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Subseries: Chron File, 1989-1993

OA/ID Number: 13757
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Folder Title:
Department of Commerce Luncheon, Boston 5/24/91 [OA 8323]

Stack:	Row:	Section:	Shelf:	Position:
G	26	21	4	3

THE WHITE HOUSE

WASHINGTON


MAY 17, 1991

MEMORANDUM FOR DAVID DEMAREST, ASSISTANT TO THE PRESIDENT FOR
COMMUNICATIONS

FROM: JEFF VOGT, ASSOCIATE DIRECTOR
OFFICE OF PUBLIC LIAISON

SUBJECT: FAST TRACK ANECDOTES FROM GROUP MEETINGS WITH
PRESIDENT / PROPOSED POTUS STATEMENTS

May 16 -- Textile and Apparel Business Leaders:

 "I met with leaders from the Textile and Apparel industries, each of whom sees great opportunity in a Mexico FTA. Linda Wachner, for example, Chairman of Warnaco Inc. -- which employs 11,800 people worldwide -- told me that Warnaco's 1,200 jobs in Mexico support 2,000 jobs here at home. Her fabric is cut here in the U.S., sent to Mexico for stitching, and returned to the States for finishing and distribution. Without this cross border alliance, she said, 'Warnaco would be forced to source its entire product in other parts of the world, eliminating the jobs that we help create in the U.S.' There are countless examples like this one.

May 8, 1991 - Environmental Leaders:

"I met with a group of environmental leaders -- from the Audubon Society, the Natural Resources Defense Council, the Environmental Defense Fund, the World Wildlife Fund -- and they agreed that the way to begin to cure many of the environmental problems that exist in Mexico today is to give the Mexicans the benefits of free trade. The groups I met with are pleased that we've gone to great lengths to ensure that environmental issues are included in the FTA itself."

May 6, 1991 - Consumer / Retail Officials:

"I met with representatives from the consumer and retail communities, and they told me that renewing fast track would help assure lower consumer goods prices and increase choices for consumers in the marketplace."


May 2, 1991 - Agriculture Community Leaders:

"I met with leaders from our nation's Agriculture community. Dean Kleckner, for example, President of the American Farm Bureau, told me that 'if Congress withholds fast track authority it would send us into a series of head-on collisions with our competitors.' Fast track is good foreign policy -- allowing negotiations in good faith with our trading partners. Our efficient farming community produces more than we can consume. They can only benefit from more open and free trade, and expanded markets that a Mexico FTA represents."

April 24, 1991 - Trade Association Leaders; CEOs

"I met with major trade associations, and business leaders, who drive the point home that exports have been the lifeblood of this economy. That increased trade brings more to the bottom line margin, and thereby creates new prosperity. They pointed out to me that their ability to create jobs and opportunity is directly related to market access in this increasingly interdependent economic world."

Also, a good line which Amb. Hills employs:

 "Our intent in forging a free trade agreement with Mexico is not to divert trade, but to create trade."

May 15, 1991

MEMORANDUM

TO: TONY SNOW
FROM: CAROLYN CAWLEY *CC*
RE: COMMERCE LUNCHEON ... UPDATE #2

I just had a call from Tom Callamore, Mosbacher's CoS. He assured that we'd have no problem getting the necessary information from Commerce and also offered some suggestions for the speech:

1.) This may be POTUS' first appearance outside the WH after Wednesday's fast track vote (and certainly the first with a business group). An acknowledgement of their support would be well received.

2.) Illustrate the importance of the export industry to our economy.

Secretary Mosbacher normally delivers the keynote address at these export luncheons -- this time, obviously, the President "is filling in for him". ((FYI: the Secretary often jokes about this, if you're looking for humor.))

Anyway, Callamore is sending a copy of the Secretary's standard luncheon speech with all the fun export factoids -- we are free to lift any or all parts.

3.) Mention the importance of quality in American products. Apparently, the President, the Governor, the Secretary, and the CEO of Motorola have been discussing ways to highlight this aspect of business and they'd like a mention in the Boston remarks.

Callamore will send some info on the Baldrige Award and it's growing prominence. (IE: applications are up to 200,000 from 60,000 a few years ago.)

Tom Callamore 377-5283

To Carolyn
Date 5/21 Time 2:15

WHILE YOU WERE OUT

M. Pat Corken
from Boston
Phone 617 423 1214
Area Code Number Extension

TELEPHONED		PLEASE CALL	<input checked="" type="checkbox"/>
CALLED TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		URGENT	

RETURNED YOUR CALL

Boston
Message Export Conference
in regard to seating
arrangement etc.

Operator RT

AMPAD EFFICIENCY® F: 617 426 5927
23/023 CARBONLESS
(617) 426-7875 / 423-1214

Tom Callamore
377-5283

David Lund
377-8181

Staffed
Factcheck Copy

Snow/Cawley
Draft One
May 20, 1991
12:30 p.m.
Export

PRESIDENTIAL ADDRESS: DEPARTMENT OF COMMERCE EXPORT LUNCHEON
→WORLD TRADE CENTER
←BOSTON, MASS.
←MAY 24, 1991
←12:30 P.M.

↑
t'l xport
N.E. Initiative Luncheon
14th of 30

[Introductory acknowledgments]

[jokes]

It's always nice to visit Boston, a place known for its
humility and intellectual modesty. As the old saw goes: "If you
hear an owl hoot, "To whom," instead of "Who?" you can be sure it
was born and educated in Boston. //

Harper Book
of Am. Quot.
p-107

All pts of govt supporting exp.
gather on line to help U.
Met agency heads; Sec. is
leading the
TPCC

You know, it feels a little strange to be talking about leading the
exports in front of the real expert, Bob Mosbacher. Bob, you've
done a spectacular job promoting exports from the United States,
and the numbers tell the tale. This nation enjoyed its greatest
export month ever last October, and we came close to matching
that feat just last month. We exported nearly \$34 billion in
goods and services ~~last month~~ in the latest monthly figures for March and we had the smallest monthly
~~for March for that month.~~ trade deficit we've seen in 7-1/2 years.

David Lund
OC Chief Economist
377-8181

As you all know, the world economy has changed dramatically
in recent years. If you want to succeed in business these days,
you can't worry just about U.S. companies; you have to compete
with firms all over the world. If this nation wants to remain
the greatest economic power on earth, we must build a strong

Per Mosbacher:
impt. to open markets for US
ref the VP in Japan.

check E Award

economy at home. But just as important, we must make sure that our companies have a fair chance to do business abroad.//

sounds post.
David Lund
371-8181

In recent years, companies like yours led the way. You ^{helped & sustain} drove the longest peacetime economic expansion in our nation's history. You supplied jobs. You generated ideas. You created new industries. All you have to do is look around the Boston area / at information alley / at larger companies, such as Data General / at ^(small) (medium-sized firms) such as Octocom Systems and Jet Spray International / at small firms, such as Weathertrac Industries / and you'll see what I mean. Local businesses even have made inroads in the tough real-estate business. A magazine recently listed Meditrust Management Corp. in Waltham as one of the nation's "Little Giants."

see memo "Frank"

Business Week
1991-1000
p. 4-12

Boston was built upon trade. Early settlers of this city established thriving businesses in shipbuilding, fishing, and manufacturing. Boston was the trading capital of America for years, and at one point was the fourth-largest trading center in the entire British empire.

Encyclopedia Americana
Vol. 4
p 301

Enterprise comes naturally here. Yankee entrepreneurs push the envelope of innovation. You give America the power of inspiration, of enterprise, of creativity.

Our administration has tried to encourage export businesses in a number of ways, including gatherings of the Trade Promotion Coordinating ^{Committee} Council. Today, I will focus on the two critical aspects of international competitiveness: quality production at home / and free and fair trade around the globe.

Williamore's
Fact sheet

Start with quality. It's no secret that American products, once the envy of the world, don't enjoy the lofty reputation they used to enjoy. But no one can say that Americans aren't interested in quality. In a competitive world, we have reasserted ourselves -- and will continue to do so

+ the Congress Ally Boston winners? Blue = Callamore

Four years ago the Reagan administration created the Malcolm Baldrige Awards to honor quality in the workplace. We now give up to six awards a year -- two each for manufacturing, service and small businesses -- but only if we find enough companies that meet the very exacting standards that the Baldrige awards require.

Callamore

Lauren McDonald 377-5300

Last year: very 1st src. award

[Even though we never have given six awards a year] the competition gets more fierce each year. Only 66 companies applied for the awards in 1988; this year, 106 did. For the first time, we received more applications from small businesses than from manufacturers or service firms.

Actually, 1 year did have more SB apps than services (but not manuf.) Suggest saying that this year had more SB apps than ever before. (True)

Everywhere, you can find evidence that American businesses want to compete. You see it in the workplace, where labor and management work together to build better, more reliable, more innovative products. You see it in classrooms, where workers go to build upon our most precious natural resource, our minds. You even see it in shops and stores, where "Made in the U.S.A." has become a selling point again -- and where the Baldrige award has become a major advertising bonus.

This also is true in foreign markets. Our export business has grown dramatically of late. American firms exported \$370

#371

EXPORT figures from David Lund, D. of Commerce

billion worth of goods and services in 1985. Just five years later, that total had grown to \$673 billion.

We export more than any nation on earth, and we import more.

[Our fastest growing markets include the nations of the Pacific Rim -- where our export volume has grown by an average of more than 1,000 percent over the past decade] -- and developing countries, including Latin America -- and especially Mexico...

Trade within this hemisphere has grown dramatically because the [new democracies in Central and South America] have begun lifting import restrictions on such products as automotive parts, computers and software, industrial supplies -- the building blocks of any modern economy.

As an administration, we want to build upon that record by completing the Uruguay round of GATT negotiations, and opening up the entire world for free and fair trade. We also want to create a free trade zone that would encompass Canada, the United States and Mexico. This single market -- 360 million people, who now produce \$6 trillion in goods annually -- would tower over even the European Market. But we don't want to stop there: We also hope to build upon our trade success south of Mexico, through the Enterprise for the Americas Initiative.

I can't think of any more appropriate time to talk about these initiatives than today. We're wrapping up World Trade Week and we stand on the verge of a new age of wider, swifter, more integrated world trade.

David Lund

Lund

they've been slowing

Recently, our FGM have been

chlightness goes

modern

Extension of Fast Track Fact Sheet 3-19-91

consumers

community?

Rose's Annual Events, p. 134

[Section on fast track, with the spin depending upon what Congress has done by Thursday.] *each of whom see great opportunity (or continued) in an FTA*

last week
I met recently with leaders from the textile and apparel industries, all of whom love the idea of a free trade agreement with Mexico. Linda Wachner, chairman of Warnaco, Inc. -- which employs nearly 12,000 people worldwide -- told me that Warnaco's 1,200 jobs in Mexico support 2,000 jobs in the U.S. Without this alliance, she said, Warnaco would lose those 2,000 U.S. jobs. *cross border*

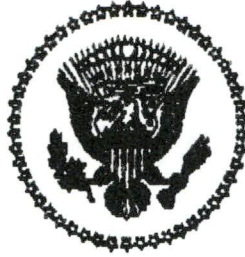
Anecdotes from Vagz

The point is: through fast track, everybody wins. In a world built upon free trade, every nation has a vested interest in the prosperity of its trading partners. After all, you can't export to a nation suffering from an economic depression. Free trade builds ties of mutual interest. It lays down a foundation for peace and prosperity -- in our hemisphere, throughout the world.

Again, thank you for being here. God bless you, and God bless the United States of America.

#

call USTR



OFFICE OF
PRESIDENTIAL ADVANCE
COVER PAGE

TO: Carolyn Cawley

FROM: Bob Coffin

TOTAL NUMBER OF PAGES: 9
(including cover page)

DATE: 5/23/91

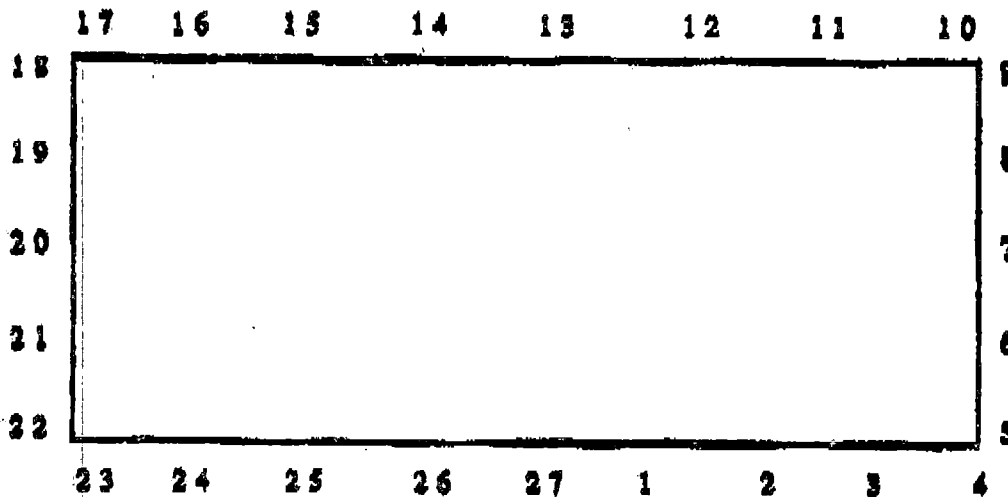
TIME: 7:50

MESSAGE:

If you have any questions or problems with the transmission, please call:

TELEPHONE NUMBER: 617-457-2700

TAB X
BOSTON, MASSACHUSETTS
Boston World Trade Center
Meeting with The President's Export Council
Seating Diagram
Friday, May 24, 1991



- | | |
|------------------------|---------------------------|
| 1. Heinz Frechter | 15. G. Lee Thompson |
| 2. Beverly Dolan | 16. Patricia Harrison |
| 3. John Macomber | 17. Harold A. Poling |
| 4. Michael J. Farren | 18. Donna Fujimoto Cole |
| 5. Carol Brookins | 19. Henry R. Kravis |
| 6. Richard Douglas | 20. Robert Johnson, IV |
| 7. John Palmer | 21. John Yoshison |
| 8. Jonathan Kaji | 22. Gerald L. Parsky |
| 9. Kenneth Lay | 23. Susan Engelster |
| 10. Bill Spiegel | 24. LA. Governor Calincci |
| 11. Miguel R. San Juan | 25. Governor Weld |
| 12. Joseph Sullivan | 26. Secretary Mosbacher |
| 13. Joseph Wright | 27. THE PRESIDENT |
| 14. Donald Bollinger | |

05-22-91 11:09AM FROM COPLEY

P06

May 21, 1991

PRESIDENT'S EXPORT COUNCIL

PRIVATE SECTOR MEMBERS

Chairman

Mr. Heinz C. Prechter
Chairman and Chief Executive
ASC Incorporated

Vice Chairman

Mr. Beverly F. Dolan
Chairman and Chief Executive
Officer
Textron Inc.

Mr. Donald T. Bollinger
Chairman and Chief Executive Officer
Bollinger Machine Shop & Shipyard

Ms. Carol Brookins
President and Chief Executive
Officer
World Perspectives, Inc.

Ms. Donna Fujimoto Cole
President
Cole Chemical & Distributing Inc.

Dr. Richard Douglas
Senior Vice President
Sun-Diamond Growers of California

Mr. Max M. Fisher
Founding Chairman
Detroit Renaissance

Will not attend

Ms. Patricia Harrison
Founding Partner
E. Bruce Harrison Company

05-22-91 11:09AM FROM COPLEY

Mr. John M. Hennessy
President and Chief Executive
Officer
C.S. First Boston, Inc.

Will not attend

Mr. Robert W. Johnson IV
Chairman and Chief Executive
Officer
The Johnson Company, Inc.

Mr. Michael H. Jordan
Chairman and Chief Executive
Officer
Pepsico International Food and Beverages

Will not attend

Mr. Jonathan T. Kaji
President
Kaji & Associates

Mr. Henry R. Kravis
Founding Partner
Kohlberg Kravis Roberts & Co.

Mr. Kenneth L. Lay
Chairman and Chief Executive
Officer
Enron Corp.

Mr. Gerald L. Parsky
Co-Chairman
WSGP Partners L.P.

Mr. John N. Palmer
Chairman and Chief Executive
Officer
Mobile Telecommunication Technologies (Mtel)

Mr. Harold A. Poling
Chairman of the Board and Chief
Executive Officer
Ford Motor Company

Mr. Miguel R. San Juan
Vice President
World Trade Division
Greater Houston Partnership

Mr. Bill Spiegel
President
Spiegel Enterprises

Mr. Joseph Sullivan
President and Chief Executive
officer
Bomont Industries

Mr. G. Lee Thompson
Chairman and Chief Executive
Officer
Smith Corona Corp.

Mr. J. Lawrence Wilson
Chairman and Chief Executive
Officer
Rohm and Haas Co.

Will not attend

Mr. Joseph R. Wright, Jr.
Vice Chairman
W.R. Grace & Co.

