

# SENIOR VOICE

A PUBLICATION OF THE 60 PLUS ASSOCIATION

www.60Plus.org

Spring 2010



## 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.

### IN THIS ISSUE

Chairman’s Corner.....	Page 2
Tribute Dinner for Jim Martin.....	Page 3
Koop Video, Polls, Healthcare in the UK.....	Page 4
Pat Boone’s Christmas Present to the Jews.....	Page 5
60 Plus On The Streets And In The News.....	Page 7
Amy Frederick Named President.....	Page 8

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

## Chairman's Corner



### Dissent

By Jim Martin,  
*Chairman of  
the 60 Plus  
Association*

When did we lose the right to dissent? In 1773, an iconic event transpired in Boston's harbor – an affair that protested the tyranny of Britain and defined a central tenet of the American Dream: freedom. Today, that right, privilege and spirit is embodied within the Tea Party movement, despite attempts by antagonists to erroneously frame the concerns as violent representations of a bigoted America.

Left-wing MSNBC talking heads Keith Olbermann and Rachel Maddow asserted the concerns of Tea Partiers were nothing more than personal attacks on President Obama because of his race. These liberal minds asserted 2010's Health Reform Sunday, if you will, culminated for the same racist reasons that Bloody Sunday did in 1965. Such accusations are insulting to the foundation of democracy and the rights bestowed upon Americans in the Constitution.

I was a reporter in the 1960s; I watched Democrat President Lyndon B. Johnson turn to Republican Majority Leader Everett Dirksen from Illinois to pass the National Voting Rights Act of 1965. Without the support of Republicans, President Johnson would have not been able to overcome the adamant opposition from Democrats in Arkansas, Mississippi, Alabama, Louisiana, Florida and South Carolina, among other states. Let us not even discuss the inability to receive a ye a vote from the West Virginia senator who wore a KKK hood before being elected –

a senator who still serves in the U.S. Senate.

This nation was founded on the ability to dissent. The very slogan of revolutionary heroes, "No taxation without representation," symbolized not just the power to disagree with government leaders, but the people's authority to change the way their government operated if it acted out of line.

If those were the values this country was founded on, why are Americans, who are concerned about an overreaching government, a deficit that cannot be paid, a health reform bill that indebts Americans for generations to come, described as individuals who "hate the President for being a black Democrat, no matter what outsider status they try to use as a euphemism" (Keith Olbermann, 22 March 2010). I want to be clear: the Tea Party movement is not a euphemism for racism; the Tea Party movement is not a euphemism for violence, prejudice or hate. Instead, the Tea Party movement is a vehicle for the freedom of speech and the right to dissent.

One thing Keith Olbermann had right is that Tea Party participants are afraid. Afraid of Washington's decision to bail out banks. Afraid of Washington's decision to dig an insurmountable deficit. Afraid of Washington's decision to cut Medicare, limit healthcare choices and force a bill through its chambers without the support of We the People. We are afraid, but we are not crippled and will not be silenced. We exercise our right to speak, to peaceably protest and to petition the government to redress our grievances.

Repeatedly, the Tea Party movement has denounced all forms of violence, including but not limited to, racial attacks. Organizers do not allow any person shown to promote violence to even be officially associated with the movement. Moreover, the Tea Party movement has

publicly asked for fair and transparent investigations and prosecutions of anyone accused of violence. In terms of action, however, the movement strongly opposes the legislation proposed by Congress and the administration that will take away individual rights and grow the government at the expense of free markets.

The Tea Party movement began in 1773 when Bostonians stood up for their right to dissent. That right is not a sign of disrespect towards a particular office or individual, but instead respect towards democracy and our Constitution. I have stood beside Tea Partiers because I – like them – want to ensure that generations of Americans can live freely under the promises of the American Dream.

A Republican, I am. A racist, I'm not.

### James L. Martin, Chairman

Jim Martin joined the Marines in 1953 at age 17 as the Korean "conflict" concluded and served two tours on active duty. In 1955, his Battalion Commander awarded Jim a meritorious citation for "exemplary conduct and leadership qualities." In 1956, Sergeant Jim Martin began a two-year tour of duty as an elite Marine Security Guard at the American Embassy in Jakarta, Indonesia. Jim entered the University of Florida in 1959 and graduated with a Bachelor of Science in Journalism in 1962, where he received the William Randolph Hearst Award for creative writing. In 1962, Jim covered Congress and the White House for two years during the Kennedy-Johnson Administration as a newspaper reporter and radio/TV broadcaster for three dozen media outlets. Jim served for six years as Chief of Staff to Congressman, then Senator, the late Edward J. Gurney (R-FL), 1964-1969.



