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Buddy Roemer
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Governor

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TO: Jennifer Crossman
FROM: Gordon Hensley

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COMPANY: Buddy Roemer Re-Election Committee, Inc.

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SUMMARY OF REMARKS
BY
GOVERNOR BUDDY ROEMER
ANNOUNCING HIS CANDIDACY FOR RE-ELECTION

IT WAS SOME TIME AGO THAT, AS A YOUNG MAN, I READ ONE OF ROBERT FROST S MOST FAMOUS POEMS, "THE ROAD NOT TAKEN".

FROST SAID THAT IN ALL OF THE CHOICES WE HAVE THROUGHOUT OUR LIVES, WE NEED TO BE CONFIDENT IN OUR DIRECTION: CONFIDENT IN THE ROAD WE SET OUT TO TRAVEL. BUT, HE SAID, IF WE TRAVEL THE ROAD TAKEN BY EVERYONE ELSE, WE LOSE THE OPPORTUNITY TO SEE NEW PERSPECTIVES, TAKE ON NEW CHALLENGES, AND FORGE NEW PATHS. THERE MAY BE MORE OBSTACLES, BUT THE REWARDS ARE GREATER; THE RISKS MORE WORTH TAKING.

IN 1987, THE PEOPLE OF LOUISIANA DECIDED IT WAS TIME TO TRAVEL THAT NEW ROAD; THAT THE TIME HAD COME TO TRAVEL IN A NEW DIRECTION. WITH YOUR VOTE, AND WITH YOUR SUPPORT, I WAS ELECTED BY THE PEOPLE OF OUR STATE TO BEGIN FORGING THAT NEW PATH, AND TO BEGIN THE PROCESS OF POINTING LOUISIANA IN A NEW DIRECTION... A NEW DIRECTION WE CAN NOW BE PROUD OF AS WE PREPARE -- WOMEN AND MEN, WHITE AND BLACK -- TO MEET THE CHALLENGES OF A NEW CENTURY, AND THE NEXT MILLENIUM.

WE DON'T HAVE TO TURN BACK THE PAGES OF HISTORY VERY FAR TO SEE WHERE WE WERE -- BACK IN THE DARK DAYS OF LOUISIANA'S RECENT PAST. AND, IF WE DARE LOOK INTO THE REAR-VIEW MIRROR -- BACK DOWN THE ROAD AT THE WRECKAGE CREATED BY THE PRIOR ADMINISTRATION -- I'M CONFIDENT, AND BELIEVE IN MY HEART, THAT THE PEOPLE OF LOUISIANA DON'T WANT TO MAKE A U-TURN INTO THE PAST.

I REMEMBER THE HEADLINES OF FOUR, FIVE, AND SIX YEARS AGO: MASS UNEMPLOYMENT, FINANCIAL BANKRUPTCY, EDUCATIONAL FAILURE, ENVIRONMENTAL DISDAIN... POLITICAL CORRUPTION.

WE WILL NOT GO BACK. WE WILL NOT TURN BACK THE CLOCK. OUR CHILDREN'S FUTURE CAN'T ENDURE IT; OUR CONSCIENCE WON'T ALLOW IT.

LOUISIANA IS NOT GOING BACK TO THE DAYS WHEN WE HAD THE HIGHEST UNEMPLOYMENT RATE IN THE NATION, WHEN JOBS WERE OUR BIGGEST EXPORT, AND WHEN OUR CHILDREN WERE LEAVING THE STATE IN SEARCH OF A BRIGHTER FUTURE...

LOUISIANA IS NOT GOING BACK TO THE DAYS WHEN OUR CHILDREN'S FUTURES WERE HELD HOSTAGE TO A BANKRUPT AND INADEQUATE STATE EDUCATION SYSTEM...

LOUISIANA IS NOT GOING BACK TO THE DAYS WHEN THE QUALITY OF THE AIR WE BREATHED AND THE WATER WE DRANK WAS TAKEN FOR GRANTED...

AND, LOUISIANA IS NOT GOING BACK TO THE DAYS WHEN MONEY RULED OUR POLITICS, WHEN BACKROOM DEALS DETERMINED OUR POLICY, AND, WHEN THE INTERESTS OF OUR PEOPLE AND OUR STATE'S FUTURE, TOOK A BACK SEAT TO THE INTERESTS OF THE POLITICIANS AND SPECIAL INTEREST GROUPS.

THOSE WERE THE DARK DAYS OF LOUISIANA'S PAST -- A PAST THAT OVERSHADOWED OUR POTENTIAL, UNDERMINED OUR SELF-ESTEEM, AND PUT AT RISK AN ENTIRE GENERATION OF OUR CHILDREN.

AND NOW, FOUR YEARS LATER -- WITH THE ASSISTANCE, THE FORTITUDE AND THE PATIENCE OF THE PEOPLE OF LOUISIANA -- WE'VE STARTED THE LONG, DIFFICULT PROCESS OF MOVING OUR STATE FORWARD.

CHANGE AND PROGRESS DO NOT COME EASILY; I KNOW THIS PERSONALLY, AND THE PEOPLE OF LOUISIANA KNOW THIS INSTICTIVELY. THERE HAVE BEEN BATTLES WON AND BATTLES LOST... BUT FIGHTING FOR THE PRINCIPLE OF PROGRESS FOR OUR STATE -- AND CHANGE TO BENEFIT OUR CHILDREN -- IS WORTH FIGHTING FOR.

AND I WILL NOT BACK DOWN.

AS MY FIRST TERM DRAWS TO A CLOSE, CAN I HONESTLY SAY TO MYSELF AND THE PEOPLE OF LOUISIANA THAT ALL OF OUR PROBLEMS ARE SOLVED?... AND THAT THE NEW ROAD AHEAD WILL BE SMOOTH?... NO, I CANNOT MAKE THAT CLAIM.

WHAT WE HAVE ACHIEVED IS FRAGILE PROGRESS; PROGRESS THAT MUST BE PROTECTED AND NURTURED, IN MUCH THE SAME WAY WE TEND TO THE CROPS IN OUR FIELDS.

FOR FOUR YEARS, WE HAVE PLANTED NEW HOPE, NEW PLANS, NEW ETHICS AND A NEW BALANCE THAT HAS RESULTED IN SUBSTANTIAL PROGRESS. THE CROPS ARE GROWING. BUT THEY ARE YOUNG -- VULNERABLE TO APATHY, TO IGNORANCE, TO RACIAL DIVISIVENESS, TO POLITICAL DEMAGOGUERY, TO NOSTALGIA, TO LAZINESS, AND TO AVOIDANCE OF THE TRUTH.

NOW WE MUST TEND TO OUR CROPS. HAVING PLANTED THE IDEAS OF BETTER SCHOOLS, MORE JOBS, A CLEANER ENVIRONMENT, AND HONEST GOVERNMENT, WE MUST SHOW A COMMITMENT TO TAKE IT TO HARVEST... OR ELSE ALL OF OUR PLANTING WAS IN VAIN.

LOUISIANA IS NOT YET OUT OF THE WOODS, BUT WE'VE FOUND OUR WAY FROM BEING LOST IN THE DEEP FOREST; WE CAN NOW SEE LIGHT AND A PATH WHERE, JUST FOUR YEARS AGO, WE SAW ONLY DARKNESS AND CONFUSION.

