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Folder Title:
Electronic Industries Association 3/15/89 [OA 6347] [2]

Stack:	Row:	Section:	Shelf:	Position:
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EIA Membership Provides:

Industry Product Standards The EIA develops electronic component and product standards that are utilized by the industry as guidelines in product design, production and procurement. The EIA also provides effective liaison with other standards setting bodies.

Market Data The EIA marketing statistics provide in-depth information of great value to companies for future market planning.

International

The EIA takes action to develop industry views regarding a wide range of international areas, such as foreign trade, non-tariff trade barriers, international marketing and standards.

Planning Material

The EIA brings together leading industry planners to study the significant issues facing the industry and to develop valuable material for future planning.

Home for New Technologies

The EIA recognizes new technologies and provides them with the services they need for stable growth.

A Meeting Place for Industry

The EIA regularly provides a forum for industry executives to keep abreast of and constructively

involved in the major issues affecting the industry.

Government Agency Liaison

The EIA maintains close liaison with the government departments and agencies which interface with the electronic industries. The EIA presents industry consensus views and recommendations as these agencies develop regulatory policy, regulations and standards. Our primary goal is seeing that such government activity is reasonable as it affects the industry.

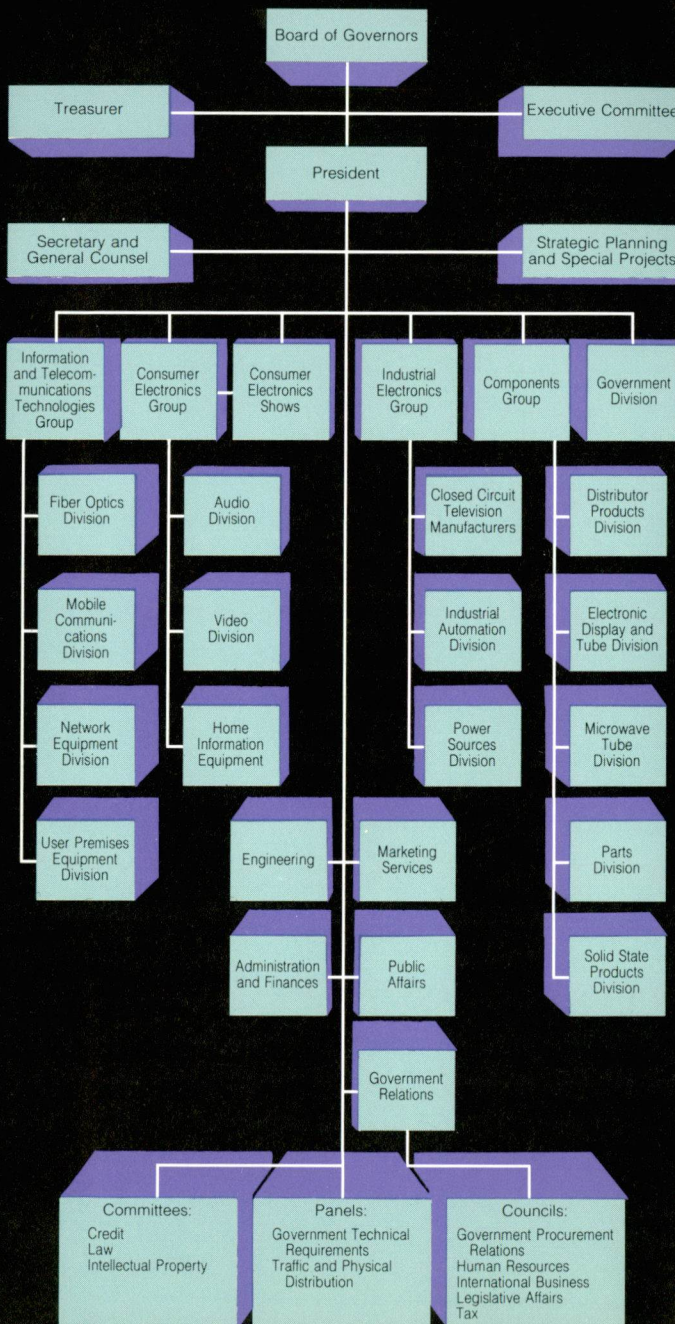
Congressional Liaison

The EIA monitors legislative activity having potential impact on the electronic industries and develops and presents testimony when Congressional hearings are scheduled. The EIA is recognized by Congress as the spokesman for the electronic industries.

Media Liaison

With more than six decades of service to the industry, EIA is the recognized authority and source of information concerning the fast growing electronic industries. It is in constant touch with both the national and trade press discussing the current issues facing the industries as well as answering their queries.

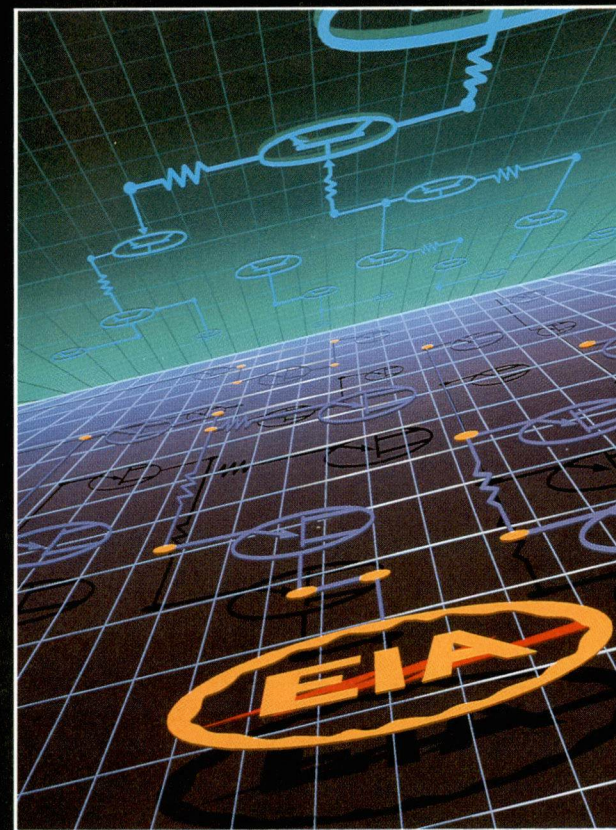
EIA Organization



ELECTRONIC INDUSTRIES ASSOCIATION



THE
FULL-SERVICE
NATIONAL
ORGANIZATION
OF THE
ELECTRONIC
INDUSTRIES



2001 EYE ST., N.W.
WASHINGTON, D.C.
20006

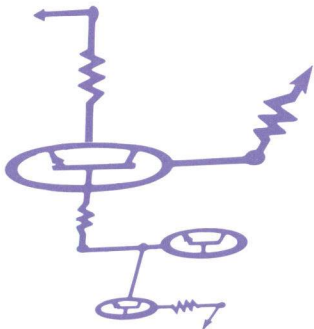
(202) 457-4900

EIA

The Electronic Industries Association (EIA)

is the full-service national trade organization representing the entire spectrum of electronic manufacturers in the United States. Its members range from manufacturers of the smallest electronic part to corporations that design and produce the most complex systems used in defense, space and industry.

Originally founded in 1924 as the Radio Manufacturers Association, the EIA, for more than 60 years, has maintained a quick reaction capability to recognize problems which are common to the industry or segments of the industry, and to mount action programs leading to the solution of those problems. Because of its broad representation and its reputation for constructive action, the EIA is internationally recognized as the spokesman for the United States electronic industries.



MEMBERSHIP

EIA membership is open to all firms manufacturing electronic products in the United States. Certain other organizations may be admitted as *associate members*.

ADMINISTRATION

Broad EIA policy is established by a Board of Governors whose members are elected by the various Groups and Divisions of the Association. The EIA Executive Committee oversees programs delegated to it by the Board. An experienced professional staff of over 150 persons, headed by a salaried president, serves the EIA from its own headquarters building located in Washington, D.C., just four blocks from the White House.

ORGANIZATION

Organized along product lines, EIA's Groups/Divisions are the action centers around which most of the Association's work revolves. They provide the concentrated and specialized attention required by the issues facing the electronic industries, particularly the interface with legislative and regulatory bodies on the federal and state levels.

Each Group/Division has its own mandate and objectives, its own Board of Directors, and initiates its own agendas. Each implements its own activities to meet the needs of its industry. Association members may belong to as many Groups/Divisions as appropriate to their product lines. Groups/Divisions include: Consumer Electronics; Information and Telecommunications Technologies; Industrial Electronics; Components; and the Government Division.

EIA Departments provide services in marketing statistics; engineering standards; legislative and regulatory information, as well as public affairs. Services and programs of a broad nature which benefit the entire industry are provided to the EIA membership through Board of Governors-sponsored programs. All EIA Departments, Councils and Panels, as well as the administrative, legal, accounting and production services of the EIA are at the disposal of each Group/Division.

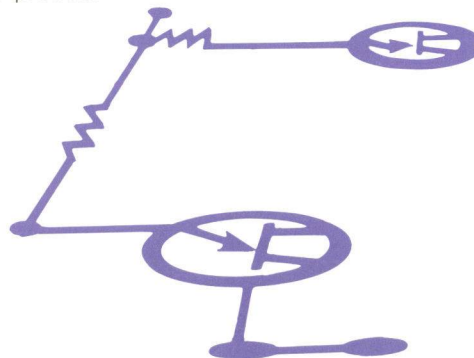
MEMBERSHIP DUES

Companies join one or more Groups/Divisions of the EIA, depending on their electronic product

lines. Dues are assessed as a small percentage of the annual sales volume of these products for the preceding year. These dues, which are decided upon by the Group/Division membership, are used to defray Group/Division operating expense, including Engineering and Marketing Services Department programs. In addition, a component of the dues is used to support the Association's administrative and general expenses as well as Board of Governors sponsored activities.

MEETING ACTIVITY

The EIA holds two Association-wide conferences each year: *In the spring* in Washington, D.C., where the emphasis is on government relations, and *in the fall* on the West Coast. Most of the detailed work of the Association is conducted by more than 500 Panels, Committees, Councils, Sub-divisions and Sections. These units meet as necessary during the year, but carry on much of their activity by mail, telephone and computer links in order to minimize participation costs for members.



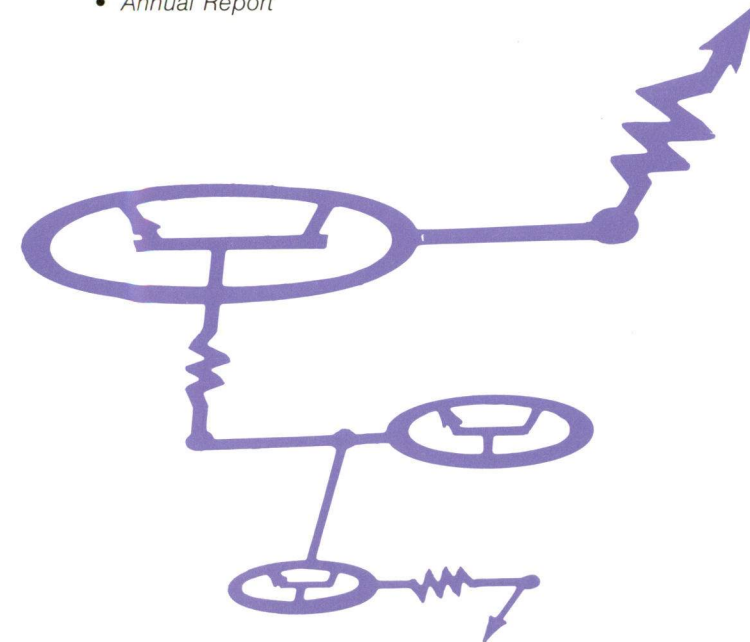
INFORMATION PROGRAMS

The EIA provides its members with a wealth of information through regular publications and numerous special bulletins, memoranda, analyses and reports. These include various federal agency dockets as well as other federal regulatory and legislative proposals; analyses of military, space and other government budgets; and marketing statistical reports. The EIA basic publications include:

- *Executive Report*
- *Engineering Report*
- *Electronic Market Trends*
- *Index of EIA and JEDEC Standards and Engineering Publications*
- *Electronic Market Data Book*
- *Trade Directory*
- *Source and Date Code Guide*
- *Publications Index*
- *Annual Report*

MEMBERSHIP OPTIONS

There are many options open to prospective member companies, such as introductory discounts and the option of having only parts of a company belong to a Group/Division of the EIA. For more detailed information on dues schedules and how you can participate in the EIA, please complete and return the attached reply form. The EIA stands ready to serve you and your company.

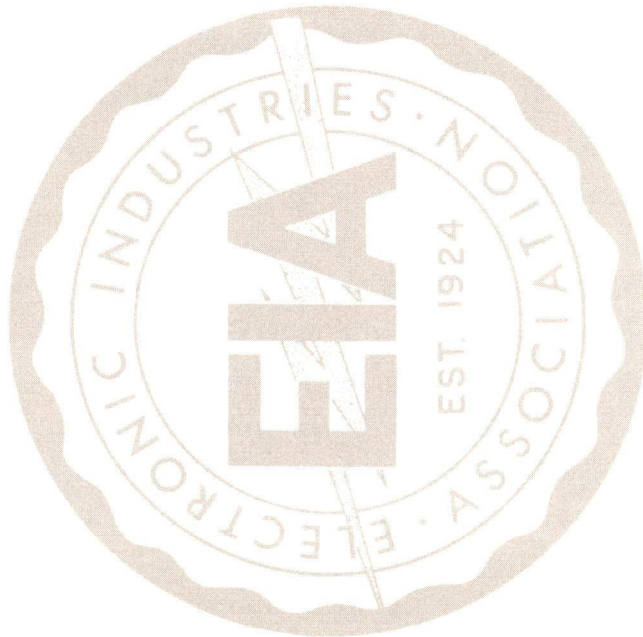
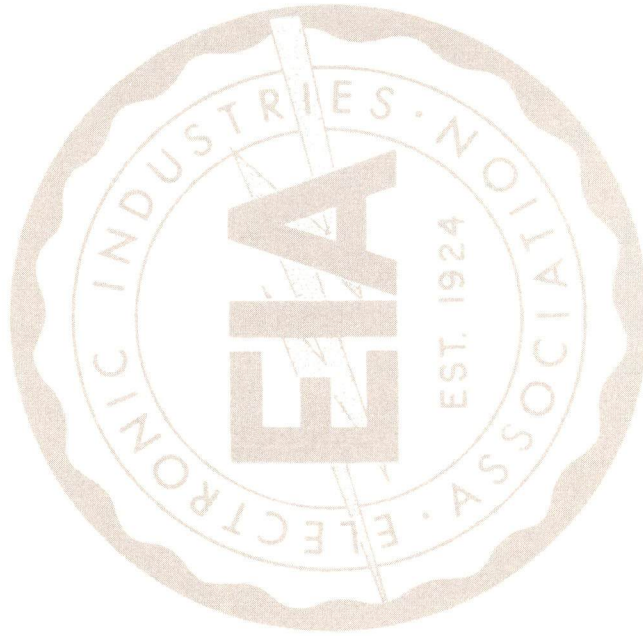


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**ELECTRONIC
INDUSTRIES
ASSOCIATION**

2001 EYE STREET, N.W.
WASHINGTON, D.C. 20006



Through its diverse publications, the Electronic Industries Association is a major source of current information on the rapidly growing electronic industries. Information on market growth and industry trends, government activities in terms of federal and state legislation and regulations, as well as consumer education and career guidance, are all areas covered by the Association's publications.

