

SENIOR VOICE

A PUBLICATION OF THE 60 PLUS ASSOCIATION

www.60Plus.org

Fall 2012



60 Plus Takes to the Air with TV Campaign to Save and Preserve Medicare (Re-Issued Fall 2012)



60 Plus Commercial, "Guaranteed"

If you have been watching the news and keeping current with the 60 Plus Association's web site and email alerts, you see very clearly that the major political battle of our day is being fought right now in Washington. This contest will affect millions of seniors today and every other American for decades to come. Many believe that the very survival of our nation as we know it hangs in the balance.

Medi-Scare Medi-Scare Medi-Scare!

This battle of course is the one being fought over the budget, and entitlement reform. On one side you have President Obama and the liberal Senate Democrats, who want to stay the course with policies that include adding to our record debt, hiking taxes, and offering no significant plan on keeping Social Security and Medicare solvent other than cutting benefits and raising fees on seniors.

saving it for future generations by giving consumers more control over their health care choices. Of all the ideas currently being hinted at in Washington, the Ryan Plan is the only blueprint to slash government spending while keeping Social Security and Medicare solvent.

On the other side you have House Budget Committee Chairman Paul Ryan (R-WI), who along with his GOP colleagues have offered the only plan that will save and preserve Medicare; preserving Medicare exactly in its current form for today's seniors and those within 10 years of retirement, and

60 Plus and our more than 7 million supporters believes this debate is extremely important and that America's seniors and families deserve to know the facts. In late June 60 Plus took to the air with a TV commercial featuring Congressman Ryan that aired nationally on cable, as well as on select broadcast stations in Ohio and Florida. The ad is simple, straightforward, and honest, with Congressman Ryan on camera stating:

"Washington has not been honest with you about Medicare... If we do nothing, Medicare spending will nearly double over the next decade, exhausting its remaining funds."

The 60 Plus ad received praise and media coverage for making a complex subject extremely simple. If America does nothing, entitlements go broke in about 10 years, and benefits end for everyone in short order.



60 Plus Chairman Martin thanks Congressman Ryan

Ending the federal estate (death) tax for seniors and saving Social Security and Medicare for the next generation

Chairman's Corner



By Jim Martin
Chairman of the 60 Plus Association

With Medicare reform front and center in Washington's battle over spending and our national debt crisis, it's important to remember that Democrats have proposed absolutely NO PLAN to keep Medicare solvent. Recall in the first two years of the Obama era they had control of BOTH CHAMBERS of Congress and did nothing except drastically cut \$500 billion from Medicare to help pay for ObamaCare.

Without reform, Medicare will be bankrupt and depleted in less than 10 years, leaving seniors and future generations with nothing, and effectively ending the program as we know it. Says 60 Plus spokesperson Pat Boone, "The status quo means Medicare will go bankrupt and seniors will lose their coverage completely. Washington has been given a choice when it comes to Medicare; Adapt the program or let it die."

Something has got to change, doing nothing means devastation to millions. But Democrats have no interest in fixing Medicare, their only interest is political, scoring points by scaring seniors with falsehoods as true

RYAN PLAN TO FIX MEDICARE: Point by Point

leaders like Paul Ryan propose actual solutions to save the program. This has been a favored – and unfortunately successful – tactic of the Democrat party for years, and even the Washington Post has pointed out on several occasions how deceitful this "Medi-scare" tactic is.

