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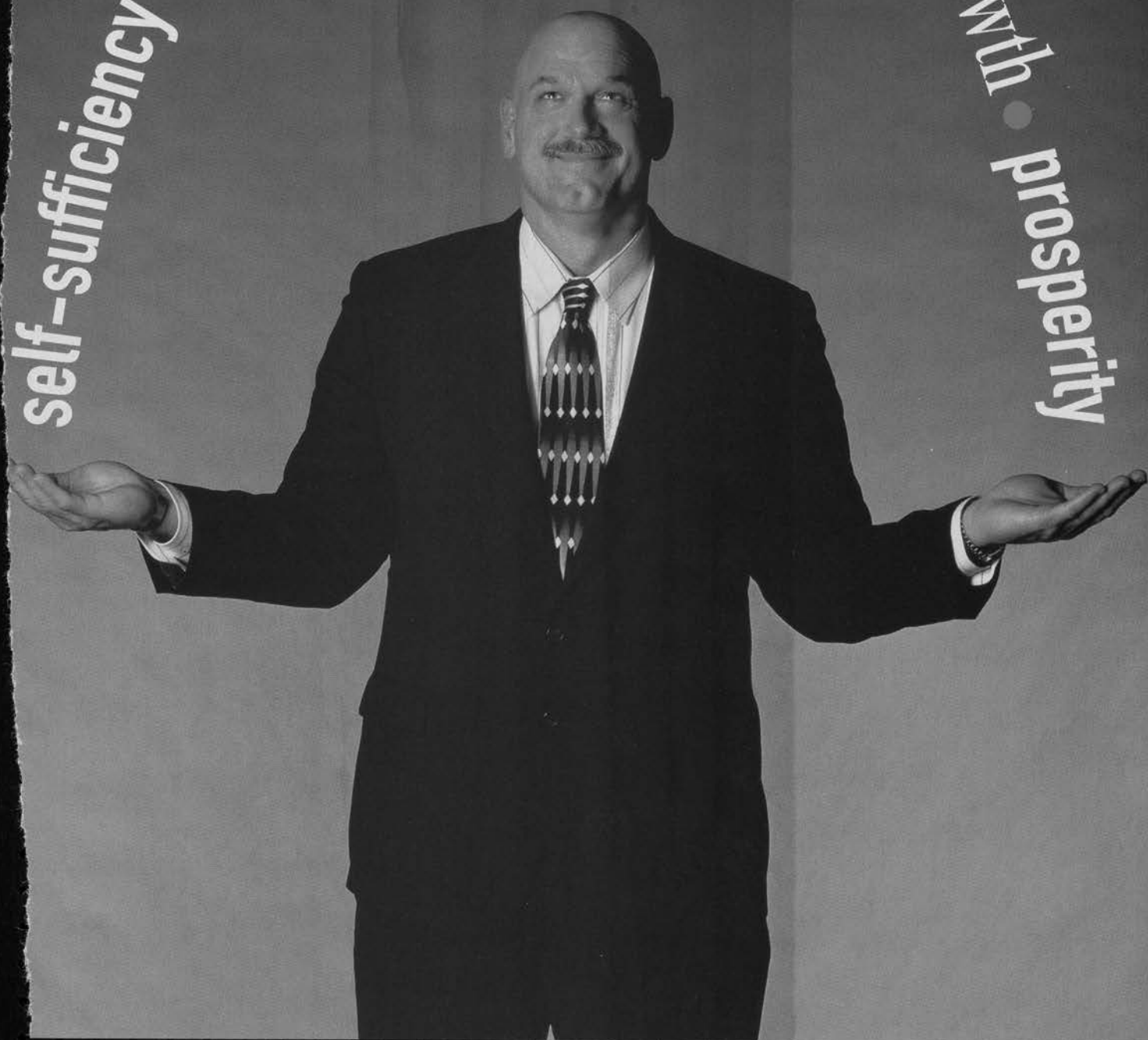
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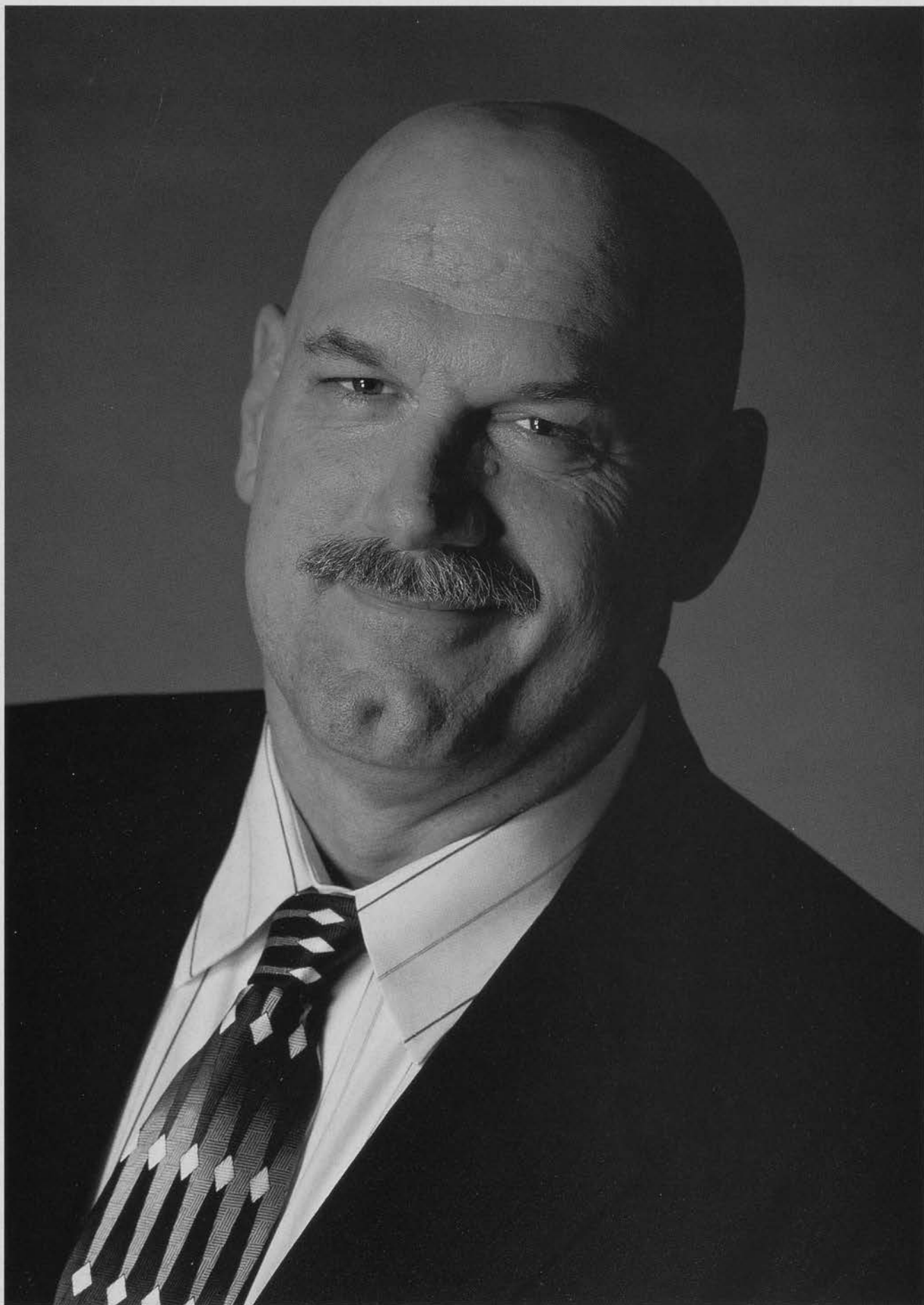
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# HOW **WE** PEE

self-sufficiency • achievement • accountability • smart growth • prosperity







# Minnesota, You've Got Mail

An open letter from the governor about where Minnesota is headed in the new millennium.

**W**HAT DO I ENVISION FOR MINNESOTA as we head into the next century? It's simple, really: I want to see healthy, vital communities; self-sufficient people; smaller, more efficient, less costly government; and Minnesota as a forceful competitor around the world.

Healthy, vital communities start with a strong public education system. This means facilitating results-oriented learning that leads to high achievement for all students statewide. I want government to make sure that our resources are well-spent

**by Jesse Ventura**

PHOTOGRAPHY BY JOE MICHL

# **I said at the beginning of my term that one of my goals is to bring government back to the people. To do that we need a simplification process to take place.**

and allocated in a way that promotes achievement and ensures accountability. I want parents to take responsibility for their children's education. I want them involved and accountable. Our children's education is one of the wisest investments we can make in this state's future.

Healthy, vital communities of the future will also be defined by "smart growth." Our communities should be shaped by choice, not chance. Growing smart means sustaining existing development, relying more on transit and creating housing options that encourage families to stay and invest in their communities.

We need our vital communities strengthened by self-sufficient people. I want life to be good for all Minnesotans, and my administration is committed to helping those who are down get back on their feet and live productive and fulfilling lives. I've always said the role of government is to do for people what they cannot do for themselves. That means providing the opportunities and assistance that enables people to become truly independent through their own efforts.

Whether it is the transition from welfare to the workforce, becoming a good, responsible parent, or living a healthy, independent life into older years, the concept is not a new one—it just gets forgotten sometimes. Hard work, discipline, and individual contributions to the public good will lead to strong and self-sufficient communities.

Providing a durable health system for the next 50 years is another crucial part of a healthy Minnesota going into the next century. Currently in Minnesota we have a system that is, by and large, admired. But we can make it even more effective. I believe as citizens, we need to start playing a much larger role in our own health and the choices we make. And I think that government needs to work to provide more choices in how health services are delivered. Heading into the next century, we will need to reassess our needs as a more diverse and rapidly aging population. We need a health system that is built not for the last, but for the next 50 years.

Another important part of successfully moving into the next century will be a less complex, less mysterious, and more accessible government for all citizens. I said at the beginning of my term that one of my goals is to bring government back to the people. To do that we need a simplification process to take place.

And how do we do that? First we tackle what remains a mystery to most: our tax system. We need to tap into citizens as well as experts to determine what is and isn't working. I want to build a tax system that is simpler and easier to

deal with. This will lead to more actively engaged citizens who know and understand how much they are paying and why. We need tax laws that align with our broader common goals and don't undermine citizens and communities doing the right thing.

I also will be pushing this session to let the people decide on a unicameral legislature. A single-house legislature would better serve Minnesotans and be another way to bring government back to the people. It would be a more open approach to the legislative process that would make our legislators more accountable and responsive to the people they represent. I want the people of this state to be able to follow and understand legislation. Streamlining this process is a critical first step.

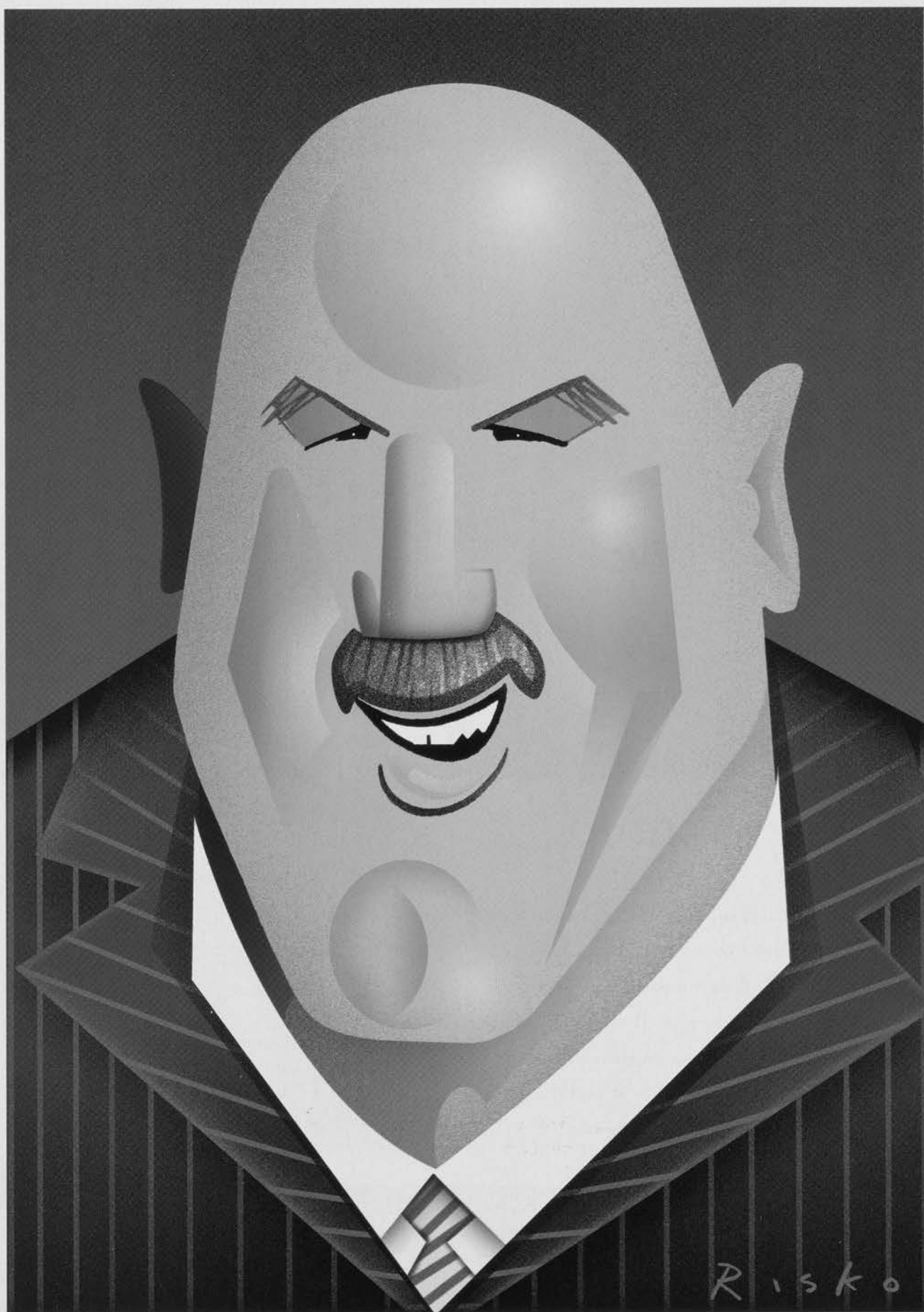
Finally, Minnesota needs to compete at the world level. On my trade mission to Japan, I highlighted the need to vigorously tap into the world's interest in Minnesota. This includes commodity trade, a supportive climate to begin and grow businesses, and a strong emphasis on tourism.

Minnesota has so much to offer—from our abundance in agriculture to our more than 10,000 lakes. We continue to make global medical breakthroughs at the Mayo Clinic and have one of the biggest tourist attractions in the world in the Mall of America. I have the rare and fortunate opportunity to bring a great deal of attention to our exceptional efforts in these areas and I'm going to keep doing so with pride.

As we head into the year 2000, I want Minnesota to be the best place to farm because of a commitment to competitive agriculture worldwide. I want Minnesota to be the best place to immigrate because of plentiful economic opportunities. I want Minnesota to be the best place to build a business because of a wealth of skilled workers coupled with an accommodating tax climate. I want Minnesota to be the best place to vacation and hold conferences because of our great hospitality and tourism industries. I want Minnesota to be the best place to raise a family, because of strong, livable communities and excellent public education. And the best place to retire because of affordable, accessible health care and options for independent living.

Is all of this possible? Sure it is. All we need is the dedication and combined effort of public, non-profit, and private sector leaders and involved citizens of all ages statewide.

Rest assured that I will continue to do my best to maintain the prosperity we've come to know—while discovering new strengths along the way. **MM**





TODAY THE GOVERNOR'S OFFICE. TOMORROW THE BEACH?

# Citizen Jesse

On a bright fall morning a few days after the *New York Times* called him "the nation's foremost beacon for disaffected and independent voters" and a couple of weeks before Garrison Keillor, opining in *Time* following the governor's much discussed comments in *Playboy*, pronounced him "a Yahoo who has never confessed to a single regret or second thought," Jesse Ventura agreed to answer a few of my questions in his capitol office.

In any setting at any time, there's surely an unusual quality about interviewing Ventura (that huge shaved head, the torso by Frigidaire, the My-pop's-tougher-than-your-pop intonation . . .). In the governor's august sanctum, with "the Body" ceaselessly rocking back and forth behind the governor's desk in a dark suit, white shirt, and demurely patterned tie, his gunslinger's eyes sliding back and forth between me and his ever-present handler, communications chief John Wodele, the experience was positively surreal.

It's still difficult—even a year after his election—to think of Ventura as governor. It's even more difficult, despite the relentless speculation and his own ambiguous responses, to imagine him as president. Still, to underestimate the force of his media-savvy public persona has, so far, been a mistake. The truth seems to be, for the time being at least, that he is the 800-pound gorilla who sits wherever he pleases.

*Is the job everything you thought it would be?*

It's a remarkable job. Not a day goes by that I don't learn something I didn't know before. There's proba-

bly not a better way to learn in the world. I'm a whole lot brighter today than I was a year ago, just with the on-the-job training.

*You've used the word "calling" when talking about your decision to run for the office. Is that what you consider the governorship—a calling?*

I believe in fate. I believe things happen for a reason. Things just fell into place. I started talking about that first budget surplus on talk radio and how it should have been given back, and callers were saying, "Well, why don't *you* run for governor?" and the whole thing escalated from there. It escalated to the point where I *had* to run, because if I hadn't I'd have lost my credibility. I almost boxed myself into a corner. But I wanted to run anyway. I just got inspired to do it then. And then I got *really* inspired when everyone told me I couldn't win. I wish I had a dollar every time I heard that.

You never know. The voters are fickle. But I always felt I could win. I wouldn't have entered the race if I hadn't. I know Minnesotans. I knew the message was getting out. I knew the time was right. We'd suffer setbacks, but we'd shrug them off. I'll never forget when we were speaking up in Forest Lake, or wherever it was, and I talked about [the decriminalization of] prostitution and drugs. Well, all the pundits and experts thought I had blown the election because I had been honest. None of them realized that it was honesty that was going to carry me. I wasn't afraid to discuss any subject.

*continued on page 122*

BY WILLIAM SWANSON • ILLUSTRATION BY ROBERT RISKO

*Do you have a sense of being at the center of significant changes in, for instance, the way we elect our officials and how the public perceives their role?*

Oh, yes. But it's the people who are making the changes. They elected a governor who's not in the familiar mold. It's hard for some of the old-timers to accept, but the voters of Minnesota said, "We want to gamble. We want to try something new." I'm the head of that experiment.

I have to laugh when I see all the presidential candidates trying to copy me. They're trying to be one of the guys, they're saying they're really not career politicians, they're saying they want to get young people activated and bring back disenchanted voters. I laugh because there's not one of them that can do that. They are career politicians and they accept special-interest money so they can't be completely honest like I can. The other day Rush Limbaugh said there's not

[an elected official] in the country who hasn't taken special-interest money. I wanted to call and say, "Yeah, Rush, there's one."

In order for [other candidates] to imitate me, they'd have to say, "I won't take PAC or special-interest money." But that would cut off their lifeblood. It would prevent them from getting elected or reelected.

*Of course, when you ran for governor you were already a public person. You had a radio show, you were a wrestling star, you'd been in the movies. . . .*

I'm not denying that. I didn't have to buy name recognition.

*So, as you see it, in order to be elected in this country nowadays you either have to be tainted by special-interest money or be a media personality like Warren Beatty or a tycoon like Donald Trump, who's already widely known?*

That might be the way it turns out. Do you want someone who's come up through one of the two parties and is

owned by PACs and special interests, or do you want someone who's probably well off and been successful at what they do? I would think you'd want to elect successful people.

*Well, let's say you're the new paradigm for elected officials. Does this paradigm have legs?*

I think at this point my legs will take me wherever I want them to. I'm not saying this to brag, but I see the United States' presidential election being ripe for the picking.

*By you.*

Absolutely. If I wanted that job, I think I could have it. I'm not saying that to blow smoke, because I'm not going to run. But if I chose to run in this next election I may not win, but rest assured I'd make a significant mark—if I didn't win. And I believe I could win. I'm saying that from what I see nationally and when I travel around the country. The way people come up to me and ask me—almost

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beg me—to run. “Governor, you run for president. We’ll vote for you.” I believe voters want to send a message to elected officials that they, the people, are still in charge. That would be my message if I ran: That we, the people, are still in charge.

Maybe I’m dreaming. Maybe I have delusions of grandeur because I won here, I don’t know. But I just see it when I travel. I was out at Fleet Week in San Diego, and I had the service people coming up to me and saying I’d have 800,000 votes, from every service man and woman in the country—“because we want you to be the commander-in-chief.”

I think there’s a feeling out there in the country. It just has to be the right person to carry it. And that can’t be just anyone. They’re not going to pick out John Smith who lives up the street. It has to be someone who’s put himself in position to take advantage of the field.

*Do you have a long-range vision for*

*the state?*

I do. I make decisions based on how I think they’re going to affect Minnesota in about 2015. I see us being a vibrant economic leader of the world. An example is light rail. I may be criticized today for putting this light-rail system in, but I’ll bet twenty years from now people will say, “Thank God somebody had enough insight to realize that we must provide some sort of mass-transportation system, because no one has been able to build their way out of congestion.” Ag policy is another. Instead of Band-Aid fix-ups, we’re trying to create an ag policy that five or six years from now we can stop these bail-outs and [our farmers] can be self-sufficient.

What I have going for me right now is I can do what’s best for Minnesota. I’m not making decisions based on getting reelected. I may not even seek reelection. I’ll decide that in three years. At that time I’ll sit down with my family, and we’ll decide where we want to go and what we

want to do with our lives. I’d never do more than two terms. I have no intention of remaining in politics.

*Where do you see yourself in 2015?*

I see myself living on a beach somewhere. Riding a surfboard. Not owning a watch. Knowing that when the sun comes up you get up, when it’s straight overhead you eat lunch, and when it goes down you go to bed. This is more than a dream. It will happen because I can make it happen.

I’m purposefully keeping my head shaved because when I leave office I’m going to let my hair grow out and grow a beard so I’ll be unrecognizable. I’m also in the process of changing what my body’s going to look like—I’m back to my swimming and hope to eventually get down to 210 or 220 pounds. If I’m tall and thin and have a beard and long hair, I’m sure I won’t be recognized. ■

*William Swanson is a senior editor of MPLS.ST.PAUL Magazine.*

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HOW BAD CAN JOE TURE BE?  
*continued from page 97*

unexpected arrival. "There's just so much about what happened to Marlys that remains unexplained," DeGree said this summer. "They convicted a guy without knowing how it happened, without any physical evidence that proved he was at or anywhere near the site." He noted that the jury deliberated for twenty hours, which means, he said, it wasn't the slam-dunk case the state and the media might have thought it was.

"When [the state] made the decision to have Joe indicted for Wohlenhaus, everything [the cold-case investigators] did for two years had to do with gathering evidence to convict him," DeGree said. "The idea wasn't to investigate, it was to convict Joe. And I have no doubt that they've spent the last year gathering evidence to try and convict him of [the Huling murders] too."

In the Ture cases, determining who's credible and who isn't—or where to draw the line between the real and the surreal—is often a significant problem. At last year's pretrial hearings in Stillwater, Krominga said, for example, he was testifying against Ture because he wanted to be a cop, and then he made the following observation: "We was playing Scrabble, checkers, cards, and all of a sudden [Ture] comes up with murder. You tell me what's more exciting." A second witness, an inmate named Ray Lumsden, who testified to Ture's alleged comments about Joan Bierschbach's murder, admitted thinking Ture was talking through his hat. Lumsden may have summed up the challenge to all Ture juries as succinctly as any lawyer: "You hear so many things—people talk and brag, and you don't know what's the truth."