Mr. John N. Yochelson
Vice President, International
Business and Economics
Center for Strategic and
International Studies

CONGRESSIONAL MEMBERS

Hon. Bill Bradley U.S. Senate	Will not attend
Hon. Conrad Burns U.S. Senate	Will not attend
Hon. John C. Danforth U.S. Senate	Will not attend
Hon. Rod Chandler House of Representative	Will not attend
Hon. Sam Gejdenson House of Representatives	Will not attend
Hon. Don J. Pease House of Representatives	Will not attend
Hon. Thomas J. Ridge House of Representatives	Will not attend
Hon. Dan Rostenkowski House of Representatives	Will not attend

U5-22-91 11:09AM FROM COPLEY

P10

MAY 21 '91 21:45 PRESIDENT'S EXPORT COUNCIL

P.07/17

EXECUTIVE BRANCH MEMBERS

Hon. Robert A. Mesbacher
Secretary of Commerce

Hon. James A. Baker III
Secretary of State

Will not attend

Hon. Nicholas F. Brady
Secretary of the Treasury

Will not attend

Hon. Edward Madigan
Secretary of Agriculture

Will not attend

Hon. Lynn Martin
Secretary of Labor

Will not attend

Hon. Carla A. Hills
U.S. Trade Representative

Will not attend

Hon. John D. Macomber
President and Chairman
Export-Import Bank of the United States

EXECUTIVE DIRECTOR

Hon. J. Michael Farran
Under Secretary
for International Trade
U.S. Department of Commerce

STAFF DIRECTOR & EXEC. SECRETARY

Mrs. Wendy H. Smith
Director
President's Export Council
U.S. Department of Commerce
Phone: 202-377-1124

05-22-91 11:09AM FROM COPLEY

P11

**OTHER ATTENDEES
PRESIDENT'S EXPORT COUNCIL MEETING
MAY 24, 1991**

HONORED GUEST

**Hon. William F. Weld
Governor of Massachusetts** *AT MAIN TABLE*

CHAIRMAN'S STAFF

1) **Mr. Bruce Clements
General Counsel
ASC Incorporated**

U.S. DEPARTMENT OF COMMERCE

2) **Hon. Thomas J. Coliamore
Chief of Staff and
Assistant Secretary of Commerce**

3) **Mr. Roger W. Wallace
Deputy Under Secretary
for International Trade**

4) **Hon. Timothy J. McBride
Assistant Secretary
for Trade Development**

5) **Hon. Susan C. Schwab
Director General
U.S. & Foreign Commercial Service**

*Susan Engleiter
Vice President &
Staff Executive
Honeywell, Inc.*

*(not yet
appointed)
will probably
attend*

7

- 6 Ms. Rhonda Culpepper
Special Assistant
to the Chief of Staff
- 7 Ms. Lisa Kaiser
Confidential Assistant
to the Assistant Secretary
for Trade Development
- 8 Ms. Laureen Daly
International Trade Specialist
President's Export Council Staff
- 9 Ms. Annette Richard
International Trade Specialist
President's Export Council Staff
- 10 Ms. Marianne Hughes
Administrative Assistant
President's Export Council Staff

Jeff Mogan (transcriber, will not be in the room when the President
speaks)

Department of Commerce speech

May 15, 1991

MEMORANDUM

TO: TONY SNOW
FROM: CAROLYN CAWLEY
RE: COMMERCE EXPORT LUNCHEON

Contact: Debbie Smith
Dept. of Commerce -- Business Liaison
377-1360

Date: Friday, May 24

Time: 12:30 p.m.

Place: World Trade Center
Boston, MA

Attendees: 350 -- small and medium business people of all
levels (mostly CEO's and senior managers)

Tom Callamore 377-2112
Chief of staff

Acknowledgements:

Additional changes are highlighted.

From

such as Springs Industries
+ West Point Apparel
+ Huggo

We would like to share that insert USTR for all the speeches that it will be added to.

[Section on fast track, with the spin depending upon what Congress has done by Thursday.]

I met recently with ^{a group of} leaders from the textile and apparel industries. ^{This group is very enthusiastic} ~~all of them~~ love the idea of a Free Trade Agreement with Mexico. Linda Wachner, chairman of Warnaco, Inc. -- which employs nearly 12,000 people worldwide -- told me that Warnaco's 1,200 jobs in Mexico support 2,000 jobs in the U.S. Without this alliance, she said, Warnaco would lose those 2,000 U.S. jobs.

✓
✓
✓
✓
CO.

The point is: through fast track, everybody wins. In a world built upon free trade, every nation has a vested interest in the prosperity of its trading partners. After all, you can't export to a nation suffering from an economic depression. Free trade builds ties of mutual interest. It lays down a foundation for peace and prosperity -- in our hemisphere, throughout the world.

Again, thank you for being here. God bless you, and God bless the United States of America.

#

2 general comments from Sec. Mosbacher:

1. We want to open markets for U.S. companies abroad -- we want to be a world exporter. The Admin. is working towards that. In fact, VP Quayle is traveling right now carrying this message -- ~~give~~ give a plug for the VP.
2. ^{In} The quality/competitive section, you could make a brief education plug. It would fit in nicely & gives the President the opportunity to highlight that issue one more time.

FORM CD-403 (REV. 12-85)		U.S. DEPARTMENT OF COMMERCE		INSTRUCTIONS: Submit original copy of this cover sheet with the document to be transmitted. Fill in all information requested. Do NOT fill in shaded area.	
FACSIMILE TRANSMISSION COVER SHEET					
OFFICE/BUREAU	DATE SUBMITTED	DOCUMENT TITLE		NO. OF PAGES	
OBL O/S	5/22			3 inc	
TO:	NAME AND MAILING ADDRESS OF RECIPIENT CAROLYN CAWLEY Speech Writers Office.			RECIPIENT'S TELEPHONE NO.	FACSIMILE TELEPHONE NO.
				456-7750	456-6218
PROJECT/APPROPRIATION NUMBER					
COMMENTS					
As per our discussion - I apologize - for the bureaucracy!!					
FROM:	NAME AND BUILDING ADDRESS OF SENDER DEBBIE SMITH OFFICE of the Secretary U.S. DEPT. of COMMERCE			TELEPHONE NO.	
				377 1360	

USCOMM-DC 88-2159

91 MAY 22 P12:09

RONALD L. SKATES
President
Chief Executive Officer
Member, Board of Directors

Mr. Skates is president, chief executive officer and a director of Data General Corporation. He was elected to president and chief executive officer in November, 1989, and elected a director in May, 1989.

Prior to that he had served as executive vice president and chief operating officer since August, 1988. In that position he was responsible for the day to day operations of all Data General divisions. Mr. Skates joined Data General as senior vice president, Finance & Administration in November 1986.

EMPLOYMENT:

Prior to joining Data General, Mr. Skates was an audit partner at Price Waterhouse, where he was responsible for the planning, execution and supervision of audit programs for both private and public companies. He has extensive experience with complex, multi-location companies in the financial services and manufacturing fields. He joined Price Waterhouse in 1965, and he had been a partner since 1976.

EDUCATION:

Mr. Skates was awarded an A.B. degree, cum laude, from Harvard College in 1963, and an M.B.A. degree from the Harvard Business School in 1965.

AFFILIATIONS:

Mr. Skates is a member of the American Institute of Certified Public Accountants and of the Massachusetts Society of Certified Public Accountants. He is active in civic, professional and community activities. Among his present and past activities, he is a trustee of Brigham and Women's Hospital; an overseer of the Boston Museum of Fine Arts; former overseer of the Boston Museum of Science; former president of the Executives Club of the Boston Chamber of Commerce; and former president of the Harvard Business School Association of Boston.

February, 1990

Data General is a worldwide company whose core business is the design, manufacture, sale and support of multi-user computer systems and servers. The company also offers extensive value-added products and services for customers, including communications and networking, a range of desktop systems, thousands of application solutions in conjunction with various third-party firms, and a worldwide service and support network. Since its founding in 1968, Data General has installed approximately 300,000 computer systems worldwide. In fiscal 1990, 52% of revenues were derived from customers outside the United States.



91 MAY 17 12:39

U.S. Department of Commerce
Office of the Secretary

14th & Constitution, N.W.
Washington, D.C. 20230
United States of America

TO: Candlyn Cawley

FROM: Tom Callamore

SUBJECT: _____

OF PAGES (including cover sheet) 5

REMARKS: as you requested

SUGGESTED TALKING POINTS ON QUALITY

* Quality Improvement is a fundamental key to our nation's competitiveness. It's really about the pursuit of excellence in all our industries and institutions; so it's a responsibility we all share. Quality in business, Quality in education, Quality in healthcare -- these are not just ideals, but real goals which we all must work hard to attain. And no one community can do it alone... we must share the success stories so we all can someday share the successes as well.

* I've seen communities and companies doing just that: for example, management and labor uniting to improve corporate quality and thereby insure that the business not only regains its competitive edge, but remains competitive.

* If all U.S. businesses worked to improve their Quality, just think of the implications for our country's competitiveness! The label "Made in the U.S.A." would be so prized that nothing could touch it!

* As Fred Smith of Federal Express, one of the 1990 Malcolm Baldrige National Quality Award winners, says: "We didn't do anything special... we read the same management books everybody else reads. The only difference is that we do what the experts suggest."

Now they're the experts. Because they don't stand still when competition threatens them. Like so many other exemplary companies, they know that the one thing they really can control is how they operate, how they face the competition. So they work ferociously to continually improve their every function. ...And they work as one giant team of labor, management, suppliers and customers. Now that's what I call Quality!

MASSACHUSETTS EXPORT SUCCESS STORIES
NATIONAL EXPORT CONFERENCE
MAY 16, 1991

Weathertrac Industries of Framingham -- dynamic three employee firm which markets computer software that plugs personal computers into weather satellites, thereby allowing users to call up weather images and data on their own screens.

As a result of help from the local DoC office in Boston -- which supplied computerized lists of potential overseas distributors and customers -- in two years, Weathertrac's exports have reached \$150,000 a year: 30 percent of the company's total business.

Satisfied customers range from a copper mine in the Chilean Andes to two airports in Taiwan.

(SOURCE: RAM OP-ED)

Octocom Systems, Inc. of Wilmington -- 175 employee market-driven firm which manufactures data communications products and systems. By showing flexibility in meeting the demands of the international marketplace, Octocom Systems has established a market presence in over 50 countries on six continents. In fact, 75 percent of total sales come from exports -- compared to the average export ratio of 5 percent for the entire U.S. data communications industry.

✓ Octocom systems, a recent 1990 winner of the "E AWARD," was listed ninth in Inc. Magazine's December 1990 list of 500 fastest growing private companies in the U.S.

(SOURCE: ITA, Prior E Award Winner)

Jet Spray International Corporation of Norwood -- 197 employee firm which is one of the world's leading manufacturers of hot and cold beverage dispensers. With shipments to over 100 countries, exports grew from 27 percent of total sales in 1986, to nearly 40 percent of total sales in 1989.

✓ Jet Spray's success in part can be traced to the assistance they received on export control regulations from the local DoC office in Boston ... And to its flexibility in designing products for specific markets -- they include an ultra-modern "Eurodesign" hot product dispenser for European customers, and a special Miso Soup dispenser for small "Mom and Pop" restaurants in Japan.

(SOURCE: ITA 1991 Boston "E STAR" Award Winner)

THE MALCOLM BALDRIGE NATIONAL QUALITY AWARD

- o This annual national quality award was created by Public Law 100-107, signed by President Reagan on August 20, 1987.
- o The Secretary of Commerce and National Institute of Standards and Technology are to develop and administer awards with cooperation and funding from the private sector. All candidates have to go through a rigorous examination, including documentation and site visits.
 - * Malcolm Baldrige National Quality Award Foundation (Board includes CEOs of top U.S. companies) has raised \$10 million as an endowment whose interest will support the administration of the award program.
 - * Board of Examiners and Judges are 280 experts -- mostly volunteers -- from U.S. industry and academia who evaluate applications.
- o The purposes of the Award are to promote quality awareness, to recognize quality achievements of U.S. companies, and to publicize successful quality strategies.
- o Up to two awards may be given each year in each of three categories: Small Businesses, Manufacturers, and Service Companies.
- o All businesses incorporated and located in the U.S., and either privately or publicly owned, are eligible.
- o Awards
 - 1988 3 Winners: 2 manufacturers - Motorola, Inc. and Commercial Nuclear Fuel Division of Westinghouse Electric Corporation; and 1 small company - Globe Metallurgical, Inc.
Applicants: 66 total (13 site visits) -- 45 manufacturing, 9 service, and 12 small business
12,000 application guidelines distributed to U.S. organizations
 - 1989 2 Winners: 2 manufacturers - Milliken and Company, and Xerox Corporation's Business Products and Systems Division
Applicants: 40 total (10 site visits) -- 23 manufacturing, 6 service, and 11 small business
65,000 application guidelines distributed to U.S. organizations

Malcolm Baldrige National Quality Award, cont'd.

1990 **4 Winners:** 2 manufacturers - IBM Rochester and General Motors' Cadillac Division; 1 service company - Federal Express (first winner in service category); and 1 small business - Wallace Company
Applicants: 97 total (12 site visits) -- 45 manufacturing, 18 service, and 34 small business
180,000 application guidelines distributed to U.S. organizations

o **1991 Data**

Applicants: 106 total -- 38 manufacturing, 21 service, and 47 small business.

168,000 application guidelines distributed by May 15, 1991.

Timetable includes the April 3 deadline for applications, site visits in August and September, and award selection and a ceremony in the fall.

Tony's 1st Draft

Snow/Cawley
Draft One
May 20, 1991
9 a.m.
Export

PRESIDENTIAL ADDRESS: DEPARTMENT OF COMMERCE EXPORT LUNCHEON
WORLD TRADE CENTER
BOSTON, MASS.
MAY 24, 1991
12:30 P.M.

[Introductory acknowledgments]

[jokes]

You know, it feels a little strange to be talking about exports in front of the real expert, Bob Mosbacher. Bob, you've done a spectacular job promoting exports from the United States, and the numbers tell the tale. This nation enjoyed its greatest export month ever last October, and we came close to matching that feat just last month. We sold nearly \$34 billion in U.S. goods and services across the globe, and had the smallest monthly trade deficit we've seen in 7-1/2 years.

David
Lund

As you all know, the world economy has changed dramatically in recent years. If you want to succeed in business, you can't just worry about U.S. companies; you have to compete with firms all over the world. If this nation wants to remain the greatest economic power on earth -- we must build a strong economy at home. Just as important, we must make sure that our companies have a fair chance to do business abroad.//

In recent years, companies like yours -- I wish we had a better name than "small to medium sized firms," since you drove the longest peacetime economic expansion in our nation's history

Lund

-- companies like yours led the way. You supplied jobs. You supplied ideas. You created entire new industries. All you have to do is look around the Boston area -- at information alley, at larger companies, such as Data General, medium^m sized firms such as Octocom Systems and Jet Spray International, or even small firms, such as Weathertrac Industries -- and you'll see what I mean. [check recent Business Week article on the 100 fastest growing small firms]

✓
Lund

This shouldn't surprise anyone. Boston was built upon trade. Early settlers of this city established thriving businesses in shipbuilding, fishing, and manufacturing. Boston was the trading capital of America for years, and at one point was the fourth-largest trading center in the entire British empire.

Enayo.

Enterprise comes naturally here. People with ideas, people devoted to producing quality products, people determined to cut a big profile on the world scene -- you all push the envelope of innovation. You give America the power of inspiration, of enterprise, of creativity.

Our administration has tried to encourage export businesses in a number of ways, including gatherings of the Trade Promotion Coordinating Council. Today, I will focus on the two critical aspects of international competitiveness: quality production at home, and free and fair trade arrangements around the globe.

TPPE factsheet
from Callamore

The reputation of American products has swung wildly back and forth during the past generation. Thirty years ago, no one

Lund

had any question where the U.S. stood. We produced more goods than anyone. We produced better goods than anyone. Managers from the world over came here to learn how to do things right. Then, we rested on our laurels, and American products, once the envy of the world, lost their luster. Polls showed that consumers -- including American consumers -- thought better of Japanese or German cars than of our own. This trend carried over into other industries.

Lund

The Reagan administration decided in 1987 to acknowledge businesses that demonstrated a special flair for quality production. It created the Malcolm Baldrige Awards, and set aside a maximum of six awards a year: two in manufacturing, two in services, two in small businesses.

The idea has caught the imagination of the public and of industry. Even though we never have given six awards a year, an increasing number of companies have joined the competition. Our first year, 66 companies applied; this year, 106 did. For the first time, we received more applications from small businesses than from manufacturers or service firms.

Callamore

Everywhere, you can find evidence that American businesses want to compete. You see it in the workplace, where labor and management work together to build better, more reliable, more innovative products. You see it in classrooms, where workers go to build upon our most precious natural resource, our minds. You even see it in shops and stores, where "Made in the U.S.A." has become a selling point again.

Ward East
Sheet from
Callamore

Callamore

✓


*David Lund, Doc Chief Economist
377-8181*


This also is true in foreign markets. Our export business has grown dramatically in recent years. American firms exported \$370 billion worth of goods and services in 1985. Just five years later, that total had grown to \$673 billion.

We export more than any nation on earth, and we import more. *Lund*

Our fastest growing markets include the nations of the Pacific Rim -- where our export volume has grown by an average of more than 1,000 percent over the past decade -- and developing countries, including Latin America -- and especially Mexico.

Trade within this hemisphere has grown dramatically because the new democracies in Central and South America have begun lifting import restrictions on such products as automotive parts, computers and software, industrial supplies -- the building blocks of any economy. *Lund*

As an administration, we want to build upon that record by completing the Uruguay round of GATT negotiations, and opening up the entire world for free and fair trade. We also want to create a free trade zone that would encompass Canada, the United States and Mexico. This single market -- 360 million people, who now produce \$6 trillion in goods annually -- would tower over even the European Market. But we don't want to stop there: We also hope to build upon our trade success south of Mexico, through the Enterprise for the Americas Initiative. 

I can't think of any more appropriate time to talk about these initiatives than today. We're wrapping up World Trade Week 

and we stand on the verge of a new age of wider, swifter, more integrated world trade.

[Section on fast track, with the spin depending upon what Congress has done by Thursday.]

The point is: through fast track, everybody wins. In a world built upon free trade, every nation has a vested interest in the prosperity of its trading partners. After all, you can't export to a nation suffering from an economic depression. Free trade builds ties of mutual interest. It helps us lay down foundation for peace and prosperity -- in our hemisphere, throughout the world.

[closing quote, preferably from some scion of Bostonian prudence and enterprise, which means that it will have to be an old quote]

Again, thank you for being here. God bless you, and God bless the United States of America.

#

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The Harper Book of
AMERICAN
QUOTATIONS

Gorton Carruth and Eugene Ehrlich

A Hudson Group Book



1817

Harper & Row, Publishers, New York
Cambridge, Philadelphia, San Francisco
London, Mexico City, São Paulo, Singapore, Sydney

73 Books are the treasured wealth of the world, the fit inheritance of generations and nations.

Ibid.

74 As part of my research for *An Anthology of Author's Atrocity Stories About Publishers*, I conducted a study (employing my usual controls) that showed the average shelf life of a trade book to be somewhere between milk and yogurt.

