

THE  
**AMERICAN HIKING SOCIETY**

31  
1701 18th St., N.W., Washington, D.C. 20009



Please Reply To: 18600 SW 157th Avenue, Miami, FL 33187

June 1, 1981

Mr. Mark Kapsky  
General Foods Corporation  
250 North Street  
White Plains, N Y 10625

Dear Mark:

The events of Wednesday, May 13th, will always be memorable to me; I have already indulged in many pleasurable moments just recalling bits and pieces of it since returning home. I hope you have the same good feelings. I am enclosing a Washington Post article I received yesterday. Perhaps there are other stories that appeared during the walk to the Atlantic that I haven't heard about.

In less than a week from the departure from Washington Monty Montgomery was with me in Miami to discuss all aspects of HikaNation and to plan for the future. We had a couple of weekday sessions when we had time to go over expenses and income, and then during the weekend we unwound at a cabin I have and discussed HikaNation in a longer perspective. Monty is going to gamble a little time this summer and follow-through with our six three-week hikes as planned, then prepare for a repeat in 1982 and a second HikaNation trek beginning in the spring of 1983.

On the enclosed pages you will see a cost estimate for HikaNation 1983. We think that \$1,000 registration fee per hiker is not unreasonable and will help offset expenses. By raising the rest of the funds, however, the sponsors remain in the position to determine the objectives of the event, which is vital. The registration for the summer hikes would be \$125 per three-week hike. From the figures you will see that we are looking for \$9,000 in support for each series of summer activities plus \$95,000 for HikaNation '83.

It is very satisfying to me to know that Postum has been pleased with its involvement thus far. I hope our special relationship can continue. Please let me hear from you after you have had a chance to study the enclosed figures.

Sincerely yours,

  
James A. Kern

## SUMMER HIKES

|   |                            |
|---|----------------------------|
| Expected realistic daily cost of summer hikes<br>based on 1980-81 HikaNation: | \$250. per day             |
| Each summer hike - 21 days<br>Six summer hikes       6                        |                            |
| Total summer hike days  | 126 days                   |
| \$250 per day x 126 days =  | 31,500                     |
| 126 days x 30 hikers =  | 3,780 people day           |
| \$31,500 -- by 3780 =   | 8.33/person/day            |
| \$8.33 x 21 days = cost per person per hike                                   | \$175.00                   |
| \$175 - \$125 (registration fee asked of each<br>hiker) =                     | 50.00                      |
| \$50 x 30 hikers =  | \$1500/ each 3-wee<br>hike |
| \$1500 x 6 summer hikes =   | \$9000                     |
| Amount needed to sponsor summer hikes   | \$9000.00/ per<br>summer   |