Jeff DeGree says the Huling case is a true whodunit. His erstwhile partner, however, says she knows who did it, and it wasn't Joe Ture. In fact, in her pretrial argument in Stillwater last year, Pat Zenner named John Dwyer the Hulings' killer. Dwyer was a Stearns County deputy sheriff as well as a neighbor and friend of the family. He was also, according to Zenner, Al-

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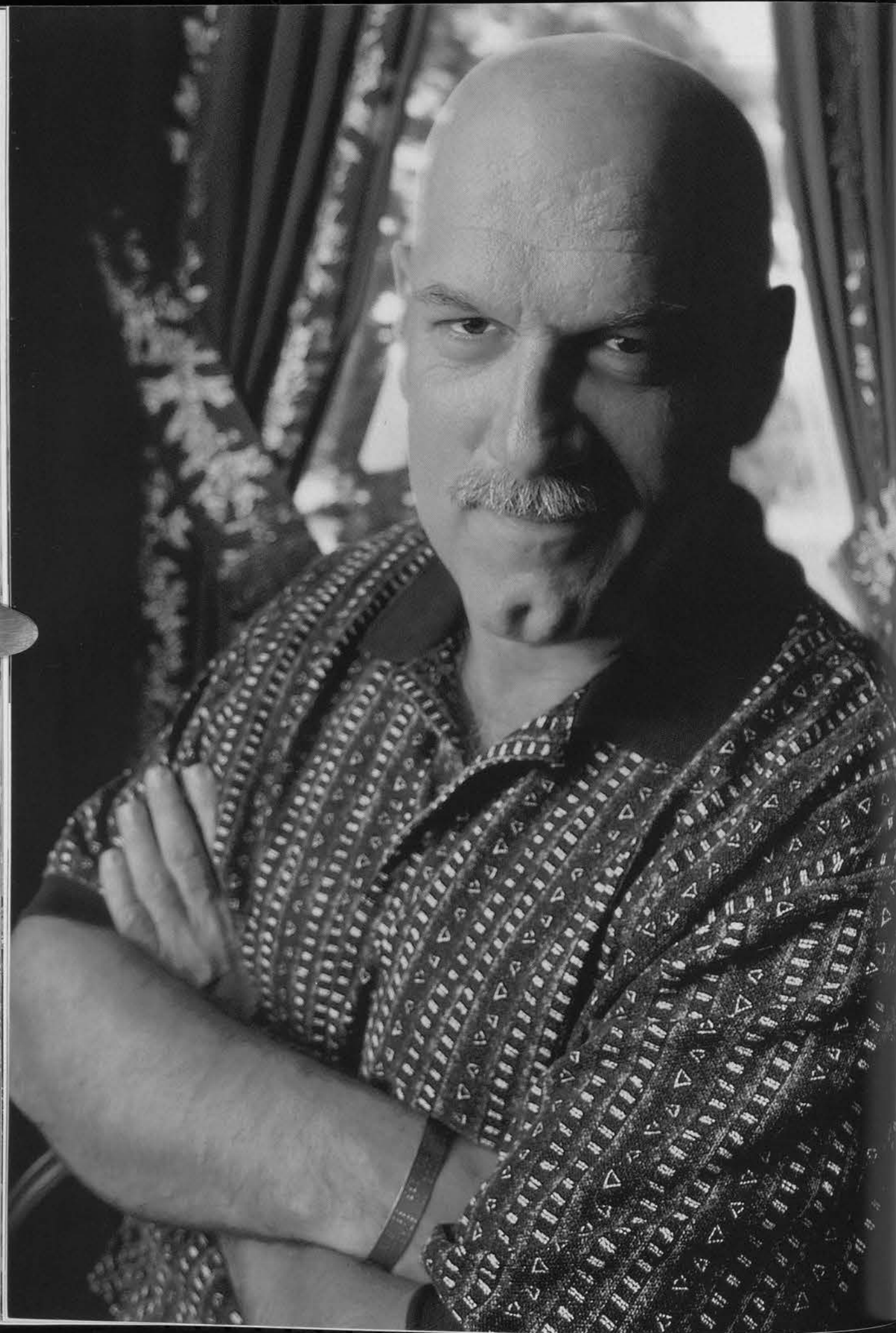
# WORLD Traveler

OCTOBER 1999



Governor  
**Jesse Ventura** | **Mind**  
Over  
**Body**





# Jesse Ventura

## The Body Politics

MINNESOTA  
GOVERNOR JESSE  
VENTURA CREDITS HIS  
TRAINING AND  
EXPERIENCES AS A NAVY  
SEAL AS THE ONE THING  
THAT STILL DEFINES HIM.

**The Body** has hurt his back. He moves somewhat stiffly and is a little slow in rising from his desk. "It feels like I've put my body through 60 years of abuse," he says, recounting days of pounding in the wrestling ring and, before that, heavy duty as a Navy SEAL. But if *The Body*, as he was once known, is slowing down, *The Mind*—Minnesota Governor Jesse Ventura's new moniker—is active and agile.

No matter what you might think about the feather boa, the oversize sunglasses and the shoot-from-the-hip remarks, it's hard to imagine anyone walking away from a one-on-one meeting with this guy and not liking (make that *really* liking) him. After the first five minutes, you're not just a person, you're also his friend. And after 10 minutes, make that *best* friend. Talk about charisma.

He recounts one of his experiences as a Navy SEAL and you feel like you're there. It happened in the Philippines when Ventura and his buddy George Hudak were hanging out at a bar—a bar so divey and dissolute that one of the forms of entertainment was feeding cute little baby ducks to live alligators. Cost? One peso.

Hudak didn't want to waste the duck on the

alligator and instead, after paying his peso, popped the duck into his mouth.

"He was missing a front tooth and I could see one little webbed foot flailing around in the gap between his teeth," Ventura writes in his best-selling autobiography *I Ain't Got Time to Bleed*, which was described by one reviewer as *Rocky* meets *Mr. Smith Goes to Washington*. That's not exactly a scenario destined to endear him with animal lovers (although Ventura and Terry, his wife of 24 years, are fond of animals and own a horse farm).

But for Ventura "this is the kind of thing you get when you live life on the edge," he says. "A SEAL will defy death at least twice a week, whether it's jumping out of an airplane, rappelling out of a helicopter or swimming through the water at night with explosives strapped to his back. When you get that kind of familiarity with death, barriers go down. The things you're expected to do in combat situations are so far beyond the pale, anything less seems insignificant."

Ventura believes his SEAL training is what defines him, even now, more than a quarter of a century later. "That was the motivating factor that has always been the measuring stick for my life, no matter how tough," he says, sitting in his large office with its velvet swagged draperies and antique furniture in the governor's wing of the State Capitol Building.

"You know the old cliché about how the tough get going. I always think back to what they call Bud's training, and I compare everything to that. And I always go, 'this is nothing compared to that,' you know."

Some might argue that underwater demoli-

BY JANE AMMESON  
Photographs By Danny Turner



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### Office of Governor Jesse Ventura

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## News and Events

### Governor Ventura's holiday poem

By: Governor Jesse Ventura



Twass the night before Christmas,  
And all through the state,  
I fine-tuned my budget,  
Don't want to be late!

I'll keep spending down,  
Fight to cut, tooth and nail,  
But come end of summer  
The check's in the mail.

We'll reform all the taxes,  
Hold the line where we can,  
The system's not fair,  
That's why I ran.

We'll get the state wired,  
Can't compete without bandwidth,  
We'll send our state's goods,  
All over the landeth.

You can talk XFL,  
But I'd rather be here,  
Governing the state  
And spreading good cheer.

My last word to you all,



Better yet, make it five,  
When you go out this season:  
Please don't drink and drive!

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THE NEXT  
PRESIDENT?

**JESSE**  
"THE INTERVIEW"  
**VENTURA**

# PLAYBOY INTERVIEW: JESSE VENTURA

*a candid conversation with the mind behind "the body" about life in the ring, why pot and prostitution hurt no one and how he could trounce bush and gore*

It's 11 o'clock Friday morning and Jesse Ventura is at the microphone, headphones on, at Minneapolis radio station WCCO. He's preparing to spend an hour over the airwaves with his constituents. It's Lunch With the Governor, and the press and TV reporters are also there—they follow his every public move because, as one cameraman states, "You never know what Jesse is going to say." He begins with a tirade about lawn darts and how the federal government has banned them. "You can go down to your local gun dealer and buy a .44 magnum, but you can't buy a lawn dart," he says. "That's not my law, that's the federal law." He then takes on the movement to tear down the 17-year-old Metrodome, which could be replaced with a new stadium. After the show he talks to a journalist who asks him again about the stadium issue. He realizes that a new stadium will become a huge issue "because you run the risk of losing your professional teams to this blackmail." And he knows if that happens the governor will get blamed. "But you know what? This governor don't care. This governor will stand by his principles. I could understand building a new stadium if this stadium was 35 years old; but you didn't hear one complaint when we won the World Series in 1987 and 1991. Then they called it the Dome-field advantage. Now

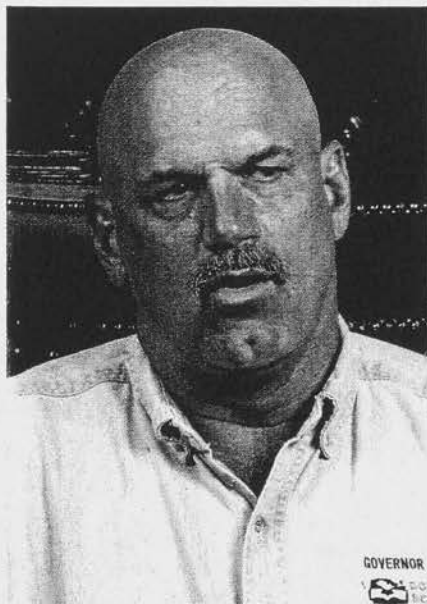
all of a sudden: 'We can't compete here.' They've got businesses that are out of whack like baseball, and then they think building a stadium is going to put them back in competition? If stadiums were a good deal, the private sector would be building them."

On the drive back to his office he takes a call from a Newsweek reporter who has the presidency and the control of the Reform Party on his mind. "I'm not trying to wrest control over anything," the governor—currently the party's most powerful member—tells him. "I have the state of Minnesota to run. My priority is not to control the Reform Party. I just feel it's time for some new leadership. We have to move beyond Mr. Perot." A few weeks later, Ventura's handpicked candidate, Jack Gargan, took over as the party's new chairman. That gives Ventura a big voice on who the Reform Party will run for president. "It's important for us to have a viable, fairly well-known candidate. I think a candidate like myself could come in through the back door and take the election. I never led the polls in Minnesota at all, and at the primary six weeks before the general election I was polling only ten percent. They have polls right now that have me in the 20s, and I'm not even a candidate. That's one out of five people saying they'd vote for me—and I'm not running. But I will finish my job as

governor because I'd be a hypocrite if I turned around and ran for president."

This election year, Jesse Ventura is not running for president. Not yet, anyway. But his opinion is sought by the national press. He's a frequent guest or subject of conversation on all the major political talk shows, from Rivera Live to Meet the Press, as well as a late-night talk show favorite. What Governor Jesse Ventura, formerly known as the wrestler Jesse "the Body" Ventura (and before that as Jim Janos), former Navy Seal, nightclub bouncer, bodyguard, biker, ring announcer, actor and mayor has to say about gun control or the legalization of marijuana or prostitution or his opinion of the Democratic and Republican parties has become newsworthy. He ran for governor last year as a Reform Party candidate against two professional politicians, Democratic State Attorney General Hubert "Skip" Humphrey III (son of former vice president Hubert Humphrey) and the Republican mayor of St. Paul, Norm Coleman. Ventura's surprising victory "shocked the world," a phrase he borrowed from his idol Muhammad Ali. And his performance during his first year in office has continued to surprise many who predicted he would fall flat on his face once he had to actually govern.

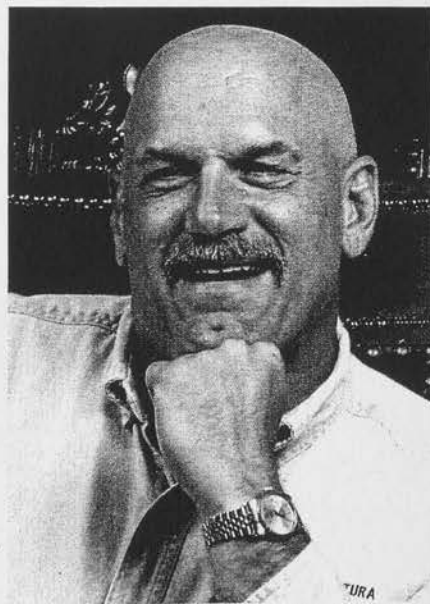
His approval rating has remained high,



"What do we value more today, our children or our money? We put money in banks. Banks are guarded by armed guards to make sure our money isn't touched. We put our children in schools and protect them with nothing."



"You want to know my definition of gun control? Being able to stand there at 25 meters and put two rounds in the same hole. That's gun control. Gun control people don't know what they're talking about."



PHOTOGRAPHY BY ANDY KING

"Organized religion is a sham and a crutch for weak-minded people who need strength in numbers. It tells people to go stick their noses in other people's business. The religious right wants to tell people how to live."





locate a rocks glass

add ice

2 oz. Hennessy  
1 oz. sour mix

shake

savor the complexity of  
the Hennessy Sour



especially as he secured a permanent income-tax cut and made good on his promise of a sales-tax rebate to taxpayers. But his critics complain that he is capitalizing on his name and fame while serving as governor. The advance for his book *I Ain't Got Time to Bleed* was in the mid six figures. His return to the World Wrestling Federation as a referee for a pay-per-view event last August may have paid him even more. (Although he donated his up-front fee of \$100,000 to charity, he received a percentage of videotape sales and compensation for the use of his name.) At the American Century Celebrity Golf Championship, Ventura declared himself a professional and was paid just over \$1000 for his last-place finish. The Minneapolis Star Tribune estimates that Ventura may have earned as much as \$2 million to \$3 million in outside income during the first eight months of his term. "It's one thing to promote your own book," observes Steven Schier, chairman of the political science department at Carleton College. "It's another thing to hire yourself out to a private corporation to promote its event while you're the full-time salaried governor of Minnesota. This is an ethical line that should not be crossed." The governor defends himself by saying he does not earn outside money on government time, that he does so on weekends and in the evenings, and that what he does should be taken "with a grain of salt and a gleam in the eye."

His defenders believe that Ventura has injected a new spirit into politics. Ohio Republican Governor Bob Taft believes Ventura is "bringing more national attention to governors than we've ever had before." Arizona Senator John McCain says he admires Ventura "enormously for telling the truth and having some rational ideas." Former Minnesota congressman Tim Penny has said, "The reason serious-minded, altruistic people agreed to work for Ventura is that he has made politics meaningful again." And the legions of young people who logged onto various Ventura websites greatly contributed to getting others involved in his election.

Growing up in a middle-class family in south Minneapolis, Jim Janos had strict parents, George and Bernice, who both served in World War II. George Janos had been in a tank-destroyer battalion under General George Patton; Bernice served as an Army nurse in North Africa. Of the two boys (Jim and older brother Jan), Jim was the extrovert. Jim and his friends liked to make trouble in school, started drinking beer in junior high and favored sports over academics (Jim was a star swimmer). When Jan joined the Navy Seals, Jim followed in 1969. By the time he was 19 he was sent overseas and spent a lot of time drinking, whoring and misbehaving in Olongapo in the Philippines. During four years as a Seal he learned to make explosives, rappel from helicopters and feel as comfortable as a dolphin underwater. Then he left the Navy and rode with a California biker gang, the Mongols, for nine months. In 1974 he returned to Minnesota, where he enrolled in North Hennepin Com-

munity College and took some acting classes. He married Terry Masters, a teenager he met while he was checking IDs at a bar, the Rusty Nail. While working as a bouncer, he attended his first professional wrestling event. Impressed with the way a good wrestler could control the crowd, he joined a gym where wrestlers worked out. He soon became a pro wrestler and for long months traveled the circuit, making \$35 to \$65 a match while building a name for himself as Jesse "the Body" Ventura. Eventually he became a headliner with long bleached hair, wearing feather boas, earrings and glittering sunglasses. The more people booed him, the more popular he became. But in 1984, just before he was slated to wrestle the sport's biggest star, Hulk Hogan, blood clots were discovered in his lungs, and he was forced to quit wrestling. The WWF, not wanting to lose his outrageous mouth, hired him as a ringside announcer. (His relationship with the WWF has been stormy. Ventura sued in 1991, claiming the WWF was marketing his image without his permission. Despite the bad blood, he returned to the WWF in August to referee Summer Slam.)

When Hollywood needed a strong body to help hunt down an evil alien, Ventura was cast in *Predator* (1987), which was followed by parts in *The Running Man* (1987), *Repossessed* (1990), *Abraxas* (1991), *Demolition Man* (1993), *Major League II* (1994) and *Batman and Robin* (1997). When a TV series he was to star in didn't pan out and he lost his job as a WWF announcer, he decided to run for mayor of Brooklyn Park, a Minneapolis suburb, over a personal issue—he was angry about a proposed sewer and housing project that threatened the wetlands near his home. He shocked everyone, including himself, by winning 63 percent of the vote in 1990.

We sent Contributing Editor Lawrence Grobel (whose last interview was with Nick Nolte) to the Minnesota state capitol to spend a week with the governor. Grobel's report:

"What I found most refreshing about Governor Ventura was his willingness to defend his positions and attack his interrogators. During our first session, he was sizing me up. By the second day he had invited me to attend the funeral of his high school coach. During our third session he began challenging my positions on subjects I was asking him about. When we discussed handgun control, the governor called me a 'liberal weenie' for not believing every house should be equipped with weapons of destruction. He's an imposing man who's not easily intimidated, and he's convinced he has the aura that will take him to higher places. He also believes he has yet to reach whatever destiny has in store for him. It wouldn't surprise me at all if we'll be knocking at Ventura's door to interview him again, say, three years from now."

**PLAYBOY:** Did you ever think that one day you would be the center of all this media attention?

**VENTURA:** No, because I worked in the

world of wrestling, which is ridiculed. Nobody ever looks at wrestlers for the talent they have. Most people consider wrestling fans ignorant, and if they're intelligent they've had to live their lives like gay people—they've had to stay in the closet. They are fans of wrestling, but they wouldn't dare tell anyone.

**PLAYBOY:** You're certainly being taken seriously now. How comfortable are you exchanging your feather boas and earrings for a tie and jacket?

**VENTURA:** Getting used to it. I wear a suit four days a week. Friday is my casual day—I come in wearing blue jeans, cowboy boots and a T-shirt. I dress up to bring dignity to the office. What I do here is an honor that's been given to me by the state. I don't know if I'll ever feel comfortable here, because it's the first office I've had. It's the first desk, really.

**PLAYBOY:** How has becoming governor changed you?

**VENTURA:** I try to control my temper more. I try not to react as quickly as I did in my other careers, where it was acceptable. In this job anything you say will be used against you by the press and in the court of public opinion. You're not allowed to joke, or laugh. I do it anyway and I get in trouble for it all the time. I do my radio show every Friday, and when I go into my radio mode it's balls to the walls, no holds barred. When people attack me, I attack back. That's ruf-

fling feathers, because generally a governor has to take it but can't dish it out. I've put myself in a position with my radio show to be able to dish it back, and they don't like that.

**PLAYBOY:** What are the perks that can spoil a governor?

**VENTURA:** My chefs. I've got two of the best in the business.

**PLAYBOY:** Do you ever cook?

**VENTURA:** No. I will make something in a blender and drink it. It's easy. No dishes. About the only thing I'll cook is soup—you cut it out of a can and stick it in the microwave.

**PLAYBOY:** What's the best thing about being governor?

**VENTURA:** It's good to be the king. The best thing is that there's no one in this state who can tell me what to do.

**PLAYBOY:** And the worst?

**VENTURA:** You become a slave. I can't go anywhere without guards. You become a prisoner of your own success.

**PLAYBOY:** In the hierarchy of elected officials, which comes first, governor or U.S. senator?

**VENTURA:** The executive branch is higher. You can set your own rules, per se. As a senator you're just one of 100. As governor you're one of 50, and you're number one within the boundaries of your domain.

**PLAYBOY:** What is most important for you to accomplish as governor?

**VENTURA:** To prove that I can govern now. The day after we won the election we all met in my kitchen and looked at each other and said, "What the hell do we do now?" No Reform Party candidate had ever won at a major level. There was no one there who knew what to do. My wife's best friend recommended Steven Bosacker to help me out. He had worked hard on [Independent Party candidate] John Anderson's campaign for president in 1980, and I voted for John Anderson. Bosacker came onboard to be my transition chief of staff and stayed on. It's one of the best decisions I've ever made.

**PLAYBOY:** What's his job?

**VENTURA:** He's responsible for running and handling my entire administration. My job is somewhat of an oxymoron: I do everything and yet I do nothing. Steven is like the Ex-O in the military. I'm the commanding officer, but the executive officer in many ways runs the day-to-day operation.

**PLAYBOY:** That sounds like the way Ronald Reagan governed, by being a good delegator.

**VENTURA:** I've been compared a lot to Reagan. I appoint experts in their fields as my commissioners and then I get out of the way. I have only a high school education, but I'm street smart, which can be more effective than college degrees. I operate under a rule I learned during my Seals training: Keep it simple and

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stupid. That's common sense.

**PLAYBOY:** During your book tour you drew a larger crowd at the Nixon Library than Henry Kissinger or Newt Gingrich. Do you find that ironic?

**VENTURA:** Flattered that I've had that type of impact. The thing people need to ask is: Why is Jesse Ventura outdrawing Newt Gingrich or Henry Kissinger?

**PLAYBOY:** Do you have an answer?

**VENTURA:** The answer is that people are searching for the truth, for someone they can truly believe in. The truth may not be what they want to hear, but they at least know they're getting it.

**PLAYBOY:** How do you distinguish between the Republican, Democratic and Reform parties?

**VENTURA:** It's simple: I'm fiscally conservative, but I'm socially liberal. If you're a Republican you have to be fiscally and socially conservative. If you're a Democrat you have to be fiscally and socially liberal. I'm half of each, and that's the Reform Party.

**PLAYBOY:** Governor George W. Bush and Vice President Al Gore are the front-runners for their parties' nominations. What's your take on them?

**VENTURA:** I met both George and the vice president and found them to be very nice. But all we're hearing about is Bush and Gore. The campaign started a year and half before the election. I'll be so sick of it by the time the election gets

here, I'll want to throw up.

**PLAYBOY:** Your opinion of Bill Bradley?

**VENTURA:** Pretty good basketball player.

**PLAYBOY:** Pat Buchanan?

**VENTURA:** I respect him. He makes people think. He and I differ drastically on social issues, and that would hold him back from being the Reform Party nominee. Mr. Buchanan puts certain social issues like abortion on the front burner. We in the Reform Party do not. We don't even have abortion on our platform. It's not a political issue. It's been decided by the courts, and it should be challenged in the courts.

**PLAYBOY:** Steve Forbes claims, like you, that he's a political outsider.

**VENTURA:** Steve Forbes has been wealthy his whole life. I don't like his flat tax—we already have that; it's called Social Security and look what a mess that's in. I like a national sales tax. It would put the government on a direct budget with the economy, so it would be imperative for the government to work to keep the economy good. Right now the government couldn't care less, because they get your money first.

**PLAYBOY:** You're a big supporter of Colin Powell, once saying that if he ran for president you'd run for vice president with him. What's so great about Powell?

**VENTURA:** General Powell and I are alike. We have differences: He supports affirmative action, I don't. But he's fiscally

conservative and socially liberal. I find him to be a powerful leader. One doesn't get to be chairman of the Joint Chiefs of Staff not knowing how to lead. It would be hard for me to accept orders from anyone today, but I could accept orders from him. I've only met him once, but I'm pretty good on first impressions.

**PLAYBOY:** If you decided to run for president, what would be your game plan?

**VENTURA:** My plan would be to stay out of it until next July. I would let Gore and Bush hang each other with all the rope they have, to the point where the public can't stand either of them. Their disapproval ratings would skyrocket. Then you enter the race three months before the election and take the whole thing. All it is is gaining that momentum at the right time, like I did here in Minnesota. We peaked perfectly and they couldn't stop us when it happened. The other two candidates didn't even see it coming.

**PLAYBOY:** Let's talk about issues. Can we clear up what you said and what you meant after the shootings at Columbine High School in Littleton? You suggested that more guns—specifically, concealed weapons—would have enabled students and faculty to defend themselves and prevent the massacre.

**VENTURA:** That is not what I said. My simple statement was: Had there been a licensed conceal-and-carry in the building, lives would likely have been saved.



**PLAYBOY:** Wasn't there already an armed guard in the school?

**VENTURA:** Where was he? What do we value more today, our children or our money? Most people would say the children, but that's not true. We put money in banks. Banks are guarded by armed guards to make sure our money isn't touched, stolen or misused. We put our children in schools and protect them with nothing.

**PLAYBOY:** So we should put armed guards in all our schools?

**VENTURA:** Maybe. It's something we need to look at. The two terrorists went into that school and assassinated all those children and there was no one there to stop them. You can't negotiate with people like that. You take them out.

**PLAYBOY:** Is there anything that could change your mind about the right to bear arms?

**VENTURA:** Nope. Our forefathers put it in there so the general citizenry has the ability to combat an oppressive government. It's not in there to make sure I can go hunting on weekends. I don't deer hunt, by the way. That's not really hunting. I prefer when the opposition can shoot back—then you're hunting.

**PLAYBOY:** Do you carry a gun?

**VENTURA:** Hardly ever. I'm licensed to, but I only carry one when I'm by myself.

**PLAYBOY:** Why do so many people kill other people with guns?

**VENTURA:** Because it's an easy tool to use. If that tool were eliminated they would use something else. There weren't guns when Cain killed Abel. You want to know my definition of gun control? Being able to stand there at 25 meters and put two rounds in the same hole. That's gun control. The gun control people don't know what they're talking about.

**PLAYBOY:** When you were a wrestling announcer, you called Koko B. Ware, a black wrestler, "Buckwheat," referred to Tito Santana as "Chico" and described the moves of another black wrestler, the Junk Yard Dog, as "a lot of shuckin' and jivin'." Have these phrases come back to haunt you?

**VENTURA:** No. It's wrestling. When I participated in it, it was built on stereotypes. Every Japanese wrestler threw salt and was sneaky, every German wrestler was a Nazi, every Russian a communist. How could anyone possibly look at wrestling and say, "This is what he believes in?" It's entertainment. My job was to irritate people. Another of my infamous wrestling quotes was, "Win if you can, lose if you must, but always cheat." And some people drum that up today like it's some policy. All of a sudden wrestling's real to them? C'mon.

**PLAYBOY:** Something else you've said is that college athletes should be exempt from taking classes so they can concentrate on games. How much flak did you

take for making that statement?

**VENTURA:** My point is, the way the system is set up now invites cheating. You've got college athletes in Minnesota playing one level below professional. They have to bust their butts, and when someone offers to write a term paper for them, do you think they're not going to take it?

**PLAYBOY:** So you're saying that we should redefine the college experience? That athletes don't have to take classes, they just have to play ball?

**VENTURA:** You're doggone right! If you go to college to play football, why don't they teach you how to deal with agents? Schools should prepare these kids for what they're going to do.

**PLAYBOY:** How do you feel about protesters who burn the American flag?

**VENTURA:** If you buy the flag it's yours to burn.

**PLAYBOY:** Many people believe it was a mistake to eliminate the draft. Do you?

**VENTURA:** The draft was utterly ridiculous. It was the most unfair, bogus piece of crap ever put together. Because who got drafted? If you're going to have a draft there should be no deferments. The way the draft was in the Sixties and early Seventies, if you went to college you got out of it. Why was that a determining factor?