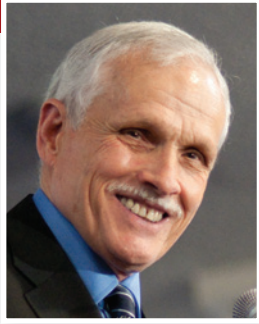
The Truth About the Ryan Plan

- Ryan's plan SAVES Medicare, those Democrats who embrace the status quo are the ones steering Medicare off a cliff to insolvency.
- Those who call the Ryan plan "radical" or "draconian" are ignoring the fact that his plan is modeled after the same health care plan enjoyed by members of Congress and thousands of federal workers.
- Obama and the Democrats have cut anywhere from \$500 to \$800 billion from Medicare, depending on who is doing accounting, all to fund a massive new health care entitlement, which serves only to speed the insolvency of Medicare and result in serious rationing, which has already begun.
- **No senior over 55 will see one single change to their Medicare under the Ryan plan, their Medicare is untouched and completely as they expect it.**
- People 55 and younger will have their health care costs paid for after choosing service providers that offer them flexibility and choices to suit their situation.
- This results in competitive pricing, which lowers the cost of care to everyone's benefit, including our nation's bottom line.
- Competition and flexibility has ALWAYS shown to be more cost-effective than government-run options. Costs will be kept down, protecting taxpayers.
- Further, the poor and disabled, or those who need care most, will be given preferential treatment over those with less serious health concerns, and more means to pay.
- The needy will receive an additional \$8,500 in care above those of others, a fact inadvertently or conveniently left out of CBO's attack on the Ryan plan.
- Those attacking the Ryan plan are heavily invested in the status quo where government makes all decisions, and costs are contained by unilateral decisions by bureaucrats to deny care for cost savings.
- The Ryan plan keeps Medicare investment per participant at current levels, but saves money by bringing in competition for care and asking the very wealthy to pay a bit more over time.
- By ditching the government philosophy of 'one size fits all' we are adding flexibility, choice, competition and fairness to Medicare, keeping both the program solvent and keeping our nation from going bankrupt.

Mr. Martin is Chairman of the 60 Plus Association, which he formed in 1992 as a seniors' advocacy group with a limited government, lower taxes mission and an adherence to the Constitution. 60 Plus has been called "an increasingly influential lobbying group" and the "conservative alternative to the AARP." He popularized "death tax" for "estate tax." Jim served in the Marine Corps, earned his journalism degree from the University of Florida, was Chief of Staff to the late Senator Edward Gurney and was instrumental in hiring George W. Bush for Gurney's 1968 campaign. He swims a mile daily and plays Senior Olympics softball and basketball. Jim and wife Mary Lou have seven children and 15 grandchildren.

THE 60 PLUS ASSOCIATION

515 King Street • Suite 315 • Alexandria, VA 22314
Phone 703-807-2070 • Fax 703-807-2073 • www.60Plus.org



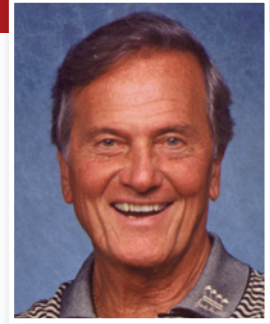
JAMES L. MARTIN
Chairman



AMY N. FREDERICK
President



REP. ROGER ZION
(R-IN. 1967-75)
Honorary Chairman



PAT BOONE
National Spokesman

“MEDI-SCARE, MEDI-SCARE, MEDI-SCARE”

In a full page advertisement that the 60 Plus Association took out on October 30, 1996 in the *Washington Times*, entitled “Medi-Scare, Medi-Scare, Medi-Scare” 60 Plus Chairman, Jim Martin, noted in several paragraphs that:

“When Minority leader Dick Gephardt (D-MO) wrote a letter and repeated that Republicans would cut Medicare, the *Post* printed it, but ran another editorial September 25 and said, ‘That’s bullfeathers, and Mr. Gephardt knows it.’ The *Washington Post* praised the Republican plan to save Medicare from bankruptcy, saying it is ‘credible, and it addresses a problem that is only going to get worse.’ And the *Post* again chastised the attacks: ‘What the Democrats have instead is a lot of TV ads and scare talk.’ (emphasis added).

The *Post* concluded: ‘The Democrats have fabricated the Medicare tax cut for the rich connection. It is useful to them politically. It allows them to attack and to duck responsibility, both at the same time. We think it’s wrong.’ (emphasis added). It’s a pity that politicians use seniors as political pawns. It’s time to stop scaring seniors with these irresponsible ads.”

