260-3500
Brennan	475 L'Enfant Plaza SW Rm 10431	Washington	DC	20260-3100
Porras	475 L'Enfant Plaza SW Rm 8021	Washington	DC	20260-5000
Elcano	475 L'Enfant Plaza SW Rm 6004	Washington	DC	20260-1100
Potter	475 L'Enfant Plaza SW Rm 9021	Washington	DC	20260-4100
Sonnenberg	2111 Wilson Blvd, Ste 1110	Arlington	VA	22201-3001
Wargo	475 L'Enfant Plaza SW Rm 5014	Washington	DC	20260-1400
Krause	475 L'Enfant Plaza SW Rm 5665	Washington	DC	20260-2600
Ward	475 L'Enfant Plaza SW Rm 5016	Washington	DC	20260-2401
Corcoran	1735 N Lynn St 7th Floor	Arlington	VA	22209-2005
Hunter	475 L'Enfant Plaza SW Rm 3100	Washington	DC	20260-2100
Cohen	475 L'Enfant Plaza SW Rm 10902	Washington	DC	20260-6100
Medvidovich	475 L'Enfant Plaza SW Rm 3641	Washington	DC	20260-5600
Lorentz	475 L'Enfant Plaza SW Rm 10433	Washington	DC	20260-5500
Shinay	475 L'Enfant Plaza SW Rm 5910	Washington	DC	20260-2200
Maguire	475 L'Enfant Plaza SW Rm 9840	Washington	DC	20260-4200
Reisner	475 L'Enfant Plaza SW Rm 4016	Washington	DC	20260-1520
Strange	475 L'Enfant Plaza SW Rm 4021	Washington	DC	20260-6200
Umscheid	4301 Wilson Blvd, Ste 300	Arlington	VA	22203-1861
Weirich	475 L'Enfant Plaza SW Rm 2017	Washington	DC	20260-1500
Barranca	475 L'Enfant Plaza SW Rm 7021	Washington	DC	20260-7000
Dowling	8403 Lee Highway, 4th Floor	Merrifield	VA	22082-8101
Grubiak	475 L'Enfant Plaza SW Rm 370-IBU	Washington	DC	22060-6500
Kelly	475 L'Enfant Plaza SW Rm	Washington	DC	22060-
Porter	2111 Wilson Blvd., Ste 1110	Arlington	DC	22201-3001
Pankey	2800 Shirlington Rd	Arlington	VA	22206-7000
Rapp	475 L'Enfant Plaza SW Rm 10229	Washington	DC	20260-1600

United States Postal Service
First Day of Issue:
Breast Cancer Research
Semipostal

Breast Cancer Research
Invitation List
White House
Washington, DC

Prepared:
7/13/98
4:59 PM

Last Name	First Name	Title	Affiliation	List
USPS Board of Governors				
Winters	Honorable Sam	Governor, US Postal Service	Clark, Thomas & Winters	A
Dyhrkopp	Honorable Einar V.	Governor	US Postal Service	A
Ballard	Honorable Ernesta	Governor	US Postal Service	A
Daniels	Honorable LeGree S	Governor	US Postal Service	A
del Junco MD	Honorable Tirso	Governor	US Postal Service	A
Fineman	Honorable S David	Governor, US Postal Service	Fineman & Bach, P.C.	A
Mackie	Honorable Bert H.	Governor, US Postal Service	Security National Bank	A
McWherter	Honorable Ned R.	Governor	US Postal Service	A
Rider	Honorable Robert F.	Governor, US Postal Service	O.A. Newton & Son Company	A
Koerber	Thomas J	Secretary to the Board of Governors	US Postal Service	A
Weaver	Kenneth C	Assistant Secretary to the Board of Governors	US Postal Service	A
McGill	Sue		US Postal Service	A
USPS Citizens' Stamp Advisory Committee				
Noelke	Dr Virginia		Angelo State University	A
Brock	Mr Michael		Michael Brock Designs	A
Davis	Ms Meredith	Professor/Dept of Graphic Design	North Carolina State University	A
Eynon	Mr David L			A
Lewis	Dr C Douglas		National Gallery of Art	A
Malden	Mr Karl			A
Meggs	Mr Philip B			A
Phelps	Mr Richard			A
Robinson	Mr Ron		Cranford Johnson Robinson Woods	A
Sawyer III	Mr John			A
Zandl	Ms Irma	President	The Zandl Group	A
Hotchner Jr.	Mr John M			A
Fleming	Earlene	Management Analyst	US Postal Service	A

