

Mike  
Thanks for the list of other California companies. We're in touch with Shaklee (See below), Levi Strauss and we've written Standard Oil of California.

THE  
**AMERICAN HIKING SOCIETY**

JIM

317 Pennsylvania Avenue, S. E., Washington, D. C. 20003



Please Reply To: 18600 SW 157 Avenue Miami, FL 33187

December 5, 1979

Shaklee Corporation  
Ms. Pamela J. Stanas  
Community Relations Administrator  
1900 Powell Street  
Emeryville, CA 94608

Dear Ms. Stanas:

I am happy to send you our proposal for the Society's hike across America. Our HikaNation adventure will dramatize the pleasures of walking and the need for foot trails. Since you are a California-based firm making natural products distributed nationwide, we have thought of Shaklee as an ideal sponsor from the beginning. Since our proposal was prepared, we have had two very encouraging developments in our plans. The U.S. Department of the Interior through the Heritage Conservation and Recreation Service has committed to providing part-time administrative support from Washington for the HikaNation and has asked to be listed as a sponsor. HCRS is in the middle of a national trails planning effort, so our timing for this hike was perfect from their point of view. If a single corporate sponsor were found, the three sponsors for the hike would then be our Society, the Department of the Interior and the corporate sponsor. A breakdown of our budget need is enclosed in the proposal, but I should emphasize that this is flexible. No doubt a larger sum could be put to good use, but if we had to shrink the amount we could probably do that also.

Also, this week we received some extremely good news from our committee in San Francisco. We have prevailed upon transportation authorities to close one lane of the Bay Bridge on Sunday morning, April 13th. As I understand it, this is the first time since this seven-mile bridge was built that the general public will be allowed to cross it on foot. The closed lane will be on the upper deck, so the views should be great, and the media can get photographic coverage. We should get excellent exposure just for this crossing alone. Who knows how many people will turn out for the hike just so they can cross the bridge. To date we are still open to accepting a sponsor for just the departure celebration in San Francisco. If you would like a budget for this, please let me know.

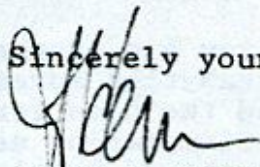
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Ms. Pamela Stanas

The 24,000-member Appalachian Mountain Club is endorsing the hike and will do an article in their publication. The same is true of the 90,000-member Appalachian Trail Conference. The Executive Directors of both these organizations are on the Board of the American Hiking Society. Many other organizations like the Boy Scouts and Girl Scouts will be involved at a local and national level.

I could elaborate further on our plans to date, but I think the enclosed presentation will provide quite a bit of information. Hopefully, you will want to talk further, and I will be happy to meet with you in California if you wish.

Sincerely yours,



James A. Kern  
President

JAK/nmm  
Encs.