

To: Members of Organizing Group.

From: Michael Crosby OTCap. October 12, 1994

Re: Initial stimulation for our meeting, Wednesday  
October 12, 1994. Tobacco Display, CNIT, Paris.

Enclosed are ideas that I wrote down after  
waking up at 5:00 AM with my head spinning  
with possibilities expanding on our agreement  
last night to pursue some kind of action  
regarding Kimberly-Clark's involvement in  
the tobacco chain. Hopefully they will  
serve as starters to be changed, thrown  
out, amended, added to, nuanced or  
whatever.

We'll see you at 4:30 at the History  
of Tobacco display.

Mike Crosby

P.S. These ideas of mine are just that: ideas.  
I am not promoting anything at this point.  
Hopefully we'll all be able to organize  
this thing so we'll have common ownership.

P.S.S. I hope you can read my writing. I have  
no access to a typewriter or computer.

## TOBACCO-KLEENUP KIMBERLY CLARK

Rationale: Kimberly-Clark is ~~one of the largest~~ highly involved in the tobacco-chain. At the same time it has gained a reputation for creating products associated with health (from Kleenix to Kotex and from ~~Pampers~~ Kimbies to health care products for hospitals). Kimberly-Clark ~~has developed a process~~ holds a patent for manipulating nicotine levels in cigarettes, it makes reconstituted tobacco, various kinds of cigarette paper, and adjusts nicotine for cigarettes in its French subsidiary. Thus a company whose public image relates to health is a merchant of death. Globally tobacco causes an estimated 3,000,000 deaths a year. There will be a global pandemic unless tobacco-control measures are more widely and more efficiently implemented. Efforts have been made publicly and privately since 1989 to make Kimberly Clark tobacco-free. Tobacco-Kleanup Kimberly Clark is our way of freeing the company from its addiction to profits gained from its involvement in the addictive tobacco chain.

Goal: To free Kimberly Clark, in its domestic and foreign operations, from any involvement in <sup>the</sup> tobacco chain.

Strategies: PROMOTION

1. To raise public consciousness about the contradictions involved in ~~the health-care company's~~ deep connections to a lethal drug while appearing to be concerned about people's health.
2. To support the filing of shareholder resolutions related to the above goal with Kimberly-Clark.
3. To make health-care institutions which purchase Kimberly Clark's products aware of its involvement in tobacco.
4. To suggest selective purchasing of other products if ~~the KC company~~ does not quit the tobacco business.

## QUESTIONS TO BE ADDRESSED

1. What do we want K.C. to do with its tobacco-related operations?
  - a. Is spin-off
  - b. Is sale, what to do with (percent of) profits.
2. Do we want to remain <sup>public</sup> private re: what we are doing and contact K.C. for dialog or have our past efforts shown our good will?
3. If we go public how do we get our campaign to the media. Is there benefit in contacting Rebecca Perl?
4. Do we inform INFACT of our action? Where/how can we say we link, differ. Is it necessary? (with/without)
5. From where do we obtain funding, staff?
6. From where do we operate? Milwaukee?
7. Should we be independent? If so:
  - a. Do we seek incorporation?
  - b. Can we get pro-bono help from lawyer(s).
8. Should we work under the umbrella of an existing group?
  - a. Tobacco Program of ICCR?
  - b. Wisconsin Coalition for Responsible Investment (as K.C. is highly-leveraged in Wisconsin)
  - c. INFACT?
  - d. Interreligious Task Force on Smoking and Health?
  - e. Robert Wood Johnson?
9. How will coordination, roles be determined?
0. Do we do anything, by way of announcement, here in Paris?

~~Planning~~  
ORGANIZING COMMITTEE

Barbara Aires, GC  
Corporate Responsibility Agent  
Sisters of Charity of the Incarnate Word  
Houston, TX

Alan Blum, MD  
Doctors Ought to Care  
Houston, TX

Gregory Connolly, DDS

Boston, MA

Michael Crosby, OFM Cap  
Tobacco Program Coordinator  
Interfaith Center on Corporate Responsibility  
Milwaukee, WI

Theda Clark Jessen  
Family Member  
Dayton, Ohio

John Slade, MD  
Addiction Specialist  
St. Peter's Medical Center  
New Brunswick, NJ.

OTHERS?

Loretta Hennekes, CSJ  
Justice and Peace Desk  
Catholic, Diocese of Green Bay  
Green Bay, WI

Elaine Hamy  
~~INFACT~~  
Boston, MA

Marian Dickleson  
Social Justice Officer  
Evangelical Lutheran  
Church in America  
Washington, D.C.

MaryBeth McBride-Doyle  
Social Justice Minister  
Schowl Sisters of Notre Dame  
Milwaukee, WI

## TIMELINE.

October 11, 1994 The germination of the idea.  
October 12, 1994 The creation of the initial part of the organizing committee.

November 4, 1994 Filing shareholder resolutions on spin-off and nicotine manipulation.

## OTHER NAMES . . . . .

1. Campaign Kimberly Clark Kleenex
2. Tobacco-Free K.C.
3. Kleenex Kimberly Clark from Tobacco
4. K.C. Tobacco Free