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Minority Enterprise Development Awards 10/4/89 [OA 6269]

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**PRESIDENTIAL ADDRESS: MINORITY ENTERPRISE⁵
DEVELOPMENT AWARDS,
Rm. 450, O.E.O.B.
WEDNESDAY, Oct. 4, 11:05 A.M.**

**SECRETARY MOSBACHER, ADMINISTRATOR ENGELEITER,
DIRECTOR BOLTON AND ERLINE PATRICK ((OF THE SBA)),
THANK YOU, THANK YOU ALL.**

**I'M DELIGHTED TO BE HERE BEFORE SO MANY
DISTINGUISHED COMMUNITY AND BUSINESS LEADERS. AS YOU
KNOW BEST, THE BUSINESS OF AMERICA IS NOT BUSINESS.
THE TRUE BUSINESS OF AMERICA IS OPPORTUNITY.**

- 2 -

NO SOCIAL PROGRAM, NO JOBS PROGRAM, NO GOVERNMENT PROGRAM OF ANY SORT CAN MATCH THE OPPORTUNITY CREATED FOR ALL AMERICANS BY THOSE VERY SPECIAL PEOPLE WE CALL ENTREPRENEURS.

AND IN THOSE COMMUNITIES WHERE OPPORTUNITY IS MOST NEEDED, MINORITY ENTREPRENEURS ARE ESPECIALLY LEADING THE WAY. THAT IS WHY I AIM TO RESTORE AND REINVIGORATE THE VISION BEHIND THE OFFICE OF MINORITY BUSINESS ENTERPRISE. ONCE, A MINORITY-OWNED FIRM WAS A RARITY.

- 3 -

BUT IN THE LAST TWENTY YEARS, THE NUMBER OF MINORITY-OWNED BUSINESSES HAS GROWN FIVE-FOLD, TO APPROXIMATELY ONE MILLION.

THIS IS HAPPENING AS WE LEARN THAT CUTTING RED-TAPE AND HIGH TAXES ALLOWS SMALL BUSINESS TO HELP MILLIONS OF DISADVANTAGED AMERICANS. FOR MANY OF YOUR EMPLOYEES, THIS IS THEIR FIRST AND PERHAPS BEST CHANCE TO REACH THE FIRST RUNG OF THE OPPORTUNITY LADDER.

- 4 -

**SO YOU KNOW BETTER THAN ANYONE THAT WHEN WE SUPPORT
MINORITY BUSINESS, AND WE INTEND TO REVITALIZE OUR
EFFORTS IN THIS REGARD; WE ARE ALSO SUPPORTING SOCIAL
PROGRESS.**

**JUST LAST WEEK, WE SAW A MAJORITY OF THE MEMBERS OF
THE HOUSE OF REPRESENTATIVES RECOGNIZE THIS TRUTH BY
TAKING A BOLD STAND IN FAVOR OF OPPORTUNITY. THEY DID
THIS BY VOTING TO CUT THE TAX ON CAPITAL GAINS.//**

- 5 -

OF COURSE, SOME SAY THAT THIS IS A TAX CUT FOR A FEW. BUT AS BUSINESS MEN AND WOMEN YOU KNOW THIS IS A TAX CUT FOR ALL, A WAY TO CHANNEL INVESTMENT BACK TO NEW GROWTH AND NEW JOBS. SO WHILE I'M ON THE SUBJECT, LET ME CALL ON MY FRIENDS IN THE SENATE TO FOLLOW SUIT.// LET ME CALL ON THEM TO RAISE REVENUES, RAISE EMPLOYMENT AND RAISE MILLIONS OF OUR FELLOW AMERICANS TO A NEW THRESHOLD OF OPPORTUNITY. CUT THE CAPITAL GAINS TAX NOW.//

- 6 -

WHILE THE HOUSE WAS TAKING ACTION ON CAPITAL GAINS, I WAS MEETING WITH THE GOVERNORS IN AN HISTORIC SUMMIT, THE FIRST EDUCATION SUMMIT IN OUR HISTORY. WE DISCUSSED OUR CHILDREN'S EDUCATION, AND HOW IT WILL SHAPE THEIR FUTURE. WE AGREED FOR THE FIRST TIME TO SET NATIONAL GOALS AND TO SEEK GREATER FLEXIBILITY IN THE USE OF FEDERAL FUNDS IN EXCHANGE FOR ENHANCED ACCOUNTABILITY FOR RESULTS.

