

Jon P. Coley

MUR4434

August 7, 1998

Mr. Tony Buckley  
FEC, Office of the General Counsel  
999 E. Street, NW  
Washington, DC 20463

Dear Mr. Buckley:

This letter is in response to the subpoena I received from your office. As I told you in our original conversation, it took a few weeks to reach me since it was addressed to me at a company I have not worked for since June of 1997.

*FEC Request 1: Provide the last known address and phone number for Rick Fontaine.*

**Response:** I have not spoken with or had any conversation with Rick Fontaine since one day after the general election of November 1994. The only place I had ever called him, and it was on a very few occasions, was at his parents home in Sarasota, Florida. I never had an address for him or his parents and I had no reason to forward a phone number in my 1995, or after, phone and address books.

*FEC Request 2: Identify Rick Berman. If not otherwise stated, describe his involvement in the candidacy of Mark Sharpe for the U.S. House of Representatives in 1994.*

**Response:** I spoke with Rick Berman as many as four or five times during the 1994 Sharpe campaign. I have not spoken to him since October of 1994. It is my understanding that Rick Berman is some type of lobbyist for restaurant issues in Washington, DC. During the conversations I had with him, we discussed possible Washington PACs to call to request a contribution for the Sharpe campaign. To my knowledge, his involvement in the campaign included making calls to PACs to request contributions for the Sharpe campaign and he also suggested PACs for Mark Sharpe to call directly. I never met Mr. Berman personally.

*FEC Request 3: Produce all documents in your possession which refer or relate to, or in any way address, the candidacy of Mark Sharpe for U.S. House of Representatives in 1994.*

**Response:** Since the 1994 elections, I have moved homes and changed companies. I have saved very little documentation from the campaign. Enclosed please find three draft letters, one live direct mail sample, and a volunteer action plan. The only other document I had was an outline of a fundraising plan I wrote for the campaign. The only reason I had that particular document was because I used it as a model at direct mail fundraising

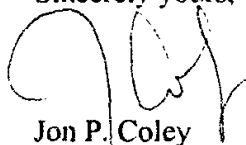
seminars I have taught the past few years. Joe Kadow, of Outback Steakhouse, ask for that document because his name was mentioned in it. I gave it to him at his request sometime in late 1997 or early 1998. The document was not important to me and I saw no reason to make the effort to copy it. It is my understanding from Mr. Kadow that this document is now in the possession of the FEC.

I wish I could offer more documentation, and I assure you that I am willing to cooperate by answering any additional questions you may have.

If I can be of any assistance, please feel free to call me at 813/908-3020 or write to me at:

**Jon Coley**  
**14502 North Dale Mabry, Suite 200**  
**Tampa, FL 33618**

Sincerely yours,



Jon P. Coley

1193SHAR.JC  
SHARPE KICK-OFF THANK YOU

Dear Friend:

Thank you so much for attending our kick-off announcement party last Monday and for your show of support.

More than three hundred people attended the kick-off on a Monday night a year from the election. This is a great message of support, a clear indication that District 11 is ready for a change. I've enclosed photocopies of some of the great press we got from the kick-off.

Many of you told me you wanted to volunteer, hold a coffee, put up a yard sign, or all three. The campaign team is hard at work contacting all of you who want to get involved. We won't distribute yard signs until next year, but we're scheduling coffees now so I can spend time with you and your friends in your homes listening to your concerns. Terry Spirio will be calling those of you who offered to host a coffee to make the necessary arrangements. If you know of others who might host a coffee, please call Terry at \_\_\_\_-\_\_\_\_.

As with any campaign, we need money to get our message out. Please help us as much as you can in this area. A contribution form is enclosed. We pledge to you we will use your contributions wisely and efficiently for what needs to be done.

There is much work to be done over the next year, but we're off to a fantastic start. With help from people like you, we expect to win next November. We have a highly-motivated family of volunteers which we invite you to join. We expect to work hard to win this election, and to have a good time doing it.

Again, thanks for coming to the kick-off. These parties will always be spoken of as our parties. This is our campaign because we all love our district and our country and want to do what's right by them. This campaign is for all of us, and when we win, we'll all share in the victory.

God bless,

Mark Sharpe

**SHARPE APRIL**  
**DONOR Version**  
*Final Draft*

John Q. Sample  
123 Main Street  
Tampa, FL 33624

Dear John,

"(It) ... is going to boil down to whether this is what I want to do for the rest of my life."