WE'RE PAVING THE WAY FOR A NEW LOUISIANA; THE FOUNDATION HAS BEEN CONSTRUCTED AND, BRICK BY BRICK, WE'RE REBUILDING TO MEET THE NEEDS OF OUR PEOPLE TODAY, AND TO MEET THE NEEDS OF OUR CHILDREN TOMORROW.

I'M COMMITTED TO CONTINUING THE CHANGE -- AND FINISHING THE JOB -- WE STARTED FOUR YEARS AGO. I'M ASKING THE PEOPLE OF LOUISIANA FOR THAT OPPORTUNITY AND, TODAY, I'M ANNOUNCING THAT I AM A CANDIDATE FOR THE OFFICE OF GOVERNOR OF THE STATE OF LOUISIANA... I NEED YOUR HELP, AND I ASK FOR YOUR VOTE.

I'M PROUD OF LOUISIANA AND HOW FAR WE'VE COME AS A STATE, AND I'M PROUD OF MY ADMINISTRATION'S ACCOMPLISHMENTS. WE HAVE REASON TO BE:

LOUISIANA'S UNEMPLOYMENT RATE HAS BEEN CUT DRAMATICALLY OVER THE PAST FOUR YEARS. OVER 100,000 JOBS HAVE BEEN CREATED. OUR "NEW DIRECTIONS" ECONOMIC PROGRAM HAS HELPED DIVERSIFY OUR ECONOMY -- AN ECONOMY ONCE DEPENDENT PRIMARILY ON OIL REVENUES. OUR BOND RATING HAS INCREASED FOR THE FIRST TIME IN TWENTY-ONE YEARS -- SAVING TAXPAYERS MILLIONS OF DOLLARS.

OUT OF STATE BUSINESSES NOW LOOK TOWARDS LOUISIANA WITH INTEREST WHEN THEY ONCE LOOKED AWAY WITH A SMIRK.

LOUISIANA IS WORKING AGAIN, ONE STEP AT A TIME.

Educ

OUR STATE EDUCATION SYSTEM, ONCE AN OBJECT OF RIDICULE, HAS TURNED THE CORNER ON PRIOR FAILURE. CLASSROOM SIZES ARE DOWN SO CHILDREN CAN LEARN. TEACHER'S PAY HAS RISEN SUBSTANTIALLY SO WE CAN ATTRACT AND KEEP GOOD TEACHERS. AND STUDENT TEST SCORES ARE INCREASING.

AND LET ME SAY THIS ABOUT TEACHER EVALUATION: LOUISIANA'S PARENTS DESERVE TO KNOW THEY HAVE COMPETENT TEACHERS INSTRUCTING THEIR CHILDREN; OUR CHILDREN DESERVE A QUALITY EDUCATION THAT PREPARES THEM FOR THE CHALLENGES OF THE FUTURE; AND TAXPAYERS DESERVE ACCOUNTABILITY IN KNOWING THEIR DOLLARS ARE GOING TOWARDS IMPROVED EDUCATION.

I'M COMMITTED TO WORKING WITH TEACHERS TO GET THIS EVALUATION DONE, AND DONE RIGHT. YES, WE MUST TEACH OUR CHILDREN WELL.

IT'S THAT SIMPLE: A GOOD EDUCATION IS A RIGHT, NOT A PRIVILEGE, AND THE TEACHER EVALUATION PROCESS IS A CORNERSTONE OF THE NEW LOUISIANA THAT, TOGETHER, WE'VE STARTED TO BUILD.

Envir

THERE EXISTS A CLEAR AND PRESENT DANGER TO LOUISIANA'S ENVIRONMENT, OUR AIR, OUR WATER, OUR WETLANDS ARE AT RISK, AND LOUISIANA HAS SUFFERED NOTHING SHORT OF AN ENVIRONMENTAL HOLOCAUST: YEARS OF ABUSE, STATE GOVERNMENT LOOKING THE OTHER WAY, AND INCREDIBLY, A DEPARTMENT OF ENVIRONMENTAL QUALITY WITH ZERO STATE DOLLARS ALLOCATED BY THE PREVIOUS ADMINISTRATION.

WE'VE MADE IT A TOP PRIORITY TO FUND THE D.E.Q. WITH THE RESOURCES IT NEEDS TO ENFORCE OUR ADMINISTRATION'S TOUGH NEW LAWS.

THE D.E.Q. IS NOW A WATCHDOG -- NOT A LAPDOG -- AND THE RULES ARE STRAIGHTFORWARD: IF YOU POLLUTE, YOU PAY. I'LL CONTINUE TO WORK TO MAKE ILLEGAL POLLUTERS AN ENDANGERED SPECIES IN LOUISIANA.

"BALANCE" IS THE WATCHWORD OF OUR ENVIRONMENTAL PROGRAM. I'M CONFIDENT WE'VE STRUCK A PROPER BALANCE BETWEEN THE REAL NEED TO CLEAN UP OUR ENVIRONMENT AND THE REAL NEED TO KEEP LOUISIANA COMPETITIVE BY ATTRACTING BUSINESS AND CREATING NEW JOBS.

DISCHARGES OF TOXIC CHEMICALS INTO THE ENVIRONMENT HAVE BEEN REDUCED 41% FROM 1987 LEVELS. SHELL DREDGING IN LAKE PONTCHARTRAIN IS NOW BANNED, A STATEWIDE RECYCLING PROGRAM IS UNDERWAY, AND TOXINS RELEASED INTO OUR AIR ARE BEING CUT DRAMATICALLY. WE'VE COME A LONG WAY, BUT THEN AGAIN, LOUISIANA HAS HAD FARTHER TO GO.

IT WILL TAKE YEARS TO CLEAN UP LOUISIANA -- PERHAPS DECADES -- BUT I'M COMMITTED TO INSTILLING AN ENVIRONMENTAL CONSCIOUSNESS IN OUR STATE THAT CAN BE HANDED DOWN TO FUTURE GOVERNORS, AND FUTURE GENERATIONS. WE CAN DO NO LESS.

NOW, AS FAR AS LOUISIANA POLITICS IS CONCERNED, THINGS HAVE CHANGED DRAMATICALLY -- AND THE REASON IS THAT WE'VE TAKEN BIG MONEY OUT OF OUR CAMPAIGNS. IN 1988, I SIGNED THE CAMPAIGN FINANCE AND DISCLOSURE ACT, AND WE NOW HAVE ONE OF THE TOUGHEST CAMPAIGN REFORM LAWS IN THE NATION... AND WE NEEDED IT.

SUITCASES FULL OF CASH. CONTRIBUTORS HIDING IN THE SHADOWS, SPECIAL INTERESTS BUYING OFF CANDIDATES... THAT'S THE OLD WAY OF DOING THINGS.

WE CAN'T COMPLETELY REBUILD LOUISIANA UNTIL WE CLEAN UP OUR POLITICS. IT HAS BEEN MY GOAL TO TAKE POLITICS OUT OF THE BACK ROOMS AND BRING IT ON TO THE FRONT PORCHES.

