

FOIA Marker

This is not a textual record. This FOIA Marker indicates that material has been removed during FOIA processing by George W. Bush Presidential Library staff.

Records Management, White House Office of

Subject Files - FG006-03A (Chief of Staff, Office Files)

Stack:	Row:	Sect.:	Shelf:	Pos.:	FRC ID:	Location or Hollinger ID:	NARA Number:	OA Number:
W	11	3	4	1	10832	23695	11146	11146

Folder Title:

748688

Withdrawn/Redacted Material

The George W. Bush Library

DOCUMENT NO.	FORM	SUBJECT/TITLE	PAGES	DATE	RESTRICTION(S)
001	Chart	Correspondence	1	02/2008	P5;

COLLECTION TITLE:

Records Management, White House Office of

SERIES:

Subject Files - FG006-03A (Chief of Staff, Office Files)

FOLDER TITLE:

748688

FRC ID:

10832

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advise between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

Deed of Gift Restrictions

- A. Closed by Executive Order 13526 governing access to national security information.
- B. Closed by statute or by the agency which originated the document.
- C. Closed in accordance with restrictions contained in donor's deed of gift.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
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- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

Records Not Subject to FOIA

Court Sealed - The document is withheld under a court seal and is not subject to the Freedom of Information Act.

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748688

FG006-03A

Barcode Scanning Sheet



Collection Code: **CTRACK**
Staff Name: **JOSHUA BOLTEN**
Document Date: **2/28/2008**
Correspondent: **MR. LENNY SANDS**
Subject/Description: **THANK YOU FOR THE BOOK, WASHINGTON: SCENES
FROM A CAPITAL CITY.**

**SCANNED
BY
ORM**



CHIEF OF STAFF TO THE PRESIDENT
THE WHITE HOUSE

February 28, 2008

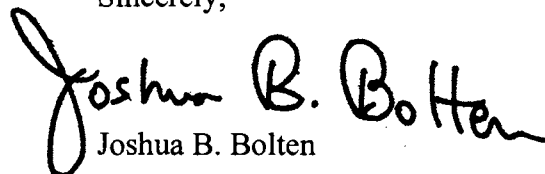
Mr. Lenny Sands
Alchemy Worldwide, LLC
Third Floor
15250 Ventura Boulevard
Sherman Oaks, California 91403

Dear Mr. Sands:

Thank you for the book, *Washington: Scenes from a Capital City*. I appreciate your thoughtfulness and generosity.

I wish you all the best.

Sincerely,

A handwritten signature in black ink that reads "Joshua B. Bolten". The signature is written in a cursive style with a large, looping initial "J".
Joshua B. Bolten

MAR 18 2008

Mr. Lenny Sands
Alchemy Worldwide, LLC
Third Floor
15250 Ventura Boulevard
Sherman Oaks, California 91403



CHIEF OF STAFF TO THE PRESIDENT
THE WHITE HOUSE

February 28, 2008

Mr. Lenny Sands
Alchemy Worldwide, LLC
Third Floor
15250 Ventura Boulevard
Sherman Oaks, California 91403

Should this
be a colon?
←]

Dear Mr. Sands:

Thank you for the book, *Washington; Scenes from a Capital City*. I appreciate your thoughtfulness and generosity.

I wish you all the best.

Sincerely,

Joshua B. Bolten

Alchemy Worldwide brings together three veterans of direct marketing, product development, sourcing, manufacturing and electronic retailing, with more than 50 years of combined experience and a record of more than 36 successful product introductions and direct response campaigns, resulting in total sales of more than \$2 billion dollars.



Lenny Sands
Chief Executive Officer / Founding Partner / Chairman

As Chief Executive Officer and a Founding Partner Lenny Sands brings over two decades of extensive experience in marketing, manufacturing, and sourcing to Alchemy. Recently, President George W. Bush has appointed Lenny to the President's Export Council which is the premier national advisory committee on international trade. Mr. Sands has earned international recognition as an innovator and leader in the direct response television (DRTV) marketplace. He is highly respected in the industry, with a consistent track record of successful results. Operating from offices in Los Angeles, Hong Kong, and China, Mr. Sands oversees finance, operations, and distribution.

