

OFFICE OF DOMESTIC POLICY

THE WHITE HOUSE

FROM THE OFFICE OF: **CAROL H. RASCO**
ASSISTANT TO THE PRESIDENT
FOR DOMESTIC POLICY

Meeting file 2/23/77

TO: Rezy

DRAFT RESPONSE FOR CHR BY: _____

PLEASE REPLY (COPY TO CHR): _____

PLEASE ADVISE BY: _____

LET'S DISCUSS: _____

FOR YOUR INFORMATION: _____

REPLY USING FORM CODE: _____

FILE: _____

RETURN ORIGINAL TO CHR: _____

SCHEDULE: _____

REMARKS:

Lunch confirmed for 12:00 in CHR's office.

See me Tuesday.

Carol - I'll appreciate any help you could give me. Thanks & Joyce

ROTHGERBER, APPEL, POWERS & JOHNSON

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 SPECIAL COUNSEL
 GREGORY V. JOHNSON

IRA C. ROTHGERBER (1878-1956)
 WALTER M. APPEL (1879-1981)
 IRA C. ROTHGERBER, JR. (1913-1993)

November 2, 1993

* NOT ADMITTED IN COLORADO

Ms. Carol Rasco
 Assistant to the President
 The White House
 1600 Pennsylvania
 Washington, D.C. 20500

Dear Ms. Rasco:

I am writing to request a meeting with you so that I may interview you for a book that I am writing. The book will be intended to help women market themselves. I am not referring to marketing in a narrow sense but rather, to the convincing of others to "try" us--ourselves and our skills. The book will contain the stories and suggestions of women, like yourself, who have become successful in male-dominated careers and environments. I will try to glean from these several stories some similarities and will add commentary and suggestions for women. I believe that most very successful women possess unusual courage and self-confidence, which they need to call upon in order to progress in our society. Beyond that, I have not crystallized my thoughts and theories to any great degree and hope to remain open-minded as I proceed through the interviews. I may discover that women, as people who relate to others differently than men relate, need to utilize marketing techniques different than those typically used by men. It is important to me that the book is thoughtful and useful and not just a collection of life scenarios that seem to have developed out of unbelievable luck. The process of achieving success will be the focus.

I have become intrigued with this subject over the last three years. I am now 41 years old and have been practicing law for the last 11 years. About three years ago, I was approached by the Denver law firm, Rothgerber, Appel, Powers & Johnson, and invited to join it for the purpose of establishing and "growing" an immigration practice. I was also asked to join the Practice Development Committee of the firm, which designs a practice development ("marketing") strategy for the firm and oversees its implementation.

Ms. Carol Rasco
Assistant to the President
November 2, 1993
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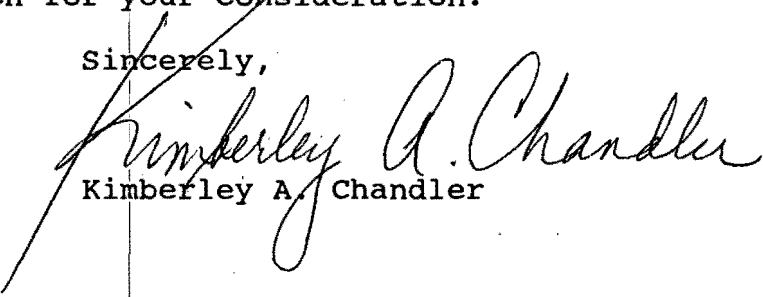
As I have worked at promoting my own practice and doing the same for the firm as a whole, I have reviewed and experimented with a myriad of marketing efforts. Some have worked satisfactorily and others have not. The traditional methods, however, like inviting clients to lunch and working to achieve leadership positions in prominent organizations, are more difficult for women than they are for men. I want to explore why this is true, whether alternative methods should be considered, and, if so, which methods, or whether we women should continue to pursue the same old marketing avenues but perhaps with new attitudes or approaches.

The women I interview will come from various backgrounds. To date I have arranged to interview, or have interviewed, an entrepreneur who started a company in Canada, sold it very profitably and just started another company in Denver; a hospital administrator in San Diego who is well-respected nationally; a forensic psychologist--also nationally known; and a hotel consultant who is presently working in Phoenix, Arizona. Since I only started this project at the beginning of October, I am very pleased that finding highly-respected and successful women who are willing to meet with me does not seem to be a problem.

I received your name from Jim Lyons, a colleague of mine, who suggested that you would be a fine addition to the book. Please let me know at your earliest convenience whether an interview might be possible. I will be in Washington November 14-16 and would like to get together with you on the 15th, if possible. You may reach me at the phone or fax number provided above.

Thank you very much for your consideration.

Sincerely,


Kimberley A. Chandler

KAC:cew

Rasco