THERE ARE SOME WHO DON'T LIKE THE NEW RULES OF LOUISIANA POLITICS, BUT THE FRESH BREEZES THAT HAVE ENTERED THE SMOKE-FILLED ROOMS BRING A NEW VITALITY -- AND A HEALTHY NEW PERSPECTIVE -- TO OUR POLITICAL CULTURE.

IN MY EFFORT TO BRING ABOUT CHANGE TO LOUISIANA, SOME HAVE CALLED ME "INFLEXIBLE", "STUBBORN", AND "UNWILLING TO COMPROMISE". SUCH CRITICISM IS ALL A PART OF THIS JOB -- AND I ACCEPT THAT. BUT I'M CONFIDENT THE PEOPLE OF LOUISIANA BELIEVE THEY'RE BETTER SERVED BY HAVING THEIR GOVERNOR STAND UP FOR DEEPLY-HELD PRINCIPLE THAN SIMPLY MARCHING TO THE BEAT OF THE LEGISLATURE AND THE SPECIAL INTEREST GROUPS.

I WILL WORK WITH THE NEW LEGISLATURE YOU SEND ME. IN THE CURRENT LEGISLATURE, MANY MEMBERS HAVE BEEN EXCELLENT TEAM PLAYERS, AND STRONG SUPPORTERS OF OUR NEW LOUISIANA.

AFTER ALL, THE LEGISLATURE AS A WHOLE HAS PASSED SEVEN OUT OF EVERY EIGHT RECOMMENDATIONS WE'VE PROPOSED. THE LEGISLATURE DOES HAVE AN IMPORTANT ROLE TO PLAY.

MY APPROACH IS VERY CLEAR: I WILL SUPPORT THE LEGISLATURE WHEN I BELIEVE THEY'RE RIGHT, BUT I'M NOT AFRAID TO STAND UP TO THE LEGISLATURE WHEN I BELIEVE THEY'RE WRONG.

LOUISIANA'S FUTURE IS NOT WELL SERVED BY A RUBBER-STAMP GOVERNOR, AND I WILL CONTINUE TO USE MY VETO WHEN IT'S IN THE INTEREST OF THE PEOPLE AND OUR FUTURE.

NOW, WE'VE NOT BEEN PERFECT BY ANY MEASURE, AND WE'VE MADE MISTAKES. BUT, PARAPHRASING FRANKLIN DELANO ROOSEVELT: ANY MISTAKES WE'VE MADE HAVE NEVER RESULTED FROM FAINTNESS OF HEART, OR THE ABANDONMENT OF MORAL PRINCIPLE.

I CAN REPORT TO THE PEOPLE OF LOUISIANA TODAY THAT PROGRESS HAS BEEN MADE: PROGRESS THAT CAN BE MEASURED NOT JUST WITH FACTS AND STATISTICS, BUT IN HOW WE VIEW OURSELVES AND THE WAY IN WHICH OTHERS NOW VIEW LOUISIANA.

IN THE NEXT FOUR YEARS, WE WILL CONTINUE TO BUILD ON THE FOUNDATION WE'VE FOUGHT SO HARD TO PUT IN PLACE... AND WE WILL RENEW EFFORTS IN CRITICAL AREAS:

EDUCATIONAL EXCELLENCE

Educators

THE GAINS OF THE PAST FOUR YEARS WILL BE CONTINUED WITH NEW INITIATIVES ON POSITIVE EVALUATION OF TEACHERS, ON LOUISIANA 2000 IN ORDER TO MEET PRESIDENT BUSH'S NATIONAL GOALS, ON COMPUTERS IN THE CLASSROOM, ON IMPROVEMENT IN VOCATIONAL TECHNICAL INSTRUCTION, ON ALTERNATIVE EDUCATION, ON LITERACY, ON ADEQUATE FUNDING FOR QUALITY PAY, AND ON THE CONTINUED RENAISSANCE OF HIGHER EDUCATION.

ENVIRONMENTAL BALANCE

WE RE NOT GOING TO BACK UP ON WETLANDS PROTECTION, OFF-SHORE IMPACT ASSISTANCE, RECYCLING, REDUCTION OF AIR TOXICS, TAXING OF HAZARDOUS WASTE, FINE-TUNING OF THE ENVIRONMENTAL SCORECARD FOR INDUSTRY, TAX-BREAKS FOR CLEAN-UP EQUIPMENT, PROTECTION OF FISHERIES, WILDLIFE, SHRIMP AND OYSTERS.

CRIME

WE'VE ADDED THOUSANDS OF NEW PRISON BEDS, SUPPLEMENTAL PAY IS NOW 100%, LOCAL LAW ENFORCEMENT IS PAID A HIGHER DAILY RATE TO KEEP STATE PRISONERS, FEDERAL ANTI-DRUG FUNDS ARE BEING UTILIZED, THE PROFIT IS BEING TAKEN OUT OF DRUGS WITH THE FORFEITURE-OF-ASSETS LAW, JUVENILE FACILITIES ARE BEING BUILT, AND ADULT PROTECTIVE SERVICES FOR OUR ELDERLY ARE BEING FUNDED.

WE HAVE AND WILL CONTINUE TO SHOW COMPASSION FOR THE VICTIMS OF CRIME, BUT TO THE MERCILESS KILLERS WHO PREY ON OUR LAW-ABIDING CITIZENS, THE LOUISIANA DEATH PENALTY LAW WILL CONTINUE TO BE ENFORCED.

THIS STATE AND THIS ADMINISTRATION ARE COMMITTED TO FIGHTING CRIME.

WE MUST NOW PROVIDE LOCAL GOVERNMENT WITH THE TOOLS TO BETTER DO THEIR JOB, AND WE WILL BEGIN NEXT YEAR BY ASKING THE LEGISLATURE TO DEDICATE 25% OF LOTTERY PROCEEDS TO FIGHT CRIME.

IF YOU CAN'T WALK YOUR NEIGHBORHOOD, YOU DON'T HAVE ONE. OUR LOTTERY DEDICATION PROPOSAL CAN BE A KEY TO FIGHTING CRIME AT THE LOCAL LEVEL.

WELFARE REFORM

WE WILL CONTINUE OUR LANDMARK WELFARE REFORM PROGRAM, PROJECT INDEPENDENCE. WE WILL CONTINUE TO RETRAIN AND PUT PEOPLE BACK TO WORK. LOUISIANA IS A NATIONAL LEADER ON WELFARE REFORM, AND OUR GOAL AS A STATE SHOULD BE -- AS THE OLD SAYING GOES -- NOT TO GIVE A MAN A FISH, BUT INSTEAD, TO TEACH THAT MAN HOW TO FISH. HELPING THE LESS FORTUNATE BECOME SELF-SUFFICIENT IS THE GREATEST ACT OF COMPASSION WE CAN ACHIEVE.

TAX REFORM

SOME RESTRUCTURING HAS BEEN ACCOMPLISHED, BUT MUCH MORE NEEDS TO BE DONE. WE HAVE ESTABLISHED A WETLANDS TRUST FUND, A TRANSPORTATION TRUST FUND, AND WE HAVE ELIMINATED THE INVENTORY TAX. IN ORDER TO ATTRACT JOBS, PROTECT MIDDLE-CLASS FAMILIES, KEEP RATES LOW, AND GIVE LOUISIANIANS A CHOICE, WE MUST CONTINUE FISCAL AND TAX REFORM.