**PLAYBOY:** Wasn't the idea that the country needs to develop young minds?

**VENTURA:** Oh really? And the country

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doesn't need auto mechanics? Maintenance people? Laborers have to face the draft, but others can go hide in college? See, I got bitter toward that. If you didn't have money, you couldn't hide in college. The only people getting drafted were the poor.

**PLAYBOY:** What do you think of gays in the military?

**VENTURA:** Who am I to tell someone they can or cannot serve their country? I couldn't care less if the person next to me is gay as long as he gets the job done.

**PLAYBOY:** Would you support or oppose recognizing gay marriage in Minnesota?

**VENTURA:** I would oppose it. Look up the word marriage in the dictionary. It says it's between a man and a woman. Now, I don't oppose gay people forming some type of legal bonding, but you can't use the word marriage.

**PLAYBOY:** Why aren't you concerned with crime?

**VENTURA:** Because that's a local issue and I don't believe in micromanagement. Sure I'm concerned about it, but it's not the governor's job to handle it. That's for mayors, city councils. I'm not going to sit here and be a typical politician [bangs his desk] and say, "I'm going to fight crime." Half these guys wouldn't know crime if it bit them on the ass.

**PLAYBOY:** How about the death penalty?

**VENTURA:** I don't support the death penalty. In the private sector I did, but not

as governor. I wouldn't want the responsibility of sending someone to his death. Minnesota doesn't have a death penalty, so it doesn't matter to me. But on the flip side, what bothers me is that life in prison isn't life in prison. Why are you eligible for parole after seven years? Life should be life. And there should be no three strikes. Should be one strike.

**PLAYBOY:** That's a little rough.

**VENTURA:** No it isn't. If you commit murder, rape or any other crime, why do you get to do it three times before you go?

**PLAYBOY:** What about drug crimes?

**VENTURA:** That's consensual crime. People who commit consensual crimes shouldn't go to jail. We shouldn't even prosecute them. That's crime against yourself. Drugs and prostitution, those should not be imprisoning crimes. The government has much more important things to do.

**PLAYBOY:** Would you legalize those types of activities?

**VENTURA:** Nevada has. Nevada has legalized prostitution like the old West and they don't seem to have any big problems. It doesn't seem to create a hostile atmosphere. My wife and I were in the heart of Amsterdam's red-light district, where there are drugs, open prostitution and pornography. Yet amazingly, at ten at night, we saw a busload of senior citizens out for a walking tour. If it's not illegal, chances are there's no violence.

See, we call our country home of the brave and land of the free, but it's not. We give a false portrayal of freedom. We're not free—if we were, we'd allow people their freedom. Prohibiting something doesn't make it go away. Prostitution is criminal, and bad things happen because it's run illegally by dirtbags who are criminals. If it's legal, then the girls could have health checks, unions, benefits, anything any other worker gets, and it would be far better.

**PLAYBOY:** This isn't a very popular position in America, is it?

**VENTURA:** No, and it's because of religion. Organized religion is a sham and a crutch for weak-minded people who need strength in numbers. It tells people to go out and stick their noses in other people's business. I live by the golden rule: Treat others as you'd want them to treat you. The religious right wants to tell people how to live.

**PLAYBOY:** What's the solution to the war on drugs?

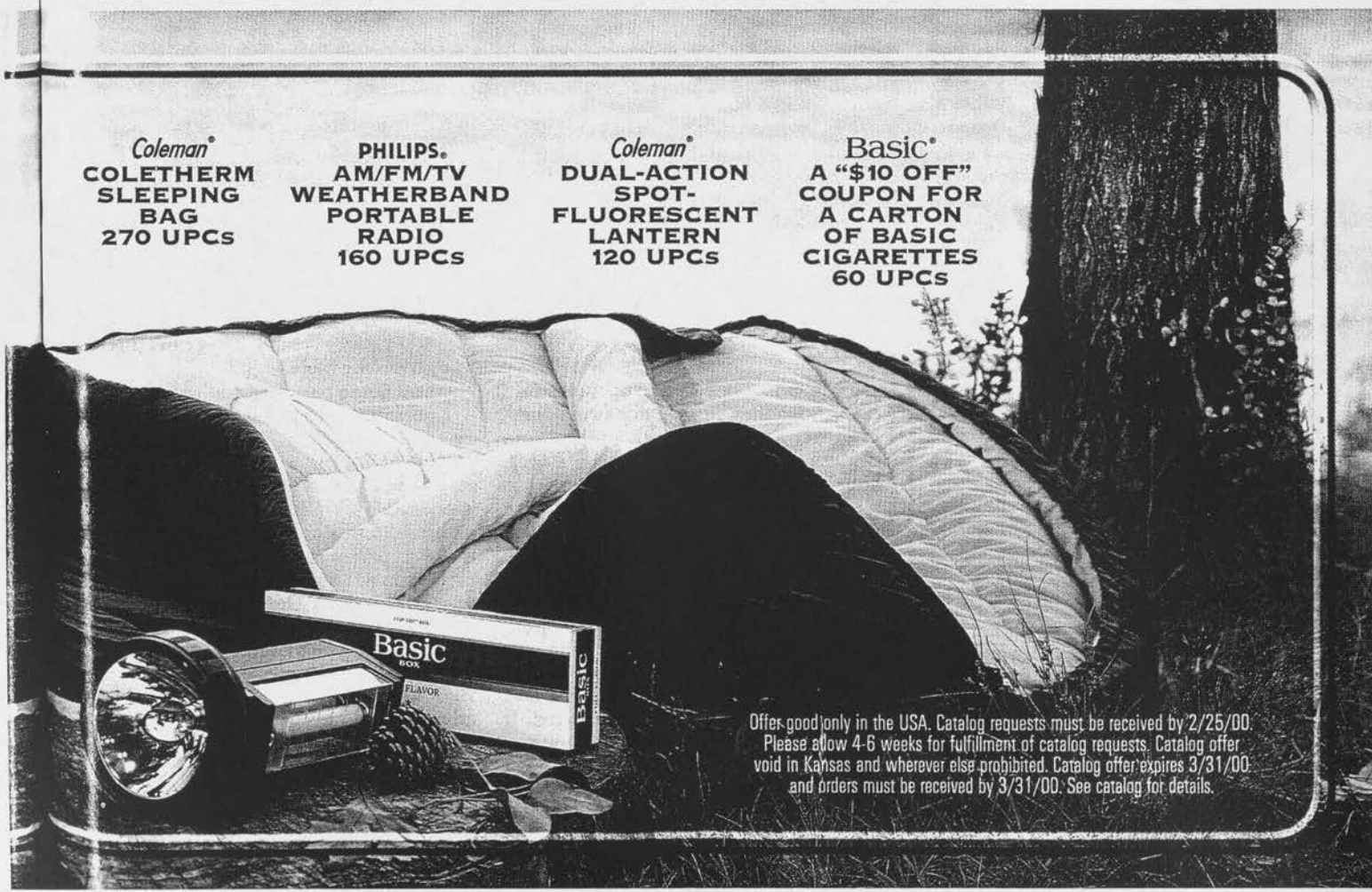
**VENTURA:** Stop the demand. In a free society you can't have martial law, you can't have people battering down doors. In the end it's the individual's decision to make. The prohibition of drugs causes crime. You don't have to legalize it, just decriminalize it. Regulate it. Create places where the addict can go get it. When you prohibit something, it doesn't mean it'll go away. The same with abortion. If

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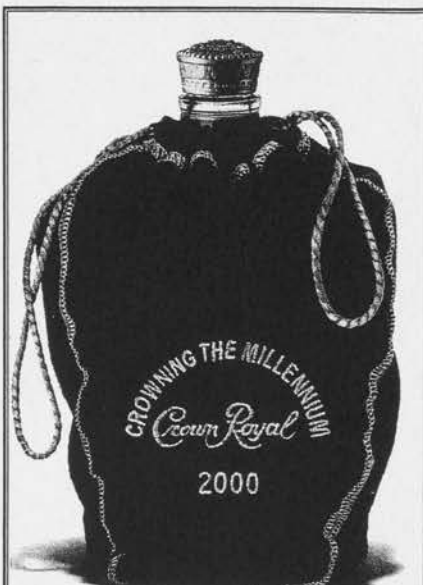
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you prohibit it, it won't stop. It will just go to the back alleys, and then two lives will be in danger.

**PLAYBOY:** When was the last time you chewed a peyote button, smoked a joint or dropped acid?

**VENTURA:** A while ago. And most of those things I haven't done. I have smoked a joint, and there's nothing wrong with that. That's one of the biggest atrocities going on right now: marijuana. I have done far stupider things on alcohol. Give someone a Hendrix tape and a joint and stick him in the corner and he's happy.

**PLAYBOY:** If you had smoked a joint since becoming governor, would you admit it?

**VENTURA:** No. It's my personal life. That would be like asking me which sex acts I like.

**PLAYBOY:** But you've said you would never lie to the people of Minnesota.

**VENTURA:** Right, but that doesn't mean I have to answer everyone's questions. If it's relevant to my job, I'll answer it. You have no business asking anything about my private life.

**PLAYBOY:** You've said that nowhere in the Constitution does it say government's business is to create jobs. That's the private sector's responsibility.

**VENTURA:** Am I right? Have you read the Constitution? Does it say anything about government's ability to create jobs?

**PLAYBOY:** Doesn't that give the impression that you don't care?

**VENTURA:** The point is, I'm breaking away from this reliance on government, which was not founded to create jobs. Create your own job! Be an individual.

**PLAYBOY:** Are there any welfare programs that you endorse?

**VENTURA:** I endorse all welfare. There should be a safety net, but it should not be a lifestyle. What I oppose is when people talk about welfare rights. You don't have a right to welfare—it's charity.

**PLAYBOY:** Has your opinion of the media changed since you became governor?

**VENTURA:** They're dangerous. The media have an agenda. They try to make the public think they're just reporters who report facts. Not true. They carry their personal beliefs and attitudes into the articles they write. I'm a firm believer in free speech, but with any freedom comes responsibility, and the media are abusing their position. It happened to my wife, when someone wrote about her taking over my radio show when I was out of town. At the end of the article the person stated that I was off at this celebrity golf tournament with my security guards, who were being paid by the public. That's an example of the media putting a little twist at the end to incite people to get angry at me. But it's the law: Anywhere I go, I am to be protected. It doesn't matter if I'm on a book tour or play in a celebrity golf tournament or if I take a vacation.

**PLAYBOY:** Are you still looked upon as a guy who doesn't need protection? As the

bumper stickers boast: OUR GOVERNOR IS STRONGER THAN YOUR GOVERNOR.

**VENTURA:** People don't realize that I get at least one death threat a week. We've had two bomb threats where the buildings had to be evacuated.

**PLAYBOY:** You were asked on one radio station to name your state's song, bird, muffin and drink. You missed two of the four. Do you know them all now?

**VENTURA:** Nope, because they're all irrelevant and unimportant. They asked me the state drink—to me, it's beer.

**PLAYBOY:** But now you know it's—?

**VENTURA:** Milk. Which threw me off because Wisconsin is the dairy land.

**PLAYBOY:** And the state song?

**VENTURA:** I'd say now it would be something by Jonny Lang or Bob Dylan. [Editor's note: It's *Hail! Minnesota*.] I know the state bird is a loon and the muffin is blueberry.

**PLAYBOY:** The press may piss you off, but you seem to thrive on attacking them.

**VENTURA:** They need it. Nobody holds them accountable. No one holds their feet to the fire.

**PLAYBOY:** What insults have gotten under your skin?

**VENTURA:** Only the personal ones. They can criticize my policies all they want, but they go beyond that. And when I criticize them everyone gets upset with me. I love how people can dish it out but can't take it.

**PLAYBOY:** Which is just what Barbara Carlson, the former governor's ex-wife, told *Mirabella* about you: "He can dish it out but can't take it, and that's going to be his downfall."

**VENTURA:** Consider the source. This is a woman who struck the former governor with a frying pan, who had a name for his private parts. So you have to take that with a grain of salt. She's also a woman who's had her stomach cut out so she don't eat as much. What happened to willpower? I love fat people. Every fat person says it's not their fault, that they have gland trouble. You know which gland? The saliva gland. They can't push away from the table.

**PLAYBOY:** Some have said you're a vindictive person. Do you believe in an eye for an eye?

**VENTURA:** No, but I believe in the Seal team code: We don't get mad, we get even [laughs]. Vindictive? Nah, not when it comes to business. As long as no one makes a personal attack on me. If they go personal, I'll go personal.

**PLAYBOY:** What's the most important thing you got out of the Seals?

**VENTURA:** The will to never quit; that anything can be accomplished if it's planned right and you have the desire and creativity to execute it.

**PLAYBOY:** Did you ever feel Seals training was ridiculous, or did you always feel there was method to the madness?

**VENTURA:** It's done for two reasons. First, to weed out the bananas, the ones who



don't belong. It's also done so you will develop the attitude I have, and all frog-men have, which is the measuring stick of my life: No matter what I come up against, I always think back and remember that that was harder.

**PLAYBOY:** Why do the Seals pride themselves on not wearing underwear?

**VENTURA:** It's for sanitation purposes. It came about because during our era of the Seals it was jungle warfare. If you're lying out on ambush for 12 hours and you have to go to the bathroom, in many cases you have to go right in your pants. It stands to reason that if you're going to do a few river crossings, it would get away from you a lot easier if it's not constricted by underwear. Also, the regular Navy wears boxer shorts and we don't consider ourselves part of the regular Navy. We're unto ourselves—we're the brown water Navy—so we do it to be different. If you're ever caught wearing underwear, they'll rip them off you and throw you in either the dip tank or the shit river over in Olongapo. Once you've been in there, you'd rather not wear underwear. It's a macho thing.

**PLAYBOY:** In the Philippines, how much did you indulge in the decadent nightlife of Olongapo?

**VENTURA:** Plenty. Just as any 19-year-old would.

**PLAYBOY:** In your book you describe your dealings with prostitutes before shipping out overseas.

**VENTURA:** That was just a cutting-loose period. I was getting sent to Asia on a Monday morning, and a friend told me that prostitution was legal in Nevada. I didn't believe him, so we took off to Lake Tahoe for the weekend.

**PLAYBOY:** You actually made money from one prostitute, didn't you?

**VENTURA:** I'm probably one of the few people in the world who got paid. The particular girl I chose saw the belt I was wearing—made of spent Stoner machine gun rounds, linked—and she said she wanted it. I smiled and said, "Make me an offer." She said, "How about a trick and ten dollars?" I pulled it off and said, "Sold!" Then we corresponded when I was overseas. It was nice to get a letter from someone. It didn't matter to me that she made a living as a prostitute. She still took the time to write to me. She wasn't out there like the protesters, spitting on the soldiers and blaming us for a political war.

**PLAYBOY:** What do you think of the sexual harassment charges that are brought against the Navy, as in Tailhook?

**VENTURA:** I don't condone what happened, but I understand it. These are people who live on the razor's edge and defy death and do things where people die. They're not going to consider grabbing a woman's breast or buttock a major situation. That's much ado about nothing.

**PLAYBOY:** It's not trivial for the woman

who is being grabbed.

**VENTURA:** So? You have to create these people for your own protection. You need to listen to Jack Nicholson in *A Few Good Men* when he does his famous speech: "You can't handle the truth." What he's saying is: You create me, you live by the very freedom that I provide for you, then you question the manner in which I provide it? You're incapable of providing it for yourself. You created this Frankenstein, then all of a sudden you're appalled.

**PLAYBOY:** You've never talked about what you did as a Seal overseas. Did you do anything you're ashamed of?

**VENTURA:** No.

**PLAYBOY:** Would you like to talk about it?

**VENTURA:** No.

**PLAYBOY:** Does your family know what you did there?

**VENTURA:** No.

**PLAYBOY:** Have you ever killed anyone?

**VENTURA:** You don't ask a question like that—it's inappropriate. That's no one's business. It's between the person and his beliefs. You're asked to do your job, and in light of the job you do it's a great possibility that you could, and it will never go away if you did.

**PLAYBOY:** You became a biker for nine months after you left the Seals. What's the difference between a Harley, a BMW, a Yamaha and a Honda?

**VENTURA:** Harley's the only bike, all the rest are motorcycles. I sold my Harley when Sonny Barger, president of the Hell's Angels, said it was time to buy a Honda. It's no longer the bike of the one-percenters. Every stockbroker, accountant and lawyer now owns a Harley.

**PLAYBOY:** Why have you opposed helmet laws?

**VENTURA:** Freedom.

**PLAYBOY:** Do you ever wear a helmet?

**VENTURA:** No.

**PLAYBOY:** Isn't it a safety issue?

**VENTURA:** No, then people in convertibles would have to wear them too. See how far that will fly.

**PLAYBOY:** Your wife Terry was 19 when she agreed to marry you. What did her parents think of you?

**VENTURA:** That I was a bit eccentric and off the wall because I had bleached blond hair down to my shoulders, I chewed tobacco and I wasn't quite what they thought their daughter should marry. Her mom tried to talk her out of it.

**PLAYBOY:** You seem to have mastered the art of getting under people's skin, which began when you were wrestling. Did you spend a lot of time then thinking up ways to piss off a crowd?

**VENTURA:** You drew people with your interviews. I always tried to stay on top of the local issues wherever I wrestled, and then took the most outrageous position I could. In Denver all you have to do is insult the Broncos. If you go to a Western town where they're all cowboys, you insult the male ego. You call them drug-

store cowboys and goat ropers.

**PLAYBOY:** Did you find "Jesse sucks" to be music to your ears?

**VENTURA:** Completely. That meant I'd done my job. That's like Nureyev getting a standing ovation and roses thrown on the stage.

**PLAYBOY:** Were you told who would win before each match?

**VENTURA:** Sure. But you were told that if you revealed the business, something bad would befall you. In my early days if someone called me a fake, I'd punch him in the face and say, "Is that fake?"

**PLAYBOY:** You would go on steroids for a month, then get off them for six months. How did you discipline yourself not to abuse them?

**VENTURA:** My mom was a nurse, so I knew that for every upside to a drug there's a downside. The main one I took was testosterone, which gives you nothing but an overabundance of male hormones. The downside was when you came off it. If your body is getting an artificial amount of testosterone, its own production will cut back. Then there's this guadatropic, or whatever they call it, which you take a shot of when you're done. That causes your body to produce more testosterone again. I never abused testosterone, and I always got it from doctors.

**PLAYBOY:** Did most wrestlers you know abuse it?

**VENTURA:** Oh yeah.

**PLAYBOY:** How do you rate yourself as a wrestler?

**VENTURA:** Phenomenal. The name of the game is, How well do you draw? I drew sellouts just about every time. I sold out Madison Square Garden three times. I was the Pacific heavyweight champion after nine months in the business.

**PLAYBOY:** During your wrestling days, weren't the real bad guys the promoters, who took advantage of the wrestlers?

**VENTURA:** Sure, and they still do today. It's still a backward business. There's no union, no benefits. The biggest fraud is that they call wrestlers independent contractors, and the government allows them to get away with it. They're not independent contractors. You can't wrestle for Ted Turner and then wrestle for Vince McMahon the next week.

**PLAYBOY:** You've written that Hulk Hogan sabotaged your attempts to unionize. Has he responded?

**VENTURA:** I heard him on *Larry King*, and he said he didn't do it. But I got my information in a sworn deposition, under oath. Hulk Hogan's credibility needs to be questioned anyway, because he also went on national TV and said he never took a steroid. He took many steroids in large doses.

**PLAYBOY:** You've returned to wrestling as a referee, but there's talk of promoters wanting to pay you \$3 million to wrestle again. Would you consider it?

(continued on page 184)

## JESSE VENTURA

(continued from page 66)

**VENTURA:** I've heard that, but I've never received an offer. Who wouldn't consider it?

**PLAYBOY:** How long would it take you to get into shape to wrestle?

**VENTURA:** Three to four months of hard training. I'm in the worst physical condition of my adult life.

**PLAYBOY:** Would you grow your hair and wear the boa?

**VENTURA:** No, I'd go back as I am. I'd put the earrings back in. But it's not going to happen. I'd like to be the one who retired when he said he did.

**PLAYBOY:** Any opinions about Stone Cold Steve Austin? Goldberg? Mankind? The Undertaker?

**VENTURA:** I knew Austin in the WCW. He was a phenomenal talent. Steve Austin was a jewel waiting to be discovered. Vince McMahon discovered him when the WCW couldn't see it. The WCW is just Vince's retreads. Goldberg's their only original, and they may lose him. I heard he's very unhappy there. Mankind is a crazy guy. By the time he gets to be 40 he'll be lucky if he's walking. The Undertaker's been around a long time now, a good talent. I don't know if he's the original one though.

**PLAYBOY:** What about Sable?

**VENTURA:** T and A will sell, but as far as talent goes, I don't know if she's got any. Women's wrestling can thank silicone. Breast implants are what make it popular. Before that, it was right up there with the midgits, an added attraction.

**PLAYBOY:** Which sports do you like to watch?

**VENTURA:** I love NBA basketball, NFL

football, boxing—though I went to the last Holyfield-Lewis fight and when it was over I turned to everybody and said, "I don't want to hear one word about wrestling." I watch baseball when I want to go to sleep. The only thing that would get me to watch soccer is if they removed the goalies. Hockey I'd enjoy if they'd stop the fighting. Charles Barkley said to me, "Hockey's a great game. It's the only sport where you can beat the crap out of your opponent and the only penalty is that you spend two minutes in the box."

**PLAYBOY:** We haven't talked about your career in Hollywood. Of the TV shows and films you appeared in, which role was the most challenging?

**VENTURA:** *The X-Files*. I played a Man in Black. I've had more people say to me: Why didn't they spin you off into a TV series? Boy, were they stupid. That was the most challenging because of the dialogue. When I first read it I didn't even know what the hell I was talking about. My favorite role was Blain in *Predator*, because that was going back to what I'm very good at. When I first got to the set of *Predator* they gave me my gear, including a rubber knife. I said, "What's this?" They said, "That's your knife." I said, "Give me a real one. I don't carry a rubber knife."

**PLAYBOY:** Did you ask for real bullets too?

**VENTURA:** No, I was shooting blanks. But I got my knife. And they were scared to death of me the whole time. I unsheathed the knife in front of [producer] Joel Silver one day. He had become infatuated with my wife, Terry. He said to me on the set, "I'm going to make a big star out of Terry. What do you think of that?" I said, "Great. I'll be happy to stay home with the kids." So he couldn't get

to me. Then he said, "I'm going to make her take her top off. What do you think about that?" I calmly took out the knife and started filing my thumbnail with it. I said, "Joel, that's cool. But just remember something." He goes, "What?" I said, "You've got to sleep sometime." And he went, "This guy's crazy. He's crazy."

**PLAYBOY:** Who among the talent you worked with most impressed you?

**VENTURA:** Arnold Schwarzenegger. He's a delightful man, one of the most focused, ruthless businessmen I've ever seen. More ruthless than even I can be. Who else? I like Sly Stallone—he's personable. A little more aloof than Arnold, though. Arnold will hang out with you more than Sly will. Oh, and John Lithgow. I admire him; he's a phenomenal actor. In our fight scene in *Ricochet* we did it virtually by ourselves. He'll get down and dirty with you.

**PLAYBOY:** Would you be surprised to see Arnold run for office?

**VENTURA:** I believe it intrigues him, but why would he? When you're getting paid what he gets paid to do a movie, I can't imagine why you would want to subject yourself to politics.

**PLAYBOY:** Which actress turns you on the most?

**VENTURA:** I've always been in love with Sophia Loren. She's the most beautiful woman who's ever set foot on the planet. I fell in love with her as a child when I saw her in *El Cid*. Even today, closing in on 70, she doesn't have to take a backseat to any 20-year-old. And I'd say Sophia's real, if you get what I mean. I don't think Sophia's been enhanced.

**PLAYBOY:** What other women are attractive to you?

**VENTURA:** I've always been attracted to brunettes more than blondes. I enjoy women whose bodies are real. I don't care for the ones who have had breast enhancements and their lips done. I've told my wife, "Don't ever think you need to do that stuff to keep me."

**PLAYBOY:** You dined with Sean Penn and Jack Nicholson when they came to Minnesota. Any insights?

**VENTURA:** I've got to confess to people that Jack really isn't a good actor. Jack is Jack. The Jack you see on-screen is the Jack you get in your house! Who could ask for more?

**PLAYBOY:** Your daughter Jade's favorite movie star is Leonardo DiCaprio.

**VENTURA:** Yeah, that goddamn *Titanic*.

**PLAYBOY:** Think you can pull enough strings to get her an introduction?

**VENTURA:** Sure. When she was very little she was just as infatuated with Tom Petty. When Tom came to Minneapolis I arranged for Jade to meet him before his show. I don't think DiCaprio is out of the question.

**PLAYBOY:** What's your favorite movie?

**VENTURA:** *Jaws*. I thank God the movie wasn't made until I was done being a frogman.





**PLAYBOY:** Favorite music?

**VENTURA:** I'm a big fan of Led Zeppelin, the Rolling Stones, Jonny Lang. Lang is the future of music. God works in strange ways, and God took Stevie Ray Vaughan from us and replaced him with Jonny Lang. He's now a friend. The moment the guitar is in his hands he goes to a level none of us will know. He's a phenom.

**PLAYBOY:** If you could sing like anyone, who would it be?

**VENTURA:** Robert Plant in his heyday.

**PLAYBOY:** You were the first governor to declare an official Rolling Stones Day.

**VENTURA:** Yeah, February 15. We met them before their concert and Mick presented the first lady with a tour jacket; Keith Richards looked at me and said, "You were our bodyguard in 1978 and 1981 and now you're the governor. Fucking amazing!"

**PLAYBOY:** Who's your favorite writer?

**VENTURA:** It has to be Louis L'Amour. I named my son after one of his characters. Louis could write a book and tell you how the guy gets the shit kicked out of him and how tired he is, he's laying by this quiet stream with the stars overhead, and the next thing you know you're sound asleep. He could talk you right into sleeping along with the cowboy character.