- 7 -

WE DID THIS BECAUSE A GOOD EDUCATION IS NOT CRITICAL FOR MOST AMERICANS. IT IS CRITICAL FOR ALL AMERICANS. IN THE ECONOMY OF THE FUTURE, AMERICAN WORKERS WHO CANNOT READ AND HAVE NO SKILLS, WON'T HAVE THAT SHOT AT THE AMERICAN DREAM. SO, OUR SCHOOLS MUST DO A BETTER JOB. AND MORE BUSINESSES MUST FOLLOW YOUR EXAMPLE, BY STEPPING IN TO FINISH THE JOB OF TRAINING WORKERS.

- 8 -

THIS IS WHAT YOU ARE ALREADY DOING SO WELL. LOOK TO TERESA MCBRIDE OF ALBUQUERQUE, WHOSE HIGH-TECH FIRM -- MCBRIDE MICRO SOURCE -- WENT FROM ONE FULL-TIME EMPLOYEE IN 1985, TO 22 PEOPLE TODAY. THINK OF IT. BECAUSE OF THIS 27-YEAR-OLD ENTREPRENEUR, THERE ARE NOW 22 JOBS WHERE ONCE THERE WERE NONE.

- 9 -

LOOK TO RONALD THOMPSON OF EAST ST. LOUIS, WHOSE COMPANY -- GENERAL RAILROAD EQUIPMENT AND SERVICES, INC., -- HAS GROWN FIVE-FOLD IN THE PAST SEVEN YEARS, FROM 64 EMPLOYEES TO 300 -- A FIRM THAT HAS SPONSORED A PROGRAM TO TEACH MINORITY YOUTH ABOUT ENTREPRENEURSHIP.

AND LOOK TO ROY AND RUDOLPH TERRY OF ROANOKE, ALABAMA. THEY HAVE NOT ONLY CREATED A FIRM -- TERRY MANUFACTURING -- WITH 280 FULL-TIME PEOPLE AND WITH ANNUAL SALES IN EXCESS OF \$12 MILLION.

- 10 -

THEY HAVE ALSO FOUND THE TIME TO SPONSOR A LOCAL LITTLE LEAGUE TEAM AND A BOY SCOUT TROUP, AND SUPPORT A COUNTY ANTI-DRUG CAMPAIGN. THEY ALSO PROVIDED SUMMER JOBS FOR COLLEGE-BOUND CHILDREN OF THEIR EMPLOYEES; AND MATCHED EMPLOYEE CONTRIBUTIONS TO THE AMERICAN HEART ASSOCIATION, MAKING THEIR SMALL COMPANY THE ASSOCIATION'S LARGEST DONOR.

- 11 -

RONALD, TERESA, RUDOLPH AND TERRY -- IN A MOMENT I'LL BE PRESENTING YOU WITH AWARDS FOR YOUR OUTSTANDING ACCOMPLISHMENTS. BUT YOUR TRUE REWARD COMES NOT FROM ME OR ANYONE ELSE IN WASHINGTON. IT COMES FROM THE PEOPLE AND THE COMMUNITIES YOU SERVE SO WELL.

YOU'VE HEARD ME SAY BEFORE THAT FROM NOW ON IN AMERICA, ANY DEFINITION OF THE SUCCESSFUL LIFE MUST INCLUDE SERVICE TO OTHERS. BY THESE LIGHTS, YOU ARE ALL VERY SUCCESSFUL.