United States Postal Service
 First Day of Issue:
 Breast Cancer Research
 Semipostal

Breast Cancer Research
 Invitation List
 White House
 Washington, DC

Prepared:
 7/13/98
 5:03 PM

Last Name	Address	City	State	Zip
USPS Board of Governors				
Winters	PO Box 1148	Austin	TX	78767-1148
Dyhrkopp	PO Box 246	Shawneetown	IL	62984-0246
Ballard	705 Main Street	Ketchikan	AK	99901-6321
Daniels	1715 Glenside Drive	Harrisburg	PA	17109-1809
del Junco MD	431 North Brand Blvd., Suite 301	Glendale	CA	91203-2310
Fineman	1608 Walnut Street, 19th Floor	Philadelphia	PA	19103-5413
Mackie	201 West Broadway, PO Box 1272	Enid	OK	73702-1272
McWherter	Cary Lawn, PO Box 30	Dresden	TN	38225-0030
Rider	PO Box 397	Bridgeville	DE	19933-0397
Koerber	475 L'Enfant Plaza SW Rm 10300	Washington	DC	20260-1000
Weaver	475 L'Enfant Plaza SW Rm 10300	Washington	DC	20260-1000
McGill	475 L'Enfant Plaza SW Rm 10300	Washington	DC	20260-1000
USPS Citizens' Stamp Advisory Committee				
Noelke		San Angelo	TX	76909-5072
Brock	8075 W 3rd St Ste 300	Los Angeles	CA	90048-4318
Davis	PO Box 7701	Raleigh	NC	27695-7701
Eynon	822 Morton Rd	Bryn Mawr	PA	19010-3339
Lewis		Washington	DC	20565-0001
Malden	1845 Mandeville Canyon Rd	Los Angeles	CA	90049-2222
Meggs	10211 Windbluff Dr	Richmond	VA	23233-3822
Phelps	122 Peashway St	South Bend	IN	46617-1216
Robinson	303 W Capitol Ave	Little Rock	AR	72201-3531
Sawyer III	175 N Harbor Dr Apt 3807	Chicago	IL	60601-7348
Zandl	270 Lafayette St	New York	NY	10012-3327
Hotchner Jr.	PO Box 1125	Falls Church	VA	22041-0125
Fleming	475 L'Enfant Plaza SW Rm 4474 E	Washington	DC	20260-2435

United States Postal Service
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 Breast Cancer Research
 Semipostal

Breast Cancer Research
 Invitation List
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 Washington, DC

