

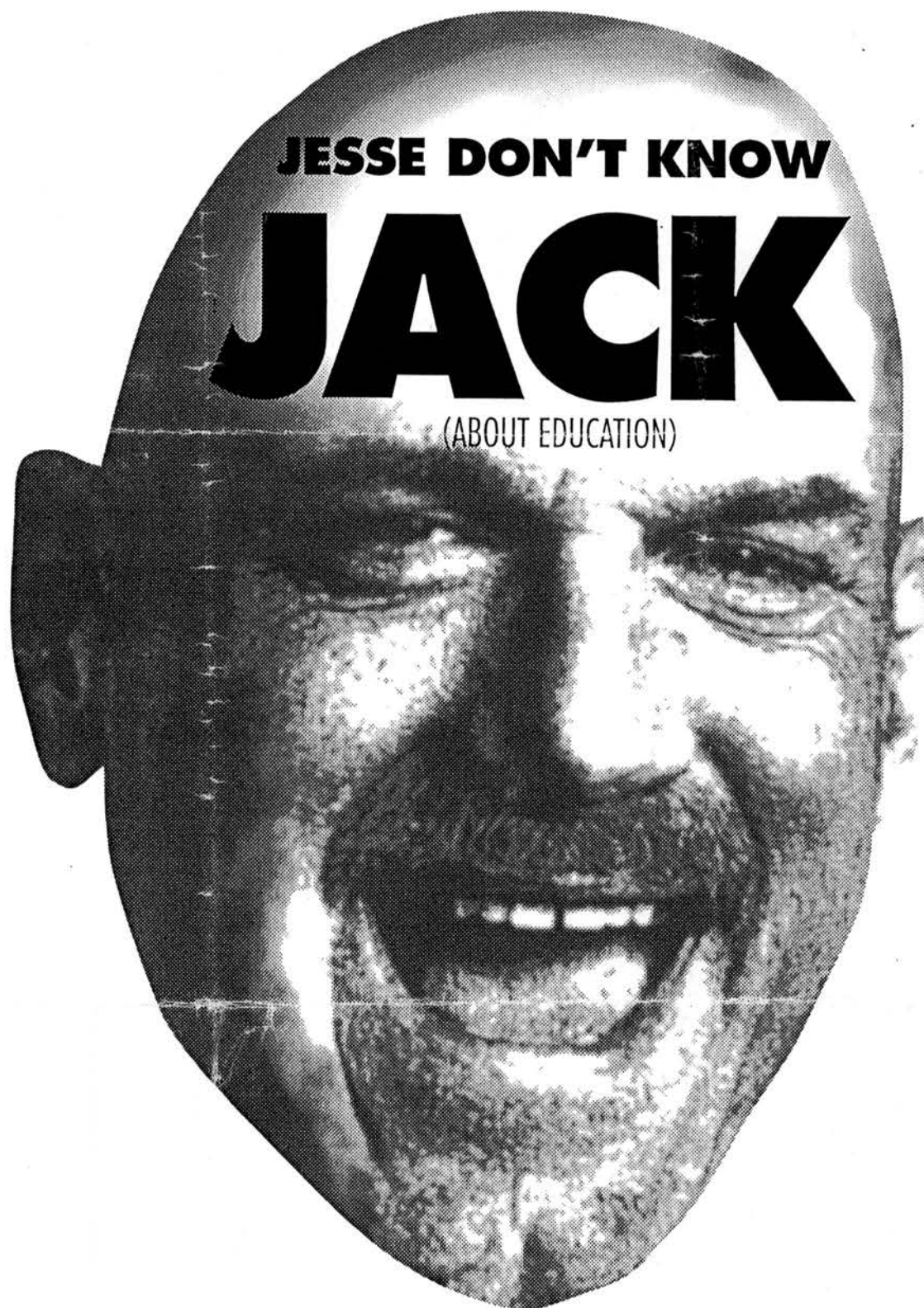


Emily Anne Staples Tuttle papers.

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JESSE DON'T KNOW

JACK

(ABOUT EDUCATION)

If this Intrigues you Read On!

**Governor-elect Jesse Ventura visits MnSCU Offices at the World Trade Center
Friday, December 5, 1998**

Governor-Elect Jesse Ventura was invited to speak with Minnesota State University (MnSCU) administrators, educators and students. Originally, a question/answer forum was scheduled. We were handed xeroxed Jesse heads on paint sticks to wave as he entered the room. Below is what we got! Read it and weep. If you don't like the dialogue below you need to get involved NOW! Join our Student Executive Council office at (651) 772-7645. Call the Higher Education Student Financial Aid Division at (651) 296-9665 #3011, House of Representatives Education Chair, Rep. Harry Mares at (651) 296-5363, Budget Committee Chair, Senator LeRoy Stumpf at (651) 296-8660 & the Jesse Ventura Transition number at (651) 297-9500. Let them know what you think!

Here is the full speech given by Governor-Elect Jesse Ventura.

You know, before I get into that I thought when the campaign was over I would see my last of Erik Escala. I am seeing more of him than my wife. Can't you find anything else to do?

It's with a great honor that I am here to day and you did a great job of hiding these. (Jesse Ventura Heads on a stick) It's with a great honor to be here today. I can't say I'm a graduate of the community college system. I'd be a sophomore today when I decide to go back, and I will someday. I really will. I think my problem was, when I came out of four years of the military and I went on the GI bill and went to school at

North Hennipen for that year. And I was a little too ansey to make money. And the opportunity presented itself to do so in the world of pro-wrestling and so I went off and did it. But I love telling the people of higher learning that I will come back to that. Because I want to go back to that someday because, I'm a little different than most student. I know how to make money. I got to go back to college to figure out how to spend it. That's what I need to learn. Makin it isn't a problem. And that's the difference, most kids go to school to learn how to make it. I don't have that problem. I go there to learn how to spend it.

But my experience at North Hennepin was terrific. When I was there and when I come back I will be a sophomore. I graduated from my freshmen year. Surprisingly, I will tell you - my favorite teacher I had in college, truthfully and not just cause he's here - Tom Bloom from North Hennepin college. Tom, Tom was my favorite teacher there or, professor - what ever you call yourselves. I'll call you teachers cause to me its simpler to say that. Because all through my military career and through high school, all you heard about was the horrors of freshman english. This mandatory course that everyone had to take. That was required for anything. Freshman english. You have to take it. And they would tell you these stories of how awful it is. How this and that and what ever. I will tell you quite honestly that was my favorite course and I think Tom Bloom was the reason why. He made that course phenomenal. And I had an extreme advantage over all other students then because Tom made the course

very much based upon life experience and then simply, telling or relating to it. And I had an advantage because I was a 22 1/2 year freshman going on 23 who spent 17 months in East Asia and various countries so I had a lot of life experience. And he simply brought that out very easily and I will tell you that I got an A. In freshman english. He was my favorite teacher there and believe it or not my first quarter at North Hennepin, I had a 4.0. Because I came out of the military wanting to succeed in higher education and I felt that at that point in my life I wasn't prepared to go to a 4 year University of Minnesota school. That I felt it was smarter to go to a two year school where you certainly can get more individual help if you need it.

And like I said, I had a 4.0 that first quarter and then I met my wife to be. And that 4.0, Pheeew! And you're all laughing and you don't realize. See what women do to you. Us guys are all great students until you all have to enter our lives. You know we're focused on education until that happens, and then I guess it's sex education we get focused on. And they don't grade you well for that. I guess I passed though. I'll say that I believe I passed with flying colors because that wife I met there, we've been happily married now for 23 years. I would like to assume I'm a graduate with honors on that end of life.

But No, my experience at North Hennepin was terrific. And then like I said, I went off and pursued my professional wrestling career. Low and behold I've done just about everything out there because that's my style of living. I believe in different challenges - different things you do. And maybe it's the fact I can't hold a job much for over 4 years. So this works out perfect in a way. It fits into the rest of my career that's gone on. About four years at a time. Navy four years, Mayor four years, Governor four years, although don't discount eight.

But ah, I will go on to say this - and that is, and I've told this - we've had warm welcomes and we've accomplished something during my candidacy. We've said we're going to be different. And we've already started to being different. Very strongly. Were different in the fact that one of the first things we put on our agenda with my transition chief of staff, is Steve here? He's in the hall. Well, he's out on phones like chief of staff's should be. So I don't have to be. But one of the first things we wanted to do was to go out to all the departments. All the transition - not transition but department heads, out there - the commissioners, that of course - I appoint. And you want to learn from them and learn from the departments in the state of Minnesota. We've been so warmly received its been unbelievable. And I've found out why. Which just totally baffled me. Many of the departments have not seen a governor for over 30 years, even set foot in the building. And I've found that so strange. So. That's the first big accomplishment. And that was an easy one. Because it's something Maye and I both wanted to do. And we've gone out and the response from the state employees has been just fantastic as it has been here today. And I give you the same message I gave to all of them. I can't fail, I won't fail, I won't allow myself to fail.

It's not my ego - (applause) you don't have to do that. It's not my ego, it's not the fact that I'm an a former Navy Frogman and we don't believe in the word quit. If you know anything about BUDS training you'll research it and you'll find out. We don't know the word quit, we also don't know the word very well, the word can't. That you can't do something. And I think standing here as the Governor-Elect that's proof isn't it. That I don't believe in the word can't. The reason I won't fail and I won't allow myself to fail, is because this is bigger than me. It's bigger than my ego which can be big. It's bigger than anything like that - because what has happened here.

And I know that you all know we are the number one state in the nation right now. Publicity wise, newspaper wise. Wntertainment wise. and I don't mind that. I love the fact that we're number one and I'm gong to keep doing it as long as they come here to write about me. I'm going to keep talking to them and keep us out there. But the reason I can't, and won't fail is because that's the reason there here - for the most part. Is the fact that something took place in this election that hadn't happened across all of america. And that was the young people coming out to vote. And you have a group of young people here that have been called GenerationX. I've heard all that. They have no name for them. Whatever it may be. And they have now become part of the system. They've walked in and taken an active role. And I believe they truly did in electing me. That without those young people I wouldn't be standing here today as the Governor-Elect. And we dare not lose them. And that's why I say we cant fail and won't fail. Because if I fail we may lose them and they may not come back. And so that's the reason I say to you - we cant fail, we wont fail. Because we want to keep them on board now. We want to keep them as part of the system. Believing in it. Voting. The simple thing of voting. And the great thing is they saw their vote count. They saw it work. That makes me feel terrific. Because no matter what - I accomplished something nobody else could.

Now, the other thing is this, and get ready. I feel great about this. Tourism in Minnesota is gonna explode. No, it's going to happen. Tourism. And it isn't because of me - believe it or not, even though this press and stuff. It's not because of me. I found out, - and tourism is a great economic thing. Because that's like free money. You know that's all these people - from around the world. Around the United States coming here. And their going to spend their money. So that's free money for all of us. See, we need to exploit this tourism. But the reason tourism is going to explode. And I found this out, I've been out to the Delaware, to the National Governor's Convention, I did Leno in California; and I heard it out there, at both coasts. It's going to happen and its on its way. And the reason its gonna happen.

There all coming here because they want to come and look at who it was that

electd the wrestler. So, if your out their now and going about your business if you notice people staring at you. Don't mind it. It's probably just a tourist lookin at ya. Because We are going to be like the Minnesota Zoo. Were going to be those animals sitting in there with these people going "Who are these people? I want to know more about who did this." But ah, get ready for that because tourism is gonna prosper here and its not because of me - its because of you. And the people that voted for me. They want to know why, how, and where. But I love the fact the we're leading the nation and will continue to do so. I want to make this four years the best it can be for the state of Minnesota. And I am smart enough to know that your only as good as the people around you and the support that you get. And I think that's what came through in the election, was the fact that when I didn't know an answer I wasn't afraid to say so. I wasn't afraid and the people embraced that. They embraced the fact that your not going to get a career politician that's going to stand up here and tell you, he knows everything about everything. Because I certainly don't. I've spoken to different groups and I've used whatever they deal in - and I say - agriculture you certainly know more about farming than I do - I know more about wrestling than you - You know, but that's life. Whatever you've spent your career in your gonna know more at. At least hopefully.

So my challenge to you is simple. Keep doing the great work that your doing. Keep educating our young people. The community college system is phenomenal. You hear so much here today about "How do I get through college?" And I took heat for it during the campaign because I made the statement "Hey if your smart enough to be in college your smart enough to figure out how to get through it." It makes common sense to me. If your in an institute of higher learning. You ought to be able to figure out how to get through this. And as harsh as that might of seemed, there's a reason behind why I say that, that ties into you people. And that is this - and I'll use my son as an example. I spoil my kids, whenever I can. I think all parents do, if you love your children, your easier on them. You want them to have it better than you had it. But I've learned something in doing that. I want to finish with this. What I learned from my son is this. When I give him something he doesn't take care of it. Because he didn't have to pay a price to get it. Now he's been out working he's out of high school. He's holding down two jobs. He's working, he's doing great. But when he buys something now, boy! Does he take care of it. All of a sudden this thing is precious to him. Why? Because he paid a price to get it. And that's what I want to say.

I support higher education but you still need to pay the price to get it. So that you put it where it belongs. And hold it in that value system of teaching people values like that. And tying it in. Of, how do you get through college? How do you graduate? The community college system is a phenomenal way to do it. Its a way for young people to be able to live at home. Young people to pay less to get that education. - those core classes that will then transfer over the University of Minnesota. Transfer over to where else your going to go. And so it creates that opportunity for these young people to find their own way through school without looking to the government.

And that's one of my messages - is do not be dependent upon the government. We can do it without them. We can. The private sector can do it without them. We've been through a bull market now the last eight years. It's not cause of the government. It's because of the private sector. And the people that you graduate - that go out there in the work force and create the jobs, create the industry, and create the success that we've had. But again, I'll end it, because I got to go out and meet with the unions. And I'll tell you right now. Their luncheon isn't going to be as nice as yours.

I'll just say this, because your looking at two vested union members that didn't get one union endorsement. Oops is a good thing. Oops is a great answer. Oops. There's gonna be a few oops out their today. But again, I want to thank you and again, the experience I had working with teachers, instructors like Tom Bloom, ya know, he made my life a lot better. And he's still, when I came in and saw him, I found out he's still in the same classroom. Ya know, teaching, doing the great job he's always done. So I know there's a lot more, people like me, out there that have benefited from him. And, oh ya true, and Maye the teacher. Sure. And ah, you know so, again, continued success. Our higher education system will not fail. Again, though, and I'll be supportive, but the nice thing you'll know about me is this. And I said it during the campaign, and I'll finish with it. I didn't get in this for politics. I got into this for results.

Because this is not my career. This won't be my career and, therefore I will not be voting to get re-elected. And I have - believe it or not, an old politician tell me that as a bit of advice. When I was a young mayor in Washington, he said "Always vote like your not gonna seek re-election."

Because what that means quite simply, is then you won't sell your soul. Then you'll keep your integrity. And some of the votes have got to be tough. You've got to make decisions - that - the one thing that I learned as Mayor that I carry forward now is the fact that no matter what you vote on - guess what? Someone's not gonna like it. That's a given. And so you just simply, you have to make your best decisions. I said it the night I was elected. I said that I certainly will make mistakes, they will be honest mistakes. But rest assured, and I give you this promise, that I will do the job to the best of my ability. And I've been pretty successful so far. In everything that I've went after, and I have no doubt that I can be successful with your help too. Thank you.

This speech was transcribed from the MnSCU video by Deborah Salstrom.



STATE OF MINNESOTA

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GOVERNOR VENTURA LAUNCHES REDESIGNED WEB SITE

(St. Paul, MN)--Governor Jesse Ventura today unveiled the redesign of his official state of Minnesota Web site, <http://www.governor.state.mn.us>

The new site, titled "Virtual Ventura," was designed and constructed by the governor's communications staff. A virtual representation of the governor guides visitors through the site, which contains audio clips on main pages and a new e-mail based "Feedback to the Governor" page that makes it easier for constituents to communicate with the governor and his staff.

"Although the original site was functional and well-designed, it was launched quickly when I took office," said Governor Ventura. "The new site makes it more fun for Minnesotans to find information about me, the administration and our initiatives."

"Virtual Ventura" also has a new page designed to make scheduling the governor for an event easier. The "Book the Governor for an Event" page has a printable form that may be faxed or mailed directly to the governor's scheduler.

Among other things, visitors will find direct links to: state departments, the governor's policies and initiatives, bio, press releases, speeches, executive orders, appointments, internship opportunities, proclamation and certificate guidelines, daily public schedule, bill tracking, federal priorities, The Big Plan, and information on this year's budget proposal.

"Virtual Ventura" went live early Friday morning.

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Interview with Dean Barkley
for Law & Politics February
by Carol Connolly

The kingmaker is always more interesting than the king. We met Dean Barkley, the guy who invented candidate Jesse Ventura, shortly after the The Body was elected in an upset that continues to grab the attention of the world.

Before Jesse's stunning gubernatorial victory, Dean Barkley was pretty much disregarded by the political establishment. Jesse's election transformed Barkley into one of the most powerful political people in Minnesota. How does Barkley feel about this attitudinal flip?

"I'm amused."

Are the power brokers who previously ignored him pursuing him?

"Yes, they are calling," Barkley says. "I never thought it would be to the extent that it's happening. I find it amusing that I came from being Don Quixote to political genius in one evening. I've done a lot of smiling lately. I've accepted D.J. Leary's groveling with grace, but I've known this was going to happen for a long time."

"I've said from day one, if the other two parties do not change the way they behave, this is inevitable. If there is a demand, our capitalistic society will provide the supply. That's all we're doing. There's a huge demand for this. It was just a matter of when, not if, in my mind. People laughed," he says amiably, "but it's just common business sense. If there is a need, someone will come along and fill that need."

Barkley was a guest at a dinner in honor of ACLU president Nadine Strossen shortly after the election. He was the center of attention, but relaxed and humble in the face of an onslaught of admiration. He also seemed buried in post-campaign fatigue. His hand, when I shook it, was extraordinarily rough.

During the high summer of Jesse's campaign, in lieu of practicing law, Barkley was paid to manage the Mermaid Car Wash in Golden Valley, owned by entrepreneur Tom Londo. "Tom and I go way back," Barkley explains. They were Annandale High classmates.

Sometime later, when we found our way into the transition headquarters deep in the labyrinthian underground recesses of the State Capitol, Dean joked. "Welcome to the bunker." There, in the midst of a setting noisily punctuated by ringing phones, messages being delivered, announcements of a meeting about to begin, people popping in to use the computer in Dean Barkley's cell, he took the time to tell us a little about what makes him tick.

Barkley has been in and out of politics his entire adult life. His legal career began with a practice in Annandale which he later moved to Edina. "I went in and out of practicing law," he says, "doing business ventures, and founding a business consulting company. I am always the entrepreneur." He also was always looking for a way not to practice law.

"I never enjoyed it. I never did," he says. "I didn't enjoy the dumb confrontational way that we resolved conflict, which most people can't afford. I was always looking for a way out. I don't know if the lawyers want to hear that," he muses, "but mine is probably a common story. A lot of lawyers may feel this way."

Dean Barkley was born and grew up in Annandale, Minnesota, where his father Dayton Barkley, was Mayor. His grandfather was a South Dakota State Senator, and he is related to Alvin Barkley, who was Truman's vice president. "So, I guess," he says, "there is a streak of activism in our family"

Barkley's father founded a furniture store in Annandale in 1950,

the year Dean was born. "I grew up in a small business environment, starting from nothing, that type of thing," he says. "That's my background: small town entrepreneur, small business."

In High School, he was Student Council president, captain of the football team, he played golf and other sports. He also worked in his father's furniture store, playing every role: stock boy, delivery boy, manager. "I guess I was an overachiever," he says.

Barkley first actively entered politics when he was a University of Minnesota undergraduate. There he had a double minor in business and political science, graduating in 1972. He went on to the U of M Law School, graduating in 1976.

In high school, he played in the rock band "Carol and the Changemen". At the University of Minnesota he played trombone in the U of M marching band for six years, and football for one year. "I gave up that quest," he says, "and played rugby." He also worked on Don Fraser's Congressional races. "I did grunt work in two elections," he says. His friend Tom Londo says, "Dean is a great rugby player, and a very bright guy. He's now in politics, where he always wanted to be." In fact, Dean Barkley might best be described as a full-blown political junkie.

"I was always a Democrat," Barkley explains. "I was an anti-war person. I had a lottery number of 11," he winces, "so I had self-interest at heart, a motivating factor." He worked for George McGovern who was running against Hubert Humphrey for presidential endorsement, "Even though I was caucusing out in Wright County," he says, "Humphrey's home county, and I knew Humphrey."

He learned the system quickly, packed the caucuses in 1972 by recruiting kids in high schools. The voting age had just been lowered to 18. He became a State delegate. There were four State delegates out of Wright County, and they were all for McGovern.

"I remember Humphrey coming up to me at the State convention and shaking his finger at me," he says, "about how I had embarrassed him by taking McGovern delegates out of Wright County."

"Why don't you break with Lyndon Johnson," Barkley recalls asking Humphrey, "and tell us where you really stand on the war and maybe we'd be different." He organized for McGovern in Wisconsin, a race that became McGovern's first primary victory. It was then disclosed that Sen Tom Eagleton suffered from depression. "When McGovern dumped Eagleton, I quit, and I toured Europe."

"That's when I started becoming cynical," he admits.

He began to question the political process. "What you had to do, in order to get from A to Z in the party structure; was it worth compromising your principles?" he asks. "I started learning that the Democratic Party was nothing was a gaggle of special interests all wanting their piece of the action." In 1976 he quit being precinct chair. "I just decided it wasn't worth it," he explains. "I lost interest and checked out." He continued to vote. None of his candidates ever won.

Barkley reactivated briefly in 1980 in the John Anderson Presidential campaign. Steve Bosacker, now Jesse's Chief of Staff, was a State delegate for Anderson. "You'll find commonality," Barkley says, "in that a lot of people in the Reform party were Anderson supporters in 1980." When Anderson lost, Barkley checked out completely. "I just didn't care anymore."

The turning point came when he was married in 1982, to Susan Hanratty, and taking on the responsibility of children. His son Garrett is now 12, daughter Brook is 9, and stepson Tim is 22. "Before that, I was just playing Rugby, getting drunk, and practicing law when I felt like it."

Ross Perot opened his mind to the fiscal calamity of the then ever

growing national debt. "When he was telling how much that was for each of our kids, I think it was \$14,000," Barkley thought, "I can't just sit and let this happen."

He started soul searching. He was on his way to becoming what come politicians call "a true believer," a tag which indicates a person who acts not out of self-interest, but for what he believes is the common good.

On July 4th, 1992, when the the potential candidates in the 6th district were Rod Grams and Jerry Sikorski, "neither one of them I could stand," Barkley said, "I talked to my wife, Susan, and asked her if I could run for Congress. She looked at me strange and said 'If you want to, O.K.'" He put a second lien for \$3,000 on his pickup and that became the Barkley for Congress campaign fund.

Mary Mika, former Republican 5th District Chair, was very instrumental in his campaign. Mary was a client of Barkley's. "If you ever want to get involved," she told him, "give me a call." She tried to gently persuade him that Congress was perhaps too bold a step. Nevertheless, she agreed to be campaign chair. She pulled in other moderate Republicans. "I had a great volunteer committee," Barkley recalls, "a lot of my friends, and my wife Susan. She was the real campaign manager, and we did most of it out of our kitchen."

He set out to run as a Reform Party Candidate, and he made several attempts to get the party to help, to no avail. He asked Perot's people to add Congressional candidates to his ticket. "They were all mesmerized by Perot," Barkley explains. "They kind of viewed me, I think, as an annoyance." Yet, the Reform Party attained the place it enjoys today, Barkley's friends say, because he made sacrifices.

JOHN FARRELL QUOTE ABOUT BARKLEY THE VISIONARY.

"I quickly learned that I had to get free press, and I did that. I got a ton of it." The first story Barkley provided had to do with the Aquatennial celebration. He built a little circus wagon, filled it with a donkey and an elephant, and said "please don't feed these animals." It was a political reform message.

Then he learned that only political incumbents or "dignitaries" would be allowed in the parade. "So," he said, "an incumbent is a dignitary. A challenger is riffraff banished to the sidewalk. That was basically their uppity attitude. I decided to sue them over the unfairness of it."

Lawyer Phil Villaume, who is Barkley's brother-in-law, they're married to sisters, took on the case on. "I did it for the publicity," Barkley says. "I had no intention of stopping the Aquatennial parade, but I got TV coverage, and a ton of press," and collected devoted fans.

"I first met Dean when he was pulling his circus wagon," recalls **Emily Anne Staples Tuttle**, one of those fans, who has been a member of the Ventura transition team. She was running for Lt. Governor on a ticket with gubernatorial candidate Mike Hatch in that 1992 campaign. "Dean and I formed a bond," she says. "He was thoughtful and insightful."

"I was scared to death," he admits, after he got into all the debates during that election. "I had never debated in my life. I found out that if you just answer the question honestly, and speak from your heart, people will listen to you." This, of course, was information he passed on to Jesse.

"I remember that Rod Grams disappeared for a couple of weeks. We found he went to Washington to memorize sound bites. By the end of the debate cycle, we knew exactly what he was going to say every time a question came up. That's how they do it." Barkley began to understand that voters are as tired of political-speak and canned sound bites as he was.

Barbara Carlson was the next challenge. "Going on her KSTP am radio show was my first experience with her. I was never so scared in my life. The appearance ended up being a hit." He and Barbara became friends. She became a supporter.

The Pioneer Press and the Star Tribune endorsed him, and the now-extinct Reader gave Barkley the thumbs up. He snagged 17% of the vote. "We spent about \$60,000 in that race, and \$40,000 of that was a mortgage on my house that I'm still paying." WHO WON??XXX.

There was talk then of the need for a third party. Barkley was the first person to donate, "I gave a \$50 check." The new party also endorsed Barkley.

<ED. THIS THIRD PARTY FLOURISHED UNDER A CONFUSING NUMBER OF NAMES - THE INDEPENDENTS PARTY - THE PATRIOT PARTY - A FACT I HAVE CHOSEN TO IGNORE IN HOPE OF ACHIEVING SOME SORT OF CLARITY.>

After his 1992 race, Barkley brought most of his supporters with him and started building what would become the Reform party. In 1994, he was asked to be the U S Senate candidate in the race with Ann Wynn and Rod Grams, making this the second time he ran against Grams. The plan was to get major party status, which required 5% of the total votes cast, and one vote in each of the 87 counties. "We did it," he explains. "We got 7% and it was the next step up."

In 1994, unlike 1992, Barkley was excluded from almost all the debates. "I got 17% of the vote in 1992...why was I now not a viable candidate?"

"That's when I had my battles with the League of Women Voters," he recalls. "They had armed guards stationed at WCCO Channel 4, thinking I was going to break in." Barkley and his supporters protested at rallies, prostrated themselves on sidewalks, and generally did what they could to make life as miserable as possible for the debate sponsors. "The other candidates were duds," he opines, "and we just basically got stonewalled."

Tim Penney, former U.S. Congressman, later asked Barkley to become co-director of the Minnesota Compact, which promotes clean substantive campaigns. Having learned the hard way that entrance into the debates isn't automatic for some candidates, Barkley volunteered to chair the debate committee. "I knew the criteria for choosing debaters was going to be central to Jesse's chance. We were not going to let other candidates blackmail Jesse out of the debates," Barkley says. The fact that we saw debates in new and creative formats, including some that were entertaining, was the work of Barkley and the Minnesota Compact.

