

**TITLE:** Eddie Basha Gubernatorial Campaign Collection

**DATE RANGE:** 1985-1998

**CALL NUMBER:** FM MSS #140

**PHYSICAL DESCRIPTION:** 2 linear feet (2 boxes)

**PROVENANCE:** This collection was donated in 2006 by David J. Bolger, Eddie Basha's campaign speech writer.

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**CREDIT LINE:** Eddie Basha Gubernatorial Campaign Collection, MSS #140, Arizona Historical Foundation

**PROCESSED BY:** Elizabeth Scott, September 2006

**BIOGRAPHICAL NOTE:** Eddie Basha Jr. was born in Chandler, AZ in 1937. The great-grandson of Lebanese immigrants who arrived in 1884, Basha's grandfather opened a general store in Ray, Arizona in 1910. From that store, Eddie's father and uncle started the Basha's grocery chain which is still the only family owned supermarket chain in Arizona.

Basha graduated from Stanford University. He took over as president of the company when his father died in 1968. In addition to his business experience, Basha was very interested in education issues and served as member and three-time President of the Chandler Unified School District from 1968 until 1980. In 1984, he was appointed to the State Board of Education by Governor Bruce Babbitt and confirmed by the Arizona State Senate. In 1990, Governor Rose Mofford appointed Basha to the Arizona Board of Regents.

Basha ran for Governor against Republican incumbent Fife Symington in 1994. After his loss to Symington, Basha formed an Exploratory Committee to decide if he should run again in 1998. From the evidence compiled, he ultimately decided not to run against his good friend Jane Hull but to focus more on his family. Basha is married to Nadine Mathis-Basha and has six sons.

**SCOPE AND CONTENT:** The collection is arranged into four series: **Series I: Speeches; Series II: Various Campaign Materials; Series III: Issues; Series IV: Basha '98 Exploratory Committee.** Files are arranged alphabetically within each series.

**Series I** contains speeches written for Basha's 1994 Gubernatorial campaign by his campaign speech writer David Bolger and are arranged by group or event.

**Series II** includes records such as a campaign draft, newsclippings about Eddie Basha and his opponent Fife Symington, and campaign schedules. **Series III** contains background information on various issues such as education, health care, Native Americans and seniors. **Series IV** has records regarding Eddie Basha's potential run in 1998. Records include a budget for the upcoming campaign, polls taken, a list of potential consultant firms, and a strategic plan.

| <b>Box</b> | <b>Folder</b> | <b>Title</b>  | <b>Dates</b> |
|------------|---------------|---|--------------|
| 1          | 1             | <b>Speeches</b> -Accountability/"Summit" Statement                                  | N.D.         |
| 1          | 2             | <b>Speeches</b> -AEA Rally  | 1994         |
| 1          | 3             | <b>Speeches</b> -All-University Council of Certified Staff                          | 1993         |
| 1          | 4             | <b>Speeches</b> -Apache Junction School District                                    | 1994         |
| 1          | 5             | <b>Speeches</b> -Arizona Association of Counties                                    | 1994         |
| 1          | 6             | <b>Speeches</b> -Arizona Association For Economic Development                       | 1993         |
| 1          | 7             | <b>Speeches</b> -Arizona Association of Industries                                  | 1994         |
| 1          | 8             | <b>Speeches</b> -Arizona Coalition For Human Services                               | 1994         |
| 1          | 9             | <b>Speeches</b> -Arizona Educational Foundation 10 <sup>th</sup> Anniversary Dinner | 1994         |
| 1          | 10            | <b>Speeches</b> -Arizona Farm Bureau  | 1994         |
| 1          | 11            | <b>Speeches</b> -Arizona Hispanic Community Forum                                   | 1994         |
| 1          | 12            | <b>Speeches</b> -Arizona Hotel and Motel Association                                | 1993         |
| 1          | 13            | <b>Speeches</b> -Arizona League of Cities and Towns                                 | 1994         |
| 1          | 14            | <b>Speeches</b> -Arizona Newspaper Association                                      | 1993         |
| 1          | 15            | <b>Speeches</b> -Arizona Nurses Association   | 1994         |
| 1          | 16            | <b>Speeches</b> -Arizona Petroleum Marketers Association                            | 1994         |
| 1          | 17            | <b>Speeches</b> -Arizona School Business Officials                                  | 1993         |
| 1          | 18            | <b>Speeches</b> -Arizona State Chamber of Commerce                                  | 1994         |
| 1          | 19            | <b>Speeches</b> -Arizona Supreme Court Rules School Funding System Unconstitutional | 1994         |
| 1          | 20            | <b>Speeches</b> -ASA Summer Conference  | N.D.         |
| 1          | 21            | <b>Speeches</b> -Associated Highway Patrolmen of Arizona                            | 1994         |
| 1          | 22            | <b>Speeches</b> -Association of Navajo-Controlled School Boards                     | N.D.         |
| 1          | 23            | <b>Speeches</b> -Association of Retarded Citizens Award Ceremony                    | 1993         |
| 1          | 24            | <b>Speeches</b> -ASU College of Education Final Student Teacher Workshop            | 1993         |
| 1          | 25            | <b>Speeches</b> -ASU Faculty Emeriti  | 1993         |
| 1          | 26            | <b>Speeches</b> -ASU Leadership Conference  | 1994         |
| 1          | 27            | <b>Speeches</b> -ASU Minority Spring Pre-Orientation                                | 1994         |

