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# FOIA MARKER

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**Record Group/Collection:** George H.W. Bush Presidential Records  
**Collection/Office of Origin:** Speechwriting, White House Office of  
**Series:** Speech File Backup Files  
**Subseries:** Chron File, 1989-1993

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**OA/ID Number:** 13661  
**Folder ID Number:** 13661-002

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**Folder Title:**  
Independent Insurance Agents of America 3/14/89 [OA 6343] [1]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>26</b>	<b>18</b>	<b>7</b>	<b>2</b>

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REMARKS: INDEPENDENT INSURANCE AGENTS OF AMERICA  
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CAPITAL HILTON  
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**I AM SURE IT IS OF PARTICULAR IMPORTANCE TO YOUR FAMILY. WE MUST PROTECT, AND STRENGTHEN, OUR SCHOOLS.**

**YOU AND I KNOW THAT EDUCATION IS OUR MOST ENDURING LEGACY. YOU AND I KNOW THAT EDUCATION IS NOTHING LESS THAN THE VERY HEART AND SOUL OF OUR CIVILIZATION.**

**AS WE FACE A NEW DECADE AND A NEW CENTURY BEYOND, WE ALSO FACE A NEW CHALLENGE -- TO REVITALIZE AND RESTORE THE SYSTEM OUR FOREBEARS BEQUEATHED TO US; TO ENSURE AMERICAN EDUCATION IS SECOND TO NONE.**

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I HAVE MADE A NUMBER OF PROPOSALS TO WORK TOWARD THIS GOAL. AMONG THEM IS MY REQUEST TO REWARD THOSE SCHOOLS WHOSE STUDENTS SHOW MEASURABLE PROGRESS IN EDUCATIONAL ACHIEVEMENT, WHILE MAINTAINING A SAFE AND DRUG-FREE ENVIRONMENT.

I HAVE ALSO ASKED FOR AN ANNUAL FUND OF \$100 MILLION IN NEW APPROPRIATIONS TO HELP CREATE MAGNET SCHOOLS TO BROADEN THE EDUCATIONAL CHOICES OF PARENTS AND STUDENTS.

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AND I HAVE MADE MANY OTHER PROPOSALS, INCLUDING PROGRAMS TO STRENGTHEN HISTORICALLY BLACK COLLEGES AND UNIVERSITIES, AND TO REWARD OUR BEST TEACHERS.

I APPEAL TO YOU TO GET ACTIVE IN YOUR SCHOOLS, TO SHARE YOUR KNOWLEDGE, EXPERTISE AND RESOURCES WHERE IT IS MOST NEEDED.

I'VE LAID OUT MY AGENDA FOR BUILDING A BETTER AMERICA. TRUE, IT IS AN AMBITIOUS ONE.

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**BUT IT IS NO LESS AMBITIOUS, NO LESS DYNAMIC, THAN THE AMERICAN PEOPLE. AS BUSINESSMEN AND WOMEN, YOU CAN HELP ME TO FULFILL THIS AGENDA, TO MEET THE CHALLENGES THAT FACE OUR COUNTRY. BY WORKING TOGETHER, WE CAN ACHIEVE ANYTHING.**

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**I AM SURE IT IS OF PARTICULAR IMPORTANCE TO YOUR FAMILY. WE MUST PROTECT, AND STRENGTHEN, OUR SCHOOLS.**

**YOU AND I KNOW THAT EDUCATION IS OUR MOST ENDURING LEGACY. YOU AND I KNOW THAT EDUCATION IS NOTHING LESS THAN THE VERY HEART AND SOUL OF OUR CIVILIZATION.**

**AS WE FACE A NEW DECADE AND A NEW CENTURY BEYOND, WE ALSO FACE A NEW CHALLENGE -- TO REVITALIZE AND RESTORE THE SYSTEM OUR FOREBEARS BEQUEATHED TO US; TO ENSURE AMERICAN EDUCATION IS SECOND TO NONE.**

- 27 -

I HAVE MADE A NUMBER OF PROPOSALS TO WORK TOWARD THIS GOAL. AMONG THEM IS MY REQUEST TO REWARD THOSE SCHOOLS WHOSE STUDENTS SHOW MEASURABLE PROGRESS IN EDUCATIONAL ACHIEVEMENT, WHILE MAINTAINING A SAFE AND DRUG-FREE ENVIRONMENT.

I HAVE ALSO ASKED FOR AN ANNUAL FUND OF \$100 MILLION IN NEW APPROPRIATIONS TO HELP CREATE MAGNET SCHOOLS TO BROADEN THE EDUCATIONAL CHOICES OF PARENTS AND STUDENTS.

- 28 -

AND I HAVE MADE MANY OTHER PROPOSALS, INCLUDING PROGRAMS TO STRENGTHEN HISTORICALLY BLACK COLLEGES AND UNIVERSITIES, AND TO REWARD OUR BEST TEACHERS.

I APPEAL TO YOU TO GET ACTIVE IN YOUR SCHOOLS, TO SHARE YOUR KNOWLEDGE, EXPERTISE AND RESOURCES WHERE IT IS MOST NEEDED.

I'VE LAID OUT MY AGENDA FOR BUILDING A BETTER AMERICA. TRUE, IT IS AN AMBITIOUS ONE.

- 29 -

**BUT IT IS NO LESS AMBITIOUS, NO LESS DYNAMIC, THAN THE AMERICAN PEOPLE. AS BUSINESSMEN AND WOMEN, YOU CAN HELP ME TO FULFILL THIS AGENDA, TO MEET THE CHALLENGES THAT FACE OUR COUNTRY. BY WORKING TOGETHER, WE CAN ACHIEVE ANYTHING.**

**THANK YOU.**

**# # #**

If we say we have  
"Laid out Agenda for  
Better America we better  
mention drugs"

Davis/Dooley  
March 11, 1989  
1:00 p.m.

*where?*

REMARKS: INDEPENDENT INSURANCE AGENTS OF AMERICA  
ANNUAL NATIONAL LEGISLATIVE CONFERENCE  
MARCH 14, 1989

Thank you.

It is truly an honor to appear before this group. In this city, the currency of status is measured in titles and honorifics -- Senator, Ambassador, Secretary. But in my book, you hold one of the most impressive titles of all -- that of entrepreneur.