The documents listed in this *Publications Index* may be ordered at the indicated prices, using the handy order form located in the back. Please note that a minimum of \$5.00 or a 15% handling charge (whichever is greater) will be added to orders not accompanied by payment.

Additional information concerning the Association, its programs and activities may be obtained by writing:

Electronic Industries Association
Public Affairs Office
2001 Eye Street, N.W.
Washington, D.C. 20006
202/457-4900

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PUBLICATIONS ORDER

Company Name: _____

Address: _____

Attention: _____

Date: _____

Payable to:

Electronic Industries Association
2001 Eye Street, N.W.
Washington, D.C. 20006

Title	Ordered from: Dept./Div./Council	Quan.	Unit Price	Amount
D.C. Residents Add 6% Tax				TAX
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HUMAN RESOURCES COUNCIL (HRC)

INVENTING THE FUTURE

A colorful state of the art 15 minute video presentation that takes a close look at what a number of young people are doing in their jobs, listens to what they say, examines the electronics that supports their work, and searches for the common denominator that unites their efforts. The production is primarily geared toward young people for the express purpose of making them aware of the vast career opportunities available in the electronics industry if they have sufficient math and science backgrounds.

The videotape is available in Beta, VHS and 3/4' formats.

Price: \$100.00 quantity discounts available.

Order through the Human Resources Council.

1987 WAGE & BENEFIT SURVEY

This survey details multiple key issues in non-exempt wage and benefit patterns and practices and has become one of the most extensive in the industry. The information provided in the survey should prove invaluable to your company's human resource wage and benefit planning.

Price: \$175.00 for EIA Member Companies

\$350.00 for non-EIA Member Companies

Order through the Human Resources Council.

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DEFENSE CONTRACT TERMINATION GUIDE—Third Edition

A guide to assist prime contractors and subcontractors in the successful administration of terminations for the convenience of the government. Updated to reflect procedures outlined in the Federal Acquisition Regulation (FAR).

Price: \$25.00 Members

\$40.00 Non-members

INTERNATIONAL BUSINESS COUNCIL (IBC)

THE BUSINESS CONSIDERATIONS IN INTERNATIONAL LICENSING AGREEMENTS

Guidelines for an executive negotiating a manufacturing and sales agreement with an unrelated foreign company.

Price: \$8.00 Members

\$20.00 Non-members

DISTRIBUTION LICENSE REGULATIONS*

A four-part training program, developed in consultation with the U.S. Department of Commerce, consisting of carousels of 35-mm. color slides with audio cassette narration and associated workbooks, intended to assist fulfillment of requirements in the U.S. Export Administration Regulations for training personnel at each office and facility exporting or receiving commodities under a Distribution License.

Executive Summary: 20 minutes (59 slides), \$100.

Module I (Overview): 50 minutes (140 slides), 20 participant workbooks, 1 instructor guide, \$350.

Module II (Internal Control Program): 55 minutes (164 slides), 20 participant workbooks, 1 instructor guide, \$375.

Module III (Foreign Consignees): 80 minutes (215 slides), 20 participant workbooks, 1 instructor guide, \$400.

Full set: \$995.

Additional workbooks (workbooks sold only to purchasers of slide show):

Module I (Overview): \$5.

Module II (Internal Control Program): \$6.

Module III (Foreign Consignees): \$7.

*Program includes update to 1988.

ELECTRONICS AND INTERNATIONAL COMPETITION

A 200 page compilation of EIA's 1978 testimony and statements to Government on issues affecting exports, imports, and taxation of foreign-source income.

Price: \$5.00 Members

\$10.00 Non-members

tronic products by unit sales and dollar volume, including totals for products imported under 806/807 provisions and the overall balance of trade for the U.S. electronic industries. Also features the "Top 10" foreign markets for U.S. electronic products and the "Top 10" foreign suppliers of electronic products to the U.S., as well as bilateral electronics trade data and import statistics for articles traded under GSP.

Price: 1 Year Subscription—150.00

(add \$60.00 for foreign air mail)

Introductory rate for first time subscribers—\$100.00

Single issues—\$15.00 (add \$5.00 for foreign air mail)

ELECTRONICS FOREIGN TRADE FIVE-YEAR SUMMARY

An annual comprehensive compilation of the latest five-year period from EIA's monthly trade publication. Featured are year-end import/export statistics for more than 300 electronic products.

Price: \$50.00 (add \$12.00 for air mail)

SOURCES: A Directory of Electronics Information Agencies Outside the United States

A guidebook to electronics information sources abroad, prepared by the EIA Marketing Services Research Center. This directory lists close to 700 entries in 78 countries on a country-by-country basis. Each listing includes address and telephone number. Where available, entries also list the contact person, a brief description of functions, and publication offerings.

Price: EIA Members—\$25.00

non-EIA Members—\$50.00

(add \$12.00 for foreign air mail)

MARKETING SERVICES BROCHURE

Informational pamphlet providing an overview of Market Activity Reports, publications, and other services of the department.

No Charge

GOVERNMENT PROCUREMENT RELATIONS COUNCIL (GPRC)

VALUE ENGINEERING MANAGEMENT BULLETIN NO. 7

A Compendium of Contested Value Engineering Contract Actions

Comptroller General Decisions

Armed Services Board of Contract Appeals Decisions

U.S. Court of Claims Decisions.

Price: \$10.00 Members

\$20.00 Non-members

GENERAL EIA PUBLICATIONS

EXECUTIVE REPORT

An in-depth fact-filled newsletter, periodically published, which keeps readers current on legislative proposals and hearings, engineering standards, sales trends in the industry and general information concerning the Association and its members. Specifically highlighted are news of the Association meetings, seminars and new publications.

No charge to members

\$15.00 Annual Subscription to Non-Members

EIA TRADE DIRECTORY AND MEMBERSHIP LIST

An annual listing of Association member companies showing corporate and division locations and phone numbers, top-level management personnel, products manufactured, detailed corporate trade names and a cross reference of companies by product category.

Also included is a section of "facilities by geographic locations," both by state and city. This section is particularly useful when looking for manufacturers within specific geographic locales. The Trade Directory also lists members of the EIA Board of Governors, Committees, Groups, Divisional and Departmental officers and staff, as well as the Councils and Panels of the Association.

Price: \$50.00 Members—\$100.00 Non-members

Order through the Public Affairs Department

LEGAL GUIDES

These guides reflect the best judgment on the standards of conduct and legal constraints bearing on the Association and its programs. These guidelines should be observed to assure conformance with current and proper legal practices.

No charge for limited quantity

Order through Office of the General Counsel

EIA ANNUAL REPORT

A survey of the yearly activities highlighting Association accomplishments.

Order from: Public Affairs Department

No charge, available on request

ELECTRONIC MARKET TRENDS

This monthly magazine contains in-depth reports and statistics for the executive, analyst or observer of the rapidly changing markets for electronics, including such important growth markets as microcomputers, medical electronics, robotics, fiber optics, etc. Statistical data on U.S. factory sales, employ-

ment, and foreign trade in electronics, as well as general economic indicators are included in each issue.

Price: 1 Year Subscription (12 issues) \$150.00
add \$36.00 for foreign Air Mail
Single copies \$15.00
Order through the Public Affairs Department

"EIA: ON YOUR BEHALF"

"EIA: On Your Behalf" is a fast-paced video montage which describes the goals, objectives and activities of the Electronic Industries Association. The video runs for approximately eleven minutes.

This video encompasses a wide range of functions within EIA showing everything from the daily office activities and procedures within EIA's Washington, D.C. headquarters, to the active participation by EIA's members and staff in producing the policies, technical standards and trade shows which benefit the industry.

The video tape is available in either VHS, Beta or U-matic formats.

Price: \$50.00

Order through the Public Affairs Department

EIA—THE FIRST FIFTY YEARS

A history of the electronics industry through the activities of its national manufacturers trade association. An authoritative review of the people and events contributing to the development of one of America's most dynamic industries, the First Fifty Years was published in 1974 during the Association's Golden Anniversary Year and written by its former executive vice president.

Price: \$20.00

Order through the Public Affairs Department

COMPONENTS GROUP (CG)

The Components Group is comprised of the Distributor Products Division, the Electronic Display and Tube Division, the Microwave Tube Division, the Parts Division and the Solid State Products Division. A brochure, "The Components Group of the Electronic Industries Association," available free of charge, explains the organization of the Group, individual divisions and departments, and their functions.

DISTRIBUTOR PRODUCTS DIVISION (DPD)

MANUAL OF ORGANIZATION AND OPERATION

Description of elective offices, services and activities, committees and operation.

No Charge

ENGINEERING NEWS

Published bi-monthly. Listing of all newly published Recommended Standards and Engineering Publications, Recommended Standards in the final approval stages, Issuance of new Standards Proposals, new Project Number Assignments, new IECQ-System documents, Rescissions of outdated Recommended Standards and Engineering Publications as well as recently held Committee meetings.

No Charge to member companies, \$30.00 for Domestic Subscribers, \$40.00 for Foreign Subscribers.—Please contact EIA Engineering Department (202) 457-4962 for further information.

EIA SOURCE AND DATE CODE BOOK

Published annually. Numerical and alphabetical listing of code numbers which may be stamped or marked on any or all products to identify production sources, and the week of production.

No Charge to member companies. For non-members an annual registration service fee of \$30.00 is charged. For non-member registrants, first five copies at no charge, each additional copy \$1.00.—For further information contact EIA Engineering Department (202) 457-4962.

MARKETING SERVICES DEPARTMENT (MSD)

ELECTRONIC MARKET DATA BOOK 1987

The authoritative statistical encyclopedia on the electronic industries, published annually for over 35 years. *Electronic Market Data Book* contains hundreds of easy to read charts, graphs, tables, and detailed explanations of sales and production data. The 1987 edition covers: consumer electronics, communications equipment, computer and industrial electronics, components, government electronics, other electronic-related products and services, foreign trade, employment, and R&D information. It features a new format and style for ease in readability. *Electronic Market Data Book* is utilized by numerous research houses, financial institutions, international agencies, and U.S. government offices. (*Table of contents available upon request.*)

Price: one copy—\$80.00

two copies—\$130.00

three copies—\$165.00

four or more—\$50.00 each

(add \$12.00 per book for foreign air mail)

ELECTRONICS FOREIGN TRADE

Designed for rapid and accurate identification of import and export trends, this monthly publication contains over 300 elec-

Agency, provides background and forecast information for the next ten years. The study concentrates on the DoD and the federal marketplaces and includes the private sector.

Price: Proceedings free to seminar attendees

\$20.00 Members

\$35.00 Non-members

CRITICAL CROSSROADS FOR DEFENSE RDT + E

Proceedings of the GD/Requirement Committee's 1987 Spring Conference features research and development overview, technology thrusts and initiatives, directions for service programs, impact of FY 1988-89 budgets and views from Congress. Included are presentations by top executives of OSD, the services and members of Congress. Emphasis is placed on defense spending in a budget constrained environment.

Price: Proceedings free to seminar attendees

\$40.00 Members

\$75.00 Non-members

ENGINEERING DEPARTMENT (Eng.D)

The publications are listed in the CATALOG OF EIA AND JEDEC STANDARDS AND ENGINEERING PUBLICATIONS

- More than 500 different EIA Engineering Standards for electronic components and equipment developed by the 250 standing committees of the EIA Engineering Department.
- Interim Standards and Engineering Bulletins.
- Proceedings of nationwide Technical Conferences and Workshops sponsored by Engineering Department Committees.
- Joint Electron Device Engineering Council (JEDEC) Standards and Publications.
- Assorted other technical materials.
- Nine catalogs are available: a comprehensive publication of all EIA and JEDEC Standards; 8 separate product-category catalogs covering General Interest, Consumer Electronics, Telecommunications, Component Parts (passive), Solid State Products, Electronic Displays and Tubes, Government Electronics, and Industrial Electronics.

Price: The 100-page comprehensive catalog sells for \$5.00 (pre-paid). Order from: EIA Standard Sales (202) 457-4966. The product oriented catalogs are \$2.00 each. These catalogs include prices and detailed ordering information for all documents listed.

UNIT TERRITORY PLAN—Map and Booklet

Guide for manufacturers to consider in selecting territories to be covered by independent sales representatives selling to distributors. Shows sales trend for trading areas based on distributor purchases, current subscribers to EPM (Electronic Products Magazine) and electronic manufacturing facilities.

Price: \$25.00 EIA Members—\$35.00 Non-Members

PAYMENT REQUIRED WITH ORDERS

ELECTRONIC MANUFACTURERS MANUAL FOR ASSIGNMENT OF A UNIFORM PRODUCT CODE

A Workbook providing specific guidance for assignment of a system of eleven-digit EDP-compatible product numbers for products being sold to electronic distributors.

Price: \$5.00—PAYMENT REQUIRED WITH ORDERS

STANDARD INVOICE FORM PACKAGE

For use by manufacturers, a workbook providing design of form, to enable distributors to process invoices more efficiently and allow for prompt and accurate remittances. Compatible with Standard Purchase Order Form.

Price: \$5.00—PAYMENT REQUIRED WITH ORDERS

STANDARD PURCHASE ORDER FORM PACKAGE

For use by distributors and manufacturers, a workbook providing design of form to enable the standard placement of information, minimizing errors in order writing. Compatible with Standard Invoice Form.

Price: \$5.00—PAYMENT REQUIRED WITH ORDERS

STANDARD POINT-OF-SALE FORM

A reporting form applicable to Point-of-Sale/Rep Compensation, intended as a tool to aid manufacturers and distributors in their business transactions.