And Martin also said, “They’re so outrageous and reprehensible that syndicated columnist Arianna Huffington has written (in 1996): ‘The Democratic demagoguery on Medicare is one of the most irresponsible acts in American campaign history.’”



www.60Plus.org

The 60 Plus Association is a 20-year-old nonpartisan organization working for death tax repeal, saving Social Security and Medicare, affordable prescription drugs, lowering energy costs and other issues featuring a less government, less taxes approach as well as a strict adherence to the Constitution. 60 Plus calls on support from over 7 million activists. 60 Plus publishes a newsletter, *SENIOR VOICE*, and a Scorecard, bestowing awards on lawmakers of both parties who vote “pro-senior.” 60 Plus has been called, “an increasingly influential senior citizen’s group.”

Democrats Need Hearing Aids Not Earplugs



President Obama signs the healthcare reform bill into law.

Photograph by Doug Mills/
The New York Times

Big-government politicians frequently count on the American people to have short memories, better yet if the people have no memory at all. Thank the Lord for old-fashioned filing cabinets.

Just by visiting ours, we can easily pull out one of the many pieces of mail we filed away from candidate Obama less than 20 months ago. There, in colorful blue ink, it states quite clearly that “unlike the other party – who listen only to Washington D.C. lobbyists – Barack Obama Will Listen to Us.” Oh really?

When the American people spoke about his plan to socialize medicine, this is what they said (*Source: CNN/Gallup Poll*):

- 59% said they absolutely oppose it (39% support it)
- 62% said they will pay more for healthcare
- 47% said they would be “worse off” (compared to 33% who said “better off”)
- 70% said it would greatly increase the budget deficit
- 56% said it would result in “too much government involvement”

The American people spoke very clearly, in an unmistakable voice. Unfortunately for all of us,

Obama and the liberal House Democrats listened with all the seriousness of a gambling addict listening to a Sunday sermon.

This disastrous healthcare “reform” has now passed (with ‘yea’ votes coming exclusively from one political party) through both chambers of Congress, and now has the fatal Presidential signature embossed on it.

This news is especially bad medicine for seniors, who for decades have dutifully paid into Medicare with the promise it would be there for them in their golden years. Now Medicare faces over \$500 BILLION in cuts, just as millions more baby-boomers reach the age where they are eligible for its services.

60 Plus press releases on the occasion of ObamaCare passing the House, this legislation will be the death knell for seniors, and now serves as a bizarre tribute for former Colorado Governor Richard Lamm who years ago said seniors had “a duty to die” and “to get out of the way with all of our machines and artificial hearts.”

ObamaCare may be hated by seniors, but it will be loved by casket makers. We wish we were kidding.

Doctors and health professionals are already starting to make good on their promise to quit medicine, with a whopping ONE THIRD saying they would consider leaving (including 46.5% of primary care physicians). So much for making healthcare more “accessible” to all Americans. In theory, ObamaCare will work just fine, so long as we make it illegal for the remaining TWO THIRDS of physicians to sleep.

The American people aren’t stupid. We knew exactly what the consequences would be once the liberals pushed through this healthcare wrecking ball, and we are seeing evidence that we were right all along, much faster than anyone ever predicted.

This bill is now law but 60 Plus will continue to fight to protect what’s left of the best healthcare system in the world. We ask you to keep an eye on our activities, and to join with our 5.5 million supporters nationwide to ensure that both for now, and for the elections coming in November, we never, ever forget the prescription the liberal politicians in Washington handed us.

In the end, they will hear us, because WE get the last word.

Here is what a disillusioned AARP member has to say about AARP:

"AARP: Their voice does not speak for the elderly they claim to represent."

Walt and Cyndy Miller emailed Mr. Barry Rand, Executive Director of AARP, and resigned from that organization. They authorized the 60 Plus Association to publish this letter to let the elderly know how they feel about AARP.

Dear Mr. Rand,

Recently you sent us a letter encouraging us to renew our lapsed membership in AARP by the requested date.

I know it is not what you were looking for, but this is the most honest response I can give you. Our gap in coverage is merely a microscopic symptom of the real problem, a deepening lack of faith.