Barkley remained active in third party politics. In 1996 he was dragged into the U.S. Senate race, an act which wasn't highly endorsed by Dean's wife Susan, but he did win third party endorsement. That's when he met Dick Lamm, former Governor of Colorado, who was also interested in reform of the system.

Lamm was toying with the idea of challenging Ross Perot for the presidential nomination. At the Reform Party National Convention in Long Beach, California, Barkley nominated Lamm. It was his first time on national television and he had a prepared speech. "I followed the teleprompter for about 20 seconds," Barkley says, "and then I winged it, because I had never read a speech in my life. I just gave them some folksy stories about Minnesota. "

This is when Barkley learned a television truth that helped Jesse. "People remember how you talk more than what you say," he says. "If you don't know the answer, just admit it, and people will like you for that."

It was on the 4th of July in Barkley's 1996 U.S. Senate race, during the parade in Annandale, Barkley's home town, when it became

clear to Barkley that Jesse should be the candidate.

"Jesse was late, as always," Barkley says. It's a busy parade, and Jesse had to park far out and jog in three miles. Just as Barkley was entering the parade route "here comes Jesse in his Navy Seal shirt. About a third of the way through the parade," he explains, "I began to notice an interesting phenomena. This was my home town, most of the people knew me, but they were all cheering for Jesse."

"Jesse, the wrong person is running. Next time it's your turn." Jesse laughed. Barkley didn't.

Doug Friedline managed Dean's 1994 and 1996 U.S. Senate campaigns. He also was manager of Jesse's gubernatorial campaign. Friedline is also an entrepreneur. Do he and Barkley have a lot in common?

"We do," Friedline says. "It's kind of scary. Dean is Batman. I'm Robin. The inside joke for a while in Jesse's campaign was that we report to Commissioner Gordon." "We recognized the potential," Barkley says. "We worked on Jesse from January of 1997, we kept on bugging him," to get him to run for Governor.

The first barrier they crossed was the fact that Jesse was negotiating a new contract with KFAN radio. He had been let go, or fired, from KSTP. "Even though his ratings were sky-high, whatever happened, happened," Barkley says. Jesse couldn't make a commitment to run until he could arrange a leave of absence if there was a problem with the FCC. He negotiated that in July, and "KFAN thought it was a nice publicity stunt," Barkley said. Jesse was free to run.

"If anybody could pull this off," Phil Villaume said, "Dean could. He's a hard working genius."

Before he committed to run, Jesse wanted Barkley to meet him at his house in Maple Grove. "I drove out and spent an hour with Jesse. I told him the reality of running."

After he convinced him, Jesse said "Now you've got the tough job. My wife's out in the barn. She does not want me to do it." Terry Ventura did not like the idea. She knew their lives would change, and she didn't want to lose her privacy. What followed is a tale that has become central to Jesse-lore.

"I want to know if a kid like me, with my background can do this," Jesse said to Terry. "I want to know if the American dream is still alive. Can I do this? Can we do this? I have to know." Terry acquiesced.

Before Barkley sloshed into the Mermaid, he had firmly laid the groundwork for Jesse's campaign. Barkley knew that the real campaign would not begin until after the primary. "That's when we will win this. Or not. In the meantime," he added, "Jesse was to get out to as many events as possible."

"Jesse needed somebody to elicit a tad of control over his mercurial temperament and desires," said KSTP talker Barbara Carlson, who worked with Jesse at KSTP. "Dean is bright and competent. Knowing that Dean was with Jesse, gave me a modicum of comfort."

"I gave Jesse a plan," Barkley recalls. "He had to hit homeruns in the debates. He had to shed the wrestling image and show the real Jesse. I said we had to have \$400,000 to \$500,000 to spend." We would get a chunk of that from the State of Minnesota because Barkley's previous vote totals had qualified the Reform Party for public money. At that time they didn't know that amount was \$326,000. The rest had to be raised.

They had to figure out a way to get to 24% in the polls in October, and then use their money in the last 10 days to build a momentum to convince people to vote. "You know, the ones who like you but think they'd be wasting their vote," Barkley says. "So, we hit that head on early, just brought it out."

They had to activate about 10% of the non-voting block to vote to

win, and that's what they did. "We motivated the unmotivated," Doug Friedline says, "to get up off their barstools for 10 minutes and vote."

Jesse was mobbed wherever he went. Jesse's people distributed 10,000 pieces of literature in 6 blocks during the St. Patrick's Day parade in Saint Paul. Barkley's candidate was making a connection to the average person on the street, and Barkley kept him out there.

The State Fair was the start of the final push, and \$27,000 worth of one style of T shirts was sold at Jesse's booth. People stood in line, sometimes 100 deep, to shake his hand.

Looking back, it seems incredible that the other candidates didn't seem to see what was happening.

"We were under the radar," Barkley explains, "but, that's where we wanted to be. By the time the other candidates realized we were there, it was too late for them to react. That was our strategy from the beginning."

Dean Barkley is perhaps the consummate "political junkie". He seems devoted to everything about politics: philosophy, strategy, numbers, candidates. This devotion makes him an expert. His goal in this campaign was to be at 24% in October, which was Ross Perot's number. He reached his goal.

"People started realizing," Barkley says of Jesse's debate performance, "the talent this guy has, his ability to connect, his straight speaking, his ability to say 'I don't know.'" It was Barkley's work to orchestrate debates which were inclusive, which in large part, made it happen. The debates, Barkley opines, got them to 24%.

Was there a time when Barkley knew they would win? "I expected we could win," Barkley says, "when we got to 24%, but we only got the bank loan 10 days out."

Adman Bill Hillsman came to the campaign after sending Barkley a letter saying he thought Jesse was more populist than another famous Hillsman candidate: Paul Wellstone. Barkley takes no credit for seeing the worth of Hillsman's concepts, or being creative enough to accept the idea, for example, of the action figure. He bows to Hillsman, saying "He dazzled us. The action figure worked. "We couldn't pull Jesse off the campaign trail to be filmed," Barkley says. "Hillsman created a Jesse."

It should be noted that Hillsman doesn't dazzle all of his clients. Attorney General candidate Ember Reichgott, for whom Hillsman did some television ads, and Hillsman may be suing each other, if they haven't already.

The 72 hour drive to victory, a major risk, which included a 38 city media extravaganza, is history now. Barkley and Friedline pulled staff and volunteers off everything else to put it together.

"It was a sink or swim type of situation," Barkley says. "We either stole the media, or fell flat on our faces. We didn't have the ability to bus people to from crowds in towns where Jesse would appear. This was a spontaneous thing. We only give the media two days notice."

The plot was to hit counties and media centers which needed hitting in order to get-out-the-vote. "We had an interactive internet site," Barkley says. "We rolled the dice." They came up <ED. HELP. INSERT HERE PLS WHATEVER IS A WINNING COMBINATION IN DICE. CATS EYES. WHAT?>

"We had a caravan, two-miles long, going between Mankato and St. Peter," Barkley says, "with 600 people showing up at 10:30 at night in Hutchinson; 700 at midnight in Willmar on a Sunday." It becomes more and more incredible that the other Democratic candidate Skip Humphrey and Republican candidate Norm Coleman didn't seem to be at all aware

of what was happening.

How did Dean Barkley keep the faith through this grueling effort? "It was a dream. It was me chasing a dream to see if I could do this. Make this happen," he says. "improve democracy. It has to be improved. I just would never give up."

This is not to say that he wasn't discouraged thousands of times. "It's not fun to be ridiculed. But, I didn't care. The greater good was to change this country for the better. That was my driving force."

Did he ever entertain taking an easy way out? "No," he says firmly. "Offers were made that were refused. I'm sure they will continue to be made. They will be continue to be refused."

"We are not going to become what we detest," Barkley vows, "just because we happen to be sitting where we are now."

The trait Barkley most deplors in others is willingness to compromise principles. It follows, naturally, that the trait he most admires is sticking to your principles. "You may disagree with Paul Wellstone," he says, "but he's got principles. You can can admire him, because he's got core convictions on which he stands."

The same can be said of Barkley. "He has remained true to his principles," Emily Anne Staples says, and because he has, "He is in a position now to help implement a transformation in government."

What is Dean Barkley's idea of perfect happiness? "Winning the establishment," he says, "and getting away with it, which I think we just did."

"On that Tuesday night, when Jesse won," he muses, "I would say that was as happy as I've ever been, at least since the day I married to Susan. That's when I saw a dream come true. I have to thank Jesse for making a dream real. You don't get that very often. He pulled it off for me. That's why I'm still here."

Sylvia Kaplan, longtime Democratic leader, says, "I hope Jesse doesn't break his heart."

Doug Friedline has left what he calls the "transformation offices" and is moving back to Ventura headquarters in North Minneapolis, where he will handle the "Ventura for Minnesota" non-profit licensing agreements for T shirts, hats, bumper stickers. "Our website is still up," he adds, "and we are getting a lot of attention."

The Reform Party is planning to run someone for the U.S. Senate, in the next go-round in 2000, when Rod Gram's seat comes up. If Jesse is an aberration, as some pundits seem to think, the outcome is anybody's call. "If Jesse does well right now," Friedline says, "It will be very good for us." There are a couple of names being tossed around, but for now, the identity of the actual candidate remains unknown.

What is known, however, is that politics, as well as campaigns, may never again be the way they were before Dean Barkley. "The people are the boss," Skip Humphrey said after Jesse's victory, "and they have spoken. Now it's our job to figure out what they were saying." One thing they are saying clearly, is that Dean Barkley is a true believer.



STATE OF MINNESOTA

OFFICE OF GOVERNOR JESSE VENTURA

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MEDIA ADVISORY

For immediate release:
Friday, February 4, 2000

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GOVERNOR NAMES FOLEY DIRECTOR OF D.C. OFFICE

(St. Paul, MN) – Governor Jesse Ventura today announced that Tom Foley will be Director of Federal Relations for the Office of the Governor. Foley, a former Ramsey County Attorney, will be based in Washington, D.C. Amy Gromer, a director in the D.C. office, has returned to St. Paul to work in the governor's Policy Management department.

Foley lived and worked in Washington, D.C. for nearly three years while serving as a Commissioner to the National Indian Gaming Commission in the Clinton Administration.

In addition to serving four terms as Ramsey County Attorney, Foley has served as a Deputy Commissioner of the Minnesota Department of Corrections and as a Special Assistant Attorney General for the State of Minnesota.

Foley is a member of the St. Paul law firm of Johnson Hamilton Quigley Twait & Foley. He will take over his new position on February 14.

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Friday, February 04, 2000

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GOVERNOR VENTURA TO TOUR CENTRAL MINNESOTA ON SECOND LEG OF TOUR 2000

(Saint Paul, MN)-Governor Ventura will depart Wednesday, February 9, 2000 on a two-day tour of central Minnesota. The purpose of the trip is to provide the governor with the opportunity to talk with local communities about his vision for Minnesota. A core part of that vision is a government that supports *Healthy, Vital Communities* by expanding telecommunications networks, developing a statewide transportation plan, and improving the competitive position of rural Minnesota. The Governor will assure greater Minnesota citizens that his telecommunications and highway transportation plans will give their towns and cities the opportunity to be viable centers of commerce in the new century.

In addition, the Governor will emphasize his continuing themes of accountable government (unicameral) with active citizen participation and affordable housing and health care for rural Minnesota.

The Governor will be accompanied on the trip by Commissioners Kit Hadley, El Tinklenberg, Gene Hugoson, Jan Malcolm, and David Fisher of the departments Housing Finance, Transportation, Agriculture, Health and Administration respectively. The role of the commissioners will be not only to assist the Governor in delivering his message, but also to listen to citizen concerns and receive their feedback on the issues discussed.

ABC's "The View" will shadow the Governor as he travels Wednesday and will conduct a taped interview with him from the Arrowwood Inn Radisson Thursday morning. The governor will also be live from 6:30-7:00 a.m. Thursday morning with Dave Huddleston on "WCCO This Morning."

Note: Please review attached itinerary for a detailed breakdown of the trip.

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Sales Tax Rebate, page 2

"Since we've extended the deadline for last year's rebate, there's really no excuse to not get your money," Governor Ventura said. "You just have to get your 1997 taxes filed, and then the money will be on its way."

People taking advantage of the deadline extension will receive the minimum 1999 rebate: \$371 for families and \$212 for individuals. The extension means \$3.5 million will be returned to 12,000 people who missed the filing deadline but were otherwise eligible.

The legislation with the governor's sales tax rebate proposal will be introduced on Monday. It is being carried by Rep. Ron Abrams and Sen. Doug Johnson.

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*Tour 2000-Trip Two Itinerary
February 9-10, 2000*

Wednesday, February 9, 2000

Elk River, MN

7:30 a.m. Governor's Bus Arrives Elk River High School

Elk River High School (2000 Students)
900 School Street
Elk River, MN 55330
612-241-3434

Principal Jim Voight, Asst. Principal Jason Savage,
Superintendent David Flannery

7:30 a.m. Meet and Greet with School Officials

7:45 a.m. Governor live with WCCO Radio in gymnasium (No students)

8:00 a.m. Interview with Elk River Star News
(Closed to Media)

8:05 a.m. Students enter gym

8:20 a.m. Governor goes back to gym and program begins

9:00 a.m. Bus Departs for Big Lake

**Elk River to Big Lake 8 miles, 10 minutes*

Big Lake, MN

9:10 a.m. Arrive Big Lake

Breakfast at Lake Café
430 Jefferson Blvd.
Big Lake, MN 55309

9:40 a.m. Depart for Becker

**Big Lake to Becker 8 miles, 10 minutes*

Becker, MN

9:50 a.m. Arrive Becker

Liberty Paper Inc. (90 employees)
13500 Liberty Lane
Becker, MN 55308

Larry Brauch, PR: 800-236-0034

9:50 a.m. Tour Facility/Meet employees

10:10 a.m. Address Employees/Take Questions

10:30 a.m. Depart for Foley

**Becker to Foley, 20 miles-25 minutes*

Foley, MN

10:55 a.m. Arrive Foley

Section 8 Housing Development Visit
Dewey Place
455 Dewey Street

Governor to tour affordable low-income housing for seniors.

11:30 a.m. Depart for Royalton

**Foley to Royalton 29 miles, 30 minutes*

Royalton, MN

12:00 p.m. Arrive Royalton
Lunch at Dixie's Café

Dixie's Diner Café, 320-584-8229
24 North Hwy 10, Royalton

1:00 p.m. Depart for Little Falls

**Royalton to Little Falls 10 miles, 15 minutes*

Little Falls, MN

1:15 p.m. Arrive Little Falls

Unity Family Healthcare
815 S.E. 2nd St., Little Falls, MN 56345

1:15 p.m. Governor to tour and visit patients
(Closed for privacy purposes)

1:35 p.m. Governor and Commissioner Malcolm Remarks

2:00 p.m. Depart for Long Prairie

**Little Falls to Long Prairie 25 miles, 30 minutes*

Long Prairie, MN

2:35 p.m. Arrive Long Prairie

2:35 p.m. Arrive in front of City Hall and walk one block on Main Street to Hart Mall

Meet and Greet with community

2:50 p.m. Interview with Local Radio Station, KEYL-AM
(Closed to Media)

Located at the Hart Mall
221 Central Avenue
Long Prairie, MN
56347

3:00 p.m. Brief Interview at Radio Station with Long Prairie Leader
(Closed to Media)

3:10 p.m. Depart for Alexandria

**Long Prairie to Alexandria 30miles, 35 minutes*

Alexandria, MN

3:45 p.m. Arrive Alexandria

Arrowwood Inn Radisson
320-762-1124

Alexandria Chamber of Commerce:
Coni McKay, Executive Director 320-760-3161

4:15 p.m. *Tentative Media Event, TBA*

5:00 p.m. Dinner Social Hour, no governor

6:15 p.m. Media availability in Room 221, Arrowwood Inn

6:30 p.m. Chamber of Commerce Dinner

7:00 p.m. Governor Speech and Q&A with audience

7:30 p.m. Governor Retires for the Evening

Thursday, February 10, 2000

Alexandria, MN cont.

6:30 a.m. Live with Dave Huddleston and Cindy Hilger
"WCCO This Morning"

The Rafters, Arrowwood Inn
(Closed to Media)

7:00 a.m. "The View" interview, Room 221
(Closed to Media)

7:30 a.m. Editorial Board Breakfast, Media Room 221
Alexandria Echo Press
(Closed to Media)

9:00 a.m. Depart for Glenwood

**Alexandria to Glenwood 22 miles, 25 minutes*

Glenwood, MN

9:25 a.m. Arrive Glenwood

Minnewaska Area High School (MAHS) "Lakers"
25122 State Hwy. 28
Glenwood, MN 56334

9:30 a.m. Governor addresses student body at assembly in auditorium

9:55 a.m. Classroom roundtable with 30 selected 7th-9th graders
Students will have prepared questions for in advance

10:10 a.m. Depart for Belgrade

**Glenwood to Belgrade 32 miles, 35 minutes*

Belgrade, MN

10:45 a.m. Arrive Belgrade

Visit Minnesota Rural and Urban New Homesteading Program
Home

508 Martin
Belgrade, MN

11:10 a.m. Depart for Paynesville

**Belgrade to Paynesville 15 miles, 20 minutes*

Paynesville, MN

11:30 a.m. Arrive Paynesville for Luncheon

Local American Legion
770 West Hwy 23
Paynesville, MN 56362

12:15 p.m. Depart for Cold Spring

**Paynesville to Cold Spring 17 miles, 20 minutes*

Cold Spring, MN

12:35 p.m. Arrive Cold Spring

12:35 p.m. Tour Brewery

Gluek Brewing Company
219 Red River Ave.
P.O. Box 476
Cold Spring, MN 56320

1:05 p.m. Depart for St. Augusta Township

**Cold Spring to St. Augusta Township 15 miles, 20 minutes*

St. Augusta Township, MN

1:30 p.m. Arrive St. Augusta Township

Town of St. Augusta (Town Hall)
1914 250th St.
St. Cloud, MN 56301

1:45 p.m. Governor to podium

Introduction from Ollie Moudloch, Chair of St. Augusta
Township Council

1:50 p.m. Governor's remarks to local officials and members of community

2:15 p.m. Depart for St. Paul

**St. Augusta to St. Paul 65 miles, 80 minutes*

St. Paul, MN

3:40 p.m. Arrive Governor's Residence



STATE OF MINNESOTA

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For immediate release:
Tuesday, February 1, 2000

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Kit Borgman, DTED
651-297-1192

BIZLINKS OFFERS ONE-STOP SHOPPING FOR MINNESOTA BUSINESS INFORMATION

(St. Paul, MN) – Governor Jesse Ventura today unveiled BizLinks, an electronic clearinghouse designed to make it easier for Minnesota businesses to comply with state regulations. The site links users to state agency web sites that offer the specific regulatory and tax information that most businesses need to know.

Thirteen agencies were involved in developing the site, reflecting the governor's commitment to improve access to state government and avoid duplications of efforts.

"This is a perfect example of what government can do when agencies work together," said Governor Ventura. "My administration's Big Plan says it's all about service, not systems - and BizLinks delivers. Businesses no longer have to waste time and energy wondering what they need to know or where to find it."

BizLinks provides web links to information related to incorporation; labor laws; licenses, permits, and inspections; taxes; unemployment insurance; and workers' compensation. But regulatory information is just the first phase of development. Future site enhancements will include information for businesses such as financial and technical assistance resources as well as economic and employment data resources.

-more-

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The Department of Trade and Economic Development (DTED) led the collaborative effort that produced BizLinks. Partners include the Departments of Economic Security, Labor and Industry, Agriculture, Health, Human Services, Revenue, Commerce and Public Service, Natural Resources, Public Safety, Transportation, the Pollution Control Agency and the Secretary of State's Office.

BizLinks can be found at www.bizlinks.org.

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STATE OF MINNESOTA

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MEDIA ADVISORY

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Wednesday, February 2, 2000

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LT. GOVERNOR SCHUNK TO ANNOUNCE ELECTRONIC INCOME TAX FILING PROGRAM FOR YOUNG PEOPLE

Who: Lt. Governor Mae Schunk, Minnesota Revenue Commissioner Matt Smith, IRS Communications Manager Michelle Eldridge, representatives from the Department of Children, Families and Learning, Metro State University and Minneapolis Community and Technical College

What: Kickoff of *Minnesota/IRS E-File*, a program to encourage young people to file electronic income tax returns.

When: Thursday, February 3, 2000, 10:30 a.m.

Where: Governor's Reception Room
State Capitol, Saint Paul

It is more efficient and faster to file and process electronic income tax returns than paper tax returns, yet most Minnesotans continue to file on paper. Several Minnesota state agencies and the IRS are collaborating on a strategy to encourage young people to file electronically, with the hope that this becomes a permanent habit. *Minnesota/IRS E-File* is a new marketing program to encourage high school and college students to file e-returns. CFL, Metro State students and the IRS have designed a high school lesson plan to teach students to fill out income tax returns. Design students at the Minneapolis Community and Technical College created *Minnesota/IRS E-File* posters, which will be on display at the news conference.

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GOVERNOR TO ADDRESS COUNTY BOARDS IN JOINT MEETINGS

(St. Paul, MN) – Minnesota Governor Jesse Ventura today said he will outline his transportation plan for all seven metro county boards in the next few weeks.

The governor will speak to a joint meeting of the boards of Dakota, Ramsey and Washington counties next Tuesday, February 8, at 2:00 p.m. in Hastings. The following Monday, February 14, the governor will address a joint meeting of the Anoka and Hennepin county boards at 2:00 p.m. in Anoka. Transportation Commissioner Elwyn Tinklenberg and Metropolitan Council Chair Ted Mondale will also speak at both meetings. The meeting date for Carver and Scott counties has not yet been finalized.

The Ventura Administration's ten-year multimodal transportation investment strategy combines tax relief for license tab fees, and transfers the Motor Vehicle Excise Tax to expand transit services statewide, remove traffic bottlenecks and protect connections between the state's regional trade centers.

The meetings will last approximately one hour, with a fifteen-minute media availability to follow immediately. The Dakota/Ramsey/Washington meeting will be at the Dakota County Administration Center, 1590 Highway 55 in Hastings. The Anoka/Hennepin meeting will be at the Anoka County Government Center, 2100 3rd Avenue, Anoka.

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Wednesday, February 02, 2000

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Jane Kennedy, MHFA
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Karen Smigelski, DHS
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GOVERNOR VENTURA PROPOSES PLAN TO HELP FAMILIES MOVE TOWARD SELF-SUFFICIENCY

(St. Paul, MN)--Governor Jesse Ventura today proposed that \$173 million in surplus monies in the state's Temporary Assistance for Needy Families (TANF) reserve be used to help hard-to-employ families move from welfare to work.

"I have one goal for this money and one goal only-that 30 months from now there is not one family left on the welfare rolls that has the ability to work," said Governor Ventura. "I want to keep this money for problem solving in Minnesota, not Washington D.C."

The proposal, which is a package of recommendations from state agencies, is aimed at ensuring that as few Minnesota families as possible reach the 60-month time limit on assistance.

"This proposal will help counties intervene sooner with families at risk," said O'Keefe, who chaired a group of state commissioners that helped develop the proposal.

Separate reports from the Office of the Legislative Auditor and the state Department of Human Services presented to the Legislature last week recommended intervention services for families that are hard to employ. Without intervention, about 7,500 families are expected to reach the 60-month limit by the end of state fiscal year 2003. In an average month about 45,000 families use the Minnesota Family Investment Program (MFIP), Minnesota's welfare reform program.

"Affordable housing is a critical component necessary to support families as they leave welfare and move out of poverty," explained Minnesota Housing Finance Agency Commissioner Katherine Hadley. "The governor's proposed welfare reform spending is a smart, long-term investment; it will not just help families as we approach the first five-year time limit under welfare reform, but will continue to help families in the coming decades."

(more)

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Key components of the TANF spending proposal include:

- \$55 million for a Local Intervention Fund for Family Employment to address the needs of hard-to-employ families. Counties would use this flexible source of funding to meet a variety of local needs, including additional job training, intervention services, assistance with chemical dependency and mental health, and child care and transportation assistance. This would include a \$9.4 million federal welfare reform performance bonus Minnesota recently received for helping MFIP participants go to work.
- A total of \$83 million to address housing needs of low-income families. This includes: \$28 million for the elimination of a provision to count a portion of public housing subsidies as income when determining MFIP benefits; \$39.5 million for new production, acquisition and rehabilitation of rental housing; and \$15 million for a revolving loan fund for Habitat for Humanity to provide low-cost mortgages.
- \$10 million to expand the availability and options for out-of-school programs for children in TANF-eligible families. These include academic after-school and summer school programs.
- \$23 million to allow child support payments (now retained by the state and federal government) to be passed on to MFIP participants.

Commissioner O'Keefe said the proposal was designed to address concerns such as lack of child care, housing and transportation, brought up during meetings throughout the summer with MFIP participants, employment counselors, county officials and community groups. O'Keefe also noted that welfare reform is working well for most MFIP families. About 46 percent of families that were on MFIP in July of 1998 were off the program 15 months later, while 20 percent were still receiving MFIP and working.

The TANF reserve is funded by a federal welfare reform block grant.

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MEDIA ADVISORY

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GOVERNOR ANNOUNCES WORKERS' COMPENSATION SURPLUS PROPOSAL

(St. Paul, MN) – While addressing the Minnesota Chamber of Commerce last evening (Tuesday, February 1), Governor Jesse Ventura announced his proposal regarding the surplus in the workers' compensation Assigned Risk Plan (ARP).

The ARP is established by statute and designed to assist employers who are refused coverage in the private market. Employers pay premiums directly to the ARP and the ARP pays benefits to injured employees.

Currently, 34,000 businesses, most with one to five employees, purchase coverage from the ARP. The average annual premium is \$850.

In large part, through unprecedented investment returns from the current bull market, the fund has amassed a surplus of approximately \$500 million.

Because the ARP surplus exceeds the amount necessary to ensure the plan's solvency, the governor proposes to retain a small portion of the surplus (\$50 million) and transfer approximately \$20-\$22 million annually during the next two years to Minnesota Comprehensive Health Association to decrease the current deficit. Another five to seven million dollars will be transferred in the third year—a total of \$45-\$51 million during the next three years.

-more-

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ARP, page 2

The governor also proposes to transfer the remaining balance of the excess surplus (approximately \$355 million) to the Department of Labor and Industry.

The Department of Labor and Industry will be directed to use the to reduce the liabilities for the "supplemental benefits program" and the "second injury program," both of which are part of the Department of Labor and Industry Special Compensation Fund. Both of these benefit programs were eliminated as a result of workers' compensation reform legislation, however, there is a significant ongoing liability for claims that preceded the elimination of the programs.

The governor intends to use this surplus to reduce the workers' compensation insurance costs passed onto Minnesota businesses as a result of these program obligations.