Price: \$10.00 EIA Members—\$15.00 Non-Members

PAYMENT REQUIRED WITH ORDERS

FUNCTIONAL DEFINITIONS FOR THE ELECTRONICS INDUSTRIES

Updated by the Business Systems Committee of the Distributor Products Division, with input from the National Electronic Distributors Association (NEDA), the Electronic Representatives Association (ERA), and the Electronic Industry Show Corporation. It contains definitions of industry terms, acronyms and abbreviations, and is especially useful to those new to product distribution.

Price: \$10.00—PAYMENT REQUIRED WITH ORDERS

GUIDE TO SUCCESSFUL TRADE SHOW PARTICIPATION

A compilation of guidelines, ideas, and tricks of the trade suggested by members, to improve a company's trade show performance.

Price: \$2.00 EIA Members—\$5.00 Non-Members
PAYMENT REQUIRED WITH ORDERS

MANUFACTURER'S CHECKLIST/GUIDE FOR DEVELOPING A DISTRIBUTOR SALES POLICY AND REPRESENTATIVE AGREEMENT

Listing of points which should be included in policy/agreement, i.e., terms of payment, minimum billing, order cancellations, account base, training, etc.

Price: \$5.00—PAYMENT REQUIRED WITH ORDERS

ELECTRONIC DISPLAY AND TUBE DIVISION (ED&TD)

MANUAL OF ORGANIZATION AND OPERATION

Description of elective offices, services and activities, committees and operation.

No Charge

MICROWAVE TUBE DIVISION (MTD)

MANUAL OF ORGANIZATION AND OPERATION

Descriptive of elective offices, services and activities, committees and operation.

No Charge

PARTS DIVISION (PD)

MANUAL OF ORGANIZATION AND OPERATION

Description of all elective offices, services and activities, committees and operation.

No Charge

ANNUAL FREQUENCY CONTROL SYMPOSIUM PROCEEDINGS

Sponsored by U.S. Army Electronics Command

Issues available: 34th—1980, 35—1981

Price: \$20.00 each—PAYMENT REQUIRED WITH ORDER

ELECTRONIC COMPONENTS CONFERENCE PROCEEDINGS

ECC is jointly sponsored annually by EIA and the Institute of Electrical and Electronics Engineers (IEEE).

GOVERNMENT MARKET PLANNING INFORMATION SERVICE (GMPI)

The GD/Requirements Committee provides a market planning data service bi-monthly which includes timely information on budget submissions, policy statements of the federal departments, and other defense related issues. One complimentary subscription is provided to the designated representative of each Government Division member at no charge.

Annual Rates

Price: Additional subscription for Government

Division members \$250.00

Non-member defense electronic companies

(non-renewable) \$500.00

Companies not eligible for membership

(educational, financial, informational,

organizations, consultants) \$400.00

R-1, P-1 DEFENSE BUDGET DISKS

The FY 1988-89 Defense Budget R-1 and P-1 reports, formatted on floppy disks, document the defense research & development and procurement budgets line by line and year by year for fiscal years 1985-1989.

Price: \$50.00 Members

\$100.00 Non-members

SPACE ELECTRONICS CONFERENCE '86

ELECTRONICS FOR AIR FORCE & SDI APPLICATIONS

(These Proceedings of the GD/Requirements Committee have restricted distribution. In compliance with provisions regulating the availability of unclassified technical data, distribution of the proceedings is restricted to companies certified under the Militarily Critical Technical Data Agreement, DD Form 2345, April 1986.)

With the cooperation of the Air Force Space Technology Center, this publication examines USAF Space Division's systems and technology requirements and current industry and government laboratory space electronic technologies.

Price: Proceedings free to seminar attendees.

\$40.00 Members

\$75.00 Non-members

COMMUNICATIONS & COMPUTER SECURITY

(COMSEC & COMPUSEC):

REQUIREMENTS, OPPORTUNITIES AND ISSUES

Proceedings of the GD/Requirements Committee's Major National Conference, in cooperation with the National Security

TECHNICAL MANAGEMENT AND ENGINEERING ACTIVITIES
OF THE GOVERNMENT DIVISION

A brochure describing the organization and current programs of the Division's thirteen engineering committees.

No Charge

A PRACTICAL GUIDE ON EXPORT LICENSING PROCEDURES
UNDER MUNITIONS CONTROL—4th Edition

The guide identifies practical steps necessary to initiate and follow through on the methods and procedures to be followed to carry out a military export program.

Price: \$20.00 Members

\$40.00 Non-members

"WHAT IS IR&D/B&P?"

An explanation of Independent Research and Defense and Development and Bid and Proposal.

No Charge

"INDUSTRY & GOVERNMENT: A PARTNERSHIP THAT
CAN WIN"

How Contracting Out Can Help the U.S. Government, the Public and Industry.

No Charge

"PLATFORM FOR PROCUREMENT REFORM"

A statement of the Government Division of the EIA.

No Charge

PROCEEDINGS

TEN-YEAR OUTLOOK FOR DEFENSE ELECTRONICS
MARKETS-INDUSTRY AND WALL STREET PERSPECTIVES

Proceedings of the GD/Requirements Committee's 1987 Fall Conference includes an overview of major defense issues; the 23rd Annual ten-year forecast for defense electronics; specific market analyses of space electronics; training and simulation; and missiles and precision guided weapons. Panels looked at changes in the defense industry's business environment and investment analysts' assessment.

Price: Proceedings free to seminar attendees.

\$50.00 Members

\$100.00 Non-members

Issues available: 30th—1980 \$40.00

31st—1981 \$45.00

32nd—1982 \$45.00

34th—1984 \$75.00

35th—1985 \$100.00

36th—1986 \$100.00

37th—1987 \$150.00

PAYMENT REQUIRED WITH ORDERS

QUARTZ DEVICES CONFERENCE PROCEEDINGS

Issues available: 4th—1982 \$25.00

5th—1983 \$25.00

7th—1985 \$25.00

8th—1986 \$25.00

9th—1987 \$25.00

PAYMENT REQUIRED WITH ORDERS

QUARTZ CRYSTALS FOR ELECTRICAL CIRCUITS—

Their Design and Manufacture,

by Raymond A. Heising

An educational, yet informative, text of the history, development and manufacture of quartz plates for electrical circuits. Each chapter has been authored by an individual prominent in his specialized area of expertise. 565 pages.

Price: \$25.00—PAYMENT REQUIRED WITH ORDERS

SURFACE MOUNT AND REFLOW TECHNOLOGY I
CONFERENCE CASSETTE TAPES

VHS format, only two (2) complete sets of fourteen (14) tapes in VHS format are available.

Price: \$150.00 each. PAYMENT REQUIRED

SURFACE MOUNT AND REFLOW TECHNOLOGY III
CONFERENCE

SMART III was sponsored jointly by EIA and The Institute for Interconnecting and Packaging Electronic Circuits (IPC)

Price: U.S. \$50.00—PAYMENT REQUIRED WITH ORDERS

Outside U.S. \$75.00

DR. VIRGIL BOTTOM CASSETTE TAPES

A series of lectures on piezoelectricity by Dr. Virgil Bottom. Six (6) VHS cassettes make up one set.

Price: \$175.00 each set. PAYMENT REQUIRED

SOLID STATE PRODUCTS DIVISION (SSPD)

MANUAL OF ORGANIZATION AND OPERATION

Description of elective offices, services and activities, committees and operation.

No Charge

CONSUMER ELECTRONICS GROUP (CEG)

EIA's Consumer Electronics Group is composed of the major manufacturers of audio, video, computer and telephone products for the consumer. Its multi-faceted activities include communicating industry positions to government agencies, Congress and state legislatures; providing authoritative statistics and analysis of product sales; developing engineering standards for new products and technologies; training electronics technicians and instructors; preparing consumer education materials and assisting individual consumers; and managing a wide range of communications and public relations programs.

FILMS AND VIDEOCASSETTES

INDUSTRY DOCUMENTARY

"PARADE"

A delightful drama set in a typical American town showing how consumer electronics adds value to our lives and helps us communicate and create. Featuring an original soundtrack in hi-fi stereo. Produced and directed by internationally acclaimed, award winning filmmakers. World premiere at the 1986 Winter CES (28 minutes).

Free loan in 16 mm, VHS and Beta. 28-minute tape is \$35 prepaid in VHS or Beta.

CAREER GUIDANCE

"ELECTRONICS ... YOUR BRIDGE TO TOMORROW"

Illustrates career opportunities in the rapidly growing consumer electronics field. Features students, teachers, as well as young and veteran electronics technicians in the industry (17 minutes). Free loan in U-Matic, VHS and Beta.

CLOSED CIRCUIT TELEVISION MANUFACTURERS ASSOCIATION

MANUAL OF ORGANIZATION AND OPERATION

Description of elective offices, services and activities, committees and operation.

No Charge

INFORMATION AND TELECOMMUNICATIONS TECHNOLOGIES GROUP (ITG)

The ITG and certain other EIA Groups and Divisions file extensively with the FCC throughout the year. For further information on individual filings contact the appropriate Group or Division or the EIA Public Affairs Department.

INFORMATION AND TELECOMMUNICATIONS TECHNOLOGIES GROUP BROCHURE

A brochure describing the place of ITG in the EIA structure and the work of ITG's four Divisions—Fiber Optics, Mobile Communications, Network Equipment, User Premises Equipment.

No Charge

INFORMATION AND TELECOMMUNICATIONS— TRENDS AND DIRECTIONS

Annual seminar proceedings conveying the latest information about various segments of the telecommunications industry to financial analysts and investors.

Price: Annual proceedings: Free to attendees at seminar.

ITG Members: \$20.00

Non-members: \$50.00

GOVERNMENT DIVISION (GD)

GOVERNMENT DIVISION BROCHURE

A brochure describing the organizational structure of the Government Division and the scope of activity of its committees and councils.

No Charge

TELEVISION SYMPTOM DIAGNOSIS SERIES

Includes a Student Text, Student Response Manual and Instructor's Manual, provides a suggested 250-hour course of basic equipment usage, tool usage, techniques and theory integrated into a highly motivational, hands-on entry-level TV course. The central theme is symptom diagnosis: the ability to use TV receiver symptoms to indicate which circuit is defective. This is an efficient, industry-proven method of servicing the TV receiver, and, upon completion of the course, the student should be capable of diagnosing and repairing a majority of common TV set failures.

TELEVISION SERVICING WITH BASIC ELECTRONICS

Builds upon knowledge gained in TELEVISION SYMPTOM DIAGNOSIS. The fundamentals of electricity and electronics are explored in more detail and circuits are discussed as they relate to the block diagram. Fundamental theory is studied as the need to know it arises. An example of this is the teaching of resonant circuits along with horizontal circuitry. Each chapter of the text has individual study units on tasks related to that particular chapter. Symptom diagnosis is used throughout the text and the student is involved in a continuing process of symptom diagnosis training.

ADVANCED COLOR TELEVISION

An in-depth study of television circuitry with emphasis given to color receivers. Symptom diagnosis is stressed, and attention is focused on analytical trouble shooting. The more complex areas relating to television are covered to provide the skills needed by in-house technicians.

Order from: Howard W. Sams & Co., Inc., 4300 West 62nd Street, Indianapolis, IN 46206 1-800-428-SAMS

Price: Write publisher for current prices. An Instructor's Guide is also available.

INDUSTRIAL ELECTRONICS GROUP (IEG)

The Industrial Electronics Group is comprised of the Closed Circuit Television Manufacturers Association, the Industrial Automation Division, the Power Sources Division, and the Assistive Devices Division. A brochure, "The Industrial Electronics Group of the Electronic Industries Association," explains the organization of the group, its divisions, and their functions.

Either film available on free loan in 16 mm, U-Matic, VHS and Beta Cassettes (pay return postage) to classes and clubs who order from:

Modern Talking Picture Service, Inc.
5000 Park Street North
St. Petersburg, FL 33709

HIGH TECHNOLOGY SOLDERING

Instructional videocassettes detail the proper soldering methods and equipment to use when replacing or handling highly-sensitive integrated circuits and chip components. Full-color tape features step-by-step instructions. Full-length, 45-minute version is \$20 prepaid; 15-minute version is \$15 prepaid. Available in VHS or Beta.

THEORY & OPERATION OF OPERATIONAL AMPLIFIERS

Detailed, step-by-step description of the theory and operation of one of the industry's workhorses, Operational Amplifiers (Op-AMP). The full-color tape describes how to use Op-AMP as differential amplifiers and comparators in control circuits. Biasing and power supply requirements are also shown. A comprehensive workbook is included. 30-minute tape is \$30 prepaid. Available in VHS or Beta.

SWITCHING POWER SUPPLIES

Switching Power Supplies Video Tape—an accompanying activity booklet entitled *Switching Power Supplies* introduces you to a review of linear power supplies, detailed operating principles, troubleshooting, service and safety precautions. The 22-minute tape is \$30 prepaid. Available in VHS or Beta.

LINEAR POWER SUPPLIES

Linear power supplies videotape and accompanying activity booklet covers detailed theory and troubleshooting of linear power supplies commonly found in consumer products. Discrete and integrated circuit designs are also included. The activity manual reviews this subject and reinforces your understanding through hands-on activities. The 30-minute tape is \$30 prepaid. Available in VHS or Beta.

BASIC CAR AUDIO INSTALLATION

This informative videotape, the first in an ongoing series, describes procedures for installing car stereo equipment. It aids the technician by giving correct procedures for removing and replacing "any" car radio from the dashboard of any car and

shows the installer's, salesperson's and customer's role in the installation and sale of car audio products. It describes in detail, installation bay and specialized tool requirements, safety requirements, common and floating ground systems. An accompanying booklet lists sources available for installation kits, tools, connectors and instruction. The 30-minute tape is \$30 prepaid. Available in VSH or Beta.

PERIODICAL

CONSUMER ELECTRONICS ANNUAL REVIEW 1987 EDITION: INDUSTRY FACTS AND FIGURES

Provides production and sales data and marketing information for all consumer electronics products covering a 5-year span. Also presents general information on the industry, a glossary, and a listing of industry development programs.

Price: Single copy complimentary with a 73 cents stamped, self-addressed 6 x 9 envelope

CONSUMER PAMPHLETS

CONSUMERS SHOULD KNOW: ALL ABOUT AUTO ELECTRONIC PRODUCTS

(43 pages) Written in an easy question-and-answer format, discusses points to consider when purchasing car audio systems, cellular phones, citizen band radios, security systems, etc. Contains detailed glossary and information on warranties, service and budgets.