While we have proudly maintained our membership for several years and have long admired the AARP goals and principles, regrettably, we can no longer endorse it's abdication of our values. Your letter specifically stated that we can count on AARP to speak up for our rights, yet the voice we hear is not ours. Your offer of being kept up to date on important issues through DIVIDED WE FAIL presents neither an impartial view nor the one we have come to embrace. We do believe that when two parties agree all the time on everything presented to them, one is probably not necessary. But, when the opinions and long-term goals are diametrically opposed, the divorce is imminent. This is the philosophy which spawned our 200 years of government.

Once upon a time, we looked forward to being part of the senior demographic. We also looked to AARP to provide certain benefits and give our voice a power we could not possibly hope to achieve on our own. AARP gave us a sense of belonging which we no longer enjoy.

The Socialist politics practiced by the Obama Administration and empowered by AARP serves only to raise the blood pressure my medical insurance strives to contain. Clearly a conflict of interest there!

We do not understand the AARP posture, feel greatly betrayed by the guiding forces that we expected to map out our senior years and leave your ranks with a great sense of regret. We mitigate that disappointment with the relief of knowing that we are not contributing to the problem any more by renewing our membership. There are numerous other organizations which offer discounts without threatening our way of life or offending our sensibilities.

This presidential Administration scares the living daylight out of us. Not just for ourselves, but for our proud and bloodstained heritage. But even more importantly for our children and grandchildren.

Washington has rendered Soylent Green a prophetic cautionary tale rather than a nonfiction scare tactic. I have never in my life endorsed any militant or radical groups, yet now I find myself listening to them. I don't have to agree with them to appreciate the fear which birthed their existence. Their borderline insanity presents little more than a balance to the voice of the Socialist mindset in power.

Perhaps I became American by a great stroke of luck in some cosmic uterine lottery, but in my adulthood I CHOOSE to embrace it and nurture the freedoms it represents as well as the responsibilities it requires.

Your website generously offers us the opportunity to receive all communication in Spanish. ARE YOU KIDDING???

our invitation or consent.

The President has insisted we keep the perpetrator in comfort and learn the perp language so we can communicate our reluctant welcome to them.

I DON'T choose to welcome them.
I DON'T choose to support them.
I DON'T choose to educate them.
I DON'T choose to medicate them, pay for their food or clothing. American home invaders get arrested.

Please explain to me why foreign lawbreakers can enjoy privileges on American soil that Americans do not get? Why do some immigrants have to play the game to be welcomed and others only have to break and enter to be welcomed?

We travel for a living. Walt hauls horses all over this great country, averaging over 10,000 miles a month when he is out there. He meets more people than a politician on caffeine overdose. Of all the many good folks he enjoyed on this last 10,000 miles, this trip yielded only ONE supporter of the current Administration. One of us is out of touch with mainstream America. Since our poll is conducted without funding, I have more faith in it than one which is power driven.

We have decided to forward this to everyone on our mailing list, and will encourage them to do the same. With several hundred in my address book, I have every faith that the eventual exponential factor will make a credible statement to you.

I am disappointed as hell. I am scared as hell. I am MAD as hell, and I'm NOT gonna take it anymore!

Walt & Cyndy
Miller Farms Equine Transport



Someone has broken into our "house," invaded our home without

Pat Boone's Christmas Present to the Jews



Photograph by David Brinn

Pat Boone's Christmas present to the Jews

BY DAVID BRINN
The Jerusalem Post
February 7, 2010

The singer who penned the lyrics to the 'Exodus' theme song was here last week with a delegation of Christian supporters of Israel.

Even though Pat Boone has sold over 45 million albums, enjoyed 38 Top 40 hits and starred in more than 12 Hollywood movies and a hit TV show during his ongoing 55-year career, there's one song that his Jewish fans keeps wanting to hear from him – the "Theme to Exodus."

And as it turns out, it's not only Jews, but also Christian supporters of Israel who are smitten with the "second Jewish national anthem," as the 75-year-old Boone good-naturedly calls the song which dramatically intones, "This land is mine, God gave this land to me."

