
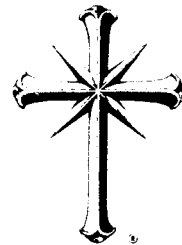


**FOR YOUR USE!**

TO: ALL ORG STAFF  
ALL FOLO STAFF  
FLAG

INTERNATIONAL MANAGEMENT BULLETIN NBR 2  
**TOOLS TO EXPAND YOUR ORG**  
REFERENCE PACK

 FEB 83



## INTERNATIONAL MANAGEMENT BULLETIN No. 2

from  
Church of Scientology International  
Church of Scientology Management  
Central Authority for Dianetics and Scientology Activities

TO: ALL ORG STAFF  
ALL FOLO STAFF  
FLAG

12 December 1982

FROM: INTERNATIONAL MANAGEMENT  
(Watchdog Committee, Int Fin Dictator  
Office, CMO Int, ED Int and his Int  
Executive Strata)

RE: TOOLS TO EXPAND YOUR ORG

Dear Staff Member,

The pack of issues which accompanies this International Management Bulletin is being sent to you to help you expand your org and align your post actions to overall planning.

Some of these issues may not have been widely distributed or available to you. We want each and every staff member to have them for their knowledge and for their application. The issues comprise some of the tools Management is providing to enable you to build your org to the size of old Saint Hill. These are the vital concerns needed right now in your org. They aren't all the tools and many more will be issued in the future, but they are and will continue to be basic factors in your org's success.

We are putting standard orgs there in strict accordance with the OEC Volume HCO PLs.

This pack of issues is for each staff member and is yours to keep and to use.

Attached to this Management Bulletin you will find an index which we have made up to help you locate the issues you are looking for. Just look over the sections of the index, locate the section of your interest, problems or questions, and you'll find the issue that will help you handle your area or answer your questions.

We welcome any communication from you on your org and post and results of getting these tools into use.

We wish you lots of success getting this pack energetically applied.

Good luck!

INTERNATIONAL MANAGEMENT  
Authorized by  
AVC International  
for the  
CHURCH OF SCIENTOLOGY  
INTERNATIONAL

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EXECUTIVE DIRECTIVE

SO ED 2104 INT

7 November 1982

CO/EDs ALL ORGs  
MISSION HOLDERS ALL MISSIONS  
SMI WW  
SMI INT  
FOLOs  
IMO  
EXEC STRATA  
WDC

THE FLOW UP THE BRIDGE

THE US MISSION HOLDERS CONFERENCE

SAN FRANCISCO 1982

Attached you will find the transcript of the US Mission Holders' Conference held in San Francisco on 17 October 1982.

The purpose of the convention was for top officials of the Sea Organization to brief the US Mission Holders on the role of the Mission Network and the need for the missions to function in a coordinated way with the other Scientology organizations to achieve a common purpose of getting people up the Bridge and Clearing the planet.

Specifically covered in the transcript are the exact legal and ecclesiastical boundaries within which the missions operate.

The role and the power of the owner of the trademarks of Dianetics and Scientology, the Religious Technology Centre, is clearly laid out in the attached transcript.

This is vital information for all missions and orgs.

The new corporate structure of the Church that is the legal guarantee that Scientology will expand infinitely is also laid out in detail in this transcript.

The flow of the public up the Bridge has been inadequate.

The purpose of the convention (and of sending you this transcript) is so a full understanding is achieved of the proper flow up the Bridge and of responsibilities and duties of each echelon in actually flowing public up that Bridge in volume.

The missions are the entrance point of the Bridge. Their responsibility is the disseminating of Dianetics and Scientology to raw public and then flowing that public up the Bridge to orgs. This responsibility is of great importance for this planet and that responsibility must be taken.

Read the transcript.

It contains absolutely vital information that you cannot afford to ignore.

Capt. Guillaume Lesevre  
ED INTERNATIONAL

Authorized by  
AVC INT

for the  
CHURCH OF SCIENTOLOGY  
INTERNATIONAL

CSI:AVCI:GL:1w

CMDR. DAVID  
MISCAVIGE:

We're going to be briefing you on several changes that have occurred within the Church in the last nine months; legally and corporately as well as organizationally.

