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TERMINAL ID.: ESTHER LILLY R.E. INC

(MAR 01 '91 11:50AM)

DATE	START TIME	REMOTE IDENTIFICATION	TERMINAL IDENTIFICATION	MODE	TIME	RESULTS	TOTAL PAGES
FEB 21	11:04AM		406 586 4216	G3SR	01'56"	OK	01
	12:53PM			G3ST	01'12"	OK	02
	04:14PM			G3SR	00'51"	OK	01
	04:32PM		18014870741	G3ST	00'24"	OK	01
	04:33PM		18014870741	G3ST	00'25"	OK	01
	04:39PM		18014870741	G3ST	01'21"	OK	02
FEB 25	09:35AM	4067239542	MR	G3SR	02'29"	OK	04
	12:17PM		4064443036	G3ST	00'33"	OK	01
MAR 01	11:49AM		406 444 2808	G3ST	01'08"	OK	02

TX:000029 RX:000013

ATTN: Chuck Brooke

Conducted January 1990

MONTANA AMBASSADORS - CATCH & RELEASE PROGRAM - 1985-1989
Follow-Up Survey Results

Sponsoring Ambassadors: 26 Contacted
11 Responded

Catch & Release Guests: 26

Information Collected on: 19 Guests

QUESTIONS ASKED AND SUMMARY OF RESULTS

1. Your guest's immediate impression of the Catch & Release weekend:

- Great experience, very positive, excellent, overwhelmed, total enjoyment, extremely pleased, impressed.
- Great opportunity to discuss Montana business climate with high level state officials; something not readily available in other states.
- It made him feel there are more possibilities in Montana now.
- He liked the low key approach and thought the weekend was worthwhile.
- Exceptional experience of making many good business contacts while learning to fish, seeing some of Montana and promising to return with family and friends.

2. Business and/or pleasure activity in Montana since his participation in the Catch & Release weekend:

- Major copper concentrate contract between Montana business and Japanese smelter.
- Within months of Catch & Release, guest spent 6 weeks fishing and hunting in Montana and is talking about a couple of business ventures.
- Comes to Montana 3-4 times a year and is doing extensive banking business in Montana and feels positive about it; also an avid fisherman.
- Corporation remains very committed to two hospital locations in Montana as well as schools and other health related ventures.

- Has returned for several fishing and ski trips; good possibility of buying property for personal use.
- Has directly invested, through his company, a substantial amount in Montana.
- Direct investments in the State; investment role in several Montana companies.
- Serious consideration underway to locate a major first-class hotel facility in the State.
- Major commercial development in the State.
- Unknown (1).

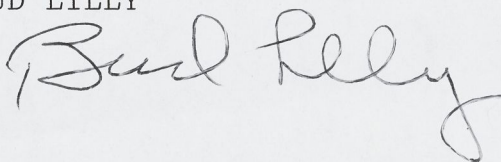
3. Your assessment of the possibility of future/continued interest in the State of Montana:

- Japanese smelters will continue to require copper concentrate and have looked at other mining opportunities in Montana.
- Continuing to look at new business opportunities.
- Loyal to Montana and it is difficult to assess whether his "bragging on us" has brought others - it certainly hasn't done any harm.
- Could not be better; very good; very positive; superb; excellent.
- Future investments in plant and equipment in two Montana locations during next 5 years.
- Personal interest remains high.
- Initial investment has been in retrenchment and on hold for several years, so I doubt any significant interest continues on their part in Montana based on lack on anticipated return on performance.

4. Your impressions of the value of the program:

- Exceptional program which should be continued.
- More independent business peoples' involvement, Ambassadors or not.
- Less attendance by bureaucrats

BUD LILLY





Corporate Office: Davidson Bldg., 8 Third St. No. • P.O. Box 5015
Great Falls, Montana 59403 • (406) 727-4200 • 1-800-332-5915

February 13, 1990

Mr. Bud Lilly
Chairman
Catch & Release Committee
Montana Ambassadors
Department of Commerce
1424 Ninth Avenue
Helena, Montana 59620

Dear Bud:

As a former nominator for the Catch & Release Committee, my nominee was J. R. Simplot of Boise, Idaho. Mr. Simplot, who heads J.R. Simplot & Co., is an outstanding corporate executive of that area, who projected a strong potential business interest in Montana. I am certain that particular interest continues, but to-date it has not resulted in a specific investment or business relocation in Montana. The effectiveness of the Catch & Release program, while possibly does not reflect immediate results, will certainly prove beneficial in the long run. This economic development program of the Montana Ambassadors is commendable.