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 7/13/98
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Last Name	First Name	Title	Affiliation	List
Stamp Services				
Cloher	Norman	Manager Stamp Services Integration	US Postal Service	A
Jaffer	Azeezaly	Executive Director Stamp Services	US Postal Service	A
McCaffery	Terry	Senior Art Director	US Postal Service	A
Tolbert, Jr	James	Manager Stamp Development	US Postal Service	A
Arvonio	Richard H	Manager International and Direct Marketing	US Postal Service	B
Burcham	Carl	Manager Marketing	US Postal Service	B
Caggiano	Catherine	Manager Stamp Acquisition	US Postal Service	A
Lum	Lawrence	Manager Stamp Distribution	US Postal Service	B
Tackett	Cindy	Manager Stamp Services Retail Integration	US Postal Service	A
Vargo	Valoree S	Manager Stamp and Product Marketing	US Postal Service	B
Other Postal				
Adams	James	Manager Administration	US Postal Service	A
Speakes	Larry	Senior Advisor to the Postmaster General	US Postal Service	A
Simpson	Mary Ann	Manager Government Relations	US Postal Service	B
Weinberg	Mark	Manager, Marketing Communications & Special Events	US Postal Service	A
Schwartz	Jayne	Manager Corporate Accounting	US Postal Service	B
Home	Odette	Consumer Research Analyst	US Postal Service	B
Staff				
Athias	Giovanna		US Postal Service	A
Davy	Erin	Vice President	Alan Taylor Communications	A
Fields	Linda		US Postal Service	A
Malaby	Teresa		US Postal Service	A
Moyer	Doug		US Postal Service	A
Smeraldi	Don		US Postal Service	A

0007
JAMES TOLBERT
07/13/98 MON 17:26 FAX 202 268 7009

United States Postal Service
First Day of Issue:
Breast Cancer Research
Semipostal

Breast Cancer Research
Invitation List
White House
Washington, DC

Prepared:
7/13/98
5:03 PM

Last Name	Address	City	State	Zip
Stamp Services				
Cloher	475 L'Enfant Plaza SW Rm 4474 E	Washington	DC	20260-2435
Jaffer	475 L'Enfant Plaza SW Rm 4474 E	Washington	DC	20260-2435
McCaffery	475 L'Enfant Plaza SW Rm 4474 E	Washington	DC	20260-2435
Tolbert, Jr	475 L'Enfant Plaza SW Rm 4474 E	Washington	DC	20260-2435
Arvonio	475 L'Enfant Plaza SW Rm 4474 E	Washington	DC	20260-2435
Burcham	475 L'Enfant Plaza SW Rm 4474 E	Washington	DC	20260-2435
Caggiano	475 L'Enfant Plaza SW Rm 4474 E	Washington	DC	20260-2435
Lum	475 L'Enfant Plaza SW Rm 4474 E	Washington	DC	20260-2435
Tackett	475 L'Enfant Plaza SW Rm 4474 E	Washington	DC	20260-2435
Vargo	475 L'Enfant Plaza SW Rm 4474 E	Washington	DC	20260-2435
Other Postal				
Adams	475 L'Enfant Plaza SW Rm 10022	Washington	DC	20260-0010
Speakes	475 L'Enfant Plaza SW Rm 10022	Washington	DC	20260-0010
Simpson	475 L'Enfant Plaza SW Rm 1606	Washington	DC	20260-3500
Weinberg	475 L'Enfant Plaza SW Rm 10501	Washington	DC	20260-3100
Schwartz	475 L'Enfant Plaza SW Rm 8831	Washington	DC	20260-5241
Home	475 L'Enfant Plaza SW Rm 5821	Washington	DC	20260- 2200
Staff				
Athias	475 L'Enfant Plaza SW Rm 4474E	Washington	DC	20260-2435
Davy	225 W 34th St Ste 610	New York	NY	10122-0049
Fields	475 L'Enfant Plaza SW Rm 4474E	Washington	DC	20260-2435
Malaby	475 L'Enfant Plaza SW Rm 4474E	Washington	DC	20260-2435
Moyer	475 L'Enfant Plaza SW Rm 4474E	Washington	DC	20260-2435
Smeraldi	475 L'Enfant Plaza SW, Rm 10501	Washington	DC	20260-3100

United States Postal Service
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Invitation List
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Washington, DC