Last week in Jerusalem, the one-time teen idol gave an impromptu performance of the song for the 170 members of the American Christian delegation he was part of, brought over by former U.S. presidential candidate and current *FOX News* host Mike Huckabee.

"It was especially appropriate, singing it in Jerusalem, looking out over the Old City," said the ever-youthful Boone, still sporting his trademark white buck shoes, as he sat in the lounge of the David Citadel Hotel the day following the performance.

Boone, who increasingly became identified with the evangelical Christian movement and conservative American politics during his career, is no Johnny-come-lately supporter of

Israel. He was raised religious in Tennessee and attended both Christian high school and Christian universities.

"Since I was a little boy, I was reading Bible stories and fell in love with Israel. The stories were real to me. I grew up knowing that everything we believed came directly from Judaism. And as the New Testament says, we are adopted into the family of God's chosen people," said Boone.

That outlook helped the entertainer pen the striking lyrics to "Exodus" in a blaze of inspiration, following the 1960 release of the Otto Preminger film based on the Leon Uris book, starring Paul Newman as the iconic Ari Ben-Canaan.

"It seems so odd that someone who's not Jewish could write that song, and it still stuns people, especially Jewish people, when I sing it," said Boone, recounting the unlikely turn of events that led to his penning the Zionist anthem.

"When the Leon Uris book came out, I read it and it was thrilling. Then when the film came out, the Ferrante and Teicher instrumental theme became the number one record in the world. I kept getting goose bumps whenever I would hear it... and I wanted to sing it," he said.

"I asked my manager to get me a copy of the words, and he reached Chappell publishers and was told there weren't – and would not be – any words to the song. There were three strong-minded principals who had to approve any lyric, and even though writers had submitted lyrics, they couldn't agree on anything. The three were Ernest Gold, the composer of the melody who had every right to approve any words, Chappell Music – the publishers – and Otto Preminger. There were no lyrics acceptable to all three and it didn't look like it was going to happen. That was really a terrible disappointment to me, and I thought, well, maybe I can get an idea for words to submit to a professional writer."

IT WAS a Christmas Eve, and Boone was supposed to be helping his wife Shirley wrap presents, but instead he kept listening to the song, putting the needle back at the beginning

and hearing the melody over and over.

"As I set the needle down, maybe for the 30th time, and the music goes "Bum Bum... Bum Bum," the words "This land... is mine" came out of me," said Boone. "I had been reading about Ari Ben-Canaan in the book, and thinking about Moses and Joshua, and I realized that it had to be personal, one person's statement – not a grand scheme statement; a declaration to the land and ownership to the land.

"When those four words came out, I said to myself, that's it – that's the whole story.

"And I grabbed something to write it down with, and immediately 'God gave this land to me' came out. And in 20 or 25 minutes, I had written the whole lyric, almost as fast as I could put the needle back on to hear the next passage.

"When I turned over the piece of paper I had written the words on, I realized that it was a Christmas card – and I had written on it what became the second Jewish national anthem. For me, that was so appropriate, because it was an amalgam of everything I believe coming together. This land is God's covenant to his people, and it's never going to change."

When Boone went into the studio to record the song, he found it to be the most challenging of his already wildly successful career.

"It took everything that I had in me as a singer to sing this song. I hit the top note loud and clear and strong and it felt like that it was being sung through me," he recalled, adding that it wasn't the last time he felt that he was channeling a stronger presence when singing the song.

"The next time it happened was at my first Passover Seder, during my first visit to Israel in the mid-1960s to record a TV special with my family called *Christmas in Bethlehem*," he said.

"We were invited to join the Seder at the Diplomat Hotel, and we sat on the side, following along, looking up the scriptures as we went along and just exalting in it.

"The rabbi was from New Jersey and the cantor was Israeli and he was singing beautifully. Near the end, someone came over to us and said, 'the rabbi knows that you wrote the words to Exodus and wants to know if you would sing it for us, because that's what this whole Seder is about.'