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Wednesday, February 2, 2000

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GOVERNOR JESSE VENTURA'S DAILY SCHEDULE

Thursday, February 3, 2000

9:00 a.m.	Office meetings Governor's Office, State Capitol
1:30 p.m.	Naval-promotion ceremony Governor's Reception Room, State Capitol
2:00 p.m.	Office meetings Governor's Office, State Capitol
5:30 p.m.	Bus Tour of Hiawatha Corridor (No media) Waise Center, Abbott Northwestern Hospital 2800 Chicago Avenue, Minneapolis
7:00 p.m.	Light Rail Forum Waise Center Gymnasium, Abbott Northwestern Hospital 800 East 28th Street, Minneapolis

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Wednesday, February 2, 2000

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Pager: 651-908-2583

LT. GOVERNOR MAE SCHUNK'S DAILY SCHEDULE

Thursday, February 3, 2000

8:00 a.m.	Office meetings Governor's Office, State Capitol
10:30 a.m.	News conference to announce Electronic Filing Initiatives Governor's Reception Room, State Capitol
11:00 a.m.	Office meetings Governor's Office, State Capitol
1:30 p.m.	Naval-promotion ceremony Governor's Reception Room, State Capitol
2:00 p.m.	Office meetings Governor's Office, State Capitol

###



STATE OF MINNESOTA

OFFICE OF GOVERNOR JESSE VENTURA

130 State Capitol • 75 Constitution Avenue • Saint Paul, MN 55155

For immediate release:
Tuesday, February 1, 2000

Contact: John Wodele
651-296-0001
Pager: 888-777-0082
David Ruth
651-296-0080
Pager 651-969-8342

GOVERNOR JESSE VENTURA'S DAILY SCHEDULE

Wednesday, February 2, 2000

9:00 a.m.	Office meetings Governor's Office, State Capitol
10:00 a.m.	Addresses Senate Transportation Committee Room 112, State Capitol
10:30 a.m.	Office meetings Governor's Office, State Capitol
1:45 p.m.	Addresses Minnesota Association for Court Administration Room 230, Judicial Center, St. Paul
3:00 p.m.	News conference to announce Temporary Assistance for Needy Families (TANF) proposal Governor's Reception Room, State Capitol
3:30 p.m.	Office meetings Governor's Office, State Capitol

###



STATE OF MINNESOTA

OFFICE OF GOVERNOR JESSE VENTURA

130 State Capitol • 75 Constitution Avenue • Saint Paul, MN 55155

For immediate release:
Tuesday, February 1, 2000

Contact: Steve LeBeau
651-296-7689
Pager: 651-908-2583

LT. GOVERNOR MAE SCHUNK'S DAILY SCHEDULE

Wednesday, February 2, 2000

8:30 a.m.	Visits Hinckley Elementary 111 Blair Avenue, Hinckley
10:00 a.m.	Visits Willow River School 8142 Pine Street, Willow River
3:00 p.m.	News conference to announce Temporary Assistance for Needy Families (TANF) proposal Governor's Reception Room, State Capitol
3:30 p.m.	Office meetings Governor's Office, State Capitol

###



STATE OF MINNESOTA

OFFICE OF GOVERNOR JESSE VENTURA

130 State Capitol • 75 Constitution Avenue • Saint Paul, MN 55155

For immediate release:
Monday, January 31, 2000

Contact: John Wodele
651-296-0001
Pager: 888-777-0082
David Ruth
651-296-0080
Pager 651-969-8342

GOVERNOR JESSE VENTURA'S DAILY SCHEDULE

Tuesday, February 1, 2000

9:00 a.m.	Office meetings all day Capitol Complex, St. Paul
6:30 p.m.	Addresses Minnesota Chamber of Commerce Downstairs Ballroom, St. Paul Radisson Hotel

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STATE OF MINNESOTA

OFFICE OF GOVERNOR JESSE VENTURA

130 State Capitol • 75 Constitution Avenue • Saint Paul, MN 55155

For immediate release:
Monday, January 31, 2000

Contact: Steve LeBeau
651-296-7689
Pager: 651-908-2583

LT. GOVERNOR MAE SCHUNK'S DAILY SCHEDULE

Tuesday, February 1, 2000

9:00 a.m.	Office meetings all day Capitol Complex, St. Paul
12:30 p.m.	Visits St. Croix Area Education School District Rush City, Pine City, Sandstone
7:15 p.m.	Ribbon-cutting ceremony of Korbel Arena 1225 Sixth Street, Pine City

###

ELECTION SPECIAL

TIME

BODY SLAM!

America sends its
leaders a message:
Get a life—we've got one!

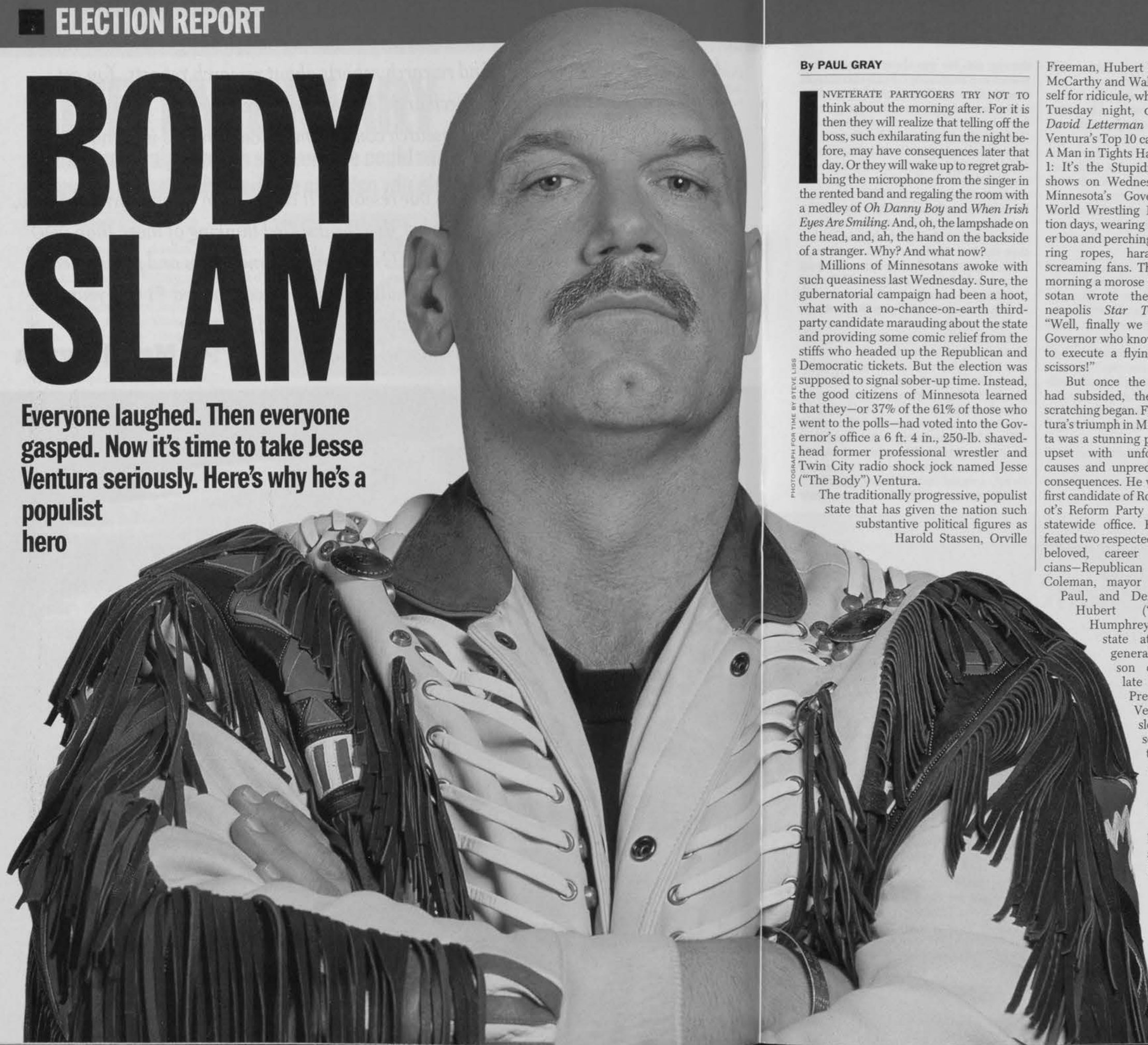
Plus: The Fall of Newt

Minnesota
Governor-elect
Jesse
"The Body"
Ventura



BODY SLAM

Everyone laughed. Then everyone gasped. Now it's time to take Jesse Ventura seriously. Here's why he's a populist hero



By PAUL GRAY

INVETERATE PARTYGOERS TRY NOT to think about the morning after. For it is then they will realize that telling off the boss, such exhilarating fun the night before, may have consequences later that day. Or they will wake up to regret grabbing the microphone from the singer in the rented band and regaling the room with a medley of *Oh Danny Boy* and *When Irish Eyes Are Smiling*. And, oh, the lampshade on the head, and, ah, the hand on the backside of a stranger. Why? And what now?

Millions of Minnesotans awoke with such queasiness last Wednesday. Sure, the gubernatorial campaign had been a hoot, what with a no-chance-on-earth third-party candidate marauding about the state and providing some comic relief from the stiffness who headed up the Republican and Democratic tickets. But the election was supposed to signal sober-up time. Instead, the good citizens of Minnesota learned that they—or 37% of the 61% of those who went to the polls—had voted into the Governor's office a 6 ft. 4 in., 250-lb. shaved-head former professional wrestler and Twin City radio shock jock named Jesse ("The Body") Ventura.

The traditionally progressive, populist state that has given the nation such substantive political figures as Harold Stassen, Orville

Freeman, Hubert H. Humphrey, Eugene McCarthy and Walter Mondale braced itself for ridicule, which had already begun. Tuesday night, CBS' *Late Show with David Letterman* offered its version of Ventura's Top 10 campaign slogans (No. 7: A Man in Tights Has Nothing to Hide; No. 1: It's the Stupidity, Stupid). TV news shows on Wednesday featured clips of Minnesota's Governor-elect from his World Wrestling Federation days, wearing a feather boa and perching on the ring ropes, haranguing screaming fans. Thursday morning a morose Minnesotan wrote the *Minneapolis Star Tribune*, "Well, finally we have a Governor who knows how to execute a flying head scissors!"

But once the joking had subsided, the head scratching began. For Ventura's triumph in Minnesota was a stunning political upset with unforeseen causes and unpredictable consequences. He was the first candidate of Ross Perot's Reform Party to win statewide office. He defeated two respected, if not beloved, career politicians—Republican Norm Coleman, mayor of St. Paul, and Democrat Hubert ("Skip") Humphrey III, state attorney general and son of the late Vice President.

Ventura's slogan, "Retaliate in '98," seemed an off-key way to appeal to voters in a prosperous and well-governed state with 2.4% unemployment. Retaliate for what?

Boredom seems to be the most likely answer, plus a growing grass-roots resentment of elitist politicians who govern by focus groups rather than personal convictions. Says Steven Schier, chairman of the political-science department at Minne-

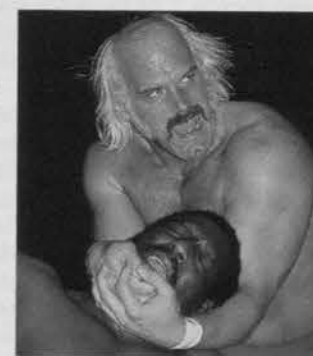
sota's Carleton College, of Ventura: "He's charismatic, he's warm, he's colorful. Coleman and Humphrey were much more conventional politicians and provided a nice gray backdrop. Every act needs a straight man, and he had two of them." Ventura's campaign manager, Doug Friedline, says, "He's very straightforward and honest. You may not like his answers, but you're gonna get them anyway."

At first blush, straightforward and honest seem odd terms, even for a campaign manager, to apply to someone who made his name in the phantasmagorically staged world of pro wrestling and then parlayed his fame into roles in Hollywood action films, including *Predator*, *The Running Man* and *Batman & Robin*. Plus Ventura's appeal to populist sympathies and his downscale campaign wardrobe—faded jeans, scuffed sneakers, an occasional camouflage jacket and bush hat—belied the fact that he is a wealthy man. He lives with his wife of 23 years, Terry, and a teenage son and daughter on a 32-acre horse farm in the suburbs of Minneapolis. Posted above the front door of his red brick colonial house is a sign: FORGET THE DOG. BEWARE THE OWNER.

Even his opponents admit that Ventura's testosterone-overload image can be amusing. But how much of it is true? The record yields a mixed answer.

For openers, his name is assumed. James George Janos was born in Minneapolis in 1951; graduated from Roosevelt High School, after exploits on the football and swimming teams, in 1969; and immediately enlisted in the Navy, where he qualified for the SEALs underwater demolition team. During his campaign for Governor, he made much of his military service, at the intended expense of his opponents. A radio ad, set to the theme from the movie *Shaft*, contained the lyrics, "When the other guys were cashing government checks, he was in the Navy getting dirty and wet." He boasts a Vietnam Service Medal on his personnel record, although he has consistently refused to explain what he did there.

Discharged from the service in 1973,



COMBAT ZONES

After his palmy days in pro wrestling, Ventura entered the political arena and became mayor of the Minneapolis suburb of Brooklyn Park

★ ★ ★





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How I Won The Minnesota Statehouse, By Jimmy (Big Boy) Valente As Told to Garrison Keillor

A satire chronicling
the rise of a certain wrestler
cum pol, and imagining
a future that might
give Al Gore the willies.

A

t International World Wrestling, I, Jimmy (Big Boy) Valente, was the headliner, Mr. Magnificent, the Boss Man.

I brought wrestling into the modern age.

I was the one who introduced rock-and-roll. I was the first to use loops of accordion wire in place of ropes. I was the one who introduced pyrotechnics. A flaming genius! Every night it was a Ring of Fire! I was the first to employ sweat-seeking cruise missiles in the ring. The first to use explosives: we liked to have one wrestler throw another in a Dumpster and blow it up. Our slogan was "Come See Extreme Wrestling — No Children Under 6 — Not for the Squeamish — Don't Wear Your Good Clothes." The blood flowed, the monster

truck roared, the ring burst into flames and the fans went away happy. I was sitting on top of the world, earning millions, getting a million hits a day at jimmybigboy.com.

Wrestling gets hard when you pass 40, though. Your back hurts from lifting 300-pound guys and heaving them into the seats.

One night in the Boston Garden, Hump Hooley and I fought a marathon tag-team match against the Messenger of Death and Mr. Disaster, a real shorts-scorcher involving quarts of blood, thousands of vampire bats, a pack of rabid wolves, six suicide bombers from Hamas and 12 Tomahawk missiles, and in the finale I hoisted the Messenger over my head and heaved him into the turnbuckle, only to have him ignite a moat of gasoline around the ring, and I passed out from the fumes and lay unconscious, the flames licking at my feet, death near at hand — and then pain awakened me! I leapt up and called in an air strike on myself! The cruise missiles came straight at me! Smoke and flames! Utter confusion! And when the smoke cleared, there was a heap of ashes in the middle of the burn-

Garrison Keillor is the author most recently of "Wobegon Boy" and the host of "A Prairie Home Companion" on public radio. This article is adapted from his coming book, "Me, by Jimmy (Big Boy) Valente as Told to Garrison Keillor." It was inspired by the election in November of Jesse (the Body) Ventura as Governor of Minnesota, one of whose first acts was to propose cutting aid to public broadcasting. Of his state's new Governor, Keillor says: "He's Jesse Helms with pectorals and a stronger chin. And he makes it fun to read the newspaper."

Illustrations by Gary Panter





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POLITICS[©]

In Minnesota

February 18, 1999

Volume 17, Number 13

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The Body, The Mind, The Phenomenon, The Governor

Monday next will find Minnesota's governor speaking to the National Press Club. While in Washington he'll lunch with Minnesota's Congressional delegation, all of whose members will probably make the lunch—something they didn't always do with previous governors. Heck, with previous governors the Congressmen wouldn't want to waste their time on a lunch. Let him walk around to their offices.

A recent **Newsweek** devoted three pages to **Ventura**. That followed **Rolling Stone** and **Harper's** pieces of recent vintage. And, of course, there's **Garrison Keillor's** new book, due out March 1 with an excerpt in Sunday's **New York Times Magazine**. Let's face it: **Ventura's** a star, the biggest star in the gubernatorial firmament—including likely Presidential candidate **George W. Bush** of Texas. Because he's a star, **Ventura** gets to play the political game by totally different rules than any one else in Minnesota.

A lot of the poor folks in Minnesota's public policy community have been asking us what the new rules are. We're still not sure, but here are some things we know are different than they used to be.

Now, Money's OK

The one unshakeable, always true rule buried in the fabric of Minnesota politics was the rule that said politics could never, ever be about making money for the politician. That isn't true everywhere. In Illinois, for instance, the public kind of expects that politicians make a little extra on the side. Here the very hint of it sends us into paroxysms. That's why our politics is so relatively scandal-free. It's not that our politicians are necessarily more honest, it's that the Minnesota public won't tolerate any indications that a public figure is profiting from politics and as a consequence, most of these people don't even think about trying it.

Ventura clearly has a new approach in this area. Last week's example of his determination to not allow any money to get away was the letter from his lawyers to Senate staffer **Pat Helmberger** who was selling valentine cards with a gubernatorial caricature. The fact that your editors don't really know what the new rules are was demonstrated by this reality: in mid-November, not long after the surprising election which brought **Ventura** to the Capitol, **Helmberger** asked editor **Spano**, who happened to be in passing by, what he thought of valentine cards featuring the gov and a pink boa.

(see **MONEY** continued on page 2)



POLITICS[®]

In Minnesota

A newsletter that gives you the insiders' look at Minnesota politics. Written and edited by three of the state's most experienced public affairs consultants.



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D.J. Leary
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Letters from readers are welcome.

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MONEY continued from page 1

Said the stunningly un-prescient **Spano**, "Hey, **Ventura** will love it. And you might even sell a few."

At first blush we thought **Ventura**'s fascination with the dollar might turn Minnesotans off. Certainly, if any other politician did it s/he'd be toast. But **Ventura**'s different, with different rules. It could be we'll reach a moment when the public will say: "You've gone too far." But for now Minnesotans seem willing to enjoy **Ventura**'s celebrity status just like everyone else does, whether or not he makes a few extra dollars because he happens to be our surprise governor.

Ventura: What You Think You See Ain't Necessarily What You Get

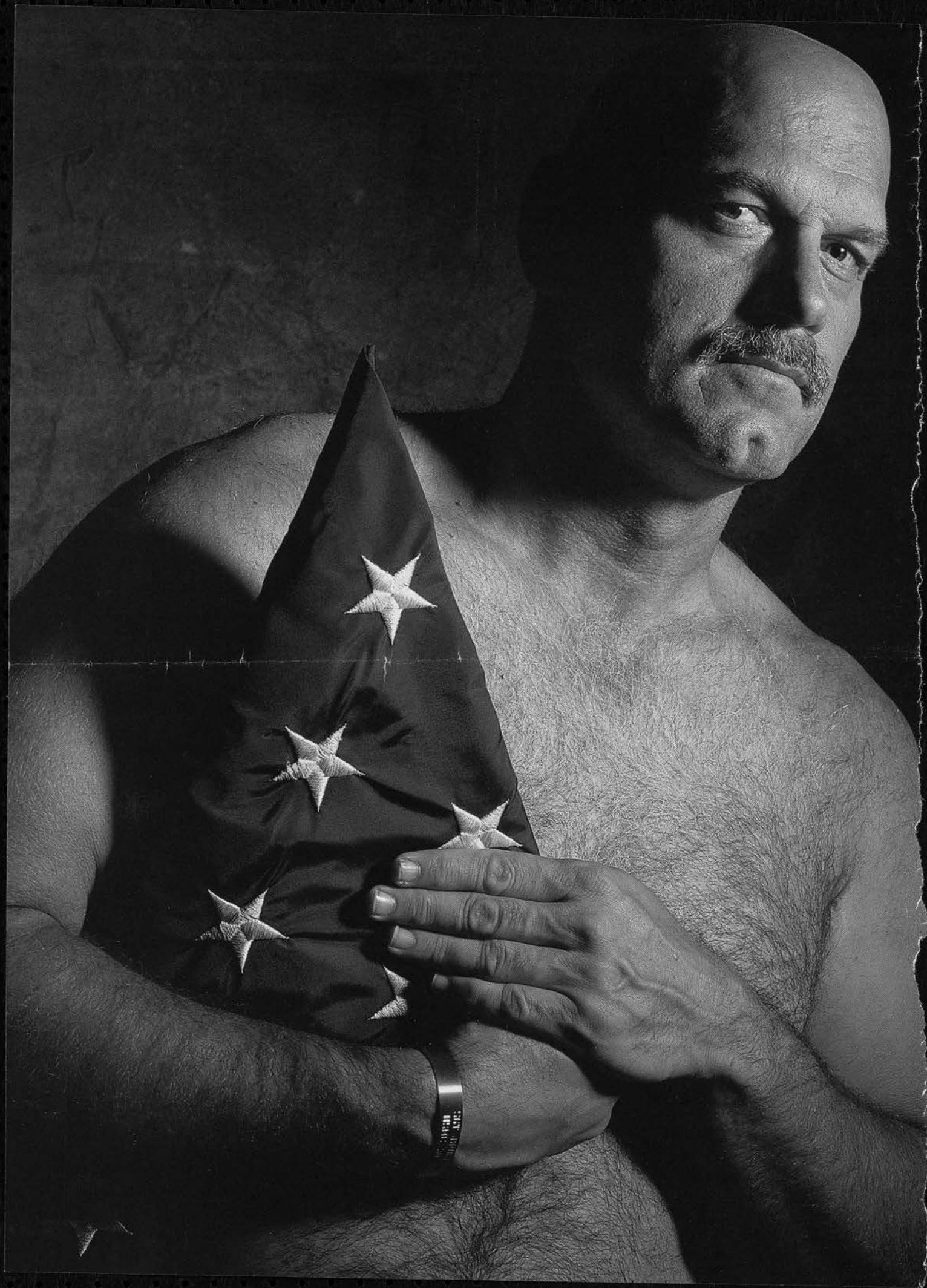
We saw three different video news stories in three different states last week on the dust-up that occurred between Governor **Jesse Ventura** and the students from Minnesota State Colleges and Universities. Similarly, there were print stories about the confrontation—not as vivid as the television footage—in newspapers from coast-to-coast and, according to one informant, also in Europe. The in-your-face combativeness of **Ventura** was also praised by conservative talk show hosts throughout the country and in Canada. Even the godfather of right-wing babble, **Rush Limbaugh**, spent more than an hour praising the Governor's actions and his political philosophy, at least as it was expressed in those video clips and the short news briefs.

For our money, the real story about that event and what was behind it could be found in Sunday's **Saint Paul Sunday Pioneer Press** story by State Capitol reporter **Deb O'Connor**. Most of the other coverage was more about sensational news coverage driven by the **Jerry Springer** approach to neighborly relations than it was a good examination of **Ventura**'s personal and political philosophy about self-reliance. Somehow, **O'Connor** got into her story some of the best, most reflective and lucid expressions of the **Ventura** basic philosophy that we've seen assembled in one package. It's a philosophy that has been written about, talked about and examined through **Ventura**'s past talk-radio explosions, his campaign rhetoric of 1998 and his off-hand remarks—both to audiences and the news media—that are best described as rambling coherence. A snake would break its back trying to follow the Guv's sentence structure and syntax. But **O'Connor** managed to pull from the Governor statements about his foundation philosophy that, in many respects, seemed rational, somewhat reasonable and occasionally thoughtful. It was a reflection of why he feels how he feels about how government and people interact and what the expectations of both should be.



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Politics as Un- usual

Liberals have charged him with being too conservative.
Conservatives have criticized him for being too liberal.
But no one has accused Jesse Ventura of being too boring.

BY JOSEPH HART PORTRAITS BY MARC NORBERG

RANK UPON RANK of Harley-Davidson motorcycles flank the curb outside the Cabooze Bar in Minneapolis: Hogs painted with flames, with a naked woman, with a Frankenstein monster. Hogs with extra-long

forks and wrought chrome. Old hogs with funny, flat seats, and new hogs with handlebars so high you'd almost need to ride standing up. More bikes rumble up every minute, belching gas fumes and churning up dust that hangs there in the July heat. The bikes are so loud you don't hear them—you feel them pounding in your solar plexus like a drum.

The riders climb off their steeds in a haze of blue smoke and saunter into the parking lot where the 1998-Pre-Sturgis Hog Rally is in full swing—a bacchanalian send-off for the long ride west to the biggest annual Harley-Davidson festival on Earth. In the center of the lot, women compete in a “weenie derby”: While riding on the backs of motorcycles, they take turns trying to bite a chunk out of a hot dog slathered with mustard and suspended overhead from a string. At a makeshift bar, the bartenders tap beers into plastic cups as fast as they can. Conversation is a roar. Old friends, reunited, slap backs and shout greetings.

Towering head and shoulders over the assembled bikers, and burlier than any of them, James George Janos—a.k.a. Jesse Ventura, a.k.a. “The Body,” a.k.a. (he hopes) The Next Governor of Minnesota—works the crowd, trolling for votes. He kicks at the ground with his gray snakeskin boots, clamps a 2-inch cigar stub firmly in a corner of his mouth, adjusts the black cap perched on his shaved head, and sticks out a paw as big as a T-bone to shake the hand of the pretty girl gazing up at him. “We’re going to rock ‘em in November, baby,” he rumbles, chomping on the cigar. “We’re going to take them all by surprise.”

Ventura’s the only gubernatorial candidate stumping at the biker rally, and he’s making a splash. With the election just four months away, Ventura remains the wild card in the race. Running as a libertarian on the Reform Party ticket, he cuts a flamboyant path that he insists will take him to the governor’s mansion. Some of his appeal comes from his star-power: He’s best known as a former pro-wrestler, as an actor with Arnold Schwarzenegger in the movie *Predator*, as host of his own talk-radio show on KFAN, and as a mayor of a Minneapolis suburb. But people like him, he insists, not on account of his celebrity status, but because he’s a regular guy, a no-bull citizen who tells it like it is. “What I’m saying to the Minnesota people

makes sense to them,” he says, “and I think they’re tired of the professional politicians. They know if they elect one of these other people they’re getting business as usual. I think they’re ready for business as *unusual*.”

Meanwhile, the tattoo contests are getting underway by the bar. The emcee—a man so bald and so round he looks like a child’s toy—calls out the contestants: first the women (one elicits hooting by pulling down her shorts to show off her tattoo),

then the men (one has a fantasy portrait of a centerfold on his back). And then, with some coaxing from the toy-like emcee, the crowd starts chanting.

Jesse! Jesse! Jesse! Jesse! Jesse!

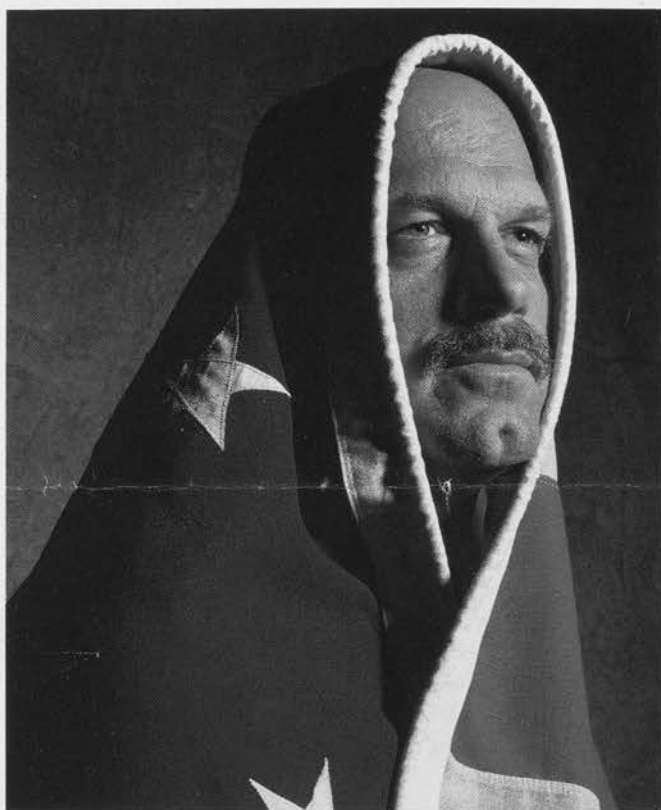
Ventura climbs up on the platform. A half-dozen brawny henchmen in black “Ventura for Governor” T-shirts and sunglasses stand at each corner of the stage and scan the crowd.