CALVIN TRILLIN, *Uncivil Liberties*, 1982.

75 No girl was ever ruined by a book.

Attributed to Mayor James J. Walker, of New York City.

76 Books are to be call'd for, and supplied, on the assumption that the process of reading is not a half sleep, but, in the highest sense, an exercise, a gymnast's struggle; that the reader is to do something for himself.

WALT WHITMAN, *Democratic Vistas*, 1870.

77 Camerado, this is no book,
Who touches this touches a man,
(Is it night? are we here together alone?)
It is I you hold and who holds you,
I spring from the pages into your
arms—decease calls me forth.

WALT WHITMAN, "So Long!" *Leaves of Grass*, 1891–1892.

78 I would never read a book if it were possible for me to talk half an hour with the man who wrote it.

WOODROW WILSON, addressing his students at Princeton University, c.1900.

36. BOSTON

1 If you hear an owl hoot, "To whom," instead of "To who," you can make up your mind he was born and educated in Boston.

Anonymous.

2 I hate the purse proud ostentation of the city of Boston. It is not the pride I like, it is not mine.

36. BOSTON

... A really noble man will not wish to show off before others any thing like superiority. I am an aristocrat, but not one of Boston.

CHARLES FRANCIS ADAMS, *Diary*, September 4, 1824.

3 In the course of my life I have tried Boston socially on all sides: I have summered it and wintered it, tried it drunk and tried it sober; and, drunk or sober, there's nothing in it—save Boston!

CHARLES FRANCIS ADAMS, JR., *Charles Francis Adams, An Autobiography*, 1916.

4 Only Bostonians can understand Bostonians and thoroughly sympathize with the inconsequences of the Boston mind.

HENRY ADAMS, *The Education of Henry Adams*, 1907.

5 No doubt the Bostonian has always been noted for a certain chronic irritability—a sort of Bostonitis—which, in its primitive Puritan form, seemed due to knowing too much of his neighbors, and thinking too much of himself.

Ibid.

6 I have just returned from Boston. It is the only thing to do if you find yourself up there.

FRED ALLEN, letter to Groucho Marx, June 12, 1953.

7 A Boston man is the East wind made flesh.

Attributed to Thomas Gold Appleton.

8 Boston is a state of mind.

Attributed to Thomas Appleton, as well as to Emerson and Twain. (Appleton, a noted nineteenth-century wit, was called one of the Seven Wise Men of Boston.)

Bostonians

9 Boston runs to brains as well as to beans and brown bread. But she is cursed with an army of cranks whom nothing short of a straitjacket or a swamp elm club will ever control.

WILLIAM COWPER BRANN, in his monthly journal *The Iconoclast*, published 1891, 1894–1898.

10 All Puritan vulgarity centers in Boston. The Back Bay conservatives are impoverished by cus-

36. BOSTON

tom and taboo. They are the lifeless and sterile of this country.

ISADORA DUNCAN, interview in Boston, 1922.

11 The readers of the *Boston Evening Transcript*

Sway in the wind like a field of ripe corn.

T.S. ELIOT, "The Boston Evening Transcript," *Prufrock and Other Observations*, 1917.

12 The society of Boston was and is quite uncivilized but refined beyond the point of civilization.

T.S. ELIOT, writing of Henry James in the *Little Review*, 1918.

13 We say the cows laid out Boston. Well, there are worse surveyors.

RALPH WALDO EMERSON, "Wealth," *The Conduct of Life*, 1860.

14 The rocky nook with hill-tops three
Looked eastward from the farms,
And twice each day the flowing sea
Took Boston in its arms.

RALPH WALDO EMERSON, "Boston," 1867.

15 I do not speak with any fondness but the language of coolest history, when I say that Boston commands attention as the town which was appointed in the destiny of nations to lead the civilization of North America.

RALPH WALDO EMERSON, "Boston," *Natural History of the Intellect*, 1893.

16 There are not ten men in Boston equal to Shakespeare.

Attributed to William E. Gladstone speaking to an anonymous Bostonian, 1891.

17 Gouge: to squeeze out a man's eye with the thumb, a cruel practice used by the Bostonians in America.

FRANCIS GROSE, *A Classical Dictionary of the Vulgar Tongue*, 1785.

18 Boston State-house is the hub of the solar system. You couldn't pry that out of a Boston man if you had the tire of all creation straightened out for a crow-bar.

108
OLIVER WENDELL HOLMES, SR., *The Autocrat of the Breakfast-Table*, 1858.

19 Full of crooked little streets; but I tell you Boston has opened, and kept open, more turnpikes that lead straight to free thought and free speech and free deeds than any other city of live men or dead men.

OLIVER WENDELL HOLMES, SR., *The Professor at the Breakfast-Table*, 1860. *Bostonian*

20 That's all I claim for Boston—that it is the thinking center of the continent, and therefore of the planet.

Ibid.

21 I never thought he would come to good, when I heard him attempting to sneer at an unoffending city so respectable as Boston.

Ibid.

22 The heart of the world beats under the three hills of Boston.

Ibid.

23 Even Boston provinciality is a precious testimony to the authoritative personality of the city. Cosmopolitanism is a modern vice, and we're antique, we're classic, in the other thing. Yes, I'd rather be a Bostonian, at odds with Boston, than one of the curled darlings of any other community.

WILLIAM DEAN HOWELLS, *A Modern Instance*, 1882.

24 [The Boston Brahmins are] simmering in their own fat and putting a nice brown on each other.

HENRY JAMES, SR., to William Dean Howells, quoted in Howells' *Literary Friends and Acquaintances*, 1901.

25 He had never been a very systematic patriot, but it vexed him to see the United States treated as little better than a vulgar smell in his friend's nostril, and he finally spoke up for them quite as if it had been Fourth of July, proclaiming that any American who ran them down ought to be carried home in irons and compelled to live in Boston.

HENRY JAMES, *The American*, 1877.

MES, SR., *The Autocrat of*
18.

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MES, SR., *The Professor*
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r systematic patriot,
nited States treated
smell in his friend's
p for them quite as
y, proclaiming that
down ought to be
mpelled to live in

m, 1877.

26 A solid man of Boston.
A comfortable man, with dividends,
And the first salmon, and the first green
peas.

HENRY WADSWORTH LONGFELLOW, "John
Endicott," in *The New England Tragedies*, 1868.

27 In Boston the onus lies upon every respectable
person to prove that he has not written a sonnet,
preached a sermon, or delivered a lecture.

CHARLES MACKAY, *Life and Liberty in America*,
1859.

28 [Marriage is] a damnably serious business, par-
ticularly around Boston. Remember . . . that you
not only marry a wife but also your wife's entire
family.

JOHN P. MARQUAND, *The Late George Apley*,
1937.

29 In proportion as Boston furnished the funda-
mentals for an ideally cultivated life, it is not sur-
prising that Boston should have received her share
of gibes and jests from many larger but less fortu-
nate neighbors.

Ibid.

30 The Bostonians are really, as a race, far inferior
in point of anything beyond mere talent to any
other set upon the continent of North America.
They are decidedly the most servile imitators of the
English it is possible to conceive.

EDGAR ALLAN POE, in a letter to Frederick
William Thomas, February 14, 1849.

37. BOSTON TOAST

Once a few clever lines appear in print, more on
the same subject, and in the same style, are
bound to appear. At the 1910 Holy Cross Col-
lege alumni dinner, held at Harvard, an alum-
nus named John Collins Bossidy offered a toast
that concluded:

1 And this is good old Boston,
The home of the bean and the cod,

37. BOSTON TOAST

31 Boston looks like a town that has been paid for;
Boston has a balance at its bankers.

GEORGE AUGUSTUS SALA, correspondent for the
London Daily Telegraph, in *My Diary in*
America in the Midst of War, 1865.

32 Boston is a moral and intellectual nursery al-
ways busy applying first principles to trifles.

Attributed to George Santayana.

33 Boston has carried the practice of hypocrisy to
the nth degree of refinement, grace and failure.

Attributed to Lincoln Steffens.

34 Tomorrow night I appear for the first time be-
fore a Boston audience—4000 critics.

MARK TWAIN, in a letter to Pamela Clemens
Moffet, November 9, 1869.

35 One feels in Boston, as one feels in no other part
of the States, that the intellectual movement has
ceased.

H.G. WELLS, "The Future in America,"
1906.

36 Massachusetts has been the wheel within New
England, and Boston the wheel within Massachu-
setts. Boston therefore is often called the "hub of
the world," since it has been the source and foun-
tain of the ideas that have reared and made Amer-
ica.

F.B. ZINCKLE, clergyman and author, *Last*
Winter in the United States, 1868.

(Can't determine if Zinckle
is a Bostonian)

Where the Lowells talk to the Cabots,
And the Cabots talk only to God.

In 1924, the versifier and newspaper columnist
Franklin P. Adams [F.P.A.] was inspired to
write a quatrain of his own when a report ap-
peared that one of the Boston Cabots was seek-
ing an injunction to prevent a man named Ka-
botschnik from changing his name to Cabot:

2 Then here's to the City of Boston,
The town of the cries and the groans,



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HOW THEY BANK IN MARKET VALUE

10 Most Valuable Companies

THE BUSINESS WEEK

A McGRAW-HILL PUBLICATION/S3.95



BusinessWeek

The Little Giants



Wal-Mart Stores, Merck, McDonald's—they're the kind of uptown, glamour stocks that conservative investors can embrace without too much worry. Sure, markets will gyrate. And, yes, life comes with precious few guarantees. Yet year in and year out, these issues perform ably. No need for that jumbo-size prescription of Valium with this crowd. But then there are the more daring investors who hope to bag that once-in-a-lifetime stock, who don't mind throwing some money at obscure names such as Xoma, Biogen, and Horsehead Resource Development.

Horsehead Resource? A chain of glue factories, you ask? Not exactly. It's a hot growth, environmental-services firm out of Palmerton, Pa. And it's one of this year's **Little Giants**, BUSINESS WEEK's annual roster of supersonic companies with sales of less than \$100 million. True, they're hardly household names. Still, plenty of investors believe they may be tomorrow's stars, and they've vaulted these stocks' market values into the lofty ranks of the BUSINESS WEEK 1000. As a group, they reflect the new pockets of vitality emerging within the U.S. economy. It's an elite cadre dominated by drug, software, health care, telecommunications, and real estate outfits—and some odd birds, too.

Which brings us back to Horsehead, a newcomer to this year's list and a lesson in how the dirtiest of jobs can generate loads of cash. Horsehead handles the hazardous dust generated by electric arc furnaces used by mini-mill steelmakers. It extracts, among other things, zinc oxide and recycles it as a raw material to zinc processors. Horsehead picks up fees for handling the sooty stuff and reselling raw materials. Now, it's hoping to spin some gold out of the resource-rich sludge left over at many steel foundries. The company went public in June, 1990, and last year earned \$19.8 million on \$55 million in sales, which have nearly doubled during the past two years.


Another upstart is Atlanta's Knowledgeware Inc. Co-founded by former Minnesota Viking great Fran

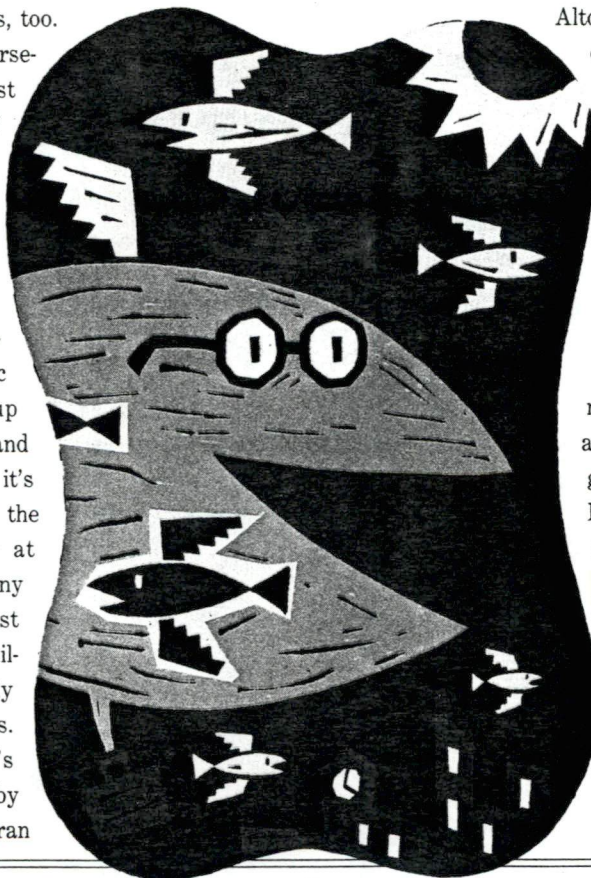
Tarkenton, the company turns out computer-aided, software-engineering products, which help companies automate and write their own computer programs. Knowledgeware is the undisputed leader in this \$450 million market. And it hasn't had much trouble attracting some deep-pocket investors: IBM owns a 9% stake. Small wonder. In its last fiscal year, Knowledgeware posted a 36% jump in earnings, to \$11.7 million.

THOSE HOT DRUG STOCKS ARE HOTTER THAN EVER

Investors continue to go nuts over drug stocks. And this year's Little Giants list is chock full of them—starting with the top five in market value. One sizzler is Alza Corp. of Palo

Alto, Calif., which specializes in drug delivery systems and pharmaceutical products. It has enjoyed great success with a hypertension-fighting drug called Procardia XL and has other products in the pipeline awaiting federal approval. Last year, it turned in a 31% jump in earnings, to \$24.7 million, on \$99 million in sales.

In a year that saw plenty of carnage in the real estate market, there are a select few companies that still get investors hot. One is Meditrust Management Corp., a health care real estate investment trust based in Waltham, Mass. It owns and provides financing for nursing homes, psychiatric hospitals, drug and alcohol rehab facilities, and retirement communities. Its growth has been meteoric: In 1986, Meditrust owned just six nursing homes and a 



THINKING SMALL

Companies with high market value and 1990 sales below \$100 million

COMPANY	MILLIONS OF DOLLARS		INDUSTRY
	MARKET VALUE	SALES	
ALZA	\$2073	\$99	Drugs & research
CENTOCOR	1089	65	Drugs & research
CHIRON	1035	79	Drugs & research
BIOGEN	956	50	Drugs & research
MYLAN LABORATORIES	870	94	Drugs & research
T2 MEDICAL	721	83	Health care services
IMMUNEX	678	31	Drugs & research
MAGMA POWER	676	86	Utilities
NEW PLAN REALTY TRUST	666	55	Real estate
BP PRUDHOE BAY ROYALTY TRUST	634	69	Oil & gas
GENZYME	600	55	Drugs & research
U. S. BIOSCIENCE	590	0	Drugs & research
U. S. CELLULAR	575	63	Telecommunications
HORSEHEAD RESOURCE DEVELOPMENT	562	55	Pollution control
GENETICS INSTITUTE	561	40	Drugs & research
ASSOCIATED COMMUNICATIONS	553	32	Telecommunications
XILINX	514	84	Semiconductors
MERCURY FINANCE	507	95	Financial services
VANGUARD CELLULAR SYSTEMS	491	64	Telecommunications
WEINGARTEN REALTY	487	77	Real estate
CETUS	464	29	Drugs & research
DIAGNOSTIC PRODUCTS	455	76	Drugs & research
XOMA	446	20	Drugs & research
TOTAL SYSTEM SERVICES	435	84	Computer software
KNOWLEDGEWARE	434	92	Computer software
SYMANTEC	420	95	Computer software
SYNERGEN	405	9	Drugs & research
HEALTH CARE PROPERTIES INVESTORS	398	72	Health care services
CRI LIQUIDATING REIT	392	37	Real estate
MEDITRUST	386	89	Health care services
AMERICAN HEALTH PROPERTIES	370	59	Health care services
AMERICAN WASTE SERVICES	354	95	Pollution control

DATA: STANDARD & POOR'S COMPUSTAT SERVICES INC.

50% share of a retirement community. Today, it has \$780 million invested in nearly 120 health care facilities in 25 states. Last year, earnings skyrocketed 35%, to \$29 million, and revenues rose 24%, to \$89 million. Another high-flier is New Plan Realty Trust. Specializing in shopping centers and apartment complexes, New Plan has roughly \$200 million in cash and marketable securities, and has virtually no debt. That gives it quite an edge in a distressed real estate market.

Of course, investors continue to swoon over some of those cellular telephone stocks. And why not? The \$4.5 billion indus-

try is growing at a brisk clip. Even so, investors had better be patient. U. S. Cellular Corp., for instance, saw its subscriber base grow 59%, to roughly 57,300, yet posted a \$14.7 million loss—and it's lost money every year since its founding in 1985. The reason: big front-end construction and marketing costs.

Will U. S. Cellular investors hit paydirt down the road? Perhaps. The Little Giants may be a bunch of no-names at the moment. But if the market's judgment proves prescient, you'll be hearing a lot more from them in the years ahead.

By Brian Bremner in New York, with bureau reports

May ☆ ☆ Chase's Annual Events ☆ ☆ 1991

SALVATION ARMY ADVISORY ORGANIZATIONS SUNDAY.

May 19. A day to recognize and honor those community people whose efforts as board members or volunteers are crucial to the Salvation Army's work. Annually, the last day of National Salvation Army Week. Info from: Lt Col Leon R. Ferraez, Dir, Natl Communications, Salvation Army Natl Headquarters, 799 Bloomfield Ave, Verona, NJ 07044.

SCOBEE, FRANCIS R.: BIRTH ANNIVERSARY.

May 19. Commander of the ill-fated Space Shuttle *Challenger*, 46-year-old pilot Francis R. Scobee had been in the astronaut program since 1978 and had been pilot of the *Challenger* in 1984. Born at Cle Elum, WA, on May 19, 1939, Scobee perished with all others on board when the *Challenger* exploded on Jan 28, 1986. See also: "Challenger Space Shuttle Explosion Anniversary" (Jan 28).

SHAVUOT OR FEAST OF WEEKS. May 19. Observed on the following day also. Jewish Pentecost holy day. Hebrew date, Sivan 6, 5751. Celebrates giving of Torah (The Law) to Moses on Mt Sinai.

