

# THE AMERICAN HIKING SOCIETY

1701 18th Street, N.W., Washington, D.C. 20009 / Tel. (202) 234-4610



Please Respond To: 18600 S.W. 157th Avenue, Miami, FL 33187

August 2, 1984

Mr. Wilford C. Lyon Jr., President  
INDEPENDENT LIFE & ACCIDENT INS. CO.  
One Independent Drive  
Jacksonville, FL 32276

Dear Mr. Lyon:

The American Hiking Society is only seven years old. It was formed to represent the interests of the hiking community. I am writing with an idea for you.

One of the first bold things we did was to sponsor a walk across America. Over 60 people left Golden Gate Park in 1980; about two thirds of them walked down Pennsylvania Avenue and up the steps of the Capitol 14 months and 4,400 miles later. We spent two years organizing the event and raising the money to carry it off. Articles appeared in just about every newspaper in the country. We had front page coverage in the N.Y. Times and the Washington Post on several occasions. We were on "Good Morning, America" and in Newsweek magazine.

The purpose of the hike was to dramatize the pleasures of walking and hiking and the need for foot trails. Since this successful event, which we dubbed "HikaNation", it has occurred to us that the route would make a grand cross-country foot trail. In fact, it would be the only coast-to-coast footpath in America. Now we would like to organize HikaNation II to dramatize the idea of the trail itself, and we need one major sponsor.

In our first effort, the hikers came from every part of our society; young people in their twenties, middle-aged men and women who took a sabbatical from their jobs, and retired people. We had a 14-year-old boy, a woman in her 50's, and a 70-year-old man who hiked all the way. The maturity and caliber of the people attracted to our first hike surprised even me. These people were real winners. It occurred to me that you might like to sponsor HikaNation II.

Would you like to know more? If so, I can send you a written presentation or you can call me any weekday morning at (305) 251-1400.

Sincerely yours,

James A. Kern

JAK/jc

Mr. Donald J. Schuenke President  
NORTHEASTERN MUTUAL LIFE INSURANCE CO.  
720 E. Wisconsin Avenue  
Milwaukee, Wis. 53202

Mr. Matthew S. Hobbs  
Chief Executive Officer  
GULF LIFE INSURANCE CO.  
1301 Gulf Life Drive.  
Jacksonville, FL. 32307

Mr. Wilford C. Lyon Jr., President  
INDEPENDENT LIFE & ACCIDENT INS. CO.  
One Independent Drive  
Jacksonville, FL 32276

Mr. Fred L. Turner  
Chief Executive Officer  
McDONALD'S CORP.  
One McDonald Plaza  
Oak Brook, IL. 60521

Mr. Robert L. Barney  
Chief Executive Officer  
WENDY'S INDUSTRIAL INC.  
4288 W. Dublin Granville Road  
Dublin, Ohio 43017

Mr. Howard L. Walker President  
MARS INC.  
High Street  
Hackettstown, N.J. 07840

Mr. Arthur G. Gunther President  
PIZZA HUT INC.  
9111 E. Douglas  
Wichita, KS 67207

Mr. Jerry Ruenheck President  
BURGER KING CO<sup>®</sup>P.  
7360 N. Kendall Drive  
Miami, FL 33156

Mr. Colby H. Chandler  
Chief Executive Officer  
EASTMAN KODAK COMPANY  
343 State Street  
Rochester, N.Y. 14650

Mr. Thomas E. Drohan  
Chief Executive Officer  
McKESSON CORP.  
One Post Street  
San Francisco, CA 94104

Mr. J. Gary Shansby  
Chief Executive Officer  
SHAKLEE CORP.  
444 Market Street  
San Francisco, CA 94111

Mr. R. J. Blair Vice-President  
Textile Fibers Dept.  
E. I. DU PONT & CO.  
1007 Market Street  
Wilmington, Del. 19898