| <b>Box</b> | <b>Folder</b> | <b>Title</b>   | <b>Dates</b> |
|------------|---------------|--|--------------|
| 1          | 28            | <b>Speeches</b> -AZ Action Committee For Rural Electrification                                 | 1994         |
| 1          | 29            | <b>Speeches</b> -AZ Association of Economic Development  | 1994         |
| 1          | 30            | <b>Speeches</b> -Basha Announcement Speech   | 1993         |
| 1          | 31            | <b>Speeches</b> -Basha Opening   | 1994         |
| 1          | 32            | <b>Speeches</b> -Camp Verde Chamber of Commerce  | 1993         |
| 1          | 33            | <b>Speeches</b> -Casa Grande Rotary  | 1994         |
| 1          | 34            | <b>Speeches</b> -Caseys Mens Group   | 1994         |
| 1          | 35            | <b>Speeches</b> -Cave Creek Parent/Teacher Council   | 1994         |
| 1          | 36            | <b>Speeches</b> -Central Arizona College, Aravaipa Campus                                      | 1993         |
| 1          | 37            | <b>Speeches</b> -Chandler Rotary Club  | 1993         |
| 1          | 38            | <b>Speeches</b> -Chandler Unified School District  | 1989         |
| 1          | 39            | <b>Speeches</b> -Comcare Annual Meeting  | 1994         |
| 1          | 40            | <b>Speeches</b> - Croatian-American Goodwill Association of Phoenix                            | 1993         |
| 1          | 41            | <b>Speeches</b> -Debate-Closing Statement  | N.D.         |
| 1          | 42            | <b>Speeches</b> -Deer Valley Vo-Tech Awards Banquet  | 1994         |
| 1          | 43            | <b>Speeches</b> -Democratic Nucleus Club of Pima County  | 1994         |
| 1          | 44            | <b>Speeches</b> -Democratic Stump Bullets  | N.D.         |
| 1          | 45            | <b>Speeches</b> -Democratic Unity Dinner   | 1994         |
| 1          | 46            | <b>Speeches</b> -Democratic Woman of Prescott  | 1994         |
| 1          | 47            | <b>Speeches</b> -Downtown Business & Professional Women's Club Candidates Forum                | N.D.         |
| 1          | 48            | <b>Speeches</b> -Downtown Phoenix Kiwanis  | 1994         |
| 1          | 49            | <b>Speeches</b> -East Valley Democrats Breakfast Meeting                                       | 1993         |
| 1          | 50            | <b>Speeches</b> -Fifth Annual International Awareness Conference Thunderbird (Charles Walheim) | 1993         |
| 1          | 51            | <b>Speeches</b> -Friendly House Reception  | N.D.         |
| 1          | 52            | <b>Speeches</b> -General Election Night Remarks  | 1994         |
| 1          | 53            | <b>Speeches</b> -General-Arizona Senior Citizens   | 1994         |
| 1          | 54            | <b>Speeches</b> -General-Business Speeches   | 1993         |
| 1          | 55            | <b>Speeches</b> -General-Childcare Speeches  | 1992-1993    |
| 1          | 56            | <b>Speeches</b> -General-Education Speeches  | 1990         |
| 1          | 57            | <b>Speeches</b> -General-General Remarks   | 1994         |
| 1          | 58            | <b>Speeches</b> -“Governor Stalls While Schools Starve”  | 1994         |
| 1          | 59            | <b>Speeches</b> -Graham County Democrats   | 1994         |
| 1          | 60            | <b>Speeches</b> -Grocery Industry Breakfast  | 1994         |
| 1          | 61            | <b>Speeches</b> -Hispanic MBA Association  | 1994         |
| 1          | 62            | <b>Speeches</b> -Homeless & Hungry Thanksgiving Feast Coffelt Park                             | 1993         |