SHEEP SHEARING FESTIVAL. May 19. North Andover, MA. Festival features sheep shearing, sheepdog demonstrations, crafts fair, spinning bee, live music, museum tours, food booths, 4-H Club sheep competition and sheep-to-shawl demonstrations. Sponsor: Museum of American Textile History, 800 Massachusetts Ave, North Andover, MA 01845.

SIMPSON TUNNEL OPENING: ANNIVERSARY. May 19. Tunnel officially opened on this day in 1906. Construction started in 1898. From Brig, Switzerland, to Iselle, Italy.

SPACE MILESTONE: MARS 2 AND MARS 3 (USSR): 20TH ANNIVERSARY. May 19 and 28. Entered Martian orbits on Nov 27 and Dec 2, respectively. *Mars 3* sent down a TV-equipped capsule that soft-landed and transmitted pictures for 20 seconds. Launch dates: May 19 and 28, 1971.

TURKEY: YOUTH AND SPORTS DAY. May 19. Public holiday commemorating beginning of national movement for independence in 1919, led by Mustafa Kemal Ataturk.

WEBSTER COUNTY WOODCHOPPING FESTIVAL (WITH WOODCHOPPING AND TURKEY CALLING CHAMPIONSHIP CONTESTS). May 19-26. Webster Springs, WV. South Eastern United States World Championship Woodchopping Contest, and State Championship Turkey Calling Contest. Sponsor: Woodchopping Festival Committee, Box 227, Webster Springs, WV 26288.

WHITSUNDAY. May 19. Whitsunday, the seventh Sunday after Easter, is a popular time for baptism. "White Sunday" is named for the white garments formerly worn by the candidates for baptism, and occurs at the Christian feast of Pentecost. See also: "Pentecost" (May 19).

★ WORLD TRADE WEEK. May 19-25. Presidential Proclamation 6139, of May 23, 1990. Has been issued each year since 1948 for the third week of May with three exceptions: 1949, 1955 and 1966.

BIRTHDAYS TODAY

Rick Cerone, baseball player, born at Newark, NJ, May 19, 1954.
Nora Ephron, writer, born at New York, NY, May 19, 1941.
David Hartman, actor, born at Pawtucket, RI, May 19, 1937.
Grace Jones, model, singer, actress, born at Spanishtown, Jamaica, May 19, 1952.

May
1991

S	M	T	W	T	F	S
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Bill Laimbeer, Jr, basketball player, born at Boston, MA, May 19, 1957.

James Lehrer, journalist, born at Wichita, KS, May 19, 1934.

Frank Lorenzo, airline company executive, born at New York, NY, May 19, 1940.

Peter Townshend, musician, born at London, England, May 19, 1945.

MAY 20 — MONDAY

140th Day — Remaining, 225

BALZAC, HONORE DE: BIRTH ANNIVERSARY.

May 20. French novelist born at Tours, France, May 20, 1799. "It is easier," Balzac wrote in 1829, "to be a lover than a husband for the simple reason that it is more difficult to be witty every day than to say pretty things from time to time." Died at Paris, France, on Aug 18, 1850.

CAMEROON: NATIONAL HOLIDAY. May 20. Republic of Cameroon. Commemorates declaration of the republic on May 20, 1972.

CANADA: VICTORIA DAY. May 20. Commemorates the birth of Queen Victoria on May 24, 1819. Observed annually on the first Monday preceding May 25.

COUNCIL OF NICAEEA I: ANNIVERSARY. May 20-Aug 25. First ecumenical council of Christian church, called by Constantine I, first Christian emperor of Roman Empire. Nearly 300 bishops are said to have attended this first of 21 ecumenical councils (latest, Vatican II, began Sept 11, 1962), which was held at Nicaea, Bithynia, in Asia Minor in the year 325. Dates and attendance are approximate. The council condemned Arianism (which denied divinity of Christ), formulated the Nicene Creed and fixed the date of Easter.

ELIZA DOOLITTLE DAY. May 20. To honor Miss Doolittle (heroine of Bernard Shaw's *Pygmalion*) for demonstrating the importance of speaking one's native language properly. Sponsor: Doolittle Day Committee, 2460 Devonshire Rd, Ann Arbor, MI 48104.

ENGLAND: DICING FOR BIBLES. May 20. An old Whitmonday ceremony at All Saints Church, St. Ives, Huntingdonshire. A bequest (in 1675) with the intent of providing Bibles for poor children of the parish required winning them at a dice game played in the church. In recent years the dicing has been moved from the altar to a "more suitable" place. Six Bibles are given on Whitmonday each year.

GIGLI, BENIAMINO: BIRTH ANNIVERSARY. May 20. Celebrated Italian tenor born at Recanati, Italy, on May 20, 1890. Died at Rome, Italy, on Nov 30, 1957.

LAFAYETTE DAY. May 20. Massachusetts.

LINDBERGH FLIGHT: ANNIVERSARY. May 20-21. Anniversary of the first solo trans-Atlantic flight. Captain Charles Augustus Lindbergh, 25-year-old aviator, departed from rainy, muddy Roosevelt Field, Long Island, NY, alone at 7:52 AM, May 20, 1927, in a Ryan monoplane named *Spirit of St. Louis*. He landed at Le Bourget airfield, Paris, France, at 10:24 PM Paris time (5:24 PM, NY time), on May 21, winning a \$25,000 prize offered by Raymond Orteig for the first nonstop flight between New York City and Paris (3,600 miles). The "flying fool" as he had been dubbed by some doubters became "Lucky Lindy," an instant world hero. See also: "Lindbergh, Charles Augustus: Birth Anniversary" (Feb 4).

MADISON, DOLLY (DOROTHEA) DANDRIDGE PAYNE TODD: BIRTH ANNIVERSARY. May 20. Wife of James Madison, 4th president of the US, born at Guilford County, NC, May 20, 1768. Died July 12, 1849.

MECKLENBURG DAY. May 20. North Carolina. Commemorates claimed signing of a declaration of independence from England by citizens of Mecklenburg County on this day, 1775.

MOON PHASE: FIRST QUARTER. May 20. Moon enters First Quarter phase at 2:46 PM, EST.

Tony -
FYI for the
Export Luncheon

Remarks -
This is World Trade
Week, as proclaimed
by the President.

-cc

VOLUME 4

Birmingham to Burlington

T H E E N C Y C L O P E D I A
A M E R I C A N A
I N T E R N A T I O N A L E D I T I O N

COMPLETE IN THIRTY VOLUMES
FIRST PUBLISHED IN 1829

*Tony - A tad of
color for the Boston
commerce remarks*



GROLIER INCORPORATED

International Headquarters: Danbury, Connecticut 06816

se at the Assembly of Clergy con-
 cis XIV in 1681 to deal with the
 he rights of the Gallican church,
 perhaps his greatest speech, *On the*
Church, to the assembly and suc-
 rsuading it to accept a moderate
 Gallicanism. Known as the Four
 182, the statement was condemned
 cent XI.

as drawn into Jansenist contro-
 of his involvement in the academic
 Sorbonne in Paris. Not a Jansenist
 iared much of their moral rigorism
 ted on a bible with the Jansenist
 intoine Arnauld (q.v.). Although
 to convince the Jansenist nuns at
) denounce their beliefs, he failed,
 razed the convent. See also JAN-

most unfortunate controversy in-
 sciple, the theologian Fénelon, who
 the adviser to Mme. Guyon, an
 quietism. Her book, *Short Method*
 joyed great popularity at court, but
 t reviewed it, he found in it "one
 y." A pamphlet war between Bos-
 nelon ensued. Eventually Fénelon
 ed by Rome and he retired from
 so QUIETISM.

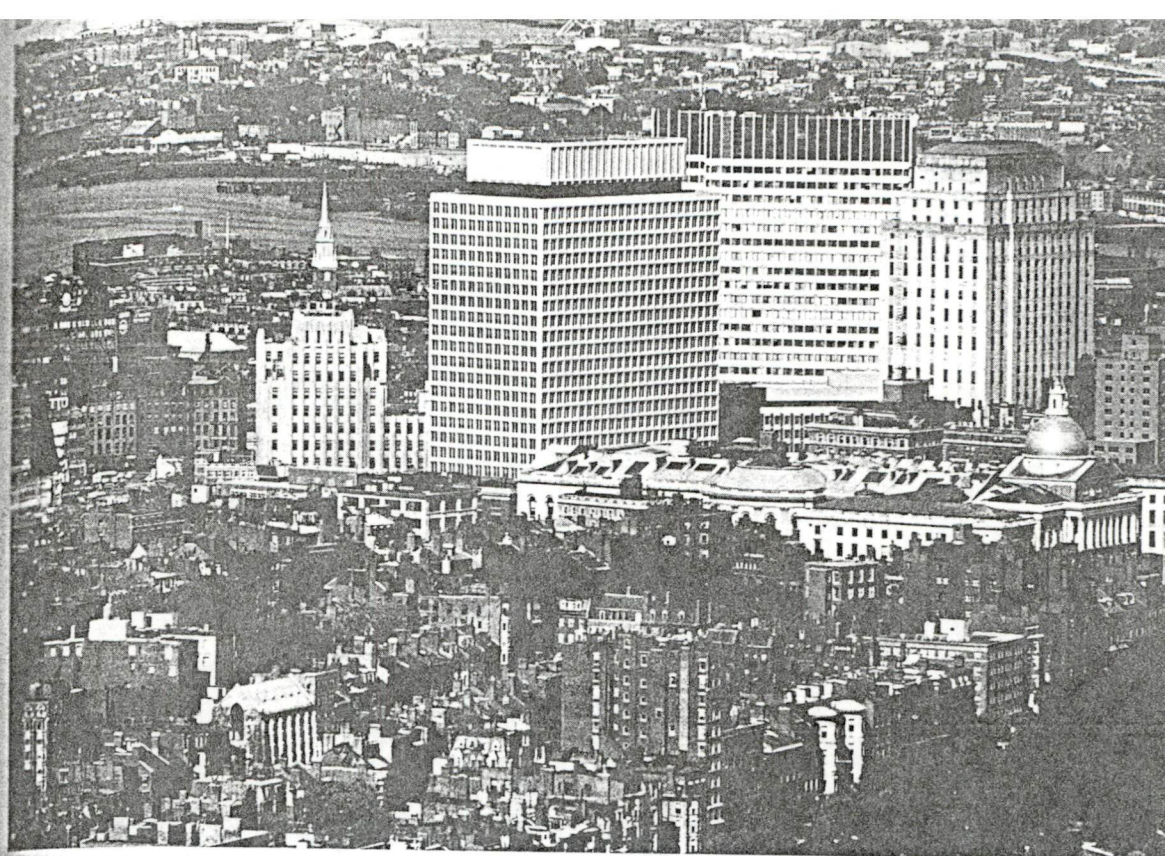
THOMAS JOYCE, C. M. F.
 Catholic University of America

ph Harold (1939-), American
 was the first to exceed 27 feet in
 p, leaping 27 feet 1 3/4 inches (8.27
 ie U. S.-USSR dual meet in Moscow

as born in Laurel, Miss., on May 9,
 ck star at Tennessee State College,
 3 feet 11 1/4 inches at the National
 n 1960 to surpass Jesse Owens' 25-
 ld record of 26 feet 8 1/4 inches.
 n Olympic record in 1960, jumping
 inches. By jumping 27 feet 4 1/4
 5, he recovered the world record he
 1962 to the USSR's Igor Ter-

BILL BRADDOCK, *New York "Times"*

is'tan, a municipal borough and port
 ire, England. It is on the Witham
 les (6 km) from its mouth in the
 North Sea called The Wash, and
 miles (160 km) north of London.
 nty town of The Parts of Holland,
 hree county districts of Lincolnshire.
 1 was originally known as "Botolph's
 St. Botolph, who is believed to have
 nonastery there in 654. Boston was
 land's leading ports from the 13th
 1 century, when weakening of the
 eague and the silting up of the river
) decline. Trade revived with the
 a new navigable channel and the
 new docks in the 1880's. Boston is
 nter for a rich farming area. Canning
 re important activities. The borough
 arish church in the Decorated style
 as close historical connections with
 e in the United States. In 1607,
 re tried here in St. Mary's Guildhall
 to leave England, and in the
 Boston citizens emigrated to Massa-
 opulation: (1982) 26,425.



PATRICIA L. HOLLANDER, FROM FPG

Government Center rises behind domed State House (right). Old North Church spire is at left, Common at right.

BOSTON, bôs'tən, the capital of Massachusetts and the largest city in New England, has been described as "a state of mind almost entirely surrounded by water." As one approaches it by plane, one becomes aware of the capacious, well-protected harbor with its tiny green islands, some of them crowned by ancient forts; of the Embankment and Esplanade along the Charles River Basin; the green parks with their big trees; and the skyscrapers, the Government Center, and the arterial highways that give Boston the new look. Many of the old parts of the city in the North End and on Beacon Hill are preserved as historic monuments, but one sees them best not from the air but on foot.

Boston was settled in 1630 on a hilly, wooded peninsula where the Charles River flows into a natural harbor. It took its name from Boston in Lincolnshire, England, a town dear to the English Puritans. With their religious independence, the Puritans were a thorn in the side of their king, Charles I, and in 1630 their conditions in England became so unbearable that they sought refuge in the New World. Subsequently, Charles was too harassed by the rebellious Parliamentarians to lay a restraining hand on them from London, and during this interval the Puritans formed the character of Boston. They were courageous and resourceful. They became shipbuilders, master mariners, and merchants who made Boston the trading capital of America and the fourth-largest of all British cities.

A century after it was founded, Boston had grown to be the busiest American seaport, with 40 wharves, a dozen shipyards, and more than 13,000 inhabitants. It was a deeply religious

INFORMATION HIGHLIGHTS

Location: Eastern Massachusetts, on Atlantic Ocean, 180 miles (290 km) northeast of New York City.
Population: City, 562,994; metropolitan area, 2,763,357.
Land area: 43.18 square miles (111.4 sq km).
Elevation: About 10 feet (3 meters) at City Hall.
Climate: Mean temperatures, 29.9° F (-1.6° C) in January; 73.7° F (23.2° C) in July. Mean annual precipitation, 42.77 inches (109.2 cm).
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community in which no theater was permitted. The meeting house, the church, and Harvard College in nearby Cambridge were the testing grounds of the best minds. Independence and prosperity went hand in hand, and commercial rivalry with the mother country was inevitable. When harsh taxes on tea were imposed by the king's ministers, the Bostonians refused to pay them and threw the tea, their favorite luxury, into Boston Harbor. The temper of the citizens was fully aroused by 1775, and Boston provided some of the boldest leadership in the American Revolution.

After the coming of peace, Boston's trade with China, its boom in textiles due to development of the power loom, its market for shoes and wool, its skill in printing and publishing, and its overseas shipping brought Boston to its golden years in the first half of the 19th century. Then with other cities on the eastern seaboard it was opened

commercial
 The legacy of Boston, etc., etc.

W.C. Fields was in the hospital -- a visitor was surprised to find him reading the Bible and asked what he was doing.

"Just looking for loopholes," he said.

While ordering a pizza, Yogi Berra was asked: "how many pieces would you like cut -- 4 or 8?"

"Better make it 4," he said. "I don't think I could eat 8!"

POTUS sheet

{ One of the important things about having a computer is that you can blame anything on it... and people will automatically believe you.

((NOTE: will have visited the Saturn school the day before. Maybe a LEGO joke? -- These kids have computer programs to mechanize Lego projects...maybe they can figure out a way to make Congress work too.))

Gamble

{ These past few weeks have been unreal! My heart is getting as much attention as Madonna's new movie.

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AMERICANA
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LADDOCK, *New York Times*

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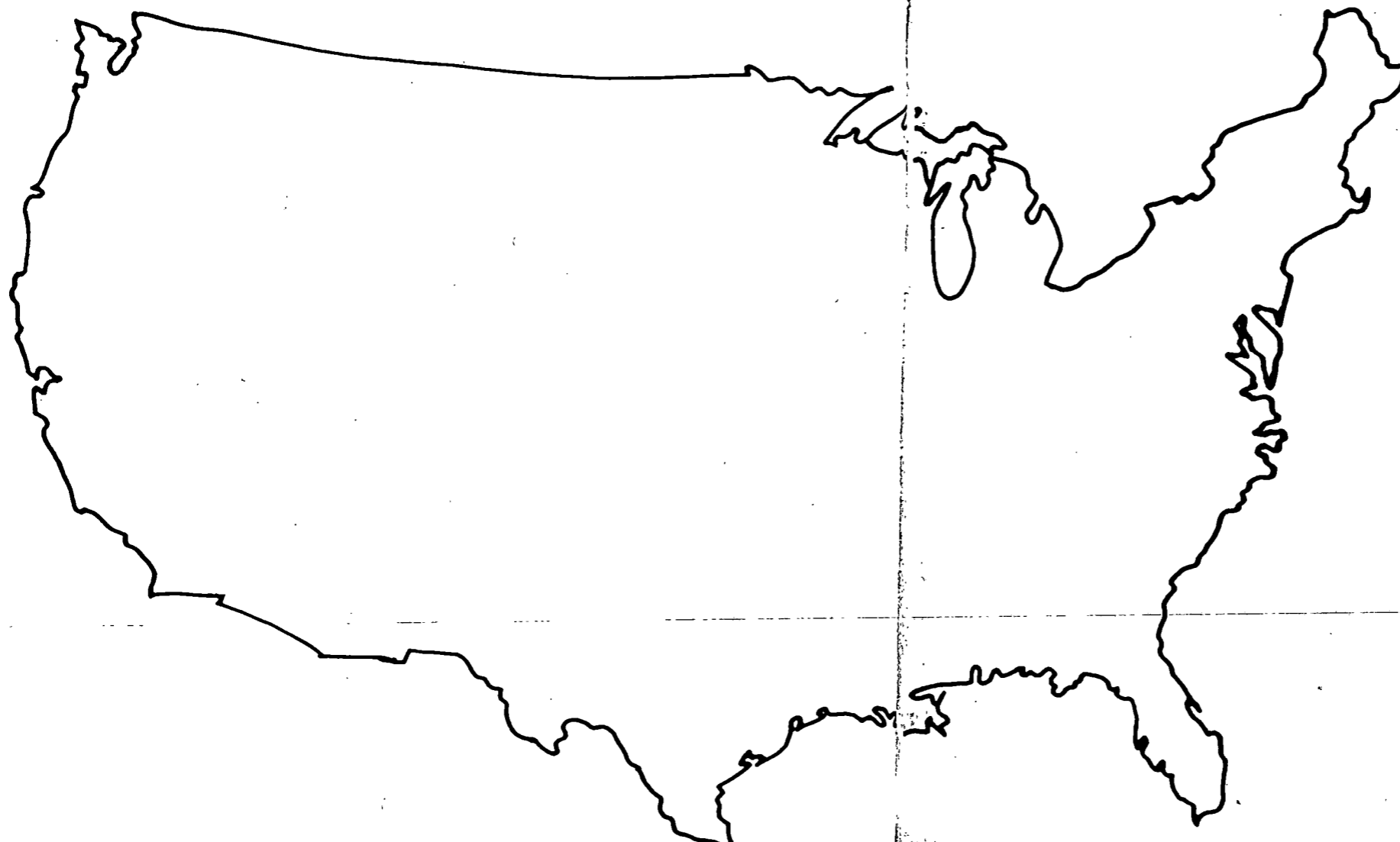
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AMERICA THE QUOTABLE

*Mike Edelhart and
James Tinen*



Facts On File Publications
460 Park Avenue South
New York, N.Y. 10016

short time, the city had developed a brawling, pugnacious, and laissez-faire character it has never lost."