Prepared:
7/13/98
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Last Name	First Name	Title	Affiliation	List
Other Guests				
Bowker	Deborah			A
Bodai	Dr. Ernie	Chief, Dept of Surgery	Kaiser Permanente	A
Shenault	Kenneth	President & Chief Operating Officer	American Express	A
McCormick	Douglas	President & Chief Executive Officer	Lifetime Television	A
Ewing	Dotty	VP Affiliate Relations, Western Region	Lifetime Television	B
Gellert	Andrea	Manager, New Industry Development	American Express	B
Goodman	David L			B
Hanley	Stacey		Lifetime Television	B
Hill	Lee		Draft Worldwide	B
Kessler	Ethel	Art Director/Designer		A
Kessler	Morton			A
Kessler	Ruth			A
Mullen	Betsy		WIN/ABC	A
Neiditz	Andrea	Director, Government Services	American Express	B
Paulsen	Lisa		Entertainment Industry Foundation	B
Sherman	Whitney	Illustrator		A
Sherman	Bryn			A
Berger	Greg			B
Tartikoff	Lilly		Entertainment Industry Foundation	B
Taylor	Alan			B
Taylor	Claire			B
Willhite	Mary			A
Valletta	Amber		c/o Unique Services	A

07/13/98 MON 17:28 FAX 202 268 7009 JAMES TOLBERT 009

United States Postal Service
First Day of Issue:
Breast Cancer Research
Semipostal

Breast Cancer Research
Invitation List
White House
Washington, DC

Prepared:
7/13/98
5:03 PM

Last Name	Address	City	State	Zip
Other Guests				
Bowker	9503 Pamlico Lane	Great Falls	VA	22066-3807
Bodai	2025 Morse Ave	Sacramento	CA	95825-2115
Shenault	Tower C, 3 World Financial Center	New York	NY	10285-5104
McCormick	309 W 49th St, 16th Floor	New York	NY	10019-7316
Ewing	2049 Century Park East Ste 840	Los Angeles	CA	90067-3101
Gellert	World Financial Center, 45th Floor	New York	NY	10285-4100
Goodman	2 Duncan Court	Orinda	CA	94563-3635
Hanley	Worldwide Plaza, 309 w 49th St	New York	NY	10019-7316
Hill	445 East Illinois St Ste 450	Chicago	IL	60611-5306
Kessler	10934 Wickshire Way	North Bethesda	MD	20852-3221
Kessler	10934 Wickshire Way	North Bethesda	MD	20852-3221
Kessler	3928 Chaffey Road	Randallstown	MD	21133-4037
Mullen	19325 E Navilla Place	Covina	CA	91723-3244
Neiditz	World Financial Center	New York	NY	10285-4100
Paulsen	11132 Ventura Blvd. Ste 401	Studio City	CA	91604-3156
Sherman	5101 Whiteford Ave	Baltimore	MD	21212-4109
Sherman	5101 Whiteford Ave	Baltimore	MD	21212-4109
Berger	820 N. Columbus Street	Alexandria	VA	22314-1610
Tartikoff	11132 Ventura Blvd. Ste 401	Studio City	CA	91604-3156
Taylor	2706 Bayview Avenue	Wantagh	NY	11793-4310
Taylor	2706 Bayview Avenue	Wantagh	NY	11793-4310
Willhite	5401 West 29th Street	Tulsa	OK	74107-3333
Valletta	580 Broadway, Suite 901	New York	NY	10012-3223

DW list additions

Carol Amirault

34 Young Ave.

Norton, MA 02766-2205

ph 508-285-3253

survivor

Mary Jean Collins

3025 Ontario Rd., NW #304

Washington, DC 20009-6032

w ph 202-467-4999

survivor

h ph 202-667-6105

Donna Good

4100 Cathedral Ave. #809

Washington, DC 20016-3584

w ph 202-785-0072

h ph 202-686-1923

USPS July 29
additions to invite list

**Invitation List for Breast Cancer Semi-Postal
First Day of Issue Ceremony**

Senators	House
Dianne Feinstein	Vic Fazio
Lauch Faircloth	John McHugh
Alfonse D'Amato	Chaka Fattah
Connie Mack	Tom Lantos
Thad Cochran	Eleanor Holmes Norton
Carl Levin	Dan Burton
Ted Stevens	Sheila Jackson-Lee
Ben Nighthorse Campbell	Connie Morella
Herb Kohl	Mike Forbes
Trent Lott	Ciro Rodriguez
Tom Daschle	John McHugh
	Steny Hoyer
	Jim Kolbe
	Newt Gingrich
	Dick Gephardt
	Henry Waxman