Single copy complimentary with a 37 cents stamped, self-addressed #10 envelope.

CONSUMERS SHOULD KNOW: ALL ABOUT COMPACT DISCS AND PLAYERS

(12 pages) Written in an easy question-and-answer format, this pamphlet covers such topics as how compact disc players work, buying and caring for discs, servicing the compact disc player, warranties and contains a glossary.

Single copy complimentary with a 22 cents stamped, self-addressed #10 envelope.

BASIC ELECTRICITY

A planned 270-hour Text-Lab Manual providing a complete and tested laboratory program in electric circuits for both ac and dc. Includes an instructor's guide.

BASIC ELECTRONICS

A Text-Lab Manual providing a complete program in semiconductors, integrated circuits and other common electronic components. A planned 270-hour course, includes a instructor's guide.

INDUSTRIAL ELECTRONICS SERIES

The Industrial Electronics Text-Lab Manual and Instructors Guide provides training in instrumentation theory and exercises to produce highly-skilled technicians.

AUDIO SERVICING

Texts offer an introduction to audio equipment and practices, operating circuitry, diagnosis techniques and trouble shooting. Understanding and servicing modern audio stereo equipment requires detailed knowledge of mechanics, electronics and acoustics. Each of these areas are systematically covered. Participating students should already have the equivalent of the material covered in TELEVISION SERVICING WITH BASIC ELECTRONICS, giving them the necessary background in electronic theory and fast equipment use.

CABLE TELEVISION TECHNOLOGY

Instructor's Guide available. Covers the operation, installation, maintenance of cable TV head end, distribution system, and customer hardware. Antennas, amplifiers, video processors, taps, coaxial cables, above and below ground cable systems, maps, studio equipment.

Order above books from: (In writing, closest to you) Gregg/McGraw-Hill: P.O. Box 996, Norcross, GA 30091; Princeton Road, Hightstown, NJ 08520; 13955 Manchester Road, Manchester, MO 63011.

Price: Write for current prices. Textbooks are revised periodically. The Instructor's Guide is available at no charge from the Consumer Electronics Group or McGraw-Hill.

BASIC TELEVISION: THEORY AND SERVICING

Includes Text-Lab Manual and Instructor's Guide. Provides a bench-type, in-depth electronics technician training course.

CONSUMER ELECTRONICS SYSTEMS TECHNICIAN INTERFERENCE HANDBOOKS

Audio Interference and Television Interference handbooks assist the consumer and technician in identifying audio and TV interference. Outlines procedures for installation of circuit traps and modification techniques to eliminate these annoying conditions. No charge for single copies or classroom quantities.

DIGITAL/MICROPROCESSOR COURSE

A service education publication of the Consumer Electronics Group designed to educate the electronics technician of tomorrow; contains experiments and applications associated with digital circuits and microprocessors. Microprocessor exercises provide an introduction to hardware in general, and specifically to the application of microprocessors in consumer products. \$2.00 per copy.

ELECTRONICS ... YOUR BRIDGE TO TOMORROW

A career guidance brochure for career seeking men and women which includes basic information on the industry and outlines the requirements and rewards of becoming an electronics technician. No charge for single copies or classroom quantities.

ELECTRONICS TRAINING CURRICULUM OUTLINES

This publication, for the Electronics Vocational Instructor, provides a detailed, 2-year curriculum plan for training electronic systems technicians. The plan covers what EIA professionals and educators feel are the key topics for preparing electronic systems technicians for the challenges ahead in the rapidly changing world of consumer electronics. Free upon request.
Order from the EIA/Consumer Electronics Group, Dept. P.S., P.O. Box 19100, Washington, D.C. 20036.

TEXTBOOKS AND LAB MANUALS

BASIC ELECTRICITY-ELECTRONICS SERIES

ELECTRICITY-ELECTRONIC FUNDAMENTALS

This Text-Lab Manual provides an introductory course especially suitable for the preparation of electronic technicians or for other broad-based courses. Includes an instructor's guide.

CONSUMERS SHOULD KNOW: SOMETHING ABOUT INTERFERENCE

A pamphlet listing some of the sources of interference to consumer electronic products as well as possible fixes. Single copy complimentary with a 22 cents stamped, self-addressed #10 envelope.

CONSUMERS SHOULD KNOW: ALL ABOUT CARE AND MAINTENANCE PRODUCTS

Discusses availability of care and maintenance products for consumer electronic products and gives tips on care and use. Single copy complimentary with a 22 cents stamped, self-addressed #10 envelope.

CONSUMERS SHOULD KNOW: ALL ABOUT ACCESSORY PRODUCTS

Discusses products from tripods to camcorder carrying cases to enhance and expand performance or use of your consumer electronic products as well as their safe handling. Single copy complimentary with a 22 cents stamped, self-addressed #10 envelope.

CONSUMERS SHOULD KNOW: SOMETHING ABOUT INSTALLATION AND EXPANSION PRODUCTS

Talks about those products from AB switches to coaxial cables used in either installing your consumer electronics product or expanding its uses such as adding more speakers to your television receivers. Single copy complimentary with a 22 cents stamped, self-addressed #10 envelope.

CONSUMERS SHOULD KNOW: ALL ABOUT STEREO TELEVISION

(9 pages) Written in an easy question-and-answer format, pamphlet discusses stereo television broadcasting, how it differs from regular monaural television, how it works with cable TV and a VCR, tips on purchasing, as well as servicing and warranties. Single copy complimentary with a 22 cents stamped, self-addressed #10 envelope.

CONSUMERS SHOULD KNOW: HOW TO BUY, USE AND CARE FOR VCRs, CAMCORDERS AND TAPE

(25 pages) Written in an easy question-and-answer format, pamphlet covers such topics as pre-purchase preparation, cable compatibility, Hi Fi VCRs, transferring home movies, buy-

ing a video camera, servicing and warranties. Contains a glossary and budget page.
Single copy complimentary with a 22 cents stamped, self-addressed #10 envelope.

CONSUMERS SHOULD KNOW: HOW TO BUY A TELEPHONE

A 10-page Guide for Consumers. Questions and answers on how to purchase and install you own telephone.
Single copy complimentary with a 22 cents stamped, self-addressed #10 envelope.

CONSUMERS SHOULD KNOW: HOW TO BUY A PERSONAL COMPUTER

(48 pages) A handy guide to personal computers (both hardware and software) and peripheral products for the novice through experienced user with definitions of industry buzz words, and check list to help in purchasing decision making. Contains glossary and budget pages.
Single copy complimentary with a 56 cents stamped, self-addressed 6 x 9 envelope.

CONSUMERS SHOULD KNOW: ABOUT THE CARE AND SERVICE OF AUDIO AND VIDEO PRODUCTS

(28 pages) Tells consumers how to protect their consumer electronic products, how to control upkeep and repair costs, and how to avoid unnecessary repairs among other hints.
Single copy complimentary with a 22 cents stamped, self-addressed #10 envelope.

CONSUMERS SHOULD KNOW: ABOUT SERVICE CONTRACTS AND AUTHORIZED SERVICE

(12 pages) Gives hints on how to select a trained service technician and discusses extended warranties and service contracts.
Single copy complimentary with a 22 cents stamped, self-addressed #10 envelope.

FACTS ABOUT TELEVISION RECEIVERS AND CABLE SYSTEMS

This fact sheet explains to the consumer the importance of enhanced features of cable compatible television and its operation with cable systems.
Single copy complimentary with a 22 cents stamped, self-addressed #10 envelope.

AUDIO PRODUCTS SAFETY: A GUIDE FOR CONSUMERS

(8-pages) Tips on the proper installation, safe use and service of audio equipment.
Single copy complimentary with a 22 cents stamped, self-addressed #10 envelope.

TELEVISION SAFETY: A GUIDE FOR CONSUMERS

(8 pages) Information on the installation of TV sets and antennas, their safe operation and use.
Single copy complimentary with a 22 cents stamped, self-addressed #10 envelope.

VIDEO PRODUCTS SAFETY: A GUIDE FOR CONSUMERS

(8 pages) Information to assure enjoyment and proper use of a videodisc player, videocassette recorder and accessory equipment.
Single copy complimentary with a 22 cents stamped, self-addressed #10 envelope.

CONSUMER PUBLICATIONS LIST

A complete listing of consumer educational pamphlets available through EIA/CEG.
Single copy complimentary with a 22 cents stamped, self-addressed #10 envelope.

All requests for pamphlets should be sent to Name of Pamphlet, Electronic Industries Association, P.O. Box 19100, Washington, D.C. 20036.

CATALOG

REPLACEMENT PARTS SOURCE BOOK

Lists replacement parts locations and ordering procedures for the procurement of parts and schematics for efficient servicing of consumer electronics products. Identifies over 80 of the industry's major manufacturers and suppliers.
Price: Enclose \$1.00 to cover postage and handling.

SERVICE TECHNICIAN BOOKLETS

CONSUMER ELECTRONICS SYSTEMS TECHNICIAN SAFETY GUIDELINES

Handbook of safety practices for consumer electronic technicians to help make their job safer. Contains safety check for insuring consumer safety. Pocket version also available. No charge for single copies or classroom quantities.

1ST DOCUMENT of Level 1 printed in FULL format.

Public Papers of the Presidents

Remarks at the Electronic Industries Association's Annual
Government-Industry Dinner

24 Weekly Comp. Pres. Doc. 496

April 19, 1988

LENGTH: 1336 words

I thank you for that welcome, and a special thank you to your chairman, John Mitchell, and your president, Peter McCloskey, the reverend clergy. And let me also give my congratulations to your Medal of Honor winner for this year, educator, scientist, executive, and leader, Joseph Boyd. And I know that I am not an afterdinner speaker tonight. [Laughter] And I assure you that I will keep that in mind. [Laughter] I will, as Henry VIII said to each of his six wives, "I won't keep you long." [Laughter]

But it's a pleasure to appear before this, the oldest and largest organization representing the cutting edge of America's technological future, the industries that are leading the way for America and the world into the third industrial revolution. Henry David Thoreau once said that "This world is but a canvas for our imaginations." And if any people in the world prove that, it's you. Time and again over the past 100 years, electronics has bounded beyond the imaginations of even the most sophisticated observers. Ninety-one years ago, for example, one of the most distinguished scientists not only of his time but of all time, Lord Kelvin, offered this assessment of what was then only a theoretical possibility: radio. He said, and these are his words, "Radio has no future." [Laughter] Well, less than 30 years later the father of radio, Lee DeForest, showed that he wasn't infallible either when he said that "While theoretically and technically television may be feasible, commercially and financially I consider it an impossibility." [Laughter] And then there was the president of a major computer company who said only 11 years ago, and I'll quote again: "There is no reason for any individual to have a computer in their home." [Laughter]

Yes, when I look at the history of your industries, it reminds me of a story about a producer I once knew in Hollywood. I was under contract to the Warner Brothers, and one of the brothers, Jack Warner -- you may remember the classic film "The Story of Louis Pasteur." It concerned, of course, the great French scientist and ignored many doubters in the scientific community of his time and succeeded in developing the pasteurization process for sterilizing milk. It starred Paul Muni and won him an Academy Award, an Oscar. It was an outstanding movie and a hit. But Jack was very skeptical about making it. He finally agreed only under protest. It would be a bust, he predicted, because, after all, it was, just as he said, "the story of a milkman." [Laughter]

Well, tonight I'd like to talk with you about our nation's commitment to leadership and imagination, and your role in America's future. I'm talking about our space program. I believe it is time to look ahead and envision breaking the bounds of earthbound imagination and to begin to conceive of a 21st century. The national aerospace plane is an important investment in our future. Its technologies will yield routine access to space. We will be capable of taking off from Dulles Airport in a second generation shuttle, leaping into

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space, and docking with the space station, almost like taking off from Washington for London. Not only the Moon but the entire solar system beckons, which is why I have issued a new national space policy that reaffirms the goal of U.S. leadership in space and sets a new long-term goal of expanding human exploration into the solar system. In the coming years budget I've asked for \$100 million to initiate Project Pathfinder. I've said "initiate." The Pathfinder technology will lay the foundation for potential manned and unmanned missions beyond the Earth's orbit. And I look to the time, before the end of the first decade of the next century, when we may have manned visits to other planets.

The space station is vital to our leadership in space and contributes to our preeminence in manned space flight. Some say we can't afford the space station. I ask you: Can America ever afford to stop dreaming great dreams? And can we afford to jettison the next generation of technical spinoffs? Just think about the thousands of discoveries, all the commercial and industrial products and techniques that came because we developed the technology to go to the Moon. We hear a great deal about American competitiveness. Other nations often cite our major scientific programs as among our greatest competitive advantages, and they're right. Tonight I ask Congress and all the American people to join me in making the long-term investment required to advance U.S. leadership in space. We must begin that investment by funding the increases I've proposed for our civil space program. Can we afford to stop our exploration and wait for others to pass us?

And exploration is not all we want. Recently, we announced that it would be the policy of the Government to encourage private sector investment and involvement in outer space. We are now committed to being the anchor tenant in a privately financed, constructed, and operated commercial research and manufacturing facility. We'll help develop a highway to space by using private launch services to the greatest extent feasible, and we're working to win legislation to limit liability for commercial launch providers. We'll make equipment, like the external fuel tanks of the shuttle fleet, available to private commercial and nonprofit ventures in space. And we're looking at ways to avoid precluding or deterring American private enterprise in taking commercial advantage of the unique aspects of the space environment.

To do our part in building on the base of technology and talent we'll need, we're instituting policies to turn federally funded discoveries into commercial products and technologies. We're encouraging Federal scientists, engineers, and technicians to take sabbatical years to teach at any level of American education. We're opening the way for even greater contacts between NASA and schools and universities. And we're emphasizing the importance of the superconducting supercollider to the advancement of science.

It's a future beyond the most distant star in our dreams that beckons us. And to those who say it can't be reached, that it's impossible, I'd just point toward your industries and ask if a few years ago they thought what you are doing today would also be impossible. Carver Mead, professor of computer sciences at the California Institute of Technology, recently noted that "the entire Industrial Revolution enhanced productivity by a factor of about 100. The Microelectronic Revolution has already increased productivity in information-based technology by a factor of more than a million, and the end isn't in sight yet." Is that the accomplishment of people who listened when others used the word "impossible"?

