

NATIONAL ARCHIVES

IRELAND



Reference Code:	2015/51/1379
Creation Date(s):	October 1985
Extent and medium:	5 pages
Creator(s):	Department of Foreign Affairs
Access Conditions:	Open
Copyright:	National Archives, Ireland. May only be reproduced with the written permission of the Director of the National Archives.

Copy sent to
Officer Rivet
Rm 703 P
Special Events Sec
US Capitol Police
331 First St N.E

SDLP/NDI SEMINAR
ON
DEMOCRATIC DEVELOPMENT IN NORTHERN IRELAND

October 7-16, 1985

Monday, October 7

- 4:15 Arrive Dulles Airport, PA 107
Check-in: The Bellevue Hotel
15 E Street, N.W.
202/638-0900
- 7:00 Dinner: Tabard Inn
1739 N Street, N.W.
Welcome: Brian Atwood
Remarks: John Hume

Tuesday, October 8

- 8:00 Labor Breakfast
Sheraton Carlton Hotel
16th & L Streets, N.W.
Host: Tom Donahue, Secretary-Treasurer
AFL-CIO
- 9:15 Briefing - Congressional Appointments
- 10:00- Speaker Thomas P. O'Neill, Jr.
10:45 U.S. Capitol, H 202
- 11:00- Majority Leader Jim Wright (tent.)
11:45
- 12:30- Lunch: House Foreign Affairs Committee
1:45 Rayburn House Office Building
Room 2200
Host: Congressman Lee Hamilton
- 2:15 Senator Edward Kennedy
Contact: Nancy Soderberg
224-2635, Russell 113
- 3:00 Friends of Ireland
Speaker's Dining Room, H 122
- 6:00- Reception
7:30 Hosts: Elizabeth and Smith Bagley
1529 29th Street, N.W.

cc'd refer
with letter
file
10-10-85

SDLP/NDI
Page two

Wednesday, October 9

- 12:00- National Democratic Institute Lunch
2:00 Meridian House
1630 Crescent Place, N.W.
Speaker: John Hume
Special Guest: Vice President Mondale
- 3:00- Senator Albert Gore
3:30
- 4:00- Senate Foreign Relations Committee
5:00 U.S. Capitol, S 116
Host: Sen. Claiborne Pell
- 6:00 Reception/Dinner: Democratic Gala
Washington Hilton Hotel
Connecticut & Florida Avenues, N.W.

Thursday, October 10 - Democratic Headquarters

- 9:00 Overview: Democratic Development Seminar
Les Francis
- 9:30- Strategic Planning
12:00 Presenters: Michael Berman
Len Hirsch
Les Francis
- 12:00 Lunch
- 2:00- Development of Issue Themes
4:30 Moderator: Kirk O'Donnell
Panel: Bill Schneider - Poll Analysis
Sally Patterson - Focus Groups
Scott Wolfe - Research Files
- 7:00 Reception: Hugh Scott Room, S 120
Dinner: Lyndon Johnson Room, S211

SDLP/NDI
Page three

Friday, October 11 - Democratic Headquarters

- 8:30- Resource Development
11:30
Budget Formulation: Peter Penn
Resource Overview: Terry McAuliffe
Panel: David Strauss - Events
 Patricia Keefer - Direct Mail
 Chip Reynolds -Door-to-Door
- 12:00 Lunch: National Education Association
 State Dining Room
- 1:30- Communications
5:30
Creative Conceptualizing: John Franzen
Design: Frank Greer
Press Relations: Don Foley
Message Delivery: Michael Sheehan
- 6:30 Reception
Hosts: Ambassador and Mrs. MacKernan
 2244 S Street, N.W.

Saturday, October 12 - Democratic Headquarters

- 8:30- Organization and Management
1:00
Overview: Paul Tully
Panel: Mark Gersch - Targeting
 Jim Margolis - Constituency I.D.
 Glenn Cowan - Telephone/Mail
 Jim King - Scheduling/Advance
- 1:30 Lunch: Dubliner Restaurant
- 7:00 Dinner: Judy McLennan
 1824 Phelps Place

Sunday, October 13

12:00 Brunch

4:00 Leave Bellevue Hotel

5:30 Arrive Marine Engineer Benevolent Ass.
Easton, Maryland
301/822-9600

7:00 Dinner: Crab Claw Restaurant

Monday, October 14

9:30- Review & Analyze SDLP/NDI Program
3:30 -- Week in Review
 -- Feasibility Study
 -- SDLP Institute

 SDLP - Identity and Priorities

6:30 Dinner

Tuesday, October 15

9:00- Strategy Sessions
11:30 1. Resource Development/Budgeting
 2. Membership & Chapter Development

12:00- 3. Communications
2:30 4. Operations
 Executive and Headquarters

3:00- 5. Canvassing
5:00 6. Constituency Relations

6:30 Dinner

8:00 Planning Critique

Wednesday, October 16

9:00- Strategy Overview
1:00
1:00 Lunch
3:00 Deopart Dulles Airport
6:15 Depart: PA 106