(continued on page 7)

Boone (continued from page 6)

"I said, 'well, I don't have any music, I'll just have to sing it a cappella. But I'll try.' So I walked to the dais and started to sing, and almost immediately, I started to think, 'that sounds good.' I was able to step back and hear it myself.

"Halfway through, when I got to "so take my hand" I heard another voice behind me, and I glanced back and it was the cantor, who was singing along. He knew the words by heart, the words I had written. And when the cantor, in his deep, rich voice finished "Until I die, this land is mine," the whole room exploded. People were weeping. I felt that night I was lending my voice to the song, but it was being sung through me."

During a subsequent visit to Israel soon after the Yom Kippur War, Boone went to visit troops on the Golan Heights, and was requested to put on an impromptu concert in a bunker.

"I asked them, 'what do you want to hear?' And they said 'Speedy Gonzalez' – one of my rock hits. So I did the best I could to sing it without any music, and they enjoyed it. But then I said, 'Hey, let me sing this,' and I sang "Exodus" in the bunker. And again, it felt like it was being sung through me, and it was a moving experience for all of us.

"A few years later, I met Yitzhak Rabin in his office and told him about that trip, and he went to a map and pointed the location out to me. 'You sang a prophecy,' he said. 'Where you were singing, 'God gave this land to me' is now part of the map of Israel.' So, it always gives me goose bumps to sing the song, and it happened again last night," he said, referring to the performance for the Huckabee bus tour.

Boone has remained in the limelight throughout his career, whether as the father to Debby, who scored her own hit single in the 1970s with "You Light Up My Life," or as a black-leather, studded heavy metal dude, promoting his 1997 cover album of hard rockers, which temporarily landed him in hot water with Christian TV channels. But there was one time when he was the limelight.

Married at 19 to Shirley and already on the way to having four baby girls in three-and-a-half years, Boone was studying at North Texas State when he entered, and won, the 1950s equivalent of American Idol – the *Ted Mack Amateur*

Hour. He nabbed a recording contract and his first single was a Top 10 million-selling hit called "Two Hearts, Two Kisses." His second single, a smooth cover of Fats Domino's "Ain't That a Shame" reached number one.

"We moved from Texas to New York and I enrolled at Columbia to finish my teaching degree. All the while, even while I was making records and movies... I was still planning on becoming a teacher. I thought that my singing success was maybe God's way of letting me work my way through school. That was really the way I prioritized," said Boone.

By the time he graduated though, he was a star, with his own hit TV show, *The Chevy Showroom*.

"I had always thought I was going to apply for a teaching job, but things were happening so fast – such a rush, movies and records and TV, and command performance for the Queen. I thought to myself, 'I've got this seven-year movie deal with 20th Century Fox, I've got an ongoing deal with ABC TV and a five-year recording contract with Dot Records, I guess I have to see where this goes before I apply for a teaching job.'"

OBVIOUSLY, Boone ended up opting for the entertainment career, and for a while, he was the salt to Elvis Presley's pepper – two opposite ends of the pop spectrum, with Boone representing the wholesome teen image and Elvis the bad boy rock & roller.

"I always treasured the reputation I had – to be considered a square guy, but I winced sometimes when people compared me unfavorably to Elvis," said Boone. "Elvis' career seemed much more exciting, even though I was matching him hit for hit. I had more hits than anyone in the '50s except for Elvis and I ran a very close second.

"We were friends – both two boys from Tennessee. We had a lot of the same fans, but appealing to different instincts. He was the rebel; he was breaking all the conventions and winning, as many rebels do. I was the guy playing by the rules, and also winning big. Some of the girls and guys identified with me more, because they were trying to lead lives – I was in college with a wife and kids and living a good wholesome life."

Boone remembered that he first met Elvis when the young singer opened for the already seasoned

Boone at sock hop in Cleveland in 1955.

"I thought he was so nervous because backstage, I went up and said, 'Hi Elvis, I'm Pat Boone.' He just said 'nice to meet ya' and leaned against the wall with his small entourage around him," he said.