“I’m Jesse Ventura,” the candidate bellows, trying to ratchet the microphone up to his prodigious height. “I’m running for governor. And I believe in freedom!” The crowd is on its feet cheering and stomping. “You notice,” he continues when the applause dies down, “that there aren’t a lot of other candidates out

here today. But I have to say, you’re the most appreciative crowd I’ve spoken to.” He promises the bikers if he’s elected he’ll never sign a helmet law. He makes an apologetic pitch for cash donations. Then he really brings down the house: “I was interviewed by the biker magazine *Bikes and Spikes* today. And they asked me, ‘Well, Jesse, is it briefs or shorts?’” He pauses for a second, “I can tell you as an ex-Navy Seal that we don’t wear any underwear.”

Despite such antics (or perhaps because of them), Ventura has managed to appeal to potential voters much closer to the mainstream than bikers. All summer, polls showed Ventura taking up to 15 percent of the electorate—not enough to win, but enough to play the spoiler to one or the other of his opponents. Ventura believes he’ll take from both parties: His social liberalism and his card-carrying union credentials will take Democratic voters, and his anti-tax stand and personal responsibility pitch will appeal to Republicans.

Whoever loses the November election will undoubtedly blame the man with no underwear for stealing precious votes.



But Ventura himself has no doubts about his future. "I believe in fate," he says. "Everything happens for a reason. Everything is falling into place. I will be the next governor."

"DID YOU SEE the latest? The Zapruder, digitally enhanced? Shit, you need to see it." We're discussing one of Ventura's favorite subjects—the assassination of John F. Kennedy—in the living room of his 30-acre ranch in Maple Grove, where he lives with his wife and their two teenaged children, a dozen horses, and a disobedient English bulldog. The Jesse Ventura padding in his stocking feet past the baby-grand piano, sucking candies from a dish placed on an end table, seems a far cry from the macho ex-biker at the hog rally. Except that even here, surrounded by the luxuries of home, he can't sit still. He keeps one foot endlessly tapping.

Ventura has puzzled over the details of the Kennedy shooting, has read the books and watched the movies. And in his reasoned opinion, there was a conspiracy to kill JFK and to cover it up afterward. "I don't like it when you have people out there who say that we're conspiracy wackos," he says. "If the assassination was indeed committed by Oswald, this little, disgruntled Marine private, why would everything have to be locked up in the archives? How could he be any threat to our national security?" Ventura comes down on the side of film director Oliver Stone: The CIA and the Mafia conspired to kill JFK because the president was ready to pull out of Vietnam, he thinks. "There were forces in this country who did not want us out of that war. There was money to be made. Follow the money."

Like a lot of men of his generation, the war in Southeast Asia played a pivotal role in Ventura's coming of age, and in his case, continues to haunt him. Ventura volunteered fresh out of Minneapolis' Roosevelt High in 1967 for the Navy's Sea, Air, and Land (SEAL) outfit—a secret, elite military corps that engages in clandestine missions of sabotage, infiltration, rescue, and combat. His military record is something he's proud of, and he never fails to bring it up at campaign appearances, though he doesn't like to get into particulars. "I did what I was supposed to do," he says shortly. "I don't talk about it. It's no one's business."

Ventura rejects the popular image of the rift in American society back in the '60s, with soldiers and their generals on one side and peaceniks with their flowers on the other. He was as much a rebellious flower child as he was a soldier. "I loved the '60s," he says, "because our generation will always

go down as the most free-thinking—I like to say 'spirited, rebellious.'" When Ventura announced his candidacy for Minnesota governor, he came right out and admitted his own rebel past. "I have nothing to hide," he says. "I came out and said, 'Yeah, I've smoked pot.' Big deal. In the '60s, you were weird if you didn't. I even inhaled. Pot was \$10 a bag. Cheaper than cigarettes."

Ventura tells a story about how he was once stateside awaiting a mission when he learned that peace protesters were gathering to march on the military base where he was stationed. Along with the grunts on base, Ventura was put on ready alert to turn them away. "I had a real problem with that," he remembers. "I realized that base security was important, but I also realized that these were the very people that we were supposed to

be defending and fighting for. I went to my officer and I told him, I don't think I can beat down Americans out there. I wouldn't do it. Fortunately, I think he had a soul and was a good officer. He happened to leave me off the duty roster that day."

Unlike the many veterans who resented the lack of public support for the Vietnam War and the peace movement in particular, Ventura says he has come to believe that the anti-war protesters were on the right side. "I thank God for the hippies because if the peace movement hadn't taken place, we probably would have lost another 50,000 kids," he explains. In fact, when his tour of duty in Vietnam was finally over, Ventura joined the opposition and marched

in protests against the draft. "I don't regret my time in the service at all," he says, "but we were never told that Vietnam was fighting for its freedom. I read about it years later and realized they were fighting the French for their freedom the same way we fought the British for ours."

Of course, Ventura is best known not as a soldier but as a superstar pro wrestler in the World Wrestling Federation and, after his retirement in 1986, as a pro-wrestling commentator. Everything that he has achieved to date—his acting career, his radio show, his political achievements and aspirations—springs from his wild success in the ring.

Even before he started wrestling, Ventura was interested in drama. After leaving the Navy, he was pursuing a theater major at North Hennepin Community College when he attended a pro-wrestling match featuring Superstar Billy Graham. "I looked at him and watched what he did," Ventura remembers. "I thought, That interests me as a career. It's theater that pays well. I always refer to it as ballet with violence."

The mock battles Ventura waged *Continued on page 172*

**"I believe
in fate. Everything happens
for a reason. Everything is
falling into place.
I will
be the next
governor."**

Continued from page 101 for the WWF were the polar opposite of the murky Southeast Asian conflict in which he had fought. In pro wrestling, there are good guys and bad guys, and the good guys always win. "I was a bad guy," he says. "My job was to piss everybody off enough that they'd pay money to see me get my ass kicked. Bad guys get to be far more creative. That's why I was a bad guy. Good guys have to think of Mom, apple pie, and the girl back home. Bad guys spit on Mom, apple pie, and the girl back home."

Eventually, the bad guy in the ring got a bad name among promoters for rabble-rousing that wasn't on the program. On the eve of the mass-televized *Wrestle-Mania II*, Ventura says he stood up in the locker room and made a union speech to his fellow performers. "There were no bosses there," he says. "I said, 'Boys, if we're going to unionize, now's the time. All we gotta do is say we refuse to wrestle unless federal union people come in and they allow us to unionize like every other sport.'" His pitch went nowhere with his colleagues, but it whetted Ventura's appetite for leadership.

The popularity of the sport in the late '70s and early '80s coincided with the arc of Ventura's career. By the time he retired in 1986, he had become one of a handful of wealthy wrestling superstars. Like his friend Hulk Hogan, Jesse "The Body" became a household name among the devoted fans of pro wrestling. And his career highs are still some of his fondest moments in life. "I was the first wrestler to sell out the St. Paul Civic Center," he remembers. "Nineteen thousand people. And as I went out into the ring they were chanting in unison: *Jesse sucks! Jesse sucks!* Arnold Schwarzenegger, Stallone—none of those people have any idea what it's like to have 20,000 people in the palm of your hand. They will react to anything and everything you do. It's a very powerful feeling."

Although delivering the State of the State address might not measure up to selling out Madison Square Garden three days in a row, running a campaign has its similarities to the ring. The big difference is that in Ventura's current script,

the professional politicians he faces this November are the bad guys, and Jesse has reinvented himself as a good guy. "I want to give people personal pride," he beams. "Tell people, 'You can succeed.' I'm a prime example. Maybe I'm dreaming. Maybe I can't win. But I think I can. I think I can."

EVERY DAY BEFORE he heads out on the campaign trail, Ventura pulls out a cartoon he has clipped from the newspaper. It reminds him of why he got in this race

**"MAYBE I'M DREAMING.
MAYBE I CAN'T WIN.
BUT I THINK I CAN.
I THINK I CAN."**

in the first place. It shows a politician at a campaign rally who is so old he can barely stand up at the podium. "Send me back to Washington," he's saying, "so I can fight for term limits."

The cartoon captures the central theme of Ventura's campaign. Professional politicians will always vote for self-preservation, he maintains; the reason politicians don't enact tax reform, term limits, or smaller government, despite popular support for changes, is because it would limit their own power. "They're not voting for what's best for Minnesota," he says. "They're voting for what's best for their careers."

Take Norm Coleman, he continues. "It's one thing for a career politician to run in the last year of his term. But he just told the people of St. Paul he wanted to be their mayor. And now he's barely taken the oath of office and he's already looking beyond them; he's going to leave them behind. Tell me, who is he really for? Where is his real loyalty? To himself."

Of course, Ventura is not without a political past of his own. His rustic manner and blunt speech make it easy to

overlook the fact that he was mayor of Brooklyn Park, one of the largest cities in the state, from 1991 to 1995. Among his mayoral accomplishments, Ventura is particularly proud of the \$36 million that he brought home from a Washington lobbying trip for highway construction in Brooklyn Park. He also touts his record on crime prevention. "We had more neighborhood-watch groups set up than anywhere," he boasts. "My whole time as mayor, population went up and crime went down." And, he says, he always tried to conduct city business out in the open at city-council meetings, not in back-room deal-making sessions.

But Ventura was as unconventional a mayor as he is a candidate. He often showed up for work on his Harley and presided over city-council meetings wearing a tank-top and bandanna. Dale Gustafson, a 13-year veteran of the Brooklyn Park city council, who butted heads on a variety of issues with the mayor, says Ventura's policy vision was peculiarly narrow. "One of his first pet deals was an ordinance against snuff on display counters at grocery stores," Gustafson says. "At the time, he was trying to break a habit of chewing snuff himself."

"Jesse was good for Brooklyn Park because he brought a lot of great publicity to the city," Gustafson allows. "But he could have done a lot more. He has some good, sound ideas. But Jesse is not a person to work compromises. Being the governor, you have to work with the other two bodies to get things done. You have to horse-trade back and forth: 'You help me and I'll help you.' Jesse will try to maintain his independence."

Gustafson predicts as much as 25 percent of the vote going for Ventura. If he wins even 15, he could boost the profile of the Reform Party. Already, his star power has attracted more media attention than most third-party candidates enjoy, says Steven Rosenstone, a political scientist and dean at the University of Minnesota who studies third-party politics. "It's a catch-22," he says. "Usually, third-party candidates are seen by the press as something not likely to go very far. Therefore, it's not reported, and therefore nobody hears about

it, and therefore it doesn't go anywhere. But the more that third parties are portrayed as the venues for Pat Paulsons and Howard Sterns, the less seriously people are going to take them."

It was Ventura's victory in Brooklyn Park that prompted Dean Barkley, a former U.S. Senate candidate and leader of the Reform Party, to court Ventura for the governor's race. (His loyal stumping for the Reform Party during Barkley's senate bid didn't hurt, either.) "He had an all-time high for voter turnout in his mayoral race," Barkley says. "From the reaction I've seen to him, I think you're going to see a significantly higher turnout in the governor's race, too. He gets standing ovations at parades. I certainly never got that."

Both Democratic and Republican candidates are taking the Ventura campaign seriously. The crux of the Coleman camp's counter-Ventura strategy is to attempt to put some polish on the man. "Jesse is not an Everyman as he tries to portray himself," explains Coleman's campaign manager, Chris Georgacas. "Jesse Ventura is a very sophisticated member of several elites. He was mayor of one of the state's largest cities, so he doesn't come to public service as an outsider. He's someone who moves in rarefied circles in the entertainment industry. I don't think most Minnesotans are going to identify with his views or his life experiences. He is not the kind of guy who can suggest that he's a prototypical ordinary man who's running to be governor."

True though this may be, Ventura's supporters seem not to care. At one campaign stop in rural Minnesota a farmer remarked, "He looks like us. He talks like us. He acts like us."

THERE'S A SECOND CARTOON Ventura looks to every day for encouragement before he hits the stump. He ran across it in a small county newspaper during his endless summer of parades and public appearances. In the foreground is the back of Jesse's shaved head. He's in full motorcycle regalia and perched on a Harley. Off on the horizon in front of him stands the Capitol rotunda. On his back is pasted a "Ventura for governor" sign. The caption under the cartoon reads: "Why Not?" **MM**

Joseph Hart is a Twin Cities freelance writer.

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October 2-4, Ordway Music Theatre

HAYDN Symphony No. 65; BEETHOVEN Piano Concerto No. 2;
COPLAND Music for the Theatre; THOMAS Passions

Keith Lockhart, the young conductor bringing new life to the Boston Pops, makes his SPCO series debut. Garrick Ohlsson plays Beethoven's second piano concerto, and James Sewell Ballet dances a world premiere by Augusta Read Thomas.

Tickets: \$17-\$49.50



Keith Lockhart

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October 14-17, Four Metro Locations

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Two Baroque concertos for four horns, played by the remarkable American Horn Quartet, heralded for its "great sound in all registers, impeccable ensemble, and astonishing technique."

Tickets: \$15-\$41

The Oct. 15 concert is sponsored by Saint Paul Pioneer Press.
The Oct. 16 concert is sponsored by Piper Jaffray Companies Foundation



The American Horn Quartet

THE VIRTUOSO TRUMPET

October 23-24, Ordway Music Theatre; October 25, Orchestra Hall

STRAVINSKY Concerto in D; BÖRTZ Trumpet Concerto, Songs and Dances; L. MOZART Trumpet Concerto; BIZET Symphony in C

Dmitry Sitkovetsky conducts Håken Hardenberger, a trumpeter "unsurpassed in clarity, warmth, and accuracy of intonation" (Die Welt, Berlin).

Tickets: \$17-\$49.50

The Oct. 24 concert is sponsored by Ecolab, Inc.



Håken Hardenberger

A STUDY IN CONTRASTS

Oct. 29, Ted Mann Concert Hall; Oct. 30-31, Ordway Music Theatre

IVES Three Places in New England; MOZART Clarinet Concerto;
ADAMS The Wound-Dresser; BEETHOVEN Symphony No. 8

Conductor Hugh Wolff revisits Adam's magnificent orchestral song, based on Whitman's poems, and featuring baritone Stephen Salters. Wildly successful Sabine Meyer solos in Mozart's charming Clarinet Concerto.

Tickets: \$16-\$49.50

The Oct. 29 concert is sponsored by ADC Telecommunications, Inc.
The Oct. 30 concert is sponsored by The Minnesota Life Foundation.
The Oct. 31 concert is sponsored by The Cargill Foundation.



Stephen Salters

FAMILY CONCERT!

October 31, 10 and 11:30 am, Ordway Music Theatre

COPLAND excerpts from Old American Songs

Hugh Wolff introduces kids to Copland's classic music with songs like "I Bought Me a Cat" and "Simple Gifts." Featuring baritone Stephen Salters. Plus! Kids - wear your costumes; we'll have fun halloween activities before and after the concert!

Tickets: Adults \$15.50 Children to age 17 \$9.50

Family Concert activities are sponsored by Saint Paul Pioneer Press and KMJZ 104.1 FM



Promotional sponsorship for the Masterworks Series is provided by Minnesota Monthly.

Ticket prices vary by date and time.

For more information on these and other SPCO concerts, call 651/291-1144. For group rates, call the SPCO at 651/292-3234. Student and senior discounts available on most concerts. "Fanfare" concert preview one hour prior to Friday morning, Friday evening and Saturday evening performances. Complimentary refreshments for ticket holders at Friday morning concert.

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July 14, 1999

PRIVATE & CONFIDENTIAL

MEMORANDUM

To: Ventura Advisory Group
From: Steven Bosacker, Chief of Staff 
Re: *The Big Plan: Ventura Administration*
Pages: 10 with cover

As always, it has been too long since we've talked as a group and I apologize for the long gap in contact. We are, however, working hard and intend to build on the successes of the 1999 legislative session and develop the Ventura Administration into a four-year force to be reckoned with!

To that end, I am attaching a DISCUSSION DRAFT of what we've dubbed "The Big Plan" for your review and comment. Although a number of ideas have been committed to paper, at this point this document should be considered a vehicle for dialogue only.

Much in this document will be modified in the coming weeks, including whether we select to pursue these particular initiatives, the words we use to describe them, who leads and who supports, etc. Some changes will no doubt be as a result of your thoughtful feedback.

The next meeting of the Advisory Group will occur Tuesday, July 27, 1999, at 9:00 a.m. at the Governor's residence. If you would like to provide feedback prior to the meeting, please fax it to my attention at 651-296-0674. In addition, please RSVP your attendance to Molly Hoffman, 651-296-0059.

Attachment

THE MINNESOTA SELF-SUFFICIENCY MINDSET

"You're gonna make it on your own"

Vision

Choices provided equitably to all people, combined with each individual's courage to try them, describes the fit between strategic government investments and the goal of self-sufficiency under the Ventura Administration. It's not a new concept. In fact, it builds on the strong traditional Minnesota ethic of hard work, discipline, and individual contributions to the public good.

The willingness to keep learning all throughout life and actually apply that knowledge to everyday decisions ensures every person opportunities to achieve his or her own definition of self-sufficiency. It may be to obtain a good job, become a good parent, contribute to the community, or live healthy and independent into older years. It may be to learn English, preserve the family farm through innovative marketing, or build a new business. Every person has different needs during his or her lifetime for help achieving self-sufficiency. While there is a key role for government in our lives, government should really do only that which individuals cannot do for themselves to survive and thrive. Government *should* appropriately provide a safety net ... not a hammock.

Initiatives

Insisting that Parents PARENT (Not Government)

Lead Agency:	Children, Families & Learning (CFL) (Human Services)
Support:	Health; Human Services; Public Safety; Corrections; Judiciary
Governor's Office:	Wayne Hayes

Transitioning from Welfare to Self-Sufficiency (The Federal Deadline)

Lead Agency:	Human Services
Support:	Workforce Development Council
Governor's Office:	Pam Perri Weaver

Independent Living for All Minnesotans

Lead Agency:	Human Services
Support:	Health; MN Planning; Met Council; Veterans Affairs; Housing Finance Agency (HFA)
Governor's Office:	Rachel Wobschall; Pam Perri Weaver

Discussion Draft
7/11/99

Assuring Lifelong Learning for Work and Life

Lead Agency: Governor's Office
Support: U of M; MnSCU; Workforce Development Council;
CFL
Governor's Office: Steven Bosacker; Wendy Wustenberg

Talking with Young People About Attitudes Toward Government

Enabling
Freeing Farmers to Flourish

Discussion Draft
7/11/99

HEALTHY, VITAL COMMUNITIES

"Life is good no matter where you live in Minnesota"

Vision

"Working together, we will not fail" is the hallmark expression of the Ventura Administration. It directly speaks to the power of people working together, be they in groups, neighborhoods or bigger community settings. One of Minnesota's strengths, and challenges, comes from the diversity of "communities" that exist across the state. The next census will show a concentration of almost half the state's population in a concentration around the greater metropolitan area, stretching from St. Cloud to the urban centers of southern Minnesota. Vital regions are emerging around Duluth, Bemidji, Moorhead, Alexandria, Willmar, Worthington, and others. Governor Ventura is a believer in communities, strong and vigorous, well served by local, trusted elected officials.

Initiatives

The Best K-12 Public Education System in the Nation

"I want to erase the word voucher from the vocabulary," were Governor's Ventura's words in his first State of the State address. By these words, he focused the responsibility for delivering results squarely on every parent, every teacher, every administrator, and every school board member in Minnesota to do what is right for every child. The K-12 initiatives will involve agencies as diverse as Public Safety, Metropolitan Council, Corrections, and Housing Finance in new discussions of how to improve student achievement.

Three tough questions were posed by the new Governor: how do we get the bang for our buck on education spending (developing a formula that is based on results, not micro-management at the classroom level); what is the state's role with clearly spelling out standards and then putting accountability at each level, starting with parents and including local districts (governance and accountability); and how can we promote the use of what we already know we should do, but too often don't do (using best practices across disciplines to better align K-12 and human services, health, housing, transit, and other state investments)?

The goal is simply to ensure the best public education for every child in Minnesota, and an optimal representative governance structure that delivers results.

Discussion Draft
7/11/99

Best Practices that Inspire High Student Achievement for ALL Students

Lead: Lt. Gov. Schunk; Dr. Jim Rickabaugh;
Dr. Peter Benson
Lead Agency: CFL and The Children's Cabinet
Support: Health; Public Safety; Corrections; HFA;
Met Council
Governor's Office: Wayne Hayes

Governance that Assures Resources are Being Well Spent.

Lead: TBD
Lead Agency: CFL and The Children's Cabinet; Finance
Governor's Office: Wendy Wustenberg

Performance-Based Funding that is Adequate, Equitable

Lead: Augenblick & Myers
Lead Agency: MN Planning; Revenue; Finance;
Governor's Office
Support: CFL; Human Services; Public Safety; Health; HFA;
Met Council
Governor's Office: Wendy Wustenberg

Smart Growth/Containing Urban Sprawl

Lead Agencies: Met Council; MN Planning (Urban GEIS;
Municipal Board; I-94)
Support: MnDOT; DNR; Commerce; Finance;
Administration; HFA; Agriculture; MPCA
Governor's Office: Joe Bagnoli

Multimodal Transit to Get People and Goods Around Statewide

Lead Agencies: MnDOT; Met Council
Support: Finance; Revenue
Governor's Office: Joe Bagnoli

Statewide, Affordable Housing Options

Lead Agency: Housing Finance
Support: Met Council; MN Planning; Finance; CFL
IRRRB; Revenue
Governor's Office:

Responding to New Demographics/Energizing Communities of Color

Lead Agency: Human Rights
Support: All Departments
Governor's Office: Senior Team

The Next Evolution of Affordable, Accessible Health Care

Lead Agency: Health (Health Policy Committee)
Support: Human Services; MN Planning (2030 Study);
Finance; Commerce
Governor's Office: Pam Perri Weaver

Discussion Draft
7/11/99

Building an Information Highway that Leaves No Community Excluded

Lead Agency: Administration; DTED; Public Service;
MN Planning
Support: Secretary of State;
Attorney General; Judiciary
Governor's Office: Wendy Dwyer

Energy for the Next Century in an Inhospitable Climate

Lead Agencies: Public Service
Support: Governor's Office; PUC
Governor's Office: Joe Bagnoli

Discussion Draft
7/11/99

SERVICE, NOT SYSTEMS:

Reforms to Rebuild Trust in Government

Vision

A government too complex, too mysterious, is also too inaccessible. It unnecessarily excludes the people who form it. Using the best practices and principles of the "already-tried," incorporating vigorous citizen input, and mixing in a whole lot of commonsense, the Ventura administration envisions a simpler state government and an involved citizenry. It won't necessarily mean lopping off an arm or leg, but will surely include being put on a diet to be lean.

We'll bring reform to state departments and agencies, reigning in excessive rulemaking, clarifying overlapping roles, bringing greater cooperation between departments to benefit all Minnesotans. One big reform will be our push for a unicameral legislature. We'll introduce a variety of government systems and services reforms, including a simplified tax system and more one-stop government shopping via technology improvements. And we'll support any effort, including the Chief Justice's in regard to the judiciary, to demystify government and make it a friend not a foe.

In addition, existing laws pertaining to campaigns and elections need to be reviewed and amended to allow for full participation by credible third parties.

Initiatives

Putting the Ventura Budget Principles to Work (Biennial Budget 2002-03)

Lead Agency:	Finance
Support:	Cabinet
Governor's Office:	Government Relations

Rein in Rulemaking & Excessive Regulation

Lead Agency:	Governor's Office
Support:	Cabinet; Center for the American Experiment (?)
Governor's Office:	Wendy Dwyer

Discussion Draft
7/11/99

Unicameral Legislature

As the new Century dawns on a changing state, it's time to also change the way Minnesotans are served by their government. A more responsive, limited, accountable executive branch, which is the mission of the Ventura Administration, should be matched by a legislative branch that has the same qualities. Minnesota's legislature, with 201 members organized in two partisan houses, is ready for genuine reform during the redistricting process which will follow the 2000 Census.

The Governor's Office and Minnesota Planning will propose a model unicameral legislature to the 2000 Legislature, with every expectation that a unicameral question will present a choice to the voters at the next general election in November.

Lead Agency: Governor's Office
Support: MN Planning
Governor's Office: Laura Offerdahl

Building a Tax System that Makes Sense and Doesn't Penalize Good Behavior

Over the next 18 months, we will create a broader, informed discussion among citizens about the state and local tax system and how it can better meet their needs. Citizen input, combined with expert analysis and perspectives of stakeholder groups and policymakers, will be used to develop tax proposals to make the system simpler and easier for taxpayers to understand and control, and supports the Administration's broader vision for Minnesota.

Lead Agency: Revenue
Support: Finance; Governor's Office
Governor's Office: Wendy Wustenberg

Rebuilding Citizen Trust and Participation: 70% voter turnout in Every Election

Lead Agency: Governor's Office
Support: Secretary of State; MN Planning
Governor's Office: Laura Offerdahl; Rachel Wobschall

State Department Quality Reorganization and Collaboration

Lead Agency: Governor's Office
Support: Administration; Finance; MN Planning; Cabinet
Governor's Office: Steven Bosacker; Government Relations Staff

Political Reforms & Redistricting

Lead Agency: Governor's Office; MN Planning
Support: Alan Shilepsky (?)
Governor's Office: Laura Offerdahl

Discussion Draft
7/11/99

MINNESOTA: WORLD COMPETITOR

A Leader Among States and Nations

Vision

We are poised on the brink of enormous and escalating economic and social change. As the world grows smaller, as time gets shorter, as competition grows fiercer, and as the consequences of our decisions grow evermore wide-ranging, Minnesota must become a full competitor on the world stage. Globalization in communication, in trade, in culture, in the very texture of our daily lives has become an accelerating force. Readiness for globalization is crucial to healthy communities, self-sufficiency, and governmental reform. We must be ready. We must respond. WE must lead.

The Governor's vision is a state that can compete with the best in the world marketplace. We need a well-educated and flexible workforce that is sought out as the most efficient, effective, and productive – able to handle the highest level tasks. We need a strong and diverse base of efficient and entrepreneurial businesses, up-to-the-minute in technological expertise, and able to respond rapidly to the changing demands of the world marketplace. We need a modern information infrastructure that links the far corners of the state. We need a government that is lean, efficient, responsive, and supportive of our globalization readiness efforts. And we need an aggressive program of business development that ensures that we maintain our preeminent position into the future.