I know the hunger you feel to own a firm of your own, to start from scratch, to build it and watch it grow. I know the satisfaction of matching resources to needs, of meeting deadlines and meeting payrolls.

A few years after World War Two, I started my own business. It was a small firm at first, but not too small to teach me the facts of economic life. I got my start by taking a risk; and I got my business education by <sup>helping</sup> making that company grow.

Our company was a high-risk venture. There was a new technology, unproven, full of half-starts and failures, called

off-shore drilling. We took a gamble; we invested in that technology; and we succeeded in pioneering a new way to find America's energy. It wasn't always easy, even in the years we did well. I recall our despair when a hurricane hit our brand new rig on its first location -- and it disappeared.

But I learned some very important lessons. When that rig went down, people lost their jobs. When we rebuilt, people went back to work. I saw the strain on the faces of family breadwinners, and I saw the joy.

So Washington may not always appreciate the role of small business in creating jobs and keeping America competitive. But rest assured, there is at least one person in Washington who does, and he is your President . . .

I also appreciate your industry's role in society. Without insurance, the loss of a spouse could mean the loss of a home. Without insurance, the loss of a parent could keep a child from attending college. We cannot offer protection against fate. But we can prevent the compounding of a tragedy, so that a death or an illness doesn't leave a bitter legacy of poverty and despair for a whole family.

You prevent that kind of double tragedy. You add a little bit of comfort to the grieving, and predictability for those who are victims of the unpredictable.

This is your service to society. It is as crucial a service as that of any social welfare agency. And you cannot continue to perform it if your industry is hamstrung by excessive regulation.

That's why we worked to remove excessive regulations, to free the creative energies of small firms. By ordering a review of more than 100 government regulations, the Task Force on Regulatory Relief, which I chaired as Vice President, saved the private sector more than 600 million man hours of paperwork and billions of dollars in government compliance cost. I will continue to work to keep you free from excessive regulation.

And when it comes to necessary regulation of your business, I am committed to letting the states take the lead -- not the federal government. Reducing the regulatory burden is important, but we must take action on other fronts as well if we are to keep American small business strong.

This is why I have also proposed a cut in the capital gains tax rate. Most of our major trading partners do not tax long-term capital gains. They understand that a high capital gains tax unnecessarily hurts our competitive position by drying up the

formation of capital, businesses and jobs. In 1978, when Congress cut the maximum tax rate on capital gains, the result was an explosion of new companies and new revenues.

*7* insert one or two sentences<sup>n</sup> Treasury estimates that my new proposal etc will add \_\_\_\_\_ billion/year to the treasury  
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It is for this reason that I oppose the movement toward mandated employee benefits . . . In an era of tight budgets, there is always the temptation to drop the burden of social programs on the backs of employers. But these policies, born of the best intentions, can have unintended and counterproductive consequences.

It is up to business and labor to negotiate their differences. And make no mistake, I support the right of labor to negotiate as an equal. But burdensome mandated benefits serve neither business nor labor. We have seen what happens in other countries where mandated benefit programs create obstacles to productivity and growth. We cannot build a better America if we weigh down our production sector with new burdens.

And let me address one other area that concerns your business -- tort reform. Of course, there are many litigants who deserve a jury's sympathy. But when local governments cannot

install playgrounds, when businesses are bankrupted, when mothers struggle to find an obstetrician, when volunteer organizations have to pull back, then it is time to consider limiting damages. Tort reform is critical to the health of businesses and volunteer organizations alike.

All of my policies are directed toward a single goal: building a better America. To achieve this goal, my plan has four broad objectives -- attention to urgent priorities, an attack on the deficit, no new taxes, and an investment in the future.

Without a strong private sector, our nation would be mired in the past, doomed to fail. The entrepreneur is the man or the woman who is not only ready for change, but who relishes the thought of it. And this thought leads me to speak to you in more general terms, about my presidency, the challenges I hope to meet, the accomplishments I hope to make.

I am a man of this century. I fought in this century's greatest war, and raised a family and built a business during the mid-century of American greatness.

But I want to be a President who is remembered for preparing America for the next century. This is my entrepreneurial

definition of leadership, to see the shape of things to come, and to prepare for that 21st Century world -- only eleven years away.

By the year 2000, we will have experienced change as swift and fast as a torrent. Change in the American family, and in our work habits. Change in technology. Change in the world economy. Change in the rate of change itself.

The makeup of our remarkable nation has been evolving constantly. But the qualities on which it was founded are timeless and true. One of those constants is that we are an entrepreneurial people, at our best when we are challenged, and when we boldly face the future.

So my agenda is this: to confront the emerging problems of the future, today. A complacent society is doomed to comfortable decline. A dynamic society is one that keeps pace with the times. So call it that, if you will -- a Dynamic America. But recognize in the restless drive and vision of the American entrepreneur our best qualities as a nation.

A complacent nation would take comfort that America is free and the world is at peace. But world events are moving too swiftly for us to relax in set ways, to cling to smug assumptions. The question we must answer is: Will American

foreign policy be flexible enough to meet the emerging, and potentially dramatic, new world developments?

With this question in mind, I have asked all the appropriate agencies to reassess our foreign policy and defense strategy. This comprehensive review will set the basis of my future actions, and guide America into the next decade, and toward the next century.

On economic policy, I have submitted to the Congress a budget that is fiscally responsible. This budget does four things: it substantially reduces the deficit, it includes no new taxes, it addresses key priorities, and it still provides for important investments which will help make us more competitive in the future. My speech to Congress was accompanied by 193 pages of specific recommendations for the budget. Looking back in the history books, we found that no other President in recent history had presented quite so much information to Congress at such an early date.

I have also submitted a proposal to solve a festering problem that threatens our future prosperity -- a plan to restore the integrity of our nation's Savings and Loan institutions. I have asked the Congress to take action within 45 days. This problem ~~is too important to delay.~~ *requires prompt, prudent action*

The changing nature of American society -- to more working parents -- is putting pressure on our most basic social institution -- the family. How will we respond to this change? We simply cannot afford to create another entitlement program. That is why I am proposing a child-care plan that combines tax credits and private-sector resources to offer parents a choice. I want to empower parents, not government, to seek the best and the safest environment for their children.

There are many other areas of change. Homelessness affects a small proportion of Americans, but concerns all of us. But when I look out a White House window and see the ragged pathetic figures huddled over the steam grates of the Ellipse, I also see an affront to the American Dream. We must seek the root causes of, and devise the most practical solutions for, homelessness.