"I thought to myself, 'boy, he's scared, this might be a disaster.' But he played 'That's Alright Mama' and he got the girls with that one. He wasn't hip swiveling yet, but he was twitching, sort of hyper. I went on and sang my hits and got the screams because they all knew the songs."

"A few years later, we were visiting each other, and I said, 'Elvis, that first time we met, you seemed so nervous and shy.' He said, 'well, I didn't know how to talk to you, man. You were a star,'" Boone laughed. "He got over that real quick and we stayed friends through the years.

"It was at the Memphis airport about a month before he died. He had gained a lot of weight, he had white chalky stuff around his mouth, which I thought was Maalox because he was nervous about flying," said Boone. "He said, 'where are you goin'?"

'I'm going to Orlando.'

"He said, 'That's the wrong way, man,' with that little sneer of his. 'You were always goin' the wrong way.'

"Well, Elvis,' I responded, 'I guess that depends where you're coming from.' And we both laughed, because we were both sort of mocking the public image of us, two Tennessee boys who knew that we had both hit it extremely lucky.

"And a month later he was dead. Of course, I'll never forget that little exchange. Those were our last words to each other."

Boone got up to join the rest of the group, heading off to a ceremony at Yad Vashem, still knowing where he came from, and where he was going.

Pat Boone, *National Spokesman, 60 Plus*

Legendary entertainer Pat Boone, recording giant, movie and TV star, has been the 60 Plus Association's top spokesman for nearly a decade. Born June 1, 1934 in Jacksonville, Florida. Pat and his wife Shirley have been married for over 50 years. They reside in Beverly Hills, California.



Here's a "shovel-ready" job. Bury the Death Tax.

We're known by the company we keep.

RONALD REAGAN vs. KARL MARX

Look who stands with REAGAN on burying the Death Tax:
**Mitch McConnell, John Boehner, Jon Kyl, Kevin Brady, Pat Boone,
Frank Luntz, Grover Norquist, Lew Uhler, Dan Mitchell, Jim Martin.**

Look who lines up with MARX on keeping alive the Death Tax:
**President Obama, Harry Reid, Nancy Pelosi, Bernie Sanders, Bill Gates, Sr.,
Warren Buffett, George Soros, Jay Rockefeller, Ted Turner.**

This is not hyperbole. The third tenet in the Communist Manifesto by Karl Marx (verbatim):
"Abolition of All Rights of Inheritance."

"Jim (Martin) deserves particular credit for leading the movement to repeal the Death Tax."
President George W. Bush

"Jim Martin came up with the idea of relabeling the estate tax as a "death tax." Martin's rhetoric was particularly brilliant as it made the tax seem especially cruel."
Ramesh Ponnuru, National Review

"Jim Martin renamed the estate tax to try to kill it."
**Joshua Green,
American Prospect Magazine**

"Because of the work by 60 Plus, Sen. Kyl and Rep. Cox, everybody talking about tax reform includes abolishing the death tax."
**Grover Norquist,
Head of Americans for Tax Reform**

"Please thank your members at 60 Plus for building support for my bill to repeal the death tax."
Former Rep. Chris Cox (R-CA)

"Small business leaders recognize how counter-productive this tax really is. That's why they endorsed repeal of the death tax and why my bill is supported by 60 Plus."
Sen. Jon Kyl (R-AZ)

**Wealth and Our Commonwealth:
Why America Should Tax Accumulated Fortunes**
By Bill Gates, Sr. and Chuck Collins

Authors credit 60 Plus Association President Jim Martin with renaming the Estate Tax the "Death" Tax

"DEATH TAX": WHAT'S IN A NAME?

The proponents of estate tax abolition have a good thing going for them with the moniker "death tax." Language is essential to enlisting popular support. After President Reagan's missile defense program was dubbed "star wars," proponents had difficulty regaining control over the terms of the debate.

Defenders of the estate tax lost the battle of shibboleths early on. We knew we were in trouble in 2000, when major television news networks, such as CNN, abandoned objectivity, using "death tax" rather than estate tax in their news coverage.