NEXT YEAR, I WILL CONSULT WITH THE LEGISLATURE ON ADDITIONAL CHANGES WITH A VOTE OF THE PEOPLE: CHANGES SUCH AS PROTECTING THE HOMESTEAD EXEMPTION, BUT GIVING THE PEOPLE A CHANCE TO LOWER IT FOR ANY NEW SCHOOL MILLAGES, OR FIRE AND POLICE PROTECTION IF THEY SO CHOOSE; AND, OTHER CHANGES, SUCH AS MAKING THE FRANCHISE TAX MORE COMPETITIVE FOR BUSINESS, WILL BE CONSIDERED.

LOUISIANA HAS A TAX SYSTEM THAT JUST MIGHT HAVE WORKED IN THE 19TH CENTURY, BUT HAS PROVEN TO BE WOEFULLY INADEQUATE FOR OUR NEEDS IN THE 20TH CENTURY. WE NOW NEED A NEW TAX SYSTEM TO HELP US COMPETE IN THE 21ST CENTURY. I WILL WORK TO MAKE THIS A REALITY.

Because he knows that to keep on the move we must keep his on the move

TRANSPORTATION INFRASTRUCTURE

HIGHWAYS... SEAPORTS... AIRPORTS... FLOOD CONTROL. UNLIKE PRIOR ADMINISTRATIONS, WE HAVE PLACED ALL GASOLINE TAX REVENUES INTO REBUILDING OUR INFRASTRUCTURE. MORE THAN 1000 MILES OF HIGHWAY ARE UNDER CONSTRUCTION, 72 AIRPORT IMPROVEMENT PROJECTS ARE EITHER COMPLETED OR UNDERWAY, AND BECAUSE OF IMPROVED MANAGEMENT, THE LOUISIANA DEPARTMENT OF TRANSPORTATION HAS BEEN AWARDED AN ADDITIONAL $86 MILLION FROM THE FEDERAL TRANSPORTATION TRUST FUND... THIS IS THE FIRST TIME IN HISTORY LOUISIANA HAS RECEIVED THIS EXTRA FUNDING. IN FACT, WE'VE RECEIVED MORE ADDITIONAL FUNDING THAN ANY STATE EXCEPT FOR CALIFORNIA.

WHAT DOES THIS ALL MEAN? IT MEANS JOBS AND BUILDING FOR OUR FUTURE.

DAY CARE

DAY CARE IS A VITAL ISSUE IN OUR NEW LOUISIANA. WE'VE CHANGED AS THE COUNTRY HAS CHANGED: FEW DEVELOPMENTS IN THE PAST 25 YEARS HAVE BEEN MORE DRAMATIC THAN THE MOVEMENT OF WOMEN INTO THE AMERICAN WORKFORCE.

THE NUMBER OF WORKING WOMEN MORE THAN DOUBLED IN THAT TIME, RISING FROM 20 MILLION IN THE LATE '50'S TO OVER 50 MILLION TODAY.

WE'RE NOT LIVING IN THE 1950'S. WE'RE LIVING IN THE 1990'S, AND MORE AND MORE OF LOUISIANA'S MOTHERS ARE NOW WORKING MOTHERS -- AND WE MUST ADAPT.

WE WILL AGAIN ASK THE LEGISLATURE NEXT YEAR TO PROTECT OUR CHILDREN WITH MINIMAL BUT NECESSARY REGULATION AND MAXIMUM PENALTIES FOR FLAGRANT VIOLATORS.

ALL OF THESE ISSUES -- AND THE FOUNDATION ON WHICH THEY REST -- MEAN JOBS. THE PROGRESS WE'VE MADE HAS ALREADY CUT THE UNEMPLOYMENT RATE DRAMATICALLY.

TOURISM, INTERNATIONAL TRADE, SMALL BUSINESS DEVELOPMENT, UNIVERSITY RESEARCH, AND AGGRESSIVE MARKETING WHEN ADDED TO THE FUNDAMENTAL ISSUES OUTLINED MEAN SIGNIFICANT JOB OPPORTUNITIES FOR EVERY LOUISIANIAN.

****

LOOKING BACK AT ALL WE'VE ACCOMPLISHED TOGETHER, I'M COMFORTABLE WITH THE KNOWLEDGE THAT WE'VE BUILT A CONSERVATIVE STATE GOVERNMENT -- A CONSERVATIVE STATE GOVERNMENT BUT A COMPASSIONATE STATE GOVERNMENT; A GOVERNMENT THAT IS JUST, FAIR, ACCOUNTABLE AND HONEST; A GOVERNMENT THAT SHOWS RESPECT FOR WOMEN AND MEN, BLACK AND WHITE, THE FORTUNATE AND THE LESS FORTUNATE; A GOVERNMENT THAT HAS LEARNED FROM ITS PAST AS WE PREPARE FOR OUR FUTURE.

UNDER OUR ADMINISTRATION, LOUISIANA NOW RANKS FOURTH AMONG ALL STATES IN THE PERCENTAGE OF WOMEN AS CABINET SECRETARIES, AND FIRST IN AMERICA IN PERCENTAGE OF MINORITIES IN CABINET POSTS.

THIS POLICY OF TAKING THE WHOLE LOUISIANA FAMILY ON OUR JOURNEY WILL CONTINUE.

THE WAY I SEE IT, YOU FIND WHAT YOU'RE LOOKING FOR. I LOOKED FOR MERIT, AND I FOUND IT IN A CABINET THAT INCLUDES WOMEN AND MINORITIES. THIS IS MY POLICY OF BRINGING TOGETHER OUR WHOLE LOUISIANA FAMILY.

THIS WILL CONTINUE IN THE NEXT FOUR YEARS, AS IT HAS IN THE PAST FOUR YEARS.

THIS IS THE NEW LOUISIANA. AND, LIKE YOU, I'M PROUD AND EXCITED ABOUT THE OPPORTUNITIES AND POSSIBILITIES THAT ARE OURS TO ACHIEVE TOGETHER DURING THE NEXT FOUR YEARS AND BEYOND.

IN YOUR HANDS, MORE THAN IN MINE, RESTS THE FUTURE OF OUR STATE AND OUR COMMON DESTINY.

AND WHEN MY TIME AS YOUR GOVERNOR HAS ENDED, IT'S MY HOPE THAT LOUISIANIANS WILL SAY THAT IT WAS WE, YOU, AND I, WHO LED OUR STATE DOWN A NEW ROAD, WITH A NEW VISION , AND THAT OUR CHILDREN FINALLY CAME HOME TO A BETTER LOUISIANA.

THANK YOU VERY MUCH. GOD BLESS LOUISIANA.

#######

Roemer's policies draw female voters

BY PETER NICHOLAS
Capital bureau

BATON ROUGE — Gov. Roemer's veto of a strict abortion bill and his administration's hiring record were among issues cited by a group of about 60 women launching a statewide organization to support his re-election.

In the Capitol Wednesday, leaders of "Women for Roemer" said they planned to use phone calls, direct mailings and grassroots campaigning to target women and urge them to vote for Roemer.