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Finally, I want to single out one area which, in so many ways, is pre-eminently important to our nation. I am sure it is of particular importance to your family. We must protect, and strengthen, our schools.

You and I know that education is our most enduring legacy. You and I know that education is nothing less than the very heart and soul of our civilization.

As we face a new decade and a new century beyond, we also face a new challenge -- to revitalize and restore the system our forebears bequeathed to us; to ensure American education is second to none.

I have made a number of proposals to work toward this goal. Among them is my request to reward those schools whose students show measurable progress in educational achievement, while maintaining a safe and drug-free environment.

I have also asked for an annual fund of \$100 million in new appropriations to help create magnet schools to broaden the educational choices of parents and students. And I have made many other proposals, including programs to strengthen Historically Black Colleges and Universities, and to reward our best teachers.

I appeal to you to get active in your schools, to share your knowledge, expertise and resources where it is most needed.

I've laid out my agenda for building a better America. True, it is an ambitious one. But it is no less ambitious, no less dynamic, than the American people. As businessmen and women, you can help me to fulfill this agenda, to meet the challenges that face our country. By working together, we can achieve anything.

Thank you.

# # #

Davis/Dooley  
March 13, 1989  
9:30 a.m.

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MARCH 14, 1989

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That's why we worked to remove excessive regulations, to free the creative energies of small firms. By ordering a review of more than 100 government regulations, the Task Force on Regulatory Relief, which I chaired as Vice President, saved the private sector more than 600 million man hours of paperwork and billions of dollars in government compliance cost. I will continue to work to keep you free from excessive regulation.

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It is for this reason that I oppose the movement toward mandated employee benefits . . . In an era of tight budgets, there is always the temptation to drop the burden of social programs on the backs of employers. But these policies, born of the best intentions, can have unintended and counterproductive consequences.

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And let me address one other area that concerns your business -- tort reform. Of course, there are many litigants who deserve a jury's sympathy. But when local governments cannot install playgrounds, when businesses are bankrupted, when mothers struggle to find an obstetrician, when volunteer organizations have to pull back, then it is time to consider limiting damages. Tort reform is critical to the health of businesses and volunteer organizations alike.

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Drugs -- The scourge of drug abuse will test our resolve and our mettle as a people. I am asking the Congress for \$6 billion for our anti-drug program in 1990 to beef-up drug education, rehabilitation, law enforcement and interdiction. I am also pleased to have Bill Bennett now at my side to guide and coordinate this all-out effort against drugs.

Finally, I want to single out one area which, in so many ways, is pre-eminently important to our nation. I am sure it is of particular importance to your family. We must protect, and strengthen, our schools.

You and I know that education is our most enduring legacy. You and I know that education is nothing less than the very heart and soul of our civilization.

As we face a new decade and a new century beyond, we also face a new challenge -- to revitalize and restore the system our forebears bequeathed to us; to ensure American education is second to none.

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ADVANCE

● 3/13/89

Dais people

- 1) Bill Bailey - Senior U.P. ~~LIAN~~
- 2) Larry Hite - Pres. (Hite)
- 3) Southgate Jones Pres-Elect
- 4) R.C. Riley - U.P.

GREETING

Bob Rustbold

Davis/Dooley  
March 11, 1989  
1:00 p.m.

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Drugs -

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Davis/Dooley  
March 9, 1989  
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CAPITOL HILTON, MARCH 14, 1989

Thank you.

It is truly an honor to appear before this group. In this city, the currency of status is measured in titles and honorifics -- senator, ambassador, secretary. But in my book, you hold one of the most impressive titles of all -- that of entrepreneur.

I I A A

I know the hunger you feel to own a firm of your own, to start from scratch, to build it and watch it grow. I know the satisfaction of matching resources to needs, of meeting deadlines and meeting payrolls.

(A few years after World War Two, I started my own business.)  
It was a small firm, but not too small to teach me the facts of economic life. (I got my start by taking a risk; and I got my education by making that company grow.)

1953X

Independent Insurance Agent of America Promotional Booklet: "Where we Stand on Legislative Issues" - Who we are.

Looking Forward, P. 67-68  
George Bush: A Biography  
Nicholas King, P. 51

Looking Forward, p. 71-72

Our company was a high-risk venture. There was a new technology, unproven, full of half-starts and failures, called off-shore drilling. We took a gamble; we invested in that technology; and we succeeded in pioneering a new way to find America's energy. It wasn't always easy, even in the years we did well. I recall our despair when a hurricane hit our brand new rig on its first location -- and it disappeared.

George Bush: A Biography Nicholas King 1980, p. 50

But I learned some very important lessons. When that rig went down, people lost their jobs. When we rebuilt, people went back to work. I saw the strain on the faces of family breadwinners, and I saw the joy.

So Washington may not always appreciate the role of small business in creating jobs and keeping America competitive. But rest assured, there is one person in Washington who does, and he is your President . . .

News Release, Ind. Insurance Agents of America: "IIAA Proposes Sweeping Changes in Insurance Industry" - p. 1-2

News Release, p. 1-2;

Correspondence

from Robert

Zimholtt, 3/9/69;

Dir. of Fed. Affairs

I know that your industry is facing some controversy. I also know that you are looking into ways to voluntarily tighten your standards, and I salute you for that. After all, our nation's insurance industry plays a vital social role.

Without insurance, the loss of a spouse could mean the loss of a home. Without insurance, the loss of a parent could keep a child from attending college. We cannot offer protection against fate. But we can prevent the compounding of a tragedy, so that a death or an illness doesn't leave a bitter legacy of poverty and despair for a whole family.

You prevent that kind of double tragedy. You add a little bit of comfort to the grieving, a little predictability for those who are victims of the unpredictable.

This is your service to society. It is as crucial a service as that of any social welfare agency. And you cannot continue to perform it if your industry is hamstrung by excessive regulation.

Since we turned this economy around, two-thirds of the job creation has come from small businesses like yours. This is one reason America has created more new jobs in the 1980s than Japan and Western Europe combined.