**PLAYBOY:** Ever read any Hemingway?

**VENTURA:** No, Hemingway lost his credibility with me when he killed himself. I've seen too many people fight for their lives. I have no respect for anyone who would kill himself.

**PLAYBOY:** That's a pretty harsh thing to say without knowing the circumstances.

**VENTURA:** No it is not! It's an easy thing to say. If you're to the point of killing yourself, and you're that depressed, life can only get better. If you're a feeble, weak-minded person to begin with, I don't have time for you.

**PLAYBOY:** Let's talk about some of your other outspoken beliefs—such as the JFK conspiracy.

**VENTURA:** Name me one person who can verify that the Warren Commission is factual. You're talking to an ex-Navy Seal here. Oswald had seven seconds to get three rounds off. He's got a bolt-action weapon, and he's going to miss the

first shot and hit the next two? If Oswald was indeed who they say he was—a disgruntled little Marine who got angry and became pro-Marxist and decided to shoot the president—please explain why everything would be locked in the archives until 2029 and put under national security? How could he affect national security?

**PLAYBOY:** So after all your reading and research, who do you think killed President Kennedy?

**VENTURA:** I believe the hired shooters could be from anywhere—Europeans, Cubans. They're just hired guns.

**PLAYBOY:** Who hired the shooters?

**VENTURA:** I don't know if I want to get into this on your tape. I don't want people

there were a Monica Lewinsky in your life?

**VENTURA:** I won't even answer that question, because there's not. And there won't be. She would not stay with me, I guarantee you that. She wouldn't be married to me for power, prestige or to be the first lady.

**PLAYBOY:** Are you criticizing Hillary Clinton, who stood by her man?

**VENTURA:** I'm not going to judge their marriage. Only they know their marriage. I can only say that Terry would have been gone.

**PLAYBOY:** If you think you're in prison here as governor, would you feel like a caged animal at the White House?

**VENTURA:** Sure. The president lives in a jail cell. He's the king of the jail cell [laughs]. He's the most powerful man in the free world, but he's not really free, is he? That's one of the reasons I won't do it. See, when I'm done being governor, I can leave this and go back to some semblance of a private life. But I can put up with this because it's no different from when I obligated myself to the Navy: You enlist and then you go off to boot camp and wonder how you'll make it through, then your resolve takes over and you do the job. But at the end of four years here, who knows, I may not seek reelection. I could go back to the private sector just as quickly as I came here.

**PLAYBOY:** We doubt, somehow, that you'll disappear from public view three years from now.

**VENTURA:** I could do a second term. But very probably I'll end up a beach bum. That's why I'm going to shave my head and face the whole time I do this, because when I'm done I'm going to go into seclusion for six to nine months and grow out my hair. Then I'll go back into public where I'll be unrecognizable.

**PLAYBOY:** Let's say your life is over and you discover that you can return as anything you want. What would you come back as?

**VENTURA:** If I could be reincarnated as a fabric, I would like to come back as a 38 double-D bra.



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to think I'm some sort of erratic nut running the state of Minnesota. If you truly want to know, I believe we did. The military-industrial complex. I believe Kennedy was going to withdraw us from Vietnam and there were factions that didn't want that.

**PLAYBOY:** But maybe the strongest case against a conspiracy is that we can't keep secrets of this magnitude for nearly 40 years. Everything leaks. The president can't get a blow job without the world finding out about it.

**VENTURA:** That's because every bit of real evidence is ridiculed. The method is to dismiss it by saying: "Oh, that's just those conspiracy nuts."

**PLAYBOY:** How would your wife react if



## SPEAK OUT

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## OPINION

## TOMORROW

ASSOCIATE EDITORIAL PAGE EDITOR STEVEN DORFELD SAYS GOV. VENTURA WAS WISE TO SHOOT LOW ON SPENDING IN HIS BUDGET IF HE HOPES TO SCORE ON TAX REFORM.

## VenturaLand by Kevin Lenagh



## Editor's Note

A colorful, unpredictable and unconventional politician, such as Minnesota Gov. Jesse Ventura, invites forms of political comment that are reserved for rare personalities. "VenturaLand," debuting today, is a political cartoon strip based on the thoughts and deeds of Minnesota's governor, cultural icon and income generator, who is known 'round the world. The strip, appearing Sundays on this page, is the creation of free-lance cartoonist Kevin Lenagh, 47, of Minneapolis, owner of a graphics arts company. Besides the governor, Lenagh plans to chronicle on occasion other politicians who reside in or wander into "VenturaLand." Because the governor has raised questions about the propriety of the comic strip, we offered him space on this space to detail his concerns. He declined, but aides submitted the accompanying viewpoint.



Lenagh

— Ronald D. Clark  
Editorial Page Editor

## Gov. Ventura has worked hard to build, protect proprietary name and image

**B**ecause it may look too self-serving for Gov. Ventura to personally react to the Pioneer Press' new "VenturaLand" comic strip, the following is offered from those who have no self-interest in the issue.

It is beyond dispute that caricatures of public political figures are fair game for newspapers. Going back to the days of Lincoln, or even of Jefferson, it is evident that tasteful cartooning has never been a requirement.

And we are certainly mindful that while New York Times vs. Sullivan held that public figures have even more difficult standards to bear in terms of the slander and defamation of their names and character, the use of their copyrighted names and character has always been protected.

The difficulty today is that some public figures, like our governor, have created their own proprietary and legally protected names and images. Jesse "the Body"

**DEAN BARKLEY  
AND STAN D. DONNELLY**  
COMMENTATORS

Ventura is no less a legitimate trademark and corporate asset than are those of Arnold Palmer, Sting and Martha Stewart. David Bowie, among others, has syndicated himself and sold stock shares!

The list goes on: Elizabeth Taylor, Tiger Woods and Michael Jordan. All

have worked hard to create — and have a proprietary right to — their names, their images, their likenesses and references thereto (however tastefully done).

Can a for-profit publication regularly display an unauthorized Lizland, Tigerland, Stingland or Arnieland? How about 3Mland?

As a single caption to a single cartoon, yes. But as a regular feature, the Pioneer Press is very, very close to the line and, in our opinion, crosses it.

We say this while having absolutely no pecuniary interest in the issue whatsoever. Indeed, our only interest is to preserve civil discourse, encourage published balance and dignity, and to present a respectful reminder that fair and legal boundaries exist.

Donnelly (e-mail: [standonnelly@earthlink.net](mailto:standonnelly@earthlink.net)) is a St. Paul businessman. Barkley (e-mail: [dean.barkley@state.mn.us](mailto:dean.barkley@state.mn.us)) is the commissioner of the Minnesota Department of Planning.





# STATE OF MINNESOTA

## OFFICE OF GOVERNOR JESSE VENTURA

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

For immediate release:  
Friday, June 11, 1999

Contact: John Wodele  
651-296-0001  
1-888-777-0082 pager

### GOVERNOR VENTURA BEGINS WEEKLY RADIO SHOW "LUNCH WITH THE GOVERNOR"

(St. Paul, MN) -- Governor Jesse Ventura today returned to the airwaves as the host of his own weekly radio program, "Lunch with the Governor." Sitting at his desk in the State Capitol, Governor Ventura donned a pair of headphones and straddled his past career as a radio talk show host and his current position as head of state. This first program included phone calls from listeners, greetings from celebrities and comments from the governor on both serious and lighthearted topics.

"I really can't predict what this program will become," said Governor Ventura after the show. "Obviously it gives me a chance to talk to the people without being taken out of context by the media, and it gives people access to the government by calling in."

Old friends Howie Long, a former football player and NFL commentator on FOX-TV and Jimmy "Jam" Harris, a Twin Cities record producer, both called to wish the governor good luck on his show. Callers from around the state raised questions involving the Profile of Learning, public financing for a Twins stadium, the state's new hemp law and taxation of military retirement pay.

Governor Ventura views the program as a platform to make public service announcements. "I think the most important thing we did on this show was to remind the public of details about the sales tax rebate," he said.

"Lunch with the Governor" is broadcast each Friday at 11:00 a.m. on WCCO-AM in the Twin Cities area and on 23 radio stations throughout Minnesota.

###

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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  
June 7, 1999

Contact: John Wodele  
651/296-0001

## Statement of Governor Jesse Ventura Concerning the Sale of Honeywell

Unfortunately today's business climate is such that many of Minnesota's very successful businesses need to grow in order to remain competitive in a global economy.

Often the way to grow is to consolidate or merge with similar companies. This, of course, is what has led to the sale of Honeywell to AlliedSignal of New Jersey. Given these circumstances we are fortunate that Honeywell has found a continued path of success and will be a part of our state for years to come.

As Minnesotans, we are all very proud of the contributions that Honeywell and its employees have made to their immediate community as well as the Twin Cities and the entire state.

I have spoken with Chairman Michael Bonsignore today and he has assured me that he will have continued involvement in the new company and that his loyalty and commitment to Minnesota will be as strong as ever.

In addition, I have advised my Commissioner of Trade and Economic Development to contact Honeywell and offer any help we can to facilitate the continuing presence of the new company in the State of Minnesota.

#####

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1/4

Dear Emily Anne -



It was nice to run into you last week in the capitol basement. I imagine after today the working quarters may get a little nicer?! When I saw you I was just heading into a screening interview for the Commissioner of Health position. Depending on the Governor's interest in proactive health policy, it could be a great opportunity and I'd be excited to contribute some ideas and leadership. I took the liberty of enclosing a copy of my resume, and would welcome your feedback/advice on the fit as you see it.

I mentioned I'd send you my Allina's thoughts on the tobacco \$ -- a huge opportunity as you said. Apparently you saw Ted Davis last weekend and mentioned to him your willingness to set up a conversation for Jim Ehlen or Gordon Grenger with the Governor. That would be wonderful -- how best can we follow up? More generally,



on health policy matters if I can be of  
any help to you as the transition team/  
advisory council considers health care topics,  
please let me know. As you know from

the Abbott NW Board perspective, the health  
system faces many challenges, but is also  
full of exciting innovations and promise for the  
future. I am so proud of Allina's leadership in  
broad prevention / community health areas -- I'd  
deeply love to <sup>have</sup> ~~see~~ the Governor ~~to~~ come see the  
Phillips Partnership in action, for example! Thanks for  
taking the time to read this. Best to you in '99! Jan



**ALLINA**  
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**Jan K. Malcolm**  
*System Vice President, Public Affairs*

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Fax 612-992-3998  
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## Use of Tobacco Settlement Funds—A Unique Health Policy Opportunity

In one of its first acts, the new Ventura administration has a clear chance to make a long-term impact on both the physical and economic health of the whole state. The tobacco recoveries can and should be invested in ways that will simultaneously help current tobacco users, help prevent children and others from becoming addicted in the future, and reduce health spending over the long term for everyone. There will be many competing proposals, and many ideas will have great short-term political appeal. The case for good policy however should take precedence. This will be a choice between one-time tax refunds, and recurring savings from systemically lowered health spending. Public opinion rightly favors the latter. The basis for the suit—that tobacco use has caused unnecessary suffering and excess health care costs—must be kept foremost in the Administration's and the Legislature's consideration. In fact, it is becoming clear that Congress may assert a federal claim to half of the money if states fail to keep their settlement dollars in health care.

Minnesota can set an example for the nation by creating a comprehensive, world-class tobacco reduction program and by crafting public policies that use tobacco payments to improve the availability and affordability of health care for all. Public health leaders worldwide are looking for Minnesota to mount a successful and sustained effort to reduce tobacco use. They urge us not to underestimate the intensity and duration of the effort needed to counter the deeply addictive nature of tobacco products and the power and resources of the tobacco industry. It is appropriate that Minnesota provide leadership on this health issue as it has on so many others.

### Priorities for spending the funds:

#### 1. Cessation and prevention programs.

Former Attorney General Humphrey has recommended that an endowment be funded using one half of the first five years' payments from the tobacco industry, and that the funds be administered by the independent non-profit foundation created by the court order in the settlement. This foundation, the Minnesota Partnership for Action Against Tobacco (MPAAT) is already up and running. Chaired by Dr. Richard Hurt of the Mayo Clinic (and co-chaired by Dr. C. Everett Koop), MPAAT can plan and coordinate a comprehensive set of public and private sector actions which taken together will reduce the future health and economic harms of tobacco addiction. Though there will be predictable arguments against centralizing the funds under MPAAT's control, the independent nature of the foundation and its ability to provide overall strategic direction are critical to the state's ability to mount a comprehensive and sustained effort. The tobacco industry has traditionally had great success in undermining the effectiveness of more piecemeal approaches funded through the



normal political process. MPAAT is setting up expert committees that will advise on specific, evidence-based cessation and prevention programs. Rigorous evaluation will be a feature of all programs. Appropriations to MPAAT in future years can and should be conditioned on its ability to demonstrate results.

Since tobacco use accounts for as much as 40% of all health care spending, a serious commitment to cessation and prevention is the best way to help reduce health care costs long term for the taxpayers, employers, and health care consumers in this state. The Governor needs to help educate the public and health care purchasers on this point. Current discussions about how to "give back" the tobacco money are extremely short sighted by not focusing on the underlying causes of current and future health care costs.

## **2. Improve the underlying economics of current state health care programs.**

MinnesotaCare is a highly successful program, covering some 90,000 previously uninsured, mostly working Minnesotans and their children. Its sliding scale subsidy of health insurance premiums is also an important bridge from welfare to self-sufficiency for many. The provider tax which funds the program is controversial and perceived by many as self-defeating in that it just adds to the cost of health care for all purchasers to whom the tax is passed along in the form of higher charges for services. Tobacco funds could replace all or most of this tax. Some will argue that total repeal of the provider tax would consume too much of the available tobacco funds given the long list of other priorities. The mechanism could be left in place (since it does have the unique attribute of being able to be "passed through" to all purchasers including the self-insured), but the rate could be cut from the current 1.5%. If any of the tax remains on any or all providers, those providers could be given a credit against the tax for any charity care they provide. This could make the tax more palatable and serve to encourage private sector efforts to provide needed care to the uninsured.

Payment rates from publicly funded programs to health care providers and plans should be increased. In recent months providers have refused to contract with health plans and plans have pulled out of counties due to the seriously under-funded MinnesotaCare capitation rates now paid by the state. Medicaid is in a similar though less acute condition. Failure to increase payments will either lead to access problems for beneficiaries as fewer providers participate in the programs, or to increased taxes in the future. This then is a "preventive" way to share the economic benefits of the settlement with taxpayers. One targeted improvement would be to repeal the "carve-out" from prepaid Medicaid rates that is to be redirected to the Medical Education and Research fund (MERC) in 1999. To prevent that carve-out from further depressing already low rates, tobacco dollars could be used

instead to fund MERC. The need for new state dollars is due to the cuts in medical education funding under the Balanced Budget Act's Medicare reductions. In addition to restoring the federal cuts, the Governor has recognized that investment in medical education and research is an investment not only in the future health of all Minnesotans, but in one of the state's major economic engines as well.

### **3. Reduce health care costs for the private sector.**

Currently state taxes and assessments on insurance premiums and provider fees add to the costs paid by employers and consumers. Reduction or elimination of these taxes as recommended above would directly and immediately benefit private purchasers. In addition to the provider taxes and the "cost shift" caused by under-funding in public programs, various forms of premium-based assessments should be eliminated (HMO and indemnity premium taxes, and the MCHA assessment). Beyond the short-term financial benefits, these changes have another policy merit. With these changes the state could eliminate some of the significant incentives for employers to self-insure (thereby avoiding all state regulation). Without making these changes the state will continue to penalize small employers and those who purchase state-regulated health plan products.

### **4. Re-establish the goal of universal coverage.**

This Governor should get the state back on track toward the goal we originally set in 1990 and have since abandoned—that all Minnesotans should have health care coverage. We should start by using tobacco funds to leverage a combined public/private effort to insure all children. Rather than pursue a one-size-fits-all approach, we need an analysis of what populations remain without coverage and what solutions might be most appropriate to each logical subset. The Governor should call for such a study to be completed this year with recommendations to be brought back to the next legislative session. Elements of a strategy could include the following:

- ◆ recognize and encourage the provision of charity care by giving providers a tax credit against the provider tax if any portion of it remains;
- ◆ encourage and assist private sector employers to expand coverage to more of the workforce (including part-time workers) and their dependents; and
- ◆ allow and encourage health plans to offer policies specifically tailored for the needs of the remaining "gap" populations.

Jan K. Malcolm

3819 Zenith Avenue South, Minneapolis, Minnesota 55410

612-925-9837

## **S U M M A R Y**

20 years experience in health policy and health care administration. Demonstrated leadership skills in both policy development and operational settings. Strong reputation for generating creative policy approaches and building consensus for action. Career-long interest in improving the performance of the health care system on its ultimate outcome—improving the health of the public.

## **W O R K H I S T O R Y**

### ***Allina Health System***

***October 1994-present***

***(Integrated health care system of owned and managed hospitals, medical group, and health plan; Minneapolis/St. Paul, MN)***

#### ***System Vice President, Public Affairs***

- ♦ Executive responsible for all public policy and corporate communications functions for Minnesota's largest health care delivery system.
- ♦ Lead development and advocacy of long range public policy goals and annual legislative agendas at federal and state levels. Aim is to establish Allina as a proactive and constructive leader in using public policy to improve the health system.
- ♦ Direct media relations, employee communications and physician communications across all Allina business units. Aim is to inform and engage key stakeholders in Allina's mission, vision, and key strategies.
- ♦ Lead development of Allina ethics framework (principles and decision-making processes for clinical and organizational ethics issues). Aim is to improve decision-making as an integrated health system and to increase public accountability and trust.
- ♦ Developed Allina's nationally-recognized approach to community health improvement and provided executive support to Allina Foundation (1994-97).

### ***Health Partners***

***1990-1994***

***(Health plan and care delivery system formed by the merger of Group Health and MedCenters in 1992, Minneapolis/St. Paul, MN)***

#### ***Senior Vice President, Government Relations and Public Programs***

- ♦ Chief Operating Officer for all government programs, including Medicare, Medicaid, MinnesotaCare. Responsibilities covered all aspects of program planning and operational management including compliance, marketing, provider contracting, and financial accountability.
- ♦ Directed policy analysis, position development and legislative strategy for all state and federal health policy issues.



Jan K. Malcolm

3819 Zenith Avenue South, Minneapolis, Minnesota 55410

612-925-9837

***PARTNERS National Health Plans***  
***(National HMO/PPO company; Dallas, Texas)***

**1988-1990**

***Vice President, Planning and Government Relations***

- ◆ Developed and coordinated corporate strategic planning process involving local health plans, corporate leadership and PARTNERS Board and owners (Aetna and Voluntary Hospitals of America).
- ◆ Developed and managed federal and state government relations functions.

***American MedCenters, Inc.***  
***(Multi-state group practice/HMO management company)***

**1984-1988**

***Director, Policy and Development***

- ◆ As part of senior management team, helped to develop this new company.
- ◆ Conducted feasibility studies and directed initial development of new group-practice based HMOs in several states (Iowa, North Dakota, Washington, Wisconsin).
- ◆ Directed public affairs activities (policy analysis; legislative/regulatory, community and industry relations) for all health plans managed by American MedCenters (prior to and following acquisition by PARTNERS in 1988).
- ◆ Developed and managed government contracts (Medicare, Medicaid, Federal Employees) for multiple HMOs in a variety of markets.

***MedCenters Health Plan***  
***(Group practice HMO, St. Louis Park, MN)***

**1982-1984**

***Director, Client Services and Administration***

- ◆ Developed and managed broad-based client service function encompassing employer accounts, enrolled members and contracted physician groups.
- ◆ Coordinated policy and procedure review, revision and documentation for all administrative departments of the health plan.

***InterStudy***  
***(Policy research organization, Excelsior, Minnesota)***

**1978-1982**

***Executive Assistant to the President (Paul M. Ellwood, Jr., M.D.)***

- ◆ Provided project management interface between the President's office and all divisions of the organization.
- ◆ Managed all communications through the President's office, including liaison with professional groups and national media; managed and wrote speeches and articles, grant applications and progress reports to government and foundation funders.
- ◆ Researched and co-authored one of the first industry manuals on effective utilization control mechanisms for HMOs.

Jan K. Malcolm

3819 Zenith Avenue South, Minneapolis, Minnesota 55410

612-925-9837

**PROFESSIONAL ACTIVITIES**

- ♦ Minnesota Council of Health Plans  
President, 1998-1999; 1994-1995
- ♦ Minnesota Health Care Commission  
Alternate Commissioner, 1993-1995
- ♦ Minnesota Governor's Commission on Health Plan Regulatory Reform  
Commissioner, 1988-1989
- ♦ Metropolitan Health Planning Board  
Member, 1985-1989
- ♦ American Association of Health Plans  
Active in committees and work groups since 1982

**COMMUNITY ACTIVITIES**

- ♦ Courage Center  
Member, Board of Directors, 1996-present (Vice Chair 1998- )  
Chair, Medical Education and Rehabilitation Committee, 1998-
- ♦ United Way of Minneapolis  
Member, Board of Directors, 1997-present  
Chair, Health and Healing Vision Council, 1997-present
- ♦ Living at Home/Block Nurse Program, Inc.  
Member, Board of Directors, 1993-1998

**PUBLICATIONS AND REFERENCES**

Available on request

**EDUCATION**

Dartmouth College: B.A., Philosophy and Psychology, 1977



# STATE OF MINNESOTA

## OFFICE OF GOVERNOR JESSE VENTURA


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

January 29, 1999

1006 Summit Ave  
St. Paul, MN 55105

### MEMORANDUM

To: Members of the Ventura-Schunk Advisory Committee

From: Steven Bosacker   
Chief of Staff

Re: *Executive Budget Summary 2000-01*

Enclosed is a copy of the executive summary for Governor Ventura's 2000-01 biennial budget. The Governor, along with Finance Commissioner Pam Wheelock and Revenue Commissioner Matt Smith, presented the summary at the World Trade Center last night. As you know (better than anyone), the budget proposal herein is the product of weeks and weeks of intensive study, briefings, and difficult decision sessions. Many of you offered suggestions along the way for which we are grateful.

The detail books for the budget should all be available by February 5. If you are interested in a specific section, please call Laura Offerdahl, (651) 296-0077, and we will send it to you.

We couldn't be more pleased with the Governor's presentation of his budget proposal, and the resulting coverage in this morning's newspapers. Television coverage, of course, is still another matter.

I want to thank you for your unwavering support during budget preparation. As Governor Ventura told the Commissioners at our retreat last week, the consultation process will be much broader the second time around.

I look forward to seeing you at the Advisory Group meeting on Saturday, February 6<sup>th</sup>.



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

**EIGHTH MEETING  
JANUARY 14, 1999**

**MINUTES**

Chair Dean Barkley called the seventh meeting of the Advisory Committee to order on Thursday, January 14, 1999 at 9:30 a.m. in room 229 of the State Capitol.

Members present:

Dean Barkley, Chair  
Peter Bell  
Tim Penny  
Charlie Weaver

Duane Benson and Corrine Shepherd began the meeting reviewing commissioner candidates for several state departments. The advisors offered the following input on these appointments:

**DEPARTMENT OF CORRECTIONS**

Sheryl Ramstad Hvass is very bright and tenacious, but may lack the requisite people skills for this leadership position. Her appointment would build goodwill with the certain members of the Minnesota Congressional delegation. Fred La Fleur is very competent and was the only minority member of Governor Carlson's administration. He is highly recommended by corrections employees and may be more inclined to cost efficiency initiatives.

**POLLUTION CONTROL AGENCY**

The advisors agreed that David Wefring would be a good choice. His background in the private sector and his commitment to innovation would benefit this department. The fact that he is not tied to any particular party is also an attractive quality. However, one of the advisors cautions the Governor to make sure that his appointee knows PCA regulations and understands the politics of this issue area.

**DEPARTMENT OF LABOR & INDUSTRY**

The advisors have no strong feelings for any of the candidates for this post.

**DEPARTMENT OF REVENUE**

The Governor should decide what kind of commissioner he wants in the Department of

Revenue. Matt Smith and Dee Long are both very capable and knowledgeable. Matt would be a low-profile candidate while Dee Long would be more of a lightning rod as commissioner.

#### DEPARTMENT OF ADMINISTRATION

The Governor should consider integrating the Office of Technology and the Department of Administration and appoint David Fischer as commissioner. Joannell Dyrstad would also be a good choice.

#### DEPARTMENT OF COMMERCE

The advisors didn't reach a consensus on the Department of Commerce appointment. Peter Bell feels that Steve Minn should be on the short list for this appointment. Minn is very bright and knows local politics. Peter also supports David Jennings and thinks Jennings' appointment would be a good signal to the business community.

Tim Penny turned the discussion to potential outreach activities. He explained the current process for pulling together focus groups on various issue areas and asked the advisors for their input on other outreach activities that should be considered as a way to keep this Governor in-touch with citizens. The advisors suggested that the Governor identify who knows him the least and proceed to reach-out to those folks (i.e., minority communities). "Listen & Learn" sessions on second tier issues (i.e., housing, transportation and philanthropy) are one way of reaching these groups. The Governor should also host some type of reception for local elected officials (similar to the legislative reception at the residence).

The meeting adjourned at 11:00 a.m.

Celebrating 75 Years!



JUNIOR LEAGUE MINNEAPOLIS  
Touching lives, one by one

March 25, 1999

The Honorable Jesse Ventura  
Governor of Minnesota  
State Capital  
St. Paul, MN 55155

Dear Governor Ventura:

We were so pleased to hear from Emily Anne Tuttle that you are willing to allow the Junior League of Minneapolis to action either a breakfast or a lunch with you as a silent auction item at our 75th Anniversary Gala *Razzle Dazzle* on May 1. Of course, we would be delighted if you and Mrs. Ventura could attend, as our guests, to auction it off in person!