| <b>Box</b> | <b>Folder</b> | <b>Title</b>   | <b>Dates</b> |
|------------|---------------|--|--------------|
| 1          | 63            | <b>Speeches</b> -Huachuca Democrats  | 1994         |
| 1          | 64            | <b>Speeches</b> -Inauguration of Governor Mary V. Thomas Gila River Indian Community | 1994         |
| 1          | 65            | <b>Speeches</b> -Independent Grocers Association                                     | 1994         |
| 1          | 66            | <b>Speeches</b> -Los Abogados  | 1994         |
| 1          | 67            | <b>Speeches</b> -L.U.L.A.C. Annual Awards Luncheon                                   | 1993         |
| 1          | 68            | <b>Speeches</b> -Mesa Leadership-Education Day                                       | 1994         |
| 1          | 69            | <b>Speeches</b> -Mesa Rotary   | 1994         |
| 1          | 70            | <b>Speeches</b> -N.A.U. Principalship Class  | 1994         |
| 1          | 71            | <b>Speeches</b> -NMB-Navajo Youth Conference   | N.D.         |
| 1          | 72            | <b>Speeches</b> -New Stump Speeches  | N.D.         |
| 1          | 73            | <b>Speeches</b> -New Surrogate Stump Speech  | N.D.         |
| 1          | 74            | <b>Speeches</b> -Nucleus Club of Phoenix   | 1993         |
| 1          | 75            | <b>Speeches</b> -Phoenix Psychiatric Association                                     | 1994         |
| 1          | 76            | <b>Speeches</b> -Primary Night Remarks-Basha Win                                     | N.D.         |
| 1          | 77            | <b>Speeches</b> -Radio Association of Metro Phoenix                                  | 1994         |
| 1          | 78            | <b>Speeches</b> -Retail Financial Executives   | 1993         |
| 1          | 79            | <b>Speeches</b> -Rotary Speech   | 1985         |
| 1          | 80            | <b>Speeches</b> -Samaritan Health Services Conference<br>ASU West                    | 1994         |
| 1          | 81            | <b>Speeches</b> -St. Vincent DePaul Medical/Dental<br>Clinic Dedication              | 1994         |
| 1          | 82            | <b>Speeches</b> -Scottsdale Arizona Club   | 1993         |
| 1          | 83            | <b>Speeches</b> -Sedona Rotary   | 1994         |
| 1          | 84            | <b>Speeches</b> -Snowflake/Taylor Chamber of<br>Commerce                             | 1994         |
| 1          | 85            | <b>Speeches</b> -Stanford Alumni Association   | 1993         |
| 1          | 86            | <b>Speeches</b> -State Democratic Convention   | 1994         |
| 1          | 87            | <b>Speeches</b> -Sunbelt World Trade Association                                     | 1993         |
| 1          | 88            | <b>Speeches</b> -Sun City Democrats Annual Christmas<br>Meeting                      | 1993         |
| 1          | 89            | <b>Speeches</b> -Sun City Rotary   | 1994         |
| 1          | 90            | <b>Speeches</b> -Surrogate Speech  | 1994         |
| 1          | 91            | <b>Speeches</b> -Tempe Rotary Club   | 1993         |
| 1          | 92            | <b>Speeches</b> -Tucson Chamber of Commerce  | 1993         |
| 1          | 93            | <b>Speeches</b> -Tucson Pima County Job Club   | 1993         |
| 1          | 94            | <b>Speeches</b> -Tucson/Pima County Small Business<br>Association                    | 1994         |
| 1          | 95            | <b>Speeches</b> -Tucson Youth at Risk Conference                                     | 1993         |
| 1          | 96            | <b>Speeches</b> -University Student Forum  | 1994         |
| 1          | 97            | <b>Speeches</b> -Victim's Rights   | 1994         |
| 1          | 98            | <b>Speeches</b> -Western Navajo Office Opening, Page,<br>AZ                          | 1993         |
|            |               |  |              |