Initiatives

Growing Minnesota's Existing Businesses

Lead Agency:	DTED
Support:	Local agencies and the Minnesota Business Partnership; IRRRB
Governor's Office:	Joe Bagnoli

Trade: Strategically Tapping the World's Interest in Minnesota

Lead Agency:	DTED/Minnesota Trade Office
Support:	Department of Agriculture; IRRRB
Governor's Office:	Steven Bosacker; Joe Bagnoli

Agri-Business & Family Farmers Competitive Worldwide

Lead Agency:	Agriculture
Support:	The Farm Cabinet; AURI; University of Minnesota
Governor's Office:	Amy Gromer; Wendy Wustenberg

Discussion Draft
7/11/99

Developing the Workforce for Tomorrow

Lead Agency: Economic Security; DTED; MnSCU; MN Planning;
(Workforce Development Council)
Support: University of Minnesota; Labor & Industry; CFL
Governor's Office: Pam Perri Weaver

New Business Development & Commercialization of New Technologies

Lead Agency: DTED
Support: University of Minnesota; MTI; IRRRB; AURI
Governor's Office: Steven Bosacker

Jesse "The Tourism Governor" Ventura

Lead Agency: DTED/Minnesota Office of Tourism
Support: Local and State Convention & Visitor
Organizations; IRRRB
Governor's Office: Steven Bosacker; Joe Bagnoli

Discussion Draft
7/11/99



STATE OF MINNESOTA


OFFICE OF GOVERNOR JESSE VENTURA

130 State Capitol • 75 Constitution Avenue • Saint Paul, MN 55155

April 12, 1999

FACSIMILE

To: Advisory Group Members

From: Steven Bosacker
Chief of Staff 

Re: Tuesday's Conversation - Media Relations


Pages: 8 (with cover)

This week marks the anniversary of "The First 100 Days" of the Ventura Administration. In this regard, I've attached two documents for your perusal. The second document is a set of talking points.

While there are a number of things we could discuss on Tuesday, we'll focus our conversation on your perceptions of the Governor's work with the press. John Wodele, Director of Communications, will be present to hear your thoughts and suggestions. Please come prepared to offer one observation and one or two key recommendations for the Governor.

As always, thank you for your ongoing interest and advice.

- Observation: ^① Incredible awareness of who Mr Gov. is. Great opportunity to engage business + entertainment. ^{international.}
^② Excellent initial judicial appointment.
- Recommendation - awareness of the need for ^{affordable} child care to make women able to enter + stay in the labor market
- Recommendation: Make tobacco money count for the long term.

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(Public Document)

The Ventura/Schunk Administration 100 Days

Accountable, Responsive and Limited Government

In the first 100 days of his administration, Governor Jesse Ventura has demonstrated that he will govern as he promised he would. He said he would manage and lead state government without direct input from special interest lobbyists – and he has.

He said he would be honest, straight-forward, provocative, and fun – and he has.

From the day following his election Ventura has shown a remarkable ability to attract an extremely talented and respected pool of applicants to serve his administration. Working with key advisors, Governor Ventura showed a keen intuitive sense in making hiring decisions about people he had not previously worked with or known.

Governor Ventura worked long and hard to visit state departments and agencies to educate and familiarize himself with their functions and responsibilities and develop a context in which to evaluate potential commissioners and establish his budget priorities.

Working very closely with a citizen advisory committee and his staff, Governor Ventura quickly developed a set of principles and beliefs that would be the foundation upon which he would govern. His goal was to hire a cabinet that would work with him to establish a governing environment that was:

- Accountable, responsive and limited in size and scope.
- Focused on developing opportunity for self-sufficiency and demanding of personal responsibility.
- Listening to the people and providing for citizen involvement.

The Budget

Within the first 30 days Governor Ventura submitted a budget to the Legislature that was roundly praised by citizens, the legislature and the media as thoughtful, yet responsible and limited.

The Governor's first budget was instructive of the kind of fiscal leadership we can expect in the future. Specific proposals in his budget are supportive of:

- A public education system second to none is goal number one.
- Unfunded mandates will not be a part of his agenda.
- New programs will include sunset provisions.
- Investment strategies are key, new spending is discouraged and self-sufficiency is encouraged.
- A trigger mechanism that would automatically rebate actual surplus tax collections at the end of each biennium.

The Cabinet

Remarkably, within the first 100 days Governor Ventura has put together a distinguished cabinet that reflects his values, beliefs, and governing principles.

The Governor has empowered his commissioners to use their skills and experience both individually and collectively to help achieve the broad goals reflected in his beliefs and the specific goals in his budget.

In an effort to maintain a close working relationship with his commissioners, Governor Ventura meets regularly with them individually and monthly as a cabinet.

The People

It is very important to the Governor that he stay in close contact with citizens and that he stay engaged with the young and previously disconnected citizens that were so helpful to his election.

In the first 100 days Governor Ventura has clearly established that he will be the Governor of all the people and will work hard to hear their voices.

Since his election and in just the first three months of his administration, Governor Ventura has:

- Appointed Lieutenant Governor Mae Schunk as the state's "Ambassador of Education" and asked her to visit school districts throughout the state.
- Visited the greater Minnesota cities of Delano, Worthington, East Grand Forks, Waseca, Rochester, Red Wing, Hastings, Hibbing and Duluth.
- Attended over thirty association meetings and conventions.
- Visited many schools, businesses, community and cultural events in the Twin Cities area.
- Worked with the KTCA/Star Tribune Citizen Forum to engage citizens throughout the state in a dialogue on the issues of education and the budget.
- Regularly engaged citizens through guest appearances on call-in radio shows.

The Business of Governing

The first one hundred days of Governor Jesse Ventura have been very busy. Budget preparation, the legislative session and the development of a staff and cabinet are all extremely intense and time-consuming tasks. However, working very hard and many long hours. Governor Ventura, in addition to the above, has managed to:

- Attend the National Governors' Association meeting in Washington, DC.
- Travel to Los Angeles on a film trade mission.
- Establish a citizen committee to advise on appointments to various agency positions.
- Appoint the judicial selection committee and made his first judicial appointment.

(Talking Points)
(Internal)

THE FIRST 100 DAYS OF THE VENTURA ADMINISTRATION

IN 100 DAYS, I HAVE BECOME ROCK SOLID ON THE CORE BELIEFS AND PRINCIPLES...AND I HAVE SEEN THEM WORKING FOR MINNESOTANS.

I have put my foot down about never again struggling to return money to taxpayers, such as happened with this \$1 billion rebate. From now on, every biennium, it's time to settle up. This comes from my meetings with legislative leaders a number of times.

I also have my foot down about not digging too deep with tax relief if it doesn't hold up over FOUR years. This comes from my meetings with economists and business leaders, and Sen. Roger Moe, who remembers the pain of 1981 very, very well.

LEADING WITH STATED BELIEFS AND BUDGET PRINCIPLES

- **A fresh vision of an accountable, responsive government started with efforts in January to achieve:**
 - Quality Cabinet Appointments and a Working Cabinet (retreat in January, monthly meetings and more since)
 - Working with the Minnesota Councils of Color (individual meetings and an April 24 strategy retreat)
 - Rethinking how state government does its job:
 - Separating Executive from Legislative.
 - Not dictating how Judiciary works.
 - Understanding the Constitution and fulfilling the promises for education, public safety and transportation.
 - No more unfunded mandates on locals.
 - Learning how to say "no" even when it's not popular by not being beholden to special interests (a budget that's a ceiling; balanced for FOUR years, not two)
 - Not measuring success by how many laws or rules are passed...even though that's the way it's been.

- Understanding that real, meaningful change comes from working together with state employees to tear down the "silos" (merging water quality; blending OT into Administration; solving the special education rift between CFL and DHS; addressing the Ag problems).
 - Daring to suggest in the budget dramatic new technology for state government that will improve the way Minnesotans get services, and eventually change the way government works (Revenue; Dept of Public Safety)
 - Setting a vision that works for much longer than the next election cycle (not promising more in a tax cut than can be sustained over time).
-
- **LEADERSHIP TO ENCOURAGE SELF-SUFFICIENCY AND PERSONAL RESPONSIBILITY:**
 - In these first 100 days, nothing has provoked more conversation and debate than my tough talk about people taking responsibility for their own personal decisions:
 - Young people who want higher education, and should rightfully pay for their share.
 - Parents who put their children FIRST, send them to school prepared for learning, and don't expect schools to raise them.
 - Finding ways to help seniors stay in their homes as long as possible.
 - Journalists are not skilled at covering issues like this. The media loves the babyface/heel game, with individuals always the victim and some institution playing the heel. No more.
 - Taxpayers want tax cuts; businesses want tax cuts; the public wants action on K-12 investments, transportation, and other big ticket items.

- Something needs to give, or we will be spending 80 cents on the dollar for taxes to take care of everybody who thinks they need help to live.
- The hallmark of this first 100 days has been the discomfort of starting this discussion in an honest way with straight talk and common sense.
- Every day, there are meetings with people who truly understand that it's time for a new approach.

The TOBACCO MONEY allows us to do major things with no new taxes for Minnesota Families trying to become self-sufficient; medical research; and the local public health network.

• GETTING PEOPLE INVOLVED AGAIN:

- Schedule has been filled with individuals, families, groups and communities – no special interests.
- Encouraging participation through boards and commissions.
- Focus on young people – Y2K will involve a surprise.
- The State of the State Address focused on people who inspire others through their own self-sufficiency and leadership. They Make a Difference.
- Promoting participation at all levels of government – wherever government is making a decision, people should be there early and stay late.

It's been 100 days of speeches to: MINNESOTA'S TOURISM CONFERENCE; SCHOOL BOARDS ASSOCIATION; MINNESOTA CHAMBER OF COMMERCE (if you like this approach, we can give him a list to hand out at interviews).

It's been a sharp learning curve about things you just don't think about: extraditions; bill signing ceremonies; proclamations; that the Reception Room doesn't belong to the office; an office with a security card lock; about finding one short afternoon to just drive a car again...alone.

There are great perques: Jack Nicholson and Sean Penn with the Film Board; The Czech President soon to arrive and requesting a rock and roll concert; the little children who come to the Capitol and drop in to see the Governor; going back to my high school to give the first speech as Governor; talking with veterans' groups; having my old SEAL team and Mother Moy attend the Inaugural.

There are concerns: the well-being of the First Lady; the bitter partisanship of the legislature; the refusal of the media to look hard at the role it plays in shaping the agenda; the tendency of groups to come to the Capitol looking for a headline instead of a discussion.

VOICES

"I've always said from the very first day I met with them that I did not believe they wanted to hear the truth."

—Susan McDougal after acquittal on charge that she obstructed justice for refusing the demands of Kenneth Starr's Whitewater prosecutors that she testify to grand juries.

OPINION

TOMORROW

D.J. TICE SAYS IF YOU HAVE A GRIPE ABOUT MINNESOTA'S SETTLEMENT WITH TOBACCO COMPANIES, YOU MIGHT BE WELL ADVISED TO KEEP IT TO YOURSELF.

DFL very committed to funding for outside anti-tobacco group

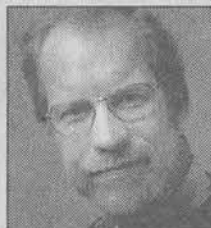
DFL lawmakers are fiercely determined to funnel \$650 million to a private anti-tobacco organization almost single-handedly created by former Attorney General Skip Humphrey. The depth of their commitment became apparent last week, in maneuvering over a Senate bill that allocates upfront proceeds of Minnesota's 1998 tobacco lawsuit.

Gov. Jesse Ventura, according to a spokesman, opposes elements of the anti-smoking plan.

The DFL-controlled Senate passed legislation that cobbles together proposals for various endowment funds to receive \$1.3 billion in large payments the state will collect over the next five years. Some of the ideas in the hybrid bill came from Gov. Jesse Ventura, some from DFLers.

What's notable is that in crafting a compromise, senators significantly changed every endowment proposal, except one. Half of the money still goes directly to the Minnesota Partnership for Action Against Tobacco, or MPAAT.

MPAAT was created in Humphrey's May 1998 settlement with tobacco firms. It has already been granted, through that settlement, \$202 million with



D.J. TICE
EDITORIAL
WRITER

which to combat tobacco's ravages. The bill that passed the Senate last Friday would swell MPAAT's total nestegg to some \$850 million.

MPAAT is governed by a 21-member board of directors — 15 of whom were appointed by Humphrey. The board is well supplied with anti-tobacco activists and representatives of organizations likely to seek MPAAT contracts to provide smoking prevention, cessation or research services.

MPAAT has been receiving legal and public relations services from former staffers in Humphrey's attorney general office, who were instrumental in creating the group and securing its initial funding.

DFLers introduced bills in both the House and the Senate to set aside another \$650 million for MPAAT. In the House that bill was sponsored by Rep. Lee Greenfield, DFL-Minneapolis, a member of the MPAAT board. But majority House Republicans rejected Greenfield's bill. Many Republicans want to use tobacco proceeds for tax cuts, not endowments.

Ventura has proposed endowments of his own, but not an anti-tobacco endowment. He backed splitting the tobacco money among a Minnesota Family Foundation, to help poor families seek self sufficiency, a second fund to support local public health agencies and two funds to help fill serious gaps in funding for medical education in Minnesota.

The original DFL proposal also included the medical education fund, along with the MPAAT fund and a third fund supporting programs to enhance the

development of young children.

Last week DFLers creatively rearranged the pieces of this puzzle. They dropped the governor's local health fund and their own children's fund. But they grafted the early childhood development programs onto the list of purposes for Ventura's Family Foundation, funded at \$299 million.

This move confuses the self-sufficiency focus of the foundation, according to Ventura spokesman John Wodele.

At the last minute, many DFLers felt compelled to support a GOP idea to use some tobacco proceeds for a fund to help senior citizens pay for prescription drugs. The DFL amendment took the prescription money, \$88 million, out of the medical education fund, reducing it to \$263 million.

Through it all, only MPAAT's \$650 million remained unscathed.

According to Wodele, Ventura is becoming concerned about the plan to send so much money to MPAAT. Ventura wants "more flexible funds," and "is not convinced it would be a good investment" to devote \$850 million "solely and exclusively" to fighting tobacco use. The governor believes local communities should be free to determine their own public health priorities.

What's more, if additional dollars are committed to anti-tobacco efforts, Wodele says Ventura strongly believes the state Health Department should administer the funds. He doesn't believe MPAAT is "the

proper mechanism" as it is "too far away from policymakers." It is "perplexing" to Ventura, Wodele says, "why we need to create a new entity working outside."

MPAAT board members insist the organization will be open and beyond reproach, voluntarily complying with strict ethics rules. They say a private, nongovernmental organization is needed to conduct the anti-tobacco effort because the tobacco industry's influence over politicians is so great.

But Ventura is right to ask questions about sending such a gigantic sum of public money to a private organization with a singleminded ideology.

Businessman Ben Whitney was appointed to the MPAAT board last year by Gov. Arne Carlson — one of only two of the 21 members not named by a DFL politician. Whitney resigned after only a few meetings because, he says, he "felt my time was being wasted."

Whitney says the MPAAT board has "too many people with agendas," and would "be better with wider representation." He thinks MPAAT is "awash in anti-tobacco activists" suffering "a confusion between waging war on the tobacco companies and waging war on tobacco use."

Ventura and House Republicans must ensure balance and accountability in the state's anti-tobacco policies.

Write Tice at the Pioneer Press, 345 Cedar St., St. Paul, Minn. 55101, or e-mail him at dtice@pioneerpress.com.

METROPOLITAN COUNCIL
Governor's Appointments

<u>District One:</u>	Saundra Spigner
<u>District Two:</u>	Melissa Hortman
<u>District Three:</u>	Mary Smith
<u>District Four:</u>	
<u>District Five:</u>	
<u>District Six:</u>	Caren Dewar
<u>District Seven:</u>	Matthew Ramadan
<u>District Eight:</u>	Carol Kummer
<u>District Nine:</u>	Natalie Hass Steffen
<u>District Ten:</u>	James Nelson
<u>District Eleven:</u>	Roger Williams
<u>District Twelve:</u>	Marc Hugunin
<u>District Thirteen:</u>	Fred Perez
<u>District Fourteen:</u>	Lee Xiong
<u>District Fifteen:</u>	Carolyn Rodriguez
<u>District Sixteen:</u>	John Conzemius

Governor Visits & Speeches

The First 100 Days

United Way (Plymouth Christian Youth Center)

Ford Motor Plant

Economic Development Association of Minnesota

Minnesota Conference on Tourism

Close-Up Foundation

Powderhorn School/Sam Costas Benefit

University of Minnesota Cancer Center

Minnesota Health & Housing Alliance

MnSCU Lobby Day

Street Naming (Ventura Place, Savage, Minnesota)

Delano, Minnesota

National Governors' Association Meeting

St. Bernard's Elementary School

Capital City Partnership

"I Love To Read" Celebration

National Institute of Health Policy

"I Love to Read" Event, Minneapolis Public Library

Chicano-Latino Welcome Celebration, Boca Chica Restaurant

National Youth Leadership Conference

DECA Award Program

Minnesota Chamber of Commerce

United Defense Plant Tour

Worthington, Minnesota

Phalen School Awards Ceremony

Red Wing Correctional Facility

"Hands Across Hastings" Food Shelf Drive

Minnesota Association of Realtors
Minnesota Meeting Professionals
Association of Minnesota Counties
AARP Rally
Minnesota Social Services Association
Science Museum of Minnesota
Metropolitan Council State of the Region
US Savings Bond Poster Contest
Fannie Mae Ceremony
East Grand Forks, Minnesota
Fuji Film School Project, Holland Elementary School
Minnesota Twins Season Opener
Freedom Club
CATO Institute Luncheon



M

THE BEARER OF THIS PASS SHALL BE ENTITLED TO
ENTRANCE ONTO THE FLOOR OF
THE MINNESOTA HOUSE OF REPRESENTATIVES
FOR THE STATE OF THE STATE ADDRESS BY
THE GOVERNOR OF THE GREAT STATE OF MINNESOTA
THE HONORABLE JESSE VENTURA
TO BE GIVEN ON THE SECOND DAY OF MARCH
NINETEEN HUNDRED AND NINETY NINE AT HIGH NOON

Shawn M. Peterson

CHIEF SERGEANT-AT-ARMS

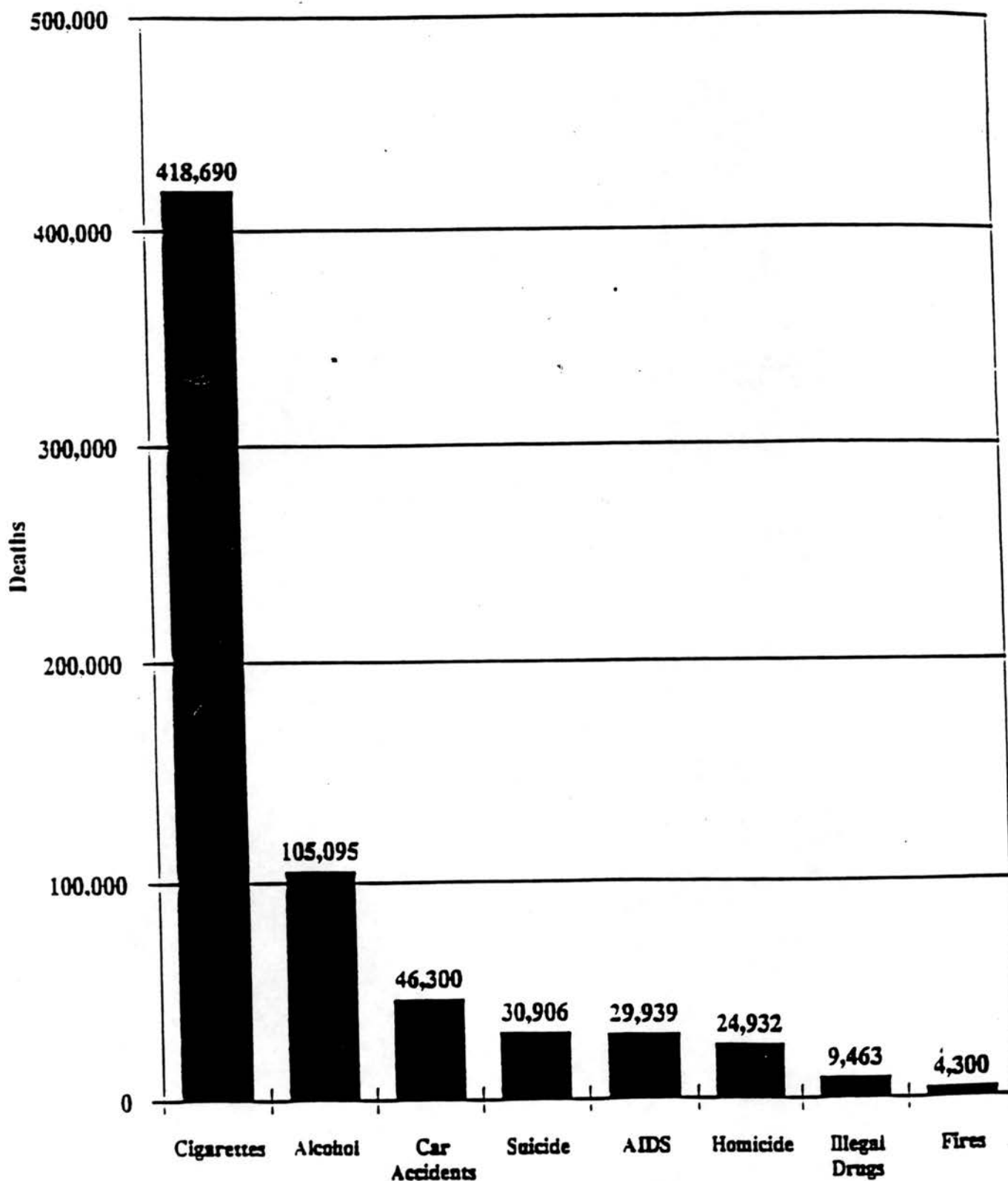
MINNESOTA HOUSE OF REPRESENTATIVES



**MATERIALS ON
MINNESOTA TOBACCO SETTLEMENT**

**Presentation to Governor-Elect Ventura's Advisory Team
by
D. Douglas Blanke
Assistant Attorney General**

**CIGARETTES KILL MORE AMERICANS THAN AIDS,
ALCOHOL, CAR ACCIDENTS, FIRES, ILLEGAL
DRUGS, MURDERS AND SUICIDES COMBINED.**



Source: Centers For Disease Control, U.S. Department of Health and Human Services. Chart produced by the Coalition on Smoking OR Health.



Minnesota's Tobacco Settlement

Largest Recovery in Minnesota History

Under the settlement, the tobacco industry will pay the State more than \$6.1 billion over the next 25 years, making this the largest recovery in Minnesota history and the third largest in American history. In its lawsuit, the State had sought damages of \$1.3 billion for the cost of treating smoking-related disease. The settlement is more than four and one-half times the amount sought in damages. The State's attorney's fees will be paid directly by the tobacco companies, on top of the State's recovery.

The Truth Comes Out

A paramount goal of Minnesota's litigation was to uncover the truth about the tobacco industry's forty-year conspiracy of lies. Through four years of bitter litigation, the State fought its way into the industry's secret documents. Now these hard-won documents will become public, in what former Surgeon General C. Everett Koop has called "one of the most significant public health achievements of the second half of the Twentieth Century." Thirty-three million pages of industry documents will be open to the public, along with the industry's computerized "roadmaps" to the documents. The industry will pay to maintain a public document center in Minnesota.

First-Ever Ban on Marketing to Kids

Under the settlement, the tobacco companies are specifically prohibited, by court order, from using any marketing techniques that target children. We are unaware of any comparable law or order anywhere. In the past, the only way to stop tobacco companies from targeting children has been to argue that they are engaged in deceptive advertising or violation of other general laws. Now, for the first time, they will be bound by a specific, ironclad order. And the court will have the power to do whatever it takes to ensure compliance.

Cessation Options for Every Minnesota Smoker

The settlement provides for money to be set aside for a public smoking cessation fund, to be supervised by public health experts. Under the settlement, more than \$100 million will be earmarked for this fund, which will offer a publicly-funded stop-smoking treatment opportunity for every Minnesota smoker who wants to quit. This fund is unprecedented.

The World's Best Tobacco Control Program

Under the settlement plan, a non-profit foundation, run by a board of directors drawn mainly from prominent public health groups, will develop the world's largest and most comprehensive program to reduce teen smoking and combat the social and economic harm caused by tobacco. Subject to the approval of the legislature, this foundation could receive a permanent endowment of more than \$650 million. An additional \$100 million will be paid by the industry for research to get at the roots of the tobacco epidemic. The interest on this endowment will fund a sustained counter-advertising campaign; classroom education; community partnerships; research; advocacy and innovative prevention programs. This will be the world's best-funded and, we hope, most effective campaign to save future generations from becoming addicted to the world's deadliest consumer product.

Tobacco Billboards Come Down

Cigarettes are the number one item advertised on billboards in Minnesota. But not for long. Under the settlement, all tobacco billboards come down. Fifty come down within a month, and the remainder will be phased out in less than six months. Tobacco advertising on buses, bus shelters and taxis will also end.

No More Branded Merchandise

Tobacco companies spend almost \$1 billion annually on T-shirts, hats, gym bags, backpacks, CD players and other merchandise with cigarette logos, making our children "walking billboards" for cigarettes. An amazing one-third of kids from 12 to 17 years old—including nonsmokers—own these items. New research shows that this promotional merchandise may be one of the most powerful influences in encouraging kids to smoke: children who own these items are four times more likely to start smoking than those who don't. More than 78 percent of Americans think this type of advertising should be stopped. Now it will be. Under the settlement, this distribution of branded merchandise and all branded promotional items, down to napkins and matchbooks, will be banned in Minnesota. This is unprecedented.

No More Secret Payoffs to Movie Producers--Nationwide

Some critics have questioned whether state legal cases can help force nationwide changes in the tobacco industry. This provision does just that. One of the most insidious tobacco marketing techniques has been the secret payment of fees to movie producers to feature cigarettes and smoking in popular films, sometimes in ways that showcase particular brands. The industry claims it discontinued this practice many years ago, but a document uncovered in the Minnesota case shows that Philip Morris provided products for use in movies as recent, and as youth-oriented, as "The Muppet Movie" and "Who Framed Roger Rabbit?" Speculation abounds about whether secret payoffs may have been made to the makers of such recent, smoking-intensive movies as "Titanic" and "My Best Friend's Wedding." Under this settlement, the companies are barred from making such payments, directly or indirectly. In fact, it covers not only movies, but other entertainment media as well, from music videos to computer games to live musical performances and television shows. Notably, this unprecedented provision applies nationwide, demonstrating that state litigation can contribute significantly to national solutions to the tobacco epidemic.

Tobacco Trade Group Must Disband

In its lawsuit, the State had alleged that the tobacco industry used its so-called "scientific research" arm, the "Council For Tobacco Research" (or CTR) as a tool in its conspiracy to mislead Americans and suppress research and development of safer cigarettes. The State alleged that this "research" effort provided the industry with "cover" by mounting costly and endless research tailored to avoid learning anything about the link between smoking and disease, and designed to perpetuate the myth that endless additional study was needed. Under the settlement, this trade group -- the industry's so-called "scientific" arm, is dissolved and all its health research forwarded to the FDA. The industry is permanently barred from reviving the CTR or anything similar.

Expanded Lobbying Disclosure

The tobacco industry is notorious for manipulating the political process and wielding its considerable clout through front-groups, highly paid lobbyists and secret surrogates. The settlement imposes new disclosure requirements on the industry, beyond those of Minnesota's lobbying and campaign finance laws, to shine the light of public scrutiny on the industry's efforts to influence Minnesota lawmaking. Among the enhanced disclosures will be requirements that the industry reveal the amounts paid to its lobbyists and to other associations; reveal payments made to third parties to testify in hearings, and so on; and report on the use of controlled foundations to make gifts that benefit Minnesota officials. This is unprecedented.