We would like to offer this opportunity to four to six people and they could arrange a time that would be convenient for you. Please contact Anne Wight 1998/99 president of the Junior League of Minneapolis with any questions or for further details. Her home phone number is 612.945.0817 or her Junior League Voice Mail is 612.794.5766.

We have included a fact sheet on the Junior League of Minneapolis with this letter. Again thank you for this opportunity!

Sincerely,

Mary Hill Smith  
Past President

cc: Ms. Michele Borowicz  
Mr. Dan Creed  
Ms. Emily Anne Tuttle

Founded in 1923, the Junior League of Minneapolis is celebrating 75 years of community service. The JLM is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

The Junior League of Minneapolis reaches out to women of all races, religions, and national origins who demonstrate an interest in and commitment to voluntarism.



To: Michele Borowicz, fax # 651-296-0674  
From: Emily Anne Tuttle, 612-473-9120  
Date: March 1, 1999  
RE: REQUESTS FOR GOVERNOR VENTURA'S SCHEDULE

1. The Minneapolis Club would like to have the governor speak to an issues dinner in March or April. Margaret McMillan from the Minneapolis Club will be contacting you with the possible dates. Traditionally governors address what they would like to see come out to the legislative session – about 1.2 hour and time for questions. (You'll remember I spoke to you about this. I also talked with Jesse at lunch in January and he agreed to speak.)
2. May 1<sup>st</sup> is the 75<sup>th</sup> anniversary celebration of the Minneapolis Junior League. They would be delighted to have the Venturas attend the dinner and dance, and read a proclamation from the governor.
3. The Minnesota International Center benefit will feature France. It is June 26 from about 4-7 pm. A business symposium is the previous day and I'm sure there will be a request for the Governor to meet with the French Ambassador to the U. S.

To: Steve Bosacker, fax # 651-296-0674  
From: Emily Anne Tuttle, fax # 651-473-9120  
Date: March 1, 1999  
RE: THE GOVERNOR'S INVITATION TO JOIN  
THE MINNEAPOLIS CLUB

David Crosby, President of the Minneapolis Club, shared the Governor's letter of regret to the invitation to join the Minneapolis Club. I'm sure that you and he gave the invitation some thought. However there is a long tradition of Governors accepting honorary membership in the Club.

As you well know it is the place where business, non-profit, religious and political decisions are discussed in an informal setting. It is also an easy place for meetings in Minneapolis with assurance of confidentiality – and there is never a parking problem.

I would like to talk to you about revisiting the decision not to accept because I think the Venturas would truly enjoy being able to use the Club when they are in Minneapolis.



# STATE OF MINNESOTA

## OFFICE OF GOVERNOR JESSE VENTURA

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

April 2, 1999

### MEMORANDUM

To: Advisory Group Members

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

Re: *Advisory Group Meeting on Tuesday, April 13*

The next meeting of the Advisory Group will be Tuesday, April 13<sup>th</sup> at the Governor's Residence at 9:00 a.m. I will send you another memo next week that includes our topic(s) for discussion, but wanted you to place this meeting on your calendars.

Please call Molly Hoffman (651) 296-0059 to let us know if you are available. We look forward to seeing you on the 13<sup>th</sup>.



## MEMORANDUM

To: Governor Ventura  
Steve Bosacker

From: Emily Anne Tuttle

Re: Allocation of tobacco money

Distribution of the tobacco money continues to be one of the hot topics at the legislature. I am convinced that by allocating this windfall wisely we can make a very positive impact on the future health of Minnesota residents.

There is a group working in conjunction with the University of Minnesota to establish an Institute for Womens' Health Research. This would be a collaborative effort with the Minnesota Department of Health and the Mayo Clinic.

Researchg identifies smoking as the largest preventable cause of death and disability among women in the United States.

The proposal we are endorsing requests \$40 million to establish an endowment with operating funds to come from the interest.

Dr. Doris Brooker from the University has spoken to Vic Moore in Senator Moe's office and says that the Senator is favorable to this proposal but that leadership would need to come from the governor.

I'd be delighted to provide more information but would like to get the broad outline in the hopper. Thanks

## **INSTITUTE FOR WOMEN'S HEALTH RESEARCH**

A Collaborative Effort of the  
UNIVERSITY of MINNESOTA, MAYO CLINIC  
and the  
MINNESOTA DEPARTMENT of HEALTH

Women's health care research has not always enjoyed the awareness and support that is now present. In the late 1980's and early 1990's, the General Accounting Office, Institute of Medicine, and National Institutes of Health publicly documented the inequities that existed. At the federal level, many initiatives were approved and funded to resolve and answer basic non-reproductive and reproductive issues in women's health. Minnesota benefited from these initiatives. The University of Minnesota was designated a "Vanguard Center," one of 17 sites in the 13-year NIH Women's Health Initiative. The Veteran's Administration Hospital in Minneapolis was chosen as a Women's Veteran's Comprehensive Health Care Center. The Minnesota Department of Health received a multimillion-dollar Minnesota Breast and Cervical Cancer Prevention Program grant from the Centers for Disease Control. Women's cancer protocols were developed at the Mayo Clinic and University of Minnesota Cancer Centers as a result of the National Cancer Institute initiatives.

### **SMOKING AND WOMEN'S HEALTH**

In 1998 there was a 6.1 billion-dollar settlement between the State of Minnesota and the Tobacco Industry. Smoking is the largest preventable cause of death and disability among women in the United States.

#### **Non-Reproductive Health Effects**

**CANCER:** Smoking is responsible for 29% of all cancers in women and lung cancer kills 70,000 women per year. Every women's cancer protocol must include smoking as an independent variable and predictor. This includes cancer of the cervix, uterus, kidney, bladder, pharynx, esophagus, and pancreas, as well as lung.

**CARDIOVASCULAR DISEASE:** Smoking accounts for 55% of deaths from cardiovascular disease in women under 65 years of age. Female smokers who use oral contraceptives have higher risks for deep vein thrombosis, heart attack, and stroke.

**OSTEOPOROSIS:** Female smokers 60 years or older have reduced bone density of the hip.

**PULMONARY DISEASE:** There is significantly increased risk of bronchitis, infection, and emphysema in women who smoke.

#### **Reproductive Health Effects**

Equally important are the reproductive effects on women that smoke and on the babies that suffer innocently during pregnancy when their mothers choose to smoke.

**FERTILITY:** Ovulation interruption, abnormal menses and heavy bleeding. Abnormal fallopian tube function leading to ectopic pregnancy. A significant increase in spontaneous miscarriage not related to genetic abnormality.

**PREGNANCY:** Decreased oxygen available to the fetus and to maternal tissue. Abnormal placenta, leading to placenta separation from the uterus and subsequent fetal death. **Low birth weight infants that suffer from prematurity.** Two fold increase in sudden infant death syndrome.

#### **Addiction and Health**

We must learn more about prevention of this addiction not only to prevent adolescent women from beginning the smoking habit but also to help pregnant women stop smoking. We need additional research on harmful effects of second hand smoke on mothers, pregnant women, and children.

## *The Proposal*

### *Institute for Women's Health Research*

#### I. Membership--University of Minnesota, Mayo Clinic, Minnesota Department of Health.

#### II. Endowment Budget--40 million dollars.

##### Interest Income to be Spent on:

- (A) Executive Director and permanent staff of the Institute.
- (B) Teaching and Education--public, school board, professional.
  - (1) Annual Symposium.
  - (2) Faculty Support for Public Information Efforts--public school, undergraduate and graduate collaborative effort.
  - (3) Professional teaching and education at a patient-provider and managed care "system" level.
- (C) Distribution of competitive women's health research grants.
- (D) Annual Report of Institute.

#### III. Structure:

- (A) Executive Director, staff.
- (B) Board of 16 members:
  - (1) 4 members of minority composition--appointed by Governor: 1 Native American, 1 African American, 1 Hmong American, 1 Hispanic American.
  - (2) 4 members each appointed by Institution: 4 members from the University of Minnesota, 4 members from the Mayo Clinic, 4 members from the Department of Health.

The mandate for The Institute for Women's Health Research will be to promote excellence in women's health through sponsorship of world class women's health care assessment, collaborative basic science and outcome-based research, and education. No one institution can provide all the expertise required to address these issues. Minnesota is fortunate to have the excellent level of health care that exists at the Mayo Clinic, the University of Minnesota, and the Department of Health. Basic science and clinical outcome-based research today most often requires multiple disciplines and collaborative effort between investigators. The core women's health assessment and education faculty and professional research faculty are now in place in Minnesota. If the 1990's were the years of initiative development, the new millenium will be the years of collaborative assessment and outcome-based research and focused educational research to benefit our community.



# Memorandum

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**To:** Governor Jesse Ventura  
**CC:** Steven Bosacker  
**From:** Emily Anne Tuttle  
**Date:** 05/20/99  
**Re:** LEGISLATIVE SESSION

---

Congratulations on a job well done! I have seen many people since Monday night's wrap up and they universally praised the work of the governor's office in keeping the legislature on task. Thank you for your strong position on keeping the availability of abortion unrestricted and for standing firm in not letting the tobacco money get frittered away.

Between now and February 1, 2000 there is a real opportunity to streamline and consolidate some functions of state government, certainly those which can be authorized by the governor, or departmentally, without legislative action.

I have an appointment with Dean Barkley on Monday, May 24<sup>th</sup> to see if I can be of any help as he moves forward in this area.

Thank you also for attending Minnesota World Trade Week and announcing your Japan initiative there.

**CONFIDENTIAL**

# Memorandum

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**To:** Governor Jesse Ventura  
**CC:** Steven Bosacker  
**From:** Emily Anne Tuttle  
**Date:** May 24, 1999  
**Re:** WEEKEND COVERAGE

---

The interview on the Tim Russert show was excellent. Both you and Terry were splendid on news interviews and the movie was not half as bad as review led the public to believe. Well done all around. John is doing good work.

# MINNESOTA INTERNATIONAL CENTER

May 21, 1999

Mr. Steven Bosacker  
Chief of Staff  
Governor's Office  
130 State Capitol  
St. Paul, MN 55155

Dear Mr. Bosacker:

We are very pleased that Governor Ventura has agreed to host a reception at the Governor's residence on Friday, June 25 from 4:30 to 5:30 p.m., following the Minnesota International Center's (MIC) French business symposium. Enclosed please find earlier correspondence regarding this request.

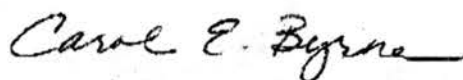
The day-long symposium, *France and Minnesota: Building Connections to Europe's Future*, will examine the issues surrounding business and investment in France and greater Europe. This topic is especially important for Minnesota and its business leaders as France remains one of Minnesota's top ten exporting destinations. We have an impressive line-up of French government officials and business leaders who will address this topic. Also enclosed please find the symposium brochure with more information.

We now expect approximately 80 attendees for this reception, which will include honored guests from France as well as Minnesota International Center board members and supporters from the business community.

Thank you again for your strong interest in strengthening ties with France and for your willingness to host this reception. We look forward to working with Dan Creed, Manager of the Governor's Residence, and your staff on this exciting endeavor.

If you have any questions, please feel free to contact me at 612-625-8646.

Sincerely,



Carol Engebretson Byrne  
Executive Director

cc: Dan Creed, Manager, Governor's Residence  
Emily Anne Tuttle



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Carol Engebretson Byrne



May 25, 1999

The Honorable Steven Sviggum  
Speaker of the House of Representatives  
463 State Office Building  
Saint Paul, Minnesota 55155

Dear Speaker Sviggum:

After lengthy consultation with the commissioners of Agriculture and Pollution Control Agency, the Environmental Quality Board, farmers, and legislators in the House and Senate, which have given me all sides of the issue, I have vetoed and am returning to you Chapter 204, House File 1235, a bill relating to regulatory requirements for feedlots.

The administration supported the original purpose of this bill to provide farmers with a limited exemption from hydrogen sulfide standards while they cleaned out their manure facilities during a certain number of days per year. This type of flexibility is both crucial and realistic, and I appreciate the work of this bill's authors on behalf of Minnesota farmers. Until the final feedlot rules are adopted by the Minnesota Pollution Control Agency, I am directing the Commissioner of the MPCA to use discretionary authority when appropriate and reasonable with regard to hydrogen sulfide enforcement during the agitation and pump out of manure storage facilities. I am recommending that farmers be allowed a period not less than 14 days per year, as was allowed in the House version of this bill, and not more than 21 days per year, as was allowed in the Senate version of this bill. This authority is found in Minnesota Statutes Chapters 115 and 116.

Most significantly, I am insisting that the Minnesota Pollution Control Agency work with the Department of Agriculture and Environmental Quality Board (EQB) to end an era of divisiveness and disagreement over regulation of farms. It is my job, as the chief executive of the State, to ensure that these agencies find common ground in the best interests of the people they regulate and the general public who shares an interest in a strong agricultural economy and wise conservation of natural resources. It is clear that the Legislature also shares this concern.

Page Two  
Office of the Governor

In all cases, it is important that we involve the citizenry and respect their right to have a voice in rule-making and legislation. Because I believe it is important to respect the year-long process to involve citizens in establishing rules for feedlots, this veto is necessary to avoid a full repeal of those efforts. I am advised that the final version of this bill makes significant changes to state law that were not discussed or debated in environment committees of either legislative body. Open debate is healthy and necessary as we move forward to reform the way state government enforces rules such as these.

Rest assured that I recognize the burdens of rules on the people and on businesses, including farms. However, without any rules to guide enforcement, farmers are vulnerable to the arbitrary judgments of state regulators instead of a known set of criteria. In vetoing this bill, I am directing the aforementioned regulatory agencies, working in cooperation with the Department of Agriculture and my office, to take additional, specific actions to clarify those criteria:

1. The Minnesota Pollution Control Agency should review its guidelines for determining when to require air quality modeling in association with the preparation of Environmental Assessment Worksheets so that the process makes sense and isn't overly costly to farmers.
2. I have asked the EQB to review its proposed rule to determine if the 300 animal unit threshold applied in sensitive areas should be raised.
3. The Environmental Quality Board Chair, working with the representatives of the Minnesota Pollution Control Agency and the Department of Agriculture, shall develop an alternative Environmental Assessment Worksheet (EAW) that would be used when preparing an EAW on new or expanded feedlot projects. This alternative worksheet shall be designed to expedite the preparation time and minimize the costs associated with preparing the EAW. This alternative worksheet shall not, however, reduce the amount and quality of information necessary to accurately determine if a project has the potential for significant environmental effects.

Page Three  
Office of the Governor

In summary, the best outcome will be achieved by these agencies working together, becoming more aware of the needs of the agricultural industry they regulate, and pledging better communication during the remainder of the rule-making process with interested legislative leaders in both agriculture and the environment.

Thanks to legislative action this past session, I am also afforded veto authority over final rules or severable parts of rules. Should this process fail to deliver a constructive outcome that helps us achieve the results we seek for farmers and those concerned about the environment, I will not hesitate to exercise this check and balance.

Sincerely,

Jesse Ventura  
Governor

C: Senator Allan Spear, President of the Senate  
Senator Roger Moe, Majority Leader  
Senator Dick Day, Minority Leader  
Representative Tom Pugh, Minority Leader  
Chief Senate Author(s)  
Chief House Author(s)  
Mr. Patrick E. Flahaven, Secretary of the Senate  
Mr. Edward A. Burdick, Chief Clerk of the House  
Ms. Mary Kiffmeyer, Secretary of State



To: Tom Penny / Deed Barkley 297.9531

From: Emily Anne Suttle

Re: International Issues

1. The Minnesota International Center annually focuses on one country and features that country in a day long business symposium in the spring and a fund raising social event on the following day. This year those dates are June and June. Often the governor has consented to be an honorary chair along with a few business leaders.

This year the country is France and the French ambassador to the United States has agreed to participate.

Stationery needs to be printed very soon and the committee would like to include the governor's name. I recommend this as a good (and easy) way to send a signal of support to the international community. Details of the governor's participation can be worked out later, but can you let me know <sup>ASAP</sup> ~~soon~~ on use of his name.

2. I don't know who to contact about inaugural events but I feel that it would be very politic to include the consular community in some way. Minnesota has two countries represented by permanent

Counsels (Canada and Sweden) and a number represented by honorary counsels. I can forward that list to the appropriate person if you can tell me who it is.

~~Thanks.~~

3. There is a serious effort to assess where Minnesota needs to go in the area of global competitiveness and international trade. It is being funded by the McKnight Foundation, Vance Apperman, Whitney MacMillan and others. Over 80 business leaders have been interviewed and Doug Petty who is the staff person on this effort is trying to interview the governor-elect. One of you might be more available, but it seems to be an important effort. It is scheduled to be completed by Dec. 18 but Doug has been unable to schedule a meeting. Can you help? He is at 699-0542

Thanks

Edwina Garcia  
Jane Strauss

Bob Long - Trade & Econ Dev from Mike Unger  
John Case - DNR or Ag - from Mary Smith  
Lee Greenfield - Health  
Dick Welch -

Michael Rothman - Commerce - Bob Katz' son in law

Phil Moe - Labor & Industry - Rosemarie Park  
Karen Benson - (Jerry Fisher's office) any job  
\* Margie Hendrickson - PUC (Oregon Senator)  
\* Linda Schutz

Margaret Chutick - from Deana Murphy

Nick Davis - State Services for blind (Cal doesn't like him)



Michael O'Keefe

Welfare - 2 mil from McKnight - goal of employment  
Econ Dev.

Farm Crisis - Rural community development  
Education long term economic balance  
encourage regional centers.

### Welfare

collaborations with a variety of communities.  
Partnerships - Cross county conversations -  
Cross state - 22 partnerships - cross county -  
devolution.

State needs to cut across silos.

" to set outcome measures

### Education

Goals + standards effort <sup>is paying</sup> has paid off. at federal  
level. The future of this society - read, math, social skills -  
Sight based mgmt. Flexibility of resources.  
Governor has to present a vision. Cheerleader in a  
substantive sense. Showcase successful  
strategies in other states -

### Econ Dev.

Need strategies to implement goals. Thoughtful  
coherent - leadership functions -  
cut across structures & operating teams

Doug Slauke

\$1.3 Bil per year spent on tobacco related diseases  
12-13 yr olds.

State sued for consumer fraud -

not medicaid recovery

4<sup>th</sup> largest settlement in nations history.

\$6.16 billion over 25 yrs - 3% set aside for special  
purposes.

Comprehensive & sustained campaign  
counter-advertising -

Take a portion of payment to endow <sup>grant-making</sup> foundation /  
a trust fund - \$654 mil. over 2 years.  
Have to work with infrastructure of public health

Need \$25-75 mil to make a dent

\$202 mil over 9 years - \$102 comes in Dec 31

- \$472<sup>mil</sup> out of 1.2 bil -

→ lower expectations

Child care issues

business community

Signal of inaugural

and some seasoned politicians in office

John Woedle - communications  
Wendy Wustenberg -  
Paula Brown -

---

Public Safety - Jane Below - Dick Engang  
Tony Beauch  
Don Davis  
Pat Moen  
Tom Pabst  
1 Charlie Weaver  
2 Alan Garberg - youth + prevention

Agriculture - Jim McGlade - Cheryl Larpala  
1 Gene Hugeson (inc) Willis Anthony -  
2 Kenos Steensf - strong in leg. corn growers  
John Conzomius -

Transportation Jean Harris Harold Gates  
1 ~~Ellen~~ Linkleberg - Mayor of Blaine  
2 Judith Penke  
Keith Langseth Jim Dean - Steve Mura -  
Ivory Anderson DTED -  
Finance

DHS - Melissa Regal Leeline Baker Kent  
1. David Dath  
2. Tom Updike - Colorado Michall O'Keefe  
TED  
Jerry Carlson - Ecobab Intl. Jane Brown -

*Copy*

2352 South Shore Boulevard  
White Bear Lake, MN 55110

December 30, 1998

Gov. Elect Jesse Ventura  
The State Capitol  
75 Constitution Avenue  
St. Paul, MN 55155

Dear Gov. Elect Ventura:

Congratulations on your election. I wish you well as you take on your new role and responsibility.

I am writing about a topic on the minds of many parents and educators today: what kind of informed assistance children and youth will get in preparing for the dramatic societal and workplace changes of the 21st century. To address this issue, I believe major changes are needed in the Education sector of the State Department. I urge you to consider appointing new leadership (especially Assistant Commissioners and other staff) in the Department of Children, Families, and Learning and that you replace some bureaucrats who have been making and implementing policy regarding K-14 education. I also urge you to abolish the Office of "Lifework Development" and re-establish a position and an office of Career Guidance and Counseling which was cut in 1990. Since then counselors and career guidance specialists have been without a voice, at a time when students need more help than ever in making life choices and decisions.

As a former English teacher and current professor of counseling and career development at the University of Minnesota, I believe the federal 1994 School-to-Work law is taking us back to the 1900s regarding preparing youth for the process of making career decisions and transitions. I hasten to point out that I do not represent the Far Right, whose members oppose STW for different reasons, but am a person who has worked in both the theory and practice of career development for 30 plus years. School-to-work or school-to-career or its other name, lifework planning, are in actuality a political movement created by business and industry and vocational education. In fact, the 1997 Minnesota Omnibus Education Bill renames vocational education as school-to-work. (I do not believe most legislators anticipated the consequences of what they passed). These changes in



education are moving us toward an educational system driven by vocational education. The changes are not driven by what we know about child and adolescent development, career development, the needs of diverse populations, developmental guidance, or the use of information and technology in career decision-making. The knowledge base of career guidance has been thrown out the window, and all we have is a relabelling--and what I would even call an educational *coup*--determining the kind of guidance youth will get as they prepare for the 21st century. Fortunately, the STW Act will sunset in the year 2001, but that is too far away.

Another reason I believe we have to get rid of "Lifework Development" is that it leads to tracking of students and forces premature decisions about their future. The dramatic changes in the workplace suggest that the jobs for which students are being prepared may not even be in existence when they are through school. Students should be prepared for flexibility, not for too-early choice, having to choose a "career major" in 10th or 11th grade. I am on a national advisory board called the Career Development Training Institute, which has representatives from 16 national career-related organizations. Minnesota is way out of synch with what is happening nationally; school-to-work is regarded by many professional leaders as one out of many strategies to help youth plan for their future. While workforce development may be one legitimate purpose of education, it should not be the central purpose. In education we are concerned about human development and career development, a lifelong process which is more than fitting youth into jobs.

I work in a setting where our primary function is research and the production and dissemination of knowledge. Unfortunately, the career/vocational psychology aspect of career guidance of youth has been displaced with the "one size fits all" approach of STW. While exploratory work experiences can be valuable, STW is being delivered by many instant experts who have no background in career development or career guidance. The other irony is that the advocates of STW first denied that STW or the "lifework plan" had any connection with career guidance; now they are taking the best practices of career guidance and counseling and giving them their new labels, without attribution.

Of even greater concern is the fact that the Office of Lifework Development is working with the Graduation Standards

Office, and both insist that one cannot exist without the other--that the two are like twins. (See report of Governor's Workforce Development Council of January 23, 1998). I am deeply concerned for the children and youth of this state if this vocational education political bandwagon starts running our schools.

I don't know what Lt. Gov-Elect Mae Shunk thinks of school-to-work. I would love to talk with her or you about this matter. I know that many teachers oppose it, as well as many parents. Part of the problem is that the public does not know the political origins of "Lifework Planning" and that the politics in Minnesota go back to at least 1993. Part of the problem also is that a lot of institutions want a piece of the 22.8 million dollar pie available to Minnesota under the federal STW legislation.

I sincerely hope this bandwagon can be stopped and that reasonable and representative people can rethink the direction schools in Minnesota are headed. School-to-work and "Lifework Development" are not the answer to future planning for youth. Through using the knowledge we have about student development, career development, information technology, and workplace change, and by involving all the stakeholders, we can arrive at better solutions for students of all backgrounds at all levels of education.

I apologize for the length of this letter, but it is difficult to describe such a complex issue in a few words. I thank you for listening. If there is any way I can be of help, please do not hesitate to call on me at 651-429-2364 or 612-624-4885, fax 612-625-4063, email - sunnylsh@tc.umn.edu

I wish you the best in 1999 and beyond.

Sincerely,

*Sunny Hansen*

L. Sunny Hansen, Ph.D.  
Professor

CSPP, Department of Educational Psychology  
University of Minnesota, Minneapolis

cc: Sen. Charles Wiger  
Rep. Harry Mares  
Emily Ann Tuttle

*Happy Holidays,  
Emily Ann!*

Beverly Essel Hirt  
6808 Argonne Boulevard  
New Orleans, Louisiana 70124

Dear Emily Anne,

You look terrific! Loved the picture on your card.

Must say the news about MN's new Governor was a surprise & Al had performed election night & we got home about 12:30 A.M. when the election results were running on TV & we were dumbfounded! In fact, at 2:00 A.M. I called Bill (my middle son in Minnetonka) & asked if it was true! I can remember when my boys were in high school & playing hockey that our hockey booster club had a "wrestling night" as a fund raiser & Jesse Ventura was one of the wrestlers.

What are you going to be doing as a member of the transition task force? I do have a suggestion if he ever holds a gala. Call Al & he's done lots of the big election parties (for 8 presidents as well as White House performances). He's also done the same for LA's governors & his credentials are good! He's still performing all over — is in the Intl. Jazz Hall of Fame & has been nominated to receive the Presidential Medal of Freedom. Besides, he has close ties to MN. (me!) & will give you a deal!

They have shown lots of Gov. Elect. Jesse on TV & he seems busy & animated & everytime we see a picture of our Gov. he's

either duck hunting or sitting on a tractor —

I'm really serious about calling Al for one of the galas & he is great!

We finally had a taste of winter & here Christmas — it dropped from the 80's into the 50's — everyone here had on down coats & were freezing — I was in 7<sup>th</sup> heaven in a sweat shirt.

