



69 HICKORY DRIVE, WALTHAM, MASS. 02154 (617) 890-9070



# BREAKFAST club



## Wednesday, November 29, Massachusetts Breakfast Club SENATOR-ELECT TSONGAS TO ADDRESS SBANE

Massachusetts small business gets its first look at the newly elected junior Senator, Democrat Paul E. Tsongas, when the Lowell native addresses the SBANE Massachusetts Breakfast Club meeting at 7:30 a.m., Wednesday, November 29 at the Holiday Inn of Waltham.

Tsongas surmounted forbidding odds to unseat incumbent Sen. Edward W. Brooke in the November election by a 55-45 percentage margin. Although generally conceded a third term in Massachusetts' Fifth Congressional District if he wanted it, the 37-year old Tsongas instead sought to replace two-term Senator Brooke. When he entered the campaign last spring, Tsongas' polls showed his identification factor with Bay State voters at only 10 percent, some 80 points behind the acknowledgement of Brooke by the electorate.

Tsongas concentrated his primary advertising on name recognition, and, coupled with credibility as an effective Massachusetts Congressman, bested five other Democratic candidates in the primary election, including Mass. Secretary of State Paul Guzzi.

Tsongas began his political life in 1974, when, as Middlesex County Commissioner, he handily defeated incumbent Paul Cronin. Two years later, he proved even more invincible, crushing challenger Roger Durkin, 67%-33%.

Tsongas was a member of the Peace Corps in Ethiopia, an exposure he repeatedly used during the election to demonstrate his empathy for the troubles faced by Third World countries. He holds a bachelor's degree from Dartmouth College and a law degree from Yale University.

Senator-elect Tsongas will be available for a question and answer session following his talk. We hope at this time SBANE members will learn more about their new representative's platform regarding small business.

Plan now to attend the November Breakfast Club and bring a guest. The Holiday Inn of Waltham is located at 445 Totten Pond Road, Exit 48, Winter Street. After taking the exit, head east toward Waltham. The Inn is on the left side about 200 yards from Route 128. The guarantee requirements are strict and could be costly to SBANE, so please make your reservations now with a check for \$5.00 members and guests of members, and \$7.50 for non-members. Fill out the attached reservation form and return it today.

SBANE, 69 Hickory Drive, Waltham, MA 02154

11/29/78

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