

April 21, 1989

M E M O R A N D U M

TO: SENATOR DOLE
FROM: DENNIS SHEA
SUBJECT: SPEECH AT MCDONALD'S NATIONAL GOVERNMENT RELATIONS WORKSHOP

On Monday, April 24, you are scheduled to speak at the McDonald's National Government Relations Workshop. The speech will take place at the Hyatt Regency on Capitol Hill.

Time and Audience

The time of your speech is 11:30 a.m. Organizers of the Workshop have asked that you speak for 20 minutes. They have also requested that a question-and-answer period follow your speech, lasting approximately 10 minutes.

I have been informed that the audience will primarily consist of 300 owner/operators of local McDonald's franchises. Members of the McDonald's corporate staff headquartered in Chicago will also be in attendance.

You will be introduced by Clifford Raber, Vice President for Government Relations and an officer of McDonald's. At the conclusion of your speech, Mr. Raber will present you with a "mock" \$5,000 check made out to the Dole Foundation.

Contents of Speech

Your speech, which is intended to provide a broad overview of the Republican Agenda in the 101st Congress, will primarily focus on the budget deficit, taxes, and mandated benefits.

The Workshop

The Workshop is a three-day affair, lasting from Monday, April 24 through Wednesday, April 26. Other Members of Congress will also address the workshop. These Members include Representatives Tom Luken, Rod Chandler, Harris Fawell, Mike Espy, Lynn Martin, and Tony Coelho.

Some Facts about McDonald's

- o In 1988, McDonald's had gross sales of approximately \$16.1 billion.
- o To date, McDonald's has sold over 70 billion hamburgers world-wide.

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- o There are approximately 10,000 McDonald's restaurants world-wide.
- o Approximately 75% of the U.S. restaurants are owned and operated by independent businesspeople, similar to the owner/operators who will be attending the Workshop.
- o McDonald's will soon be opening a restaurant in the Soviet Union.

Positive Points

The following are some positive points that you can make during your speech:

- o I have been informed that the owner/operators of the local McDonald's franchises get teary-eyed when Ray Kroc is mentioned. Your speech contains some Ray Kroc material.
- o A job at a McDonald's restaurant is not a dead-end reserved exclusively for hamburger flippers. Approximately 55% of the corporate staff headquartered in Chicago started out in a local restaurant. Your speech refers to this statistic.
- o On Tuesday night, McDonald's will be hosting its 10th Annual Congressional Children's Party. The Party is in honor of the Members of Congress and their families. You may want to make a brief reference to the Party.