

COLORADO BUSINESSES FOR SENSIBLE SOLUTIONS

Committed to the economic
well being of Colorado

PRINCIPALS

Steve Farber
President
Brownstein Hyatt Farber Schreck

Pat Hamill
Chairman and CEO
Oakwood Homes

Walter Isenberg
President and CEO
Sage Hospitality

Don Kortz
Chairman of the Board
Fuller and Company

Dan Ritchie
Community Leader

Ted Trimpa
Partner
Hogan & Hartson

KEY SUPPORTERS

Colorado Concern
Colorado Forum
Colorado Nonprofit Association

STAFF

Media Questions:
Sarah Kurz
SE2
Office: 303-892-9100 x 17
FAX: 303-892-9120

Fundraising Questions:
Richard Evans
Reiter & Associates
303-861-0217

URGENT

Date: October 2008
To: Colorado business and community leaders
Re: Put Colorado first!

FUNDRAISING DEADLINE – FRIDAY, OCTOBER 10

Mail contributions to:
Colorado Businesses for Sensible Solutions (CBSS)
P.O. Box 181280
Denver, CO 80218
EIN: 26-3480395

Colorado business and labor leaders have worked for years to ensure that our state provides a strong and supportive economic climate in which companies and workers alike can thrive. Unfortunately, there were a number of initiatives on this year's ballot that threatened to undermine our strong economy.

In the spirit of putting the best interests of Colorado ahead of our own ideologies, members of the issue committee "Colorado Businesses for Sensible Solutions" and our allies tried to negotiate with the backers of Right to Work, Amendment 47. Our understanding was that if Amendment 47 were removed from the ballot, labor would pull the four counterproposals (Amendments 53, 55, 56 and 57) and throw all of their efforts behind opposing Amendments 49 and 54. Our hope was that the two sides would both agree to stand down and avoid making Colorado voters face a battle between the proponents of these unnecessary proposals.

Unfortunately, the Right to Work supporters refused to compromise or even negotiate in good faith. Leaders from the organized labor community stepped up to work with us, and they unilaterally removed the four labor proposals on the condition that we join them in opposing Amendments 47, 49 and 54. As part of our commitment to the economic well-being of Colorado, we are partnering with labor leaders to fight these three threatening initiatives.

Part of the agreement we negotiated with labor is that **the business community must raise \$3 million by Friday, October 10 and to oppose 47, 49 and 54. The next week is crucial and we need your help immediately!**

Please review the following statement on Page 2 and identify the ways in which you will support the effort to oppose Amendments 47, 49 and 54.

These options include:

1. **Sign the statement below to support our efforts.** Complete the section below identifying how you want your name and/or your organization's name to be listed as a supporter of this effort. Please return this form at your earliest convenience to Sarah Kurz at SE2, the consultant firm that is coordinating the efforts of the issues committee. You can email her at sarah@publicpersuasion.com or contact her via fax at 303-892-9120.
2. **Contribute towards the \$3 million commitment.** Contributions from business executives, either individually or through corporate funds, should be made payable to the issue committee "Colorado Businesses for Sensible Solutions" which will aid in the opposition effort against Amendment 47, 49 and 54. Contributions are requested in the amount of \$25,000 to \$200,000 and should be mailed to P.O. Box 181280, Denver, CO 80218 by Friday, October 10, 2008. (EIN #: 26-3480395) If you have contribution questions, call Richard Evans at Reiter & Associates at 303-377-5724.
3. **Pledge to do employee communications.** It is critical that Colorado businesses encourage their employees to oppose Amendments 47, 49 and 54. The issue committee will create template emails for your use, so please let us know if you will send emails to your employees about these efforts.

A statement to the people of Colorado:

While each of us may have differing views on Amendments 47, 49 and 54, these proposals together are having a negative and destructive impact on Colorado's economic climate, which has allowed the state to attract jobs and investment. Colorado should be held harmless so it can maintain its current economic strength. I pledge to put the overall good of the State of Colorado ahead of my own ideologies by opposing all three of these initiatives this year.

I pledge to contribute to Colorado Businesses for Sensible Solutions: Amount: \$_____

I will launch an employee communication campaign against Amendments 47, 49 and 54.

Please provide below how you would like your name and/or your businesses name listed as a supporter of Colorado Businesses for Sensible Solutions.

Name

Title

Company/Organization

NOTE: By supporting this statement you are authorizing Colorado Businesses for Sensible Solutions to include your name and affiliation on a public list of organizations and individuals signing this letter. That list, or any portion of that list, may be used for any public purpose, including but not limited to fundraising, voter persuasion and media.

We must preserve Colorado's economic environment with this "do no harm" approach.

Thank you for your help with this critical effort.

PLEASE FORWARD THIS COMMUNICATION

to anyone who you think may be supportive of our efforts.