June 19, 1980

To: Bill Casey

From: Richard S. Williamson

Re: Business Advisory Panel--Further Meetings

Per your request today, I prepared the following
recommendations for two additional meetings with business
executives to provide issue input for Governor Reagan.

I have talked with Paul Laxalt, Tom Evans, Ed
Meese, Max Hugal, the directors of our Washington-based
National Business Steering Committee, and some of our politi-
cal people in the mid-West and West to seek their input and
suggestions.

It is my understanding that on Tuesday, June 17th,
Governor Reagan held a private meeting in New York City with
approximately twenty-five business executives. This group of
executives were called a "business advisory panel." The group
was identified as an "apolitical" organization. The purpose
of the meeting was to give input to Governor Reagan regarding
specific proposals for dealing with problems of private indus-
try.

From our discussion, it is my understanding that
concerns were raised about that meeting because it was composed
solely of major New York Stock Exchange type companies and the

participants were all from New York City. Therefore, as we agreed, there should be two additional meetings for Governor Reagan with business advisory panels in the next six weeks to two months.

PROPOSAL

I propose that one meeting be held in Chicago and one meeting be held in Los Angeles. (Consideration should be given of a third meeting to be held in Atlanta.)

The meeting in Los Angeles could be held in the near future when the Governor is already scheduled to be home. The meeting in Chicago could be scheduled at some point shortly after the Convention when the Governor is either scheduled for Chicago or going through that city to a further destination. (The meeting can be held at the O'hare Airport Hilton.)

I propose that any such meeting include thirty to forty invitees.

One-third of those invitees should be CEO's of major Fortune 500 companies. One-third of those participants should be entrepreneurs (owner-operator) or CEO's of small to medium-sized businesses. One-third of the participants can come from businessmen who have been key long-term political supporters of Governor Reagan.

I propose that our National Business (Issues) Steering Committee here in Washington work with you and others to take responsibility for formulating the list of invitees. Both Paul Laxalt and Tom Evans have already provided me input on this

matter.

Furthermore, the participants should not come from only the city wherein the meeting is held. For example, the Chicago meeting invitees should include at least one business representative from Milwaukee, Indianapolis, St. Louis, Cleveland or Cincinnati, and Detroit. The meeting in Los Angeles should include at least one invitee from San Francisco, Denver, Portland, Seattle, Dallas or Houston, and Nevada.

The invitees also should include at least some Democrats.

The invitees also should include some blacks, women and hispanic business leaders.

The invitees should have at least two representatives from each of the following groups: manufacturing, banking, retailing, and marketing.

The agenda for these meetings should be somewhat structured. It is my understanding from talking to one attendee at the meeting in New York that he had received no briefing about the Governor's stand on issues of interest to him prior to the meeting. I propose that to focus the discussion in our meeting briefing materials be gathered from available material ("Ronald Reagan Speaks Out On The Issues") and sent to these business executives. Furthermore, where appropriate they should be asked to address areas in business activities within their own areas of expertise. The meetings should be structured and an agenda for follow-up activities suggested.

Per our discussion, I will take responsibility for
these meetings contingent upon your approval.

RSW/lld

cc: The Honorable Paul Laxalt
      The Honorable Tom Evans
      Ed Meese ✓