Dee Dee Fulmer-Gilbert, a state Senate staffer who is director of "Women for Roemer," predicted that women will have a decisive influence in the governor's race. The primary is scheduled for Oct. 10.

"The purpose is to demonstrate that women appreciate those who appreciate them by identifying, organizing and turning out women in the election," Fulmer-Gilbert said. The group has about 500 members, she said.

The organization will create "leadership councils across the state that will bring women together to discuss their concerns, and bring those back to the (Roemer) campaign," she said.

Asked why the group is not supporting the race's only female candidate, Public Service Commission member Kathleen Blanco, Fulmer-Gilbert portrayed her as "a fine lady . . . but (Roemer) has a proven record."

Blanco opposes abortions except in cases of rape or incest. Roemer vetoed such a bill in the legislative session that ended July 8, but lawmakers voted to override the veto.

Fulmer-Gilbert downplayed Roemer's stance on abortion as the reason the group is championing the governor. She cited the improvement in the state's bond rating as a key reform that women can embrace.

"The bond rating's gone up since he's taken office and that saves everyone money," she said. "We understand money."

She also mentioned Roemer's appointment of women to high-level positions in his administration.

Some of those women are taking active roles in the organization. Among those who flanked Fulmer-Gilbert at the press conference were Department of Economic Development Secretary Kirsten Nyrop and Maureen O'Neill, head of the Department of Environmental Quality's water division.

Alfreda Tillman Bester, recently appointed by Roemer as acting secretary of the Department of Employment and Training, is on the "Women for Roemer" statewide steering committee.

Also on the committee is Terri Bartlett, executive director of Planned Parenthood of Louisiana and an active figure in the abortion rights movement.

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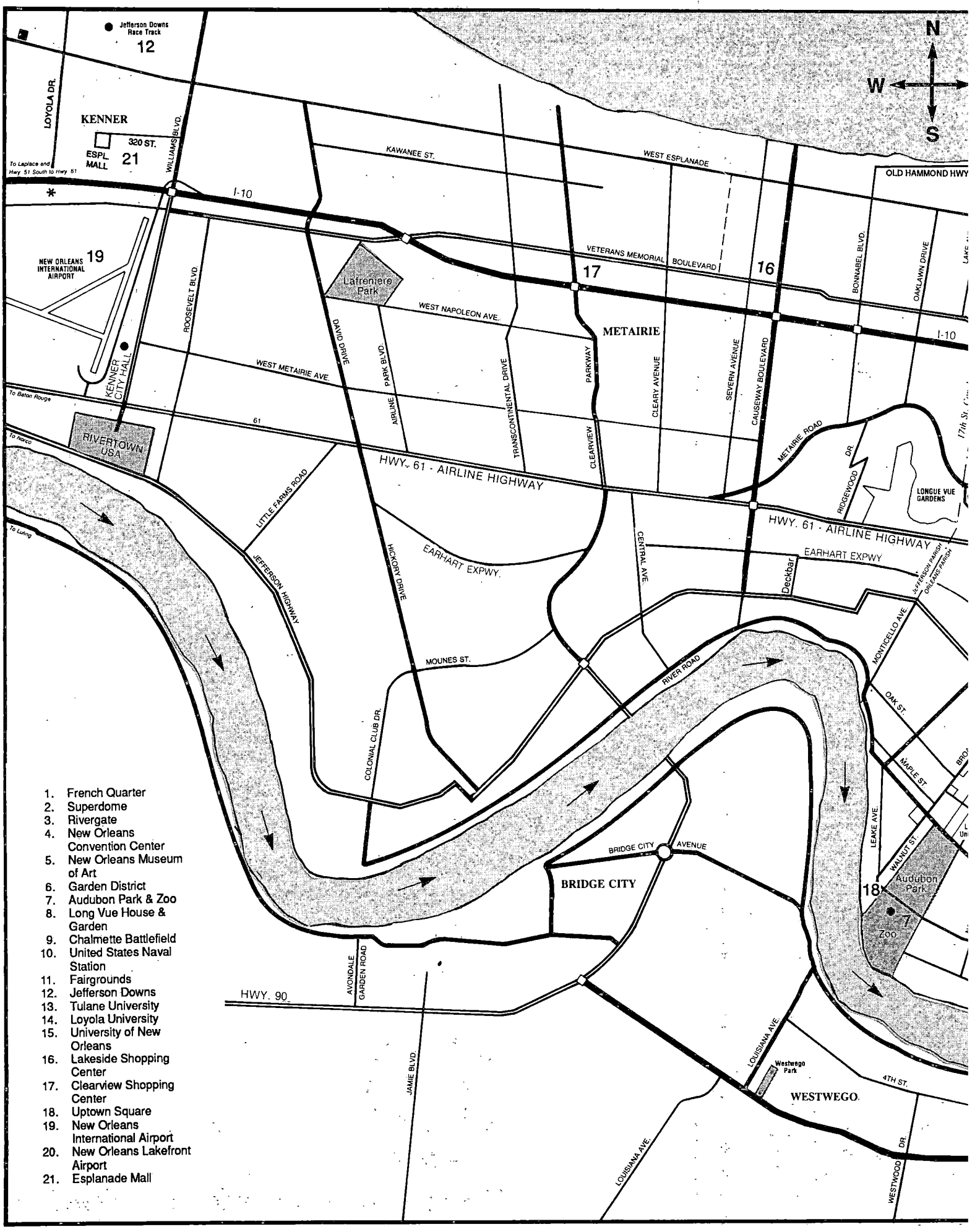