# Save the Date

## Tribute Dinner FOR Jim Martin

WITH Legendary Entertainer Pat Boone

Thursday, July 15, 2010

*Sponsorship Opportunities for the 60 Plus Association's  
Tribute Dinner for Chairman Jim Martin*

Honoring 50 Years of Political Activism

### *Chairman's Circle – \$25,000*

- VIP reception with Pat Boone for 20 guests
- VIP seating for 20 guests at the dinner
- Recognition and full-page ad in the dinner program (Deadline July 1)
- Recognition on the 60 Plus website
- Ten tickets to attend private breakfast on Capitol Hill with Pat Boone on July 16, 2010
- Photo with Pat Boone and autographed copy of Pat Boone's *America: 50 Years*

### *Benefactor – \$10,000*

- VIP reception with Pat Boone for 10 guests
- VIP seating for 10 guests at the dinner
- Recognition and half-page ad in the dinner program (Deadline July 1)
- Recognition on the 60 Plus website
- Five tickets to attend private breakfast on Capitol Hill with Pat Boone on July 16, 2010
- Photo with Pat Boone and autographed copy of Pat Boone's *America: 50 Years*

### *Patron – \$5,000*

- VIP reception with Pat Boone for 5 guests
- Priority seating for 5 guests at the dinner
- Recognition in the dinner program (Deadline July 1)
- Recognition on the 60 Plus website
- Two tickets to attend private breakfast on Capitol Hill with Pat Boone on July 16, 2010
- Photo with Pat Boone and autographed copy of Pat Boone's *America: 50 Years*

### *Friend – \$2,500 (\$1,000 for non-profits & individuals)*

- VIP reception with Pat Boone for 2 guests
- Priority seating for 2 guests at the dinner
- Recognition in the dinner program (Deadline July 1)
- Recognition on the 60 Plus website



**Host Committee Forming**  
Individual tickets are \$150

Checks should be made payable to 60 Plus Association, and mailed to our office:  
515 King Street, Suite 315, Alexandria, VA 22314  
For further information, call (703) 807-2070  
RSVP to Laura Clauser at [lclauser@60plus.org](mailto:lclauser@60plus.org)

LIAISON HOTEL  
415 NJ AVE., NW • WASHINGTON, D.C. 20001  
6:00 pm – RECEPTION • 7:00 pm – DINNER  
INDIVIDUAL TICKETS – \$150



## 60 Plus Koop Video Hits a Nerve

Many thanks are in order again to Dr. C. Everett Koop for lending his ample credibility and authority to a 60 Plus ad that has caused a storm on the Internet – comparing ObamaCare to the U.K.'s healthcare system.

After watching the video of our former Surgeon General state the fact quite plainly that cutting \$500 billion (a low estimate) from Medicare will lead to

rationing, thus worse care for our seniors, the liberal bottled-water carriers for President Obama gnashed their teeth loudly enough to be heard through their computer monitors.

Thousands of web hits stirred thousands more responses, many positive and many furious that Dr. Koop dare tell the truth. This proves once again that when you tell the truth and stand up to big government

plans to socialize medicine, you WILL make some people very unhappy.

But this raises the question about many of the liberals hurling insults at 60 Plus and Dr. Koop: were these people EVER happy?

See the ad at: [www.youtube.com/60plusassociation](http://www.youtube.com/60plusassociation).

### ObamaCare in U.K. - 'Unimaginable Suffering'

Years ago when politicians in the United Kingdom proposed universal healthcare, none of them took to the floor of Parliament and spoke of how dysfunctional, broken and inhumane their system of medicine may become.

No, they spoke in glowing terms of lower costs, better care, and fairness. Universal healthcare was the way to go, and THEY – the British politicians – were smart enough to fix the system so there would be quality care for ALL.

Sound familiar? Of course – it is EXACTLY the same rhetoric we hear every day from Obama and the liberals in Congress who say their nationalized healthcare legislation is the big pill that America needs to swallow to get well.

But our possible future under ObamaCare is today's reality in Britain, and it is not pretty.

Concerned with "cost-cutting" (rationing) healthcare managers "stopped providing safe care..." which resulted in "unimaginable suffering" for many seniors and other sick patients at British hospitals.

Thankfully the problems are being addressed after being brought to light by victims' rights groups, but there is only so much that can be done given the universal healthcare system employed there by government.

The English are admirable people in many respects and they offer many things which we Americans can't help but want to emulate. As this and many other similar stories underscores, running a healthcare system is not one of them.

### Latest Poll Numbers - Americans scared of their government!

President Obama and Congressional liberals are quick to tell us how scared Americans are of a life without universal healthcare. Seems like the people are scared, but it's not our current healthcare system that has them hiding under the blankets at night!