Prior to establishing Alchemy, Mr. Sands created his own direct marketing company, Lohan Media, which specialized in developing long-form infomercials for the well-established fitness brand Body by Jake Fitness. During this time, the well-known Body by Jake Bun and Thigh Rocker experienced immediate success and generated over \$150 million in worldwide sales. Prior to that, Mr. Sands was President and Joint Venture Partner of Guthy Renker Fitness, a well-known leader in the direct response television arena. He was responsible for developing, manufacturing, and overseeing all consumer brands. Under his direction, Guthy Renker Fitness tallied over \$500 million in sales of such major products as the Power Rider, the Fitness Flyer, Perfect Abs, and Flip Track.

In 1997, he launched a successful direct response and retail campaign with ICC Corporation for the Torso Tiger, a fitness product with sales of over \$100 million. Previous to that, Mr. Sands was the Senior Vice-President of Bollinger Industries, a consumer products company with sales at Kmart, Walmart, and Sears. During this time, he was responsible for the development, sourcing, and manufacturing of over 300 products in six Southeast Asian countries. Prior to that, Mr. Sands was Vice-President of Weider Health & Fitness, a consumer fitness company and owners of the well-known *Shape and Fitness* magazine. In this role, he was responsible for the Consumer Product Division, the Consumer Retail Division, Operations, Sourcing, and Manufacturing.

Withdrawal Marker

The George W. Bush Library

FORM	SUBJECT/TITLE	PAGES	DATE	RESTRICTION(S)
Chart	Correspondence	1	02/2008	P5;

**This marker identifies the original location of the withdrawn item listed above.
For a complete list of items withdrawn from this folder, see the
Withdrawal/Redaction Sheet at the front of the folder.**

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SERIES:

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OA Num.:

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NARA Num.:

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FOIA ID and Segment:

2014-0210-F

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1/14/08



Dear Josh,

I wanted you to have a beautiful book that Corine + I sponsored for the Commerce Dept. The Secretary and all his staff are very proud of it. We printed out 1700 books that will be used in all our Embassies + Commercial offices around the world.

It will also be given to foreign dignitaries.

I thought you would enjoy it. ↓

I wanted to thank you for all your
dedication, to our President, Centey
and I Hope that we see each
other in the near future

Bert
Sandy Sands

Washington

Scenes from a Capital City



By JOHN CLEAVE

Introductions by BENJAMIN FORGEY

Special
COMMERCE DEPARTMENT
Edition



The Herbert C. Hoover Building, illustrated on the cover of this book, is the headquarters for the United States Department of Commerce.

Although certain bureaus of the Department of Commerce date back to the founding of the republic, the Department of Commerce and Labor was established by President Theodore Roosevelt in 1903 to "foster, promote, and develop the foreign and domestic commerce of the United States."

All of the functions of the Department of Commerce were consolidated in the Herbert C. Hoover Building upon its completion in 1932. It was named after Herbert Hoover who served as Secretary of Commerce from 1921 to 1928, and as the 31st President of the United States from 1929 to 1933.

At the time it was finished the Herbert C. Hoover Building was the largest office building in the world, stretching three city blocks and containing 3,300 offices and two courtyards. The building was designed by Louis Ayres and is on the National Register of Historic Places.

Today, the Department of Commerce is home to nine agencies: The International Trade Administration; Economics and Statistics Administration; Bureau of Industry and Security; Economic Development Administration; Minority Business Development Agency; National Oceanic and Atmospheric Administration; National Telecommunications and Information Administration; U.S. Patent and Trademark Office, and The Technology Administration.

The Herbert C. Hoover Building is centrally located between the Washington Monument, The White House and The National Mall, and is connected to the Ronald Reagan Building and International Trade Center, which also houses many Department of Commerce offices today.

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