

December 1990

Dear DOC Supporter,

We are in exciting times!

Thanks to the hard work and dedication of individuals like yourself, the thirteen year old DOC Agenda is getting a great deal of attention. Ideas, concepts and activities which were called "radical", "unachievable", and "inappropriate for physicians" in 1977, are now well accepted and widely copied.

Advertising, sports promotions, youth access, and physician activism have been closely examined by organized medicine, individual physicians, volunteer agencies and federal, state and local government.

We have all worked diligently in this grass roots effort. Now is the time for DOC to move into high gear. We have decided to establish the National DOC headquarters in Houston. Office space has been rented and staff has been hired. The office will become operational in January 1991. We will be having a meeting of DOC's Board this spring. The first annual National DOC Conference will be held within a year.

In order to support the new headquarters, respond to the hundreds of requests for information and assistance, and to increase our creative and innovative activities, DOC will require substantial funds.

In the thirteen years of its existence, DOC has sent out only one previous request for financial support to its many members. This is our second. Our operating budget for 1991 will be \$75,000. The only source that we can count on is your donation.

DOC leadership has decided to make 1991 a "go for broke" year. We're counting on you and other DOC supporters to make this transition a successful one. Thank you for your past, current and future support.

Please send your check to DOC at the address below. Remember your contribution is tax deductible.

Sincerely,



John W. Richards, Jr., MD
President, DOC