Protecting the Integrity of the Legislative Process

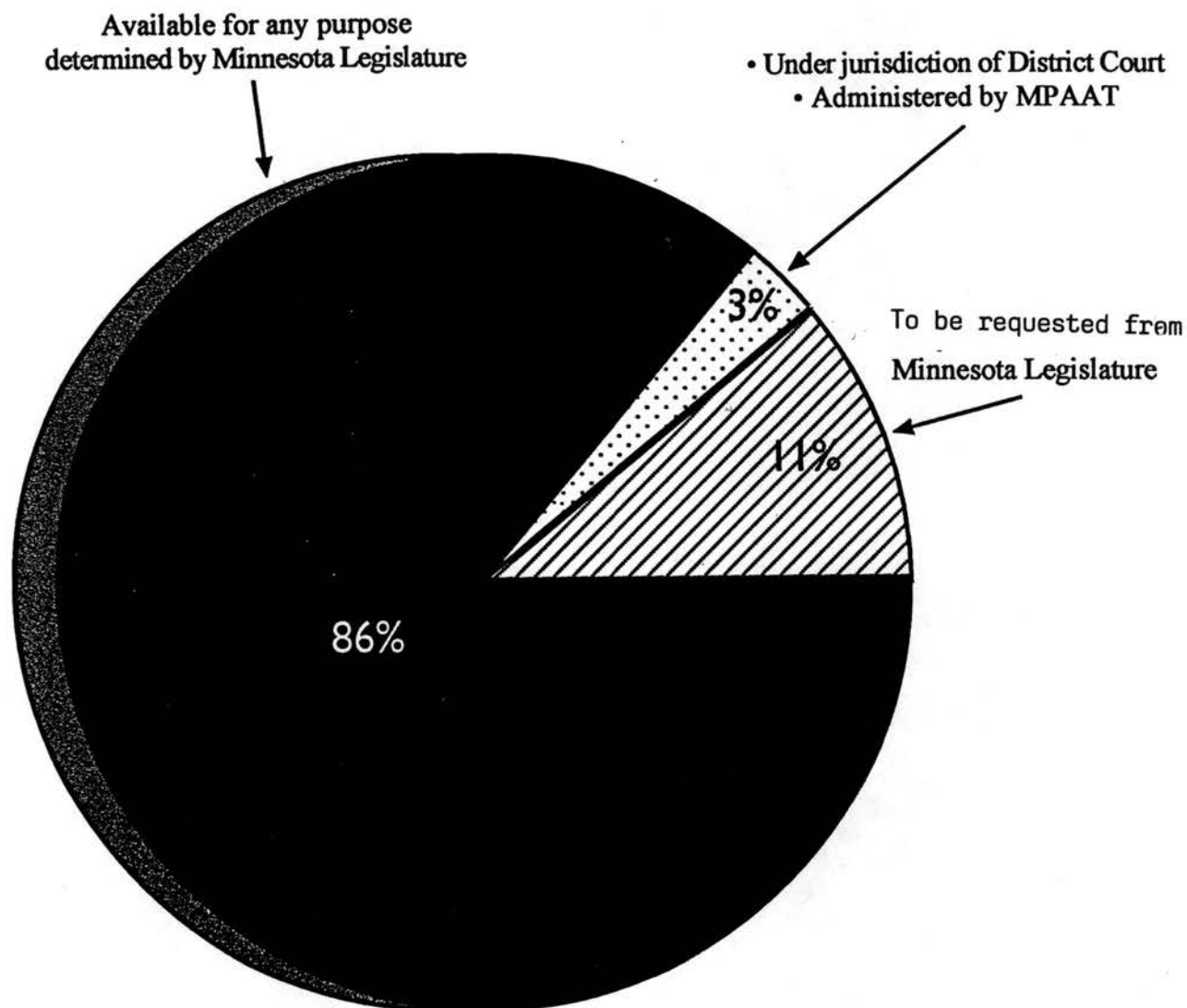
The settlement contains provisions that help preserve Minnesota's tobacco laws, and that limit the industry's ability to block future legislation. The industry is specifically prohibited from bringing any legal challenge against Minnesota's existing laws against selling tobacco to minors; the Clean Indoor Air Act; the law against distribution of free tobacco samples; or the new ingredient disclosure law adopted in 1997 and not yet implemented. In addition, the industry is barred from opposing future legislation to reduce tobacco use by children.





Minnesota Benefits From Achievements in Future Cases

The settlement allows Minnesota to receive the benefit of any health gains, injunctive language, or any other non-monetary terms that may be achieved in any future settlements the industry negotiates with other states. This "most favored nation" clause also guarantees Minnesota's right to take advantage of any attractive public health or reform terms in any national tobacco legislation. In other words, no other state will receive more benefits than Minnesota does.

TOBACCO SETTLEMENT PROCEEDS

(in millions of dollars)*



	\$102 — cessation fund
	\$100 — research fund
	\$650 — proposed tobacco control fund
	\$5,000 — Minnesota General Fund (for first 25 years — \$204 annually thereafter)

Source: American Lung Association® of Minnesota 1998

TOBACCO SETTLEMENT PAYMENTS TO THE STATE TREASURY¹

Current Biennium	Payments
September 5, 1998	\$240 Million
January 4, 1999	\$220.8 Million

Total: \$460.8 Million

FY2000/2001 Biennium	Payments
December 31, 1999	\$114.75 Million
January 3, 2000	\$242.5 Million
December 31, 2000	\$127.5 Million
January 2, 2001	\$242.5 Million

Total: \$727.25 Million

FY2002/2003 Biennium	Payments
December 31, 2001	\$165.75 Million
January 2, 2002	\$242.5 Million
December 31, 2002	\$165.75 Million
January 2, 2003	\$121.5 Million

Total: \$695.5 Million

Each Biennium Thereafter	Payments
Every December 31 from 2003	\$204 Million

Total: \$408 Million

25-Year Total	\$5,963,550,000
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¹ Payments made after January of 1999 (with the exception of the \$10 million payments each January) will be raised 3% or by the national Consumer Price Index (CPI) for the previous year -- whichever is greater, and will be adjusted downward if profits go down due to falling sales.

Minnesota Partnership for Action Against Tobacco (MPAAT)

Description

- The State of Minnesota's settlement with the tobacco industry requires the defendants to pay \$102 million into a separate smoking cessation account in December, 1998, with the money to be used to offer smoking cessation opportunities to Minnesota smokers. The Consent Judgment also requires defendants to pay \$100 million over ten years into a national research account. The first \$10 million dollar national research account payment has been made by the Defendants. The money in this account is intended to further the elimination of tobacco use by children and for other tobacco control purposes, as determined by the fund administrator.
- The Ramsey County District Court has approved the State's plan for administering these two funds which comprise the approximately 3 percent of the overall \$6.1 billion tobacco settlement that is controlled by the Court and earmarked to help smokers who want to quit, and for research into the harmful effects of tobacco.
- The Court ordered that these funds be administered by a new non-profit organization, the Minnesota Partnership for Action Against Tobacco (MPAAT), over a period of twenty-five years, with the commitment to changing the culture of tobacco use in Minnesota. MPAAT was incorporated under the non-profit laws of the State of Minnesota, and many of the first board members were named by Hubert H. Humphrey III and Dr. C. Everett Koop.
- MPAAT is governed by a Board of Directors drawn from diverse perspectives, but united by their commitment to solving this problem.
 - Thirteen of the initial board members are experts drawn from categories set out by the Court.
 - The other eight are appointed and serve at the pleasure of elected officials including the Governor (2), the Speaker of the House (2), the Senate Majority Leader (2), and the Attorney General (2).
- Two of the most highly regarded public health leaders in the country, former Surgeon General Dr. C. Everett Koop, who was appointed to that post by both President Reagan and President Bush, and Dr. David Kessler, who headed the U.S. Food and Drug Administration under Presidents Bush and Clinton, have agreed to actively participate in helping get MPAAT off to a great start, and both have also agreed to serve as Honorary Co-Chairs.

- MPAAT's Board will be aided by the work of Advisory Committees composed of Board members and experts and committed community members across the state and from around the nation. The Court Order creating MPAAT calls for a Cessation Advisory Committee to recommend the best use of the cessation account and a Research Advisory Committee, to recommend the best use for the research account. The Board has also created Advisory Committees on Evaluation, Youth and populations specifically targeted by the tobacco industry.
- Under the Court Order, MPAAT will be accountable to the public through a series of activities like open meetings and open records. MPAAT will also report to the Court and the Legislature periodically, and will be audited from time to time by the Legislative Auditor.
- MPAAT's by-laws will contain a best-practices conflict of interest policy providing that Board members not be present for any discussion or vote involving organizations with which they are affiliated. Board members will receive no compensation for their service, but expenses involved in participating in MPAAT activities are reimbursable.
- The settlement agreement states that the Legislature will be asked to dedicate \$655 million, 11 percent of the settlement money, to fighting tobacco use, the number one preventable health problem of our time. That investment, to be used over the next 25 years, coupled with the Court-ordered cessation and research accounts, would allow Minnesota to reclaim its place as the world leader in tobacco control.

Minnesota Partnership for Action Against Tobacco (MPAAT)

Board of Directors

Dr. Richard D. Hurt, B.A., M.D., Chair

Director, Mayo Nicotine Dependence Center, Mayo Clinic; Professor of Medicine, Mayo Medical School

Recognized national scientific and treatment expert on nicotine dependence; developed center which has treated more than 16,000 nicotine addicts since 1988; widely published in major national medical journals; serves as advisor reviewer for numerous journal and research study sections in other states and the federal level, reviewed thousands of tobacco industry documents and acted as lead state's witness in Minnesota tobacco trial

Special expertise: nicotine addiction and treatment; tobacco industry behavior

Dr. Gerald Christenson, B.A., M.A., Ph. D.

Distinguished Adjunct Professor, University of St. Thomas.

As Chancellor of the Minnesota Community College System (1983-1992), Dr. Christenson administered an annual budget of \$150 million and worked for a smoke-free environment on 21 college campuses. Former Minnesota Commissioner of Finance; Former Legislative Auditor and former Director of the Minnesota Department of Planning.

Special expertise: financial management and administration.

John R. Garrison, B.A., M.P.A.

CEO, American Lung Association.

Head of one of America's leading health voluntary organizations, promoting public health, especially lung health, through 90 affiliates nationwide. Former President, National Easter Seal Society; named one of America's five top social service executives by Business Week; and leader of efforts to strengthen America's tobacco policies in 1997 and 1998.

Special expertise: nonprofit management, voluntary organizations, public-private partnerships.

Representative Lee Greenfield, B.S.

Chair of the Finance Division of the Health and Human Services Committee of the Minnesota House of Representatives. Long-time tobacco control advocate and one of the legislature's most respected voices on health issues for 20 years.

Special expertise: health care finance.

Dr. Stuart Hansen, B.A., M.D.

Current and Founding President, Minnesota SmokeFree Coalition.

Former President, Minnesota Medical Association; former President, Smoke Free Generation - Minnesota and the Minnesota Smoke Free Health Care project; 28 years in private practice as a pulmonologist treating tobacco-induced diseases; CEO, Institute for Research and Education, HealthSystem Minnesota. One of Minnesota's first and most respected tobacco control leaders.

Special expertise: tobacco-related diseases; tobacco control policies.

Dr. Jean Harris, B.S., M.D., Ph.D.

Mayor of Eden Prairie, Minnesota, and Chair of the Health Subcommittee of the U.S. Conference of Mayors.

Co-chair, Tobacco Task Force, Minnesota Health Improvement Partnership; former President, Ramsey Foundation; former Secretary, Department of Human Services, State of Virginia; first African-American graduate, University of Virginia Medical School.

Special expertise: local and state public health infrastructure and programs; medical consequences of tobacco use.

Arla Johnson

Chair, Advocacy Group, American Cancer Society, Minnesota Division.

Former Board Chair, American Cancer Society, Minnesota Division; member, National Public Issues Committee, American Cancer Society; rural small business owner and 29-year ACS volunteer.

Special expertise: role of health voluntary organizations; needs of rural communities.

Randy Johnson, B.A., J.D.

Chair, Hennepin County Board of Commissioners and Immediate Past President, National Association of Counties.

Twenty-year successful advocate for smoke-free policies, including adoption of smoke-free policies in all 99 Hennepin County office buildings and advocacy at the White House for effective tobacco legislation in 1998.

Special expertise: local public health infrastructure; role of local governments.

Dr. Anne Joseph, B.A., M.P.H., M.D.

Associate Professor, University of Minnesota School of Medicine.

General Internist, Veterans Affairs Medical Center, Minneapolis. President-Elect, Minnesota SmokeFree Coalition; helped develop and win nationwide adoption of smoke-free policies within U. S. Department of Veterans' Affairs.

Special expertise: nicotine addiction and cessation; issues affecting veterans and other special populations.

Dr. C Everett Koop, M.D., Sc.D.

Former Surgeon General, United States of America

Among his many accomplishments during his lengthy career as a medical practitioner, Koop helped significantly lower infant mortality by improving operative care, developed dozens of new surgical and diagnostic procedures and established the nation's first neo-natal intensive surgical unit. As Surgeon General under President's Reagan and Bush, Koop became the most respected public health leader in memory and the nation's leading voice for tobacco control.

Representative Peggy Leppik, B.A.

State Representative

Member, Minnesota House of Representatives since 1990; Chair, Higher Education Subcommittee on Reform; Vice Chair, Select Committee on Technology; former Vice President, League of Women Voters of Minnesota; co-author, Minnesota youth access legislation, 1997.

Special expertise: legislative process and policy making.

Jan Malcolm, B.A.

President, Minnesota Council of Health Plans.

Vice President, Allina Health System; former Senior Vice President, HealthPartners. Oversaw Allina's support for Minnesota's tobacco litigation and initiation of Allina's own tobacco case, as well as its support for effective youth access legislation, active opposition to weak federal proposals in 1998 and efforts to involve national managed care organizations in tobacco issues.

Special expertise: role of managed care plans in tobacco and health.

Gretchen Musicant, B.A., B.S.N., M.P.H.

Vice President, Minnesota Hospital and Healthcare Partnership

Co-Chair, Public Policy Committee, Minnesota Smoke-Free Coalition; former Staff Specialist, Governmental Affairs, Minnesota Nurses Association. Oversaw "STAT" campaign that enlisted 70 community hospitals in local tobacco control efforts.

Special expertise: community health care partnerships and coalitions; role of hospitals and health care systems in tobacco and health.

Matthew Ramadan, B.A.

Chair, American Muslim Council, Minnesota Chapter.

Executive Director, Northside Residents Redevelopment Council; Member, Board of Directors, Joint Religious Legislative Coalition; founding member, Community Prevention Coalition (CPC); helped CPC launch innovative "Send the Camel Packing" and "Young Rebels" campaigns to counter tobacco industry marketing to youth; champion of community-based health improvement strategies, mentoring programs and neighborhood redevelopment.

Special expertise: community organizing; spiritual and moral issues related to substance abuse; impact of tobacco use on character, self-esteem and youth development.

Lawrence M. Redmond

President, Redmond Associates, Inc.

Public affairs consultant advising non-profits and businesses on governmental policies at the local, state and national level; Chair, Minnesota Board on Judicial Standards; former Chair, Ethics Committee, Minnesota Governmental Relations Council; active in legislative efforts for improved tobacco policies, including Minnesota's youth access legislation.

Special expertise: legislative affairs and public policy.

Christine D. Rice, B.A.

Former Deputy Commissioner, Minnesota Department of Health

Former Deputy Commissioner of Health; former Assistant Commissioner; former Director of Public and Legislative Affairs, Department of Health. Oversaw regulation, policy initiatives and legislative proposals of the Department and managed the Bureau of Public Health, with responsibility for disease prevention and control.

Special expertise: public health infrastructure, programs and policies.

Terry Sluss, B.S., M.A.

Commissioner, Crow Wing County, and Chair, Crow Wing County Tobacco Ordinance Committee.

Member, County Health Board; educator specializing in behavioral and emotional issues affecting vulnerable and "at risk" youth; past President, Brainerd Education Association; holder of numerous professional positions in Minnesota Education Association and other education organizations.

Special expertise: local public health infrastructure; education about tobacco and health; adolescent development; needs of "at risk" youth.

Jeanne Weigum, B.A., M.S.W.

President, Association for Nonsmokers-Minnesota.

Named "Minnesotan of the Year" by Minnesota Monthly magazine, 1998, for her 20 years of tobacco control advocacy; founding director, North Suburban Tobacco Compliance Project; mental health professional.

Special expertise: grassroots organizing; tobacco control policies; tobacco industry tactics and small nonprofit management.

Laura Waterman Wittstock

President, MIGIZI Communications, a nonprofit communications and education organization serving the American Indian Community.

Minnesota Advocates for Human Rights Award, 1992; Member, Minority Health Advisory Committee, Minnesota Department of Health; Member, Tobacco Work Group, Minnesota Health Improvement Partnership; Chair, Communities of Color Institute; Board member, Abbott Northwestern Hospital, Twin Cities Public Television and American Indian Business Development Council; author and expert on diversity issues in nonprofit organizations.

Special expertise: role and impact of tobacco in Native American communities; culturally-sensitive health initiatives.

Julie Woodruff, B.S.N., M.S.N.

Scott County Coordinator, ASSIST Project, and Co-chair, Coordinating Committee, Minnesota ASSIST Project.


Unit Tobacco Control Leader, Scott County Board, American Cancer Society; mobilized four community coalitions to enact standard-setting tobacco ordinances; facilitates local diversion program for youth charged with tobacco violations; fourteen years as a clinical nurse specialist and nurse educator.

Special expertise: grassroots coalition building.

MEMO

DATE: December 17, 1998

TO: Governor-Elect Ventura, Steven Bosacker, Tim Penny, Dean Barkley, Wendy Wustenberg

FROM: Charlie Weaver 

RE: Tobacco Settlement Proceeds

In anticipation of our meeting next week, the following is a brief history and my thoughts on some of the issues surrounding the tobacco settlement. Needless to say, we need to be extremely thoughtful as we proceed on this issue.

As you know, the State of Minnesota is entitled to receive over \$6.1 billion in the next 25 years from the tobacco companies. Outgoing Attorney General Humphrey and public health organizations (ALA, ACS, AHA, Minnesota Smokefree Coalition) have proposed that, in the first five years, a total of \$654.9 million of those amounts be appropriated to endow a new independent nonprofit organization, called the "Minnesota Partnership for Action Against Tobacco," which will in turn use the money for public education, community and school initiatives, countermarketing, and evaluation to try to reduce tobacco use.

That \$654.9 million has been described by its advocates as 11% of the total, but that is 11% of the total over 25 years. The proposal is in fact to dedicate more like one-third of the proceeds in the first five years to this new group. The rationale for this up-front investment is two-fold. First, the industry is required to pay larger payments to the State in the first five years so more money is available. Second, we should invest in prevention education now rather than 25 years from now to achieve the greatest human and economic benefits.

For example, the State received \$240 million on September 5, 1998, and is scheduled to receive another \$220.8 million on January 4, 1999. The MPAAT proposal would take half of each of those payments. During the FY 00-01 biennium, the State receives the following payments:

December 31, 1999	\$114.75 million
January 3, 2000	\$242.5 million
December 31, 2000	\$127.5 million
January 2, 2001	<u>\$242.5 million</u>

The MPAAT proposal would then take \$242.5 million of that, half on January 3, 2000, and half on January 2, 2001.

Obviously, if this money is appropriated to MPAAT, it will not be available for tax relief or for other Administration priorities. In addition, critics argue that it would place substantial resources into the hands of a non-governmental entity, not directly accountable either to the Governor or to the Legislature.

However, there are also compelling reasons to consider endorsing at least a portion of this proposal.

First, and most importantly, dedicating a substantial part of the proceeds to tobacco prevention efforts may insulate the settlement amounts from a threatened federal setoff. Under the federal Medicaid statute, the states are obligated to try to recover Medicaid dollars from third parties when they have valid claims, but then the federal government takes its share. In Minnesota's case, that would be about 55%. The Clinton Administration has, however, indicated that it would support legislation eliminating the federal government's setoff rights, but only if the states dedicate half of the tobacco settlement proceeds to "federal purposes," in particular, public health, children's health insurance, and tobacco control. If Minnesota has already done that, we are likely to be a safe harbor that will do a great deal to protect this revenue stream.

Second, the MPAAT proposal will have a lot of formidable support. All of the major health care foundations, public health groups, the Minnesota Medical Association, the Mayo Clinic, and dozens and dozens of other community, business, and religious groups have already endorsed it. They will be active at the legislature, and they will enjoy substantial public and media support. It may not be worth the political capital that may be necessary to oppose this proposal successfully.

Third, if MPAAT is successful in reducing tobacco use, it could have a major impact in addressing Minnesota's long-term health care cost problem. Health care cost inflation is reigniting in Minnesota, and some estimates attribute as much as 40% of all health care spending to tobacco use. This Administration's goals of reducing the size of government and allowing our hardworking taxpayers to keep a greater share of what they earn will be easier to meet if health care costs are under better control. Major reductions in tobacco use could help control those costs, and that will benefit the overall agenda.

Fourth, even though MPAAT is a non-governmental entity, accountability mechanisms have already been built into MPAAT. Obviously, MPAAT was created as an independent entity to insulate it from politics and the influence of the tobacco lobby. Eight of its members are appointed by the Governor, the Attorney General, the Speaker and the Senate Majority Leader, and appointees include the top professional public health and smoking cessation experts in Minnesota and nationally, including former Surgeon General Dr. C. Everett Koop and former FDA Commission David Kessler. In addition, even though MPAAT will not be part of the government, it will be subject to the open meeting law and the data practices act. The Legislative Auditor will have access to its records and be able to conduct audits. And finally, MPAAT must file periodic reports with the Legislature.

Of course, even if MPAAT's full funding request is approved, there will still be substantial revenues from the tobacco settlement to address other health care policy issues:

- repealing or reforming the "provider tax" that pays for Minnesota Care;
- reducing or eliminating HMO and indemnity premium taxes, and MCHA assessments, all of which encourage employers to self-insure and thereby escape all state regulation;
- increasing public payment rates to health care plans and providers, to halt the termination of plans now sweeping through Minnesota; and
- providing broader access to health care coverage for the uninsured.

Please give me a call if you want to discuss this further prior to our meeting next week. Scott Strand in the Attorney General's Office is also a terrific resource on this issue.

The governor known as Jesse (The Body) Ventura has become a naive and overly sensitive guy who can tell a joke but not take one. He's thin-skinned when it comes to criticism, but thick-headed when it comes to empathy and creative solutions to social problems.

Jesse (The Onion Skin) Ventura

Listening to Jesse Ventura's State of the State speech, one gets the impression of a principled individual who says all the things many Minnesotans want to hear: more investment in education and transportation on the one hand, no more "free rides" and a new emphasis on personal responsibility on the other.

But something is wrong here, and we're beginning to discover what it is. Originally known as Jesse (The Body) Ventura, the Governor has become Jesse (The Onion Skin) Ventura, a naive and overly sensitive guy who can tell a joke but not take one. In this, Ventura is like so many people in this state — thin-skinned when it comes to criticism, but thick-headed when it comes to empathy and creative solutions to social problems.

His recent comments about the Irish of St. Paul on national television, his shouting match with University of Minnesota students, the absence of even one African-American in his cabinet, and his sadly ignorant remarks about Indian treaty rights show that the governor has a disturbing tendency toward intimidation rather than inspiration.

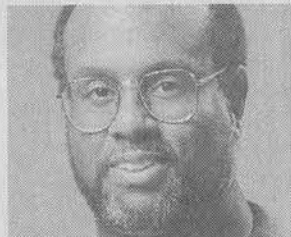
Ventura said that if Indians can spearfish in the Boundary Waters, he ought to be able to throw bombs into the lake to kill fish, the way Navy SEALs allegedly have done in the past. He demonized single mothers at a rally of Minnesota state college students asking the governor to set aside more aid for higher education. His mocking reply to one of the women was to ask why she became a single parent. "Is it government's job to make up for someone's mistakes?"

He's right — people who make mistakes must pay the consequences. We're all responsible for ourselves, and the government isn't supposed to bail out individuals any more than it bails out, say, corporate America with special tax incentives intended to strengthen the community.

The same principle could apply to those who have special needs, like single mothers who're trying to make something of themselves despite their situation. If we invest in them, most of that money will come back to us in the form of increased productivity, tax-paying families and stronger communities. Instead, the governor seems determined to make every single mother wear a scarlet SM on her forehead and to shame the poor and indigent into even greater invisibility.

By the way, Governor, women become single mothers without college degrees for all sorts of reasons, including the irresponsibility of the men who father those children. Watching such families fall between the cracks may be blood sport for some, but it ultimately poisons all of society.

Even more troubling, these kind of arguments from the new leader of our state tend to legitimize more hateful, isolationist and even racist beliefs, whether the governor intends to do so or not. They equate temporary dependency with permanent failure. And his statements about Indian treaty rights are Exhibit No. 1 that he's right about education in this state — we've yet to develop an



Syl Jones

education system that is truly world-class. We'll know we've achieved that when citizens understand the history of America's dealings with the Indians, and when people are sufficiently educated in math (not to mention behavioral psychology) to stay out of casinos.

More to the point, while there's a multibillion-dollar surplus, hidden figures tell the rest of the "state-of-the-state" story. Such as the fact that 50 percent of black families in Minnesota live below the poverty line, homelessness is at a new high, and cultural inclusiveness is nowhere to be found within the Ventura cabinet. Randy Staten, president of Operation Resurrection, and other black leaders have written to Ventura asking for a meeting. But Ventura and his staff have said they don't want to meet with members of special interest groups.

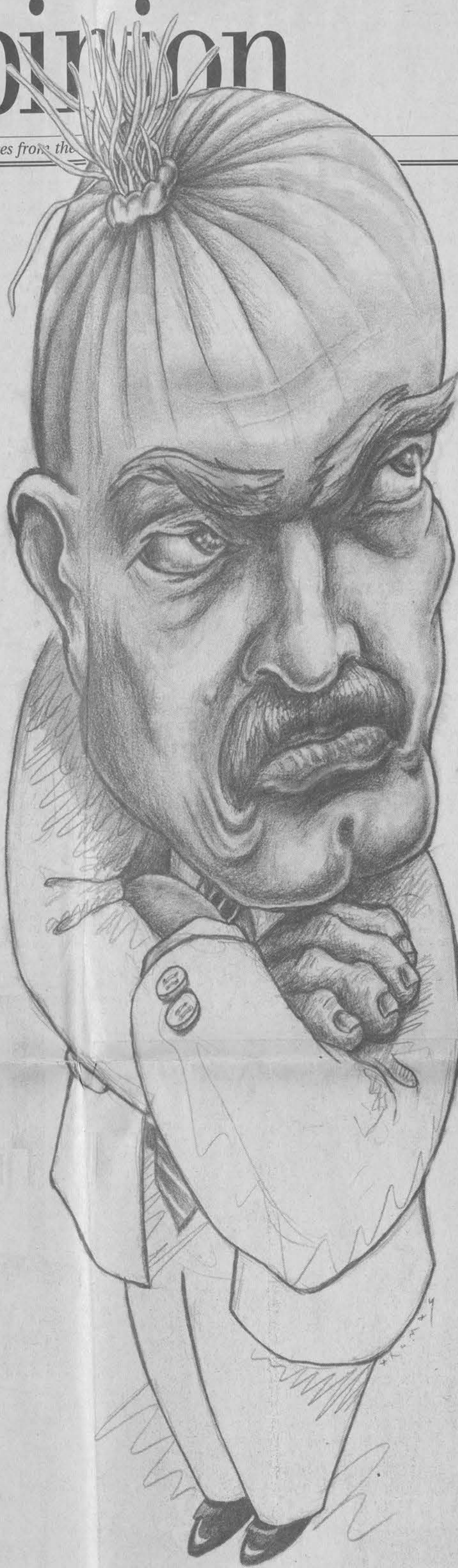
These are good examples of Jesse at his thick-headed best, a guy who has mistaken the phrase "bully pulpit" for a license to bark out his positions like an attack dog, ignoring the communities of color, and hiding behind twisted interpretations of "personal responsibility."