U.S. Bureau of Labor Statistics  
Offc. of Productivity and Technology, 1/89  
Employment Growth 1980-1988  
U.S.: 15,665,000 jobs  
JAPAN + Europe: 9,428,000 jobs

The State of Small Business, 1988 P. 32

Frank Swain  
Chief Counsel for Advocacy, U.S. SBA  
653-6533

BLS  
652-6533  
Chief Counsel

Doris King  
6529-0295

Clark Emanuel  
3162 St. Emanuel  
Houston, TX 77004  
713/524-4830

Johnson Fun Home  
5730 Calhoun  
Houston,  
77021

Another reason for this remarkable expansion is the way in which we removed excessive regulations, freeing the creative energies of small firms. By ordering a re-examination of more than 150 regulatory programs, the Task Force on Regulatory Relief, which I chaired as Vice President, saved the private sector more than 300 million man hours of paperwork and billions of dollars in government compliance cost. I will continue to work to keep you free from excessive regulation.

AND Summary of Presidential Task Force Meeting  
3/22/88, OVP Press Release

And when it comes to necessary regulation, I am committed to letting the states take the lead -- not the federal government .

. . .

I will also propose a cut in the capital gains tax. This is a uniquely American tax, since most of our trading partners do not tax long-term capital gains. A high capital gains tax unnecessarily hurts our competitive position by drying up the formation of capital, businesses and jobs. In 1978, when Congress cut the maximum tax rate on capital gains, the result was an explosion of new companies and new revenues.

Small businesses -- those with less than 500 employees -- employ more than half of U.S. workers. So any onerous new burden on small business will also throw workers out of their jobs.

Jeff Hill  
456-3176  
Office of  
Management  
and Budget

Building A Better  
America, 1989, p.32  
American  
Council for  
Capital Formation  
Center for  
Policy Research,  
6/27 - "Capital  
Gains Taxes in  
1987: US vs.  
The Rest of  
the World."

Building A  
Better America,  
1989, p.33.  
The State of  
Small Business  
A Report of the President, 1989  
P. 80-81

Am. Council for  
Capital Formation  
Center for Policy  
Research, Cap Gains  
Taxes in 1987: US  
v. the Rest of the  
World,  
June 1987

Handwritten marks: 'X' on the left, '100' circled, '60' circled, '600?' with 'X' on the right, and various checkmarks and arrows throughout the text.

It is for this reason that I will resist the movement toward mandated benefits . . . In an era of tight budgets, there is always the temptation to drop the burden of social programs on the backs of employers. But these programs, born of the best intentions, can have agonizing consequences.

It is up to business and labor to negotiate their differences. And make no mistake, I support the right of labor

to negotiate as an equal. But mandated benefits serve neither business nor labor. Western Europe has gone down this road. And Western Europe has grappled with chronic high unemployment ever since.

lost of benefits per capita

Statistical Abstract of the U.S. 1988, p. 813 Table 1405  
Statistical Abstract of the U.S., 1988, p. 812, Tables 1402 + 1404

And let me address one other area that concerns your business -- tort reform. Of course, there are many litigants who deserve a jury's sympathy. But when (local governments cannot install playgrounds) when businesses are bankrupted, (when volunteer organizations have to pull back) then it is time to consider limiting damages. Tort reform is critical to the health of businesses and volunteer organizations alike.

All of my policies are centered around a single goal -- to protect the engine of our prosperity and prepare our nation for the future. Without a strong private sector, our nation would be mired in the past, doomed to fail.

The entrepreneur is the man or the woman who is not only ready for change, but who relishes the thought of it. And this thought leads me to speak to you in more general terms, about my presidency, the challenges I hope to meet, the accomplishments I hope to make.

Looking Forward I am a man of this century. I fought in the century's greatest war, and raised a family and built a business during the mid-century of American greatness.

But I want to be a President who is remembered for preparing America for the next century. This is my entrepreneurial definition of leadership, to see the shape of things to come, and to prepare for that 21st Century world -- only eleven years away.

By the year 2000, we will have experienced change as swift and fast as a torrent. Change in the American family, and in our work habits. Change in technology. Change in the world economy. Change in the rate of change itself.

This remarkable nation of ours is complex, even enigmatic. But there is one American quality that is timeless and true. We are an entrepreneurial people, at our best when we are challenged, when we boldly face the future.

PA 30-33  
66-67  
40-41  
96-97

So my agenda is this: to confront the emerging problems of the future today. A complacent society is doomed to comfortable decline. A dynamic society is one that keeps pace with the times. So call it that, if you will -- the Dynamic Society. But recognize in the restless drive and vision of the American entrepreneur our best qualities as a nation.

A complacent nation would take comfort that America is free and the world is at peace. But world events are moving too swiftly for us to relax in set ways, to cling to smug assumptions.

The balance of power in Europe, the rise of regional superpowers in Asia, the increasingly interdependent world economy, the proliferation of offensive technology, and the much-debated nature of reform in the Soviet Union -- these are the areas that will irrevocably alter the world. And these are not minor matters. Will American foreign policy be flexible enough to meet this emerging new world order?

*Weekly Compilation of Presidential Documents*

*Monday, 2/13/84*

*Vol 25, No. 6*

*P. 181-2*

With this question in mind, I have asked all the appropriate agencies to reassess our foreign policy and defense strategy.

This comprehensive review will set the basis of my future actions, and guide America into the next decade, and toward the next century.

Presidential Documents

Vol. 25, No. 7

P. 208-209

On economic policy, I have submitted to the Congress the

first presidential budget in many years that isn't "Dead-On-

Arrival." I have also submitted a proposal to solve a festering problem that threatens our future prosperity -- a plan to restore

the integrity of our nation's Savings and Loans institutions. I

want to work with Congress to start to solve this problems this

year, the sooner the better.

The changing nature of American society -- to one-parent families or to two working parents -- is putting pressure on our most basic social institution -- the family. How will we respond to this change? We simply cannot afford to create another

entitlement program. That is why I am proposing a child-care plan that combines tax credits and private-sector resources to

offer parents a choice. I want to empower parents, not government, to seek the best and the safest environment for their

children.

There are many other areas of change. (The homeless are Homelessness concerns

a small proportion of Americans.) But when I look out a White

House window and see the ragged pathetic figures huddled over the steam grates of the Ellipse, I also see an affront to the

American Dream. We must seek the root causes of, and devise the

most practical solutions for, homelessness.