Sincerely yours,

Ian B. Davidson

IBD:gb

Catch & Release Program

At the annual meeting in Great Falls in February, Audrey O'Connell, Catch & Release committee member, reported the results of a survey conducted of Montana Ambassadors who had participated in the Catch & Release program from 1985 through 1989. After operating the program for five years, the committee felt it was important to document the results of this unique introduction to the State of Montana and to assess participants' impressions of the value of this type of economic development approach.

The survey was sent to 26 Montana Ambassadors who have participated in the program and have sponsored a total of 38 guests from around the world. Survey responses were received by 11 Montana Ambassadors documenting information on 19 of the guests. Ambassadors were asked to respond to four basic questions: 1) Your guest's immediate impression of the Catch & Release weekend? 2) Business and/or pleasure activity in Montana since participation in the weekend? 3) Your assessment of the possibility of future/continued interest in the State of Montana. 4) Your impressions of the value of the program.

The responses generated were overwhelmingly positive. Typical answers to the first question were: great experience, very positive, impressed, extremely pleased, great opportunity to discuss Montana with high level state officials. A sampling of answers from the second and third questions were: expanded capital investment in malting barley milling & storage facilities, active participation & support of June 1990 Procurement Conference, investment role in several Montana companies, major commercial development in the State, serious consideration underway to locate a major first-class hotel facility, and major copper concentrate contract between Montana business and Japanese smelter; future investment in plant and equipment in two Montana locations during next 5 years, personal interest remains high, continuing to look at new business opportunities, Japanese smelters will continue to require copper concentrate and have looked at other mining opportunities.

And, responses to question four were: Best way to get business executives in direct contact with high level state officials, great format and tool to attract small business to Montana as the owner and decision-maker gets to see personal benefits of having his company relocate, program has value in exposing business leaders from around the world to Montana giving them an idea of our sincerity about attracting business - as part of an overall package, or recruitment effort, it makes sense but without a good overall recruitment strategy and plan, then it is of questionable value.

A final remark made by one Ambassador which sums up the committee's impressions of the program: "I really feel this program puts Montana in a new light, mixing business with pleasure; the pay-off sometimes may not come for several years, but the contacts cultivated during a weekend such as this can create real opportunities."

Bud Lilly, Chairman, reports that planning for the Sixth Annual Montana Ambassadors Catch & Release Flyfishing Tour is going full speed ahead. The dates are June 22-25th and the Complete Fly Fisher Lodge in the Big Hole Valley has been selected as the 1990 location based on a number of considerations. Guest nomination forms were sent to the membership with a March 6th deadline and the first set of invitations to 10 guests has been sent by the Department of Commerce.

Again this year, a high caliber of guest with a corresponding Montana Ambassador is expected to expand the network of contacts for the State of Montana and reinforce the fact that Montana is not only a wonderful place to recreate, but also to do business.

Audrey O'Connell, Director of Development
Museum of the Rockies

Montana Ambassadors
Catch & Release Program - Follow Up

Sponsoring Ambassador: *Jan Reager*
Name of Sponsored Guest: *Jack Acker*
Year you participated with your guest: *1987*

Your guest's immediate impression of the Catch & Release weekend:

He was very impressed and enjoyed the group. Two years later he still very fondly remembers Montana.

Business and/or pleasure activity in Montana since his participation in the Catch & Release weekend:

none to my knowledge. However, I met @ him in Oct, 1989. He stated plans to ski in Mt this year.

Your assessment of the possibility of future/continued interest in the State of Montana:

60-75% chance, if marketed right.

Your impressions of the value of the program:

I was skeptical before being involved. However, while at the Catch & Release, I changed my mind. It provided good, quality time to sell our benefits. However, the bottom line to moving a business here is still PROFIT!

Additional remarks:

I sent him a T-Shirt with a Trout on it. It also says "Montana". He told me he wears it for special "jogging" trips. He never uses his hat. He doesn't like a fishing hat. He jogs with millionaire business people in NY + D.C.

