

KLEEN-OUT TOBACCO FROM KIMBERLY CLARK

A Tobacco Program Project, Interfaith Center on Corporate Responsibility
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December 1, 1994

Agenda for Conference Call of Steering Committee

Dear Members of the Steering Committee:

I have not gotten back all your calendars as to where you will be this month. However, it looks like December 6 is the best date for those who have responded until now. Please return the enclosed FAX sheet indicating when and what number you can be reached on December 6. I'd like to have our call done on that day so we might have information that might affect the December 13 meeting with Kimberly Clark and the filers.

I got another call today from Business Week. The reporter already knows the name of our group and our basic goals. I did not think anyone but the Steering Committee and the ICCR's Tobacco Program members knew about this, as we have been working behind scenes. I became a bit more concrete with her, since she told me the story is going in. I would hope, however, that none of us talk until we give the green light to do so.

Below are some ideas for action steps and timelines for each of our four strategies:

SUGGESTED ACTION STEPS AND TIMELINES FOR STRATEGIES

First Strategy: To raise public consciousness about the contradictions involved in Kimberly Clark's deep and extensive connections to a lethal drug while appearing to be concerned about people's health.

1. Prepare a one-page summary of Kimberly Clark's involvement and the apparent contradiction. Who? _____ When? _____

See the enclosed as a possibility, building on our rationale and goals.

2. This can build on work done by DOC, the Tobacco Issue Group re: Kimberly Clark, and publicity in The Washington Post.

3. There will be a discussion of this in a next issue of "News from Investors" from Investor Responsibility Research Center. Who? Amy Vanderroot. When? 2 weeks.

4. Plant stories in various newspapers and journals. Question: When do we inform people, the media, etc. of the existence and purposes of "Kleen-Out Tobacco"? Who will do the planting?

a. Mike Crosby will continue working with Business Week. When?

b. Question for Alan: Should we let Rebecca Pearl know?

c. Who do we give "the story" about "Kleen-Out" to, so it'll break?

1) KC is most highly-leveraged in Wisconsin. Only recently did it move its actual headquarters from the State to Dallas. Mike Crosby has a good contact at the business page of The Milwaukee Journal. Should we use this contact?

STEERING COMMITTEE

● Barbara Aires, SC, Corporate Responsibility Agent, Sisters of Charity of the Incarnate Word, Houston, TX ● Alan Blum, MD, Doctors Ought to Care, Houston, TX ● Gregory Connolly, DDS, Belmont, MA ● Michael Crosby, OFM Cap., Tobacco Program Coordinator, Interfaith Center on Corporate Responsibility, Milwaukee, WI ● Jerald Lillian Scott, Coordinator, Program on Substance Abuse and Related Violence, United Methodist Church Global Ministries, New York ● John Slade, MD, St. Peter's Medical Center, New Brunswick, NJ ● Susan Vickers, RSM, Director of Advocacy, Catholic Healthcare West, San Francisco, CA

- 2) Other "plants" possibilities.
 - a) National Catholic Reporter
 - b) Health care publications or health care editors at newspapers
 - c) ICCR's press contacts?
- 3) Who? When?

Second Strategy: To support the filing of shareholder resolutions related to the above goal with Kimberly Clark.

1. This has been accomplished during the month of October and November. See the enclosed resolutions.
2. Filers on "Spin-Off" resolution: The Redemptorists of the St. Louis Province (primary), Sisters of Charity of the Incarnate Word of Houston
3. Filers on "Nicotine Manipulation" resolution: Sisters of St. Francis of the Holy Cross, Bay Settlement, WI (primary), Premonstratensian Fathers (Norbertines), School Sisters of Notre Dame, Milwaukee.
4. Kimberly Clark has asked for a meeting. It seems very keen on talking. A meeting of the shareholders and their representatives with the Company has been scheduled for December 13, 1994 in Milwaukee.

Third Strategy: To make purchasers, including health care institutions and the boarder public which purchase Kimberly Clark products, aware of its involvement in tobacco.

● This strategy, I feel, will be the key to any success we have. We need to spend good time developing action steps and timelines around it.

1. Send letter to ICCR members from Health Care institutions (ie. Franciscan Health System, Mercy Health System, Catholic Healthcare West, etc) and selected others (who? _____), with the one sheet explanation and rationale, goals, and strategy plan of "Kleen-
Out." Explain to them our process (as suggested here, to be adapted):
 - a. They write to KC indicating their concern as well as their purchases. Ask the company for a rational on its continued presence in tobacco. When?
 - b. They write to KC indicating their concern as well as their purchases. Ask the company to get out of tobacco altogether. When?
2. Regarding the openness of the institutional purchasers to be involved in varying degrees of building pressure on KC:
 - a. If supplies are purchased independently, ascertain if they'd be willing to seek alternatives. When?
 - b. If supplies are jointly purchased,
 - 1) Could we get key people, such as those indicating interest at ICCR Tobacco Program meeting, to sign letter together to their fellow purchasers? When?
 - 2) Could we get the central purchasing representative to write KC ala 1a above? When?
 - 3) Can we get the central purchasing rep. to consider alternatives.
3. Regarding regular purchasers of KC products.
This will be more difficult and will need much more organization.
 - a. Do we need to discuss this now?
 - b. Should we contact INFAC about their procedures?
 - c. Should we hold off, depending on what happens with what we'll have done (discussed above).

Fourth Strategy: To suggest selective purchasing of other product if Kimberly Clark does not quite the tobacco business.

It seems, given the wording of this strategy, it is too early to move on this strategy. It depends on our successes/failures in implement the other three strategies.

Do you agree? If no, what do you suggest?

Other Issues

In Paris the idea for "Kleen-Out" was hatched at a dinner attended by Dr. Hans P. Adriaanse of the University of Limburg, Maastricht, The Netherlands. Hans is very interesting in giving us an intern to work on this and related tobacco issues. Enclosed also is some correspondence. See especially the FAX to Hans from John Slade.

Issues relate to familiarity with the American scene and actors (ie, health care groups), monies for travel, some kind of stipend. They take care of room and board, I believe.

1. What are the pros of having an intern?
2. What are the cons of having an intern?

We should get back to Hans soon.

Does anyone know of any sources of money for "Kleen-Out." We can operate from Mike's office for awhile. Should we just go along like that? Or do we need to begin to hustle some money? Much of this would depend on whether we get an intern either from The Netherlands, or try here.

Thanks,
Mike Crosby