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More than any other group, you embody America's capacity to dream. More than any other group, yes, we've challenged America's scientists to help find a safe and effective means to protect our borders and those of our allies by developing technologies for the Strategic Defense Initiative. Five years ago, I proposed SDI, and much to my satisfaction, we've made tremendous progress in that research. We must not stop dreaming because a few naysayers insist on limiting our options for a safe and secure future. I ask each of you today to carry out your dreams and to continue to make this nation the greatest innovator in the world. I ask you today to help us all with our feet on the ground to look to the stars and, in doing that, to remain number one in technology here on Earth. And if even some of you still think that maybe I'm being too optimistic, you're hearing all this from a fellow who was a second lieutenant in the horse calvary. [Laughter]

With that, I think it's high time that you enjoy dinner. I thank you all. God bless you all.

Note: The President spoke at 8:38 p.m. in the Grand Ballroom at the J. W. Marriott Hotel.

Electronic Industries Association



January 25, 1989

4/19/88

The Honorable George W. Bush
President of the United States
of America
The White House
Washington, D.C. 20500

Dear Mr. President:

On behalf of the Board of Governors of the Electronic Industries Association, it is my pleasure to invite you to be our guest speaker at the Association's annual Government/Industry Dinner, to be held March 15, 1989, 8:00 p.m. at the J.W. Marriott Hotel in Washington, D.C.

The Electronic Industries Association is the Washington based national trade Association which represents the full spectrum of U.S. manufacturers in the \$242 billion a year electronic industry. Our members design, manufacture and market products from the smallest electronic parts to the most complex systems used by defense, space and industry.

Nearly two million Americans are employed in electronics manufacturing. There is no question that the high technology industries represent the hope of our nation for continued technological leadership and job creation for the future.

At our dinner, the highlight of our annual Spring Conference, we will host more than 1,000 senior executives and their spouses both from the electronic industries and the federal government.

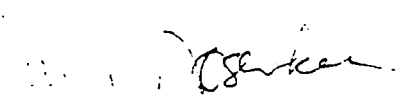
This dinner, which provides a perfect forum to address the issues of primary concern to our industry and the nation as a whole, also provides us the opportunity to honor one of our industry's top leaders and innovators, with the EIA Medal of Honor, the industry's highest accolade.

The Honorable George W. Bush
January 25, 1989
page two

Past winners have included such industry pioneers as David Sarnoff, Chairman, RCA Corporation; Bob Galvin, Chairman, Motorola, Inc.; Mark Shephard, Jr., Chairman, Texas Instruments, Inc.; Thomas Watson, Jr., Chairman, IBM Corporation; David Packard, Chairman, Hewlett-Packard Company; William Norris, Chairman, Control Data Corporation; Charles Brown, Chairman of AT&T Corporation; Dr. A.E. Puckett, Chairman and Chief Executive Officer, Hughes Aircraft Company; Dr. Simon Ramo, Co-Founder and Director, TRW, Inc.; Sanford N. McDonnell, Chairman and Chief Executive Officer, McDonnell Douglas Corporation, and last year's winner -Dr. Joseph A. Boyd, Chairman of the Executive Committee of Harris Corporation.

The future of our society is intrinsically bound to the electronic industry for improvements in its standard of living and quality of life, as well as its defense. We would be honored if you would accept this invitation to appear before our Association.

Warmest regards,


Mark V. Rosenker
Vice President
Electronic Industries Association

MVR/cb

(Smith)
February 27, 1989
6:00 p.m.

Suggested Remarks
For President Bush
Electronic Industries Association
March 15, 1989

Members of the Electronic Industries Association, honored guests, ladies and gentlemen, friends.

You know, twelve years ago John Ralston resigned as head coach of football's Denver Broncos. "I left because of illness and fatigue," he explained. "The fans were sick and tired of me."

Well, tonight, accordingly, I promise not to speak overtime! Instead, I want to thank you for that introduction, and for the warmth of your reception.

Let me first say a word about this organization, the oldest and largest exploring the new horizons of America's technological future. Today, nearly two million Americans work in the electronics industry. You are leading America's newest industrial revolution. And you're helping us outwork and outperform any competitor in the world.

I also want to congratulate this year's EIA Medal of Honor recipient. The noted writer, Elbert Hubbard, once said, "There is something more precious...than ability. It is the ability to recognize ability." In Sidney Topol (TO-pull), you have recognized ability. Let me recognize yours in saluting his career.

We meet here as Americans, and as fellow businessmen. Our goal is a fairer, more ennobling, and richer life: Not merely in our time, but for generations to come.

A richer life can mean many things.

It means faith and family. It means education, opportunity, and the dignity of work. It means a Nation of responsive citizens--not only willing but eager to share. And it means the economic development which makes that sharing possible. For prosperity depends on growth, and growth depends on freedom.

My friends, the freedom to dare, risk, and defy the odds forms the heart of private enterprise, just as private enterprise is central to America.

Forty-eight years ago, Franklin Roosevelt proclaimed the Four Freedoms. His freedoms were speech, religion, and from want and fear. His objective was a world bereft of violence and tyranny.

Well, today, we can use four objectives to further freedom. Our objectives are: To reduce the deficit; to invest in America's future; to find solutions to an urgent set of priorities; and no new taxes.

Reducing the deficit will free our children from interest debt which haunts their future. Investing in that future will free them to serve the general interests of America. Focusing on selective priorities will free government to address our problems. And no new taxes is as All-American as the tea which entered Boston Harbor: Our request--insistence--on government by popular consent.

Last month, I proposed a budget to reach these four objectives.

At its center, our budget features a flexible freeze. Programs that work, can be protected; in some cases, funding can be increased. We do more for the Head Start Program, and for the environment. We propose a new child care initiative, and \$1 billion in budget outlays to stop the scourge of drugs.

Our budget is fair, and it is disciplined: It states that we can afford to increase spending only modestly, selectively. For while our needs are numerous, our funds are finite; and in government, like business, we cannot mortgage tomorrow to indulge in extravagance today.

That means cutting the Federal deficit: Now, but not with business as usual; and not by increasing America's taxes, but by enlarging the American Pie.

Next year alone, thanks to economic growth, Federal tax revenues will rise by more than \$80 billion--yes, more than \$80 billion, with no new taxes. Our budget seeks to use that money to slash the Federal deficit by more than \$75 billion. That will reduce the deficit to \$91 billion, nearly \$4 billion below the target mandated by Graham-Rudman-Hollings.

As you know, the Congress and we have begun the budget process. Our task is to keep the momentum going, and growing. The American people expect us to succeed. They will not forgive us if we fail.

Again, I come back to freedom.

Freedom propels private enterprise. Private enterprise begets growth. Growth increases revenues. Increased revenues, in turn, reduce the deficit. And falling debt enhances business' ability to plan, expand, and build.

In other words, we need investment: to create new jobs; to unlock new markets; and to unleash new technologies. By investing, now, in the American Dream, we can shape America's dreams of the Twenty-First Century.

Last year, a large survey of CEOs revealed that while American business leaders are inherently optimistic, they believe--in this poll, by 90 per cent to 10--that we are too

short-term oriented. Our budget speaks to long-term, and to a stable business climate. It says "Yes" to America's standard of living, and to her future standing in the world.

For instance, I want to cut the maximum tax rates on capital gains: Our budget supports reducing it to 15 per cent on investments held for a year or more.

My friends, the economies of the Pacific Rim--the "four dragons" of Hong Kong, Singapore, Taiwan, and South Korea--along with West Germany--exempt capital gains from taxes; and our biggest trading partner, Japan, has taxed them lightly, if at all.

Here, we can learn from our competitors, and also from our past. History is clear: Taxing capital gains is like loading a revolver--and pointing it at ourselves. But restoring the capital gains differential will lift revenues, help savings, and free American businesses, without distorting world markets.

Since December 1982, we've created 19 million new jobs in this country--five times the number created in Japan.

Through freedom, I want to build on those beginnings.

Accordingly, our budget recommends a permanent extension of the Research and Development tax credit; we need to keep America

in the forefront of technological innovation. And it creates a permanent credit for research and experimentation. Our proposal will increase domestic research by multinationals, and end the uncertainty of expiring temporary rules.

As we chart new horizons on earth, let us chart them, too, in space.

As a Texan, I know, first-hand, the role of space exploration. I know of your involvement, and your investment in its success. Our budget allocates \$2.4 billion for the Space Program. It supports a flight rate of 9 Space Shuttle flights by 1990. It funds Space Station Freedom, planned for operation by the mid-1990s. I also want to elevate the status of the President's Science Advisor to that of the National Security Advisor.

Space embodies freedom--boundless, soaring. It defines us as a people. It points us toward the stars.

Well, so will the Superconducting Super Collider, which celebrates new frontiers in science, technology, and education.

Expanded world trade--free trade, yes, but fair trade--will leverage America's technological genius in such areas as microcomputers, automotive electronics, electronic tubes, and high-definition TV.

And to promote research, I have targeted nearly \$2.2 billion in the 1990 budget for the National Science Foundation. For we intend to double the NSF's budget by 1993, and to develop engineering and scientific research centers which link university, government, and industry labs.

Investments, yes, in research and development. But we must also invest in another, even greater prize. I mean, of course, our children: America's most precious resource. The Greeks said, "A man's character is his destiny." My friends, our children's destiny will mold this Nation's character.

Our budget proposes a new child care initiative, freeing children to grow, and parents to work. And it mobilizes resources to create a drug-free America. But even more, investment means education. For if excellence breeds achievement, then excellence must be rewarded--in grade school, in high school, and at our colleges and universities.

Consider: Between global competition and advancing technology, the demand for skilled technical professionals will grow 40 per cent in the coming decade. Yet, the NSF predicts a shortage of 400,000 scientists 11 years from now.

Consider, also. Today, the number of students who graduate from high school with the skills to succeed in science- and math-based study is too small to meet industry's need. Our

trading partners produce more engineers per capita than we do--this, in a decade where world trade volume has nearly doubled. And these nations' secondary-school students outperform ours in international tests of science and math ability.

Through excellence, we can, and must, reverse these trends.

For example, I want Congress to create a \$500-million program to reward America's "merit schools"--the schools which improve the most--and found special Presidential awards in every State. And I urge expanded use of magnet schools--giving parents and teachers the freedom of choice.

I propose a program to spur "alternative certification"--allowing talented Americans from every field, especially science and mathematics, to teach in America's classrooms. And through a program of National Science Scholars, I wish to give America's youth a special incentive to excel in math and science.

We must invest, as well, in minority students; our budget proposes \$60 million over four years in endowment matching grants for historically black colleges and universities. Many of these students--black and white--will one day choose technology. When they are ready, we must ensure they are prepared.

I'm talking, here, about teamwork--partnerships between all levels of government, private enterprise, and voluntary organizations. And common sense--the public and private sectors, exceeding the sum of their parts.

I'm referring to profit--for it benefits members of a larger community: alternately, students, shareholders, investors, management. And principle--for the promise of business can fulfill the promises of mankind.

Freedom can be a Jacob's Ladder. At its best, it expands the marketplace, and spurs development. It leverages resources, human and financial. It can be a blessing and, yes, a curse. It is, above all, a responsibility.

If we succeed--if things go well--freedom allows us to meet the payroll, expand a work force, plot long-range planning, and help people themselves. But freedom, too, can maim an employee's savings, wound a wife or husband, mock the tender innocence of a child.

As businessmen, we shape tomorrow, even as we affect today.

I found that out in Texas, after Barbara and I packed our belongings, moved halfway across the country, and founded an oil company with 250 workers.

It was there that I learned about the people, problems, and priorities of industry. I made right decisions, and wrong ones. And I learned how our fate is not divisible: That to build a company, like to head a family, we must give of, not merely to, ourselves.

The business of America isn't only business.

The business of business is America.

Albert Einstein said, "Everything that is really great and inspiring is created by individuals who labor in freedom."

To labor, yes, as individuals. But to serve whom, and to what avail? My friends, to serve the public--so that the public can serve America. And to enrich America--so that America can uplift the world.

Thank you for inviting me. Thank you so very much. God bless you all, and God bless the United States of America.

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recognize ability." In Sidney Topol (TO-pull), you have recognized ability. So, let me recognize yours in saluting his career.

We meet here as Americans, and as fellow businessmen. Our goal is prosperity without inflation and prosperity without war.

To achieve it, business must play a part, and so must government. For only together, can we ensure a richer life: Not merely in our time, but for generations to come.

A richer life can mean many things.

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Our budget is disciplined; it demands, and makes, courageous choices. It is fair: Fair to taxpayers, recipients, and fair-minded in its strategy. Our budget states that we can afford to increase spending only modestly, selectively. For while our needs are numerous, our funds are finite; and in government, like

business, we cannot mortgage tomorrow to indulge in extravagance today.

That means cutting the Federal deficit: Now, but not with business as usual; and not through a tax increase, but by joining hands for the good of America.

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biggest trading partner, Japan, has taxed them lightly, if at all.

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Our budget proposes a new child care initiative, freeing children to grow, and parents to work. And it mobilizes resources to create a drug-free America: Drugs are Twentieth-Century slavery--they chain the human heart, and imperil all we can become. But even more, investment means education. For if excellence breeds achievement, then excellence must be rewarded--in grade school, in high school, and at our colleges and universities.

Consider:

Between global competition and advancing technology, the demand for skilled technical professionals will grow 40 per cent in the coming decade. Yet, the NSF predicts a shortage of 400,000 scientists 11 years from now. By then, the college-age population will have shrunk almost 20 per cent. While males will comprise 15 per cent of new additions to the work force. Among college-age youth, minorities will comprise one-third; and women and minorities will total about 85 per cent of new entrants to the work force.

Consider, also. Today, the number of students who graduate from high school with the skills to succeed in science- and math-based study is too small to meet industry's need. Our trading partners produce more engineers per capita than we do--this, in a decade where world trade volume has nearly doubled. And these nations' secondary-school students outperform ours in international tests of science and math ability.

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Thank you for inviting me. Thank you so very much. God bless you all, and God bless the United States of America.

REMARKS TO
AMERICAN ELECTRONICS ASSOCIATION
EXECUTIVE FORUM FOR SENIOR
HUMAN RESOURCES PROFESSIONALS
SAN DIEGO, CALIFORNIA
BY
SECRETARY ANN McLAUGHLIN
U.S. DEPARTMENT OF LABOR
TUESDAY, SEPTEMBER 27, 1988

I want to thank you for the opportunity to be here in beautiful San Diego.