- 12 -

**CONGRATULATIONS. AND NOW I TURN TO BOB MOSBACHER AND
SUSAN ENGELEITER TO MAKE A FEW ANNOUNCEMENTS.**

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Withdrawal/Redaction Sheet

(George Bush Library)

| Document No. and Type | Subject/Title of Document | Date | Restriction | Class. |
|-----------------------|---|----------|----------------|--------|
| 01. Memo | Justine D'Andrea to David Q. Bates, re: Minority Enterprise Development Week. (1 pp.) | 09/29/89 | P-5 | |

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**Open on Expiration of PRA
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By SN (NLGB) on 4/5/2005**

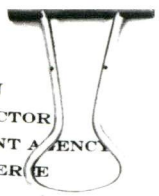
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RESTRICTION CODES

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JOHN R. WINSTON
 NATIONAL ASSISTANT DIRECTOR
 MINORITY BUSINESS DEVELOPMENT AGENCY
 U. S. DEPARTMENT OF COMMERCE



THE WHITE HOUSE
 WASHINGTON

360T
 4 AWARDS

DIRECTOR
 EXTERNAL AFFAIRS DIVISION
 ROOM H5099

14TH & CONSTITUTION AVENUE, NW
 WASHINGTON, D. C. 20230

September 29, 1989

MEMORANDUM FOR DAVID Q. BATES

FROM: JUSTINE D'ANDREA

SUBJECT: Minority Enterprise Development Week
October 2-6, 1989

I meet with folks from Commerce and SBA this afternoon on an event for Minority Enterprise Development Week. As you know, Secretary Mosbacher had initially request a ceremony on the South Lawn for approximately 700 people -- this request was turned down -- and an awards ceremony in the Oval Office was approved.

The concern is that since 1983, Minority Enterprise Development Week has been celebrated here at the White House, generally on the South Lawn or in the Indian Treaty Room. Unfortunately, people were invited this year to attend a White House ceremony -- without getting clearance from the White House.

I think that we may be sending a bad signal if the President simply does an Oval Office ceremony -- yet has repeatedly expressed his strong support for Minority Business Development. While there is not a lot that the President can say about what the Minority Business Development Agency has done -- Steve Danzansky, Michael and I met with Ken Bolton, Tom Collamore and Kay Bulow about a few new ideas that the President could mention.

My recommendation is that the President participate in an awards ceremony in Room 450, attended by Secretary Mosbacher, Susan Engeleiter, Ken Bolton, the award recipients (including approximately 14 regional award winners) families, and corporate sponsors -- make 5 minutes worth of remarks, perhaps mentioning *Maurice Stans and Neefa Lorenza as co-chairs of the Minority Business Development Advisory Committee, and present awards (4) to the National Minority Business Person of the Year, and the "National Entrepreneur of the Year."

I think that if we go with this type of an event we do not need to put the President in a position where he is forced to say something new -- he can simply recognized and congratulate these award winners for their achievements. This way we can keep the minority constituency happy and can have an event that shows the President's commitment to minority enterprise development.

cc: Stephen Danzansky

10/2-5



THE WHITE HOUSE
WASHINGTON

SCHEDULE PROPOSAL

September 22, 1989

TO: JOSEPH W. HAGIN, II
DEPUTY ASSISTANT TO THE PRESIDENT FOR
APPOINTMENTS AND SCHEDULING

FROM: DAVID Q. BATES
ASSISTANT TO THE PRESIDENT AND SECRETARY TO
THE CABINET

REQUEST: Presentation of the National Minority
Entrepreneur of the Year Award and the
National Minority Small Business Person of
the Year Award

BACKGROUND: Since 1983, Minority Enterprise Development
(MED) Week has been celebrated during the
first full week of October. MED Week is
sponsored by the Department of Commerce's
Minority Business Development Agency in
conjunction with the U.S. Small Business
Administration.

The purpose of MED Week is to recognize the
contributions of outstanding minority
business men and women.