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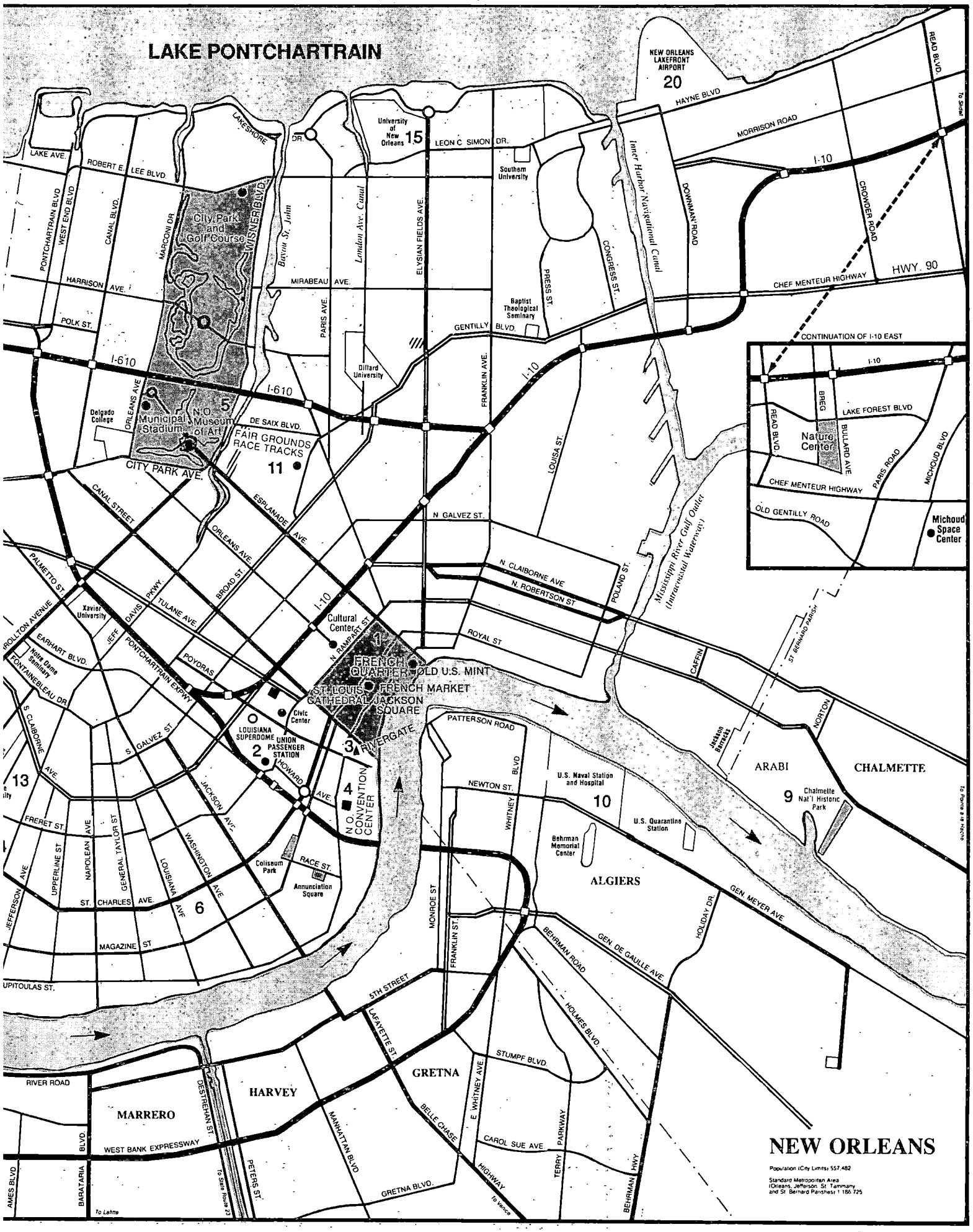
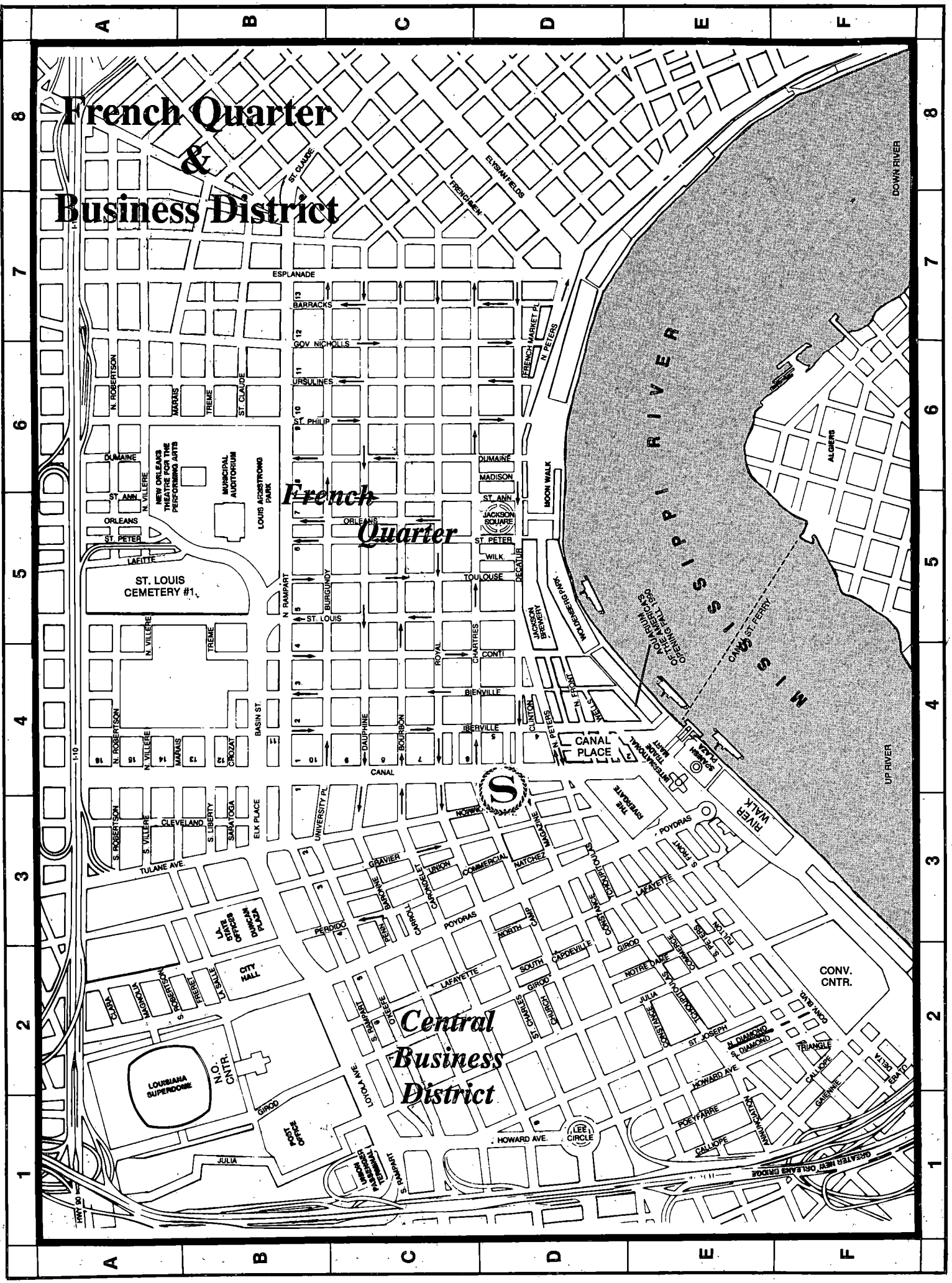
2. Superdome
3. Rivergate
4. New Orleans Convention Center
5. New Orleans Museum of Art
6. Garden District
7. Audubon Park & Zoo
8. Long Vue House & Garden
9. Chalmette Battlefield
10. United States Naval Station
11. Fairgrounds
12. Jefferson Downs
13. Tulane University
14. Loyola University
15. University of New Orleans
16. Lakeside Shopping Center
17. Clearview Shopping Center
18. Uptown Square
19. New Orleans International Airport
20. New Orleans Lakefront Airport
21. Esplanade Mall