I understand that we not only have human resources managers present tonight, but CEOs of some of California's -- and thus the nation's -- most important electronics companies.

That's good, because the message I want to deliver has to be heard by all levels of senior management. I hope that a lot of what I say this evening is already the accepted gospel among the human resources people in this audience. But I'm not sure the message has hit home yet with senior management across the board.

So maybe I can deliver a little commercial on behalf of the human resources managers. Like all good commercials, the message is very simple, but very powerful. And the message goes like this:

We don't face a jobs gap in this country, we face a skills gap.

No matter how much you invest in technology and hardware, your success in the future will be largely tied to how well you've invested in human capital.

I don't have to tell you about the nature of change.

Few industries are more dominated by rapid change than the electronics industry. Many of you have to essentially reinvent your businesses every three or four years to stay alive and keep your edge in the market. You couldn't survive, let alone thrive, in this business unless you had demonstrated a proven ability to anticipate, and act, upon change.

For most of you, change has meant technological innovation. There's no business that better demonstrates what Joseph Schumpeter called the "creative destruction" of capitalism than electronics.

We're witnessing it right now in the consumer electronics field as manufacturers, broadcasters, cable television operators and telcos -- not to mention nations -- battle for position in the High Definition Television arena.

You are also brutally aware of the changing nature of economic competition. Many of you started out butting heads with the company down the block, only to realize that the real competition was 8,000 miles away across the Pacific.

What I'm here to suggest to you tonight is that -- in addition to foreign competition and new technology -- there's a third factor driving change in your world, and that's demographic change.

It's more subtle than the evident forces of competition and technology. But it's just as real, and it demands both your attention and your commitment.

No doubt you know the general nature of the problem. In part it's attributable to the remarkable success of our economy. We're now in our sixth year of economic growth. During that time period, we created almost 18 million new jobs -- two and a half times the number of jobs created by France, Great Britain, Germany, Italy, Canada and Japan, combined.

There has been a great deal of misinformation lately about just how good are the jobs we have created. If you want to obscure the fact that good jobs have been created, you talk about average wages by industry. You say that people who leave "historically high-paying industries" have only found jobs in industries that "historically" pay low wages. That isn't exactly wrong -- but it isn't exactly the truth either.

The meaningful category isn't industry at all -- it's occupation. There are low-paying jobs in "high wage industries" and high-paying jobs in "low wage industries". It's not the industry that determines your wage -- it's your occupation.

What economists call the "net change in employment" over the last 69 months -- that's "new jobs" to the rest of us -- has been overwhelmingly concentrated in higher paying occupations, even though many are being created in these so-called low paying industries.

About 12 million jobs are in occupations that average over \$20,000 a year -- almost 5.5 million of which average closer to \$30,000, in managerial and professional specialties. These are good jobs at good wages and that's a record to be proud of.

But good pay isn't all there is to a good job. The well-paying jobs this economy's creating are in equal measure "good jobs" because they offer opportunity for advancement; opportunity not just to earn a steady income, but a rising one; not just to move down the line, but to move up the ladder.

An opportunity, in fact, to attain what I consider the true meaning of "full employment": beyond a percentage of people at work, an assurance that people have work worth doing.

Just as good pay isn't all there is to a good job, neither are good wages all there is to good pay. Our workers' prosperity today, in fact, is unprecedented. Wages have been rising faster than inflation during this administration -- but benefits have been rising even faster than that.

When you look at the total package, wages and benefits, you find that worker compensation has jumped by more than 40 percent in the last six years.

That's the good news.

Now for the future challenges. Because of the enormous vitality of the American economy, and because of changing demographics, the competition for people who match up to your needs and expectations is going to get harder all through the 1990s.

And if you don't take charge of the situation now, believe me, you're going to pay for it later.

What are you going to be up against? To begin with, a worker pool that is older. Our nation's population is aging, which means the workforce is aging.

Today, the average worker is 36, but by the year 2000 this will increase to 39. Meanwhile, the number of young people entering the workforce will decline by as much as 2 million.

So a question you might want to ask yourself, today, is whether it is in the best interest of your company and your employees to encourage workers to retire early. They may have skills and experience that are very difficult to replace.

We are already seeing a more diverse group of young people entering the job market. Between now and the year 2000, more than 80 percent of all net new workers entering the job market will be female, minorities or immigrants.

And many of these people -- without additional investment in their skills, education, and adaptability -- simply won't be ready for a meaningful role in the workplace.

As human resources experts, you've no doubt confronted the skills gap first hand. A major New York bank reports that they have to screen 40 applicants to find one who can meet the minimal standards for secretarial work. Motorola Corporation finds that 40 percent of its new workers fail to have basic skills they should have obtained in high school.

David Kearns, chairman of the board of Xerox, put it accurately and bluntly. "Teaching new workers basic skills," he said, "is doing the schools' product recall work for them -- and frankly, I resent it."

His resentment is justified. But resent it or not, as human resources managers, you will have to get involved. I'm not suggesting that you become educators. I'm suggesting that you get involved with local schools, in every way possible -- in school curriculum development, as well as purchasing the scoreboard for a football field.

You are also about to enter a new era in terms of the composition of your workforce. As I mentioned earlier, 80 percent of the net new workers entering the job market will be women, minorities or immigrants.

Of that 80 percent, two-thirds will be women, and one-third will be blacks, Hispanics, and Asians. Only 15 percent of the new entrants to the workforce will be American-born white males.

If you think about that for a moment, you realize that it changes the whole way people are going to perceive affirmative action. Today a lot of employers only pay cursory attention to the special needs of women, or Spanish speaking workers, or immigrants.

But demographic forces are changing affirmative action from a legal issue to an economic one. Just this week, the case was aptly stated in Fortune magazine:

"By the end of the Nineties most new workers will be women or black, Hispanic, or Asian men. Companies that can't learn to attract the best from these groups will face a shrinking pool of desirable employees. Labor scarcity may bring a further waning of government pressures for affirmative action. Self-interest will do some pretty strong pressuring as managers grasp the new realities of the labor market."

If your company has not figured out a way to attract, and keep, motivated Black, Hispanic and women workers, you are going to be paying above-market rates for workers who are traditional white males. And you can't afford to do that and remain competitive.

Not only do you have to figure out a way to attract and train these people, but you will have to restructure the very nature of your work system to accommodate their special needs. Needs such as child care, parental leave and elder care.

Don't forget, as the population ages, more of your workers not only will have to take care of their children, for 17 to 18 years, but their parents as well.

How they do it, and still put in a productive day's work, isn't just their problem, its your problem.

As CEOs and human resources specialists, you're going to have to consider ways for people to work at home, including by computer, as well as flex-time and other options.

Fortunately, technology -- much of it developed by your own companies -- can provide many of the solutions.

But to succeed in the business of human resources in the 1990's, you are not only going to have to become sociologists, able to understand the needs and cultures of a large group of divergent workers, but futurists as well.

You're going to need the vision to rethink the nature of work and the advocacy skills to convince senior management that times truly are changing.

One of the things I discovered when I came to the Department of Labor is that while we devote enormous resources to labor-management relations and protecting workers rights and safety, we spend very little time focusing on the changing nature of work itself. In that respect we're far behind both Europe and Japan.

My goal is to move forward in trying to research and popularize innovations in the workplace. But the real action will be in the private sector, where your creativity will be tested in the marketplace.

Early in my remarks, I mentioned Congress. I tend to think that business must adapt before Congress adopts. Congress generally only gets called into action only after the populace as a whole is well aware of a problem or issue.

But once it gets into action, it's hard to stop. And more often than not, the results create headaches for the private sector.

One of the best ways to avoid unfavorable Congressional action is to be ahead of the problem. I think, in retrospect, it's clear that you wouldn't have a mandated 60 day plant closing notice if the private sector had been perceived to be handling the problem on its own.

The same is going to hold true for a wide variety of issues relating to the workplace. You are already seeing this happen in areas like parental leave and childcare.

My view is that if more companies had taken the lead in providing these services, and used them to take competitive advantage for securing a better workforce, you wouldn't have the strong public support for Federal legislation.

So yet another challenge for the human resources professional in the 1990s will be to be politically sensitive and astute -- and to be ahead of the curve in ensuring that your company is providing a work environment that can support the legitimate needs of a new workforce.

In part that means convincing senior management to take some steps they might normally not take. If corporate America doesn't take the lead, it runs the risk of Congress dictating what to do, and how to do it. Your choice -- pay now, or pay more later.

I know that what I've outlined today for the human resources profession is a major challenge. I'm suggesting that in addition to your other duties, you're going to have to be part educator, part public policy expert, part sociologist, part futurist, and part consultant to senior management.

To succeed, you are going to have to redefine the nature of your job.

At different points in the history of American enterprise, different professions played a key role in the success or failure of large enterprises.

As computers started to proliferate in the workplace, the role of the MIS specialist increased dramatically in importance and influence.

When financial deregulation occurred, the role of finance officer took on new meaning and power.

With the globalization of markets, the role of the marketing professional is becoming more influential and more significant.

But if one were to ask me where the action will be in management in the 1990s, the answer is clear.

Remember that scene in "The Graduate" when a man pulled Dustin Hoffman off to the corner and whispered in his ear the word "plastics"?

For all the CEOs in the room tonight, I'm here to whisper the words "human resources". Your future depends on their success. I wish you well.

Thank you.

#

2/23/89

THE WASHINGTON POST

Dear President

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Tomorrow's engine already in the fou

Thirty-eight years ago, when National Engineers Week was established, America led the world in the emerging fields of high technology. Today it's a different world. A fast-developing shortfall of U.S. scientists and engineers threatens our national security, our standard of living and our ability to compete in world markets.

The need for vigorous national leadership—the kind only you can provide—has never been greater. Between fierce global competition and rapidly advancing technology, the demand for skilled technical professionals will grow 40 percent over the next decade. Yet, the National Science Foundation predicts a deficit of some 400,000 scientists and engineers by 2000—less than 11 years away.

To develop the world-class talent needed for the coming century we must address two critical issues now:

■ Competition begins in the classroom. But the number of students who graduate from our high schools with the academic preparation to succeed in rigorous science- and math-based study is too small to meet industry's need. Already, our trading partners produce more engineers per capita than does the United States. Their elementary and secondary school students also outperform ours on international tests of science and math ability.

■ Our nation's demographics are changing. The new century

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We stand ready

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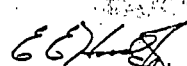
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Chairman of the Board
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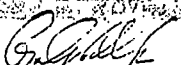
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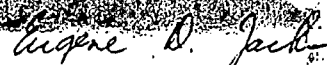
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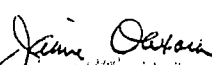
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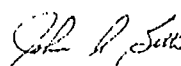
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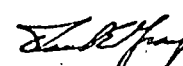
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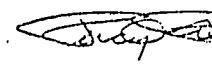
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Our President Bush:



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NACME helped forge a coalition of programs, school systems, colleges, businesses, professional societies and minority organizations, all working to increase the number of minority engineers. To provide scholarships and program support, NACME has raised more than \$25 million in private contributions.

We can report progress. More than 4,500 minority students earned bachelor's degrees in engineering in 1986-87. And independent researchers found that the engineering profession has surpassed many other fields in effectively increasing minority participation.

Nevertheless, that progress is too little and, unless we can accelerate change, will be too late to save our nation from second class citizenship in global competition.

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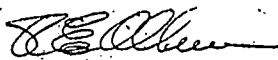
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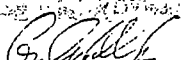
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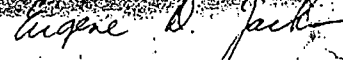
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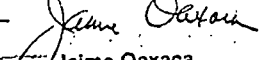
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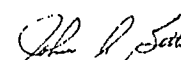
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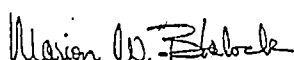
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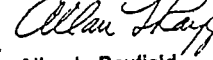
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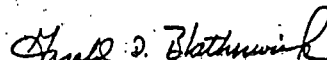
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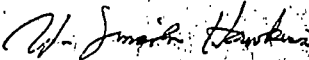
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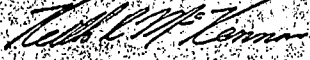
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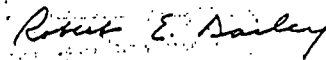
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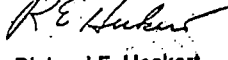
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and Company



Richard M. Morrow
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Amoco Corporation

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Nevertheless, they accelerate change second class citizens.

We at NACME urge logical talent high educational pipeline world-class scientific full participation.

We stand ready to

Report to U.S. Field
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Science
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P. 3-8
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Commercial Union
Sept 1988

Now's engineers are in the fourth grade.

Engineers Week was the emerging fields of high tech. A fast-developing short-lead time threatens our national ability to compete in the

ship—the kind only you can provide. Between fierce global competition and the demand for new technology, the demand for new engineers is up 40 percent over the next decade. Projections predict a deficit of 40,000 engineers by 2000—less than

needed for the coming years. The issues now:

But the number of students in schools with the academic excellence and math-based curriculum is declining. Already, our trading partners have more engineering capita than does the United States. Secondary school students' tests of science and math are declining. The new century will require a population by almost 20 percent majority of scientists and engineers. Not only new additions to the ranks of college-age youth, but also new entrants to the work

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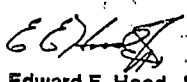
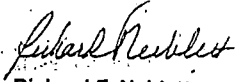
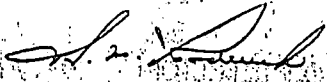
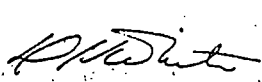
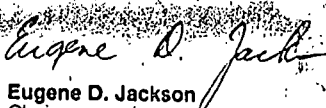
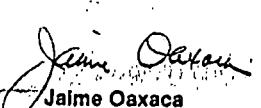
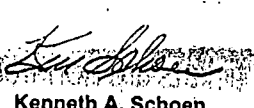
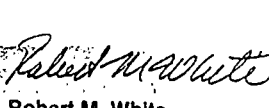
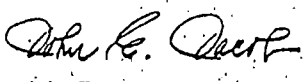
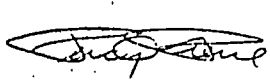
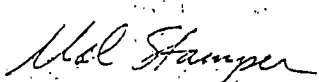
We at NACME urge you to keep America's need for technological talent high among your priorities, to strengthen the educational pipeline, and to create a national agenda for a world-class science and engineering work force based on the full participation of all our citizens.

We stand ready to help.