DATE: October 2-5, 1989

LOCATION: Oval Office

PARTICIPANTS: The President, Secretary Mosbacher, Susan
Engeleiter, Ken Bolton and award winners

MEDIA COVERAGE: Open

REMARKS: Yes

RECOMMENDED BY: Secretary Mosbacher



**Message
from the
SECRETARY OF
COMMERCE**

I am pleased to extend greetings to participants of the 1989 national celebration of Minority Enterprise Development Week (MED Week). This year's theme emphasizes that minority-owned businesses have a key role to play in America's continued economic progress.

Competitive minority-owned businesses add to the energy and spirit for America's social, commercial and economic progress. They create jobs, stabilize our local communities, and help reduce our Nation's trade deficit.

As America moves towards the next century, new challenges face us. Regaining our competitive edge in the international marketplace is a major challenge which will require industry-led partnerships among corporate America, the public sector and our educational institutions. These partnerships must harness the private and public resources to assist American business and minority-owned businesses to compete in emerging international markets.

President Bush and I are committed to encouraging opportunities for minority Americans to participate in our Nation's free enterprise system.

I hope that your participation at the 1989 MED Week celebration will result in new business opportunities.

A handwritten signature in black ink, appearing to read "R. McEwen". The signature is fluid and cursive, with a large initial "R" and a long, sweeping underline.



**Message from
SUSAN S.
ENGELEITER
Administrator
U.S. Small Business
Administration**

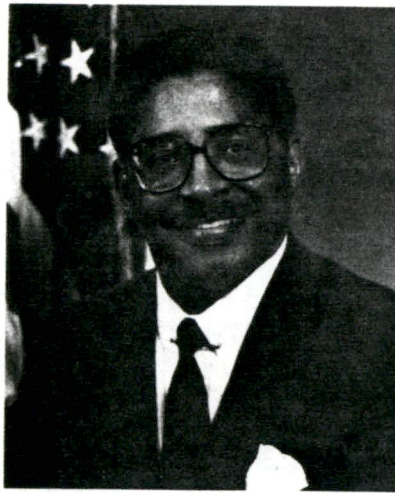
The real credit for the growth of minority entrepreneurship in the United States belongs to the outstanding minority men and women business owners who contribute so much to our Nation's economic well-being. We at the U.S. Small Business Administration (SBA) are proud to join President Bush in honoring these Americans during Minority Enterprise Development Week.

The accomplishments of minority businesses in the U.S. are impressive and promising. Since 1969, the number of minority-owned firms has grown five-fold, to more than one million. And in 1987, the percentage of federal government contracts awarded to minority small businesses grew 11.4 percent over the year before.

The SBA has been a significant contributor to this outstanding growth. Thousands of minority-owned firms have participated in our finance and business development programs, but there is still much work to be done.

Improved opportunities for minority-owned businesses will be one of my principal objectives as Administrator of the SBA. Our goal and mission is to continue striving to help all business owners become "Partners in America's Growing Economy."

Susan S. Engeleiter
Administrator
U.S. Small Business Administration



**Message from
KENNETH E.
BOLTON**
Director
**Minority Business
Development
Agency**
**U.S. Department
of Commerce**

Welcome to the seventh annual observance of Minority Enterprise Development Week.

The minority entrepreneur has always been an indispensable force in our Nation's economy, demonstrating the hard work, individual effort, and determination required to overcome obstacles. This week is our opportunity to recognize the achievements of some outstanding entrepreneurs from across the country.

In the months and years ahead, I will devote all my efforts and the expertise of my staff to carrying out the pledge of the Bush Administration to reinvigorate the Minority Business Development Agency and thus strengthen the competitive viability of minority business enterprises.

I ask that you step forward and join me as an advocate of minority business—supporting all those entrepreneurs who seek to fully participate in the American dream now and in the future...for themselves...for their children...for their communities, and for this great Nation of ours.