Presidential Documents  
Vol. 25, No. 6  
P. 163-164

Building A  
Better America  
1989  
P. 101-106

THE Reagan  
Record,  
1988,  
Discussion Paper #5  
"HOMELESS"  
3/21/88

✓

✓

X

The environment -- once the domain of activists, it is becoming a top priority of pinstriped diplomats. We must devise a global approach to the problems of ozone depletion and world deforestation.

Building A  
Better America  
PP. 94-95  
PP. 83-84

Finally, I want to single out one area which, in so many ways, is pre-eminently important to our nation. I am sure it is of particular importance to your family. We must protect, and strengthen, our schools.

You and I know that education is our most enduring legacy. You and I know that education is nothing less than the very heart and soul of our civilization.

As we face a new decade and a new century beyond, we also face a new challenge -- to revitalize and restore the system our forebears bequeathed to us; to ensure American education is second to none.

I have made a number of proposals to work toward this goal. Among them is my request to reward those schools whose students show measurable progress in educational achievement, while maintaining a safe and drug-free environment.

Building A  
Better America  
1989,  
7.50-55,  
69-70

Building A  
Better America,  
1989, Pp:  
55-56,  
50-51;  
55;  
60-61;  
52-53,  
57-58

I have also asked for an annual fund of \$100 million in new appropriations to help <sup>(55-56, 50-51)</sup> create magnet schools to broaden the educational choices of parents and students. And I have made many other proposals, including programs to strengthen <sup>(55)</sup> Historically Black Colleges and Universities, and to reward our <sup>(60-61)</sup> best teachers. <sup>(52-53, 57-58)</sup>

I appeal to you to get active in your schools, to share your knowledge, expertise and resources where it is most needed.

I've laid out my agenda for you. True, it is an ambitious one. But it is no less ambitious, no less dynamic, than the American people. As businessmen and women, you can help me to fulfill this agenda, to meet the challenges that face our country. By working together, we can achieve anything.

Thank you.

# # #

MASTER I

Document No.

0153

**WHITE HOUSE STAFFING MEMORANDUM**

DATE: 3/9/89

ACTION/CONCURRENCE/COMMENT DUE BY: 3/10/89 NOON

SUBJECT: PRESIDENTIAL REMARKS: INDEPENDENT INSURANCE AGENTS OF AMERICA

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>NEWMAN</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT <i>out of Country</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
<u>BREEDEN</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BOSKIN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: Please forward any comments to Chriss Winston, Rm. 122, x2930, by noon, Friday, March 10, 1989, with an info copy to my office. Thank you.

RESPONSE:

James W. Cicconi  
Assistant to the President  
and Deputy to the Chief of Staff  
Ext. 2702

Davis/Dooley  
March 9, 1989  
noon 50  
1989 MAR - 9

INDEPENDENT INSURANCE AGENTS OF AMERICA  
ANNUAL NATIONAL LEGISLATIVE CONFERENCE  
CAPITOL HILTON, MARCH 14, 1989

Thank you.

It is truly an honor to appear before this group. In this city, the currency of status is measured in titles and honorifics -- senator, ambassador, secretary. But in my book, you hold one of the most impressive titles of all -- that of entrepreneur.

I know the hunger you feel to own a firm of your own, to start from scratch, to build it and watch it grow. I know the satisfaction of matching resources to needs, of meeting deadlines and meeting payrolls.

A few years after World War Two, I started my own business. It was a small firm, <sup>(at first)</sup> but not too small to teach me the facts of economic life. I got my start by taking a risk; and I got my *business* education by making that company grow.

Our company was a high-risk venture. There was a new technology, unproven, full of half-starts and failures, called off-shore drilling. We took a gamble; we invested in that technology; and we succeeded in pioneering a new way to find America's energy. It wasn't always easy, even in the years we did well. I recall our despair when a hurricane hit our brand new rig on its first location -- and it disappeared.

But I learned some very important lessons. When that rig went down, people lost their jobs. When we rebuilt, people went back to work. I saw the strain on the faces of family breadwinners, and I saw the joy.

So Washington may not always appreciate the role of small business in creating jobs and keeping America competitive. But rest assured, there is <sup>(at least)</sup> one person in Washington who does, and he is your President . . .

I know that your industry is facing some controversy. I also know that you are looking into ways to voluntarily tighten your standards, and I salute you for that. After all, our nation's insurance industry plays a vital social role.

*Year 1980 report*

That's why we've worked to

Another reason for this remarkable expansion is the way in which we removed excessive regulations, <sup>to</sup> freeing the creative energies of small firms. By ordering a <sup>review</sup> re-examination of <sup>over a</sup> more than <sup>more than</sup> 150 regulatory programs, the Task Force on Regulatory Relief, which I chaired as Vice President, saved the private sector more than <sup>600</sup> 300 million man hours of paperwork and billions of dollars in government compliance cost. I will continue to work to keep you free from excessive regulation.


*Portman*

*in your business*

And when it comes to necessary regulation, I am committed to letting the states take the lead -- not the federal government. (Bates)

~~Reducing~~ <sup>the</sup> regulatory burden on small business is important but we must take action on other fronts as well if we are to keep Am. sm bus strong. <sup>our tax on capital gains</sup> I will also propose a cut in the capital gains tax rate. This is <sup>Almost major</sup> a uniquely American tax, since most of our trading partners do <sup>They understood that</sup> not tax long-term capital gains. A high capital gains tax

*Press*

*This is why I have*  


unnecessarily hurts our competitive position by drying up the formation of capital, businesses and jobs. In 1978, when Congress cut the maximum tax rate on capital gains, the result was an explosion of new companies and new revenues.

6402  
Bates

Small businesses ~~those~~ with less than 500 employees employ more than half of U.S. workers. So any onerous new burden on small business will also throw workers out of their jobs.

*(Bates)*

*(3/1/80)*  
 It is for this reason that I ~~will resist~~ <sup>oppose</sup> the movement toward mandated ~~benefits~~ <sup>employee</sup> . . . In an era of tight budgets, there is always the temptation to drop the burden of social programs on the backs of employers. But these ~~programs~~ <sup>policies</sup>, born of the best intentions, can have ~~agonizing~~ <sup>unintended and counterproductive</sup> consequences.