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NACME

3 West 35th Street
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212/279-2626

65th Anniversary

1

(Smith/Dooley)
March 10, 1989
Draft Five

Suggested Remarks
For President Bush
Electronic Industries Association
March 15, 1989

J.W. Marriott Hotel

Members of the Electronic Industries Association, honored guests, ladies and gentlemen, friends.

COB
Wm. Little
Pres.
Peter McCloskey

You know, twelve years ago John Ralston resigned as head coach of football's Denver Broncos. "I left because of illness and fatigue," he explained. "The fans were sick and tired of me."

Tonight, accordingly, I promise not to speak overtime! Instead, I want to thank you for that introduction, and for the warmth of your reception.

Let me first congratulate this year's EIA Medal of Honor recipient, Sidney Topol (TO-pull). And I want also to say a word about this organization, the oldest and largest exploring the new horizons of America's technological future.

Today, nearly two million Americans work in the electronics industry. You are leading America's newest industrial revolution. And you're helping us outwork and outperform any competitor in the world.

COB, Scientific Atlanta
1983 - Sid was Chairman
sat next to him

1983
Charles
Brown
Chm. AT&T

EIA
F&O
Sheet
Industry
Talking

John
Brown

Advanced
Ed Cowling
x7565

Wurt

EIA

Mark Rosenker
VP, Pub Affs
457-4980

EIA

mtg.

Looking Forward

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You know, Barbara is from New York, and I often kid her about the definition of a New Yorker: "Someone who meets his neighbors by seeing them in Florida."

*Looking Forward
p. 41*

Well, tonight we meet as neighbors, and as fellow businessmen. Our goal is a fairer, more just, and richer life: Not merely in our time, but for generations to come.

A richer life can mean many things.

It means education and opportunity. It means a Nation of responsive citizens -- not only willing but eager to share. And it means the economic development which makes that sharing possible. For prosperity depends on growth, and growth depends on freedom.

My friends, the freedom to dare, risk, and defy the odds forms the heart of private enterprise, just as private enterprise is central to America.

10/1/77

Freedom allows us to raise our horizons. Freedom can give our children a better land than we, ourselves, inherited. But to preserve it, we must protect it. These four objectives will: To reduce the deficit; to invest in America's future; to find solutions to an urgent set of priorities; and no new taxes.

Reducing the deficit will free our children from interest debt which haunts their future. Investing in that future will free them to serve the general interests of America. Focusing on selective priorities will free government to marshal its resources. And no new taxes is as All-American as the tea which entered Boston Harbor: Our request -- insistence -- on government by popular consent.

These objectives will build on the progress of the last eight years. They will reaffirm our strengths, defuse ticking time-bombs, and re-orient us as a Nation. Above all, they recognize that leadership means confronting challenges often neglected in the past. This a radical departure -- for it looks to tomorrow, not today.

For the Presidency, and for America, our departure marks a turning point. It demands that we address, not avoid, our country's major problems. And it demands that we address them now -- not somewhere down the line.

Our turning point says that government, like business, can not mortgage tomorrow to engage in extravagance today. And it states that government can do much, but not everything -- that we must identify what's necessary to keep us Number One.

Our turning point insists that for America to succeed, government must look beyond the frenetic and immediate -- calmly,

↓ prudently, to ensure this nation's destiny. And it says that as Americans, there can be no turning back.

BBA Policy As President, I am committed to this turning point. That is why, last month, I proposed a budget to cut the Federal deficit and, thus, enhance business' ability to plan, expand, and build. And I proposed to cut that deficit not by increasing America's taxes, but by enlarging the American Pie and keeping spending under control.

BBA My friends, next year alone, thanks to economic growth, Federal tax revenues will rise by more than \$80 billion -- yes, more than \$80 billion, with no new taxes. Our budget seeks to use that money to slash the Federal deficit by more than \$75 billion. That will reduce the deficit to \$91 billion, nearly \$4 billion below the target mandated by Graham-Rudman-Hollings.

BBA As you know, we have begun the budget process. The Administration has acted; now, it is up to the Congress to respond. And I'm confident that it will, for no one has termed our budget "Dead on arrival." Our task is to keep the momentum going, and growing. Only then can we create the investment so crucial to America: to increase new jobs; to unlock new markets; and, yes, to unleash new technologies.

Policy Again, a turning point -- in policy and attitude. For we Americans are restless, never satisfied: We look to next week, next year, not to the year 2000. We care that our baseball team

wins the pennant; we care less that its farm system is bursting at the seams. Casey Stengel once said, "If you can't imitate him, don't copy him." Well, as Americans, we don't have to imitate anyone, nor to apologize for our ambition. We are go-getters, and our genius has enriched mankind.

SBLC
BBA
Government's role--its challenge--is to utilize those qualities. For government must look beyond today, acting, thinking before challenges become crises. Last year, a large survey of CEOs revealed that while American business leaders are inherently optimistic, they believe -- in this poll, by nine to one -- that we are too short-term oriented. Our budget speaks to the long-term, and to a stable business climate. It says "Yes" to America's standard of living, and to her future standing in the world.

My friends, that future will need our courage, creativity, and, most of all, investments. And let me remind you that while I'm referring to economic investments, they can benefit America socially, culturally, racially, morally. Each investment can define us as a people. Each can enhance that moment which comes only once in a thousand years--the beginning of a new millennium.

BBA
For instance, there is the investment that will result from cutting the maximum tax rates on capital gains. Our budget supports reducing them to 15 per cent on investments held for a year or more.

Keep in mind that the economies of the Pacific Rim -- the "four" dragons of Hong Kong, Singapore, Taiwan, and South Korea -- exempt capital gains from taxes; and our biggest trading partner, Japan, didn't tax them at all during her meteoric rise.

Well, we can learn from our competitors, and also from our past. History is clear: Restoring the capital gains differential will lift revenues, help savings, and free American businesses, without distorting world markets.

Since December 1982, we've created 19 million new jobs in this country -- five times the number created in Japan. We want to do still better. Accordingly, our budget recommends a permanent extension of the Research and Experimentation tax credit; we need to keep America in the forefront of technological innovation. Our proposal will increase domestic research by multinationals, and end the uncertainty of expiring temporary rules.

These steps invest in America's future. They will nurture progress, stability, and public confidence. Our turning point will make tomorrow an even higher point. And so will investments, for instance, in our banking system, in space, education, and the environment, and, yes, in our most precious resource, our kids.

As you know, the Savings and Loan crisis imperils America's

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banking system -- a failure caused by corruption, inefficiency, and inattention. My friends, we can't put this on the back burner -- it's simmered there too long. Instead, we've proposed a bailout plan which, above all, protects those whose trust has been so abused. And we've asked the Congress to act on our proposal in the next 45 days.

Solvent S&Ls will help savers and borrowers chart new horizons on earth. Let us chart them, too, in space.

As a Texan, I know, first-hand, the role of space exploration. I know of your industries' involvement, and your role in its success. Our budget allocates \$2.4 billion for the Space Program. It supports a flight rate of nine Space Shuttle flights by 1990. It funds Space Station Freedom, planned for operation by the mid-1990s. I also want to elevate the status of the President's Science Advisor to that of the National Security Advisor.

Like America, space embodies freedom; we must help both reach unexplored frontiers. Toward that end, let us invest in the Superconducting Super Collider, which celebrates the fusion of science, technology, and education. Let us expand world trade -- free trade, yes, but fair trade -- which will leverage America's technological prowess in such areas as microcomputers, automotive electronics, electronic tubes, and high-definition TV. And let us assist the National Science Foundation. I intend to

double its budget by 1993, and to develop engineering and scientific research centers which link university, government, and industry labs.

Investments, all, in research and development: Not some river-boat gamble in a distant future, but a steadfast way to ensure that future. And, remember: Our future will depend, above all, on America's children. By investing in them, we can shape America's dreams of the Twenty-First Century.

CHOICE!
BBA
Our budget proposes a new child care initiative which increases options for working parents -- a church can help, or grandparents, or professional nursery. And it mobilizes resources to create a drug-free America. We intend to do more for the environment, for if we betray it, we betray the future of generations to come. And we have created the YES Program -- or Youth Entering Service. The definition of a successful life must include serving others.

Policy
But most of all, investment means education. For if excellence breeds achievement, then excellence must be rewarded -- in grade school, in high school, and at our colleges and universities.

625 stats: Science Engineering Statistics 1987-9.
Consider that between global competition and advancing technology, the demand for skilled technical professionals will grow 40 per cent in the coming decade. Yet, the NSF predicts a

*NACME of Wash DC 2/23/88
Ronni Dene
Natl. Action
Council for
Minorities in
Engineering
212/279-2626*

middle case
of BS degrees in science & engineering
shortage of 400,000 scientists 11 years from now. Today, the number of students who graduate from high school with the skills to succeed in science- and math-based study is too small to meet industry's need. Our trading partners produce more engineers per capita than we do. And these nations' secondary-school students outperform ours in international math and science tests of ability.

That is why I want Congress to create a \$500-million program to reward America's "merit schools" -- the schools which improve the most. I intend to create special Presidential awards in every State. And I urge expanded use of magnet schools -- giving parents and teachers the freedom of choice.

I propose a program to spur "alternative certification" -- allowing talented Americans from every field, especially science and mathematics, to teach in America's classrooms. And through a program of National Science Scholars, I want to give America's youth a special incentive to excel in math and science.

We must invest, as well, in minority students; our budget proposes \$60 million over four years in endowment matching grants for historically black colleges and universities. Many of these students -- black and white -- will one day choose careers based in new technology. We must ensure they are prepared.

Curt You know, Groucho Marx once said of a friend: "She got her good looks from her father -- he's a plastic surgeon." Well, America's greatness comes from an even higher source: You, the people, as free men and women.

Freedom can, and will, spur America's great turning point. It can expand the economic marketplace, and assist development. It can leverage resources, human and financial. It can be a blessing and, yes, a curse. It is, above all, a responsibility.

For, as businessmen, we shape tomorrow, even as we affect today.

Looking Forward I found that out in Texas, after Barbara and I packed our belongings, moved halfway across the country, and founded an oil company with 250 workers.

It was there that I learned about the people, problems, and priorities of industry. I made right decisions, and wrong ones. And I learned how our fate is not divisible: That to build a company, like to head a family, we must give of, not merely to, ourselves.

The business of America isn't only business.

The business of business is America.

Curt Albert Einstein said, "Everything that is really great and inspiring is created by individuals who labor in freedom."

To labor, yes, as individuals. But to serve whom, and to what avail? My friends, to serve the public -- so that the public can serve America. And to enrich America -- so that America can uplift the world.

Thank you for inviting me. Thank you so very much. God bless you all, and God bless the United States of America.

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 $\frac{13}{18} \times \frac{72.2}{100}$
 $1300 = 18x$
 $= x$
 $27.8\% \text{ cut}$

address to Congress 2/9/89

But I am presenting to you tonight a realistic plan for tackling it. My plan has four broad features: Attention to urgent priorities, investment in the future, an attack on the deficit, and no new taxes.

This budget represents my best judgment of how we can address our priorities, consistent with the people's view. There are many areas in which we would all like to spend more than I propose, but we cannot until we get our fiscal house in order.

Next year alone, thanks to economic growth, without any change in the law, the Federal Government will take in over \$80 billion more than it does this year. That's right—over \$80 billion in new revenues, with no increase in taxes. Our job is to allocate those new resources wisely.

We can afford to increase spending—by a modest amount, but enough to invest in key priorities and still cut the deficit by almost 40 percent in one year.

That will allow us to meet the targets set forth in the Gramm-Rudman-Hollings law.

But to do that, we must recognize that growth above inflation in Federal programs is not preordained, that not all spending initiatives were designed to be immortal.

I make this pledge tonight: My team and I are ready to work with the Congress, to form a special leadership group, to negotiate in good faith, to work day and night—if that's what it takes—to meet the budget targets, and to produce a budget on time.

We cannot settle for business as usual.

Government by continuing resolution—or Government by crisis—will not do.

I ask the Congress tonight to approve several measures which will make budgeting more sensible. We could save time and improve efficiency by enacting 2-year budgets.

Forty-three Governors have the line-item veto. Presidents should have it, too.

At the very least, when a President proposes to rescind Federal spending, the Congress should be required to vote on that proposal—instead of killing it by inaction.

And I ask for Congress to honor the public's wishes by passing a constitutional amendment to require a balanced budget. Such an amendment, once phased in, will discipline both Congress and the executive branch.

Several principles describe the kind of America I hope to build with your help in the years ahead.

We will not have the luxury of taking the easy, spendthrift approach to solving problems—because higher spending and higher taxes put economic growth at risk.

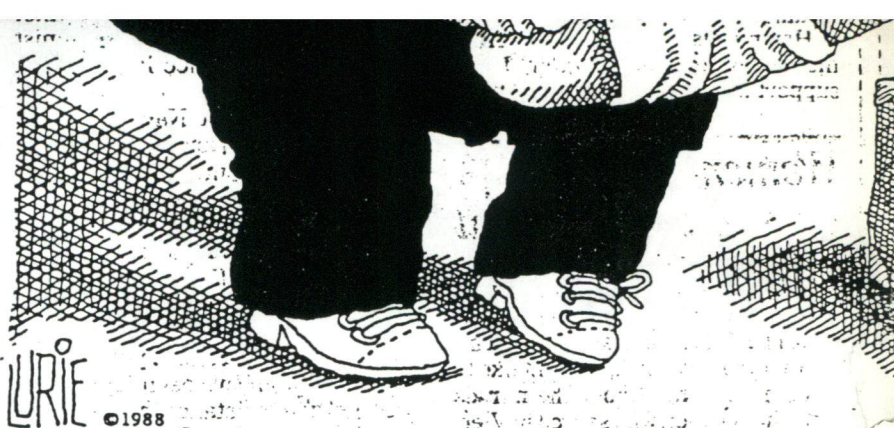
Economic growth provides jobs and hope. Economic growth enables us to pay for social programs. Economic growth enhances the security of the Nation. And low tax rates create economic growth.

I believe in giving Americans greater freedom and greater choice—and I will work for choice for American families, whether in the housing in which they live, the schools to which they send their children, or the child care they select for their young.

At the same time, "trying" when there are no indicators at all of possible success denigrates the power of the moderate and rational groups who would negotiate at the right time. In short, it sets back what it claims to desire.

Such a "policy," moreover — an American secretary of state compulsively setting off to an area where every indicator points to failure — is anti-intellectual and anti-rational. It

Georgie Anne Geyer is a nationally syndicated columnist.