Other

Susan Molinari
Bill Paxon

DRAFT NOT FOR RELEASE
July XX, 1998

Contact: Don Smeraldi
(202) 268-6524
E-Mail: dsmerald@email.usps.gov
USPS Web Site: www.usps.com
Stamp News Release Number 98-070

NATION'S FIRST BREAST CANCER RESEARCH 'SEMIPOSTAL' STAMP
TO BE ISSUED AT WHITE HOUSE CEREMONY

WASHINGTON – First Lady Hillary Rodham Clinton will host a White House ceremony July 29 at which she and Postmaster General William Henderson will officially issue a postage stamp to help raise funds for breast cancer research.

The Breast Cancer Research stamp is the first U.S. stamp in history to have its net proceeds above the cost of postage earmarked for research organizations.

QUOTE FROM MRS. CLINTON

"The Postal Service is honored to have the First Lady dedicate this very special stamp," said Postmaster General William Henderson. "Mrs. Clinton is supporting our national commitment to funding the fight against breast cancer and to finding a cure, and we hope this stamp will play an important part in that fight. We are printing 200 million stamps, and want every single one to be bought and used."

Following the July 29 issuance of the Breast Cancer Research stamp, the Postal Service, breast cancer organizations and other groups will participate in awareness events at various locations and times up to and through National Breast Cancer Awareness Month in October. Details of the White House first day of issue ceremony will be released as soon as they become available.

As a "semipostal" stamp, it will cost 40 cents and will be valid for postage in the amount of the prevailing First-Class letter rate, currently 32 cents. Seventy percent of net proceeds above the cost of postage will be given to the National Institutes of Health (NIH), and 30 percent of net proceeds above the cost of postage will be given to the Medical Research Program of the Department of Defense (DoD). The NIH and DoD, which both conduct breast cancer research, were identified as recipients of the funds by legislation enacted in 1997.

The self-adhesive Breast Cancer Research stamp is a nondenominational stamp, bearing the words "USA" and "First-Class." The background of the vertically formatted stamp design features blue, yellow, orange and green washes of pastel colors. Along the top are the words "BREAST CANCER." A black line drawing of a female figure is the main element, while the phrases "FUND THE FIGHT. FIND A

CURE." appear flowing left to right across the stamp in a clockwise, circular pattern, outlining where the figure's right breast would be.

The stamp was designed by Ethel Kessler of Bethesda, Md., and illustrated by Whitney Sherman of Baltimore, Md. This is the first postage stamp illustration by Sherman, and is the first stamp design completed by Kessler, one of six art directors developing stamp designs. Ms. Kessler has a personal interest in helping raise awareness about breast cancer as she is a survivor of the disease.

Breast cancer is considered the most commonly diagnosed cancer among women in every major ethnic group in the U.S. Experts say when breast cancer is diagnosed early (stages I and II), five-year survival rates are nearly 95 percent and there are better options for breast conserving surgery.

For six decades, the Postal Service has issued new stamps to help raise awareness for a variety of health and social issues including drug abuse, AIDS, and environmental protection and conservation.

For more information on the Breast Cancer Research stamp or other stamps and stamp-related products, visit the Postal Service's Web site at <http://www.usps.com> and click "Stamps."