So glad everything's well with you & are you active at all in sorority doings? I haven't been able to do much in Kappa but Kappa gave me a beautiful write-up in our magazine, The Key.

Come back to N.O. soon or maybe soon I can see you in MN!

Love —

Bob



# Minnesota FOUNDATION

The Statewide Community Foundation

January 6, 1999

Mr. Steve Bosacker  
Chief of Staff  
75 Constitution Avenue  
130 State Capital  
St. Paul, Minnesota 55155-1099

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Mr. Bosacker:

Ms. Emily Anne Tuttle, who serves on Minnesota Foundation's board of directors, suggested I write you to request your assistance. As we are celebrating our 50<sup>th</sup> anniversary next month, we are requesting letters of congratulations and commendation from elected officials and dignitaries throughout the State. It would be appropriate to include a letter or proclamation from Governor Ventura to help us celebrate this milestone event.

While we would be grateful for a mention from the governor at any time, if we receive that letter by January 13, 1999, we would be able to include it in our upcoming 50<sup>th</sup> anniversary newsletter which is distributed in early February.

For your information, I am including key facts that could be incorporated into the missive:

Minnesota Foundation, a statewide community foundation, was founded on February 25, 1949.

Its mission is to enhance philanthropy in the state of Minnesota and the region by attracting, developing, managing and administering funds for charitable purposes. As it fulfills its mission, Minnesota Foundation will encourage and sustain the philanthropic spirit that exists within our citizens and our communities, and serve as a catalyst for community response and action.

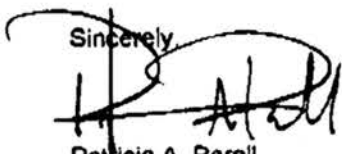
With \$55 million in assets, Minnesota Foundation is the fifth largest statewide community foundation in the United States.

It has a presence in more than 70 communities throughout Minnesota and surrounding communities from Warroad to Albert Lea and from Grand Marais to Worthington.

Minnesota Foundation works with individuals, non-profit organizations, and communities to build permanent charitable endowments. It invests resources raised within local communities to benefit those communities by distributing grants based on recommendations of local community advisory boards.

I appreciate your assistance with this important event that celebrates the current and future philanthropy of people, businesses, and communities throughout Minnesota.

Sincerely,

  
Patricia A. Perell  
Executive Director

cc: Emily Anne Tuttle

# THE *Saint Paul* FOUNDATION

---

January 13, 1999

Ms. Gedney Tuttle  
1225 Shoreline Drive  
Wayzata, MN 55391

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RE: Adult Literacy

Dear Emily Anne:

I am delighted that we finally got together after our marathon game of telephone tag. Doubly glad because you are willing to help us educate Governor Ventura about the issues and needs of the adult learner.

Enclosed is a summary of the basic facts related to adult literacy and current funding issues. Within the next week to ten days, the materials being developed for the Legislature will be printed and ready for distribution. I will be sure you receive several copies of that document also.

In thinking about scheduling the Governor for one or more site visits, I suggest:

**The Ronald M. Hubbs Center for Adult Learning (the Hubbs Center)**  
**1030 University Avenue, St. Paul**

The Hubbs Center was created by a public/private partnership including (1) the State of Minnesota and the St. Paul Public School District, and (2) over 15 foundations, corporations and individuals. The Hubbs Center provides a broad range of literacy services to over 4,500 learners annually and houses a variety of co-located social service agencies which help the learner address personal and family needs.

Your contact at the Hubbs Center is Willie Nesbit, Assistant Director of Adult Learning (651-290-4800).

Mr. Gedney Tuttle  
January 13, 1999  
Page 2

**Lao Family Community of Minnesota (Lao Family)**  
**320 West University Avenue, St. Paul**

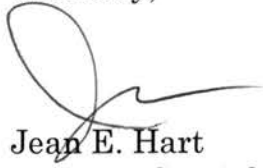
Lao Family is a Mutual Assistance Association which provides a variety of English language, health services and youth/ family services to Hmong and Laotian individuals, families and extended kinship groups. English services include Adult ESL, Citizenship, Functional Work English and Family Literacy classes.

Your contact at Lao Family is Sharon Nelson, Assistant Director (651-221-0069).

You might also wish to contact Tom Cytron-Hysom, Facilitator, St. Paul Community Literacy Consortium (651-695-1734) who could arrange visits at either or both sites for you.

Thanks again for your good counsel, as always!

Sincerely,



Jean E. Hart  
Director, Special Assignments

Cc: Willie Nesbit  
Sharon Nelson  
Tom Cytron-Hysom

Enclosure

# Mastering Essential Skills: Adult Literacy Services

## Background

- **Literacy includes the ability to function in a rapidly changing world:** to speak, read and write English; to find and maintain employment; to use technology in daily life; to parent effectively.
- **Adults without adequate literacy skills face serious hardship.** They have trouble finding and keeping jobs, communicating with teachers, raising children, and obtaining medical care. Lack of literacy skills contributes to chronic poverty, welfare dependency, alienation and isolation, criminal activity, chemical abuse and other social problems.
- **Welfare reform is bringing more adults into the job market, but many are unprepared.** While employers demand more highly trained and better prepared employees, many workers entering the workforce lack the basic literacy skills necessary to succeed in a job or to earn enough to support a family.
- **Adult literacy directly influences K12 student achievement.** Studies show that the most significant predictor of children's educational achievement is the education level of their mothers. Reading to children, helping them with their homework, and communicating with teachers are crucial parenting tasks which help improve children's academic success.
- **In Minnesota, 514,199 or 17% of adults over the age of 20 lack a high school diploma;** 173,800 families and single individuals live below the poverty level; as many as 95,000 refugees and immigrants live in the state - many do not speak English, and at least one-half are not high school graduates, live below the poverty level, and are not in the labor force. More than 60% of the foreign born immigrants in Minnesota have not become naturalized citizens, often due to inadequate English skills.
- **Primary ethnic groups needing adult literacy in Minnesota** include Hmong, Vietnamese, Laotian, Cambodian, Somalian, Eritherean, Russian, and Latino. Many of those needing adult literacy services are clustered in inner city urban areas; others live in isolated rural areas.
- **Adult Basic Education (ABE) services are provided by public school districts and non-profits at over 500 sites,** funded through the Minnesota Department of Children, Families, and Learning. 3,500 highly trained volunteer tutors assist 1,200 paid professionals in providing high quality education throughout Minnesota.
- **Successful participation in ABE requires significant motivation, commitment, and time resources on the part of adult learners.** ABE services include English as a Second Language (ESL); General Educational Development (GED) certificates; Adult Diploma; Family Literacy; Workplace Education; and Citizenship Preparation.
- **In 1998, 48,223 adults received ABE services - only 9% of those eligible.** Lack of financial resources is the primary barrier to serving more of those needing services.
- **45% of adult learners served in 1998 were unemployed, and 44% were on public assistance.** Welfare reform is creating rapidly growing demand for ABE services which cannot be met at current funding levels.



## Funding Considerations

- **The structure of the current funding formula prevents effective program planning.** Providers are reimbursed at the end of the year for expenses, based on the number of student service hours (FTEs). When the number of overall hours exceeds the dollars allocated by the legislature, programs receive less than the full cost of services (proration).
- **In 1998, state revenue allocations met only 77% of the funding formula - the State allocation fell \$4.5 million short of full funding.** The number of learners continues to grow rapidly, but funding has not increased. Proration may be even more severe in 1999, negatively affecting program quality and the number of learners who can be served.
- **To end proration and cover the actual cost of services, a minimum of \$4.5 million in new funding is needed for each of the next two years.** Additional funding of several million is needed to provide adequate services in sparsely populated but needy rural areas. The funding formula should be changed so that each reimbursement is based on the learners served the previous year, which would facilitate far better financial management of program services.
- **Two years ago, the legislature funded a two-year Citizenship Preparation Program.** This provides ESL, civics instruction, and application instruction to help refugees and immigrants obtain U.S. citizenship, so they can participate fully in civic life. During FY 1998, twenty-nine programs delivered over 38,000 hours of service to over 4,000 participants seeking US citizenship. Funding for this program needs to be renewed for two more years (\$5 million).
- **ABE programs statewide have not had the access to technology resources** that have been designated for public schools in past K-12 education technology funding bills. Many ABE programs have outdated computers or no access to technology. \$5 million is needed to provide Instructional Technology, Learner Assessment/Reporting Technology, and Distance Learning.

To: Steve Bosacker

Jan. 5, 1999

From: Emily Anne Suttle

Re: Requests for Governor Ventura's Schedule

- ① The Minneapolis Club would like to have the governor speak to an issues dinner in March or April. Dates I have now are March 3, 9, 11, 16 or 18. If this doesn't work we will look at April. Traditionally governors address what they would like to see come out of the legislative session. - about 1/2 hour and time for questions.
- ② The Minnesota Foundation would like a statement <sup>for a brochure</sup> in celebration of their 50<sup>th</sup> anniversary. I told Pat Ferrell to send a suggested quote to you and that I would ask you to facilitate the governors response.
- ③ May 1 is the 75<sup>th</sup> anniversary celebration of the Minneapolis Junior League. They would be delighted to have the Venturas attend the dinner + dance and read a proclamation from the gov.
- ④ The Minnesota International Center benefit will feature France. It is June 26 from about 4-7 PM. A business symposium is the previous day and I'm sure there will be a request

LA Jittle p. 2

for the Governor to meet with the French Ambassador to the U.S.

⑤ The consular corps here is chaired by the Consul General of Canada, Robert Dery. The only other consul general is Ulf Christiansen from Norway. They have in the past been invited to attend the Governor's State of the State address. They would really appreciate being invited again this year.

Hope you're settling in to a real office!

GEORGE H. DIXON

August 10, 1999

Mrs. Emily Anne Tuttle  
1225 Shoreline Drive  
Orono, MN 55391

Dear Emily:

There is some sort of a vague boundary between being a Governor who is fresh and spontaneous and with a good sense of humor on the one hand and on the other becoming a buffoon. I pray that you and others have explained this to your man Ventura, and that he has listened.

Best wishes to you and Gedney.







## Sports

**Gophers beat Northwestern  
33-14**

**C1**

**Wisconsin  
topples  
Ohio State  
42-17**

## Travel

**Tuscany**  
At home in  
a villa

**G1**



## Entertainment



**Star Wars  
Headed for  
Art Institute**

**F1**

## Weather

**High: 48°  
Low: 29°**  
Sunrise: 7:12  
Sunset: 6:51  
276th day; 89 until '00



**B8**

*Sunday*

OCTOBER 3, 1999

\$1.75

# Star Tribune

NEWSPAPER OF THE TWIN CITIES

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W \*\*\*\*

# Ventura's vision for state's future

*He'll start releasing 'Big Plan' this week*

**By Patricia Lopez Baden**  
*Star Tribune Staff Writer*

After more than 10 months of deliberation, meetings and tweaking, Gov. Jesse Ventura on Tuesday will begin rolling out what he calls "The Big Plan" — a set of principles and goals that he says will define his administration for the remainder of his term.

If the plan plays out the way

Ventura envisions it, administration officials say, government in Minnesota ultimately will be more collaborative, less redundant and more responsive to ordinary citizens. It will not grow in size. It will be frugal, results-oriented and with no tolerance for bureaucratic fiefdoms.

Along the way, the state would reform its tax code, develop a light-rail system, make its public school

system the best in the nation, diversify the economy of rural Minnesota, eliminate excessive regulation, improve its health system and build an information highway that "leaves no community excluded."

All that's missing right now are the details.

**VENTURA continues on A16:**

— *Aides acknowledge that there are few concrete initiatives for now.*



**Gov. Ventura's four  
"strategic directions"**

- Build healthy, vital communities
- Encourage self-sufficient people
- Emphasize service, not systems
- Make Minnesota a world competitor

## Ventura's lesson may be to mix honesty with tact

**By Dane Smith**  
*Star Tribune Staff Writer*

Sometimes it seems as if Gov. Jesse Ventura is purposely testing how far he can go with his self-proclaimed "honesty," and he may have found the outer boundaries last week.

That religion stuff hit a deep nerve. Ventura's previous jokes about drunken Irishmen, his bawdy bragging about sowing wild oats and even his public profanity at a wrestling match were one thing.

He's an irrepressible rascal, after all, and Minnesotans so far seem to have shrugged off, even celebrated, his willingness to say things that no politician and few polite people would dare to say.

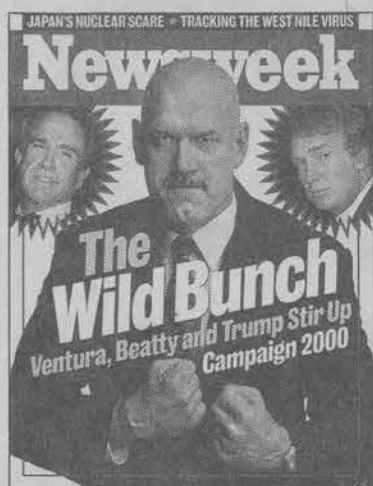
But Ventura finally may have

crossed a line with his assertion in Playboy magazine that "organized religion is a sham and a crutch for weak-minded people who need strength in numbers."

Some church leaders condemned the statement as a form of intolerance and disrespect. Even those who sympathized with his critique of religion and who saw some merit in his post-interview explanations about bad experiences with religion, said the attack betrayed a basic disrespect.

**ANALYSIS continues on A14:**

— *Even some Ventura supporters were taken aback.*



Newsweek magazine is featuring Gov. Jesse Ventura on this week's cover. Meanwhile, he's also scheduled to appear on this morning's "Meet the Press."

## ANALYSIS from A1

"It was insulting to a lot of thoughtful religious folks," said Jim Aageson, professor of theology at Concordia College in Moorhead, Minn.

"It was a trivialization of religion at its best, and the corporate dimension [organized religion] is very important to people. People long for serious and important community, and I don't think it's a crutch for most. It's an important dimension of human life."

And Aageson, like many who were taken aback by Ventura's comments, is no Ventura hater. He offered some constructive advice.

"He does have a knack for connecting with his down-to-earth, homespun wisdom. But he needs to get beyond the platitudes and master the subtleties."

## Tolerant but religious

Minnesota has a reputation as a tolerant, even liberal, state on social issues, and its religious traditions, with Lutherans and Catholics the dominant denominations, tend toward the moderate and apolitical rather than the fundamentalist.

But Minnesota also is a very religious, church-going state.

A Star Tribune Minnesota Poll in January found that 85 percent of adults identify themselves with a religious denomination. About 40 percent attend church at least once a week. More than half read the Bible or religious texts at least once in a while.

Moreover, almost 30 percent said they were born again or had a born-again experience.

Ventura's spokesman protested, arguing that the governor had only the "religious right" in mind when he blasted "organized religion." Even so, he still may be talking about hundreds of thousands of people in Minnesota and tens of millions nationwide.

The comments may have done even more damage to whatever popularity Ventura had going for him on the national scene. U.S. House Speaker Dennis Hastert, speaking Friday to a Christian Coalition meeting in Washington, D.C., said he was "shocked and chagrined" by Ventura's statement.

"People of faith in this country were the people who founded this country," the Illinois Republican said to loud cheers.

From a practical standpoint, Ventura's shot at religion likely won't help his effort to lobby Hastert and others in Congress on agriculture issues, specifically a milk-pricing program that's unfavorable for Minnesota farmers.

Many politicians these days, most notably Republican presidential candidate Texas Gov. George W. Bush, are touting "faith-based communities" as important partners with the government in addressing social problems.

And this latest brouhaha erupted as Ventura's aides are planning initiatives featuring new cooperation with religious and private nonprofit institutions.

## Sensing trouble

Ventura's advisers clearly sensed that he was in trouble on the religious front. Of all the bombs he dropped in the Playboy interview, the religion issue was the only one that elicited a letter clarifying his position.

In the letter, carefully worded and not very Ventura-like in tone or sentence structure, Ventura offered "insight" about his attitudes toward religion.

He said the Playboy quotes reflected "only a portion of my thoughts on the matter." He said he respected "the role that religious organizations play in our communities and more importantly that faith plays in people's lives."

But the statement still revealed an underlying personal antipathy for formal religion, a hint that Ventura really does believe that church is for suckers.

And he probably didn't assuage too many offended church-goers, when, at the end of his news con-

ference intended to dig himself out of the mess, he almost taunted church leaders with the reminder that if they were good church folks, they were obliged to forgive him.

Undoubtedly, many people agree with what Ventura said about religion and think that the reaction was excessive and irrational — proof of his point.

It's common knowledge that the role and authority of religion has been slipping throughout this century. Despite surveys showing widespread nominal identification

with religious denomination, a Minnesota Poll in 1995 found that only 37 percent of Minnesotans had "a great deal of confidence in organized religion."

The philosophical argument that religion is a shelter for those unable to face mortality or those struggling to find order in the chaotic cosmos is hardly new.

And the assertion that organized religion has exploited the vulnerable, that it has produced more than a few charlatans and that it has been the cause of millions of deaths in religious wars

over the centuries isn't exactly new. All those points were made by Ventura in his own defense.

Eminent, brilliant people — from Karl Marx to Bertrand Russell to H.L. Mencken — have served up similar critiques. But few people are going to give Ventura much credit as a profound, original and expansive thinker on these weightiest of matters.

Religion is deep stuff. Ventura clearly was not kidding when he waded into it, and he may have lost far more than he gained in this little religious war.



**VENTURA from A1***Video series  
helps explain  
Ventura's new  
strategic plan*

Ventura's chief of staff, Steven Bosacker, says that's by design.

"This plan will unfold," he said. Right now, it's less a list of projects than a set of priorities and directions and philosophy of governance that will guide whatever the administration undertakes, he said.

In part, Bosacker said, the administration is withholding some details for its prolonged unveiling — one major policy area a week for four weeks, beginning with "Healthy, Vital Communities" in Mankato on Tuesday.

But, he acknowledged, there are few concrete initiatives so far. The bigger priority by far, he said, is changing the cultural ethos that undergirds state government.

"We're coming up against agencies that haven't had a strategic plan in 20 years," he said. Departments were accustomed to operating in a near vacuum, with the Department of Economic Security and the Department of Trade and Economic Development never talking to one another about the job training programs they both operated.

Breaking down "silos," as Ventura officials like to say, is at the top of the to-do list. What does that mean?

"It means no walls," Bosacker said. "We're after results. Think like the citizen would. We want government that cuts past turf and solves problems."

As an example, he cited the Workforce Development Council — created during the last legislative session and made up of several commissioners — which will act as a clearinghouse for job training programs. Duplicative programs will be consolidated, ineffective ones weeded out, freeing up money for new initiatives, he said.

**Learning government**

Coming into office in January, Ventura was a neophyte at state government. Confronted with a \$12 billion annual budget, tens of thousands of employees and hundreds of thousands of mandates, he started with an extensive tour that took him into every nook and cranny of the ship of state. He talked not only to agency heads, but to front-line workers.

The result, said Wendy Wustenberg, director of government relations, was a clear-eyed view of what had to change.

"There were things that didn't make sense to him," she said. Like how bits of money were dribbled out to dozens of youth programs with mushy goals and no measurable performance standards.

"We're still doing a read on what [state government does] that is mandated and what is being done simply because it's been done for 50 years," Wustenberg said.

At a daylong retreat on Thursday, 160 deputy commissioners and assistant commissioners got their first taste not only of the strategic plan, but of the administration's "Roadmap to the Way We Work."

The one-page "roadmap" lays out what Wustenberg said are guiding principles for staff members, in much the way that the strategic plan is supposed to inform policy development.

Staff members are told to "represent and respect each other's work." They are urged to "challenge yourself and your biases." They're even cautioned against idle gossip and backstabbing: "When speaking with others, we should talk as if the governor is present." They are given a simple equation as their credo: "good professional style + facts - partisan politics = results."

The new style has led to a multiplicity of meetings, Wustenberg acknowledges, and administration officials grapple daily with the task of giving shape to a new set of principles.

It is, perhaps, the same process that many governments go through in shaping an agenda, but the task is admittedly slower and more cumbersome for those who want to reframe the very role of government.

For instance, in a state that long has considered aid to local governments a staple, Wustenberg said there may be surprises in the next capital bonding bill.

**VENTURA continues on next page**

## VENTURA from A16

"This governor does *not* believe that the bonding bill is to help local communities with economic development," she said emphatically. "You [local governments] have the local authority [to raise revenues]. Use it."

Moreover, the complicated formula of local government aid that distributes state money to communities throughout Minnesota is under serious examination, she said.

Other governors have tried to tackle local government aid. For-

mer Gov. Arne Carlson was no fan of it, but could not overcome the objections of rural legislators whose communities depend on the infusion of state money.

Wustenberg, however, said Ventura is intent on ending what he calls "the shell game" of local aids because "it's not delivering the results we need."

To acquaint not just staff members but the general public with the strategic plan, Bosacker said, the administration has prepared a series of videos about the plan, articulated by Ventura and his Cabinet members.

They will be shown to state employees, community groups, Rotary clubs — anywhere that Ventura or administration officials might talk about the plan.

In the first videotape, Ventura sums up his reason for embarking on the plan: "Am I here to launch a revolution? Umm, maybe. Maybe I am. To launch a revolution of destroying apathy and getting people involved and simplifying government and making government friendly so when I go back to the private sector I can deal with government and not have to worry about it. It's a selfish one."

# The facets of the governor's 'Big Plan'

These are the "strategic directions" that Gov. Jesse Ventura will outline in the next four weeks. They are meant as a framework for his administration to develop specific proposals in each category.

## Healthy, vital communities

- Best K-12 public education in nation
- Improving competitive position of rural Minnesota
- Growing smart in Minnesota
- Affordable housing partnerships
- Statewide multimodal transportation for people and goods
- Telecommunications as economic development
- Living human rights and respect
- Light-rail transit
- Reliable energy and consumer choices
- Building an information highway that leaves no commu-

nity excluded

## Self-sufficient people

- Moving from welfare to self-sufficiency
- Insisting that parents parent
- Health system for next 50 years
- Independent living
- Assuring lifelong learning
- Tobacco settlement endowments to improve Minnesotans' health

## Service, not systems

- Rein in rulemaking, excessive regulation
- Single-house Legislature
- Tax system that makes sense
- Active, engaged citizens
- State departments: best bang for the buck
- Reforming "politics as usual"
- Electronic government services initiative

## Minnesota: World competitor

- Trade: tapping world interest in Minnesota
- Agriculture: competitive anywhere in the world
- Developing work force for tomorrow
- Best climate to nurture business
- Commercialization of new technologies
- Promoting tourism



## BUSINESS FORUM

**FEEDBACK:** To submit a Forum commentary or a letter to the editor, call 612-673-9071 or fax Business Forum Editor John Oslund at 612-673-7122, or e-mail him at [oslund@startribune.com](mailto:oslund@startribune.com).

The Governor leveraged his celebrity to raise awareness of Minnesota businesses in Japan. Next stop Mexico?

# Jesse (The Global Trader) Ventura

By Ronald Kramer

As director of the U.S. Commerce Department's Export Assistance Center in Minnesota, and having worked in the field of international trade with both the state government and the private sector for the past 17 years, I have never seen more interest (and inches of newsprint in the local papers) in a governor's overseas trip than Jesse Ventura's trip to Japan.

I would not be surprised if the media and public's following of the "event" surpassed all of Rudy Perpich's and Arne Carlson's trade travels combined.

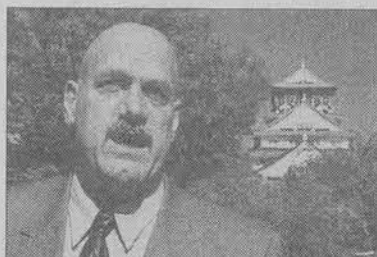
What impresses me more, however, is the fact that Ventura and his commissioners are not taking credit for sales that have been under negotiations for many months — if not years.

When a reporter asked the governor if the pork sale agreement he signed "made his mission worthwhile," Ventura did not take the bait. He answered honestly: "It was a business-to-business success, not my doing."

I must say that such candor in this arena is truly refreshing.

The governor has pointed out that Japan is Minnesota's second-largest foreign market; that is, we export more to Japan than any country other than Canada. That was one of the reasons Japan was selected as Ventura's first trade mission.

The fact that Japan ranks second among our foreign buyers needs to be placed into context.



At right, Gov. Ventura helps Japanese high school students (and prospective consumers of Minnesota products) locate the Gopher state and suggests they may want to attend college here. Above, Ventura stands in front of the Osaka Castle in Osaka on day nine of his recent trade mission.



Star Tribune photos by Mike Zerby

Japan has been a powerful market for Minnesota for some time; it has ranked second to Canada since 1988.

However, we must recognize that in 1998, there were 21 other states that had Japan ranked as first or second among their foreign markets. When it comes to how big we are relative to the other states, Minnesota's 1998 sales of \$828 million placed us 17th among states selling to Japan.

That's a ways down the list, I'd say. To give a flavor of our position, the top five states and their dollar value of exports to Japan are listed (see chart), led by California.

The next 11 states had exports to Japan that ranged from just under \$2 billion to just under \$1 billion in 1998.

The point is that while Japan is quite important to Minnesota in terms of being a market for our goods and services, Minnesota is

## Top five states in U.S. exports to Japan

STATE	1998 SALES (in billions)
California	\$14.602
Washington	6.387
Illinois	2.619
New York	2.582
Texas	2.480

not that large a supplier to Japan.

Our best years with Japan occurred in 1996 and 1997 with \$1.1 billion and \$1.2 billion of export sales. Recently, things have not looked all that good. Minnesota experienced a 29.8 percent decline in sales to Japan between 1997 and 1998.