This briefing pertains to how these changes apply to you. The first thing you're going to hear about is trademarks and copyrights; what they're all about and how they apply to you. First person I'm going to introduce is an Attorney, his name is Larry Heller and he is going to explain this to you. Mr. Heller?

AUDIENCE:

(Clapping.)

LARRY HELLER,  
CHURCH ATTORNEY:

Most of you are probably familiar with what a trademark is but perhaps, for our purposes, a small explanation might be in order.

A trademark is a symbol which is held out to the public representing to that public a certain quality of product or service which, when the public buys under that trademark, it's assured of getting. To give you a very simple example. Some of you might have had a glass or a bottle of Coca-Cola with your lunch today. Hypothetically, one or two of you might be in Hong Kong tomorrow and have a bottle of Coca-Cola with your lunch as well. That Coke is going to taste exactly the same tomorrow when you get to Hong Kong as the bottle of Coke that you opened up today. As long as it has that Coca-Cola symbol on it, comes in that very distinctive bottle; that means that you're going to get a certain mixture of ingredients, a certain effervescence.

Scientology, as all of you know, also has trademarks. Most of you are familiar with what those trademarks are. They relate to Dianetics, they relate to Scientology, they relate to L. Ron Hubbard. Those trademarks, just like the Coca-Cola trademarks, represents a symbol which assures the public of a certain quality of service which they are going to receive if they purchase something or receive services under that trademark.

All of the Scientology/Dianetic trademarks were previously owned by L. Ron Hubbard. L. Ron Hubbard has donated the vast majority of those to a corporation which some of you have probably heard of, by the name of Religious Technology Center. In donating those trademarks, L. Ron Hubbard imposed the duty on Religious Technology Center (RTC) of assuring that the source of those trademarks, the technology that those trademarks represent, are given and disseminated to the public in the way that he formulated those trademarks. It's what you know as being on Source, applying tech. The duty imposed upon RTC to properly police those trademarks, to assure that Source is applied in their use by anyone to whom RTC sub-licenses them, is not only a very heavy spiritual burden but is, as well, a great legal duty. RTC is legally under a duty to assure that anyone it permits to use these trademarks utilizes them according to Source as formulated by L. Ron Hubbard.

RTC, in turn (Religious Technology Center is known as RTC in short) licenses those trademarks at its will through a sub-license to the Church of Scientology International. Church of Scientology International is responsible for disseminating those trademarks to different organizations within the umbrella of the Church of Scientology. One of those organizations is SMI: Scientology Missions International. They in turn, give you the right to use those trademarks.

Now, even though RTC licensed them through CSI and licensed them through, in your instance, SMI, down to you; RTC has the duty and is bound, not only in an ecclesiastical sense but in a very important legal and corporate sense, to make sure that those trademarks are utilized properly, that Source is applied. Consequently in the licensing agreements through which those trademarks are disseminated to CSI, and then through SMI, to you, there are enforcement procedures which may be utilized to assure that RTC fulfills its duty to L. Ron Hubbard through a policing of those trademarks. Let me explain to you what those enforcement procedures are.

RTC has a right to send a mission directly to the individual mission holders to determine whether the trademarks are being properly used by you. This mission may review your books, your recrods, and interview your personnel. No matter what determination RTC makes respecting the proper use of the trademarks entrusted to you it can get reimbursed from you, the individual mission holder, for the mission that was sent to investigate your use of the trademark.

If there's a determination by RTC that Scientology services being given to public by any of you under the "Scientology" trademarks are not on Source then RTC, either directly or through CSI and SMI, has the right to immediately suspend any utilization by the individual missions of those trademarks. The word "immediate" is the key word here. There need not be, at this point, a hearing in order for there to be a suspension. RTC will order that you no longer use the trademark and you must stop or be subject to civil penalties and ultimately criminal prosecution.