Jules Witcover and Richard Cohen
A Heartbeat Away
1974

* * *

"All the way back to the first of Baltimore County's post-Civil War political bosses, there stretched an unbroken line of Democratic succession, older than some of the royal houses of Europe and, in its way, equally adept at plunder."

Jules Witcover and Richard Cohen
A Heartbeat Away
1974

* * *

"... Baltimore—the state's only city of any importance—remained Maryland's unchallenged capital of political vertigo, a place where even orthodox political activities seemed to be conducted before a fun-house mirror. Even by Maryland standards the city stood alone. It even had its own accent—or accents—and it was the city that saw no future in Babe Ruth, that horrified even Edgar Allan Poe, and whose major literary figures, H.L. Mencken and Ogden Nash, were eccentrics. The city was forever playing the role of dead-end kid."

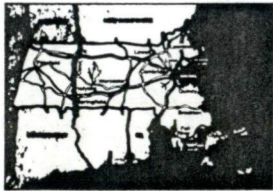
Jules Witcover and Richard Cohen
A Heartbeat Away
1974

* * *

"And Ross, Cockburn, and Cochran too,
And many a bloody villain more,
Swore with their bloody savage crew
That they would plunder Baltimore."

"The Battle of Baltimore"
Folk song from the War of 1812

MASSACHUSETTS



Capital: Boston

Entered the union (with rank): Feb. 6, 1788 (6)

State motto: *Ense petit placidam sub libertate quietem* (By the sword we seek peace, but peace only under liberty)

State flower: Mayflower
State bird: Chickadee
State song: "All Hail to Massachusetts"
State tree: American elm
Nicknames: Bay State, Old Colony State
Origin of state name: From a pair of Algonquin Indian words meaning "great mountain place"

Though small in size, Massachusetts looms large in the development of American democracy and ideas. The state's principal export to the rest of the country has always been leaders and ideas. From its earliest days Massachusetts has been the place where the concepts that are now common in American life were enunciated and first put into practice. From Cotton Mather to John Kennedy, the pronouncements of Massachusetts politicians, preachers and scholars have carried a little more weight than those from anywhere else.

Massachusetts got its name from Capt. John Smith, who explored its coast in 1614 and selected for a name the Algonquin phrase for what is now the Blue Hills Reservation at Milton. The area was settled by waves of European religious zealots or malcontents. First came the Pilgrims, who landed at Plymouth Rock by mistake—they were headed toward New York. Other equally steadfast groups followed and then fled inland at the slightest doctrinal or jurisdictional dispute with those already in residence. Some of these groups wandered far enough away to form their own New England colonies, which is why the entire region has, basically, a Massachusetts character.

The feistiness that marked Massachusetts settlers eventually turned against the English government. The American Revolution began at Lexington, following the tea protest in Boston Harbor. And Massachusetts thinkers such as Ralph Waldo Emerson and Henry David Thoreau began challenging the assumptions of the new nation almost as soon as it got started. The state has always been a hotbed of troublemakers.

It has also become known as the home of the stiff, proper Bostonian, a moneyed individual with a great sense of noblesse oblige and an overwhelming devotion to the past and the status quo. The Lodges, the Richardsons and other Boston families sent their starchy sons to serve the government and maintain the proper way of life. Oddly, the rebellious scions of Massachusetts have created the closest thing America has to a genuine aristocracy.

The wealth of history played out by Massachusetts people and in Massachusetts places has left behind a state that is as much a museum as a part of the

modern world. History lies strewn across every Massachusetts road and highway. Many cities and towns in the state have witnessed great events, and the towns themselves often look like windows on the past. The eternal American images of Norman Rockwell, for instance, grew from the modern, but unchanging, Massachusetts town of Stockbridge.

Massachusetts people retain much of the feisty individuality that has characterized them from the beginning. Massachusetts was the only state to support George McGovern against Richard Nixon in 1972. Because of its importance as a port, Boston has become a deeply ethnic community with enclaves of Irish, Italian and Black Americans in their own communities that view each other and the Brahmin power structure with unabashed suspicion.

Massachusetts commerce today relies largely on high technology industries tied to the state's superb educational institutions. The old Massachusetts businesses such as textiles and paper still hold important roles but are being overtaken by growth in other areas.

THE STATE

"The state has always been full of stimulating crosswinds. Life within its borders has never been conditioned by the slow swing of the seasons, the easy tilling of an abundant earth. Marooned on a rocky soil, Massachusetts men had to be ingenious to survive, and they early became skilled at devising shrewd 'notions,' commercial and intellectual."

Ray Bease
Massachusetts
1971 (A revision of the Federal Writers Project's
1937 volume)

* * *

"... its driving energy sparked always by independence and freedom of the spirit—can this be anywhere so strong, so fascinating, so enduring, as in Massachusetts?"

Pearl S. Buck
America
1971

* * *

"I carry with me from this state to that high and lonely office to which I now succeed more than fond memories and firm friendships. The enduring qualities of Massachusetts—the common threads woven by the Pilgrim and the Puritan, the fisherman and the farmer, the Yankee and the immigrant—will not be and could not be forgotten in this nation's executive mansion. They are an indelible part of my life, my

conviction, my view of the past, and my hopes in the future."

President John F. Kennedy
Speech to the Massachusetts Legislature
New York Times
Jan. 10, 1961

* * *

"Sir, I confess it: the first public love of my heart is the commonwealth of Massachusetts."

Josiah Quincy
Speech in House of Representatives
Jan. 14, 1811

THE LANDSCAPE

"The first of December was covered with snow, so was the turnpike from Stockbridge to Boston, the Berkshires seemed dream-like on account of that frosting, with ten miles behind me and ten thousand more to go"

James Taylor
"Sweet Baby James"
1970

WAY OF LIFE

"If you like the taste of lobster stew, served by a window with an ocean view, If spending an evening you'll want to stay, watching the moonlight on ole' Cape Cod Bay, you're sure to fall in love with ole' Cape Cod, In love with ole' Cape Cod"

Bette Midler
"Old Cape Cod"
1976

HISTORY AND POLITICS

"Politics, as a practice, whatever its professions, had always been the systematic organization of hatreds, and Massachusetts politics had been as harsh as its climate."

Henry Adams
The Education of Henry Adams
1907

* * *

Thus out of small beginnings greater things have

been produced by His hand that made all things of nothing, and gives being to all things that are; and as one small candle may light a thousand, so the light here kindled hath shone unto many; yea, in some sort, to our whole Nation.

William Bradford
History of Plymouth Plantation
Drk

* * *

"The character of the inhabitants of this province [Mass.] is much improved in comparison of what it was—but Puritanism and a spirit of persecution is not yet totally extinguished."

Andrew Burnaby
Travels Through the Middle Settlements of North America
1775

* * *

"If we'd begun a few years ago shuttin' out folks that wudden't mind handin' a bomb to a king, they wudden't be enough people in Mattsachusetts to make a quorum f'r th' Anti-Impeeryal S'ciety."

Finley Peter Dunne
Observations by Mr. Dooley
1902

* * *

"I am glad to see [as the crisis over slavery mounted] that the terror at disunion and anarchy is disappearing. Massachusetts, in its heroic day, had no government—was an anarchy. Every man stood on his own feet, was his own governor; and there was no breach of peace from Cape Cod to Mount Horse."

Ralph Waldo Emerson
Speech to Kansas Relief Mission
Cambridge, Mass.
Sept. 10, 1856

* * *

"I have heard it seriously proffered by a non-Irishman that the Boston Irish of the last century were the worst-treated white minority that has ever existed. Not only could they not find jobs but they were forbidden actual entrance into whole districts; people said, 'So long as we live, no Catholic shall enter here.'"

John Gunther
Inside USA
1947

* * *

"Happy it is for those who dared insult us, that their naked bones are not now piled up in an everlasting monument of Massachusetts' bravery."

John Hancock
Speech at memorial of Boston Massacre
1774

* * *

"IN The Name of God, Amen. We, whose names are underwritten, the Loyal Subjects of our dread Sovereign Lord King *James*, by the Grace of God, of *Great Britain, France, and Ireland*, King, *Defender of the Faith &c.* Having undertaken for the Glory of God, and Advancement of the Christian Faith, and the Honor of our King and Country, a Voyage to plant the first colony in the northern Parts of Virginia; Do by these Presents, solemnly and mutually in the Presence of God and one another, covenant and combine ourselves together into a civil Body Politic, for our better Ordering and Preservation, and Furtherance of the Ends aforesaid; And by Virtue hereof do enact, constitute, and frame, such just and equal Laws, Ordinances, Acts, Constitutions, and Offices, from time to time, as shall be thought most meet and convenient for the general Good of the Colony; unto which we promise all due Submission and Obedience. In WITNESS whereof we have hereunto subscribed our names at *Cape Cod* the eleventh of *November*, in the Reign of our Sovereign Lord King *James of England, France, and Ireland*, the eighteenth and of *Scotland*, the fifty-fourth. *Anno Domini*, 1620."

The Mayflower Compact
1620

* * *

"The maritime history of Massachusetts, then, as distinct from that of America, ends with the passing of the clipper. 'T was a glorious ending! Never, in these United States, has the brain of man conceived, or the hand of man fashioned, so perfect a thing as the clipper ship. In her, the long-suppressed artistic impulse of a practical, hard-worked race burst into flower. The *Flying Cloud* was our Rheims, the *Sovereign of the Seas* our Parthenon, the *Lightning* our Amiens; but they were monuments carved from snow. For a brief moment of time they flashed their splendor around the world, then disappeared with the sudden completeness of the wild pigeon."

Samuel Eliot Morison
The Maritime History of Massachusetts
1921

* * *

"The seaports of Massachusetts have turned their backs to the element that made them great, save for play and for fishing; Boston alone is still in the deep-sea game. But all her modern docks and terminals and dredged channels will avail nothing if the spirit perish that led her founders to 'trye all ports.'"

Samuel Eliot Morison
Maritime History of Massachusetts
1921

* * *

"The land to me seemed a paradise: for in my eye, it was nature's masterpiece... [I]f this land be not rich, then the whole world is poor."

Thomas Morton
New English Canaan
1637

* * *

"If one honest man, in this state of Massachusetts, ceasing to hold slaves, were actually to withdraw from this copartnership, and be locked up in the county jail therefore, it would be the abolition of slavery in America."

Henry David Thoreau
"Civil Disobedience"
1849

* * *

"The inhabitants seem very religious, showing many outward and visible signs of an inward and spiritual grace: But though they wear in their faces the innocence of doves, you will find them in their dealings as subtle as serpents. Interest is their faith, money their God, and large possessions the only heaven they covet."

Edward Ward, writing in 1699
Quoted by Ray Barse
Massachusetts

1971 (A revision of the Federal Writers Project's
1937 volume)

* * *

"I shall enter on no encomium of Massachusetts; she needs none. There she is. Behold her, and judge for yourselves. There is her history; the world knows it by heart. The past, at least, is secure. There is Boston and Concord and Lexington and Bunker Hill; and there they will remain forever."

Daniel Webster
Speech
January, 1830

* * *

"Puritan Massachusetts sturdily insisted that marriage and divorce were civil matters, permitted only justices of the peace to perform marriages until 1692, and granted some 40 divorces prior to that date (when a new charter cut down on Massachusetts independence)."

Bernard Weisberger
American Heritage
October, 1971

* * *

"Spring's arrival brov to the province of America's long-streached a point nent, and Massachus.

ans,
ate,
Lowell
"pke"
dies
'58

* * *

"No slave-hunt in our borders—no pirate on strand!
No fetters in the Bay State—no slave upon our land!"

John Greenleaf Whittier
"Massachusetts to Virginia"
1834

* * *

"The voice of Massachusetts! Of her free sons and daughters,
Deep calling unto deep aloud, the sound of many waters!
Against the burden of that voice what tyrant power shall stand?
No fetters in the Bay State! No slave upon her land!"

John Greenleaf Whittier
"Massachusetts to Virginia"
1843

CITIES, TOWNS AND REGIONS

Boston

"No doubt the Bostonian had always been noted for a certain chronic irritability—a sort of Bostonitis—which, in its primitive Puritan forms, seemed due to knowing too much of his neighbors, and thinking too much of himself."

Henry Adams
The Education of Henry Adams
1907

* * *

[On his birth in 1838]: "A hundred years earlier, such safeguards as his would have secured any young man's success; and although in 1838 their value was not very great compared with what they would have had in 1738, yet the mere accident of starting a 20th century career from a nest of associations so colonial—so troglodytic—as the First Church, the Boston State House, Beacon Hill, John Hancock and John Adams, Mount Vernon Street and Quincy, all crowding on 10 pounds of unconscious babyhood,

was so queer as to offer a subject of curious speculation to the baby long after he had witnessed the solution."

Henry Adams
The Education of Henry Adams
1907

* * *

"Boston was cool toward sons, whether prodigals or other, and needed much time to make up its mind what to do with them . . ."

Henry Adams
The Education of Henry Adams
1907

* * *

"Boston runs to brains as well as to beans and brown bread. But she is cursed with an army of cranks whom nothing short of a straitjacket or a swamp elm club will ever control."

William Cowper Brann
Bartlett's Familiar Quotations
1914

* * *

[On author William Dean Howells' arrival in Boston in 1866]: "In the Western Reserve, where he had lived, Boston was a sort of holy city. The people had largely come from New England, and those who cared for letters regarded Boston as many of the Bostonians regarded London. It was the hub of the universe, as Oliver Wendell Holmes had said, and the intellectual world revolved around it."

Van Wyck Brooks
New England: Indian Summer
1940

* * *

"There were many strains in the Boston mind, a warm and chivalrous Tory strain, a passionate strain of rebelliousness, a strain of religious fervor, a marked and even general disposition . . . to sacrifice at other than mundane altars. The town abounded in quixotic souls, 'unmanageable' Adamses, younger sons who refused the social uniform, visionaries, *exaltés*, nonconformists. The future was to provide them with their causes."

Van Wyck Brooks
The Flowering of New England
1937

* * *

"Indeed, nearly every house on the [Beacon] Hill has some precious association with letters or art."

Abbie Farwell Brown
Christian Science Monitor
Dec. 23, 1923

* * *

"To work Boston fashion means, in the United States, to do anything with perfect precision and without words."

Michael Chevalier
Society, Manners and Politics in the United States
1839

* * *

"[When I first saw Boston] the air was so clear, the houses were so bright and gay; the sign boards were painted in such gaudy colors; the gilded letters were so very golden, the bricks were so very red, the stone was so very white, the blinds and area railings were so very green, the knobs and plates upon the street doors so marvelously bright and twinkling; and all so slight and unsubstantial in appearance—that every thoroughfare in the city looked exactly like the scene in a pantomime."

Charles Dickens
American Notes
1842

* * *

"The people of Boston are puritans, grave, of extreme austerity of behavior, they never laugh. According to their laws a heavy fine is imposed, and even, for repeated offenses, imprisonment, for singing or playing cards or frequenting taverns on Sunday."

Denis-Jean Dobouchet, French volunteer in the Continental Army
Quoted by Morris Bishop
American Heritage
1966

* * *

"We say the cows laid out Boston. Well, there are worse surveyors."

Ralph Waldo Emerson
"The Conduct of Life: Wealth"
1860

* * *

"Don't speak the naked truth—
What's naked is uncouth;
It may go in Duluth—
But not in Boston . . .
Therefore, when all is said,
Life is so limit-ed,
You find, unless you're dead
You never get ahead in Boston."

Ira Gershwin
"The Back Bay Polka"
1946

* * *

"Boston upper zones
Are changing social habits,
And I hear the Cohns
Are taking up the Cabots."

Ira Gershwin
"Love Is Sweeping the Country"
1931

* * *

"Boston State-House is the hub of the solar system. You couldn't pry that out of a Boston man, if you had the tire of all creation straightened out for a crowbar."

Oliver Wendell Holmes
The Autocrat of the Breakfast Table
1858

* * *

"Full of crooked little streets; but I tell you Boston has opened and kept open more turnpikes that lead straight to free thought and free speech and free deeds than any other city of live men or dead men."

Oliver Wendell Holmes
The Professor at the Breakfast Table
1860

* * *

"And did not indeed the small happy accidents of the disappearing Boston exhale in a comparatively sensible manner the warm breath of history, the history of something as against the history of nothing?"

Henry James
The American Scene
1907

* * *

"There would be no Boston Red Sox, for example, if there were no Charles River. Think about it. John Winthrop and the first Bostonians picked the Charles because it offered easy access and the possibility of a quick getaway."

