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To: Editor, *Wall Street Journal*

Re: "The Buying of An Election" *WSJ* 6/01/00

Al Hunt is off-base, as usual. In general, Mr. Hunt's political positioning is -- left is right, and right is wrong. His specific gaffe this time: "Occasionally, people with little political experience are elected and enrich the system; . . . Ronald Reagan comes to mind."

We expect Mr. Hunt's left-wing bias; we do not expect, nor can we countenance, his fact-fumbling. Mr. Reagan was in fact an elected labor leader (Screen Actor's Guild) and twice elected governor of California. That extensive political experience, in addition to his God-given talents, successful acting career and senior executive service made him perhaps the best qualified person ever to serve as President of the United States. (Though some deride his lack of congressional experience, I and many others consider that a positive qualification.)

Mr. Hunt made one correct statement, although damning with faint praise: Mr. Reagan more than "enriched the political system." In my view, he stands as one of the five great American presidents: Washington, who set the tone of the presidency; Jefferson, the intellectual driving force of the founding fathers also authored the Louisiana Purchase; Lincoln, who kept the country whole; Franklin Delano Roosevelt, who, despite disastrous economic policies and naïve trust of Stalin, led us in defeating Hitler; and Ronald Wilson Reagan, who not only led the victory over communism, but also forged a set of economic policies which produced the prosperity Mr. Hunt now erroneously credits to Bill Clinton. (Mr. Clinton, clearly ranks 42nd, which ranking will be lowered by every 21st Century election.)

How wrong can one so-called pundit be? Why do you continue to publish him?

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Biographical Sketch

BEN M. ENIS

Ben M. Enis (Ph.D. Louisiana State University 1967) Professor of Marketing at the University of Southern California since 1982, recently retired at age 57 as Professor Emeritus of Marketing. He has taught, researched, consulted and practiced in marketing for 32 years, focusing on the development and implementation of practical – theoretically sound and economically profitable – marketing strategy. He will now concentrate on senior-level consulting, expert testimony, and company directorships.

As a tenured faculty member at three major U. S. universities, Dr. Enis won four separate awards for teaching excellence, offering courses ranging from calculus to consumer behavior in undergraduate, masters, Ph.D. and executive development programs. He is the author or editor of six textbooks and five anthologies (including *Marketing Classics*, continually in print since 1969), and contributed 85+ research and professional articles to the marketing literature.

A former sales manager and sales trainer, Dr. Enis has been a consultant to a number of firms and organizations, including AT&T, Arthur Andersen, Bank of America, Federated Department Stores, Eli Lilly & Co., Grant Thornton, Hallmark Cards, Kinko's, Southwestern Bell, Times/Mirror Corp., the Direct Selling Association, the State of Missouri, and the U.S. Bureau of the Census. He has provided expert counsel to a number of law firms, including five of the ten largest in the U.S. (Jones, Day; Gibson Dunn & Crutcher; Morgan, Lewis & Bockius; Latham & Watkins; and O'Melveny & Myers), and has testified before a number of Federal or State courts. He serves on the Boards of Directors of two NYSE-listed firms: Countrywide Credit Industries, Inc. (mortgage banking) and Protection One Alarm Systems, Inc., (commercial and residential security).

Dr. Enis is a member of the American Marketing Association (past President of the Houston chapter; former National Vice President), Beta Gamma Sigma, National Association of Scholars, Rotary International, National Association of Corporate Directors (Member, Los Angeles Chapter Board of Directors), Institute of Management Consultants, Society of Professionals in Dispute Resolution, Southern California Mediation Association, American Bar Association Dispute Resolution Section, Academy of Family Mediators, and MENSA. He is listed in Who's Who and other biographical references.

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