That's a quote made by Sandy Freedman when she was deciding whether or not to run for Congress. Her comment was reported in the Tampa Tribune on March 5, 1996, shortly after the retirement of Sam Gibbons.

After 34 years of liberal representation in Congress, Sandy Freedman believes conservative voters in Tampa will elect her -- another liberal Democrat -- for life!

Her campaign is serious. In her first four weeks in the race, Freedman raised more than \$60,000. But, like Sam Gibbons, she will raise most of her money from out-of-state liberals -- including U.S. House Minority Leader Dick Gephardt who was one of her first contributors.

Freedman and her Democrat Primary opponents depend on big dollar contributions from liberal political committees and special interest groups. In fact, big labor unions have pledged to raise and spend an estimated \$35 million in an effort to help Democrats regain the majority in Congress.

My campaign, on the other hand, is financially supported by you and other concerned citizens who are playing an active role in the political process. The average contribution to my campaign is only about \$45, while Freedman's average campaign contribution is more than \$300.

Since the Gibbons retirement announcement, we have seen a flood of new contributors and campaign volunteers. Unfortunately it takes a lot of local contributors to counter the Democrat's big money contributors -- that's why I need your ongoing support.

With your continued support, I will have the resources necessary to mount a winning campaign. Your contribution again now will help ensure conservative voters in our district are finally represented in Congress.

Can I count on you to send another contribution of \$ xx, \$xx, or even \$xx today? Any amount you can send at this time will be a big help, but please be as generous as possible.

(over, please)

Page Two

Our organization is in place and is moving at a rapid pace. Since January, we have turned out a large number of weekend precinct walkers covering much of the district. This enabled us to wrap-up our petition drive much earlier than expected. As you may have seen on the local television news, we turned in the required number of petitions more than a month before the deadline.

Because this race is for an "open seat" it is now clearly a true contest of ideas. This is a race we should not -- and will not -- lose. The issues are on our side, and so is the voting public. The last polling we did in 1994 showed 40% of the voters in this district considered themselves conservative, while only 14% identified themselves as liberal.

It is now up to us to spread the conservative message to voters -- to let them know my campaign will best represent their views and values. I recently signed The Taxpayers Protection Pledge, which states I will not vote for any tax increases, but I will pledge to you much more than that. If elected I will support legislation for a lower, simpler and fairer alternative to the current income tax system. I will also support a \$500 per child tax credit for working families.

I will also sponsor and support legislation that will cut wasteful federal spending, and send more federal funds back to state and local governments ... the result of which will be improved education, stronger support for law enforcement and a more efficient welfare system.

Your past support tells me you agree with me on these and other important issues -- that you want someone in Congress who will vote for you -- so please help my campaign again now. Your continued support will help ensure your voice is finally heard loud and clear in Congress.

Sincerely,

Mark Sharpe

P.S. The election is just six months away. Please stay in the fight by sending your contribution for whatever amount you can afford today. Any amount you send will be very helpful and much appreciated. Thank you.

**SHARPE APRIL**  
**Prospect Version**  
**Final Draft**

John Q. Sample  
123 Main Street  
Tampa, FL 33624

Dear John,

"... is going to boil down to whether this is what I want to do for the rest of my life."

That's a quote made by Sandy Freedman when she was deciding whether or not to run for Congress. The comment was made shortly after the retirement of Sam Gibbons in Tampa Tribune, March 5, 1996.

After 34 years of liberal representation in Congress, Sandy Freedman believes conservative voters in Tampa, will elect her -- another liberal Democrat -- for life!

Her campaign is serious. In her first four weeks in the race, Freedman raised more than \$60,000. But, like Sam Gibbons, she will raise most of her money from out-of-state liberals -- including U.S. House Minority Leader Dick Gephardt who was one of her first contributors..

Freedman and her Democrat Primary opponents depend on big dollar contributions from liberal political committees and special interest groups. In fact, big labor unions have pledged to raise and spend an estimated \$35 million in an effort to help Democrats regain the majority Congress.

My campaign, on the other hand, is financially supported by modest contributions from individuals -- concerned citizens like who are playing an active role in the political process. The average contribution to my campaign is only about \$45, while Freedman's average campaign contribution is more than \$300.

Since the Gibbons retirement announcement, we have seen a flood of new contributor's and campaign volunteers. Unfortunately it takes a lot of local contributors to counter the Democrat's big money contributors. That's why I need your help now.

With your support, I will have the resources necessary to mount a winning campaign. Your contribution now will help ensure conservative voters in our district are finally represented in Congress.