Montana Ambassadors
Catch & Release Program - Follow Up

Sponsoring Ambassador: C. Dan Regan
Name of Sponsored Guest: a. Doug Beighle, Boeing b. Raymond Goff,
Year you participated with your guest: Anheuser Busch c. Joe Warnement,
1989 Stansbury

Your guest's immediate impression of the Catch & Release weekend:
Excellent

Business and/or pleasure activity in Montana since his
participation in the Catch & Release weekend:

- a. Boeing - Actively participating in and supporting Procurement Conference in mid-June 1990
- b. Anheuser Busch - Expanded capital investment in malting barley milling and storage facilities in Montana.
- c. Stansbury - Continue the permitting study on vermiculite mine and processing plant.

Your assessment of the possibility of future/continued interest
in the State of Montana:

- a. Certain of future expanded commitment in Montana.
- b. Same
- c. If permitting approved - certain.

Your impressions of the value of the program:

Valuable

Additional remarks:

Would recommend program continue. Offers unique opportunity to develop personal relationship with key decision makers.

Montana Ambassadors
Catch & Release Program - Follow Up

Sponsoring Ambassador: R. V. Tilman
Name of Sponsored Guest: Jim Marvin Kenny Yoshino
Year you participated with your guest: 1985 1988

Your guest's immediate impression of the Catch & Release weekend:

Great experience.
Great opportunity to discuss Montana business climate with
high level state officials.

Business and/or pleasure activity in Montana since his
participation in the Catch & Release weekend:

Major copper concentrate contract between Montana Resources
and Japanese smelter.

Your assessment of the possibility of future/continued interest
in the State of Montana:

Japanese smelters will continue to require copper concentrate
and have looked at other mining opportunities in Montana.
(Kenny and C. Itoh are also continuing to look at new business
opportunities.)

Your impressions of the value of the program:

It's the best way I know of to get business executives
in direct contact with high level state officials.

Additional remarks:

Montana Ambassadors
Catch & Release Program - Follow Up

Sponsoring Ambassador: Mike Ewing
Name of Sponsored Guest: Ted Tenbrink
Year you participated with your guest: 1989

Your guest's immediate impression of the Catch & Release weekend:

Did not participate due to illness in family!

Business and/or pleasure activity in Montana since his participation in the Catch & Release weekend:

Your assessment of the possibility of future/continued interest in the State of Montana:

Your impressions of the value of the program:

It is a great format & tool to attract small business to Montana. The owner (decision maker) gets to see personal benefits of having his company be in Montana!

Montana Ambassadors
Catch & Release Program - Follow Up

Sponsoring Ambassador: CLARK PYFER
Name of Sponsored Guest: GIL ACHESON
Year you participated with your guest:

1986

Your guest's immediate impression of the Catch & Release weekend:

He was most impressed and thoroughly enjoyed the experience.

Business and/or pleasure activity in Montana since his participation in the Catch & Release weekend:

Unfortunately the Denver Colo area has experienced difficult times and he has not had much free time.

Your assessment of the possibility of future/continued interest in the State of Montana:

Gil is loyal to Montana & it is difficult to assess whether his "bragging on us" has brought others - it certainly hasn't done any harm.

Your impressions of the value of the program:

It is an excellent program and I'm sure other guests have been able to do us more good.

Additional remarks:

If we can afford it - it should certainly be continued. Glad to see you are doing a follow-up survey. Results should be reported.

Montana Ambassadors
Catch & Release Program - Follow Up

Sponsoring Ambassador: John Bailey
Name of Sponsored Guest: John Tomlin
Year you participated with your guest: 1989

Your guest's immediate impression of the Catch & Release weekend:

It made him feel they are more possibilities in Montana now. He has bought land in Montana and feels a comitment to do something here.

Business and/or pleasure activity in Montana since his participation in the Catch & Release weekend:

John spent 6 weeks this past fall fishing and hunting here. He has also been talking to me about a couple of business ventures to do in Montana.

Your assessment of the possibility of future/continued interest in the State of Montana:

could not be better

Your impressions of the value of the program:

For John it was a good introduction to state people. It provided John an excellent welcome to the state and this should benefit us all as he considers Montana in his venture capital areas.