LAKE PONTCHARTRAIN
NEW ORLEANS LAKEFRONT AIRPORT
20
HAYNE BLVD
READ BLVD.
MORRISON ROAD
I-10
CROWDER ROAD
HWY. 90
CHEF MENTEUR HIGHWAY
LAKE AVE.
ROBERT E. LEE BLVD.
LAKESHORE DR.
University of New Orleans
15
LEON C. SIMON DR.
Southern University
Inner Harbor Navigational Canal
DOWNMAN ROAD
PONTCHARTRAIN BLVD
WEST END BLVD
CANAL BLVD.
MARCONI DR.
City Park and Golf Course
WISNER BLVD.
Bayou St. John
London Ave. Canal
ELYSIAN FIELDS AVE.
CONGRESS ST.
PRESS ST.
HARRISON AVE.
MIRABEAU AVE.
Baptist Theological Seminary
POLK ST.
PARIS AVE.
GENTILLY BLVD.
I-610
Delgado College
ORLEANS AVE.
N.O. Municipal Stadium
5
N.O. Museum of Art
DE SAIX BLVD.
FAIR GROUNDS RACE TRACKS
11
Dillard University
FRANKLIN AVE.
LOUISA ST.
CONTINUATION OF I-10 EAST
BREG
LAKE FOREST BLVD
READ BLVD.
Nature Center
BULLARD AVE.
PARIS ROAD
MICHOUD BLVD
CHEF MENTEUR HIGHWAY
OLD GENTILLY ROAD
Michoud Space Center
CITY PARK AVE.
CANAL STREET
ESPLANADE AVE.
N. GALVEZ ST.
ORLEANS AVE.
BROAD ST.
N. CLAIBORNE AVE
N. ROBERTSON ST
POLAND ST.
Mississippi River Gulf Outlet (Intracoastal Waterway)
PALMETTO ST.
Xavier University
DAVIS PKWY.
TULANE AVE.
I-10
Cultural Center
N. RAMPART ST.
ROYAL ST
ST. BERNARD PARISH
CAFFIN
EARHART BLVD.
Notre Dame Seminary
FONTAINEBLEAU DR.
POYDRAS
PONTCHARTRAIN EXPWY
FRENCH QUARTER
OLD U.S. MINT
ST. LOUIS CATHEDRAL
FRENCH MARKET
JACKSON SQUARE
RIVERGATE
PATTERSON ROAD
Civic Center
LOUISIANA SUPERDOME
UNION PASSENGER STATION
HOWARD AVE.
S. GALVEZ ST.
S. CLAIBORNE AVE
13
JACKSON AVE.
N.O. CONVENTION CENTER
4
Jackson Barracks
NORTON
ARABI
CHALMETTE
NEWTON ST.
BLVD
WHITNEY
U.S. Naval Station and Hospital
10
Chalmette Nat'l Historic Park
9
U.S. Quarantine Station
Behrman Memorial Center
FRERET ST.
UPPERLINE ST.
NAPOLEAN AVE.
GENERAL TAYLOR ST.
LOUISIANA AVE.
WASHINGTON AVE
Coliseum Park
RACE ST.
Annunciation Square
ALGIERS
JEFFERSON AVE
ST. CHARLES AVE.
6
MONROE ST
FRANKLIN ST.
GEN. MEYER AVE
HOLIDAY DR.
MAGAZINE ST
BEHRMAN ROAD
GEN. DE GAULLE AVE.
UPITOULAS ST.
5TH STREET
HOLMES BLVD
LAFAYETTE ST
STUMPF BLVD
RIVER ROAD
HARVEY
GRETNA
MARRERO
DESTREHAN ST.
E. WHITNEY AVE.
BELLE CHASE
CAROL SUE AVE.
WEST BANK EXPRESSWAY
MANHATTAN BLVD
PETERS ST.
TERRY PARKWAY
BEHRMAN HWY
AMES BLVD
BARATARIA BLVD.
GRETNA BLVD.
To Lafitte
To State Route 23
To Venice
NEW ORLEANS
Population (City Limits) 557,482
Standard Metropolitan Area (Orleans, Jefferson, St. Tammany and St. Bernard Parishes) 1,186,725


French Quarter
&
Business District
French Quarter
Central Business District
RIVER MISSISSIPPI
ESPLANADE
BARRACKS
GOV NICHOLLS
URSULINES
ST. PHILIP
ST. ANN
ORLEANS
ST. PETER
LAFITTE
ST. LOUIS
TOULOUSE
WILK
CONTI
BIENVILLE
IBERVILLE
CANAL
ST. LOUIS CEMETERY #1
JACKSON SQUARE
MOON WALK
JACKSON BREWERY
CANAL PLACE
RIVER WALK
THE RIVERGATE
POYDRAS
LAFAYETTE
GIROD
JULIA
HOWARD AVE.
LEE CIRCLE
CONV. CNTR.
N.O. CNTR.
LOUISIANA SUPERDOME
CITY HALL
POST OFFICE
DUNCAN PLAZA
UNION PASSENGER TERMINAL
ELYSIAN FIELDS
FRENCHMEN
ALGIERS
DOWN RIVER
UP RIVER
NEW ORLEANS THEATRE FOR THE PERFORMING ARTS
MUNICIPAL AUDITORIUM
LOUIS ARMSTRONG PARK
I-10
HWY 90

Remarks to Students and Faculty of the Lewiston Comprehensive High School in Lewiston, Maine

September 3, 1991

Thank you so much for that welcome back. Thank you all very, very much. Oh, such a nice welcome. Thank you. And thank you, Governor McKernan, for that warm introduction. May I salute Maine's Senator, Senator Cohen, to whom I look for leadership and counsel on so many issues. And also to Congresswoman Olympia Snowe, your Congresswoman, our friend, Barbara's and mine, the wife of the Governor, a high achiever in her own right in the House of Representatives. It's a pleasure to be sharing the podium, the dais here, with both of them.

It's my pleasure to welcome all of you back to school. [*Laughter*] I know there are some mixed emotions about that, but nevertheless. [*Laughter*] I'm going back to Washington today, and I must say with mixed feelings because we've had a fantastic time over on the coast at Kennebunkport.

I'm especially pleased, though, to be here to help my good friend, my trusted friend Governor McKernan, kick off Maine 2000, which as he said, is our crusade for excellence in education. And also I'm very pleased to share the stage with other officials here, your mayor, the superintendent, the marvelous band. It's pretty hard to, on short notice, whip up "Hail to the Chief" and do it as well as this crowd did over here. And I'm very grateful to them. And I want to thank the superintendent and this morning's host, Principal Sykes of Lewiston Comprehensive High School and Principal Susan Martin of Farwell Elementary where we just came from.

This is familiar country for Barbara and me. You remember: I'm the one that gets needled from having so many homes in my past, in our past. It was in this city, in Lewiston, that we first learned that Franklin Delano Roosevelt had died back in 1945. And that's when I was living here briefly. That's when I was flying torpedo-bombers out of what was then the Lewiston-Auburn Naval Air Station. And so I say, it's nice to be back in one of my hometowns. Thank you very much.

Let me say to our very able Secretary of Education from whom you heard a minute ago, Lamar Alexander: I promise that I will keep up with my computer lessons, but I'll need a little more time to write my report on "what I did on my summer vacation." [*Laughter*] And if you think mine's a tough assignment, how about President Gorbachev, what he did on his summer vacation. [*Laughter*]

Bar and I were talking on the way over here because we both remember our own kids going off to school many years ago. See, we were at the elementary school here and the kids coming in with their parents. And I asked the kids, "Well, are you a little nervous?" And some would say, "Yes." Then there would be confident guy that, "No, no, everything's under control." But it reminded us both of our own kids going off to school many years ago. Now, those kids are grown, and we watch the grandkids, 10 of them, start a new school year just like each of you behind me that are starting this school year.

