

## And if I Had a Bankroll This Thick . . . :

*Tom Campbell explains why people should give him lots of money.*

**T**HE CLUTCH OF SILICON Valley entrepreneurs who made Campbell their champion seem to be convinced that he's pro-small business. In 1988, members of the Lincoln Club of Northern California—the Republican group backed by the considerable financial weight of David Packard and George Schultz—were casting about for a candidate to run in the 12th District. The Lincoln Club sprang from an informal coterie of Silicon Valley power brokers, including high-tech executive Ed Zschau, Hewlett-Packard Co. President John Young and the late Robert Noyce, founder of Intel Corp., who lobbied local congressional representatives to reduce the capital gains tax. Then Rep. Pete McCloskey introduced the bill, and with Silicon Valley lobbying, the cut became law in 1978.

Zschau's successful run for Congress (and unsuccessful attempt—by a whisker—to unseat Sen. Alan Cranston in 1986) inspired the Lincoln Club to back other high-tech candidates. Hard-right Republican Ernie Konnyu won Zschau's vacated 12th District seat in 1986, but his loose-cannon patter and allegations of sexual harassment set prominent Lincoln clubbers to beating the bushes for new blood. Campbell's cloying persuasiveness, his impressive governmental background, and the right take on capital gains taxes, research and development tax credits, deficit reduction and spending freezes wowed the high-techies in the Lincoln Club.

Still, he was an unusual pick. New to the area and virtually unknown, he had never served in any local government office. Similarly, Campbell had never been a volunteer in any local political campaign, nor had he immersed himself in a local charity—the usual paths to a congressional seat. Instead, he was the perfect reconstituted candidate. The Lincoln Club simply added money, and Campbell materialized as the leading candidate—despite the fact that he had to ask directions to find his way around the district he would soon represent in Washington.

Campbell managed to raise \$1.4 million in 1988, the bulk of it coming from Lincoln Club members and their associates. "Individual members have been extremely supportive of Tom," says Menlo Park developer Duncan Matteson, an outspoken Lincoln Clubber. "So a lot of us have not only given him our maximum contribution, but have gotten a lot of our friends to do that also."

With its 195 members and spouses giving at the \$1,000 federal limit, and the organization disgorging the maximum PAC outlay of

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