#

TECHNICAL DETAILS

Issue:	Breast Cancer Research
Denomination & Type of Issue:	NDN first class rate, Semipostal
Format:	Self-adhesive pane of 20 (one design)
Series:	N/A
Issue Date & City:	July 29, 1998 Washington, DC 20066
Illustrator:	Whitney Sherman, Baltimore, MD
Designer:	Ethel Kessler, Bethesda, MD
Engraver:	North American Roto
Art Director:	Ethel Kessler, Bethesda, MD
Typographer:	Ethel Kessler, Bethesda, MD
Modeler:	Avery Dennison SPD
Manufacturing Process:	Gravure
Printer:	Avery Dennison (AVR)
Printed at:	AVR, Clinton, SC
Press Type:	Dia Nippon Kiko
Stamps Per Pane/Sheet:	20
Print Quantity:	200 million stamps
Paper Type:	Pre-phosphored Type II
Gum Type:	Self-adhesive
Processed at:	AVR, Clinton, SC
Colors (PMS Colors):	Green, Copper, Yellow, Magenta, Cyan, Black
Image Area:	0.840 x 1.410 in. / 21.336 x 35814 mm
Overall Size:	0.990 x 1.560 in. / 25.146x 39.624 mm
Full Pane Size:	5.900 x 7.250 in. / 149.86 x 184.15 mm
Plate Size:	160 stamps per revolution
Plate Numbers:	"V" followed by six (6) single digits
Marginal Markings:	"© USPS 1998" • Position Diagram • Plate Numbers • Text
Catalog Item Number:	553040 Pane of 20 - \$8.00 553061 First Day Cover - \$.61

Withdrawal/Redaction Marker

Clinton Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
002. list	3pm meeting at the White House [personally identifiable information] [partial] (1 page)	07/08/1998	b(6)

COLLECTION:

Clinton Presidential Records
First Lady's Office
Jennifer Klein
OA/Box Number: 13530

FOLDER TITLE:

Breast Cancer Stamp

2014-0536-S

kc1558

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P1 National Security Classified Information [(a)(1) of the PRA]
P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P3 Release would violate a Federal statute [(a)(3) of the PRA]
P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

RR. Document will be reviewed upon request.

Freedom of Information Act - [5 U.S.C. 552(b)]

b(1) National security classified information [(b)(1) of the FOIA]
b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

[002]

Jennifer Klein

Here are the names, social security numbers and dates of birth for the 3pm meeting at White House. These are people involved with the Breast Cancer Semi-Postal. If the number of people is overwhelming, please give me a call in the morning. Thanks.

Debbie Willhite
James Tolbert
Mary Ann Simpson
Erin Davies
Linda Fields
Don Smeraldi

(b)(6)

Donna Angel
Government Relations
268-2505

Jen -
I cleared all
these people in -
but you can call
if you think it's
too many.
Mum



888 347.9991
Pager

ERIN DAVY
Vice President

225 W 34TH STREET • NEW YORK, NY 10122
Tel: 212-714-1280 • Fax: 212-695-5685 • Email: erin@alantaylor.com

LINDA S. FIELDS
MARKETING SPECIALIST
STAMP DEVELOPMENT



UNITED STATES
POSTAL SERVICE

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WASHINGTON DC 20260-2437
202-268-6557
FAX: 202-268-2714

Pgr 1800 SKY-PAGER PIN# 579-1328



MARY ANN SIMPSON — works with Debbie
MANAGER, GOVERNMENT RELATIONS will write

UNITED STATES
POSTAL SERVICE

475 L'ENFANT PLAZA, SW
WASHINGTON, DC 20260-3500
TEL: 202-268-3741
FAX: 202-268-3775
EMAIL: msimpson@email.usps.gov



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DON A. SMERALDI
CORPORATE RELATIONS
MARKETING COMMUNICATIONS & SPECIAL EVENTS

475 L'ENFANT PLAZA SW ROOM 10501
WASHINGTON DC 20260-3100
202-268-6524 FAX: 202-268-2175
INTERNET: DSMERALD@EMAIL.USPS.GOV