The reason for the immediate suspension is so there cannot be a dissemination of these services in a wrongful manner. In a manner that L. Ron Hubbard did not mean them to be utilized and disseminated. At some point after this immediate suspension occurs, there may be an arbitration. The arbitrator or arbitrators who will hear the matter are members in good standing of the Church of Scientology and are specifically members of the Church of Scientology International. There is a determination made at that arbitration whether the trademarks were utilized by you in accordance with Source. If in fact the trademarks were not used according to the Source, the suspension which has taken place becomes permanent.

WARRANT OFFICER  
LYMAN SPURLOCK,  
CORPORATE AFFAIRS  
DIRECTOR:

I'm going to give you a chalk talk here.  
Everybody hear me in back?

AUDIENCE:

Yeah.

WARRANT OFFICER  
LYMAN SPURLOCK:

Okay. Prior to the end of 1981, a few of us got together and took a look at the corporate structure of the Church with the view in mind of making it more defensible and more regular, and to make an overall improvement. Here's how it looked roughly before the end of 1981 (Chart 1). We had this one huge corporation known as Church of Scientology of California, CSC. Within the Church of Scientology of California, there were numerous org entities. There was WDC, CMO Int, there was ED Int, there was the Exec Strata, there was FSO, there were AOLA, ASHO, LA Org, San Francisco Org, FOLO WUS, there was the Cadet Org, there was the US GO. I've run out of space but I haven't run out of orgs.

The problem with this is here we have all of these organizations within this one giant corporation functioning as different corporations and the money flows and the policy flows, etc. look like there's a whole bunch of corporations dealing with each other and this whole spaghetti that somebody, someone comes in and takes a look at this and they go, "what the hell is this?" They couldn't understand it. Further, as you can see they are divided into distinct geographical locations. We have some of it in L.A., we have some of it in Clearwater, in the earlier years prior to being in Clearwater, it was off on a ship and we have some in San Francisco. Didn't make a lot of sense. CSC also represented itself as a Mother Church.

Just to show you how crazy it was, we had another Mother Church, or at least it called itself the Mother Church and that was WW and that was in a corporation known as Religious Education College in the UK. Actually an Australian corporation registered to do business in the UK.

Now, underneath the CSC the Mother Church, we have all the orgs. They ran the orgs.

Also the most prosperous units in Scientology were in C of S of C. The FSO, ASHO and AOLA to name three. Now under WW we have the Mission Network. Kind of a schizophrenic lineup. We have two Mother Churches, two different corporations and this corporation was completely out of control in terms of size.

I'll let you in on a little secret as to why this happened. It wasn't by accident, it was by design.

Bob Thomas, when he was DG US had his personal motives, he was going to take over the Church. He figured, Oh, I'll lump everything together in this one corporation and I'll set myself up as

WARRANT OFFICER  
 LYMAN SPURLOCK  
 (cont'd):

head of this corporation. Then I'll take over, for my own personal gain. It was not the best intentioned plan.

So, in late 1981 we took a look at this and said, this can't go on; it's not very defensible, it doesn't make sense. Let's line it up as the Church hierarchy is lined up. So what we did is we split up C of S of C and we reorganized WW in the following manner (Chart 2). WDC, CMO Int, ED Int and the Exec Strata were put into a new corporation known as Church of Scientology International. The FSO was broken into a separate corporation; San Francisco Org was broken into a separate corporation and L.A. Org was broken into a separate corporation, which I'm not going to show here because they all fall under the heading of orgs. Okay. They are managed either directly by the Church of Scientology International, in the case of the FSO or through the FOLO line.

C of S of C now consists of AOLA and ASHO as their major delivery orgs. It also has Golden Era Studios, FOLO WUS, the Cadet Org and the USGO in it, okay. But that also falls under orgs.