| <b>Box</b> | <b>Folder</b> | <b>Title</b>  | <b>Dates</b> |
|------------|---------------|---|--------------|
| 2          | 1             | <b>Various Campaign Materials-Basha Campaign Plan-Draft</b>             | N.D.         |
| 2          | 2             | <b>Various Campaign Materials-Billings</b>                              | 1993-1194    |
| 2          | 3             | <b>Various Campaign Materials-Campaign Committee</b>                    | 1993-1994    |
| 2          | 4             | <b>Various Campaign Materials-Center for the Southwest</b>              | 1995         |
| 2          | 5             | <b>Various Campaign Materials-Correspondence</b>                        | 1993-1994    |
| 2          | 6             | <b>Various Campaign Materials-Endorsements</b>                          | 1994         |
| 2          | 7             | <b>Various Campaign Materials-Fife Symington General</b>                | 1994         |
| 2          | 8             | <b>Various Campaign Materials-Fife Symington Verdict</b>                | 1997         |
| 2          | 9             | <b>Various Campaign Materials-Memorabilia</b>                           | N.D.         |
| 2          | 10            | <b>Various Campaign Materials-Navajo Project</b>                        | 1994         |
| 2          | 11            | <b>Various Campaign Materials-Newsclippings-Eddie Basha</b>             | 1994         |
| 2          | 12            | <b>Various Campaign Materials-Newsclippings-Fife Symington</b>          | 1994-1996    |
| 2          | 13            | <b>Various Campaign Materials-News Releases</b>                         | 1994         |
| 2          | 14            | <b>Various Campaign Materials-Paul Johnson</b>                          | 1994         |
| 2          | 15            | <b>Various Campaign Materials-Political Ads</b>                         | 1994         |
| 2          | 16            | <b>Various Campaign Materials-Polling</b>                               | 1994         |
| 2          | 17            | <b>Various Campaign Materials-Project Centrl</b>                        | N.D.         |
| 2          | 18            | <b>Various Campaign Materials-Propositions</b>                          | 1994         |
| 2          | 19            | <b>Various Campaign Materials-Schedules</b>                             | 1993-1994    |
| 2          | 20            | <b>Various Campaign Materials-Strategy Committee</b>                    | 1994         |
| 2          | 21            | <b>Issues-Children</b>  | 1994         |
| 2          | 22            | <b>Issues-Crime</b>   | 1994         |
| 2          | 23            | <b>Issues-Economic Development</b>                                      | 1992-1994    |
| 2          | 24            | <b>Issues-Education</b>   | 1993-1994    |
| 2          | 25            | <b>Issues-Environment</b>   | 1994         |
| 2          | 26            | <b>Issues-Ethnicity and Immigrants</b>                                  | 1993-1994    |
| 2          | 27            | <b>Issues-Family Values</b>   | 1994         |
| 2          | 28            | <b>Issues-General Campaign Issues</b>                                   | 1994         |
| 2          | 29            | <b>Issues-Health Care</b>   | 1992-1994    |
| 2          | 30            | <b>Issues-Native Americans</b>  | 1996         |
| 2          | 31            | <b>Issues-Senior Issues</b>   | N.D.         |
| 2          | 32            | <b>Basha '98 Exploratory Committee-Advertising/Media Communications</b> | 1997         |
| 2          | 33            | <b>Basha '98 Exploratory Committee-Budget and Campaign Plan</b>         | 1997-1998    |
|            |               |   |              |

| <b>Box</b> | <b>Folder</b> | <b>Title</b>  | <b>Dates</b> |
|------------|---------------|---|--------------|
| 2          | 34            | <b>Basha '98 Exploratory Committee-Consultants-Media and Pollster</b>           | 1997         |
| 2          | 35            | <b>Basha '98 Exploratory Committee-Correspondence</b>                           | 1995-1997    |
| 2          | 36            | <b>Basha '98 Exploratory Committee-Economic Development Targeting Committee</b> | 1997         |
| 2          | 37            | <b>Basha '98 Exploratory Committee-ExecuTrends-Ray Russell</b>                  | 1994-1996    |
| 2          | 38            | <b>Basha '98 Exploratory Committee-Exploratory Committee</b>                    | 1997         |
| 2          | 39            | <b>Basha '98 Exploratory Committee-General</b>                                  | 1995-1997    |
| 2          | 40            | <b>Basha '98 Exploratory Committee-Mellman Group</b>                            | 1997         |
| 2          | 41            | <b>Basha '98 Exploratory Committee-Organizational Chart</b>                     | 1997         |
| 2          | 42            | <b>Basha '98 Exploratory Committee-Paul Johnson</b>                             | 1997         |
| 2          | 43            | <b>Basha '98 Exploratory Committee-Polling</b>                                  | 1997         |
| 2          | 44            | <b>Basha '98 Exploratory Committee-Proposal For Statewide Polling</b>           | 1997         |
| 2          | 45            | <b>Basha '98 Exploratory Committee-Speeches</b>                                 | 1996-1997    |
| 2          | 46            | <b>Basha '98 Exploratory Committee-Strategic Impact</b>                         | 1996-1998    |
| 2          | 47            | <b>Basha '98 Exploratory Committee-Time Line</b>                                | 1998         |