It is up to business and labor to negotiate their differences. And make no mistake, I support the right of labor to negotiate as an equal. But mandated benefits serve neither business nor labor. ~~Western Europe has gone down this road. And Western Europe has grappled with chronic high unemployment ever~~

*since. We have seen what happens in other countries where mandated benefit programs create obstacles to productivity & growth. We cannot build a better America if we weigh down all production with new burdens.*

And let me address one other area that concerns your business -- tort reform. Of course, there are many litigants who deserve a jury's sympathy. But when local governments cannot install playgrounds, *when mothers struggle to find an obstetrician,* when businesses are bankrupted, when volunteer organizations have to pull back, then it is time to consider limiting damages. Tort reform is critical to the health of businesses and volunteer organizations alike.

*These*  
 All of my policies are ~~centered around a single goal~~ <sup>directed toward a single goal</sup>: *to build a better America.*  
~~to preserve the peace through a strong America,~~  
~~to protect the engine of our prosperity and prepare our nation for the future.~~ Without a strong private sector, our nation would be mired in the past, doomed to fail.

~~and no new taxes.~~

To achieve this goal, my Plan has four broad objectives -- attention to urgent priorities, ~~lower~~ an attack on the deficit, no new taxes and an investment in the future.

The entrepreneur is the man or the woman who is not only ready for change, but who relishes the thought of it. And this thought leads me to speak to you in more general terms, about my presidency, the challenges I hope to meet, the accomplishments I hope to make.

I am a man of this century. I fought in the <sup>15</sup> century's greatest war, and raised a family and built a business during the mid-century of American greatness.

But I want to be a President who is remembered for preparing America for the next century. This is my entrepreneurial definition of leadership, to see the shape of things to come, and to prepare for that 21st Century world -- only eleven years away.

By the year 2000, we will have experienced change as swift and fast as a torrent. Change in the American family, and in our work habits. Change in technology. Change in the world economy. Change in the rate of change itself.

This remarkable nation of ours is complex, even enigmatic. But there is one American quality that is timeless and true. We are an entrepreneurial people, at our best when we are challenged, <sup>and</sup> when we boldly face the future.

So my agenda is this: to confront the emerging problems of the future today. A complacent society is doomed to comfortable decline. A dynamic society is one that keeps pace with the times. <sup>Stet</sup> So ~~call it that, if you will -- the Dynamic Society.~~ <sup>AMERICA.</sup> But recognize in the restless drive and vision of the American entrepreneur our best qualities as a nation.

A complacent nation would take comfort that America is free and the world is at peace. But world events are moving too swiftly for us to relax in set ways, to cling to smug assumptions.

~~The balance of power in Europe, the rise of regional superpowers in Asia, the increasingly interdependent world economy, the proliferation of offensive technology, and the much-debated nature of reform in the Soviet Union -- these are the areas that will irrevocably alter the world. And these are not minor matters.~~ Will American foreign policy be flexible enough to meet this emerging new world order?

*the question is what the answer is:*

With this question in mind, I have asked all the appropriate agencies to reassess our foreign policy and defense strategy. This comprehensive review will set the basis of my future actions, and guide America into the next decade, and toward the next century.

On economic policy, I have submitted to the Congress the first presidential budget in many years that <sup>fiscally responsible</sup> isn't "Dead-on-  
~~Arrival."~~ <sup>and addresses key priorities that need immediate attention.</sup> I have also submitted a proposal to solve a festering problem that threatens our future prosperity -- a plan to restore the integrity of our nation's Savings and Loan institutions. I <sup>have asked the</sup> ~~want to work with Congress to start to solve this problem~~ <sup>take action within 45 days.</sup> ~~this year, the sooner the better.~~ <sup>This problem is too important to delay.</sup>

<sup>more</sup> The changing nature of American society -- to ~~one-parent families or to two-working parents~~ -- is putting pressure on our most basic social institution -- the family. How will we respond to this change? We simply cannot afford to create another entitlement program. That is why I am proposing a child-care plan that combines tax credits and private-sector resources to offer parents a choice. I want to empower parents, not government, to seek the best and the safest environment for their children.

✓ There are many other areas of change. <sup>stet</sup> Homelessness <sup>affects</sup> ~~concerns~~ <sup>but concerns all of us.</sup> a ~~small proportion of Americans.~~ But when I look out a White House window and see the ragged pathetic figures huddled over the steam grates of the Ellipse, I also see an affront to the American Dream. We must seek the root causes of, and devise the most practical solutions for, homelessness.

The environment -- once the ~~domain of activists~~, <sup>concern of a farsighted few,</sup> it is <sup>now</sup> ~~becoming a top priority of pinstriped diplomats.~~ <sup>(my Administration at home and abroad)</sup> We must devise a global approach to the problems of ozone depletion and world deforestation.

Finally, I want to single out one area which, in so many ways, is pre-eminently important to our nation. I am sure it is of particular importance to your family. We must protect, and strengthen, our schools.

You and I know that education is our most enduring legacy. You and I know that education is nothing less than the very heart and soul of our civilization.

As we face a new decade and a new century beyond, we also face a new challenge -- to revitalize and restore the system our forebears bequeathed to us; to ensure American education is second to none.

I have made a number of proposals to work toward this goal. Among them is my request to reward those schools whose students show measurable progress in educational achievement, while maintaining a safe and drug-free environment.

I have also asked for an annual fund of \$100 million in new appropriations to help create magnet schools to broaden the educational choices of parents and students. And I have made many other proposals, including programs to strengthen Historically Black Colleges and Universities, and to reward our best teachers.

I appeal to you to get active in your schools, to share your knowledge, expertise and resources where it is most needed.

~~Building a Better America~~  
I've laid out my agenda for ~~you~~. True, it is an ambitious one. But it is no less ambitious, no less dynamic, than the American people. As businessmen and women, you can help me to fulfill this agenda, to meet the challenges that face our country. By working together, we can achieve anything.

Thank you.

# # #

# American Council for Capital Formation Center for Policy Research

June 1987

## SPECIAL REPORT

### CAPITAL GAINS TAXES IN 1987: U.S. VS. THE REST OF THE WORLD

A new Arthur Andersen & Co. study comparing tax rates on portfolio stock investment among eleven major industrialized countries and six Pacific Basin countries reveals that in 1987, U.S. capital gains taxes are higher than those of almost all surveyed countries.

