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From: Deberry, Drew [mailto:Drew.Deberry@usda.gov]
Sent: Tuesday, June 15, 2004 11:59 AM
To: Jackson, Barry S.
Cc: Torrey, Mike
Subject: briefing for appointees

Barry-

We would like to hold a briefing for our political appointees on the strategy we should focus on over the next several months. Everyone knows the general strategy, but I think people need a pick-me-up reminder. The briefing you gave to the Asset Deployment team about a year ago would be perfect. Specifically, I feel like people need to hear the message about resisting the urge to travel to the districts of key committee chairmen and members for the sake of building relationships...that the White House determines which members need visits and where we need to be strategically placing our assets. And the second message we're having a hard time with right now is resisting the urge to over-respond to each and every attack the other side throws at us...we're spending so much time on defense that we're not playing offense on the good initiatives we have to promote. We have a rapid response process in place that works well, but we are currently going beyond that and over-responding to the extent that our excessive responses are only providing reminders to the attackers that they need to get the last word in and beat us up on each particular issue.

Would you be willing to come over and give one of those briefings at one of our weekly 5:00 Monday staff meetings? We usually have about 75 appointees in the room and we would be able to attract closer to 100 (including sub-cabinet) if you came over.

Drew DeBerry
White House Liaison - USDA