Even with this "bad news," my guess is that our governor received more attention in Japan than the governors of California, Illinois and New York would have

## Top 10 foreign markets for Minnesota products in 1998

COUNTRY	EXPORTS
Canada	\$2.507 (bil)
Japan	.828
Germany	.563
United Kingdom	.563
Singapore	.367
Netherlands	.362
Italy	.361
France	.343
Malaysia	.339
Hong Kong	.328

Source: Massachusetts Institute for Social and Economic Research

received if they'd offered to sing "Jailhouse Rock" at the most famous karaoke bar on the Ginza.

I would give you odds that Minnesota is more than just a small "blip" on the Japanese radar screen at this moment — although

how long this will last is unknown.

## Where to next?

Now the question is, where will the governor go next? Speculation has it that it will be Mexico. If we look at Mexico in our list of foreign markets for Minnesota, we see that it ranked 11th in 1998, with export sales of \$305 million.

If the amount of Minnesota's export sales is a major determining variable in the decision process as to where the governor should travel, Mexico is not very high on the list — at least using the data the state uses.

Of the Top 10 foreign markets, five were in Europe (Germany, the United Kingdom, the Netherlands, Italy and France). Our total exports to these markets were just under \$2.2 billion in 1998. Minnesota sold \$343 million to France,

## The author

Ronald Kramer is director of the U.S. Commerce Department's U.S. Export Assistance Center, which is based in Minneapolis. The center's Web address is <http://www.exportassistance.com>.



which is \$38 million more than was sold to Mexico.

Some might suggest that one or more of our European markets should receive consideration for a visit from the governor. While that view has validity, I am simply pleased that the governor will promote Minnesota and its products and services abroad.

The governor did not go to Japan simply because it is a large trading partner. He "got his feet wet" as a traveling dignitary in a country he had visited before (he was comfortable there); he recognized that Japan appreciated and respected his celebrity, and that the Japanese hold warriors in high regard. Ventura certainly presents himself as a "warrior."

Mexico has much the same view, in that the officials and the people appreciate and respect his celebrity.

While selling Mexicans on the notion of vacationing in Minnesota might be tough (at least when compared to Japan), we can certainly improve our state's market penetration into Mexico. I say go for it, Governor. Mexico will do fine for your second venture to a foreign country representing Minnesota.

Ventura has raised the public's and the media's awareness about the importance of international trade to Minnesota. Mexico will be a good "second test."

Europe can come later.



From public construction projects to education, Gov. Jesse Ventura offers a framework for his major policy proposals. The details, however, are still to come.



Gov. Jesse Ventura will reveal more of his plan each week this month.

## Big picture drawn for the 'Big Plan'

By Patricia Lopez Baden  
Star Tribune Staff Writer

MANKATO, MINN. — In what could be a tough message to some communities that long have depended on state largesse, Gov. Jesse Ventura said Tuesday that his "Big Plan" for Minnesota "starts in your own neighborhood, your own community

— not at the State Capitol."

Discussing his vision for "Healthy, Vital Communities" — the first piece of the four-part plan — Ventura said he will develop "smart growth" principles to dictate what public construction projects he will consider. Those principles, not yet fully developed, will require projects to prove they have "statewide significance"

and result in a net economic gain, rather than just a regional shift.

VENTURA continues on A13

### ALSO INSIDE:

► Two senior Democrats take to U.S. Senate floor to denounce Ventura's comments to Playboy. A13

\$550 million approved in the 1998 capital bonding bill.

"The easiest thing to do today would be to stand here and promise the moon," he told a crowd of local officials and others at the Mankato Civic Center. "About giving every city a rec center, a hockey arena or a convention bureau. But that's old business as usual."

"The day of the state being there to do every feel-good bonding thing has come to an end."

### Plan has few specifics

Ventura's overall plan was long on principles and goals and short on details — something that legislators expected, but it still caused concern.

"We saw a framework today," said Sen. John Hottinger, DFL-Mankato. "We can see what's on the outside, but the substance that should be at the core, that has not been put in front of us."

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— Gov. Jesse Ventura

Ventura on Tuesday emphasized the need for better transportation systems that feature light rail, more advanced telecommunications that reach all communities and a holistic approach to government that forces agencies to deal with one another.

Different commissioners presented the plans that dealt with their own areas; they also offered few specifics.

For example, Public Safety Commissioner Charlie Weaver noted that there are 1,100 criminal-justice information systems in Minnesota that cannot freely exchange information. "We can change that," he said.

Education Commissioner Christine Jax said the administration's goal was the "best K-12 education system in the nation."

well with House Speaker Steve Sviggum, R-Kenyon. On Tuesday, he questioned whether Ventura could be taken seriously on important policy issues when he's busy doing interviews with Playboy, Letterman and Walters.

The second piece of Ventura's "Big Plan," focusing on self-sufficiency, will be released next week. Human Services Commissioner Michael O'Keefe said Tuesday that his department is undertaking a reexamination of welfare changes made nearly two years ago and of MinnesotaCare, the state-subsidized health insurance program. Despite that program's efforts, O'Keefe said, 70,000 children remain without insurance.

The third and fourth segments of the plan will be released on consecutive Tuesdays after that. The last piece, dealing with Minnesota's place in the global economy, will take place the week before Ventura leaves for Japan on a trade mission.

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By Greg Gordon  
Star Tribune Washington  
Bureau Correspondent

WASHINGTON, D.C. — Two senior Democrats took to the Senate floor Tuesday to excoriate Minnesota Gov. Jesse Ventura for calling organized religion "a sham and a crutch for weak-minded people."

Sen. Robert Byrd, D-W.Va., expressed dismay that Ventura's comments in the November issue of Playboy magazine "are being defended as the kind of outspoken honesty that people really seek in a politician."

"We cannot and should not let this kind of meanness be excused in the name of honesty," Byrd said in a speech that lasted more than 10 minutes. "I hope that we can all learn a lesson from this episode."

While identifying Ventura only as "a political figure," Byrd directly quoted his comments

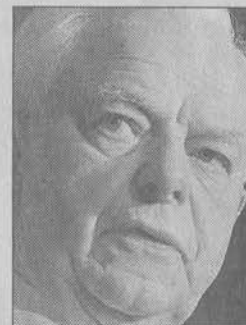
## Senators condemn religion comments

about religion that have brought a hail of criticism in recent days.

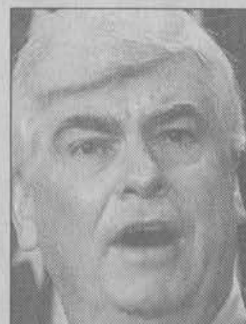
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Sen. Christopher Dodd, D-Conn., followed Byrd by reading and commending a Washington Post column by E.J. Dionne Jr. In it, Dionne repeatedly asked Ventura whether a litany of courageous figures was "weak-minded" for turning to religion.

Dionne concluded, "Governor, are you tough-minded enough to understand the meaning of the words, 'Your act is wearing thin?'"



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Rather, he said, churches provide "millions of strong people with spiritual, emotional and phys-

ical support."  
— Staff writer Tom Hamburger contributed to this report.



## VENTURA from A1

## Sviggum voices concern issues may get lost amid media hype

Ventura said that during the upcoming legislative session, his capital bonding proposal for such projects would total no more than \$400 million — far less than either the \$1.4 billion in requests he already has received or the \$999 million approved in the 1998 capital bonding bill.

"The easiest thing to do today would be to stand here and promise the moon," he told a crowd of local officials and others at the Mankato Civic Center. "About giving every city a rec center, a hockey arena or a convention bureau. But that's old business as usual."

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Sen. Dean Johnson, R-Willmar, compared the plan to a new car: "We know the color, we know where they'd like to take it down the road. We just don't know what's under the hood that will make it work."

## 'Big Plan,' Part I

**Initiatives in the "Healthy, Vital Communities" portion of Gov. Jesse Ventura's proposal:**

- **The best K-12 public education in the nation.** "The goal is simply this: to ensure the best public education for every child in Minnesota, an optimal representative governance structure that delivers results."
- **Improving the competitive position of rural Minnesota.** "State agencies should work with farmers and the rural communities to help them share in the economic growth that is experienced in the rest of the state."
- **Light-rail transit.** "Implementation of light-rail transit, commuter rail and dedicated high-speed bus routes will be elements of diversifying the options that exist to address transportation problems."
- **Partnerships for affordable housing.** "Where the private sector alone cannot produce housing for everyone, the public sector must act in partnership with communities, developers, employers, lenders, churches, schools and residents to develop housing that is an asset to the community and a necessary support for a vital local economy."
- **Multimodal transportation to get people and goods around statewide.** "The state must be committed to supporting long-term comprehensive solutions that address the economic need to move goods and agricultural products."
- **Living human rights and respect.** "Government is required to ensure that every person has an equal access to education and is not denied housing or a job or services because of who they are or what they believe."
- **Reliable energy and consumer choices.** "The Ventura administration recognizes the shift from the present regulatory structure to a competitive structure for providing energy services to Minnesota consumers."
- **Building an information highway that leaves no community excluded.** "Our objective is to provide access to government services and commercial activity by means of electronic connectivity which is high speed, integrated and global."

**"The day of the state being there to be able to do every feel-good bonding thing has come to an end."**

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Education Commissioner Christine Jax said the administration's goal was the "best K-12 education system in the nation."

During a news conference afterward, Ventura was asked about details on how that education goal would be achieved. "You're already seeing it, in smaller class size, the cutting down of paperwork," he responded.

Metropolitan Council Chairman Ted Mondale said that despite a lack of specifics, the plan was important because it showed that the administration was taking a different approach to problem-solving than previous administrations.

"Before, government made decisions on everything from wastewater treatment plants to schools in a vacuum," he said. "Now, we're looking at how everything fits in with everything else. That's dramatically different from what other administrations have done."

Ventura made the same point, comparing urban sprawl to confetti. "You throw it up and it lands every which way. We're looking at a plan to combine transportation, housing under a large, intelligent plan."

In a comment that appeared to allude to the controversy that has dogged Ventura since his tell-all interview with Playboy magazine, the governor said he expected his commissioners to make mistakes in shaping and implementing the plan. "Because none of us is mistake-free," he said as the room erupted in laughter. "Is that a joke?" he deadpanned. "What matters is that we're working together on a plan, not the mistakes."

## National media on hand

National media turned out in force for the event, and most reporters wanted to know about fallout from the Playboy interview, in which Ventura called organized religion "a sham and a crutch for weak-minded people."

A clearly annoyed Ventura said "that interview has nothing to do with how I govern. Judge me by the work we're trying to do." He added: "I don't answer questions dealing with the media feeding frenzy."

Ventura will face the national media again today, when he travels to Boston to speak at Harvard University. He's scheduled to do

interviews with ABC-TV's Sam Donaldson and the New York Times, in addition to appearing on a live segment of "Hardball" from Harvard (7 p.m. Minnesota time, CNBC-TV). On Thursday, he will head to New York City, where he will be interviewed by Barbara Walters for a December TV special and will make a second appearance on CBS-TV's "Late Night with David Letterman."

The appearances don't settle well with House Speaker Steve Sviggum, R-Kenyon. On Tuesday, he questioned whether Ventura could be taken seriously on important policy issues when he's busy doing interviews with Playboy, Letterman and Walters.

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## Two U.S. senators condemn Ventura's religion comments

Robert Byrd, D-W.Va., and Christopher Dodd, D-Conn., join the rash of criticism that has come in recent days.

By Greg Gordon  
Star Tribune Washington Bureau Correspondent

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Editorials, labeled "Our Perspective," represent the institutional voice of the Star Tribune. They are prepared by the Editorial Department, which is independent of the newsroom.

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Our perspective

## Patients' rights

*A prudent bill in the House*

In the long debate over "patients' rights" legislation, Congress has never quite resolved the paradoxes that ordinary health-care consumers face in the 1990s. Scientists announce promising new therapies — but insurance companies won't pay for them. HMOs find ingenious ways to tame costs — but often by rationing care. Politicians promise to regulate the industry — but their rivals say this will only drive up premiums.

Today, finally, the U.S. House takes up a bill that recognizes these contradictions and strikes a prudent balance between the need to control health care costs and the imperative to protect patients' rights. It has the backing of the Consumers Union, the League of Women Voters and other thoughtful advocates. It has support from Democrats and Republicans and bipartisan authorship in Rep. Charlie Norwood,

er to choose their "gatekeeper" physician, including the right of female patients to see an ob-gyn. It spells out when patients can visit an emergency room without getting stuck for the bill. And finally, it extends these rights to every health-care consumer, not just the 35 percent who happen to be covered by the current regulatory patchwork.

The most controversial element of the bill would let patients sue their health plans for malpractice. This has the risk of driving up health care costs while throwing medical decisions into a capricious court system. But experts say the right to sue would raise premiums only modestly because few patients actually go to court. In addition, Norwood and Dingell have included a smart safety valve: Health plans could shield themselves from lawsuits if they honor an external review procedure.



WHAT'S A HOGSHEAD? THE GUY WHO WROTE THESE INSTRUCTIONS

## Letters from readers

...k one unit for every 10 acres  
...ot be too great a burden and  
...result in 41 new affordable  
...units.

J. Paaso, Minneapolis.

### The bus route

...public and the Legislature have  
...pt in the dark for years about  
...ed and capacity of light-rail  
...Finally, the Sept. 28 Star Trib-  
...utions that the \$548 million  
...a light-rail line will include 22  
... (70-some seats each) and that  
...d take 31 minutes to travel  
...downtown Minneapolis and  
...of America" (12 miles) — an  
...speed of 25 miles per hour.

...ntire Metro Transit bus sys-  
...s less than Hiawatha LRT and  
...e capacity: 900-plus buses (43  
...bus).

...Transit express buses are  
...ster than LRT. Hiawatha LRT  
...ld up much speed between 15  
...ere will not be express LRT ser-  
...express train skipping stops  
...pass a train making all stops.  
...can pass another, so nonstop  
...the airport can coexist with  
...king five, 15 and 30 stops. The  
...s numerous simultaneous ser-  
...ons. LRT offers no options. All  
...e locked into one set of stops  
...ed to 25 mph average speed.

...esse Ventura advocates com-  
...se. He should sink Hiawatha  
...invest in bus service, which  
...superior convenience, capac-  
...verage.

...ee, St. Paul.

### School transit

...pleased to see your Sept. 22  
...No benefit found to seat belts  
...buses." As a longtime school  
...I've always believed this to be  
...several reasons. School bus  
...designed to compartmentalize  
...rs to minimize injuries in a  
...quote your article, "School  
...the safest form of road trans-  
...Instead of imposing auto-

### All Jesse

It doesn't take a superior intellect to see the contradictions within the governor's statements in Playboy: the intolerance of organized religion from one who claims to despise all intolerance, the overt sexism, the distasteful remarks about people not fortunate enough to have been born with a perfect body, again by one who claims to hate all intolerance. But this is Jesse Ventura, right?

It isn't the governor with whom we should be upset. That would give him too much credit. The real bad guys are the editors of Playboy. They've just done more of what they do best — they just exploited their latest bimbo.

— Catherine Hunter, Apple Valley.

Why is it religious bigotry when Jesse Ventura states his opinion on religion? President George Bush once said that atheists should not be considered citizens. Texas Gov. George W. Bush has declared that pagans in the military should not be allowed to practice their religion. You would think that if America really cared about religious freedom, that this should spark outrage.

It seems as if many people are all in favor of the ox being gored, so long as it is someone else's ox.

— Rob Lent, Minneapolis.

We Minnesotans seem to be a fickle bunch. Did all the people complaining about the governor's religion remarks forget that a couple months ago he gave you a big fat check? You were all singing his praises then.

— Barbara Lickness, Minneapolis.

I am not offended that Gov. Ventura honestly speaks what he thinks. I am offended that he thinks what he honestly speaks.

— Sandra D. Swanson, Brooklyn Park.

Regarding Jesse Ventura: Give him more rope, please, more rope.

— T. Raiche, Coon Rapids.

Gov. Ventura has once again demonstrated that ignorance and arrogance are a bad combination.

— Vera Young, White Bear Lake.

## politics

...now is that women, for once, are  
...being wooed by the likely win-  
...ners, while the men are stuck  
...with talking heads. (Thirteen  
...months before an election, enter-  
...tainment rules. Three weeks



# Governor's council taking steps toward improved work force

Gov. Jesse Ventura opened the first meeting of his 32-member Governor's Workforce Development Council this month with a pledge: His agency commissioners on the council "will not protect turf" as they jointly draft work-force strategies for the nearly \$300 million in federal and state funds spent in Minnesota annually for jobs and training programs.

If the strategies are to change significantly how state government addresses worker shortages and work-force skills, turf issues are almost sure to arise. That makes Ventura's pledge a real challenge for agency heads.

Changing or improving work-force programs is more than a concern of government insiders. At stake are Minnesota's ability to be fully competitive in the global economy; the ability of industry to get highly qualified workers, and the ability of workers to get skills that lead to better jobs.

The governor's council began four years ago. Ventura selected new members and a few carry-overs. He also appointed Roger Hale as chairman, a particularly good choice. Recently retired as chief executive of Tennant Co., Hale for nearly 20 years has been deeply involved in urban employment issues, helped make Minnesota a national leader in the quality movement, successfully led his corporation, now heads a Citizens League committee exploring work-force issues and this week will make his annual presentation to funders of the Minneapolis Employment Network, which helps the underemployed and unemployed find work.

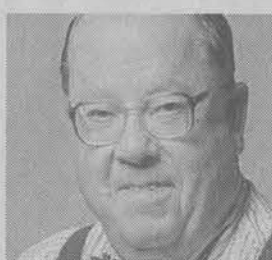
After Ventura and state officials addressed the council, Hale opened the meeting to members' concerns related to the labor shortage and work-force improvement. He heard a laundry list: job dissatisfaction; sparse knowledge about tomorrow's jobs; lousy management and supervision; inadequate benefits; declining loyalty; low work awareness by youths; societal bias against blue-collar work; poor counseling in schools; rural problems; a looming teacher shortage; joblessness among the disabled; transportation inadequacies; hard-to-employ people among the lower one-third of welfare recipients.

Much of that list is beyond the council's capability, Hale responded. Its challenge, he said, is to focus on a few key issues, such as the worker shortage and job skills. An important role will be to monitor the recommendations of Ventura's commissioners organized as a work-force "mini-cabinet." That body is preparing preliminary work-force strategies for Ventura by Labor Day; it's also preparing a report to the U.S. Labor Department in October.

The mini-cabinet initially comprised the commissioners of economic security (Earl Wilson), trade and economic development (Gerald Carlson) and planning (Dean Barkley). Chancellor Morrie Anderson of Minnesota State Colleges and Universities (MnSCU) was the fourth member. Michael O'Keefe of Human Services and Christine Jax of Children, Families and Learning later became mini-cabinet members. Directly or indirectly, turf has embraced issues the mini-cabinet will address.

For example, MnSCU boldly proposed spending \$46.2 million on work-force development, but hit a barrier in Ventura's limits on new spending and another barrier in legislators' efforts to cut taxes. MnSCU got only a fraction of its request. That failure may have contributed to Anderson's recently publicized troubles with MnSCU's board.

The Legislature, meanwhile, grabbed a \$29 million dislocated worker fund operated by Economic Security, assigned \$9 million to other programs and earmarked \$20 million for the Minnesota Job Skills Partnership, a highly regarded joint in-



**Leonard Inskip**

dustrial-education-state training program housed in Economic Development. That shift — from helping dislocated workers, many of whom are already helped by a busy economy, to training opportunities and improved skills for existing workers — represented a change in legislative priorities, says Senate Majority Leader Roger Moe, a longtime advocate for work-force development. A focus on people out of work is important, Moe says, but at least as important is training that helps industrial competitiveness and worker skills.

To add to Economic Security's unhappiness about that shift of funds, the Legislature also directed the agency to reduce managers and costs in its new and highly touted one-stop work-force centers around the state. (The managers are plural in the centers because they direct separate programs moved into the one-stop centers and function as a partnership, Economic Security says.)

Turf protection is a natural response in any endeavor where priorities change or are seen differently, where positions are threatened, where work is shifted. How Ventura will prevent turf issues in work-force development remains to be seen. Turf reportedly was a factor in previous council deliberations when Arne Carlson was governor.

The mini-cabinet's mission under Ventura will be to reduce "redundancies" and improve efficiencies in work-force programs operated by 12 departments, Wilson told the meeting. Ventura said there are about 60 programs that get nearly \$100 million from the state and \$200 million from Washington. In all, counting small spinoffs from basic programs, there may be many more than just 60.

One rationale for the mini-cabinet is a 1998 federal law requiring states to submit at least preliminary work-force plans in October. Also, the state Legislature separately has asked for plans by early 2000, when the Legislature goes back into session.

Earl Wilson of Economic Security agrees that avoiding turf issues is a big challenge, but says that Ventura has made it clear he wants program reforms when such actions are worthwhile and that he wants them without turf fighting. Wilson calls that "refreshing — we've not seen the usual attempts at turf protection."

A challenge for Hale is to channel the council's activities toward productive results. At the meeting, members signed up for five committees where much of the council's work will be done. An encouraging sign was the appointment of former state Sen. Tracy Beckman as a committee chairman; long a legislative leader on work-force issues, he says he didn't attend the previous council's meetings because of its turf struggles and what he viewed as a top-down approach. Among new council members are Bernard Brommer, a top labor leader, and Richard McFarland, a longtime leader in the financial industry.

Minnesota's labor shortage, it now seems apparent, will be here for years; so will the need to improve work-force skills. Let's see what impact Ventura and the governor's council will have on those concerns.

— *Leonard Inskip is a Star Tribune columnist and editorial writer.*

SUNDAY, OCTOBER 3 • 1999

# e Editorial

John R. Schueler • Publisher

News:

Tim McGuire • Editor

Pam Fine • Managing Editor

Editorial:

Susan Albright • Editor, Editorial Pages

Jim Boyd • Deputy Editor, Editorial Pages

opinion@startribune.com

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**Sports Weekend:**  
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his home in the Hall  
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**FREE  
TIME**

• **COVER:** Phish is the group that blew up.  
• **ON STAGE:** 'Martin Guerre' has passion  
and force of a blockbuster. **Page 20.**



**Weather**

High: 49°  
Low: 34°

**B8**

Sunrise: 7:10  
Sunset: 6:54  
274th day; 91 until '00



*Friday*  
OCTOBER 1, 1999  
50¢

# Star Tribune

NEWSPAPER OF THE TWIN CITIES

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W ★

## THE GOVERNOR AT THURSDAY'S NEWS CONFERENCE

"I will always  
be honest and  
that's my prob-  
lem. See, the  
career politi-  
cian will never  
be honest."

"I think all the  
religious lead-  
ers will forgive  
me because I  
think that's  
what religion's  
about  
— forgiving."

"All of this  
today has noth-  
ing to do with  
how I govern  
the state of  
Minnesota. All  
of this today  
is Jesse  
Ventura ...  
the personal."

# 'My fault is honesty'



Star Tribune photo by Carlos Gonzalez

In a Thursday news conference at the State Capitol, Gov. Jesse Ventura defended his comments to *Playboy*, saying he doesn't intend to apologize for being honest. His views on organized religion prompted the biggest outcry — and a letter of explanation from Ventura.

## Governor stands by *Playboy* interview amid criticism

By Robert Whereatt, Conrad  
deFiebre and Dane Smith  
Star Tribune Staff Writers

Provocative comments by Gov. Jesse Ventura in *Playboy* magazine churned up howls of outrage Thursday, a demand that he apologize on national television, and even a suggestion from a political foe that he should resign.

One Minneapolis minister, offended by the governor's

words, advised Ventura to stay away from churches and not to try to offer comforting words in the wake of some future tragedy.

But some of Ventura's supporters said that even though they disagree with some of his statements, they continue to appreciate his candor and don't want him to change.

Indeed, Ventura defended his comments, which were reported on national news

networks throughout the day, and said he doesn't intend to apologize. Nevertheless, he spent the afternoon working at damage control.

He wrote a letter to religious organizations and leaders explaining his published comments. But the letter and comments he made during a Capitol news conference may have touched off another round of howls. Ventura pointedly raised questions

about religious wars and said religions take money from desperately poor people.

**VENTURA continues on A18**  
— Senate majority leader  
issues a strong reprimand.

### ALSO INSIDE:

➤ Excerpts from the interview  
and news conference. **A18**

➤ Two involved in Tailhook  
take Ventura to task. **A19**



# THE BIG PLAN



# HEALTHY, VITAL COMMUNITIES



## **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 that almost half of the state's population will be concentrated in 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 -- and well served by local, trusted elected officials.