Can I count on you to send a contribution of \$25, \$45, or even \$100 today? Any amount you can send at this time will be a big help, but please be as generous as possible.

(over, please)

Our organization is in place and is moving at rapid pace. Since January, we have turned out a large number of weekend precinct walkers covering much of the district. This enabled us to wrap-up our petition drive much earlier than expected. As you may have seen on the local television news, we turned in the required number of petitions more than a month before the deadline.

Because this race is for an "open seat" it's now clearly a true contest of ideas. This is a race we should not -- and will not -- lose. The issues are on our side, and so is the voting public. The last polling we did in 1994 showed 40% of the voters in this district considered themselves conservative, while only 14% identified themselves as liberal.

It now up to us to spread the conservative message to voters -- to let them know my campaign will best represent their views and values. I recently signed The Taxpayers Protection Pledge, which states I will not vote for any tax increases, but I will pledge to you much more than that. If elected I will support legislation for a lower, simpler and fairer alternative to the current income tax system. I will also support a \$500 per child tax credit for working families.

I will also sponsor and support legislation to cut wasteful federal spending, and send more federal funds back to the states. I believe this is very important to improving education, supporting law enforcement and making welfare more efficient.

If you agree with me on these and other important issues -- and want someone in Congress who will vote for you -- please help my campaign now. Your contribution will help ensure your voice is finally heard loud and clear in Congress.

Sincerely,

Mark Sharpe

P.S. The election is just six months away. Please help my campaign by sending your contribution for \$25, \$45, \$100 or whatever you can afford today. Any amount you send will be very helpful and much appreciated. Thank you.

# **Friends of Mark Sharpe**

## **Volunteer Action Plan**

### **I. Organization**

The volunteer coordinator will be responsible for recruiting volunteers for all aspects of the volunteer plan; coordinating all volunteer activities; scheduling office volunteers; and maintaining an accurate up-to-date volunteer database.

The volunteer coordinator should work immediately to build the volunteer organization using the existing database, seeking contacts from key current and former volunteers and through personal contacts. Organization should be set-up as follows:

#### **Office Based**

*Recruitment Chairman* -- should be an individual who has time to go to events with Sharpe (candidate forums, rallies, etc.), other public events and club meetings. It would be a good idea to have a college student ( or other young individual) and a senior citizen in order to best target the different groups. In addition to face-to-face recruitment, Volunteer Coordinator(s) will be needed to coordinate mailings and phone banks to various organization lists.

#### **Target Groups:**

- Republican clubs and county executive committee
- Previous campaign volunteers (Pres. Primary and past gubernatorial races)
- Churches (Seminole Pres, Idlewild)
- Veterans (VFW's and American Legions)
- Seniors (John Knox Village, other retirement homes)
- Students (Recruit a coordinator at each one)
  - USF
  - University of Tampa
  - Hillsborough Community College
  - High Schools

#### **Potential volunteers should be ...**

- identified
- ask specifically what they are willing to do
  - precinct walks
  - phone banks at headquarters
  - phone banks at home
  - work a headquarters
  - put up signs
  - work events
- given talking points about what they will be doing
- sent a letter or postcard from Sharpe as a welcome

*Sign Coordinators* -- Will receive lists of yard sign request and place in yards as requested. Will



# SHARPE

## FOR CONGRESS

[REDACTED]

Dear [REDACTED]

Our future should not be left to chance, but for too many years now, that is what's been happening.

Unfortunately, our 32-year incumbent Congressman, Sam Gibbons, has simply reacted to problems by creating new ones. His liberal, big government philosophy is contrary to the beliefs of most of his constituents. If nothing else, he is guilty of not listening to the people he is pledged to represent.

With the right person representing you in Congress -- someone who will listen to you -- your voice will finally be heard.

As the Republican candidate for Congress, I'm asking the citizens of Tampa Bay for that responsibility. And I need your help to be successful.

I need your support -- your advice and your frank opinions. We, as a team, can set priorities and steer our government in the right direction.

That's why I'm seeking your input today on the enclosed Issues Survey.

We are at a crossroads. We've been misrepresented for too long. Reforms for health care and welfare need to be pursued. Our education system needs a major overhaul. Tough decisions need to be made to ensure our safety against rising crime. And higher ethical standards need to be placed on our elected officials.

Health care reform is a priority. There's been a lot of discussion about which route to take to improve our system. What would you like to see happen? Please let me know on the enclosed survey.

Crime prevention is important to everyone. I'm a supporter of stiff penalties and punishments that have a strong deterrent effect. What about you?

