

Feb. 22, 2015

To: 60 Plus Honorary Chairman Roger Zion, Spokesman Pat Boone and Board of Directors
Fr: Jim Martin, Founder and Chairman of the Board
Subject: My Transition Timetable from the Association to the Foundation

Public Announcement: June 1, 2015

~~Earliest transition date: July 1, 2015~~

~~Latest transition date: October 1, 2015~~

After much prayerful deliberation with my wife, other family members and a few trusted associates, I have decided it is time to move from my full time role as Chairman of the 60 Plus Association. This is an organization I founded more than 20 years ago with former Rep. Roger Zion (R-IN) serving as Honorary Chairman. In addition, over ten years ago legendary entertainer Pat Boone agreed to serve as our National Spokesman.

Transition dates have been suggested to be at the end of the 2016 election cycle (November, 2016).

~~However, I believe a much earlier transition, as outlined above, can be accomplished smoothly and efficiently with the Board's affirmative participation.~~ Let me stress, that no matter what the transition date is, that Pat Boone and I will always be "on call" for press events, radio-TV appearances, bylined columns and the like, and that will always be the case.

But in the interim going forward, late in February and into March there are several important projects to be fulfilled. Just ahead, in February alone, we have the following:

2/25--60 Plus purchased a table honoring 90-year-old Phyllis Schafly. Night before annual CPAC.

2/26--60 Plus purchased booth at Feb. 26-28 CPAC at Gaylord Hotel suburban D.C. (Md side).

2/26--CPAC Energy Panel with Bob Murray in afternoon. 60 Plus reserved evening dinner table for Murray, Jim, Amy, Matt, possible Board Members Randy Randol or Gary Hoitsma to attend. Gen. Lawson told me he may attend if his doctor permits. (would be important if he could since he's on Murray Energy Corp's Board). General Lawson stressed 3 topics to discuss with Murray: 1)Death tax activities and our McConnell meeting; 2)Pat Boone's EPA talk shows, including upcoming one March 4; 3)Inhofe hearings, stressing Gary Hoitsma's ties to Inhofe.

2/27--I will be testifying before Federal Reserve Bank Chairman Janet Yellen. I will do so along with four prominent economists and also Grover Norquist as well as a Heritage spokesman and several others. I will be discussing the impact of Fed policy on seniors, addressing specifically how middle and low income retirees' savings and retirement accounts are harmed. This presents an excellent opportunity to show us as we are--true champions of the middle class.

March 3--A 2nd Satellite Media Tour, sponsored by the National Mining Association. National Press Club, 7 a.m.--12 noon.

March 4--Fourth Radio Talk Show with Bob Murray, Boone and Martin, to discuss 1)death tax vote status in House and Senate, and 2)EPA.

March 4--Fly to New Hampshire for meeting with possible donors, arranged by former N.H. Rep. Bill Zeff.

Exhibit A

March 5—Drive to Maine to present Award to Gov. LePage for repealing state inheritance tax. This will be similar to event last year with Georgia Gov. Deal. This event in Maine with Gov. LePage arranged by Fred Webber, a long-time friend and advisor to Gov. LePage. Fred is also attempting to plan a lunch/dinner with possible donors following this event.

March 7—Possible trip to Indiana to present award to Gov. Pence.

March 11—Next radio show in Ohio with Sen. Rob Portman, Boone and Murray re: EPA and death tax.

March 19—60 Plus Photo Shoot for an estimated 200 Members of House from both parties for death tax sponsorship. A Press Release is made available to each member for their use. A similar Photo Shoot will be scheduled at a later date for the Senate side.

Aiming for mid-April Death Tax vote in House and possible May vote arranged by McConnell team for the Senate. There will be op-eds and columns pushed out during this period but May offers the Boone event.

May 13—60 Plus hosts Pat Boone event on Senate side as fundraising event (more on this below).

I would like to now elaborate in more detail about this transition and the reason behind my decision.

During the past 22 years we have developed from a single employee turn-key enterprise to a national senior-rights organization with approximately 7 million supporters. These loyal followers, mainly retirees or soon to be seniors, adhere to our less taxes, less government policy. While we have gained recognition as the acknowledged and vocal right of center organization speaking for America's elderly, at least two other conservative seniors groups have folded. But more to the point, that we have become a target by the left, in particular the AARP and the NCSC, shows how important we are in the national discussion on senior issues. The AARP and the NCSC are the largest of more than a dozen liberal taxpayer-funded groups purportedly speaking for seniors.

We helped to expose many of these groups to national review. Best example: we personally discovered and brought it to the attention of Congress that the NCSC, the National Council of Senior Citizens, run by ex-union officials and taxpayer funded by the millions, were aggressively supporting only Democrats. 15 years ago I testified before Congress and re-branded them the National Council of Subsidized Citizens, and urged an investigation. They then abandoned their marble palace downtown near the Press Club and stayed underground for two years in Maryland before re-emerging as the ARA, the Association of Retired Americans.