We also set up a new corporation to manage missions and this is Church of Scientology Missions International, okay. You notice I put it under CSI? The reason I put it under Church of Scientology International is Church of Scientology International is the ecclesiastical head of the Church. That is the top of the ecclesiastical hierarchy. That is the Mother Church. Scientology Missions International is another Church corporation. It's a unique Church corporation in that it is designed to manage missions. So here's corporately how the authority flows. It flows from Church of Scientology International to SMI to the missions. Now it is the intention that Scientology Missions International will manage the Mission Network and will wear its hat and Church of Scientology International will manage the orgs. SMI will receive, from time to time, guidance and strategic planning from Church of Scientology International, okay?

Now along with this set-up, as Mr. Heller just mentioned, we formed a new corporation to hold the trademarks of Scientology. Trademarks of Scientology, by the way, are the words, "Dianetics", "Scientology", the S and double triangle, the name "L. Ron Hubbard", the signature "L. Ron Hubbard", the initials "LRH", the 8 pointed cross, the Sea Org symbol -- those are all registered trademarks, okay. Now where do we position RTC, Religious Technology Center. Its actual formal name is Religious Technology Center. It is a Church corporation, okay.

It's up above. Why is it up above? It's up above not because it's a management unit but because it owns the trademarks. It has authority over any echelon in Scientology that is delivering services under the marks. Okay, and this

WARRANT OFFICER  
LYMAN SPURLOCK  
(cont'd):

does not just include down to the mission level, it will include the Field Auditors very shortly. It does include the Field Auditors now, we're about to license them.

There is no more such thing as MOWW. It no longer exists. Every mission is a SMI mission. Just to take any confusion out of that.

Another thing that's happening is that missions... once before it was kind of loosey-goosey. Missions could be a sole proprietorship. You reported on something called the schedule C of your tax return or it could have been a partnership or something like that.

From now on all missions will be corporations. There's very good reasons for this. A lot of you may know that you just recently received new corporate papers, let's see some nods, okay. These new corporate papers are designed to make the whole structure impregnable, especially as regards to the IRS. Have any of you read the religious language in these corporate papers? Okay. Before we came along and did this overhaul, you couldn't tell whether you were dealing with a 7 Eleven store or Church of Scientology from corporate papers because the purposes as expressed in the corporate papers were purely commercial. One of the reasons that society doesn't understand us or hasn't understood us as well as they should have in the past is because haven't really communicated what we are along the proper lines. Well those corporate papers are the proper legal communication of what is this entity, a mission of the Church of Scientology. It's actually an incorporated Church. It's like any other Church and Scientology is aligned as a Church hierarchy as is almost every other successful religion is. There's no religion that has ever been successful on the basis of anarchy. They're all ecclesiastical hierarchies receiving their guidance from a central point. Okay, the central point in terms of ecclesiastical guidance is CSI. The protector of the religion is RTC. RTC is charged with the responsibility of seeing that Scientology is kept standard. You know, when you talk about trademark standards, it's very easy to know what's meant. It's what's written down in the scriptures. The scriptures being defined as the recorded and written words of L. Ron Hubbard with regard to the technology of Dianetics and Scientology and the organizations. The organizational tech as well as the auditing tech is included in the definition of the scriptures.

Now RTC is a very formidable group of Sea Org members who have the toughness to see that the tech is standardly applied. LRH, seeing this new corporate structure, having a group of people in RTC that he had confidence in, donated the trademarks. Up to the point of May of this year it was always LRH who would step in and save the day as the trademark owner. Now he's entrusted this group of people to carry on that function and that's how the new corporate line-up is.



WARRANT OFFICER  
LYMAN SPURLOCK  
(cont'd):

I'm going to turn this over back over to Mr. Miscavige.

AUDIENCE:

(Clapping.)

CMDR. DAVID  
MISCAVIGE:

There's a couple of reasons we wanted you to know about that. One is so you saw where your mission fit into the entire corporate structure of the Church and number two is, so that you could see how the Church has been corporately reorganized and that it really is impregnable. It will be around forever. The corporate structure assures Scientology being around for eternity.

Next person I'm going to introduce to you is, Commander, Steve Marlowe, and he is an Inspector General from the Religious Technology Center and he is going to brief you a little bit more on RTC and the function he is going to be doing.