According to the latest Rasmussen Reports, 51% of Americans now fear government more than private health insurers. To those who recently joined the 51% the question must be asked: what took you so long?

After all, private health insurers are private – you only deal with them by choice. Further, unlike the government, they have NO power to make you do anything at all.

Compare this to our government and current proposals by President Obama to COMPEL people to purchase health insurance, as well as what type of insurance, under penalty of law.

Obama's approach to healthcare has done nothing to boost public trust in their government, with many now saying they think the biggest threat to their rights is the government itself.

While liberals attack 60 Plus and other conservative groups for engaging in "scare tactics" it's clear who is really scaring seniors and the rest of the American public – and why folks think their rights are just one pen stroke from the President of being wiped away.

# 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 6)*

Boone (continued from page 5)

“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.



# 60 Plus On the Streets and In the News

## November and December 2009

Holding fast to the truism that an ounce of prevention is worth a pound of cure, 60 Plus launched yet another round of TV ads to try and stop the budget-busting, anti-senior citizen healthcare reform bill in its tracks.

The \$2 million advertising campaign targeted nine U.S. Senators (in Alaska, Arkansas, Florida, Indiana, Louisiana, Maine, Nebraska, North Dakota and South Dakota) to remind them to do the right thing and OPPOSE ObamaCare when it came up for a vote.

While the ad buy was sizable, it was money well spent as it helped debate a bill that will shoulder today's seniors and future generations with trillions in new debt and taxes. The ads put the "60 Plus Nine" on notice that senior citizens "won't forget" their vote come election time if they vote for this "Devastating" bill.

Media coverage was extensive, with major coverage coming from: *CNN*, *MSNBC*, *The Atlantic* and *Congressional Quarterly*.

November and December were a virtual – and literal – whirlwind for 60 Plus as we took our message to protect seniors and oppose ObamaCare to townhalls and capital buildings around the nation.

60 Plus President Jim Martin was joined by best-selling author and *Fox News* political analyst Dick Morris and a cast of thousands of regular citizens for a bus tour of Arkansas with stops in dozens of locations.

Dubbed the "Get Your Hands Off My Healthcare" bus, sponsored by Americans For Prosperity, thousands came out at rallies and protests around the state to send a message to Sen. Blanche Lincoln that "we won't forget" her vote against restoring Medicare cuts to the healthcare bill.

Also, during these months, Jim Martin on *MSNBC* debated host Dr. Nancy Snyderman, who took the frightening position that maybe seniors DO have a duty to die, while suggesting healthcare be rationed (meaning cut care for seniors).

Jim Martin also was interviewed by the *Washington Times* warning of the coming 'Senior Tsunami' at the polls for politicians who vote for government-run healthcare and massive cuts to Medicare.

## January 2010

60 Plus was keeping the pressure on our lawmakers to vote 'No' on ObamaCare or face the wrath of the voters come November. While 60 Plus Chair-

man Jim Martin traveled the country, held rallies in places like St. Petersburg, Florida and speaking on national news outlets, we continued to make waves on the air with another hefty television campaign.

60 Plus purchased another \$1.7 million in ad buys in four more states demanding that Senators restore the more than \$500 billion cut in Medicare proposed by President Obama. 60 Plus allocated more than \$10 million to TV ads in a dozen states chastising Senators and House Members who failed to vote against the massive cuts to Medicare and thanking those, Democrats and Republicans alike, who voted to oppose the cuts.

Said 60 Plus Chairman Jim Martin upon the bill's first passage through the U.S. Senate:

"It's shocking and irresponsible that Senators – many of them senior citizens themselves – would force the nation's greatest generation to shoulder the burden of healthcare reform and put their health at risk. Haven't America's senior citizens sacrificed enough already? We are calling on all Members of Congress, both the Senate and House of Representatives, as they develop a final bill, to strengthen Medicare, not weaken it, and to not only restore funding to Medicare but to increase it to ensure that America's seniors have the quality of medical care they need and deserve."

## February and March 60 Plus in the News and Out in the Field – CODE RED Rallies

60 Plus was on the frontlines of the healthcare reform battles, with Chairman Jim Martin a featured speaker and organizer for the CODE RED rallies in Washington, D.C. to "Kill the Bill" – which, of course, is the Obama healthcare bill.

Joining Jim was a Who's Who of leading conservative groups and leaders such as the American Grassroots Coalition, The Tea Party Express, Americans for Prosperity, Congressmen Tom Price, Marsha Blackburn, Joe Wilson and Michele Bachmann – just to name a few.

One guest who the mainstream media did NOT cover was Dr. Milton Wolf, Barack Obama's second cousin, whose presence put an exclamation point on how widespread and pervasive the anti-ObamaCare sentiment is in America!