Additional remarks:

Montana Ambassadors
Catch & Release Program - Follow Up

Sponsoring Ambassador: John Bailey
Name of Sponsored Guest: Joe Kingman
Year you participated with your guest: 1988

Your guest's immediate impression of the Catch & Release weekend:
He liked the low key approach and thought the weekend was very worthwhile.

Business and/or pleasure activity in Montana since his participation in the Catch & Release weekend:
Joe comes to Montana three to four times a year. His bank has extensive business in Montana and he feels Montana is a good place for them.

Your assessment of the possibility of future/continued interest in the State of Montana:
Very Good

Your impressions of the value of the program:
The program opens doors and shows how available people are in Montana. This allows our guests to feel free to contact anyone when they have problems and when they are looking into new areas.

Additional remarks:



Saint Vincent Hospital and Health Center

January 23, 1990

Audrey O'Connell
Catch & Release Committee
Director of Development
Museum of the Rockies
Montana State University
Bozeman, Mt. 59717

Dear Ms. O'Connell:

Attached is my questionnaire for the Catch and Release Program as a follow-up to our trip last July. As the Sisters of Charity have been involved in Montana since the late 1800's, they are no strangers to the environment here. Many of the Sisters in this religious organization have roots in Montana. I really feel this program puts Montana in a new light mixing business with pleasure. As we discussed that weekend, the pay off sometimes may not come for several years but the contacts cultivated during a weekend such as this can create real opportunities. If we can provide any further input for you, please do not hesitate to call.

Sincerely,

James T. Paquette
President

JTP/ge

Enc.

Post Office Box 35200
Billings, Montana 59107-5200
406-657-7000

We touch your life.

Montana Ambassadors
Catch & Release Program - Follow Up

Sponsoring Ambassador: Jim Paquette
Name of Sponsored Guest: Keith Hornberger
Year you participated with your guest: 1989

Your guest's immediate impression of the Catch & Release weekend:
Very positive. Corporation is involved with business in 5 states and this was an unique opportunity for him to meet with key state officials. Something not readily available in other states.

Business and/or pleasure activity in Montana since his participation in the Catch & Release weekend:
Sisters of Charity/Health Services Corporation remain very committed to two hospital locations in Montana as well as the schools and other health related ventures.

Your assessment of the possibility of future/continued interest in the State of Montana:
Very positive. Future investments in plant and equipment at both Butte and Billings locations planned during next 5 years.

Your impressions of the value of the program:
Impressed with low key nature of the program. I think critical to the program is the availability of the governor and some of his staff for at least one evening during the stay.

Additional remarks:

1-19-90

Montana Ambassadors
Catch & Release Program - Follow Up

Sponsoring Ambassador: Chase Hibbard
Name of Sponsored Guest: Peter C Weaver
Year you participated with your guest:

1988

Your guest's immediate impression of the Catch & Release weekend:

Excellent

Business and/or pleasure activity in Montana since his participation in the Catch & Release weekend:

Several fishing and ski trips + good possibility of buying property for personal use in the Bozeman area

Your assessment of the possibility of future/continued interest in the State of Montana:

The Company Peter was the President of, ~~the~~ Fisher USA, was contemplating a move at Peter's insistence. He has since left the company and is President of Marker Ski Bindings in Salt Lake. His personal interest in Montana remains high.

Your impressions of the value of the program:

The program has value in exposing business leaders from around the world to Montana and giving them an idea of our sincerity about attracting business to the state. as a part of an overall package, or

Additional remarks:

recruitment effort, it makes sense. If the program stands on its own without a good overall recruitment strategy and plan, then it is of questionable value

Chase Hibbard

Montana Ambassadors
Catch & Release Program - Follow Up

Sponsoring Ambassador: LEWIS ROBINSON
Name of Sponsored Guest: WILLIAM MILLER
Year you participated with your guest: 1989

Your guest's immediate impression of the Catch & Release weekend:

OVERWATERED

Business and/or pleasure activity in Montana since his participation in the Catch & Release weekend:

HE HAS DIRECTLY INVESTED THROUGH
HIS COMPANY A SUBSTANTIAL AMOUNT
IN WEST YELLOWSTONE.