AUDIENCE:

(Clapping.)

CMDR. STEVE  
MARLOWE, INSPECTOR  
GENERAL from the  
RELIGIOUS TECHNOLOGY  
CENTER:

Thank you. The gentlemen that have talked thus far have majorly given examples of out-tech. If you apply the tech non-standardly, you are subject to what could possibly be severe ramifications by the Religious Technology Center. If you are applying it standardly, you have the full support of the Religious Technology Center and the protection by the Religious Technology Center. Is that very clear?

AUDIENCE:

Yes.

CMDR. STEVE  
MARLOWE:

And it is not based on personalities, it is not based on politics. We are a religion and this religion is what is going to save mankind. Get the idea? 30 years from now, someone squirrels Scientology and starts calling it Scientology because there's a lot of money to be made, he says to himself before he falls asleep each night. Suddenly you have factions, schisms, all kinds of very horrible things -- they will never occur to this Church, never. They have not and they will not, the corporate structure that Mr. Spurlock has just shown you ensures that totally. The fact of the matter is you have a new breed of management in the Church. They're tough, they're ruthless, they are on Source. They are people that you can look up to and know that they are going to be there and that they are going to make sure that we get this job done. They don't get muscled around by crazy loonies, they don't get muscled around by people who are squirrelling, none of that. On this team you're playing with the winning team, totally and utterly. We have salvaged the legal scene, we have salvaged the corporate scene, we have brought the Church together and that's what this management is doing. It's tough, it's ruthless, it's on Source, just like you are expected to be.

CMDR. STEVE  
MARLOWE  
(cont'd):

Now quite aside from how are we going to apply "R3RA", you also have other technologies in Scientology. Policy Letters. Policy Letters on how one runs organizations. This is also a subject where breach of trademarks can occur. It also gets into other possible legal breaches. I'm sure you've read the paper in the last 6 months where various Japanese corporations were sneaking people into United States corporations and stealing computer designs, this sort of thing. That's called Industrial Espionage and Sabotage. Unfortunately some individuals thought it okay for this to happen within our Church. Let's say that you were the Publisher for a big magazine and one of your sales person gave your mailing list away to another magazine, what would you call that? I mean is that like share the wealth or what? No, it's a crime which will get one in jail.

No way. That does not go down. It also, in our case violates very strong Scientology policies. Rip-offs of orgs will not be tolerated, orgs do not supply anyone their mailing list. The days of taking the Org's PES O/O out to dinner and casually nipping off 20 or 30 names is ended. Holding onto upper level students and preclears when they should be moving up the bridge, which is exactly what we're here for, are over. They are violations of long standing policy. You will be receiving more specific information regarding those sort of subjects.

They enter into such criminal or civil charges as conversion, theft, not to mention Industrial Espionage and Sabotage which will get you 2 years in the pokey.