On the other hand, there's a super-sensitive Jesse Ventura who frequently makes appearances in front of the media. This is the thin-skinned Ventura, who has stormed out of meetings with the media because he didn't like certain questions. A reporter jokingly asked Ventura, who'd been singing out of tune, if he was going to take singing lessons. The governor took the question personally and began to waggle his head in that notorious World Wrestling Federation way of his, as if he were being accosted outside the ring by an adversary.

One minute he's outraged that Garrison Keillor is writing a book about a wrestler who becomes governor. The next, he gets a concealed-carry permit, claims that his life may be in danger from unnamed fanatics and then wonders why the media insult him by asking whether he's carrying a gun. After being quizzed about his remarks on the David Letterman show, the governor pouted that the Washington press corps treated him much better than the local reporters. "I wish I could trade them for you," he growled at WCCO's Cathy Wurzer, after she gingerly asked for reactions to the incident.

Someone on Ventura's staff ought to explain that the Washington press corps would slice and dice him into bite-sized pieces inside of two weeks were he to display the same arrogance and ignorance he's shown in this community. In my opinion, the local media have been surprisingly uncritical of Ventura's substance and style. Ventura barks and growls at people as if he were still the underdog. But he's no underdog. He's the governor of this state. And although acting was never his strong suit, he needs to play the part convincingly.

— *Syl Jones, of Minnetonka, is a playwright, journalist and communications*



Governor should use head and drop gun

By Leonard Witt

OK, Governor Ventura, you now have a gun permit, but before you start packing a gun think very carefully about the other heads of state who have felt compelled to carry a gun. Start with Saddam Hussein, Moammar Gadhafi, Fidel Castro, Pol Pot, Manuel Noriega, and work your way back to Francisco Franco, Augusto Pinochet, Benito Mussolini and Adolf Hitler.

In defense of carrying a gun you reminded the public of the fates of John Lennon and John F. Kennedy. In the future, drop the Lennon reference. He would have been the last one to advocate carrying a gun. Indeed, by picking up a gun, you not only pervert his message of peace, but you allow the mentally unstable like Mark David Chapman, John Hinckley Jr. and Lee Harvey Oswald to define your behavior. Remember it was Chapman who was packing, not Lennon. And look at Pope John Paul, who survived an assassination attempt in 1981: Although he has bodyguards, one must assume he doesn't feel the need to carry a gun under his robes.

As the head of this state you are a guardian of all our children, and their role model, too. Unfortunately, the way you deal with your personal fears is giving them all the wrong message.

A few years ago I was part of a project that traveled the state to record what Minnesotans were saying about gun violence. One thing that struck me was how many kids were afraid, like you, of being victims of violence.

A lot of kids carry guns because, like you, they are afraid. Of course, that results in more kids shooting each other. The last message responsible adults want to give to these kids is that they should arm themselves to protect themselves.

But how can the messages of peaceful resolution be heard when the head of our state allows violence to define his behavior?

You say you are the Mind now, not the Body, but using a gun to solve a problem is the ultimate act of physicality and has little to do with the cerebral senses the human race is blessed with.

So act like someone who thinks. Rid yourself of this most sinister of symbols. Go listen to John Lennon's music. Call the Vatican and tell them about your assassination fears and ask what the pope does, and start learning alternatives to gun violence. But before you do any of those things, tear up that gun permit and start acting like the great governor of Minnesota you have the potential to be.

— *Leonard Witt spearheaded the Minnesota Action Plan to End Gun Violence in 1995 when he was editor of Minnesota Monthly magazine.*

Financial aid inequity was the unaddressed issue on Capitol steps

By Morris J. Anderson

The now-famous confrontation on the Capitol steps between Gov. Jesse Ventura and Minnesota state college students has provided the media with a great news clip: A governor touting "personal responsibility" being confronted by a single mom struggling to go to college.

Obscured by the political theater is the dirty little secret of Minnesota's financial aid policy: The policy penalizes those who need it most — single parents and other independent students who are holding down jobs while trying to earn a college degree at a public college or university.

I am sure that no one believes that working single mothers should be treated more harshly than other students trying to get a college degree. I am sure no one would urge that the state erect

hurdles in front of people who are trying to overcome life's hardships by getting a college education. But Minnesota's student financial aid policy has exactly that effect.

Unfortunately, neither the governor nor the students on the Capitol steps had the opportunity to discuss the real issue at stake for college students: the imbalance in Minnesota's financial aid policy.

Under the current system, independent students and those who attend school part time while working their way through college are at a significant disadvantage when it comes to calculating financial aid.

Minnesota has thousands of students who fall into these categories — 66,300 part-time students in the Minnesota State Colleges and Universities system alone.

To illustrate the effect of that policy, let's take Mike, a hypo-

thetical 22-year-old college sophomore who attends a state university. He takes a full load of credits (15 per semester), and his tuition and fees are \$3,010 per year.

If his family's financial circumstances make him eligible for the maximum amount of student financial aid, he will receive \$3,000 from the federal government's Pell Grant and another \$1,187 from the Minnesota State Grant.

In all, he will get \$4,187 in federal and state financial aid for the year. After paying tuition and fees, he will have \$1,177 left over to help pay for books and living expenses.

Now let's take Michelle, another hypothetical 22-year-old college sophomore attending a state university. She is single and raising two children.

Because of her family responsibilities, she must work and is able to take only a part-time load of classes — say, nine credits per

semester. Her tuition and fees are \$1,804 per year.

You might expect, if the two were treated fairly, that Michelle would receive about three-fifths of the amount of financial aid Mike is receiving, because she's taking about three-fifths the number of credits.

But Michelle is penalized by Minnesota's financial aid formula. As an independent student, Michelle's financial aid will be calculated using a different formula than Mike's financial aid. Like Mike, she may receive aid from the federal government's Pell Grant — a maximum of \$2,250 for her nine credits. (That amount could be reduced, based on her earnings; the more she earns, the less she will receive.)

But from the Minnesota State Grant program, Michelle is eligible to receive: zero.

While Mike has \$1,177 left over

from his Minnesota State Grant for living expenses, Michelle gets nothing from the state. The \$446, at most, that she has left after paying tuition and fees comes from the federal government.

Over the course of the six years or so it will take Michelle to graduate, the difference adds up to a hefty penalty.

If Mike or Michelle decided to attend a private college, where tuition is likely to be four to six times the cost of a state university education, the Minnesota State Grant program would chip in generously. It will pay up to a maximum of \$6,858 per year for a full-time student at a private college, depending on the student's financial circumstances. For a student taking nine credits, the Minnesota State Grant amount could be as high as \$4,115.

But at a public college or university, Michelle doesn't qualify

for any state financial aid.

So the issue that was being debated on the Capitol steps was not whether people need to take responsibility for the life choices they make. Most people, including most college students, would agree that they do.

Ventura is fond of saying to students, "If you're smart enough to be in college, you ought to be smart enough to figure out how to finance it."

For students at a public college or university, being smart enough to figure out the financial aid system means figuring out that the system is skewed against independent and part-time students.

The real issue on the steps of the Capitol is fairness.

— *Morris J. Anderson is chancellor of Minnesota State Colleges and Universities.*

Ventura's Top 25

Gov. Jesse Ventura last week finished naming his 25-member Cabinet. Here's a capsule look at the men and women who will head the state's major departments and agencies.



Administration David Fisher

► **Agency mission:** Oversees buildings that the state owns or leases and provides other state agencies with services from telecommunications to management consulting. It also advises agencies regarding the state's Data Practices Act.

► **Background:** Currently vice president and general counsel of ADC Telecommunications Inc. in Minnetonka. Fisher previously was a vice president, Russia business manager and senior attorney for the Pillsbury Co. He has been active in civic affairs, serving on the Metropolitan Council, the Minneapolis Civil Rights Commission and numerous other boards and committees.

► **Home:** Minneapolis.

► **Politics:** A DFLer; his vote for governor last year is unknown.



Agriculture Gene Hugoson

► **Agency mission:** Promotes and regulates agricultural industries and farm production.

► **Background:** The cash-grain farmer (750 acres) was reappointed after serving as commissioner under former Gov. Arne Carlson. Before that he was a state legislator, and before that a school teacher. He served a tour of duty in Vietnam. As commissioner, he has advocated large-scale farming and farmers' involvement in "value-added" processing of crops and livestock. He also has emphasized international trade as a key to Minnesota farm prosperity.

► **Home:** Granada.

► **Politics:** A Republican, campaigned for Ventura's GOP gubernatorial opponent, Norm Coleman.



Children, Families and Learning Christine Jax

► **Agency mission:** To improve children's lives through education and protection programs.

► **Background:** She's best known for her leadership of the Learning Center for Homeless Families in Minneapolis. A former Miss Minnesota runner-up, Jax is an outspoken feminist who has defended gay rights and helped manage an unsuccessful Minneapolis City Council campaign. Says she wants to revamp, not scuttle, the controversial Profile of Learning.

► **Home:** Minneapolis.

► **Politics:** She says she tends to vote a split ticket. Voted for Ventura, but note that her husband is DFL legislator Len Biernat.



Commerce Dave Jennings

► **Agency mission:** Regulation of financial institutions, including banks, and trust, real-estate and insurance companies.

► **Background:** He's a former legislator with a reputation for waging sometimes-bitter battles. Becoming frustrated with politics, he left the Capitol for a series of jobs at Schwan's Sales Enterprises. He's expected to bring forceful viewpoints from business sector.

► **Home:** Marshall.

► **Politics:** The former Republican House speaker voted for DFLer Hubert Humphrey III in November.



Corrections Sheryl Ramstad Hvass

► **Agency mission:** Running the state's prisons and other correctional facilities as well as victims programs.

► **Background:** From pro bono counsel to public defender to Hennepin County judge to partner at a large Twin Cities firm, her legal career has run the gamut. In addition to being the only woman ever to head Minnesota's \$300 million-a-year prison system, Ramstad Hvass will be its first commissioner from outside the corrections ranks in 26 years. She agrees with Ventura that inmates should have job skills when they leave prison and that the high cost of corrections in Minnesota — as much as twice the national average by some measures — should be addressed.

► **Home:** Minnetonka.

► **Politics:** Republican and sister of U.S. Rep. Jim Ramstad, R-Minn. Gubernatorial vote unknown.



Economic Security Earl Wilson

► **Agency mission:** Provides employment and training services through work-force centers.

► **Background:** Wilson, a Duluth native, had been acting commissioner when Gov. Ventura tabbed him as permanent head of the department. He was deputy commissioner from 1991 to 1998 and before that had a 32-year career in the Navy.

► **Home:** Apple Valley.

► **Politics:** Independent; declined to reveal vote for governor.



Employee Relations Karen Carpenter

► **Agency mission:** Handles state personnel and labor issues.

► **Background:** She's a 27-year veteran of state government, was in the top job under Carlson. She also has served in the departments of administration, public service and energy and economic development.

► **Home:** Lake Elmo.

► **Politics:** Independent; declined to reveal vote for governor.



Finance Pam Wheelock

► **Agency mission:** Commissioner is the state's chief financial officer and oversees the state budget.

► **Background:** As St. Paul's director of planning and economic development, Wheelock helped fashion the financial plan for St. Paul's new hockey arena. She also had served as the city's deputy mayor and budget director. Before going to work for St. Paul, she served for six years as the Finance Department's executive budget officer, so this is a homecoming of sorts. She also worked on Tim Penny's staff when he was a state senator and congressman.

► **Home:** St. Paul.

► **Politics:** A DFLer who voted for her then-boss, Coleman.



Health Jan Malcolm

► **Agency mission:** Improving and regulating state's health-care options.

► **Background:** She comes from the private sector as vice president for public affairs at Allina Health System, the state's largest health-care delivery company. Also worked with HealthPartners. Because she comes from within the health industry, her appointment was met with skepticism by some pushing for tougher regulations. Malcolm has said she will work to "improve health care for everyone" and to "close the gaps" in health care between blacks and whites and between the privileged and underprivileged.

► **Home:** Minneapolis.

► **Politics:** No strong affiliation with single party, but leans Democratic. Voted for Humphrey.



Housing Finance Katherine (Kit) Hadley

► **Agency mission:** Facilitates construction, acquisition and rehabilitation of housing for low- and middle-income Minnesotans.

► **Background:** She was reappointed after serving under Gov. Arne Carlson, after climbing the ladder at the agency. She's an attorney and has worked as an advocate for several nonprofit housing organizations.

► **Home:** St. Paul.

► **Politics:** Declined to disclose either her party affiliation or her vote for governor.



Human Rights Janeen Rosas

► **Agency mission:** Enforces the Minnesota Human Rights Act and provides leadership on discrimination issues.

► **Background:** She's a holdover from the Carlson administration. Previously she was training manager for Hennepin County District Court and an assistant Hennepin County attorney.

► **Home:** Minneapolis.

► **Politics:** Independent; declined to reveal vote for governor.



Human Services Michael O'Keefe

► **Agency mission:** Administers programs for citizens whose personal or family resources aren't adequate to meet their basic needs. Also operates services for chemically dependent, developmentally disabled, mentally ill and geriatric patients.

► **Background:** With a master's degree in nuclear physics, he's highly regarded for his sharp intellect. He has been the CEO of the McKnight Foundation and is a University of Minnesota regent. O'Keefe also served at the U.S. Department of Health, Education and Welfare during the Johnson, Nixon and Carter administrations. He has said one of his top priorities will be to ensure that Minnesota's welfare overhaul is working.

► **Home:** Minneapolis.

► **Politics:** Democrat; declined to reveal vote for governor.



Iron Range Resources and Rehabilitation Board John Swift

► **Agency mission:** Promotes economic development in northern Minnesota, using taconite mining taxes.

► **Background:** Owns Pike Bay Lodge, a Lake Vermilion resort. Moved to the lake after retiring as a banking executive in St. Cloud. Worked on a couple of IRRRB task forces and has been a fierce critic of the agency. State Sen. Doug Johnson, DFL-Tower, who is an IRRRB member and has been on the receiving end of Swift's criticisms, has indicated he might try to block the confirmation.

► **Home:** Tower.

► **Politics:** Independent; voted for Ventura.



Labor and Industry Gretchen Maglich

► **Agency mission:** To promote a safe, efficient and productive work environment for Minnesota's workplaces. It administers workers' compensation and workplace health and safety programs, and enforces labor standards.

► **Background:** Maglich was appointed commissioner in 1997 by then-Gov. Arne Carlson and was reappointed by Gov. Ventura. As assistant commissioner between 1995 and 1997, she was responsible for supervising the state's workers' compensation system. She has said continued reductions in workplace injuries and illnesses, which are reaching all-time lows, are her top priorities.

► **Home:** Minnetonka.

► **Politics:** Republican; voted for Coleman.



Metropolitan Council Ted Mondale

► **Agency mission:** Oversees regional development and transit in the Twin Cities metro area.

► **Background:** Mondale, a former state senator from St. Louis Park, ran unsuccessfully for the DFL gubernatorial nomination last year. A centrist in a more liberal field of DFLers, he caught then-Reform Party candidate Jesse Ventura's attention with a book outlining his positions. Among his priorities are expanding transit options, reducing urban sprawl and developing affordable housing.

► **Home:** St. Louis Park.

► **Politics:** DFLer; vote unknown.



Mediation Services Lance Teachworth

► **Agency mission:** Seeks to improve labor-management relationships by such measures as resolving collective bargaining and grievance disputes, among other issues, and by providing training and information and maintaining a roster of arbitrators.

► **Background:** Teachworth has been commissioner since 1995 and was a mediator in the bureau for four years before that. A veteran of the field, he served as a labor negotiator for the state and as deputy commissioner of the Department of Employee Relations from 1982 until 1990, and as deputy state negotiator from 1980 until 1982.

► **Home:** St. Paul.

► **Politics:** Independent; vote unknown.



Minnesota Planning Dean Barkley

► **Agency mission:** Is charged with long-range planning and policy development for the state, deals with state census figures and demographics.

► **Background:** Barkley ran unsuccessfully for U.S. senator in 1994 and 1996 as a Reform Party candidate, but got enough votes for Reform to achieve major-party status in the state. Last year, he was chairman of Ventura's gubernatorial campaign. He wants Minnesota Planning to look at redrawing the state's legislative district lines in 2001; redistricting is done by the Legislature, but the administration is part of the process, he said.

► **Home:** Plymouth.

► **Politics:** Reform Party; voted for Ventura.



Natural Resources Allen Garber

► **Agency mission:** Steward of the state's natural resources, the department seeks to protect and restore the natural environment while helping economic opportunity and community well-being, a sometimes-difficult balancing act.

► **Background:** Garber is former chief of Champlin police and a former FBI agent, whose service included being the lead agent in the investigation of Jacob Wetterling's kidnapping. A DNR outsider. He's regarded as a consensus builder.

► **Home:** Champlin.

► **Politics:** Independent; declined to disclose vote.



Minnesota Pollution Control Agency Karen Studders

► **Agency mission:** Enforces pollution laws and regulates solid waste disposal.

► **Background:** A chemist, she has spent most of her career at Minnegasco, where her last assignment was as director of environmental programs. Because of her duties at Minnegasco, Studders will recuse herself for about a year from decisions involving a certain type of water-quality discharge permit. Says she wants to streamline environmental regulations and end the vehicle-emissions testing program as soon as federal officials declare the Twin Cities area is in compliance with carbon-monoxide standards. She also holds a law degree.

► **Home:** Bloomington.

► **Politics:** Independent; declined to reveal vote for governor.



Public Service Steve Minn

► **Agency mission:** Department can be traced to Minnesota's first state agency, the Railroad Commission, created in 1871. Today, the department is a consumer advocate, seeking to ensure fair prices and reliable service by gas, electric and telephone utilities.

► **Background:** Minn gave up his seat on the Minneapolis City Council, where he represented a southwest district — the 13th Ward — since 1994. He earned a reputation as an outspoken challenger to the DFL majority on the council. Before he ran for office he operated a development company that owned rental property, and he had worked for an advertising company. He also has been active in abortion rights, environmental and civic groups.

► **Home:** Minneapolis.

► **Politics:** Reform Party; voted for Ventura.



Revenue Matt Smith

► **Agency mission:** Collect taxes.

► **Background:** Smith had served twice as interim commissioner, and now he has claimed the job for himself. An agricultural economist, he's a career government employee, not a political activist. He's worked for the U.S. Department of Agriculture and, since 1984, the state Revenue Department.

► **Home:** Stillwater.

► **Politics:** Independent; voted for Coleman.



Trade and Economic Development Gerald Carlson

► **Agency mission:** Promotes job creation, tourism and international trade.

► **Background:** Retired in August after 32 years at Ecolab Inc. He was senior vice president of corporate planning and development, responsible for managing international acquisitions. He also oversaw operations in Pacific Rim countries, Latin America, Europe and Africa. Having a celebrity governor no doubt will make it easier for Carlson to promote Minnesota overseas, especially in such countries as Japan, where Ventura is well-known from his wrestling days. Ventura plans to lead a trade mission to Japan in the fall.

► **Home:** Orono.

► **Politics:** Republican; declined to reveal vote for governor.



Transportation Elwyn Tinklenberg

► **Agency mission:** Oversees transportation systems, ranging from roads to airports to river travel.

► **Background:** He has been a government administrator (Anoka County) and served as Blaine's mayor, 1986-96. He has worked as a transportation consultant and most recently was president of the Minnesota Transportation Alliance, a consortium of private and public businesses and agencies with interests in transportation infrastructure. He's considered a proponent of commuter rail service and light-rail transit.

► **Home:** Blaine.

► **Politics:** A DFLer who considered running for governor last year. Voted for Humphrey.



Public Safety Charlie Weaver

► **Agency mission:** To protect people and property through prevention, regulation and enforcement. Includes more than a dozen agencies, including the State Patrol, Bureau of Criminal Apprehension and Driver and Vehicle Services.

► **Background:** Weaver, a former state representative and Anoka County criminal prosecutor, ran unsuccessfully for Minnesota attorney general last fall. He was known as a crime fighter in the Legislature and as a champion of victims' rights. Says prevention strategies are important. Has a reputation for bipartisanship.

► **Home:** Anoka.

► **Politics:** Republican; voted for Coleman.



Veterans Affairs Bernie Melter

► **Agency mission:** Helps the state's 500,000 veterans and dependents obtain the benefits and services provided by the state and the U.S. Department of Veterans Affairs.

► **Background:** Melter, a holdover from the administration of Gov. Arne Carlson, is a 20-year veteran of the U.S. Marine Corps, a much-decorated Vietnam veteran, and was Goodhue County's veterans service officer for 10 years. An American Indian, he is the only member of a minority group in the Ventura Cabinet.

► **Home:** Cannon Falls.

► **Politics:** Republican; voted for Coleman.



STATE OF MINNESOTA

OFFICE OF GOVERNOR JESSE VENTURA

130 State Capitol ♦ 75 Constitution Avenue ♦ Saint Paul, MN 55155

Henn
Judges: Carl Doss
Ramsey
Natalie Hudson
Dakota
Joe Carter

Advisory Committee Office of the Governor 229 State Capitol, 4:00 p.m. Wednesday February 17, 1999

AGENDA

1. Briefing on diversity issues

Clinton Collins, Jr. *Randy Staten* *Keith Ellison*
Attorney and Talk-show host *Ricky Campbell -*

2. Other discussion points
Wendy Warstenburg -

NAACP

3. Adjournment



STATE OF MINNESOTA

OFFICE OF GOVERNOR JESSE VENTURA

130 State Capitol • 75 Constitution Avenue • Saint Paul, MN 55155

474,6036

MEMO

TO: Advisory Committee Members
FROM: Dean Barkley, Chair
RE: **Next meeting**
DATE: February 12, 1999

The Ventura Advisory Committee will be meeting on Wednesday, February 17, 1999 at 4:00 p.m. in **room 229** of the State Capitol. We will be meeting with attorney and talk-show host, Clinton Collins, Jr., regarding diversity issues.

Please contact Laura Offerdahl at (651) 296-0077 if you are not able to attend.
Thank you.

World Trade Center Board

✓AAP board

Judges

Met Council

International

Tobacco money

Rachael Wobschall
Dir of Citizen Outreach -

John Hulquist -
George Soule - Judicial
merit

What does gov. hope to accomplish with respect to diversity?
where does he want to take the state.
Gov. Principles.



STATE OF MINNESOTA

OFFICE OF GOVERNOR JESSE VENTURA

130 State Capitol ♦ 75 Constitution Avenue ♦ Saint Paul, MN 55155

March 17, 1999

MEMORANDUM

To: Advisory Group Members

From: Jesse Ventura, Governor
Steven Bosacker, Chief of Staff

Re: *Advisory Group Meeting on Thursday*

As you know, the next meeting of the Advisory Group is scheduled for tomorrow morning, Thursday, March 18th at the Governor's Residence at 9:00 a.m. It is our intention to host the Advisory Group meetings on a regular basis. We look forward to continuing a strong consultative relationship with you and getting your feedback and ideas on a range of issues.

The agenda for Thursday is fairly open. We have attached, however, six key visions that were articulated in the State of the State, along with preliminary suggestions by the 26 commissioners on how they might play a role in supporting these goals. If you have a moment to scan these drafts, we would like your thoughts about the six goals when we talk.

We look forward to seeing you on Thursday.

The Best Public Education

- *Class size reductions
- *Performance-based funding
- *Reform special education
- *Local control
- *Parental involvement
- *Student achievement accountability at local levels
- *Strong, statewide higher education and training

- ADM Distance learning via technology ("Connecting Minnesota" is critical); long-term strategies for workforce preparedness in technology/telecom fields, from K-Higher Ed. and beyond. Work aggressively with U of M and MnSCU on related programming to make this happen.
- AG Lifelong learning needs emphasis for continued ag education – necessity for a tradition-bound industry to be open to new ideas/opportunities.
- COR Provide the opportunity for those in correctional system to have education that is essential to becoming productive, contributing citizens.
- DHR Inform students and parents as well as school employees of education discrimination provisions so students' education is not hindered by discrimination or harassment that distracts them from learning.
- DHS We cannot improve the learning of low income kids more than marginally unless we deal with family stability, safety, etc.
- DNR Balance need for revenue for school trust fund with resource (environmental) concerns. Continue to contribute to school curriculums – resource education.
- DOT Connect Minnesota initiative providing a fiber optic backbone system linking schools and institutions statewide.
- DTED Contribute to the job skills training area

- EDU Provide information assistance, expertise, and leadership to lead reform efforts and initiatives.
- FIN Assist in analysis of financing options/reform for K-12. Assist in analysis of outcomes as a result of increased state aid.
- HEA Build on school/health connections.
- HFA Direct strong correlation between frequent moves and poor school attendance/poor achievement. Part of solution for the most troubled families is permanent, supportive housing.
- IRRRB Bring our Do I.T. program down to include K-12.
- MED -Work with "Education Minnesota" and school boards and teachers regarding improving collective bargaining relationships.
-Promote greater use of constructive/joint teacher-administration cooperative labor/management initiatives.
- MIL Shadow programs and internships with National Guard (over 300 vocations). Partnership in building school facilities.
- PCA 1) Support student education of environmental issues and the impact of personal decision on the environment. (Could provide speakers and materials on issues to support education.)
2) Consider the idea that pollution is the result of our thinking – if we change our thinking we won't have pollution.
- PLA Coordinate the performance-based funding study and property tax reform effort.
- PSV Support classroom awareness of energy conservation by providing materials and speakers on topic. Supporting role to curriculum development on topic.
- REV Assist in analysis and design of alternative funding mechanisms for K-12 education to promote goals of adequate money and local central/involvement. This is a central piece of developing an overall state-local tax reform.

Engine: Trade & Economic Development

*Boost tourism

*License & transfer technology

*Develop export markets

*Leverage state investments 1:3, 1:6, 1:9 or more

*Do that which the people cannot do for themselves

*Provide real jobs in ways that encourage smart growth

*Use technology to offset the "economics of proximity"

*Help smaller, rural areas

- ADM 1) Strong public/private partnerships to respond to business needs
 2) Develop education institutions for curricula which turn out
 workers prepared to meet business requirements (workforce
 development, from K-Adult).
 3) Develop a technology corridor based on University of Minnesota
 and MnSCU student development.
- AG Essential to reestablish those overseas markets (Asia particularly)
 that are mainly responsible for the downturn in the agriculture
 economy. Also the value-added approach for rural development.
- COM Look for ways to attract private money to leverage public efforts and
 themes.
- COR Public-private partnerships in Corrections and vocation training/job
 placement for prison population.
- DHS Poor people, welfare recipients need jobs that: pay a living wage;
 offer educational opportunities for advancement.
- DNR Balance need for revenue from tribes, mineral rights with resource
 concerns.
- DOT - Better understanding of movement of goods, services and people
 around Minnesota and how transportation helps or hinders.
 - Role of transportation in linking economic centers of state.