The comparison, which is undertaken periodically by Arthur Andersen, shows that among eleven industrialized countries including the U.S., only Australia and the United Kingdom have higher maximum long-term capital gains tax rates on portfolio stock investments. Japan, Germany, and three other industrialized nations exempt all such long-term capital gains from taxation. Among the six Pacific Basin countries surveyed, five, including South Korea and Taiwan, exempt such long-term capital gains from taxation. Of those seventeen surveyed countries, all but three have lower maximum short-term capital gains taxes on portfolio stock investments than the United States.

In the past two years changes elsewhere in the world have been toward lower capital gains taxes; in the U.S. the Tax Reform Act of 1986 resulted in the largest capital gains tax rate increase probably since the advent of the federal income tax in 1913. (Source: Prepared by Arthur Andersen & Co. for the Securities Industries Association.)

#### Comparison of Individual Taxation of Capital Gains on Portfolio Stock Investments in 1987

COUNTRIES INDUSTRIALIZED	Maximum Short-Term Capital Gain Tax Rate*	Maximum Long-Term Capital Gain Tax Rate*	Period to Qualify for Long Term Gain Treatment	Maximum Annual Net Worth Tax Rate
United States (A) .....	38.5%	28%	> Six Months	None
Australia (B) .....	50.25%	50.25%	One Year	None
Belgium .....	Exempt	Exempt	None	None
Canada (C) .....	17.51%	17.51%	None	None
France (D) .....	16%	16%	None	None
Germany (E) .....	56%	Exempt	Six Months	.5%
Italy .....	Exempt	Exempt	None	None
Japan .....	Exempt	Exempt	None	None
Netherlands .....	Exempt	Exempt	None	.8%
Sweden .....	45%	18%	Two Years	.3%
United Kingdom (F) ...	30%	30%	None	None
<b>PACIFIC BASIN</b>				
Hong Kong .....	Exempt	Exempt	None	None
Indonesia .....	35%	35%	None	None
Malaysia .....	Exempt	Exempt	None	None
Singapore .....	Exempt	Exempt	None	None
South Korea .....	Exempt	Exempt	None	None
Taiwan .....	Exempt	Exempt	None	None

\* State, provincial and local tax rates not included.

(A) As of January 1, 1988, the nominal tax rate for long- and short-term capital gains rate is to 28 percent. The marginal rate, however rises to 33 percent for joint returns between \$71,900 and \$149,250 and for single returns between \$43,150 and \$89,560.

(B) The above maximum long- and short-term rates are comprised of 1.25% Medicare Levy and 49% Income Tax. Prior to July 1, 1987, the Medicare Levy will remain at 1.145% and the Income Tax will remain at 57.08% (aggregating 58.225%). There is no distinction in rate, however, the one-year holding period is for special exemption and indexing.

(C) Canadian residents are allowed an annual capital gains exemption of Canadian 30,000 (\$22,998<sup>1</sup>) subject to a cumulative exemption of up to Canadian 500,000 (\$383,300<sup>1</sup>) in 1990.

(D) Gains from proceeds of up to FF 272,000 (\$45,288<sup>1</sup>) are exempt from taxation in a given taxable year.

(E) The first DM 1,000 (\$554<sup>1</sup>) of short-term capital gains is exempt from tax.

(F) The first £6,300 (\$10,096<sup>1</sup>) of annual gain is exempt.

<sup>1</sup> Based on exchange rates as of March 31, 1987.

The ACCF Center for Policy Research is an education and research affiliate of the American Council for Capital Formation. Its mandate is to promote an understanding by the public of the importance of capital formation to the economy. For additional information contact: ACCF Center for Policy Research, 1850 K Street, N.W., Suite 400, Washington D.C., 20006, (202)293-5811.

FAX 456-7339

Bob Rushholdt  
544-5833

Mark Davis/Dooley  
March 9, 1989  
noon

INDEPENDENT INSURANCE AGENTS OF AMERICA  
ANNUAL NATIONAL LEGISLATIVE CONFERENCE  
CAPITOL HILTON, MARCH 14, 1989

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11AA  
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2

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Looking Forward

GEARSD

But I learned some very important lessons. When that rig went down, people lost their jobs. When we rebuilt, people went back to work. I saw the strain on the faces of family breadwinners, and I saw the joy.

So Washington may not always appreciate the role of small business in creating jobs and keeping America competitive. But rest assured, there is one person in Washington who does, and he is your President . . .

I know that your industry is facing some controversy. I also know that you are looking into ways to voluntarily tighten your standards, and I salute you for that. After all, our nation's insurance industry plays a vital social role.

11AA

11AA

Without insurance, the loss of a spouse could mean the loss of a home. Without insurance, the loss of a parent could keep a child from attending college. We cannot offer protection against fate. But we can prevent the compounding of a tragedy, so that a death or an illness doesn't leave a bitter legacy of poverty and despair for a whole family.

You prevent that kind of double tragedy. You add a little bit of comfort to the grieving, a little predictability for those who are victims of the unpredictable.

This is your service to society. It is as crucial a service as that of any social welfare agency. And you cannot continue to perform it if your industry is hamstrung by excessive regulation.

5BLC

Debbie Klein  
523-1225  
BLS

Since we turned this economy around, two-thirds of the job creation has come from small businesses like yours. This is one reason America has created more new jobs in the 1980s than Japan and Western Europe combined.

Another reason for this remarkable expansion is the way in which we removed excessive regulations, freeing the creative energies of small firms. By ordering a re-examination of more than 150 regulatory programs, the Task Force on Regulatory Relief, which I chaired as Vice President, saved the private sector more than 300 million man hours of paperwork and billions of dollars in government compliance cost. I will continue to work to keep you free from excessive regulation.

Mark  
Leadership  
p. 60

And when it comes to necessary regulation, I am committed to letting the states take the lead -- not the federal government.

Policy

I ~~will~~ <sup>have</sup> also proposed a cut in the capital gains tax. This is a uniquely American tax, since ~~most~~ <sup>many</sup> of our trading partners do not tax long-term capital gains. A high capital gains tax unnecessarily hurts our competitive position by drying up the formation of capital, businesses and jobs. In 1978, when Congress cut the maximum tax rate on capital gains, the result was an explosion of new companies and new revenues.

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SBA

Small businesses -- those with less than 500 employees -- employ more than half of U.S. workers. So any onerous new burden on small business will also throw workers out of their jobs.