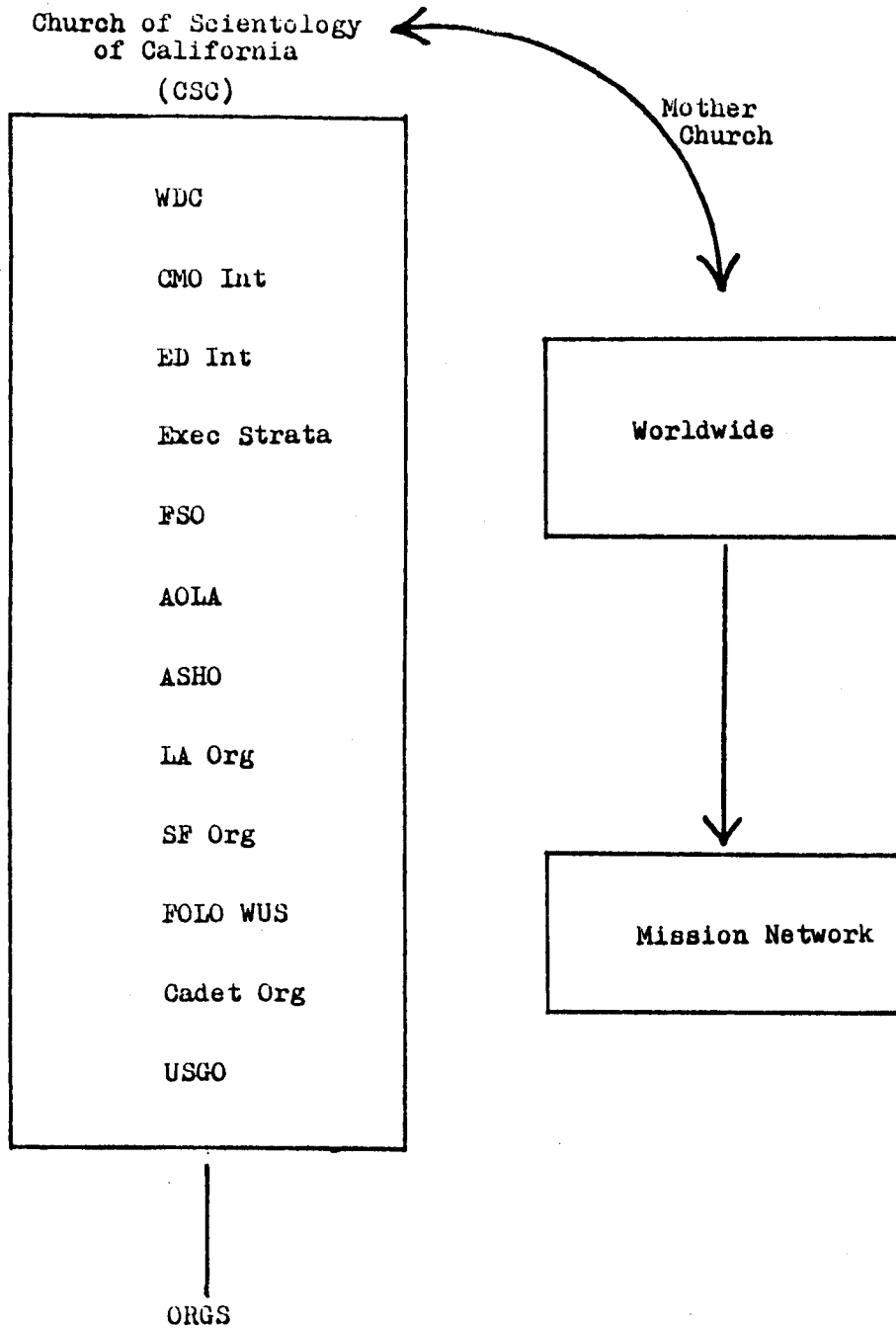
In the years that we have been operating, many many times people have been labelled and declared suppressive, heads on pikes, conditions assigned, rights taken away from an ecclesiastical point of view. However, now such persons will actually be prosecuted quite in addition to any Church justice procedures warranted when actual crimes, such as those mentioned above, are found.

The fellow (Bob Thomas) who made a mish-mash of the Church had previously been declared! Criminals cancelled the declare and then he even went to the Flagship. Back on lines again. Did you know that when Bob Thomas came to the Mission Holder Convention last year, he said one thing; "I'm here to ensure that everything about the Church's finances are in order, and see how I can get in on them!" He's a suppressive and he has never had the intention of forwarding our religion. But only his money motivated pockets. At times you hear about various factions outside the Church, you know what factions are? They're areas that splinter off under some sort of pretended "OL". Nattering about management... That "they're big, bad meanies" or, "we don't like the direction they're giving us" or ya, ya, yip yap. Those days are over. Specific policy letters cover it. Discontent and