Kenneth E. Bolton



**Message
from the
WHITE HOUSE**

I am pleased to welcome you to the Seventh Annual Minority Enterprise Development Week.

Your theme, "Minority Businesses: Partners in America's Growing Economy," spotlights the fact that minority-owned businesses continue to contribute greatly to our Nation's economic progress. They play an important role in creating jobs, reducing the nation's trade deficit, and maintaining our high standard of living.

The Nation's minority-owned businesses are an indication that the American dream is alive and well. Your hard work, dedication, and commitment to excellence are a powerful force behind our country's growth.

The ideals of free enterprise, innovation, self-reliance, and equal opportunity have helped make America's economic system the best in the world. The national celebration of MED Week recognizes the importance of these ideals and gives us an opportunity to rededicate ourselves to them.

I commend corporate America and other supporters of minority business development for their fine efforts.

Barbara joins me in sending best wishes for a successful MED Week celebration. God bless you.

George W. Bush



UNITED STATES DEPARTMENT OF COMMERCE
Minority Business Development Agency

Washington, D.C. 20230

FACT SHEET

WHITE HOUSE MED WEEK CEREMONY FORMAT

The proposed White House Ceremony is the 7th annual MED Week Award Presentation. The event provides Presidential recognition of the Minority Business Development Agency's and SBA's Minority Entrepreneurs of the Year. Traditionally, family members accompany all MBDA and SBA awardees and make up the audience at the ceremony.

The format for the presentation is as follows:

- o The stage area would include the four Award Winners, the Secretary of Commerce, the Administrator of SBA, MBDA Director Ken Bolton, and Erline Patrick of SBA.
- o The President would enter, sign the Minority Enterprise Development Week Proclamation, make brief remarks and then hand each Award Winner their plaque (which would be handed to the President by Secretary Mosbacher or Administrator Engeleiter). At that time a picture would be taken with each Award winner. A group shot would follow.
- o If time permits, we would recommend that the President acknowledge the presence of the other Award winners present in the audience.

It is anticipated that over 250 people will attend. This large audience would provide greater dissemination of the President's message in support of minority business development. The Awardees represent a broad spectrum of the American minority enterprise system. The Awardees have worked diligently to achieve their business goals and they are extremely deserving of this high honor.

GENERAL OVERVIEW

On December 17, 1982, President Reagan issued a statement on minority business enterprise development and designated annually (beginning in 1983) the first full week of October as Minority Enterprise Development Week. This week is designated to recognize those individuals and corporations who have contributed toward the development and expansion of minority business enterprise.

Since 1983 MED Week activities have been jointly planned, sponsored and executed by SBA's Office of Minority Small Business and Commerce's Minority Business Development Agency (MBDA). A representative from each agency is designated to serve as coordinator for this event. In 1985, a Public/Private Sector Committee was established by MBDA to assist in the overall planning and coordination of Minority Enterprise Development Week.

PLANNING STAGE

Awards. SBA presents awards to outstanding minority small business entrepreneurs, and in doing so a memorandum from the Administrator and AA/MSB&COD is sent to all SBA Regional Administrators and District Directors citing the selection criteria for award recipients, and the deadline for all submissions. After receipt of this information, the AA/MSB&COD forwards the nominations to the Office of the Inspector General for review and clearance. Once this clearance is obtained, the respective minority firms are notified as District and/or Regional Award Winners by their respective District and/or Regional Minority Small Business Representative

SEA presents awards in the following categories:

- The National 8(a) Graduate of the Year;
- The National Minority Small Business Person of the Year;
- The Regional Minority Small Business Person of the Year;
- The District Minority Small Business Person of the Year; and
- Recognition of Corporations for the National Award of Excellence

Theme. A theme is selected by the Public Private Sector Committee. This year's theme is "MINORITY BUSINESSES: PARTNERS IN AMERICA'S GROWING ECONOMY. SEA's Graphic's Department is designing the poster.