- DTED DTED's role should be to take a leadership role (strategy, opportunity, issues, consensus-building, etc.) around five key areas. We may, or may not, ultimately carry out the execution – as each of these areas has many partners who may be better equipped, or more appropriate long-term leader. The key leadership areas are: 1) business development; 2) community development; 3) job skills training; 4) trade; and, 5) tourism.
- EDU Increase opportunities for mentorships and internships especially using statewide technology.
- FIN Assist in identifying emerging trends and developing opportunities to more effectively use state and federal funds for the benefit of the long-term competitiveness of Minnesota.
- HEA Further leverage health industry (largest in State) – consider how we can further support “export” of medical technology, health research, provider centers of excellence. Challenge the non-profit providers and plans to demonstrate community value for foregone taxes.
- HFA Housing must be seen as integral infrastructure for economic growth, redevelopment and sustainability! Must do more than simply coordinate better.
- IRRRB 1) Stop operating in a vacuum; coordinate with DTED
2) Make funding decisions based on best interest of Range and Minnesota – not political careers.
- MC Develop a vision and strategy for the region and implement it with help of business and education community.
- MED 1) Work with joint employer-union councils to foster improved relationships and economic development.
2) Offer matching grants to form joint programs/committees.
3) Technical dispute resolution training/support as needed.
- MIL Partnership with Norway and Croatia has created an opportunity for trade and economic development programs. Vo-tech partnerships and shadow programs.

- PCA
- 1) Work with other agencies to support development of strategies to encourage smart growth in Minnesota; urban sprawl must be
 - 2) Meet business needs on permitting (e.g., timeliness and simplicity) to support big development in Minnesota.
 - 3) Streamline environmental review to encourage big development and concurrently protect Minnesota resources.
- PLA
- Identify all duplication in workforce training efforts in state government, education and local government to bring all stakeholders together to attempt to consolidate and/or coordinate these efforts.
- REV
- 1) Assist in design of effective friendly business tax policy
 - 2) Advise prospective economic development efforts on tax consequences/planning for specific investments.

Justice Reform

- *Regulations checked
- *No unfunded mandates
- *Incentives vs. punishments

- AG Evaluate all regulations for necessity and help producers understand legal contracting and implications for future.
- ADM Electronic monitoring for low-risk violators in entry-level jobs through diversion programs.
- COM Hundreds of thousands of jobs in the industries makes regulation meaningful, but simple, especially for individual licensees – realtors, cosmetologists, etc.
- Speed up process of handling complaints and dispensing just results.
- COR Incentivize those in private sector to invest in community correctional programs by leveraging funds available to Corrections for programming and planning initiatives.
- EDU Develop an agency perspective that decreases monitoring and compliance activities and increases support functions and technical advice.
- FIN Assist in analyzing cost impact of various policy, operation and legal changes. Help identify opportunities to contain the budgetary growth in this area.
- HEA Regulatory reform in provider and facility regulations (hospitals, homecare, nursing homes) to become as COI-based as possible. Update and streamline health insurance regulation with Commerce.
- HFA Juveniles and adults leaving corrections facilities: _____ connected to lack of stable, affordable housing. We need to be an active partner in addressing this.
- MIL Use Camp Ripley as a possible site for continued DOC programs (i.e. vocational training for inmates).

- PCA Continue Goal 21__. Build partnerships/alliances with customers.
- PLA Make criminal justice data housed in Minnesota Planning available to those studying the reform initiative.
- PSV Reform PUC scope to judicial status. Remove advocacy from OAG and PUC, consolidate with PSV. Select PUC commissioners (judges) through Judicial Selection Panel.

Self-Sufficiency Culture

*Lifelong education, including as parents

*Incentives for work skills

*Minnesota Families Foundation

- AG Help agricultural economy move to more market oriented approach in order to be less dependent on government intervention.
- COM Make regulated professions easily accessible to those hoping to pay their own way. Make sure license requirements and fees leave the door open to those who want to take responsibility for themselves.
- COR Prisoner pay-your-own-way and prison industry marketing initiatives.
- DHR Educate people to address workplace discrimination/harassment directly to the person and organization: exhaust personal remedies before running to government for intervention. Encourage mediation of disputes.
- DHS This concept must permeate all we do in the Department. But: need some principle policy on the safety net, those who truly need government, the neediest and most vulnerable.
- DNR Government cannot do, fund all concerns. Promote private/government partnerships. Create a climate of citizen self-sufficiency in some areas (conservation).
- DOT Transportation alternatives that allow people at all ages/stages of life to remain independent, active and productive.
- DTED Apply these principles across all proposals that cross our desk.
- EDU Seamless education. Recognizing parents are first and primary educators. Help student see themselves as stakeholders.
- FIN Assist in costing various proposals and developing financing options – assist in identifying programs for review and determining relationships between agencies.

- HEA -Health improvement is fundamental to self-sufficiency – ability to work and learn clearly critical.
 -Expand health care coverage through creative approaches, streamlining public programs (MA, MnCARE) and connecting with private sector employers, purchasing pools.
 -Invest in public health strategies.
- HFA Affordable, stable housing is foundation for successfully addressing a whole range of problems and for achieving economic self-sufficiency.
- IRRRB Focus more on matching funds rather than complete funding of grant requests.
- MED Assist employers/labor to be more self-sufficient in developing relationships that empower employees and supervisors in the workplace.
- MIL Individuals join the National Guard in order to defray education expenses.
- PCA Help employees and customers understand and take ownership of each of their responsibilities to work together to protect Minnesota resources.
- PLA Use milestones as a measuring tool.
- PSV Competition driven advocacy with regulated industries. Shift focus of our regulatory effort to competition, breaking barriers of entry by small competitors (typically capital and access) and providing incentives for alternative fuels that are state resource based (bio-mass?).

Smaller, More Efficient Government

- *Simple tax system
- *Property tax reform
- *State-local partnerships
- *Unicameral legislature
- *State government department reorganization/reform
- *Cut across silos for efficiency
- *Focus on Budget Principles
- *Incentives for state employees to do good work

- AG Need to coordinate efforts between all the entities that deal with agriculture to avoid duplication. Evaluate old programs to determine if they could be eliminated.
- COM Use technology to streamline licensure, complaint, and unclaimed property process. Make it more accessible.
- DHS Duplication; need thorough look at efficiency but must encompass the whole system – state and county, even non-profit providers.
- DNR Look for duplication of efforts between Departments (i.e. Wetlands)
- DOT -Outsourcing services to private sector
 -Cost accounting initiative
 -Performance review
 -Reduced development time for project delivery
- DTED In working our leaderships areas (business development, community development, job skills training, tourism, trade), we need to work hard to clarify the state's policy – and identify those programs/approaches that focus on results – and eliminate those redundancies.
- EDU Increased emphasis on service-learning and what people can do for each other outside of government.

Hold LEAs responsible and accountable for results tied to funding.

Move from state regulation to local control.

- FIN Assist in identifying reform options and evaluation budget proposals. Assist in evaluating opportunities to use technology to make government more user-friendly.
- HEA Health policy planning coordination with DOER, Commerce, DHS, Education, Planning Finance to develop a vision for health care (clarifying, narrowing government's role, assuring quality, access and affordability)
- Regulatory reform of health insurance and health delivery with Commerce, DHS, DOER, others.
- Environmental policy coordination with AG, PCA, DNR
- Develop a laboratory strategy across agencies and think about public/private partnerships.
- IRRRB Identify areas of duplication with other agencies and pare where needed.
- MC Deliver more government services in Housing and Transit by downsizing other areas.
- MED Help resolve any issues with state employee unions arising out of agency reorganizations.
- Provide neutral dispute resolutions with/between employees.
- Offer managerial/staff training re: conflict resolution techniques
- MIL Use Camp Ripley as state training site, i.e., state patrol, DNR, law enforcement training. DOC are already sharing this facility. DOT is examining possible training opportunities
- PCA Identify duplicative regulation/jurisdiction amongst agencies.
- If regulation is deemed to be necessary, agree on which agency should have the resources (people and expenses)
- Help employees understand that smaller government does not mean less protective government.

PLA Create and coordinate an evaluation process based upon benefits to assist finance in preparing next budget. Identify duplication of effort and attempt to consolidate and coordinate.

PSV Streamline regulatory process for regulated industries, between OAG, PUC and DPSV. Consolidate advocacy for consumers/customers. Shift focus on alternative energy program focus to cost/benefit analysis, not just environmental analysis. Shift cost of regulatory enforcement to users who consume most (allocated billing).

REV Strategies to reduce the burden of taxation – both financial in terms of taxpayer burden/complexity – create a better, simpler, smaller tax system.

Explore opportunities to have us leverage out data and money processing capacity on behalf of other agencies – We do a small amount of this now (for Housing Finance) We can do more so other agencies can focus on their core competencies.

Trains & Transit

*Light and commuter rail

*Smart growth plan

*Planes

*Automobiles

- ADM Use state-of-the-art technologies in light rail, rail and passenger autos ("smart cars") for efficient and long-term/cost-effective movement. Build out light rail asap, and don't be afraid to address tunneling as a possible assist.
- AG Infrastructure essential to agricultural economy in state. Need to remember river transportation as well.
- DHR Ensure physical accessibility for disabled and geographic accessibility to economically disadvantaged communities of color in inner cities.
- DHS Major barrier for welfare recipients getting and keeping jobs is transportation: no or little public transportation and no resources for private autos.
- DNR Snowmobiles, off road vehicles and their impact on wildlife, forests
- DOT Greater linkage between transportation investments and land use.
- Governance reform of rail transit planning and development
- Coordinated transit system plan
- DTED Support business and community development efforts – particularly relating to infrastructure.
- EDU Light rail replacing school buses in metro area
- FIN Assist in costing program options and developing financing alternatives for enhancements in the transportation area – identify other areas of the state budget that can be reduced to support expansions in this area.

- HEA Think about location of health services convenient to transit alternatives.
- HFA Increased residential density along major transit routes is critical to the economic vitality of the projects. But it won't necessarily happen naturally. Need to structure incentives for _____, etc.
- MC Develop and run a network of transit options, integrate the plan with a long-term "smart growth" land use plan.
- MIL Promote telecommuting within the agency.
- PCA Provide information on our most congested areas (regarding air quality and watershed impacts).
- Streamline the necessary permitting (e.g.) EIS to facilitate meeting Governor's goal of a train by 2002!
- PLA Organize a regional effort to plan I-94 growth corridor to St. Cloud with input from all state agencies and local units of government, including DOT and Met Council.
- PSV Technical support from expert staff on fuel savings, consumption rates and alternates to sov social costs
- REV Assist in design of tax/fees/state aids to support transportation.

strategic plan for the next four years
messages for a healthy & vital m.n.
core commission report



STATE OF MINNESOTA

OFFICE OF GOVERNOR JESSE VENTURA

130 State Capitol • 75 Constitution Avenue • Saint Paul, MN 55155

Advisory Committee Office of the Governor-Elect

130 State Capitol, 9:30 a.m.
Wednesday, January 6, 1999

AGENDA

1. Budget briefing

Pam Wheelock, Commissioner
Minnesota Department of Finance

^{fitz}
Richard Pfutzenreuter, Co-Director
Governor's Budget Team

Jan 28

2. Review of staff retreat agenda

Steven Bosacker, Chief of Staff
Office of the Governor

3. Adjournment

*Glen Dorfman
Steve Reilly March 3
Mike O'Connor*

**ADVISORY COMMITTEE
OFFICE OF THE GOVERNOR-ELECT**

**SEVENTH MEETING
JANUARY 6, 1999**

MINUTES

Chair Dean Barkley called the seventh meeting of the Advisory Committee to order on Wednesday, January 6, 1999 at 2:00 p.m. in room B-5 of the State Capitol.

Members present:

Dean Barkley, Chair
Joanne Benson
Reatha Clark King
Tim Penny
Emily Anne Staples Tuttle
Charlie Weaver

Duane Benson and Corrine Shepherd began the meeting reviewing commissioner candidates for the Departments of Health, Economic Security and Children, Families and Learning. The advisors offered the following input on these appointments:

DEPARTMENT OF HEALTH

Public health is crucial and the Governor's appointment should reflect a commitment to public health issues. The Governor should also consider gender balance in his cabinet when making this appointment.

DEPARTMENT OF ECONOMIC SECURITY

The disabilities community supports Earl Wilson.

DEPARTMENT OF CHILDREN, FAMILIES & LEARNING

The Governor should consider who would be a good partner with the Lt. Governor on education issues. The CFL Commissioner should have a vision to deal with special education issues. Becky Kelso is a lightning rod without administrative experience.

Tim Penny welcomed Sandy Hale to the meeting. Ms. Hale began her presentation by offering the Governor the following advice from the National Academy of Public Administration (NAPA):

- Develop close ties with the State Legislature

- Decide what you really want to do and determine how you will know if you have done it
- Think outside the box
- Be cautious with major restructuring efforts (don't take on too much at once)

Ms. Hale then described her experience as a former Commissioner of the Minnesota Department of Administration and reviewed two major programs—Strive Towards Excellence in Performance (STEP) and Enterprise Management. These two programs sought to improve the quality, quantity and cost effectiveness of government and emphasize customer needs over rules and process (please see attachment for a detailed description).

Tim Penny introduced Randy Johnson, Whitney MacMillan and Larry Blackstead to the advisory committee. The three represent Hennepin International, a group of multinational corporations, local government units and nonprofit organizations in the Twin Cities devoted to addressing the issue of global competitiveness in the Twin Cities metropolitan area.

Hennepin International is modestly funded by Hennepin county as an effort to develop an economic vision for our metropolitan area. Their goal is to help the metro region to think more strategically to leverage the most that we can from our resources (i.e., the University of Minnesota is an economic engine that must be fully tapped). They believe that it is the role of the private and nonprofit sectors to coordinate these efforts to ensure that Minnesota maintains an edge in the global marketplace. The group is currently compiling information collected in interviews with various community leaders. They will be inviting the Governor to attend a luncheon to discuss the ideas proposed by those interviewed.

Wendy Wustenberg, Governmental Relations Director, reviewed the 1999 draft legislative priorities and asked for the advisors' input on the Governor's proposals.

- The Governor will be judged on whether he consistently applies his budget principles to his policy decisions.
- He must be prepared to deliver on his promises (i.e., class size reduction of 17:1 and a tax rebate).
- The Governor must stay on message and not let the press to get under his skin.
- The advisory committee wants to be used as a sounding board. They don't want to be viewed as the Governor's "yes" people.
- The public expects honesty and the Governor's staff should let the Governor be himself and avoid "programming" him on every issue. They should give him information and options so that he can carry out his agenda.

- Many teachers will be retiring soon so the Governor can expect a shortage of qualified teachers. As a result, K-12 public education policy must focus on teacher training.
- The Governor should consider loosening regulations to encourage parental involvement and partnerships with the business community.
- Governor Ventura should work with state departments, communities, school districts and parents to ensure safer schools.
- Citizen advisory boards are a good idea and should be pursued by the administration.

The meeting adjourned at 6:00 p.m.

INAC
Met Council
PUC

2.4 bil rebate

6.4% annual growth
from 91-99

Full back on categorical grants
DTE change to tourism
growth in human services

Tax Relief - motor vehicle \$75 max
(perm. reduction in income tax
(marriage penalty brackets))
1.1 bil permanent red.



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MEMO

TO: Advisory Committee
FROM: Dean Barkley, Chair
RE: Advisory Committee Meetings
DATE: January 18, 1999

Our next Advisory Committee meeting is scheduled for Thursday, January 21 at 9:30 a.m. in room 130 State Capitol. Pam Wheelock and Richard Pfutzenreuter will review the Governor's biennial budget. Other agenda items may be added. Please contact Laura Offerdahl at (651) 296-0077 if you are unable to attend this meeting.

Thank you.

Memo

TO: Advisory Committee members, Joe Bagnoli, Wendy Dwyer, Amy Gromer, Tim Penny, Pam Perri Weaver and Josh Zepnick

FROM: Laura Offerdahl

RE: Issue Group Meetings--**REVISED**

DATE: January 19, 1999

We have held several successful issue group meetings over the last couple of weeks including state department officials, advocacy groups, lobbyists and citizens, but with legislative session in full-swing I am scrambling to wrap-up this project.

I approached Wendy Wustenberg and Steven Bosacker with the idea of asking the departments to organize and schedule the balance of these meetings. We will likely discuss this matter further at our staff retreat on Friday.

Since the arts community was already contacted last week, we will proceed to meet with this group on Wednesday, January 20 at 9:00 a.m. in the Governor's Reception Room. All other previously scheduled meetings are postponed until further notice.

If you have any questions, please contact me at 6-0077. Thank you.



JESSE VENTURA
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ROOM B5
STATE CAPITOL

MEMO

TO: Advisory Committee
FROM: Dean Barkley, Chair
RE: Committee Meeting
DATE: December 4, 1998

The Ventura Advisory Committee will be meeting on Tuesday, December 8 from 10:00-noon in the Transition Office conference room.

The first item on our agenda is to review the proposed "Governance Principles" of the Ventura Administration. Steve Bosacker, Transition Chief of Staff, will provide a briefing on these proposed principles. Your feedback and advice will be critical.

The policy topic for this meeting will be government reform. As we discussed in our last meeting, Governor-Elect Ventura is likely to include government reform as one of his administration's priorities. Please come prepared to suggest a reform that you believe would significantly improve the functioning of state government. Some questions to consider include:

Give examples of departments and agencies that are working well or not so well.

Are there systematic ways to improve the efficiency and culture within government bureaucracies?

We will try to have recently issued reports on various government reform initiatives available at the meeting.

Thank you once again for your participation in this group. I look forward to seeing you on December 8th.

Memo

TO: Wendy Wustenberg
FROM: Laura Offerdahl
RE: Issue Group Contact Lists
DATE: December 29, 1998

I am scheduling the following issue groups for next week:

- 1) Tuesday, January 5, 1-2 p.m.
seniors/long-term care
- 2) Tuesday, January 5, 2:30-3:30 p.m.
disability community
- 3) Wednesday, January 6, 9-10 a.m.
environment
- 4) Wednesday, January 6, 10:30-11:30 p.m.
agriculture
- 5) Thursday, January 7, 9-10 a.m.
early childhood and elementary education
- 6) Thursday, January 7, 10:30-11:30 a.m.
secondary and higher education

I will send you a follow-up memo with room information and a final contact list for each group. If you have any questions, please find me.

Thank you.

*Wed. at 6
2 PM*



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ROOM B5
STATE CAPITOL

**Advisory Committee
Office of the Governor-Elect
B-5 Capitol, 10:00 a.m.
Wednesday, December 30, 1998**

AGENDA

1. Briefing with the Governor-Elect
2. Review of commissioner candidates for 6 departments

Duane Benson & Corrine Shepherd, Co-Directors
Department & Agency Appointments
3. Question and answer session on the Minnesota tobacco settlement

Doug Blanke, Consumer Policy Director
Office of the Attorney General
4. Adjournment



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ROOM B5
STATE CAPITOL

MEMO

TO: Advisory Committee
FROM: Dean Barkley, Chair
RE: Committee Meetings and Appointments Information
DATE: December 23, 1998

The Advisory Committee will be meeting on Wednesday, December 30 at 10:00 a.m. and Wednesday, January 6 at 3:00 p.m. in the Transition Office (B-5 State Capitol Building) conference room.

I am inviting Doug Blanke, Assistant Attorney General, back on December 30 to continue our discussion of Minnesota's tobacco settlement. Other potential agenda items include a briefing from Sandy Hale on government reform and a briefing from Duane Benson and Corrine Shepherd on the appointment process. More detailed agendas for both meetings will be faxed to you as soon as they are confirmed.

The following interview pairs are assigned to the departments under consideration in the appointment process:

Gene Merriam & Pat Manalo, Dept. of Children, Families & Learning
Harold Yates & Jean Harris, Dept. of Transportation
Kathleen O'Brien & Gene Frey, Dept. of Trade & Economic Development
Cheryl Rantala & Jim McGlade, Dept. of Agriculture
Melissa Riebel & Lurine Baker Kent, Dept. of Human Services
Jane Belau & Dick Anfang, Dept. of Public Safety
Don Storm & Alberto Monserrate, Dept. of Natural Resources
Lynn Anderson & Sean Kershaw, Dept. of Health
Don Helmsetter & Tom Swain, Dept. of Economic Security

Duane Benson and Corrine Shepherd have indicated to me that they are still looking for individuals to serve as interviewers. They are also interested in any further suggestions you may have for commissioner candidates (the lists of candidates in **all** departments and agencies are

rather short). Please forward any recommendations for interviewers or commissioners to Laura Offerdahl (297-9531 fax) as soon as possible.

I would appreciate hearing from you regarding departments and agencies in which you have a specific interest. For your convenience, a list of departments/agencies is included. Please indicate your interests on this list and fax it back to Laura Offerdahl. She will make sure that your input reaches Duane and Corrine for use in the appointments process.

Finally, please review the attached issue group list. Tim Penny and Wendy Wustenberg are organizing meetings with various issue groups beginning next week. If you are interested in being contacted to participate in any of these groups, please contact Laura Offerdahl.

Thanks for all of your input at last night's meeting. Your concerns will be directed to Steven Bosacker and the Governor.

Best wishes to you and your family for a happy holiday season.

Issue Groups

Agriculture

Arts & Entertainment

Commerce/Tourism/Recreation

Disabled Community

Benefits (SSI/DI)

Special Education

Veterans

Economic Development

Affordable Housing

Brownfields

Gambling

Jobs/Job Training

Small Businesses

Education

Early Childhood

K-12 Education

Higher Education

Energy

Electric Deregulation

Environment & Natural Resources

Government Reorganization

Executive/Judicial/Legislative

Health Care

MNCare

Prescription Drugs

Human Services

Children's Trust Fund
Child Care
MFIP

Law/Public Safety

Civil & Family Law
Crime
Corrections
Court System (Judges)
Tort Reform

Local/Regional Government

Local Government Aid (LGA)
Metro Governance

Seniors

Aging
Nursing Homes & Alternative Care
Prescription Drugs
Social Security

Transportation/Transit

Airport
Light Rail
Metro vs Rural

Y2K

Current Commissioners

Elaine Hansen, Commissioner
Department of Administration

Gene Hugoson, Commissioner
Department of Agriculture

David Gruenes, Commissioner
Department of Commerce

Gothriel La Fleur, Commissioner
Department of Corrections

R. Jane Brown, Commissioner
Department of Economic Security

Karen Carpenter, Commissioner
Department of Employee Relations

Robert Wedl, Commissioner
Department of Children, Families & Learning

Wayne Simoneau, Commissioner
Department of Finance

Anne Barry, Commissioner
Department of Health

Katherine Hadley, Commissioner
Housing Finance Agency

Dolores Fridge, Commissioner
Department of Human Rights

David Doth, Commissioner
Department of Human Services

Gretchen Maglich, Commissioner
Department of Labor & Industry

Major General Eugene R. Andreotti, Adjutant General
Department of Military Affairs

Ann Schluter, Director
Minnesota Planning

Rodney Sando, Commissioner
Department of Natural Resources

Peder Larson, Commissioner/Board Chair
Pollution Control Agency

Donald Davis, Commissioner
Department of Public Safety

Kris Sanda, Commissioner
Department of Public Service

Matt Smith, Acting Commissioner
Department of Revenue

Jay Novak, Commissioner
Department of Trade & Economic Development

James Denn, Commissioner
Department of Transportation

Bernie Melter, Commissioner
Department of Veterans Affairs

December 28, 1998

CONFIDENTIAL TO THE ADVISORY COUNCIL

From: Wendy Wustenberg

Attached please find a first draft of the Governor-Elect's 1999 Legislative priorities *as they have emerged to date*. This draft has been reviewed by the Governor-Elect and approved for further discussion. However, it is important for many reasons that this document be kept confidential within the Advisory Committee:

- 1) A budget analysis has not been done on certain of these initiatives (i.e. the idea of freezing property taxes for certain seniors).
- 2) Short-term legislative ideas have not been separated from longer-term ideas that may well need development for the next biennial budget (i.e. a study of how to adequately and equitably fund K-12 education).
- 3) This list does NOT include new initiatives that are contained in each Department's budget request and approved by the Governor. For example, note that there are no initiatives pertaining to corrections or public safety. If it is necessary to expressly include other areas of the budget in this document, please advise.
- 4) There are some areas that beg for further discussion. Most notably, how to articulate the Governor-Elect's commitment to agriculture through state policy and funding.

Thank you. Forgive the handwritten comments -- they are Mr. Barkley's.

To: Dean Barkley, Chair of the Governor's advisory comm.
From: Emily Anne Tuttle, advisor
Re: DNR appointment 1/9/99

There seems to be unanimous approval of the governor's appointments so far. I've heard only praise.

However the appointment I've had the most calls about is DNR. Not a single one suggests the reappointment of the current commissioner or anyone on his staff. I've had an earfull of complaints about how the office is being run and many suggestions for reform. If there is an area for the governor ^{to} think outside the box this might well be the one. Of the names under consideration the current member of Congress could be a real stunner. I worked with him in the Minnesota Senate. He knows the legislative process. He is an outdoorsman - from outstate - a cigar smoker if I recall correctly - and I think would fit the governor's style. My proxy vote says go for him - or start over. I must qualify that by saying that I don't know Al Horner - but this is a critical appointment and while an outdoors type is important I think there needs to be great sensitivity to the environmentalists.

To: *Laura Offerdahl*

Emily Anne Jettl

Current Commissioners *Areas of interest*

Elaine Hansen, Commissioner
Department of Administration

Gene Hugoson, Commissioner
Department of Agriculture

David Gruenes, Commissioner
Department of Commerce

Gothriel La Fleur, Commissioner
Department of Corrections

R. Jane Brown, Commissioner
Department of Economic Security

Karen Carpenter, Commissioner
Department of Employee Relations

③ ✓ **Robert Wedl**, Commissioner
Department of Children, Families & Learning

Wayne Simoneau, Commissioner
Department of Finance

① ✓ **Anne Barry**, Commissioner
Department of Health

Katherine Hadley, Commissioner
Housing Finance Agency

*Several people tell me that she has
done an excellent job.*

Dolores Fridge, Commissioner
Department of Human Rights

David Doth, Commissioner
Department of Human Services

Gretchen Maglich, Commissioner
Department of Labor & Industry

Major General Eugene R. Andreotti, Adjutant General
Department of Military Affairs

Ann Schluter, Director
Minnesota Planning

Rodney Sando, Commissioner
Department of Natural Resources

Peder Larson, Commissioner/Board Chair
Pollution Control Agency

Donald Davis, Commissioner
Department of Public Safety

Kris Sanda, Commissioner
Department of Public Service

Matt Smith, Acting Commissioner
Department of Revenue

② ✓ **Jay Novak**, Commissioner
Department of Trade & Economic Development

James Denn, Commissioner
Department of Transportation

Bernie Melter, Commissioner
Department of Veterans Affairs

To: Laura Oppendahl

Issue Groups

Emily Anne Little
✓ greatest areas of interest

Agriculture

✓ Arts & Entertainment

✓ Commerce/Tourism/Recreation

International Interests

Disabled Community

Benefits (SSI/DI)

Special Education

Veterans

Economic Development

Affordable Housing

Brownfields

Gambling

Jobs/Job Training

Small Businesses

✓ *International*

Education

Early Childhood

K-12 Education

Higher Education

Energy

Electric Deregulation

Environment & Natural Resources

✓ Government Reorganization

Executive/Judicial/Legislative

Health Care

MNCare

Prescription Drugs

Human Services

- Children's Trust Fund
- ✓ Child Care
- MFIP

Law/Public Safety

- Civil & Family Law
- Crime
- Corrections
- Court System (Judges)
- Tort Reform

Local/Regional Government

- Local Government Aid (LGA)
- ✓ Metro Governance

Seniors

- Aging
- Nursing Homes & Alternative Care
- Prescription Drugs
- Social Security

Transportation/Transit

- Airport
- Light Rail
- Metro vs Rural

Y2K