I must mention my gratefulness, at this point, to the many ardently dedicated former employees and to our equally dedicated current employees that have helped 60Plus sustain this growth. They have been integral to our success. Of the many, let me pay special tribute to one, retired Army Colonel Henry (Hank) Hough. Hank lived and breathed the words loyalty and honesty. You knew he always had your back and asked for little in return. He rarely missed a day's work; his dedication endless. I will always be grateful for having Hank at my side.

Let me also emphasize that in planning my transition I have never had any concerns that there would be any interruptions to the Association's continued growth and success under President Amy Frederick's guidance. After all, as we should all note, she has been working side by side with me for nearly 15 years, and the last five as the Association's President.

But there comes a time to move on and I have now decided to devote my energies to another challenge; the success of our newly created 60 Plus Foundation. This Foundation is a complement, if you will, to the Association's mission. (To be clear, as noted earlier, both Pat Boone and I will be available when called on by the Association.) The 60 Plus Foundation is an outgrowth of the acute need for in depth studies,

surveys, polling and the like, to provide up-to-date data beneficial to the wellbeing of all Americans, most especially though, on the needs of our most vulnerable and fastest growing segment of society, America's seniors.

My beginning thoughts on this transition were explored in a January 2nd memo which in addition outlined some financial planning for 60 Plus. This memo was sent to the Compensation Committee of the Board of Directors seeking their input (as a direct response to some concerns expressed during the Dec. 6 Board Meeting). This committee includes Randy Randol, Bill Card and Prather McKinnon. I have yet to hear from either Mr. Randol or Mr. Card. I am most grateful for Prather McKinnon's timely and substantive thoughts in reply to my January 2nd memo.

I have decided now to move ahead and at this time make my plans known to the entire Board. In retrospect, I probably should have sent my memo of January 2 to all of the Board. I will be doing so shortly with the remaining two members, Gary Holtsma and Jim Minarik. As to the latter, Jim missed the Dec. 6th meeting due to family illnesses (95 year old Mother), and Jim himself has just undergone hip and knee surgery.

Finally, ~~the timing of the transition announcement and my full time transition depends on a number of variables.~~ In particular, time spent these days as has regularly been the case almost 24/7 on fund raising efforts. Amy, Matt & I are in constant discussion on the scheduling and planning for these efforts. It is a definite given that if any Board member has some ideas or contacts re: fund raising all of us would most certainly welcome them.

Those at the Dec. 6th Board meeting may recall that I broached this matter and as the minutes reflect, our attorney, Mr. Craig, heartily concurred. In fact I said that in addition to the newly created Compensation and Audit Committees, we should establish a Fund Raising Committee. I, again, stressed that need in my Jan. 2 memo, emphasizing that Randy, in particular, and possibly Bill, through their previous employment or current associations, could suggest a path toward being included in an organization's annual Corporate budget.

I hope to leave the Association with several added funding sources. These are now in the early planning stages, from the aforementioned visits to New Hampshire and Maine, and to other anticipated trips with potential donors in several other states yet to be confirmed.

But our biggest event is the proposed May 13th Senators Salute to the 60 Plus Association and Spokesman Pat Boone. The plan is to have a dozen or so Senators listed as Honorary Co-Chairs and a like number of non-office holders (this was a good suggestion from our attorney) listed as Co-Chairs, prominent names who will be committed to helping raise significant donations. Examples include former Mississippi Gov. Haley Barbour (who recently gave me his promise to serve), along with former NRCC Chair Bill Paxon, former Ambassador Curt Winsor, J.C. Watts, and a number of others I am soliciting.

To get a dozen or more Senators and others signed on and to solicit corporate sponsors is a major project with less than 90 days to make it happen. I have met with two fund raising organizations, rejected one and not yet settled on the other and plan to contact another highly recommended firm early next week.

No doubt you all know, as experienced working professionals, that the planning for all of the events, meetings, etc. that I have mentioned take much time. Thus the rationale for a range of dates for my transition to the Foundation.

I have no doubt that the 60 Plus Association will continue to provide seniors with a strong presence on Capitol Hill as well as a growing influence in state capitals. And I will always continue to do everything I possibly can to ensure that success.

I look forward to working with the Board as we move ahead. Also, I look forward to your feedback. Many thanks to each of you for serving.

James L. Martin
Founder and Chairman

Please Note: A long-term plan for reimbursing me for all the deferred compensation (deferred income) owed by the 60 Plus Association will be sent in the next week or so. This deferred compensation has been discussed in much detail over the course of many meetings over the years with our attorney Chris Craig and with our president Amy Frederick. I am amenable to working out a long-term solution when funds are available.

In addition please note: Total amount owed in loans by the Foundation to the Association is \$30,000.00.