Location. Sheraton Washington Hotel, 2660 Woodley Road, Connecticut Avenue, N. W., Washington, D. C. 20008 (202/328-2000 or 1-800-325-3535).

Participants. Approximately 700 persons attended last year. The list of invitees is developed by SEA and MBDA to include SEA's 8(a) portfolio, non 8(a) minority small businesses and local and national trade association memberships.

Fee. The registration fee is established by the Committee based on general MED Week expenses. The registration fee for MED Week is \$200.00. The registration fee for the procurement trade fair ranges from \$75.00-100.00.

NOTE: Only the National Minority Small Business Person of the Year, National 8(a) Graduate and the Regional Minority Small Business Persons of the Year (1-10) are recognized during MED Week in Washington, D. C. The District Winners are recognized at special events arranged at their local areas by SBA and in some cases, jointly with MBDA officials.

MBDA corporate awards are similar to those of SBA. However, their other awards are determined by the type of business such as: Minority Entrepreneur of the Year, National Minority Manufacturer of the Year, National Minority Firm of the Year, and the National Minority Retail Firm of the Year, etc.

HIGHLIGHTS OF MED WEEK

Congressional Reception

A reception on Capitol Hill that allows all MED Week participants to meet with their respective Senators and Congresspersons and share with them some of their major concerns.

Corporate Awards Breakfast

A breakfast to honor major corporations across the country for their commitment to minority enterprise development.

White House Ceremony

Only SEA's and MBDA's National Award Winners are recognized at the White House.

Seminars

Informative seminars are presented for all MED Week participants. These seminars are conducted by proficient businesspersons who have expertise in the selected topics.

Marketplace

Corporate and government experts provide information about business (procurement) opportunities in their respective firms, organizations or agencies.

Trade Fair

Minority business vendors demonstrate their goods and services to MED Week participants, particularly those representatives from corporate America.

Awards Gala

This is always the highlight of MED Week because the Regional Award Winners and other individuals are identified and presented awards for their outstanding contributions to the minority business community.



THE SECRETARY OF COMMERCE
Washington, D.C. 20230

SEP 05 1989

MEMORANDUM FOR THE PRESIDENT

SUBJECT: White House Awards Ceremony for Minority
Enterprise Development Week

*White House
Ceremony
re: B. Baker*

Since 1983, Minority Enterprise Development (MED) Week has been celebrated during the first full week in October. MED Week is sponsored by the U.S. Department of Commerce's Minority Business Development Agency in conjunction with the U.S. Small Business Administration. This seventh national celebration will be held October 1-4, 1989, at the Sheraton Washington Hotel in Washington, D.C.

We would greatly appreciate it if your schedule will allow for the continuation of the annual White House awards ceremony. It is during this ceremony that awards are presented to the top four outstanding national minority entrepreneurs by the President or Vice President.

While President Reagan presented the awards in 1988 and 1987, I understand you made the presentations at the White House ceremony in 1986 during your Vice Presidency. We request the ceremony be held on Wednesday, October 4 at 11:00 a.m., on the South Lawn to allow for the participation of the more than 700 anticipated participants in the national MED Week celebration. The awards to be presented are:

- (1) MINORITY BUSINESS DEVELOPMENT AGENCY — 2 awards
(one to a minority female and one to a minority male)

"National Minority Entrepreneur of the Year"

- (2) SMALL BUSINESS ADMINISTRATION — 2 awards

"National Minority Small Business Person of the Year"

"National 8(a) Graduate of the Year"

The purpose of MED Week is to recognize the contributions of outstanding minority business men and women. Awards are also presented to major corporations which have made significant contributions in support of minority business development and expansion.

The White House awards ceremony will provide an excellent opportunity for us to make a statement regarding our strong support of the Federal minority business program, and I urge your participation in the presentation of these four awards to the Outstanding National Minority Entrepreneurs of the Year.

If you require further details before making a decision, please let me know.


Robert A. Mosbacher