CORPORATE AFFAIRS DIRECTOR

W/O SPURLOCK'S TALK

Chart 1

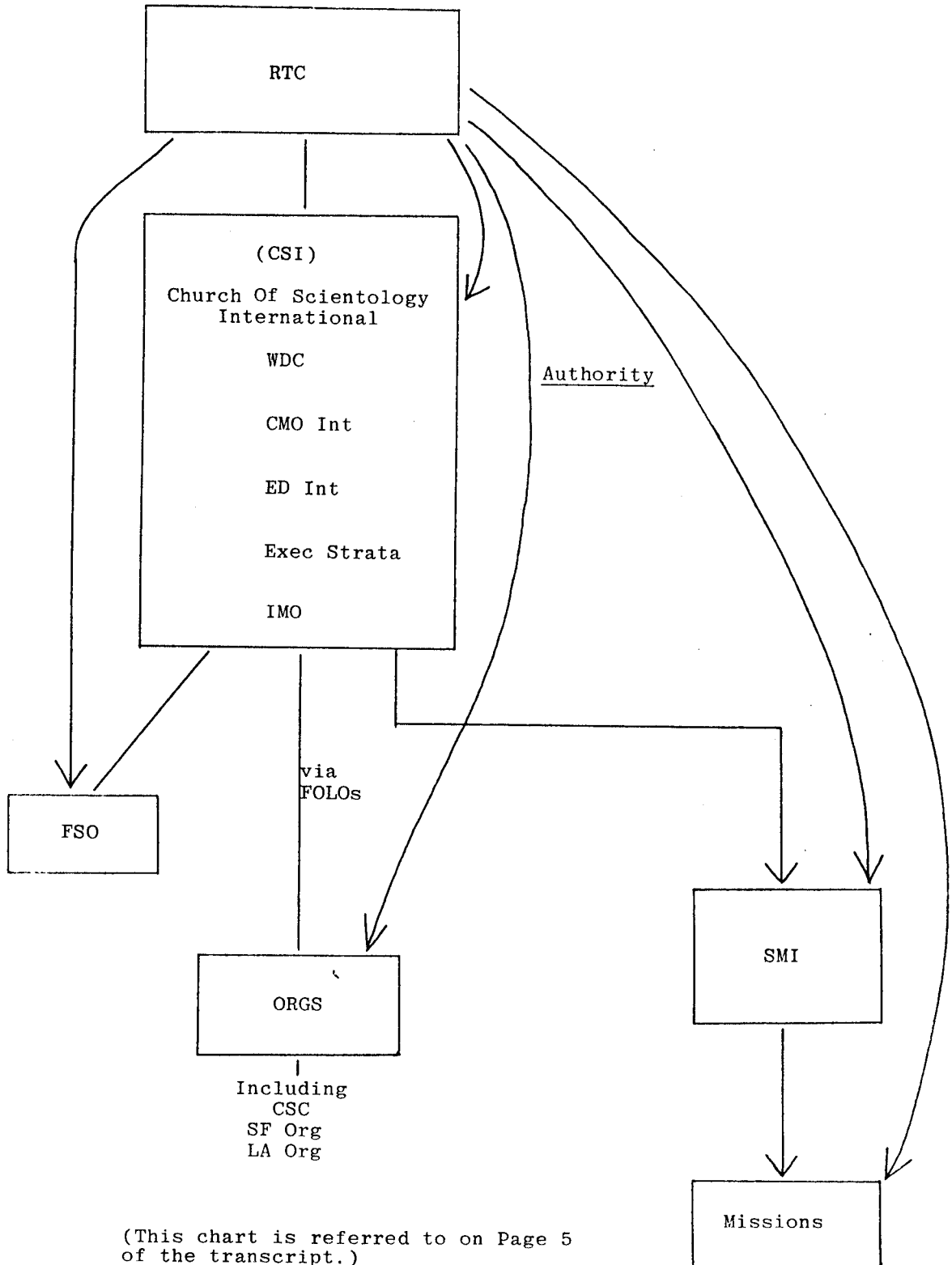


(This chart is referred to on page 4 of the transcript.)

CORPORATE AFFAIRS DIRECTOR

W/O SPURLOCK'S TALK

Chart 2



(This chart is referred to on Page 5 of the transcript.)