On March 16th and again on March 20th, Jim amplified the message of seniors and Americans everywhere to START OVER on this legislation and KEEP YOUR HANDS OFF OUR HEALTHCARE.

Drawing a line in the sand to the politicians prepared to vote on ObamaCare, Jim gave them an ultimatum they may live to regret, saying, "Well, I've got some bad news for them. They had better update their resumes. Because seniors have long memories and this November, seniors will not forget who betrayed them. For there's a tsunami – a Senior Citizen Tsunami – headed toward Congress and unless it lets up, a lot of Democrats will be looking for a new line of work the first Tuesday this November."

## Jim Martin on CNN

The CODE RED rallies against ObamaCare also received plenty of media coverage both in broadcast and cable, with CNN giving ample coverage to the conservative and Tea Party leaders carrying the torch for healthcare reform that doesn't trample on our liberties or skyrocket our deficits.

Jim joined leaders such as Congressman Mike Pence (R-IN), Michele Bachmann (R-MN), and Tom Price (R-GA) as they gave rousing speeches to energized conservatives to protect our fundamental freedoms and deep-rooted American principles.

## April

60 Plus Chairman Jim Martin had been much in demand by the media as the conservative voice for seniors, traveling the nation and making appearances from coast to coast, keeping the purveyors of ObamaCare on the defensive.

Meanwhile 60 Plus stepped up its advertising offensive against wishy-washy members of Congress who are realizing that a vote for nationalized healthcare that cuts \$500 billion from Medicare is akin to a one-way ticket out of Washington this November.

60 Plus spent another \$500,000 in 18 targeted Congressional districts informing voters of the risk they and their doctors face if the Frankenstein monster of a healthcare measure passed.

See coverage of Jim's advocacy for reasonable healthcare reform and coverage of the difference 60 Plus is making with its effort to educate the public – as well as some of the ads that 60 Plus is running in targeted states at [www.YouTube.com/60PlusAssociation](http://www.YouTube.com/60PlusAssociation).

**60 Plus Appearances** – *PBS NEWSHOUR*, *CPAC*, *On the Record* with Greta Van Susteren

**60 Plus' Recent Ads** – Dr. Koop, Deals

**Stories on 60 Plus Ads** – *Politico*, *The Hill*, *Post-Gazette*, *AP/Yahoo! News*, *TPM Live Wire*, *Milwaukee Journal Sentinel*, *PR-USA.net*

## Amy Frederick Named New President of 60 Plus

For a decade, she has worked behind the scenes, helping advance a more free market, lower tax approach to senior's issues on the national stage.

Former Executive Vice President Amy Frederick is now front and center as the new President of 60 Plus, having been selected with the unanimous consent of the 60 Plus Board of Directors.

As Vice President, Amy helped 60 Plus increase its membership ten-fold, with more than 5 million people now proudly counting themselves as active 60 Plus supporters. Her hard work and vision over the past 10 years has been indispensable in making 60 Plus into THE conservative alternative to the liberal agenda of AARP. A testament to her hard work and devotion to seniors issues and how she will lead 60 Plus into the next decade is exemplified by these comments that appeared in the *Chicago Tribune* recently.

In accepting her new role Mrs. Frederick said: "It has been incredible to work and learn under one of Washington's best political gurus, Jim Martin, over the last decade – and it is an honor to now be able to lead 60 Plus into the next decade to continue Jim's great work. We will continue our aggressive efforts to build an organization that truly represents America's seniors and to expose to them who in Washington is working for them and who is working against them."

She is a graduate of Franklin and Marshall College, with a degree in government. Amy and her husband, Jeff, reside in Montclair, Virginia with daughters Grace Amira, 3 and Isabel Mary, 1.

Former President Jim Martin remains Chairman, where he will continue working with the national press and Members of Congress on seniors' issues, as well as traveling to states in order to honor Members from both parties with pro-senior awards.

## Join the Fight!

60 Plus has been spreading the message on behalf of our nation's seniors and conservative values for almost two decades, but we can't remember a time when so much was at stake both for our families and the future of America.

Big-government liberal activists have never had more power over our lives, our freedoms, and yes, our healthcare than they do now, and as they've shown since the moment they took power in Washington, they plan to use it for all its worth!

Now is NOT the time to stand on the sidelines. The direction of the greatest nation on the face of the earth is in YOUR hands, and what America looks like ten, twenty, thirty years down the road will be determined by what we do TODAY!

We at 60 Plus urge you to join the fight, make your voice heard, and strengthen our hand as we battle the horrendous and misguided policies of the liberal elite. Join 60 Plus today, become a member, make a contribution, and send a message to Washington they can't take our freedom – and the freedom of future generations – away!