Charles Kuralt
Signature
1981

* * *

"Parking spaces luxuriate like civic sandpiles in the heart of Boston."

Robert Lowell
For the Union Dead
1964

* * *

"I hog a whole house on Boston's
hardly passionate Marlborough Street,
where even the man

scavenging filth in the back alley trash cans,
has two children, a beach wagon, a helpmate,
and is a 'Young Republican.'"

Robert Lowell
"Memories of West Street and Lepke"
Life Studies
1958

* * *

"Darkness has called to darkness, and disgrace
Elbows about our windows in this planned
Babel of Boston where our money talks
And multiplies the darkness of a land."

Robert Lowell
"The Plane Tree by the Water"
Lord Weary's Castle
1946

* * *

"Other American colleges have campuses, but Harvard has always had and always will have her Yard of grass and trees and youth and old familiar ghosts."

David McCord
About Boston
1975

* * *

"It comes at the close of evening—usually near a fruit store or a flower shop—just when the office buildings pour their life stream into the streets and people for the moment seem uniformly gay and animated and kindly, and the lights come on with a special brightness and twinkle. This above all is the time not only to talk about but to walk about Boston."

David McCord
About Boston
1975

* * *

"By reason of her long, deep-channeled, and intricate harbor, Boston is a riparian city without really enjoying in the larger sense an actual outlook on the ocean; and because of this fact we sometimes forget that she is a seaport city first of all. New York is so very nearly encircled by ships and tugs and barges and ferries, and San Francisco so plainly indented by the Pacific, that we think of them in the maritime sense first and last. Many of us in Boston today can and do go about our business without so much as a sight of any part of the waterfront for months at a time. We know that the waterfront is there."

David McCord
About Boston
1948

* * *

"The Boston Custom House—the work of Ammi Young—was the first-magnitude star in the galaxy of Boston's Greek revival buildings. The monolithic columns weigh 42 tons each. It stood, in 1849, facing the waterfront, but its original charm is entirely lost today under the great tower rising above it. A few of its inner columns now form a kind of modern Stonehenge out in Franklin Park."

David McCord
About Boston
1948

* * *

"Marriage . . . is a damnably serious business, particularly around Boston."

John Phillips Marquand
The Late George Apley
1937

* * *

"Yet the old charm lingers on. You will find it in the lovely old red brick homes of Beacon Hill, with cobblestoned Acorn Street and Louisburg Square, where a little green park is ringed by stately 19th century houses and gas lampposts."

Neal R. Peirce
The New England States of America
1976

* * *

"The Bostonians are really, as a race, far inferior in point of anything beyond mere talent to any other set upon the continent of North America. They are decidedly the most servile imitators of the English it is possible to conceive."

Edgar Allan Poe
Letter
Feb. 4, 1849

* * *

"In the middle of the 19th century the center of publishing and intellectual influence in the United States was still Boston."

Barbara Rotundo
American Heritage
February, 1971

* * *

"Boston is a moral and intellectual nursery always busy applying first principles to trifles."

George Santayana
Quoted by Daniel Cory
Santayana: The Later Years
1963

* * *

"In Boston they ask, How much does he know? In New York, How much is he worth? In Philadelphia, who were his parents?"

Mark Twain
What Paul Bourget Thinks Of Us
1899

* * *

"Boston in 1775 was no democratic Garden of Eden. There were many who believed in sharp distinctions in wealth, power, and privilege. There were unfree servants, traders in black gangs. There were rum shops, prostitutes, and violent street gangs. But there were no leftover people. If a man wanted work, he could find work, and by working he could support himself and his family according to the standards of decency for his day. One thing is clear. Boston was not then, as it is now, a giant factory for the manufacture of left-out people."

Sam Bass Warner Jr.
The American Experiment
1975

* * *

"I remember Boston as a quiet effect, as something a little withdrawn, as a place standing aside from the throbbing interchange of East and West."

H.G. Wells
"The Future in America"
1906

* * *

"There broods over the real Boston an immense effect of finality. One feels in Boston, as one feels in no other part of the States, that the intellectual movement has ceased."

H.G. Wells
"The Future in America"
1906

* * *

"The common, significant fact in all these cases [Boston, and other cities that enshrine the past] is this, a blindness to the crude splendor of the possibilities of America now, to the tragic greatness of the unheeded issues that blunder towards solution. Frankly, I grieve over Boston—Boston throughout the world—as a great waste of leisure and energy, as a frittering away of moral and intellectual possibilities."

H.G. Wells
"The Future in America"
1906

Cape Cod

"So it was that the canal [separating Cape Cod from the mainland] had a great symbolic meaning for our

bunch—a frontier between mainland reality and the mystic fantasy of the Cape. A moat, as it were, separating schools and jobs and responsibilities and troubles from our sandy make-believe-land, where fried clams and lobsters and steamers awaited; where the waters of the bay were as warm as a bath; where booming surf and low-tide flats and a white cottage in the pines would make everything all right."

Charles N. Barnard
The Winter People
1973

* * *

"We'll never get the old town [Provincetown] back. It makes me bitter. If the old-timers could come back to life, I don't know what they'd think. There was one nice old place with a beautiful lawn and beautiful Cape Cod garden with zinnias. What happened? They filled the lawn with concrete slabs then let a caricature artist work there. Took out the Cape Cod windows, put in store windows. Take that place across from the Methodist church . . . they painted it an *off-pink!*"

Charles N. Barnard
The Winter People
1973

* * *

"Since Thoreau's visit [the early 19th century], the peninsula has been largely given over to the summer holiday regime, but that regime ends at the outer beach. Those who go in search of Thoreau's Cape will find it if they use their eyes. A hundred years of warring with the gales and the breakers, a hundred years of struggle with the tides have passed over the rampart wall and made their natural changes, but it still fronts the unappeased, the insatiable sea with an earthly strength of sand itself taken from the waves . . . [it is] a noble world . . ."

Henry Beston
Introduction to Henry David Thoreau's *Cape Cod*
1951

* * *

"A first glimpse of the great outer beach of Cape Cod is one of the most memorable experiences in all America. As one looks from the height of the earth-cliff which there confronts and halts the North Atlantic, it is the immense and empty plain of ocean which first seizes on the imagination, the ocean seen as one of the splendors of earth, and ever reflecting the mood of the season and the day. One may gaze at a mirror of summer blue ending at an horizon taut as a gleaming line; one may stare down into a vast and leaden turbulence of storm roaring ashore under violence of the sky."

Henry Beston
Introduction to Henry David Thoreau's *Cape Cod*
1951

* * *

"Animal life had disappeared [in winter] into the chill air, the heavy, lifeless sand. On the surface, nothing remains of the insect world. That multiplicity of insect tracks, those fantastic ribbons which grasshoppers, promenading flies, spiders, and beetles printed on the dunes as they went about their hungry and mysterious purposes, have come to an end in this world and left it all the poorer. Those trillions of unaccountable lives, those crawling, buzzing, intense presences which nature created to fulfill some unknown purpose or perhaps simply to satisfy a whim for a certain sound or a moment of exquisite color, where are they now, in this vast world, silent save for the somber thunder of the surf and the rumble of the wind in the porches of the ears?"

Henry Beston
The Outermost House
1928

* * *

"When we think of the beach on Cape Cod, we mean the vast expanse of the back shore—the back side, as they call it here—facing the Atlantic. The gentler side, nestled in the curve of the arm of the Cape, is never the beach; it is always the bay. And, though both are built of sand and both are subject [to] the rhythm of the tides, yet they are utterly different. Even the life upon their shores is different; horseshoe crabs and scallops, oysters and clams cannot be found along the Atlantic at low water; they require the shelter of the bay."

Claire Leighton
Where Land Meets Sea
1954

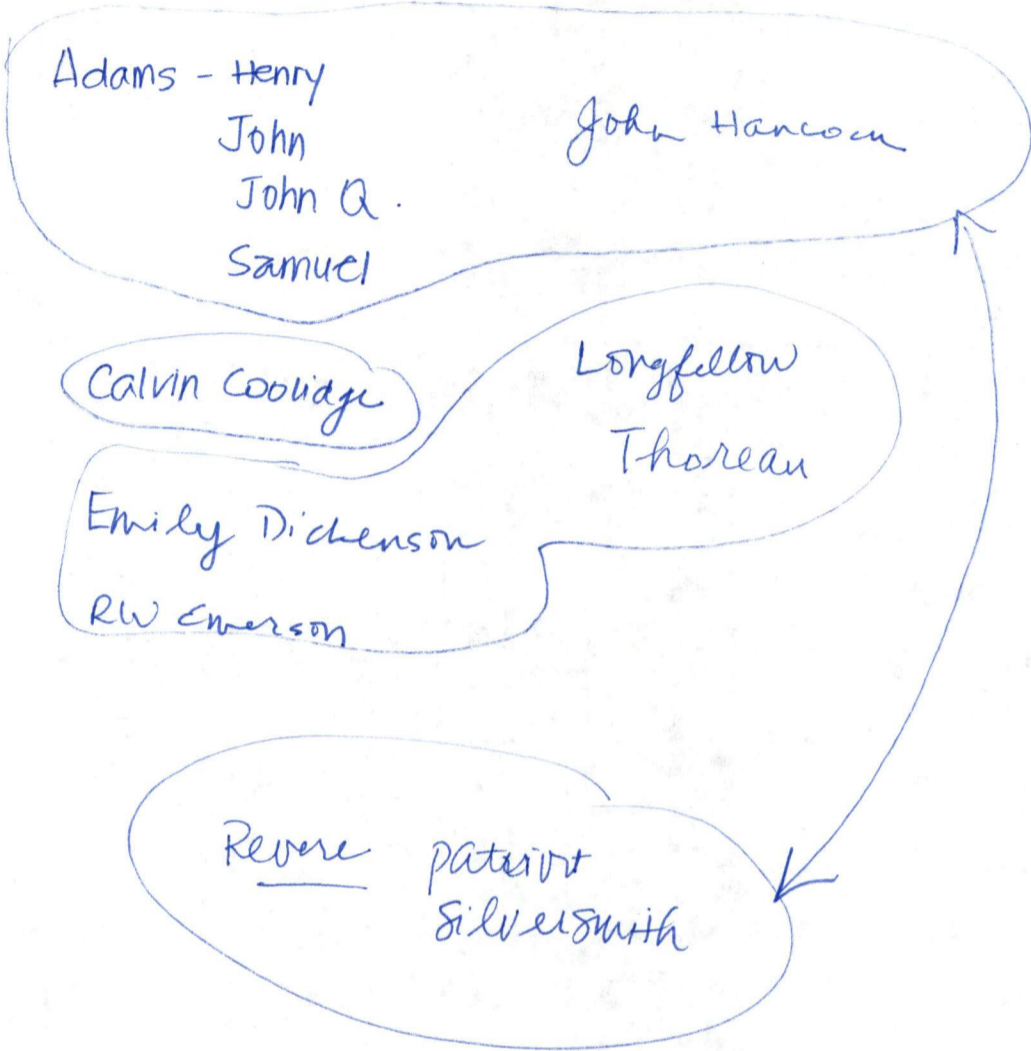
* * *

"'Let's go down to the beach,' everyone says all summer long. But it is the visitors who say this. Not often do you see the real Cape Codders here. They know too much about this mighty mass of water and carry within them unwilling memories. Sometimes, after the summer people have left, they will go—especially at the height of a storm. But they hold a strange proprietary respect for this Atlantic and are reluctant to share it with outsiders."

Claire Leighton
Where Land Meets Sea
1954

* * *

"When I graduated from being classified as a summer person (I do not leave until November), I felt as if I had won the Medal of Honor. . . . I state without reservation that courteous, thoughtful, sensible visitors always find a welcome. But those who come and strew garbage along the roads, drop small kittens as they leave, pile up beer cans on the beautiful



DOUG GAMBLE

51 MAY 16 All: 40
Manhattan Beach, CA 90266
(213) 546-6409

May 16/91

TO: CHRISTINA MARTIN
2 Pages

WEST POINT (Curt Smith)

WHAT A SIGHT TO SEE SUCH AN OUTSTANDING MILITARY AUDIENCE. NOW I KNOW HOW BOB HOPE FEELS. (OR, YOU WEREN'T EXPECTING BOB HOPE, WERE YOU?)

IT WAS GOOD OF YOU TO INVITE A NAVY MAN TO SPEAK AT WEST POINT. I DIDN'T WANT TO PUSH MY LUCK, SO I LEFT THE GOAT OUTSIDE.

I'M LUCKY TO BE HERE. I ALMOST DIDN'T PASS "SAMMY" THIS MORNING.

WE ALSO HAVE A LONG, GREY LINE IN WASHINGTON, BUT IT'S CALLED "BUREAUCRATS."

AFTER FOUR TOUGH AND GRUELLING YEARS YOU'RE PREPARED TO FACE ANY HARDSHIP -- EVEN SITTING THROUGH A COMMENCEMENT SPEECH.

MY DOG "RANGER" MUST CONSIDER HIMSELF TO BE AS MUCH A WEST POINTER AS YOUR MULE OF THE SAME NAME. WHEN I TAKE HIM OUT ON THE LEASH I CALL IT A WALK, BUT RANGER THINKS HE'S AN "AREA BIRD."

MORE...

TO: CHRISTINA MARTIN - WEST POINT (CONT'D)

I'VE BEEN TOLD IT'S NOT TRUE THAT YOUR MULE "TRAVELLER" WAS NAMED AFTER SECRETARY OF STATE BAKER. (Would be more effective to say "John Sununu," if he'd do it.)

BARBARA AND I WERE WATCHING ON TELEVISION A COUPLE OF WEEKS AGO WHEN GENERAL SCHWARTZKOPF MADE HIS TRIUMPHANT RETURN VISIT HERE. I COMMENTED THAT ONE OF YOU AT THIS SCHOOL MAY BE THE NEXT GENERAL SCHWARTZKOPF, SOMEDAY CALLED UPON TO LEAD OUR FORCES AT A MOMENT OF GREAT CHALLENGE. BARBARA SAID "AND I BET SHE WILL DO A GREAT JOB."

NO ENEMY SHOULD BE SURPRISED AT THE AWESOME FEROCITY OF OUR FIGHTING ABILITY IN ANY CONFLICT. ALL THEY HAVE TO DO IS OBSERVE WHAT WE DO TO EACH OTHER EVERY YEAR IN THE ARMY-NAVY GAME.

DOUG GAMBLE

424 - 36th Place
Manhattan Beach, CA 90266
(213) 546-8409

May 10/91

TO: CHRISTINA MARTIN

2 Pages

HAMPTON UNIVERSITY (Tony Snow)

I WAS TOLD THAT PRESIDENT HARVEY WANTED THIS YEAR'S SPEAKER TO BE THE MAN HE MOST ADMIRER. BUT SINCE ARTHUR ASHE COULDN'T MAKE IT, I'M FILLING IN.

I COULD TELL THAT PRESIDENT HARVEY IS AN AVID TENNIS PLAYER. WHEN I SHOOK HIS HAND HE CORRECTED MY GRIP.

I PLAY BOTH TENNIS AND GOLF, AND I'VE BEEN DESCRIBED AS A CROSS BETWEEN JACK NICKLAUS AND JIMMY CONNORS. I PLAY TENNIS LIKE NICKLAUS AND GOLF LIKE CONNORS.

THIS HAS BEEN QUITE A WEEK. MY HEALTH HAS HAD ALMOST AS MUCH PUBLICITY AS MADONNA.

LAST SATURDAY WAS QUITE AN EXPERIENCE. MY HEART HASN'T FLUTTERED LIKE THAT SINCE THE NIGHT I FIRST MET BARBARA.

WHEN I WAS IN THE HOSPITAL LAST SATURDAY, SOMEONE ASKED IF I THOUGHT THE POWERS NECESSARY TO RUN THE COUNTRY SHOULD BE TRANSFERRED OVER. I SAID "I SURE DO, BUT I DON'T THINK CONGRESS WILL GIVE THEM TO ME."

MORE...

TO: CHRISTINA MARTIN - HAMPTON U. (CONT'D)

PEOPLE IN NEIGHBORHOODS I'VE TRAVELLED THROUGH WERE GLAD WHEN I FINALLY TOOK OFF THE ELECTRONIC MONITORING DEVICE I WAS WEARING TO TRANSMIT CONTINUOUS ELECTROCARDIOGRAMS TO THE DOCTORS. EVERYTIME MY PULSE RATE INCREASED, GARAGE DOORS WOULD OPEN.

IT'S ONE THING FOR BOTH ME AND BARBARA TO HAVE THE SAME THYROID CONDITION, BUT I'LL CONSIDER IT TAKING TOGETHERNESS TOO FAR IF MY HAIR ALSO TURNS WHITE.

AS BARBARA SAID LAST NIGHT "DON'T SAY I'VE NEVER GIVEN YOU ANYTHING."

I DIDN'T MIND THE DOCTOR EXAMINING MY THYROID, BUT I WANTED TO MAKE SURE HE WASN'T A DEMOCRAT BEFORE I LET HIM PUT HIS HANDS AROUND MY THROAT.

WHEN I GOT INTO POLITICS I KNEW THERE WOULD BE TIMES WHEN I'D HAVE TO EAT CROW, BUT I NEVER BARGAINED ON HAVING TO DRINK RADIOACTIVE IODINE.

AT LEAST THE RADIOACTIVE IODINE SERVED A PRACTICAL PURPOSE. I WANTED TO GO RIGHT TO SLEEP LAST NIGHT BUT BARBARA WANTED TO READ, SO SHE USED MY GLOW AS A NIGHT LIGHT.

I'LL TELL YOU SOMETHING ABOUT THAT RADIOACTIVE IODINE I HAD TO DRINK. IT MAY HAVE BEEN "LESS FILLING," BUT IT DIDN'T "TASTE GREAT."