BEN WATTENBERG

Wash Times 3/3/88

The competitiveness edge

"Competitiveness" is one of the great issues of the 1988 presidential race. Every candidate is for it; we are told we've got to face up to the threat of foreign competition or the end may be in sight. It is relevant, then, to ask: "How are we doing?"

The old car commercials used to exclaim "Ask the Man Who Owns One." In effect, that is what **Business Month** magazine (formerly Dun's Review) has done. They commissioned the polling firm of Yankelevich Clancy Shulman to conduct what is probably the most comprehensive survey ever conducted of American chief executive officers. A total of 609 CEOs were interviewed person-to-person for about an hour in their offices, about half before the Oct. 19 crash and half after.

I've examined the poll, and, in fact, wrote an article for **Business Month** about it. It gives, I think, a fascinating glimpse of the top echelon of corporate America and provides some significant information. The poll shows deep inherent optimism about the future of our businesses, and the good news comes through as tempered and credible, rather than as mere boosterism.

The executives come back again and again to the "competitiveness" question. In a general open-ended question about potential threats to the U.S. economy, the CEOs list "foreign competition" as public enemy No. 1.

If competitiveness is such a problem, why so? The CEOs — 90 percent of them — say American business is

The long-term response is also positive. Reading the poll results, one gets this impression: The CEOs think we're in trouble, they know what the trouble is, they're acting to remedy it, they will continue at it, and they believe they will prevail. In short: stress and success. Stock market: Take note.

too "short-term oriented." Said one CEO, "Everyone is working for the benefit of financial analysts — short-term instead of looking ahead." And another: "The Japanese system is long-term. They back their people 100 percent; we just pull the rug out when we see temporary losses." One specific remedy suggested by the CEOs is to change the Securities and Exchange Commission regulation that demands quarterly financial reports; biannual or annual reporting, they say, would take off some of the short-term pressure.

Have the CEOs done anything about this problem? They maintain they have: 69 percent say they are spending more time on strategic long-term planning, 61 percent more

on controlling costs and 54 percent more time on marketing.

To a remarkable degree, they have also signed onto the "lean and mean" strategy. In the last two years alone, 39 percent of the CEOs say they have "down-sized" their companies. (Of the larger corporations in the sample, the figure was 48 percent!) The process is by no means over: Of those CEOs who have down-sized, 50 percent say they will do more of it in the next two years.

The CEOs, overwhelmingly Republican, nonetheless want government help to encourage competitiveness: 83 percent say the government isn't doing enough to stimulate research, 67 percent want tax incentives. (By contrast, only 16 percent say the government should spend more on social programs.)

Is the drive for American competitiveness working? Will it work? When asked a general question — "How would you describe your overall confidence in American business to meet the challenges it faces?" — only about half (51 percent) offered up a "most confident" rating ("5" or "6" on a 1 to 6 scale). But, far more relevantly, when asked the same question about their own company, 80 percent gave a "most confident" response.

The long-term response — for all business — is also positive. The question: "In the year 2000 will American business be stronger globally?" Answer: 53 percent of the CEOs said yes, 29 percent said no.

Reading the poll results, one gets this general impression: The CEOs think we're in trouble, they know what the trouble is, they're acting to remedy it, they will continue at it, and they believe they will prevail. In short: stress and success. Stock market: Take note.

Ben Wattenberg, a senior fellow at the American Enterprise Institute, is a nationally syndicated columnist.

cue, I wrote a letter, later mailed to my parents, that described my feelings at the time:

"I try to think about it as little as possible," I said, "yet I cannot get the thought of those two out of my mind. Oh, I'm O.K.—I want to fly again and I won't be scared of it, but I know I won't be able to shake the memory of this incident and I don't believe I want to completely."

Then there were the better moments spent standing watch on the tower during the midnight to four A.M. shift, when the *Finback* ran on the surface to recharge its batteries. The sub moved like a porpoise, water lapping over its bow, the sea changing colors, first jet black, then sparkling white. It reminded me of home and our family vacations in Maine. The nights were clear and the stars so bright you felt you could touch them. It was hypnotic. There was peace, calm, beauty—God's therapy.

I still don't understand the "logic" of war—why some survive and others are lost in their prime. But that month on the *Finback* gave me time to reflect, to go deep inside myself and search for answers. As you grow older and try to retrace the steps that made you the person you are, the signposts to look for are those special times of insight, even awakening. I remember my days and nights aboard the U.S.S. *Finback* as one of those times—maybe the most important of them all.

I rejoined the *San Jacinto* and VT-51 exactly eight weeks after being shot down, in time to take part in strikes against enemy positions and shipping in the Philippines. In October 1944 American troops had landed at Leyte; in November our squadron was in action at Manila Bay and in the Luzon area. We also got news that over one hundred B-29s, taking off from Saipan, had bombed Tokyo. Three years after it had begun, the war in the Pacific was coming full circle, a noose tightening around the Japanese home islands.

In December VT-51 was replaced by a new squadron, and after flying fifty-eight combat missions I was ordered home. No reunion could have been scripted more perfectly.

I arrived Christmas Eve. There were tears, laughs, hugs, joy, the love and warmth of family in a holiday setting.

Barbara and I were married two weeks later, January 6, 1945, at the First Presbyterian Church in her hometown, Rye, New York, with a close friend from VT-51, Milt Moore, as a member of the wedding party.

A few months later I was reassigned to VT-153, a Navy torpedo bomber group being readied for the invasion of Japan. Everything I'd experienced in my year and a half of combat in the Pacific told me it was going to be the bloodiest, most prolonged battle of the war. Japan's war leaders were unfazed by massive raids on Tokyo. They seemed bent on national suicide, regardless of the cost in human life.

Now, years later, whenever I hear anyone criticize President Truman's decision to drop the atomic bomb on Hiroshima and Nagasaki, I wonder whether the critic remembers those days and has really considered the alternative: millions of fighting men killed on both sides, possibly tens of millions of Japanese civilians. Harry Truman's decision wasn't just courageous, it was far-sighted. He spared the world and the Japanese people an unimaginable holocaust.

I was stationed at Oceana Naval Air Station, Virginia, on the mid-August day when the President announced that the Japanese had sued for peace. Barbara and I were living in Virginia Beach. The announcement came at seven P.M. Within minutes our neighborhood streets were filled with sailors, aviators, their wives and families celebrating late into the night. We joined in the celebration, then, before going home, went to a nearby church filled with others giving thanks and remembering those lost in the war. After four years it was finally over.

We were still young, life lay ahead of us, and the world was at peace. It was the best of times.

YALE'S HITTING BIG FACTOR IN TEAM'S DIAMOND SUCCESS

The ability of the Yale Baseball team to back up some mighty impressive pitching on the part of

EIA FACT SHEET AND INDUSTRY TALKING POINTS

The Electronic Industries Association (EIA) is the oldest and largest organization representing the entire spectrum of companies involved in the R&D, and manufacture of electronic components, systems and equipment for telecommunications, industrial, government and consumer-end uses. It was originally founded in 1924 as the Radio Manufacturers Association (RMA).

EIA has more than 150 full-time employees involved in technical standards development, market statistics activity, trade shows, public and government relations and industry development programs.

- Electronics is the most influential technology of the 20th century, with much of its impact yet to come.
- Electronics has grown from a \$200 million a year industry in 1927, to \$242 billion in US factory sales in 1988, in only 61 years; surpassing the automobile, steel and chemical industries in sales volume.
- 1989 US factory sales of electronic products are estimated to reach nearly \$265 billion, representing a 5% growth over 1988 sales.

telecomm
defense
components
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"uniquely Am. HDTV system"

Nov. 1987 \$18 billion
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1988
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improved
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The industry is broken down into the following product areas: (1988 US factory sales included).

- TELECOMMUNICATIONS, (\$61.3 billion) includes: satellites, broadcast equipment, central office switching and transmission, earth stations, microwave, land mobile, etc.
- COMPUTER/INDUSTRIAL, (\$84.1 billion) includes: main frames, micro and minis, CAD/CAM, industrial controls, office automation, robotics, test, measuring and analyzing equipment, laser, etc.
- COMPONENTS, (\$43.4 billion) includes: basic parts which make up electronic equipment and systems such as; electron tubes, wire and cable, connectors, switches, relays, capacitors, coils, transformers, resistors, semiconductors, PC boards, etc.
- OTHER ELECTRONIC RELATED PRODUCTS AND SERVICES, (\$48.7 BILLION) includes: automotive electronics, aerospace electronics and integrated software.

- CONSUMER ELECTRONIC PRODUCTS, (US made only) (\$5.5 billion) includes: TV, stereo, VCR, car audio, etc. (note imports plus domestically produced goods/minus exports) equal about \$30.0 billion for 1988.

EMPLOYMENT within the electronics industry has been relatively stable over the past two years with nearly two million Americans currently employed in the manufacture of US electronic products. (This does not include distribution, service or retail of any electronic products).

EIA SUPPORT OF REAGAN/BUSH ADMINISTRATION

Over the past eight years, EIA has supported the Reagan/Bush Administration in every one of its major economic proposals. Early in the Administration, EIA played a leadership role in gathering industry support for the Economic Recovery Tax Act of 1981. Since then the Association has been called upon on numerous occasions and has positively responded to the Administration's calls for support.

The following are a few specific areas of support:

- INTERNATIONAL TRADE - EIA continues to work closely with the Administration, through the Commerce Department and USTR, in its attempt to open closed markets particularly as it relates to telecommunications goods and services.
- INTERNATIONAL TRADE- EIA vigorously supported the Administration last year in its imposition of tariffs on selected Japanese electronics. We publicly praised the Administration for its careful selection of highly competitive product categories, which resulted in virtually no negative price impact on the consumer.
- DOMESTIC POLICY - EIA worked very closely with the Administration in developing the concept of, and helping to pass, the National Cooperative Research Act of 1984. With this legislation our industry was able to increase R&D activity, enhance US competitiveness in the international marketplace, and ultimately will enable us to improve our balance of trade and increase American jobs.

- NATIONAL DEFENSE - EIA has been strongly supportive of the President's positions and policies as they relate to national security and the building of a strong national defense.
- TAX POLICY - EIA supported the Administration in its major proposal for national tax reform.



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For Release:

February 1, 1989
12 noon

EIA PROPOSES MEASURES TO CONGRESS TO ENHANCE U.S. COMPETITIVENESS

WASHINGTON, D.C., --- U.S. competitiveness would be most effectively addressed by a combination of broad-based economic policy measures and industry-specific policies designed to promote investment throughout the U.S. economy, according to a report sent to Congress today by the Electronic Industries Association (EIA).

The report entitled "Consumer Electronics, HDTV and the Competitiveness of the U.S. Economy" was filed today by EIA's Advanced Television (ATV) Committee, at the request of the House Telecommunications and Finance Subcommittee Chairman, Edward Markey (D-MA), as part of his efforts to study the effect of high definition television (HDTV) on America's industrial competitiveness.

After submitting the report EIA President Peter F. McCloskey stated, "We hope Congress will recognize the significance of the 'combined broadly-based plus industry-specific policy' approach and thus create an environment where not only HDTV, but other new high technology innovations can grow and prosper."

-more-



A Service of the Electronic Industries Association

HDTV/2

The report was drafted by EIA's Advanced Television Committee, in conjunction with scholars from the Berkeley Roundtable on the International Economy (BRIE).

EIA's ATV Committee includes virtually all of the major companies involved in the U.S. manufacture of studio, transmission and viewing equipment.

The report offered seven policy initiatives which, if adopted, EIA believes should do much to restore America's competitive position.

The recommendations are:

- Reduce the U.S. dependence on foreign capital by cutting the deficit and increase the national savings rate;
- Shift federal spending to educational and worker training programs with emphasis on commercial sciences and technology;
- Stimulate investment by changing the tax laws;
- Make the R&D tax credit permanent;
- Fund public/private consortia to develop generic technology;
- Relax antitrust restrictions on cooperative R&D activities to allow joint production;
- Press for greater access to foreign markets.

Commenting on the report, EIA's ATV Committee Chairman Sidney Topol (chairman of Scientific Atlanta) reiterated the Association's position: "U.S. competitiveness must be concerned with economic performance of the nation and its industries as a whole. HDTV alone is not the answer to U.S. competitiveness problems, but specific actions can be taken to allow the U.S. to benefit from HDTV."

HDTV/3

In addition to recommendations to restore U.S. competitiveness through fundamental public policy changes, the report specifically makes three recommendations on HDTV:

- Policies should promote, not impede, the expeditious adoption of transmission standards;
- Any public funds for the development of HDTV should be focused on generic technological products which will benefit a large number of industries;
- Obtain involvement of companies with technological know-how. Any consortia must draw on the best technological resources available and may include as appropriate U.S.-based foreign-owned multinational companies.

The complete report is available through EIA's HDTV Information Center at 1722 Eye Street, N.W., Washington, D.C. 20006 or 202/457-4992.

The Electronic Industries Association is the oldest and largest full-service national trade organization representing the entire spectrum of companies involved in the manufacture of electronic components, parts, systems and equipment for communications, industrial, government and consumer-end uses.

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HDTV/4

EDITORS NOTE:

Members of EIA's ATV Committee involved in filing this report include:

ADC Telecommunications; ANIXTER; AVX Corp.; AMP, Inc.; AT&T; AT&T Federal Systems; AT&T Bell Laboratories; Alcatel; NA; Belden Wire & Cable; Bellcore; Cincinnati Electronics Corp.; Cooper Industries; Corning Asahi Video Products Co.; Corning Glass Works; GE Americom Communications, Inc.; Harris Corp.; Hitachi Sales Corp of America; Hughes Network Systems; Hughes Communication, Inc.; IBM; Imaging & Sensing Technology Corp.; Magnavox-CATV Systems Co.; Matsushita Electric Corp.; Mitsubishi Electric Sales America, Inc.; Motorola, Inc.; NEC Home Electronics (USA), Inc.; North American Philips Corp.; OI-NEG TV Products, Inc.; Panasonic Technologies, Inc.; Philips Consumer Electronics; Quasar Company; Scientific-Atlanta, Inc.; Secor Corp.; Sony Corp. of America.; TRW, Inc.; Thomas Electronics, Inc.; Thomson Consumer Electronics; Toshiba America, Inc.; Varian Associates, Inc.; and U.S. Precision Lens, Inc.

*Participating in the EIA/ATV Committee are EIA members, including members of EIA's affiliate -- the Telecommunications Industry Association (TIA) as well as non-EIA members.