### ***Initiatives***

#### **The Best K-12 Public Education in the Nation**

*"I want to erase the word voucher from the vocabulary," were Governor 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: 1) 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); 2) 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, 3) 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 this: to ensure the best public education for every child in Minnesota, and an optimal representative governance structure that delivers results.*

### High Student Achievement for ALL Students

*The team will examine, and make recommendations for, practices that support results-oriented learning which focuses on student achievement and aligns core systems.*

Lead: Dr. Mary Ann Nelson  
Lead Department: CFL  
Support: Health; Public Safety; Corrections; HFA;  
Met Council; Higher Education

### Governance that Assures Resources are Being Well Spent

*The team will review current state and local governance arrangements for the provision of elementary and secondary education and related services and facilities that serve children and families. The team will make recommendations for reforms that will clarify state and local responsibilities, improve accountability and enhance opportunities for innovations that will improve results for learners.*

Lead Departments: MN Planning; CFL  
Support: Finance

### Education Funding that Supports Achievement and Accountability

*The team will examine how the school finance system can better support achievement, accountability and equity.*

Lead Departments: CFL; Finance; MN Planning  
Support: Revenue; Human Services; Public Safety;  
Health; HFA; Met Council  
Consultant: Augenblick & Myers

### **Improving the Competitive Position of Rural Minnesota**

*Agriculture is a critical segment of Minnesota's economy. Our farm and rural families are an important part of Minnesota's identity and culture. Today farmers face many economic, social and environmental challenges. State agencies should work with farmers and the rural communities to help them share in the economic growth that is experienced in the rest of the state. State agencies should also help farmers by reducing unnecessary obstacles that limit their ability to be competitive in the world marketplace, while at the same time, helping to safeguard the environment and our food supply. Likewise, we need to help make our rural communities centers of economic activity to provide employment opportunities to keep young people in their communities and to provide off-farm employment for families that need to supplement their farm income.*

Lead Department: Agriculture  
Support: Farm Cabinet

### **Light Rail Transit**

*For too long, limited solutions have existed for solving transportation problems. Implementation of light rail transit, commuter rail, and dedicated high-speed bus routes will be elements of diversifying the options that exist to address transportation problems. Light Rail Transit is the first step in developing a true multimodal transportation system.*

Lead Departments: MnDOT; Met Council  
Support: Finance



### **Growing Smart in Minnesota**

*Recognizing that growth will occur, communities should be shaped by choice, not by chance. That Minnesota will grow is given; how we will grow is not. "Smart growth" principles force tough choices about how we will grow and how the state's resources will be used. It's a mindset about incentives, not mandates. Minnesota's resources should be focused on helping first those communities that are committed to sustaining existing development and enhancing our environmental resources through the development of greenways and the use of other tools to protect and conserve our open spaces. Smart growth is creating an environment in which farming and urban development can co-exist. Smart growth is fostering more reliance on transit and creating housing options that allow families to stay and invest in a community.*

Lead Departments: Met Council; MN Planning (Urban GEIS;  
Municipal Board; I-94)  
Support: MnDOT; DNR; Commerce; DTED; Finance;  
Administration; HFA; Agriculture; MPCA

### **Partnerships for Affordable Housing**

*Local economies won't be healthy or vital without available, affordable housing for every citizen – and especially to new workers. Plant expansion and job growth can grind to a halt if new employees cannot find housing near their work. Existing businesses may not reinvest in their current location if neighborhood instability or deteriorating housing undermines the appeal of the community for workers and customers. Housing that is durable and well-maintained is an important part of a community's tax base and infrastructure. Where the private sector alone cannot produce housing for everyone, the public sector must act in partnership with communities, developers, employers, lenders, churches, schools, and residents to develop housing that is an asset to the community and a necessary support for a vital local economy.*

Lead Department: Housing Finance Agency (HFA)  
Support: Met Council; DTED; MN Planning; Finance; CFL;  
IRRRB; Revenue; Human Services

### **Multimodal Transportation to Get People and Goods Around Statewide**

*In 1976, the Minnesota Department of Highways changed its name to the Minnesota Department of Transportation. To realize the full benefits of this change, the state must be committed to supporting long-term comprehensive solutions that address the economic need to move goods and agricultural products through the state and the social implications of congestion on citizens and communities. In the new economy, which includes just-in-time inventories and Internet shopping, Minnesota's future economic competitiveness is dependent on how successful we are at moving people and products around with the least hassle possible.*

Lead Departments: MnDOT; Met Council  
Support: Finance; Revenue; Public Safety; IRRRB

### **Telecommunications as Economic Development**

*The future economic vitality of the State hinges on the adaptation and use of tools that allow economic development, built on community networks and telework centers, and that encourage and promote electronic commerce. Legal and regulatory access issues will be examined so that barriers to electronic transactions are removed, and parties to the transactions enjoy the same legal status they do in conventional transactions. These solutions will be constructed to allow interoperability across legal jurisdictions, including across State lines, while protecting the rights and responsibilities of all parties. Access to intrastate, national and international markets, will be made achievable and economically feasible through a visionary communications structure that permits access to expanded opportunities in voice, data, and video information transmitted instantaneously over high-speed networks, telephone lines, and wireless communications traffic to all parts of the State, and the world. High technology start-ups and entrepreneurial ventures will be encouraged and supported by appropriate government actions, and development of a formal network of banking, legal, accounting, and investment mentoring services. Every resident, business and government office of the state shall have access to the network. A transition from the current non-competitive regulatory environment to a consumer-oriented marketplace, with protections, is the best hope to make Minnesota a more attractive market for telecommunications infrastructure investment, and business in general.*

Lead Departments: Administration; Commerce; DTED; MN Planning  
Support: CFL

### **Living Human Rights & Respect**

*"Love is Bigger than Government"*

*The next census will reveal a newly diverse population characterized by widely diverse races, heritage, cultures, beliefs, and lifestyles. Diversity is not something that will happen sometime off in the future. It is the best word to capture the total picture of life right now in urban, suburban, and yes, rural communities across Minnesota. The Governor refers to the Constitution when he reminds that every citizen is afforded certain inalienable rights. He touches his own beliefs when he observes that "Love is bigger than government." In other words, government is required to ensure that every person has an equal access to education, and is not denied housing or a job or services because of who they are or what they believe. At the same time, the Governor cautions the best government protections are insufficient to protect against the pain and inhumanity caused by individual acts of prejudice.*

*The entire cabinet of the Ventura Administration shares the commitment to serve every citizen equally. The Minnesota Councils of Color, established by state statute years ago, are valued advisors in the many aspects of achieving that goal. Meanwhile, the Department of Human Rights, together with many community-based partners, is entrusted to create safe places where Minnesotans, who may not speak the same languages, can have candid, honest conversations. When we can see each other as people logically comfortable with others who love and accept us, and not merely as groups that must be forced together by law, life will be good no matter where we live.*

Lead Department: Human Rights  
Support: All Departments; Minnesota Councils of Color

### **Reliable Energy & Consumer Choices**

*The Ventura Administration recognizes the shift from the present regulatory structure to a competitive structure for providing energy services to Minnesota consumers. The competitive structure will, at a minimum:*

- 1) Provide for access to service, reliability of service and competitive pricing;*
- 2) Encourage development and utilization of renewable energy sources;*
- 3) Provide energy consumers with market choices in all types of electric generation (i.e. natural gas, wind, hydro, nuclear, etc.);*
- 4) Recognize the need for environmentally, economically, and socially responsible generation and transmission development in the region; and*
- 5) Encourage development of responsible generation and transmission infrastructure within Minnesota by allowing attractive returns on investment for developers and providers of all energy services.*

Lead Department: Commerce  
Support: PUC; MPCA; Agriculture

### **Building an Information Highway that Leaves No Community Excluded**

*Implementation of a statewide high speed voice, data and video network will give our local communities, and in particular local institutions of criminal justice, health and learning, access to resources and information currently out of their geographic reach. There must be a state enterprise-wide integrated network capable of providing easy access to information as well as system integrity for stability and security throughout the state. Connecting Minnesota and other similar initiatives will enable several programs to achieve this integrity and improve service delivery by providing a high bandwidth network throughout the State. All Minnesota communities will be connected to the portals and resources of the digital world through a reliable, cost-effective, and secure communications infrastructure. Electronic technology standards and guidelines adopted by all agencies and departments will increase their ability to work together, share information and leverage resources, while providing essential access to all citizens as well as local units of government. Electronic technologies utilized in government service will provide greater levels of access, ease and convenience for citizens using government services, as well as contributing to communities across the state. Our objective is to provide access to government services and commercial activity by means of electronic connectivity which is high speed, integrated and global.*

Lead Departments: Administration; IRRRB (do I.T.!)  
Support: DTED; Commerce; MN Planning; Public Safety;  
Labor & Industry; Corrections; CFL;  
Higher Education; Secretary of State;  
Attorney General; Judiciary



# SELF-SUFFICIENT PEOPLE

SELF-SUFFICIENT  
PEOPLE



Strategic Directions of the Ventura Administration

## **SELF-SUFFICIENT PEOPLE**

**"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 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, assist farm families through innovative marketing, or build a new business. Every person has different needs during his or her lifetime for help in 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***

#### **Transitioning from Welfare to Self-Sufficiency**

*Everyone gets down on his or her luck at one time or another. Minnesota is committed to helping those who are really down, particularly families with children. That help, however, should be temporary, should not substitute for the parents' own responsibility to support and care for their children, and, above all, should encourage people to become as self-sufficient as possible. Minnesota's welfare reform, the Minnesota Family Investment Program, has been successful in helping many people find and keep jobs. Many of these jobs, however, are either less than full time or pay low wages that require continuing dependence on public support. Our commitment*

*to self-sufficiency for all Minnesotans calls for creative effort to identify strategies to help low-income families become truly independent through their own efforts, but with appropriate public support. Our success in moving people toward self-sufficiency depends not just on living support, job training and education, but also on stable and affordable housing, safe child care, accessible health care, and transportation. We need to ensure that all players needed to help people move out of poverty are working together to accomplish that goal, [among others, that counties and various state departments have clearly defined and mutually supportive roles and responsibilities].*

Lead Department: Human Services  
Support: Workforce Development Council;  
Housing Finance Agency (HFA);  
Transportation (MnDOT); Health;  
Children, Families & Learning (CFL)

### **A Health System for the Next 50 Years**

*We have a great need and a great opportunity, to redesign some things about our health system. Individual citizens must play a much larger role in their own health. People should have a greater array of choices and a larger say in how health services are delivered. And we all must take more responsibility for the choices we make about health risk behaviors. The choices we make matter profoundly when it comes to health care. Lifestyle choices directly determine a large percentage – maybe even the majority – of all health care spending. A health system built for the future needs to promote and reward healthy choices. We must also become more mindful of how we use health care services. The “entitlement” mindset for many people today is to demand and use health care services without regard to cost because they feel it is their “due.” All of us need to understand the economic stake we have in the overall consumption of health services. If we all shared more of the economic responsibility, we’d probably also demand better value for our investment.*

*Although Minnesota’s health system is generally admired, it can and should be strengthened for the future. There are still too many uninsured Minnesotans, including approximately 70,000 children. The uninsured either go without care and compromise their health, or they get care in the most uneconomical ways – ultimately paid for by insured citizens and taxpayers. Not only is this system uneconomical, but it is increasingly fragile, with the safety net at risk of collapse as health care institutions are financially squeezed.*

*The conflicting expectations of various stakeholders are pulling health care in opposite directions and creating an overly complicated system. We need a broad-based community dialogue in order to develop a common view of what we want out of our health system, and more consensus about how to get it. The health system must invest more heavily in and reward prevention, not just treatment. We must help refocus the system on producing better health status for all Minnesotans, not just on producing more and costlier services that fewer and fewer people can afford.*

*Given the stresses on the health system today, and the coming demographic challenges of a more*



*diverse, rapidly aging population, we need a vision of a new health system built not for the last 50 years, but for the next 50 years.*

Lead Department: Health (Health Policy Committee)  
Support: Human Services; MN Planning (2030 Study);  
Finance; Commerce

### **Insisting that Parents PARENT**

*It may take a village to raise a child, but not even an entire village can make up the difference if parents do not joyfully accept their first and largest responsibility. The Ventura-Schunk Administration advocates policies and programs that clearly define state government's limited role in raising our children: by returning the emphasis in the school day to classroom education; fulfilling our constitutional role of funding the best public education system we can provide; encouraging parents to be more involved in their schools and communities; continuing to cut tax burdens to give parents more time, energy and personal resources for their children; and helping parents better access the information and services that are available in their communities and state.*

Leads: Governor & Lieutenant Governor  
Support: CFL; Human Services; Health; Public Safety;  
Corrections; Judiciary

### **Independent Living**

*Limitations due to age, physical or mental condition will prevent some members of our communities from achieving complete self-sufficiency. Our goal, however, should be a life as independent and self-sufficient as possible. Elderly people, for example, should have the opportunity to live in their homes as long as possible and, when that is no longer feasible, to receive the care they need – both from their families and from professional care-givers – in a setting that is as supportive as possible. We need to ensure that our policies and programs reflect this perspective and serve our elderly well, but without excessive burden on our society. This will be a growing challenge as population over age 65 doubles in the next 30 years while the number of people of working age shrinks. People with disabilities, in turn, suffer a high level of unemployment -- a serious problem to them and a loss of their skills to an economy that is struggling to find sufficient workers. We need improved strategies to bring disabled people into the workplace in larger numbers, ensuring the possibility for them to become as self-sufficient as possible.*

Lead Department: Human Services (2030 Study)  
Support: Health; MN Planning; Met Council; Veterans  
Affairs; HFA; Revenue; Human Rights

### **Assuring Lifelong Learning for Work and Life**

*Minnesota's accessible, vast network of opportunities for continuing informal and formal higher education is the envy of the nation. The state that led the way for community education and early childhood education attached to the K-12 education system also built technical colleges, state colleges, a stellar land-grant university system, and supported some of the nation's finest private*

colleges. In the year 2000, a vast majority of Minnesotans will have unlimited access to learning options via the Internet. Employers struggling to find and retain qualified workers in a time of full employment value and invest in job training more than ever before. Changing demographics are provoking new demands for learning among people for whom English is not a first language, for senior citizens, and for mid-career professionals seeking new challenge in work and life. The next questions relate to maintaining the infrastructure, making tough decisions to place programs where they are actually needed to serve populations, and surfing the wave of change that technologies like CD-ROM, interactive videodisk, and the internet provide.

Lead:	Governor's Office
Support:	University of Minnesota; Minnesota State Colleges & Universities (MnSCU); Workforce Development Council; Labor & Industry; CFL; Administration

**Tobacco Settlement Endowments: Improving Health Status for All Minnesotans**

Good health is both a prerequisite to self-sufficiency and a result of personal responsibility for healthy lifestyle choices. Governor Ventura saw the tobacco lawsuit settlement as a rare chance to make a long-term investment in better health for all Minnesotans today and far into the future. The medical education and research trust funds will be used to keep Minnesota at the forefront in training new health professionals, and in research into prevention and treatment of disease – including diseases caused by tobacco use. The tobacco prevention and public health endowments will be used to make significant reductions in tobacco use and other risk behaviors by youth. Strategies aimed at changing youth mindsets and community norms will be developed by youth. As a result, Minnesota's young people will be better equipped to make smart choices that will increase both their health status and their prospects for self-sufficiency and future success. Fundamentally, the Youth Tobacco Prevention Initiative is about equipping a whole generation of kids to take responsibility for their own health and to make better choices, now and into the future. Healthy kids learn better, and well-educated healthy adults have far better prospects for employment and economic success. And, healthy individuals are at the heart of healthy communities.

Lead Department:	Health
Support:	CFL; Employee Relations; Human Services

SERVICE, NOT  
SYSTEMS

SERVICE, NOT SYSTEMS





## **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 to 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***

##### **Rein in Rulemaking & Excessive Regulation**

*In a new era when the Governor has obtained authority for vetoes over executive branch rule-making, it is crucial to establish a new philosophy and process for writing, review, and final decisions. There is a need for periodic review of existing rules to identify those that are obsolete, and evaluate the continuing need for additional rules. A continuing goal is to involve stakeholders and citizens at the beginning of rulemaking to gain the broadest possible perspective on need, reasonableness, clarity and enforceability. Above all, it is the administration's desire to*

limit the size of state government, increase accountability, and serve citizens responsibly and responsively.

Lead: Governor's Office  
Support: All Departments

### Single House Legislature

*"Let's trust the voters to decide how they will be governed in the next millennium."*

Many state leaders agree that a single house system of government would better serve Minnesotans. A single house would be more open, accountable and responsive. In a more streamlined legislative process, citizens would be able to understand and follow legislation. It would place the responsibility for representation squarely on the shoulders of a single elected legislature rather than on two houses that can hide behind one another to avoid taking responsibility for tough votes. A single house would bring power to the people instead of concentrating power in the hands of a few powerful conference committee members. Every amendment and every bill would be given the respect of a recorded vote. While some powerful leaders may oppose a single house, ultimately we should trust the people to decide this issue.

Lead Department: MN Planning  
Support: Governor's Office

### A Tax System that Makes Sense

Over 150 years, Minnesota's state and local tax system has grown into a jungle of levies, credits, refunds, exemptions, and aid transfers that are sometimes outmoded, frequently contradictory, and that virtually no taxpayer (or even expert) understands well. We need to listen to citizens as well as tax experts to learn what's working and what isn't, and how to build a tax system that is **simpler and easier to deal with** from the taxpayer's point of view. A better tax system will be more **understandable and predictable** for taxpayers, so they know how much tax they're paying and why, what government is doing with those dollars, and how to have meaningful influence on the budget and tax processes. A better tax system will be more **fair**, balancing citizens' ability to pay and the cost and benefits of the government services they consume, and building confidence that the tax laws are being applied evenhandedly to all. A fair tax system will eliminate unfunded mandates by assigning tax responsibility to the same level of government that defines what levels of service will be provided. A better tax system will be **modern**, reflecting the economy, technology, and society of the 21<sup>st</sup> century so we can raise sufficient revenue to meet future needs, be competitive with other states and countries and incorporate new technology and ways of doing business. And finally, a better tax system will just **make sense** for Minnesota, with tax laws that align with our broader goals and don't undermine citizens and communities from doing the right things.

Lead Department: Revenue  
Support: Finance; All Departments

### **Active, Engaged Citizens**

***"Citizen participation is critical to our representative democracy."***

*The success of our representative democracy depends on an active, engaged citizenry. Unfortunately, voter turnout has dropped dramatically nationwide as people have grown distrustful of politicians and our political institutions. While our elected officials are certainly responsible for creating an open and fair system, it is up to citizens to stay involved in their government. Voting is the most basic measure of citizen involvement. Increasing voter turnout will help to improve citizen participation and rebuild trust between elected officials and citizens. Goal: At least 70% voter turnout in every election!*

Lead: Governor's Office  
Support: Secretary of State; MN Planning

### **State Departments: Best Bang for the Buck**

*The State must reaffirm its commitment to quality service for its citizens, with success measured by actual outcomes rather than process, and to a cost-conscious State government. Duplication of State services will be minimized wherever feasible or practical, and adequate communication between governmental units will be assured. Bureaucracy must be minimized. The use of technology will be employed to permit agencies to deliver more efficient and cost-effective services, and to eliminate redundant systems. Agencies with similar missions, or similar customer bases, will be located in common or clustered facilities to facilitate communication and cooperation. Information and technology needs will be integrated into a comprehensive plan for service provision throughout the State. Our focus is on improving the quality and ability to share information, and the effective use of technology in this endeavor. Increasing the efficiency of government, continuously increasing the quality of services, and obtaining the best value for every taxpayer dollar spent is a hallmark of the Ventura-Schunk Administration.*

Lead Departments: Administration; Employee Relations (DOER);  
Finance; MN Planning  
Support: Other Departments

### **Reforming "Politics As Usual"**

***"Public offices shouldn't go to the highest bidder."***

*Today's political campaigns are too often about power and money. Campaign spending is spiraling out of control as candidates squander outrageous amounts of money to sell their packaged, politically-correct "ideas" to voters. Sadly, it's getting to the point where citizens who are interested in seeking public office are often not able to compete with seasoned politicians and their pocketbooks. It's no wonder that people are getting turned off to "politics as usual." Our political process should be driven by the public good, not power-hungry politicians and big-moneyed special interests. If we hope to re-engage citizens in our political process, we must limit the influence of special interests in campaigns, level the playing field between challengers and incumbents, and focus on issues that matter to Minnesotans.*

Lead: Governor's Office



### **Electronic Government Services Initiative**

*Electronic commerce over the Internet is a centerpiece of the global information revolution. Because citizens are going online at an ever-increasing rate, electronic commerce is at once global, national and local in both scope and impact. Sound policy is essential for both the Internet and online commerce to reach their full potential. This requires a partnership among all the individuals and groups that have an interest in the creation of technology policy within the State, and does not lend itself to the traditional "top-down" model that provides solutions dictated by government to industry. The legal framework supporting commercial transactions on the Internet should be governed by consistent principles across state, national and international boundaries that lead to predictable results regardless of the jurisdiction in which a particular buyer or seller resides. With respect to electronic government services, a unified, common registry for all citizens, which includes licensing across state government agencies in a one-stop forum, must be implemented. Such a registry should be accessible for cross-reference among agency and other governmental files. Government purchasing, inventory, and sales, from goods to real estate, must be transacted and advertised on a central file server. Electronic tax filing, and payroll communications, also will be conducted online. Such initiatives will increase government efficiency, provide for a comprehensive and coordinated information management system, and create avenues for citizen communication and participation with their government. Such initiatives also will be utilized to increase service levels, and speed up transactions across state government, while permitting both government and business to maintain a level playing field in commercial transactions.*

Lead Department: Administration  
Support: Other Departments

# MINNESOTA: WORLD COMPETITOR



Strategic Directions of the Ventura Administration

## **MINNESOTA: WORLD COMPETITOR**

### **A Leader Among States and Nations**

#### ***Vision***

We are in a period of enormous and escalating economic and social change. As competition grows fiercer, and as the consequences of our decisions grow evermore wide-ranging, Minnesota must continue to expand its presence in the world marketplace and enhance its competitive position. Globalization in communication, trade, culture, and 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 we maintain our preeminent position into the future.

#### ***Initiatives***

##### **Trade: Tapping the World's Interest in Minnesota**

*Products, services, and ideas don't sell themselves, and the global marketplace is increasingly a noisy, busy, hurry-up kind of place. If we want to stand out in the fray, we must make vigorous efforts to showcase what Minnesota has to offer.*

*With more than \$15 billion in foreign sales of our manufactured goods, services, and agricultural products, Minnesota is already an international player. At this time, however, the eyes of the world are upon Minnesota in a way they have never seen before. A singular opportunity exists to*



*convert the world's interest in the State of Minnesota and this Governor into increased trading and business opportunities for Minnesota companies.*

*Our mission is to create a "World Plan" that provides a country-by-country strategic analysis to ensure that state resources are effectively focused on those countries that have the greatest potential for improving Minnesota trade.*

Lead Departments: Trade & Economic Development (DTED)/  
Minnesota Trade Office  
Support: Agriculture; Iron Range Resources &  
Rehabilitation Board (IRRRB)

### **Agriculture: Competitive Anywhere in the World**

*We are in a global economy whether we like it or not. As such, we can either bemoan those factors (i.e., prices) over which we have no control – or we can work together to make our farm families the most competitive we can by lowering the cost of production or adding value to the raw products before they leave the state. With this in mind we need to give attention to taxation policy, overly burdensome environmental regulations and land-use laws, access to capital, financing and organizational structuring options, and adequate transportation infrastructure. We also must support research and technology transfer, as well as encourage continuing educational opportunities. We need to work to "level the playing field" in both international trade and national farm policies so that our farmers and agri-businesses can compete in a fair, competitive arena. In addition, we need to improve and increase marketing opportunities, both domestic and foreign, not only for our major commodities, but also for unique and specialty crops and products. Farm families that utilize risk management techniques will have increased their potential to succeed – we must help them develop these skills.*

*Minnesota is in the worldwide spotlight. We need to take advantage of this opportunity. Our farms and agri-businesses are some of the most productive anywhere. Our goal is to help them create new opportunities and showcase them throughout the world.*

Lead Department: Agriculture  
Support: Farm Cabinet; University of Minnesota;  
Agricultural Utilization Research Institute (AURI)

### **Developing the Workforce for Tomorrow**

*Eight years of economic growth has done us a world of good. Minnesota's overall unemployment rate is lower than ever. But now we face a workforce shortage, which makes us less competitive in a global marketplace. It's vital to our ongoing economic health that we have a well-trained, flexible, and healthy workforce that allows us to be quickly responsive to the opportunities that globalization presents. That means training and retraining constantly during a person's working life. It means looking after displaced workers to get them back into the game with salable skills. It means providing adequate medical care and benefits to injured workers, so that they can return to suitable work as soon as possible. It means finding new workers. When someone says, "We*

*need good people who can do X, Y, and Z. Do you have them for us?" We want to be able to say, "You bet we do!"*

Lead Departments: Economic Security; DTED  
Support: MnSCU; MN Planning; University of Minnesota;  
Labor & Industry; Human Services; Administration;  
Children, Families & Learning (CFL)

### **The Best Climate to Grow Business**

*For Minnesota to be competitive in today's global environment, our business development initiatives will be focused on high growth industries and high quality jobs. Minnesota's business will continue to prosper with a supportive business environment.*

*The best business we have is the business we have today. So we need to do everything we can to make sure healthy businesses stay in Minnesota – and expand in Minnesota. And we need to encourage and facilitate linkages between community leadership, resources and businesses to ensure expansion occurs statewide.*

*In today's increasingly mobile and evolving business world, we must help to generate new entrepreneurs and enterprises. To give new businesses every chance to grow into major employers, we will develop programs that speak directly to their needs for capital, for technology, and for entrepreneurial skills and expertise.*

Lead Department: DTED  
Support: IRRRB; Local Agencies; Minnesota Business  
Partnership; Minnesota Chamber of Commerce

### **Commercialization of New Technologies**

*Technology advancement and applications can lead to increased productivity and competitiveness of today's businesses and to the start-up of businesses that become tomorrow's economic giants – and giant employers.*

*As part of our global readiness strategy, we need to help maximize access to technology and the commercialization of new technologies. We also need to encourage the successful transfer of research and technology from our State's major research university and other research institutions in the private sector.*

Lead Department: DTED; Administration  
Support: Health; University of Minnesota;  
Minnesota Technology, Inc. (MTI); IRRRB; AURI

**Jesse "The Tourism Governor" Ventura: Promoting Minnesota, Promoting the Industry**

*Tourism is about having fun! But for our great State, it's also about the bottom line. At a return of \$9 to every \$1 invested, Minnesota's tourism industry deserves our support and leveraging. A lot of folks are paying attention to Minnesota, so why not capitalize on their curiosity, welcome them with open arms, and show them just why Minnesota is worth visiting and investing in.*

*Minnesota is truly unique in the Upper Midwest. With our wealth of recreational and cultural attractions, there's much to promote. From this month forward, Governor Ventura will deliver a "monthly Minnesota tourism message" ... that's 39 gubernatorial pronouncements of why the world should come to Minnesota!*

Lead Department:	DTED/Minnesota Office of Tourism
Support:	Local and State Convention & Visitor Organizations; Natural Resources (DNR); IRRRB