Your assessment of the possibility of future/continued interest in the State of Montana:

SUPERB

Your impressions of the value of the program:

SAME

Additional remarks:

Montana Ambassadors
Catch & Release Program - Follow Up

Sponsoring Ambassador: LEWIS ROBINSON
Name of Sponsored Guest: DWIGHT LEE
Year you participated with your guest: 1988

Your guest's immediate impression of the Catch & Release weekend:

EXTREMELY PLEASED

Business and/or pleasure activity in Montana since his participation in the Catch & Release weekend:

HE HAS MADE SOME DIRECT INVESTMENTS
IN THE STATE.

Your assessment of the possibility of future/continued interest in the State of Montana:

EXCELLENT

Your impressions of the value of the program:

SAME

Additional remarks:

Montana Ambassadors
Catch & Release Program - Follow Up

Sponsoring Ambassador: LEWIS ROBINSON
Name of Sponsored Guest: MARK FARLE
Year you participated with your guest: 1987

Your guest's immediate impression of the Catch & Release weekend:

TOTAL ENJOYMENT

Business and/or pleasure activity in Montana since his participation in the Catch & Release weekend:

SERIOUS CONSIDERATION UNDERWAY
TO LOCATE A MARRIOTT IN THE
STATE

Your assessment of the possibility of future/continued interest in the State of Montana:

SUPERB

Your impressions of the value of the program:

SAME

Additional remarks:

Montana Ambassadors
Catch & Release Program - Follow Up

Sponsoring Ambassador: LEWIS ROBINSON
Name of Sponsored Guest: JIM GALBREATH
Year you participated with your guest: 1986

Your guest's immediate impression of the Catch & Release weekend:

WONDERFUL

Business and/or pleasure activity in Montana since his participation in the Catch & Release weekend:

HIS COMPANY HAS TAKEN AN ACTIVE
INVESTMENT ROLE IN SEVERAL MONTANA
COMPANIES

Your assessment of the possibility of future/continued interest in the State of Montana:

EXCELLENT

Your impressions of the value of the program:

SAME

Additional remarks:

Montana Ambassadors
Catch & Release Program - Follow Up

Sponsoring Ambassador: LEWIS ROBINSON
Name of Sponsored Guest: DON WOLKENS
Year you participated with your guest: 1988

Your guest's immediate impression of the Catch & Release weekend:

EXCELLENT

Business and/or pleasure activity in Montana since his participation in the Catch & Release weekend:

MANY TRIPS TO MONTANA ON BOTH
BUSINESS AND PLEASURE.

Your assessment of the possibility of future/continued interest in the State of Montana:

HIS COMPANY, UNION PACIFIC, IS
DEDICATED TO CONTINUING TO SERVE
BUTTE. HE HAS ALSO ARRANGED TO HAVE
ME DO A MAJOR COMMERCIAL DEVELOPMENT IN
Your impressions of the value of the program: WEST YELLOWSTONE.
ABSOLUTELY THE BEST!

Additional remarks:

Montana Ambassadors
Catch & Release Program - Follow Up

Sponsoring Ambassador: *Mr Tom Staples*
Name of Sponsored Guest: *Mr Koji Hiroa - Long Term Credit Bank of Japan.*
Year you participated with your guest: *1987*

Your guest's immediate impression of the Catch & Release weekend:
Exceptional experience of making many good business contacts while learning to fish, seeing some of Montana and promising to return with family and friends.

Business and/or pleasure activity in Montana since his participation in the Catch & Release weekend:

Unknown

Your assessment of the possibility of future/continued interest in the State of Montana:

The Long Term Credit Bank of Japan invested \$50,000 in the Development Corporation of Montana's capital stock. D C M has mostly been in retrenchment and on hold for several years so I doubt any significant interest continues on their part in Montana based on lack of anticipated return of performance

Your impressions of the value of the program:

It is an exceptional program which should be continued. One consideration is to have more independent business peoples involvement whether Mt Ambassadors or not. As well, less bureaucrats should attend and one night should be where business guests who are Montanans are included.

Additional remarks:

My hope would be that the program can be kept alive as its longer term potential will ultimately be paid back with even one location, start up or branch facility

Museum of the Rockies

M.S.U.

Bozeman, mt 59717