UNITED STATES DEPARTMENT OF COMMERCE
Office of the Secretary
 Washington, D.C. 20230

May 15, 1991

MEMORANDUM FOR CAROLYN CAWLEY
 White House Speechwriting

FROM: THOMAS J. COLLAMORE *TJC*
 Chief of Staff and Assistant Secretary

SUBJECT: President's Remarks -- May 24, 1991

Sorry for not getting anything over to you earlier today... it was one of those afternoons. I've attached the following papers to give you some feel for the event:

1. Three one-page fact sheets on the export conferences (this will be the 14th of 30 planned around the country this year), the Trade Promotion Coordinating Committee which formed the inter-agency team represented at the conferences and exporting/jobs info.
2. The program for the Boston conference (2 pages).
3. A copy of the Secretary's basic speech that he has given at the other conference luncheons (this one is for a conference next week in San Diego -- 25 pages).

In addition, I'm having two other papers prepared for you which should be ready later in the week. One will be a fact sheet on the Baldrige Quality Award with some suggested things to say about quality/competitiveness etc... The other will be Boston exporting success stories that would have been put in our basic speech if the Secretary were giving the address.

A few other notes, after talking with Secretary Mosbacher and others here:

-- Need to salute the teamwork of the U.S. government in this project... all the relevant agencies that can help businesses with exporting are there (see program for 6 agency heads).

-- Exports continue to grow...this will be a major engine of taking us out of the current recession.

-- Stress the job creating aspect of exports.

-- We have the biggest and most open market in the world... we believe in free and fair trade, promoting our quality goods at competitive prices...we have the know how, don't let anyone think differently or underestimate the U.S.

More coming...please feel free to call with any questions.

Attachments



SCOPE OF THE EXPORT CONFERENCES

- o In May 1990, President Bush announced an initiative to highlight his support for U.S. exporters.
 - He asked Commerce Secretary Robert A. Mosbacher to chair the Trade Promotion Coordinating Committee (TPCC), composed of 18 U.S. government agencies, to integrate and streamline federal trade promotion activities.
- o The heart of this national export initiative is a series of conferences and follow-up events to be held throughout the United States during 1991.
- o The conferences, "Exports - Generating Jobs for Americans," will illustrate how the federal government can be a powerful resource for U.S. exporters.
 - Each program is designed to show U.S. companies how the local Commerce office and the various U.S. government programs work together and when and how to use them.
- o The conferences stress three essential ingredients for success in rapidly changing world markets:
 - quality products and services
 - accurate and timely information on market opportunities
 - adequate financing to produce and ship the product.
- o Each conference will consist of:
 - panel presentations focusing on the three key ingredients for successful exporting
 - a luncheon keynote address by Secretary Mosbacher
 - a case study discussion by local Commerce trade specialists on expanding exports by using the resources available through state, local and federal governments.
 - one-on-one export counseling sessions and elective workshops to allow participants to learn more about specific aspects of exporting of their choice
 - Continuous demonstrations of the National Trade Data Bank and the Commerce Department's Economic Bulletin Board.
- o Expert speakers from business and government at all levels will provide conference participants with a wide array of tools to build a stronger export engine for the economy.



TRADE PROMOTION COORDINATING COMMITTEE (TPCC)

- o In May 1990, President Bush announced a Commercial Opportunities Initiative to better focus federal trade promotion programs to assist U.S. firms in exporting. At that time, he asked Secretary of Commerce Robert A. Mosbacher to chair the Trade Promotion Coordinating Committee (TPCC), now comprised of 18 U.S. government agencies, to integrate and streamline federal trade promotion activities.
- o TPCC members include the Departments of State, Treasury, Defense, Agriculture, Commerce, Labor, Transportation, Energy, the Office of Management and Budget, the Office of the U.S. Trade Representative, the Council of Economic Advisors, the Environmental Protection Agency, the Small Business Administration, the Agency for International Development, the Export-Import Bank of the United States, the Overseas Private Investment Corporation, the Trade and Development Program, and the U.S. Information Agency.
- * o Ten interagency working groups meet regularly to focus on specific regions, sectors, export financing and private sector outreach. Their aim is to increase interagency communication, identify trade promotion barriers, coordinate interagency trade promotion activities, and reduce overlapping and duplicative efforts.
- o The TPCC has joined in a national export initiative, a series of high-level conferences and follow-up events being held throughout the country this year. The conferences are held with local Commerce offices and show how the federal government can be a powerful resource for U.S. exports.
- o The TPCC will provide U.S. businesses with a one-stop shop trade promotion services. This trade information center will publish a guide to U.S. government trade promotion resources, house a telephone information service for quick information of promotion activities and events, and maintain a coordinated calendar of such activities for inclusion in the National Trade Data Bank CD-ROM service and the Department of Commerce Economic Bulletin Board.
- o The TPCC will also coordinate a number of trade missions overseas, led by Secretary Mosbacher and other senior officials, to promising new or neglected foreign markets.



EXPORTING GENERATES JOBS FOR AMERICA

- Exports are up. By 1989, U.S. manufactured exports were up by 70 percent over 1985, up more than \$100 billion. In 1989, total U.S. exports grew 13 percent to \$364 billion. A survey by the National Association of Manufacturers showed the majority of exporters anticipate doubling their export business by 1993, to a total of 20 percent of sales.
- Growing economies are the major markets for U.S. products. Europe, with which the U.S. has recently been running trade surpluses, has been growing at an annual average rate of 3.6 percent over the past two years, after having grown at less than one percent in the early 1980s. Another major market for U.S. exports, the East Asian NICs, has grown recently about six percent annually. Canada, our largest market, has been growing at a 4 percent rate. Mexico's economy grew 3 percent in 1989 and is projected to have grown 3 percent in 1990 as well.
- Exchange rates continue to be favorable to U.S. exporters. Since early 1985, the U.S. dollar has depreciated about 41 percent on a trade-weighted basis against a basket of ten major industrial country currencies. The dollar has retreated some 49 percent against the Japanese yen, and around 57 percent against the German mark. The U.S. currency has also depreciated by 32 percent against the Taiwan dollar, and 14 percent against the Korean won.
- Success of U.S. exporters is driving U.S. economy. Export growth continues to exceed 8 percent, and is the strongest engine of U.S. economic growth. November 1990 merchandise exports of \$33.6 billion, although lower than October, were the third highest monthly level. Exports are estimated to have accounted for over 40 percent of GNP growth since 1986.
- Exports create jobs. In 1990 exports supported over 7 million U.S. jobs. Almost one out of six jobs can be linked to manufacturing exports. For each job directly generated by exports, roughly two are indirectly supported in other industries.
- Potential for growth of exporters is high. Just 15 percent of U.S. exporters account for 60 percent of the value of U.S. manufactured exports. One half of all exporters sell to only one foreign market. Fewer than 20 percent export to more than five markets.

Sponsored by:

U.S. Department of Commerce and
The Associated Industries of Massachusetts

In Cooperation with:

The Trade Promotion Coordinating Committee

Chaired by Commerce Secretary Robert A. Moshbacher

- Department of State
- Department of Treasury
- Department of Defense
- Department of Agriculture
- Department of Labor
- Department of Transportation
- Department of Energy
- Office of Management and Budget
- Office of the U.S. Trade Representative
- Council of Economic Advisors
- Environmental Protection Agency
- Small Business Administration
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- Export-Import Bank of the United States
- Overseas Private Investment Corporation
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- U.S. Information Agency

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The Trade Promotion Coordinating Committee salutes Boston's:

"E Star" Award Winners

recognizes continued superior performance in increasing or promoting exports

- Addison-Wesley Publishing Co., Inc.
- Arbela Webbing Company
- Boise Cascade, Inc.
- Bosch, Division of Waucho
- Bryant Churning Grinder Co.
- Cambridge Thermionic
- Copax Engineering Corporation
- Datal Systems Inc.
- The Du Mont Corporation
- Economic, Inc.
- Fennell, Inc.
- International Business Center of New England
- King Instrument Corporation
- Arthur D. Little
- Mohr Corporation
- Oliver Heald & Miller Company
- Nichols Corporation
- Plymouth Rubber Company, Inc.
- Rhode Island Department of Economic Development, International Trade Division
- Tekuk
- Telex, Inc.
- United Shoe Machinery

"E" Award Winners

recognizes persons, firms or organizations that contribute significantly in the effort to create U.S. export

- Addison-Wesley Publishing Co., Inc.
- American Optical Company
- American Saw & Manufacturing Co.
- Arnold Corporation, America's Finest
- Arbela Webbing Company
- Armstrong International, Inc.
- Automatic Radio International Corp.
- Allaire, Antibodies, Inc.
- Baird Corporation
- Nichols Beaver, Inc.
- The G.S. Blodgett Co. Inc.
- Boise Cascade, Inc.
- Bosch, Division of Textron
- John H. Brock, Inc.
- Bryant Churning Grinder Company
- Cambridge Thermionic
- Chant-Pik, Inc.
- A.M. Construction Company
- Cole-Hick
- Compucon, Inc.
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- Craftsmen Machinery Company
- A.T. Cross Company
- Datal Systems, Inc.
- Bevor Corporation
- Digital Equipment
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- Edco Manufacturing Division
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U.S. Department of Commerce
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Trade and Development Program
Priscilla Rabb Ayres



EXPORTS
Generating Jobs
For Americans

Co-Sponsored by
The Associated Industries of Massachusetts

May 24, 1991
8:00 a.m. - 5:00 p.m.
Seminar and Luncheon
The World Trade Center
Boston, Massachusetts

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Today, economic growth is fueled by exports and exports fuel the creation of new jobs for Americans.

Please join President George Bush, Secretary of Commerce Robert A. Mosbacher and other high-ranking officials from the Trade Promotion Coordinating Committee (TPCC) and your export community to learn how you can profit from exporting.

In May 1990, President Bush announced an initiative to highlight his support for United States exporters. At that time he asked Commerce Secretary Robert A. Mosbacher to chair a Trade Promotion Coordinating Committee, comprised of eighteen U.S. government agencies, to unify and streamline Federal trade promotion activities.

The heart of this national export initiative is a series of high-level conferences and local follow-up events to be held throughout the United States during 1991. The conferences will show how the Federal government can be a powerful resource for U.S. exporters.

Each conference stresses three essential ingredients for success in rapidly changing world markets: quality products and services; accurate and timely information on market opportunities; and adequate financing to produce and ship the product. Expert speakers will present valuable tools and resources available to companies to strengthen their abilities in each of these areas.

From the creation of the National Trade Data Bank to the improvement of existing Federal export products and services, the government is realizing the President's commitment to create a stronger and more coherent Federal export assistance program. These Federal programs, together with state and local trade programs and private export services, provide United States business with a wide array of tools to build a stronger export engine for the economy.

7:00 a.m. REGISTRATION

8:00 a.m. REMARKS AND INTRODUCTIONS—

John D. Macomber, Chairman and President, Export-Import Bank of the United States

WELCOME—Honorable William F. Weld, Governor of Massachusetts

REMARKS—Ronald K. Skates, President & Chief Executive Officer, Data General Corporation

8:30 a.m. QUALITY AND EXPORTING

- Quality Exporting—Richard P. Schroeder, Vice President of Quality, Motorola, Inc. (Kodex)
- The International Perspective—Owen Guffney, Group Vice President, Polaroid
- Malcolm Baldrige National Quality Award—John E. Ash, Director of Quality, Xerox Corporation

Moderator: Dr. John Lyons, Director, National Institute of Standards and Technology, U.S. Department of Commerce

9:15 a.m. INTERNATIONAL MARKET INFORMATION

- Federal Export Resources—Trade Promotion Coordinating Committee, Roger W. Wallace, Deputy Under Secretary for International Trade, U.S. Department of Commerce
- State Export Services—Daniel Daly, Under Secretary of Economic Affairs, State of Massachusetts
- Local Export Services—Francis O'Connor, Director, Boston District Office, U.S. and Foreign Commercial Service, U.S. Department of Commerce
- Practical Applications: A Business User's Assessment—Manfred Bayen, Vice President of International, Jet Spray Corporation

Moderator: Susan C. Schwab, Assistant Secretary and Director General, U.S. and Foreign Commercial Service, U.S. Department of Commerce

10:00 a.m. Break

10:15 a.m. EXPORT FINANCING

- Small Business Administration—Patricia Sakki, Administrator
- Agency for International Development—Ronald W. Rosauer, Administrator
- Overseas Private Investment Corporation—Ambassador Fred Zoller, President and CEO
- U.S. Trade and Development Program—Friedrich Korth, Deputy Director
- Export-Import Bank of the United States—John D. Macomber, Chairman and President
- Commercial Bank Programs—Joseph V. Rueler, Director, Bankers' Association for Foreign Trade

Moderator: Timothy J. McBride, Assistant Secretary for Trade, Development, U.S. Department of Commerce

12:00 p.m. Lunch

12:30 p.m. KEYNOTE PRESENTATION by The President of the United States

Introduction by Robert A. Mosbacher, Secretary of Commerce, U.S. Department of Commerce

1:00 p.m. STRENGTHENING YOUR EXPORT EFFORT

Discover a new generation of market information available to your company. Experts from the U.S. Department of Commerce give a case study demonstration of export programs and services available from the Federal Government.

Moderators: Michael R. Barry, Under Secretary and Administrator for Economic Affairs, U.S. Department of Commerce; Susan C. Schwab, Assistant Secretary and Director General, U.S. and Foreign Commercial Service, U.S. Department of Commerce

3:30 p.m. Break

3:45 p.m. INTERACTIVE BREAKOUT SESSIONS

Workshops with government and business experts to answer your questions and provide detail sessions.

EXPORT MARKETING—Trade companies, market research, identifying and contacting foreign buyers, addressing cultural differences.

EXPORT FINANCING—Accessing export financing programs, combining resources, alternative approaches.

QUALITY AND COMPETITIVENESS—Promoting excellence, industrial design, and commercializing R&D; foreign standards and certification; the Malcolm Baldrige National Quality Award, the President's "E" and "E-Star" Awards for excellence in exporting.

DEMONSTRATIONS OF THE NATIONAL TRADE DATA BANK AND THE ECONOMIC BULLETIN BOARD WILL BE AVAILABLE THROUGHOUT THE AFTERNOON.

Yes, I plan to attend. Enclosed is my check for \$95 for the seminar and luncheon. NOTICE: Due to limited availability, registrations will be accepted on a first come, first served basis and cannot be guaranteed. Please send your checks as soon as possible.

EXPORTS—Generating Jobs for Americans
May 24, 1991 • The World Trade Center
164 Northern Avenue • Boston, MA 02210 • (617) 439-5000

Name _____ Title _____

Company _____ Street _____

City, State, Zip _____ Phone _____ Fax _____

Names and titles of additional attendees _____

David Lund
377-8181
Chief Economists
Office, Commerce

May 17, 1991

MEMORANDUM

TO: TONY SNOW
FROM: CAROLYN CAWLEY
RE: EXPORT FIGURES

1.) U.S. EXPORTS OF GOODS AND SERVICES

"An express train to the moon..."
"A 30 degree angle...steep..."

1990:	\$673 B
1989:	626
1988:	548
1987:	449
1986:	396
1985:	370

1987-1988: \$100 B increase in one year

Overall 1985-1990: \$300 B increase =

81% increase =

these exports accounted for 1/3 of
US economic growth

2.) ARE WE THE WORLDS BIGGEST EXPORTER?

Properly measured, yes.

In practice, though, it fluctuates between the US and Germany
-- due to the technicalities of currency exchange, the
sometimes weak dollar against the strong Deutschmark.

3.) U.S. TOTAL VOLUME IN WORLD TRADE

"Too variant to discuss. US products are too often depressed
by foreign products becoming overvalued."

4.) OUR FASTEST GROWING MARKETS

Without question, developing countries -- mainly Latin America and MEXICO in particular. We've had double digit growth there.

As far as the products themselves, our fastest growing exports are consumer durables going to Latin America/Mexico -- because they are lifting import restrictions on such things as automotive parts, computers/software, industrial supplies (soaps, chemicals, etc.)

Mostbacher's Stock Speech

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DRAFT: FEEN, 5/15/91, 4:00 p.m.

**"EXPORTS--GENERATING JOBS FOR U.S."
SAN DIEGO KEYNOTE ADDRESS--FULL TEXT
MONDAY, MAY 20, 1991**

**THANK YOU: MEL KATZ, CHAIRMAN, GREATER SAN DIEGO
CHAMBER OF COMMERCE.**

**THIS WEEK IS PARTICULARLY SPECIAL FOR ALL OF US, AS WE
ARE CELEBRATING WORLD TRADE WEEK. IT IS A TIME OF
RENEWED COMMITMENT BY AMERICAN COMPANIES TO ENTER AND
COMPETE IN THE INTERNATIONAL MARKETPLACE.**

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TO SUCCEED IN GLOBAL MARKETS, YOU MUST NOT ONLY OFFER THE BEST QUALITY GOODS AND SERVICES, BUT YOU MUST ALSO HAVE ACCURATE AND TIMELY INFORMATION ON MARKETING AND FINANCING OPPORTUNITIES. THAT IS WHY WE ARE HERE TODAY ... TO SPECIFICALLY DISCUSS WITH YOU ALL THE MAJOR AND MINOR DETAILS INVOLVED IN SUCCESSFULLY PENETRATING FOREIGN MARKETS.

WHEN WE CONDUCTED THE FIRST EXPORT SEMINAR SEVERAL WEEKS AGO IN MINNESOTA, THE MINNEAPOLIS STAR TRIBUNE SAID WE DELIVERED OUR MESSAGE IN A "NEAR-EVANGELICAL FERVOR."

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SO YOU'VE BEEN WARNED: WE PLAN TO MAKE A FEW CONVERTS
HERE THIS AFTERNOON.

OUR MESSAGE TODAY IS SIMPLE. EXPORTS ARE THE ENGINE OF
GROWTH FOR THE U.S. ECONOMY, PROVIDING ADDITIONAL POWER
TO MOVE US PAST THESE UNCERTAIN ECONOMIC TIMES.

AS PRESIDENT BUSH SAID DURING HIS STATE OF THE UNION
ADDRESS, "WE MUST RECOGNIZE THAT OUR ECONOMIC STRENGTH
DEPENDS ON BEING COMPETITIVE IN WORLD MARKETS."