(over, please)

1111 North Westshore Boulevard, Suite 103-B  
Tampa, Florida 33607 • 813/288-0442 • fax 813/288-0058

Paid for by Mark Sharpe for Congress • Rick Fontaine, Treasurer

Armed with your advice, I am committed to pursuing our agenda of reform and revitalization. Most of all, I want to see that your priorities are given due consideration.

Please take a moment today to complete the enclosed survey and return it to me.

We must face these difficult issues now, together, and work towards sensible resolutions. We simply cannot afford to stand still any longer.

Plus, I want to bring new ideas to the forefront... ways to protect our children, enhance job opportunities, and mandate a higher standard of ethical behavior for all elected officials.

I wish your input was the only favor I needed from you. But to be elected your next Congressman, I also need your generous financial and/or your diligent volunteer support behind my campaign. That's why I hope you'll also fill out the contribution/volunteer section of the reply form.

Your gift will enable me to reach more like-minded conservative voters with our message. It will enable me to show voters that my interests and concerns mirror their opinions. And it will allow me the opportunity to let the voters know how my candidacy differs from that of my opponent.

Can I count on you?

Please enclose your completed survey and contribution of \$25, \$50, \$100, \$250, \$500, or whatever you feel is appropriate at this time. Any amount you can afford to give will be of tremendous help to my campaign.

You know, none of the problems facing America are insurmountable. Together, we can reach solutions that promise better government for all of us.

With your advice and support, I'm up to the challenges ahead. Please, let me hear from you today.

Sincerely,

  
Mark Sharpe

P.S. Please send your completed survey along with your most generous contribution, today, if possible. If you have given recently, thank you for your support and please just give when you feel appropriate. If you want to volunteer, please call us at 288-0442.

# SHARPE FOR CONGRESS SUPPORTER SURVEY

Reply From:



XX9

## CONTRIBUTOR INFORMATION

Enclosed is my contribution for:

☐ \$25 ☐ \$50 ☐ \$100 ☐ \$250 ☐ \$500 ☐ Other \$ \_\_\_\_\_

Make checks payable to: **Sharpe for Congress.**  
Contributions are not deductible for federal income tax purposes.  
(please see reverse for important information)

## QUESTIONNAIRE

- ☐ ☐ Do you approve of Clinton/Gibbons' health  
Yes No care reform plans that call for more  
government control?
- ☐ ☐ Do you favor an across the board spending  
Yes No freeze (excluding Social Security) to get the  
Federal deficit/debt under control?
- ☐ ☐ The Clinton administration has  
Yes No de-emphasized the war on drugs. Do you  
agree with this policy?
- ☐ ☐ Do you believe more gun control legislation  
Yes No would have a serious effect on reducing  
violent crime?
- ☐ ☐ Do you favor legislation that would require a  
Yes No balanced Federal budget amendment to the  
Constitution?
- ☐ ☐ Do you support a line-item veto for the  
Yes No President in order to help eliminate costly  
"pork" projects from Federal spending?
- ☐ ☐ Do you think all parents should be allowed to  
Yes No choose the school their children attend?

( over )

1111 NORTH WESTSHORE BOULEVARD • SUITE 103-B  
TAMPA, FL 33607 • 813/288-0442

Paid for by Mark Sharpe for Congress • Rick Fontaine, Treasurer

How effective do you think tougher sentences  
& less parole would be in the fight against  
crime?

- ☐ Very Effective
- ☐ Somewhat Effective
- ☐ Not At All Effective

At what spending level do you think the  
United States should fund national defense?

- ☐ Major Cuts in Spending
- ☐ Increase Spending
- ☐ Maintain Current Spending Levels

Would you be more or less likely to vote for a  
candidate for public office who has been  
endorsed by President Clinton?

- ☐ More Likely
- ☐ Less Likely
- ☐ Makes No Difference

## **VOLUNTEER INFORMATION**

### ***Here's how I want to help.***

- ☐ Hold a neighborhood social in my home
- ☐ Make telephone calls
- ☐ Walk door-to-door
- ☐ Be a Precinct Captain
- ☐ Arrange a meeting between Mark  
and my club or organization
- ☐ Put a window sticker on my car
- ☐ Put a sign in my yard
- ☐ Work at the polls on election day

Federal election law requires political committees to report the name,  
mailing address, occupation and name of employer for each individual  
whose contributions aggregate in excess of \$200 in a calendar year.

Occupation \_\_\_\_\_

Employer \_\_\_\_\_

- ☐ Check here if self-employed.