Leadership  
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Leadership  
p. 77  
Frank Swain  
SBA  
653-6533

*Policy*  
 It is for this reason that I will resist the movement toward mandated benefits . . . In an era of tight budgets, there is always the temptation to drop the burden of social programs on the backs of employers. But these programs, born of the best intentions, can have agonizing consequences.

*Mark?*  
 It is up to business and labor to negotiate their differences. And make no mistake, I support the right of labor to negotiate as an equal. But mandated benefits serve neither business nor labor. Western Europe has gone down this road. And Western Europe has grappled with chronic high unemployment ever since.

*Alaska Emily*  
 And let me address one other area that concerns your business -- tort reform. Of course, there are many litigants who deserve a jury's sympathy. But when local governments cannot install playgrounds, when businesses are bankrupted, when volunteer organizations have to pull back, then it is time to consider limiting damages. Tort reform is critical to the health of businesses and volunteer organizations alike.

All of my policies are centered around a single goal -- to protect the engine of our prosperity and prepare our nation for the future. Without a strong private sector, our nation would be mired in the past, doomed to fail.

The entrepreneur is the man or the woman who is not only ready for change, but who relishes the thought of it. And this thought leads me to speak to you in more general terms, about my presidency, the challenges I hope to meet, the accomplishments I hope to make.

I am a man of this century. I fought in the century's greatest war, and raised a family and built a business during the <sup>rise?</sup> ~~mid-century~~ of American greatness. X

But I want to be a President who is remembered for preparing America for the next century. This is my entrepreneurial definition of leadership, to see the shape of things to come, and to prepare for that 21st Century world -- only eleven years away.

By the year 2000, we will have experienced change as swift and fast as a torrent. Change in the American family, and in our work habits. Change in technology. Change in the world economy. Change in the rate of change itself.

This remarkable nation of ours is complex, even enigmatic. But there is one American quality that is timeless and true. We are an entrepreneurial people, at our best when we are challenged, when we boldly face the future.

So my agenda is this: to confront the emerging problems of the future today. A complacent society is doomed to comfortable decline. A dynamic society is one that keeps pace with the times. So call it that, if you will -- the Dynamic Society. But recognize in the restless drive and vision of the American entrepreneur<sup>are</sup> our best qualities as a nation. X

A complacent nation would take comfort that America is free and the world is at peace. But world events are moving too swiftly for us to relax in set ways, to cling to smug assumptions.

The balance of power in Europe, the rise of regional superpowers in Asia, the increasingly interdependent world economy, the proliferation of offensive technology, and the much-debated nature of reform in the Soviet Union -- these are the areas that will irrevocably alter the world. And these are not minor matters. Will American foreign policy be flexible enough to meet this emerging new world order?

NSC  
 With this question in mind, I have asked all the appropriate agencies to reassess our foreign policy and defense strategy. This comprehensive review will set the basis of my future actions, and guide America into the next decade, and toward the next century.

On economic policy, I have submitted to the Congress the first presidential budget in many years that isn't "Dead-On-Arrival." I have also submitted a proposal to solve a festering problem that threatens our future prosperity -- a plan to restore the integrity of our nation's Savings and Loans institutions. I want to work with Congress to start to solve this problems this year, the sooner the better.

The changing nature of American society -- to one-parent families or to two working parents -- is putting pressure on our most basic social institution -- the family. How will we respond to this change? ~~We simply cannot afford to create another entitlement program. That is why~~ I am proposing a child-care plan that combines tax credits and private-sector resources to offer parents a choice. I want to empower parents, not government, to seek the best and the safest environment for their children.

There are many other areas of change. Homelessness concerns a small proportion of Americans. But when I look out a White House window and see the ragged pathetic figures huddled over the steam grates of the Ellipse, I also see an affront to the American Dream. We must seek the root causes of, and devise the most practical solutions for, homelessness.

The environment, <sup>it</sup> once the domain of activists, <sup>is</sup> becoming a top priority <sup>for</sup> of pinstriped diplomats. We must devise a global approach to the problems of ozone depletion and world deforestation.

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Finally, I want to single out one area which, in so many ways, is pre-eminently important to our nation. I am sure it is of particular importance to your family. We must protect, and strengthen, our schools.

You and I know that education is our most enduring legacy. You and I know that education is nothing less than the very heart and soul of our civilization.

As we face a new decade and a new century beyond, we also face a new challenge -- to revitalize and restore the system our forebears bequeathed to us; to ensure <sup>that</sup> American education is second to none.

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I have made a number of proposals to work toward this goal. Among them is my request to reward those schools whose students show measurable progress in educational achievement, while maintaining a safe and drug-free environment.

BABA

I have also asked for an annual fund of \$100 million in new appropriations to help create magnet schools to broaden the educational choices of parents and students. And I have made many other proposals, including programs to strengthen Historically Black Colleges and Universities, and to reward our best teachers.

BABA

I appeal to you to get active in your schools, to share your knowledge, expertise and resources where it is most needed.

I've laid out my agenda for you. True, it is an ambitious one. But it is no less ambitious, no less dynamic, than the American people. As businessmen and women, you can help me to fulfill this agenda, to meet the challenges that face our country. By working together, we can achieve anything.

Thank you.

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# Where We Stand

## On Legislative Issues



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Independent Insurance Agents of America  
*FOR THE PEOPLE*

# who we are

The Independent Insurance Agents of America is 220,000 small business owners and their employees who sell all types of insurance.

Unlike company-employed agents, IIAA members represent more than one firm, so they can offer clients a wider choice of auto, home, business, life and health insurance products.

IIAA members not only advise clients about insurance, they recommend loss prevention ideas that can cut costs. If a loss occurs, the independent agent stands with the client until the claim is settled.

IIAA was founded in 1896 as the National Local Association of Fire Insurance Agents. With the expansion of property/casualty business and coverages, the name became too limiting and was changed to the National Association of Insurance Agents in 1913. To emphasize the independence of its members, the organization became the Independent Insurance Agents of America in 1975.

IIAA is a voluntary federation of state associations and local boards. Its members are politically astute and are involved both locally and nationally. They keep track of progress on agents' issues in Washington through the work of an active professional staff in the IIAA Capitol Hill office. Their willing support has made the IIAA's Political Action Committee (Insur-Pac) one of the largest federal trade association PACs in the nation.

1989