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✓ SINCE 1986, EXPORTS HAVE ACCOUNTED FOR MORE THAN A THIRD OF OVERALL GROWTH IN THE UNITED STATES. NEARLY 84 PERCENT OF OUR GNP GROWTH IN 1990 WAS DUE TO EXPORTS, WHEN THEY REACHED A RECORD HIGH OF \$394 BILLION.

AS A RESULT OF THIS EXPORT DRIVE, WE HAVE REDUCED OUR TRADE DEFICIT TO BELOW \$100 BILLION -- ITS LOWEST LEVEL SINCE 1984. IN FACT, OUR TRADE DEFICIT DROPPED NEARLY 10 PERCENT IN 1990.

✓ IN TERMS OF EMPLOYMENT -- THE THEME OF TODAY'S CONFERENCE -- A BILLION DOLLARS IN U.S. EXPORTS EQUALS OVER 19,000 AMERICAN JOBS.

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WITH NEARLY \$400 BILLION IN EXPORT SALES LAST YEAR,
WE'RE TALKING ABOUT EMPLOYMENT OF OVER EIGHT MILLION
PEOPLE.

RIGHT HERE IN CALIFORNIA, EXPORTS PLAY A CRITICAL ROLE
IN BOLSTERING THE STATE ECONOMY, AS THEY SUPPORT OVER
560,000 JOBS.

IN 1990, CALIFORNIA BUSINESSES EXPORTED OVER
\$58 BILLION IN PRODUCTS AND SERVICES -- 70 PERCENT
ABOVE THE 1987 LEVEL.

SO OPPORTUNITIES ARE ON THE RISE FOR EMPLOYMENT TIED
TO THE EXPORT SECTOR OF THE CALIFORNIA ECONOMY.

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BUT THERE IS STILL ROOM FOR IMPROVEMENT BOTH HERE IN CALIFORNIA AND THROUGHOUT THE U.S.

ALTHOUGH EXPORTS REPRESENTED OVER SEVEN PERCENT OF OUR GNP IN 1990, THE AVERAGE FOR GERMANY, JAPAN, THE UNITED KINGDOM, AND CANADA -- IS OVER 19 PERCENT! THAT MEANS WE COULD DOUBLE OUR EFFORTS AND STILL NOT GET UP TO SPEED WITH OUR MAJOR COMPETITORS.

MOREOVER, OUR STUDIES INDICATE THAT FOR EVERY THREE MANUFACTURING COMPANIES WHICH COULD EXPORT, ONLY ONE IS ACTUALLY DOING SO ... AND MORE THAN LIKELY, IT'S A LARGE MULTINATIONAL COMPANY.

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FOR FAR TOO LONG, SMALL AND MEDIUM-SIZED FIRMS IN THE U.S. HAVE LIMITED THEIR SALES TO THE DOMESTIC MARKET.

BUT THIS SITUATION IS CHANGING, AS A GROWING NUMBER OF SMALL U.S. COMPANIES ARE REACHING OUT TO FOREIGN MARKETS.

ONE SUCH COMPANY IS EAGLE CREEK PRODUCTS OF SAN MARCOS, CA -- A SMALL BUT DYNAMIC MANUFACTURER OF SOFT-SIDED TRAVEL GEAR AND ACCESSORIES. ALTHOUGH ACTIVELY EXPORTING FOR ONLY TWO YEARS, FOREIGN SALES NOW ACCOUNT FOR NEARLY TEN PERCENT OF EAGLE CREEK'S TOTAL REVENUES.

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ACCORDING TO C. G. BARKET -- FOUNDER AND PRESIDENT OF THE COMPANY -- EAGLE CREEK WOULD NOT BE AS COMPETITIVE, IF IT WASN'T FOR IT'S SEWING OPERATION CARRIED OUT FROM ENSENADA, MEXICO.

AND THEN THERE IS TRANS WORLD COMMUNICATION INC. -- AN ESCONDIDO, CA FIRM OF 200-EMPLOYEES WHICH DESIGNS AND MANUFACTURES SPECIALIZED HF AND VHF RADIO COMMUNICATIONS EQUIPMENT. ALTHOUGH HOLDING THE THIRD LARGEST SHARE OF THE U.S. HF MARKET, THEY HAVE ACTIVELY PURSUED FOREIGN MARKETS. ANNUAL SALES HAVE NOW GROWN TO \$21 MILLION, 65 PERCENT OF WHICH COME FROM TRANS WORLD'S EXPORT SALES.

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WE KNOW THAT THERE ARE HUNDREDS OF OTHER SMALL AND MEDIUM-SIZED COMPANIES HERE IN CALIFORNIA -- AND THOUSANDS OF OTHERS ACROSS THE U.S. -- WITH THE SAME POTENTIAL FOR EXPORTING.

CLEARLY, IF WE ARE TO REMAIN A PREDOMINANT WORLD POWER, WE MUST EXPAND OUR HORIZONS ... WE MUST BREAK OUT OF THIS TRADITIONAL, SINGLE MARKET MENTALITY. TODAY, FEW AMERICAN COMPANIES ARE SAFE FROM INTERNATIONAL COMPETITION. INNOVATIVE TECHNOLOGY AND PRODUCTION TECHNIQUES ARE BRINGING THE COMPETITION RIGHT TO OUR VERY DOORSTEP.

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ESPECIALLY CHALLENGING FOR THE U.S., ARE POWERFUL NEW TRADING BLOCKS.

✓ BY 1992, THE 12-NATION EUROPEAN COMMUNITY WILL CONSOLIDATE INTO ONE TREMENDOUS EUROPEAN MARKET WITH OVER 340 MILLION CUSTOMERS.

✓ AND IN ASIA AND THE PACIFIC RIM ... JAPAN HAS JOINED ITS POWERFUL TECHNOLOGICAL AND FINANCIAL RESOURCES TO TAIWAN AND KOREA'S CHEAP LABOR MARKET AND BOOMING MANUFACTURING INDUSTRIES. THUS FORGING ONE OF THE WORLD'S STRONGEST ECONOMIC PARTNERSHIPS.

WE HAVE NOT, HOWEVER, SAT IDLY BY ON THE SIDELINES.

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THE UNITED STATES IS WORKING AROUND THE CLOCK AND AROUND THE GLOBE, TO ENSURE THAT THESE REGIONS DO NOT BECOME SELF-CONTAINED TRADING BLOCS OR "FORTRESSES." WE ARE ESPECIALLY PUSHING HARD FOR FREE AND FAIR TRADE IN OVER HALF A DOZEN INTERNATIONAL FORUMS -- SUCH AS THE GATT -- AND WE'RE MAKING PROGRESS.

BUT WHILE WE AWAIT COMPLETION OF THE GATT ROUND, WE MUST SUSTAIN THE MOMENTUM FOR FREE TRADE. THAT IS WHY THE PRESIDENT HAS RECENTLY BEEN PROMOTING FREE TRADE AGREEMENTS WITH REGIONS THAT PURSUE MARKET ORIENTED POLICIES. AND SUCH A SPIRIT OF FREE TRADE IS SWEEPING OUR NORTH AMERICA ... FROM THE YUKON TO THE YUCATAN.

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TODAY, WE ARRIVE AT A CRITICAL MOMENT OF OPPORTUNITY. AN OPPORTUNITY TO FORGE A NORTH AMERICAN FREE TRADE AREA WITH COUNTRIES THAT SHARE OUR DESIRE TO STIMULATE GROWTH. WITH SUCH AN AGREEMENT, WE CAN OPEN UP A BIGGER AND BETTER ECONOMIC PLAYING FIELD FOR ALL BUSINESSES ON THIS CONTINENT.

A NORTH AMERICAN FREE TRADE AREA -- ENCOMPASSING ALL OF MEXICO AND CANADA -- WILL STRENGTHEN THE REGION'S LEADERSHIP IN THE WORLD. IT WILL MAKE US MORE COMPETITIVE. AND IT WILL CREATE JOBS.

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✓ A NORTH AMERICAN FREE TRADE AREA WOULD RESULT IN THE WORLD'S LARGEST OPEN MARKET -- WITH 360 MILLION CONSUMERS AND A TOTAL OUTPUT OF SIX TRILLION DOLLARS. OUR MARKET WOULD EVEN ECLIPSE THE EUROPEAN COMMUNITY -- WHICH HAS FEWER PEOPLE AND AN OUTPUT 25 PERCENT SMALLER.

EXTENSIVE STUDIES CONDUCTED BY THE INTERNATIONAL TRADE COMMISSION AND OTHERS, CLEARLY INDICATE THAT SUCH A FREE TRADE AGREEMENT WOULD STIMULATE RAPID GROWTH IN MEXICO'S ECONOMY.

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AND, SINCE THE UNITED STATES IS MEXICO'S LARGEST TRADING PARTNER, IT FOLLOWS THAT OUR NATION WILL BENEFIT MOST FROM THIS GROWTH ... ESPECIALLY IN A NET INCREASE OF JOBS, AS MEXICANS HAVE A TREMENDOUS APPETITE FOR U.S. GOODS AND SERVICES.

FREE TRADE, THEREFORE, IS NOT A ZERO-SUM GAME.

✓ CONSIDER THE RESULTS OF THE 1988 FREE TRADE AGREEMENT BETWEEN THE U.S. AND CANADA. THE COMMERCE DEPARTMENT ESTIMATES THAT HUNDREDS OF THOUSANDS OF EXPORT RELATED JOBS WERE CREATED SINCE THE AGREEMENT BEGAN TO TAKE EFFECT.

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GIVEN THAT CANADA IS CALIFORNIA'S SECOND-LARGEST FOREIGN MARKET, ACCOUNTING FOR NEARLY \$6 BILLION WORTH OF EXPORTS IN 1990, WE KNOW HOW IMPORTANT THIS AGREEMENT HAS BEEN TO CALIFORNIA'S ECONOMY.

AND, WHEN THE U.S. AND MEXICO STARTED DISMANTLING TRADE BARRIERS BACK IN 1987 -- THEREBY ALLOWING TRADE TO NEARLY DOUBLE -- THOUSANDS OF ADDITIONAL JOBS WERE SUPPORTED AND CREATED IN BOTH COUNTRIES.

WITH A FREE TRADE AGREEMENT, U.S. TRADE WITH MEXICO COULD IN FACT DOUBLE AGAIN, TO \$100 BILLION BY THE END OF THE DECADE.

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AS ALWAYS, THERE ARE VOICES OPPOSED TO FREE TRADE. THEY MAY NOT BE RIGHT ... BUT THEY'RE LOUD. IN HOPES OF DERAILING NEGOTIATIONS, THEY HAVE ENFLAMED PASSIONS BY PREDICTING RISING UNEMPLOYMENT IN THE U.S. AND SLAVISH WORKING CONDITIONS IN MEXICO.

BUT WE SAY ... IF YOU ARE CONCERNED ABOUT GOOD JOBS AT GOOD WAGES, FREER TRADE WITH MEXICO WILL DELIVER THAT.

AND WE SAY ... IF YOU ARE INTERESTED IN BETTER LIVING STANDARDS IN MEXICO, FREER TRADE WILL DELIVER THAT TOO.

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FINALLY, WE SAY ... IF YOU WANT GREATER DEMOCRACY IN MEXICO, THEN THERE IS NO BETTER WAY THAN FREE TRADE AND ECONOMIC INTEGRATION TO STRENGTHEN DEMOCRATIC NORMS AND INSTITUTIONS IN A COUNTRY.

TO ANSWER THE VARIOUS LABOR AND ENVIRONMENTAL QUESTIONS SURROUNDING A FREE TRADE AGREEMENT, PRESIDENT BUSH JUST LAST WEEK RELEASED A DETAILED "ACTION PLAN." IN IT, THE ADMINISTRATION PROMISES TO RETRAIN DISLOCATED U.S. WORKERS, PRESERVE EXISTING U.S. HEALTH STANDARDS FOR IMPORTED FOODS, AND CLOSELY WORK WITH MEXICO TO SAFEGUARD THE ENVIRONMENT.

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THEREFORE THE TIME TO IMPLEMENT A U.S.-MEXICAN FREE
TRADE AGREEMENT IS NOW.

OUR FRIENDS IN MEXICO HAVE ACCOMPLISHED A GREAT DEAL IN
RECENT YEARS ... AND WE SHOULD SUPPORT THEM.

THE BOLD ECONOMIC REFORMS TAKEN UNDER PRESIDENT CARLOS
SALINAS HAVE TRULY CREATED A FAVORABLE CLIMATE FOR A
FREE TRADE AGREEMENT. HE HAS SLASHED GOVERNMENT
SUBSIDIES, LOWERED TARIFF BARRIERS, AND PRIED OPEN
MEXICAN MARKETS FOR FOREIGN INVESTMENT.

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AS A RESULT OF THESE AND SIMILAR EFFORTS, MEXICO'S INFLATION FELL FROM 160 PERCENT IN 1987 TO 30 PERCENT IN 1990. ALSO MEXICO'S GROSS DOMESTIC PRODUCT GREW FOUR PERCENT IN 1990, OUTPACING POPULATION GROWTH AGAIN FOR THE SECOND YEAR IN A ROW.

IN ADDITION -- AND I DON'T BELIEVE THIS FACT IS PUBLICIZED ENOUGH -- MEXICO PASSED SWEEPING LEGISLATION TO PROTECT ITS ENVIRONMENT BACK IN 1988.

AND THEY ARE ENFORCING THESE NEW TOUGH STANDARDS, WHICH ARE BASED IN LARGE PART ON U.S. LAW AND EXPERIENCE.

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THE MEXICAN GOVERNMENT HAS ALREADY PERMANENTLY CLOSED
DOWN THE NATION'S LARGEST OIL REFINERY, LOCATED IN
MEXICO CITY.

SO WE MUST ACT TODAY -- NOT TOMORROW OR SOME VAGUE
FUTURE DATE -- TO IMPLEMENT A FREE TRADE AGREEMENT.

THAT'S WHY CONGRESS WILL SOON VOTE ON THE PRESIDENT'S
REQUEST TO EXTEND THE FAST TRACK PROCEDURE. WE ARE
PLEASED THAT BOTH THE HOUSE AND SENATE COMMITTEES --
THE OTHER DAY -- OVERWHELMINGLY REJECTED RESOLUTIONS
TO CANCEL THE PRESIDENT'S FAST TRACK AUTHORITY TO
NEGOTIATE TRADE AGREEMENTS.

"FAST TRACK" SIMPLY GIVES OUR NEGOTIATORS THE AUTHORITY TO GET THE ENTIRE DEAL IN WRITING FIRST. THEN THE AGREEMENT -- IN ITS ENTIRETY -- CAN BE QUICKLY PRESENTED TO CONGRESS FOR A SIMPLE UP OR DOWN VOTE. IT AVOIDS ANY LONG-AGONIZING AMENDMENTS, REWRITES, OR DELAYS.

WE ARE PLEASED THAT LAST WEEK BOTH THE HOUSE AND SENATE COMMITTEES OVERWHELMINGLY REJECTED RESOLUTIONS TO CANCEL THE PRESIDENT'S FAST TRACK AUTHORITY TO NEGOTIATE TRADE AGREEMENTS.

UNFORTUNATELY, THERE ARE STILL THOSE CRITICS ON CAPITOL HILL WANT TO DENY THE PRESIDENT THE ABILITY TO NEGOTIATE THE TRADE AGREEMENT ON A FAST TRACK BASIS. IN THE PROCESS, THEY MAY KILL NOT ONLY THE FREE TRADE AGREEMENT WITH MEXICO, BUT ALSO THE GATT NEGOTIATIONS .. AS THAT TOO FALLS UNDER "FAST TRACK" AUTHORITY.

WITHOUT FAST TRACK AUTHORIZATION, THE NORTH AMERICAN FREE TRADE AREA, THE ENTERPRISE FOR THE AMERICAS INITIATIVE, AND THE GATT ROUND, WOULD ALL FALL BY THE WAYSIDE. A FOREIGN NATION WOULD BE VERY RELUCTANT TO ENTER INTO AN AGREEMENT THAT COULD BE TORN UP BY THE U.S. CONGRESS SOON AFTERWARD. THAT'S WHY FAST TRACK IS ESSENTIAL.

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IF WE REVERSE COURSE NOW -- TURN OUR BACK ON MEXICO AND
GATT -- WE WILL SIGNAL THE WORLD THAT THE U.S. IS NOT
WILLING OR ABLE TO PROVIDE INTERNATIONAL ECONOMIC
LEADERSHIP.

NOW IS NOT THE TIME FOR THE U.S. TO RETREAT FROM GLOBAL
FREE TRADE COMMITMENTS. AS HISTORY DEMONSTRATES,
ISOLATION IS NO SUBSTITUTE FOR LEADERSHIP.

WE REALLY HAVE NO CHOICE BUT TO MOVE FORWARD.

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WE HOPE ALL OF YOU HERE TODAY, WILL JOIN WITH US IN
SUPPORT OF A FREE TRADE ZONE WHICH WILL BRING
PROSPERITY TO THE ENTIRE U.S. AND HER NEIGHBORS.

THANK YOU FOR BEING WITH US. WE LOOK FORWARD TO
WORKING WITH YOU IN THE DAYS AHEAD.

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U.S. Department of Commerce
Office of the Secretary

14th & Constitution, N.W.
Washington, D.C. 20230
United States of America

456-6218 FAX

TO: Carolyn Cawley - Speechwriting

FROM: Tom Collamore

SUBJECT: Boston 5/24

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REMARKS: _____

- o This luncheon is part of the "T.P.P.C." -- Trade Promotion Coordinating Council, which was established by the President. Secretary Mosbacher chairs the Council and its members include several private CEO's as well as leaders of OPIC, World Bank, etc.
- o The Council is conducting a 26-city tour to promote exports from the local level and advise small and medium size business owners on how to tap into government resources.
- o Prior to the luncheon, the President preside over a meeting of the President's Export Council. A nod should be given to the group and their hard work. Another important acknowledgement: Ronald Skates, President and CEO of Data General Corporation, a major exporter from the Boston area.

Other acknowledgements to come.

- o Also on the way:
 - fact sheet and backgrounder on the TPPC, its work;
 - Boston area examples; factoids on export vis a vis our economy;
 - growth of small business exports.

Let me know what else you're interested in.