The derivative of the "death tax" phrase is disputed. As it turns out, the phrase "death tax" has been around for several decades.

Congressman Christopher Cox (R-Calif.), lead sponsor of repeal, notes that there were many references to "death taxes" in professional tax journals dating back to the 1970s. President Reagan first used the term in a Minnesota speech in 1982.

One significant player in advancing the "death tax" tag was Jim Martin, a longtime activist who founded "60 Plus," a conservative Washington beltway alternative to the American Association of Retired Persons.

Martin has the distinction of having given President George W. Bush his first political job. When Bush was twenty-two years old, Martin hired him to work on the 1968 campaign in Florida to elect Ed Gurney to the U.S. Senate. The president, distinguished for his unique nicknames of friends and colleagues, calls Martin "Buddha."

Gains Important Ally

Martin is credited with having brought the "death tax" coin back into wider circulation in 1993. He gained an ally in political mastermind Frank Luntz. Luntz, who conducted focus groups for conservative caucuses and politicians, understood the importance of language. Luntz's message research found that "death tax" kindled voter resentment in a way that "inheritance tax" and "estate tax" didn't. Luntz shared his findings with Republican leaders and included the phrase in the GOP's 1994 "Contract with America."

In a strategy memo to GOP lawmakers, the media-savvy Luntz suggested that legislators stage press conferences opposing the estate tax "at your local mortuary" to dramatize the issue. "I believe this back-drop will clearly resonate with your constituents," advised Luntz. "Death is something the American people understand."

The first challenge of any campaign is to have a good message. But it is another hurdle, as the media spin masters will tell you, to enforce "message discipline" (i.e., getting everyone to say the same thing). Enter the pizza fund.

"Death tax pizza funds" first appeared at Jim Martin's 60 Plus organization. Then, across the Potomac, a pizza fund was instituted by Jack Faris, the president and CEO of the National Federation of Independent

Businesses. Soon the idea spread to Capitol Hill, where then House Speaker Newt Gingrich and other pro-repeal lawmakers instated pizza funds in their offices.

Slowly the powerful "death tax" phrase worked itself out from these lobbying groups into advertising, talk shows, and into the title of legislation, the "Death Tax Elimination Act of 2000." A powerful message catapulted the repeal cause forward.

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Other names by 60 Plus, Grave Robber's Tax; Grim Reaper's Tax; Exit or Departure Tax; Cruel Tax; Success Tax, Stiffest Tax of All; and Voluntary Tax, the latter Martin said is in honor of Gates, Buffett, Soros, et al, since they say they don't mind paying it and since they think they know best where your after-tax assets should go. An outrageous tax? You be the judge. As Professor Edward McCaffery, an attorney at USC and a self-described "unrequited liberal" has said: "To most people, death seems like the wrong time to tax."

Martin succinctly says: "The first claimant in line for your after-tax assets is Uncle Sam, not even a blood relative!"

A survey by 60 Plus shows 77% of the public across all income and philosophical categories, favors total repeal, citing the "unfairness" of the tax. To those who claim "death tax" repeal is a "tax cut for the rich," 60 Plus rebuts, "that horse is dead, dismount!" The rich have lawyers and accountants to set up foundations (ever heard of foundations headed by Gates, Buffett, Turner, Rockefeller)?

A few years ago the House of Representatives repealed this tax by an overwhelming 110 vote margin, 272-162, with 42 Democrats joining the repeal movement. In the Senate it mustered 57 votes but, thanks to Harry Reid's chicanery, it took 60 votes. But the forces of good shall prevail and we will repeal!



www.60Plus.org

The 60 Plus Association is a 20 year old non-partisan seniors organization working for • the repeal of the Death Tax • saving Social Security • repeal of Obamacare • affordable prescription coverage lowering energy costs through sane, responsible environmental policies • less government and • lower taxes. The 60 Plus Association calls on vocal support from over 7 million citizen activists. 60 Plus publishes a magazine, Senior Voice, and a Scorecard bestowing awards on lawmakers of both parties who vote "pro-senior."