And when you're growing up, the new year doesn't begin January 1st. It starts today. I saw that this morning at Farwell. And still, some or those kindergarteners seemed disappointed that I didn't bring along Arnold Schwarzenegger, the "kindergarten cop"—[*laughter*]—who I might say, parenthetically, as your teachers involve themselves in education, you've got some coaches out there that recognize the importance of physical fitness. And Arnold is doing a first-class job nationwide as head of our Council on Fitness. And as Lamar Alexander knows, these things go together. They go hand-in-hand.

Parents operate on a school calendar. Each new school year wipes the slate as clean as an unused blackboard. And we embrace the eternal hope that, this year, our children will come home with straight "A's."

Education and expectation: The two go hand-in-hand. And your world, the whole world, trembles with new possibilities. One day, we scratch out our thoughts with paper and pen; the next, it seems, we use computers and laser printers. One day, the Soviet Union, bellicose and threatening, stares at us from across the sea. But in a single dra-

matic week, we saw 70 years of history swept away. With the dizzying changes that surround us, history books and atlases seem to have a shorter shelf life than milk. [*Laughter*] This is our world, an exciting world. And if we are to thrive in it, we must understand history and geography, math and science, the great books and the great thoughts they contain. When challenges confront us, we must have what it takes to act.

I'm sure you all feel the opening-day jitters that come with each day, each school year, opening day in each school year. But it's not just the students. Everyone must retain that sense of expectation, that feeling that the school doors open a new world of possibility for all of us.

To put it in broad perspective, the battle for the future begins right here. Not in Washington, DC, not in Congress, right here. The ringing school bell sounds an alarm, a warning to all of us who care about the state of American education. Only if we educate our sons and daughters well, will they enjoy the blessings that we simply take for granted.

Every day brings new evidence of crisis. Last week, we learned that SAT scores have fallen again. Scores on the verbal SAT have tumbled to the lowest level ever. And these numbers tell us: Our schools are in trouble.

But before we point fingers, assign blame, how many of us demand more of our children, ourselves, our schools? Survey after survey suggests too many parents and students remain unconcerned, unconvinced that the state of their own schools should worry them.

Sure they know something is wrong. Ask them to grade the Nation's schools, and not even one-fourth will give American schools an "A" or a "B". But you ask them to grade their own schools, and you get a very different answer. Three-fourths grade their schools as good, even excellent.

We seem to think the crisis in American education plagues some other city or State, or some other school across town, anywhere except our school. Some of us just don't want to ask tough questions and risk angering teachers and administrators. We seem to believe that while everything else in the world changes, our schools shouldn't. What was good enough for us should be good enough for our kids.

And the truth is, all our children are at risk. All of us share responsibility for the state of every school and each individual student—here in Lewiston, and in a hundred thousand schools in cities and towns all across our great country. If our schools fail us, we can't blame Washington. We can't blame Augusta. We must blame ourselves for betraying our children.

If our own history and the recent events in the Communist world teach us anything, they teach us that competition breeds excellence. The same holds true for education. That's why I and a majority of the American people favor choice in education. If we want better schools, we should set off a competition for the best schools. Get everyone involved in the struggle, and every school will improve. For far too long, we've sheltered our schools from healthy competition, and our children have paid the price. There's another benefit of choice of course. Wealthy families already enjoy choice. Poor families do not. Now, if we want to extend opportunity and improve education, we should give parents the power to choose their children's schools, public or private, and watch our schools compete to be the very best.

Almost 2 years ago, this Nation's Governors, all the Governors, and I worked together at a fantastic meeting at Charlottesville. And we established six ambitious national education goals, goals posted today right here on the walls of this gym. In April, I announced America 2000, a national education strategy to move us forward, community by community, toward those goals.

By the year 2000, we pledged to raise this Nation's graduation rate to at least 90 percent. Right here your teachers and your superintendents and your principals have done a good job, because in the past 4 years, Lewiston High has cut its dropout rate in half. And you've earned the right to be proud. But before you get too relaxed about that and get too comfortable, keep in mind that even at last year's lower rate, 4 years from now, more than 60 of the freshmen seated behind me will not be walking across that Civic Center stage to get their diploma.

By the year 2000, we've challenged ourselves to become first in the world in math and science. And right now, we stand 12th in the world in math and science, dead last among the industrialized nations. Ranking first means more than engaging in some kind of intellectual Olympics. Where we rank in the world matters here, and it should matter to you. Look at Lewiston; for most of its history, Lewiston's been a mill town producing textiles and shoes. But times change: Mayor Howaniec tells me L.L. Bean has located its new telemarketing center in Lewiston. And today, the town's traditional industries account for only 7 percent of the local economy. Increasingly, the mothers and fathers of this freshman class here now work in new companies, employing new technologies. And some have even branched off, entrepreneurs, started small businesses of their own.

And still, we can't be content to educate our children with today's businesses in mind. By the time our kids graduate from high school or college or graduate school, new industries will have sprouted up. Our economy will demand new skills twinned with old-fashioned values of hard work and a determination to become the best that each of us can be.

This country was built by generations of Americans with strong backs and the will to work from sunup to sundown. As citizens of the next century, today's 9th graders will have to use their minds to push forward the technological revolution transforming the entire world. The pioneers of the next American century must blaze new sorts of trails. They must explore the far corners of a future governed as much by microwaves and lasers as by coal or steel. Our minds have become our greatest natural resource, and the key to our Nation's success in the global marketplace lies with that old treasure, Yankee ingenuity.

But let's face it, we won't make progress if we don't know where we stand. Maine has taken a leadership role on this one. But by the year 2000, we must call on students at grades 4, 8, and 12 to demonstrate their competence in five core subjects. We'll have the first of these American achievement tests in place for the year 1993 to '94, in that school year. Each State must develop its own means of measuring progress, its own report card, and share the results.

And that's crucial. We can't afford to treat our children's success or failure as if it were a State secret. Each student and every parent deserves to know whether they and their schools measure up to world-class standards.

School performance lags in part because we ask our teachers to do so much more than teach. We expect them to act as social workers and psychologists and family counselors.

I might add here, Barbara and I worry about the disintegration of the American family. Every kid ought to have somebody that knows his name, cares about him. But it often falls to the role of the teacher to love that kid, hug that kid. The teachers do an awful lot. At the same time, we ask too little of our students. We shy away from demanding excellence and accountability. As a Nation, we sometimes seem more worried about how our students feel than what they learn. And that's got to change. Graduation means more than a diploma. Our kids deserve an education.

And the only way that this will happen is if all of us, all of us, teachers, students, parents, and communities, join in this national crusade for excellence in education. Fundamentally, that's what America 2000, Maine 2000 is all about.

Our first three goals raise expectations and measure results. Our last three goals complete the challenge. By the year 2000, every American child should start school ready to learn. Every American adult should be literate, and every American school must be free from drugs and violence.

I saw a bus as we drove over to the elementary school advocating Head Start. And here in Lewiston, some of today's new freshmen participated in Head Start, a proven program that I've urged Congress to open up to thousands more preschool children. In the battle against illegal drugs, Lewiston schools have taken the lead. I can't tell you how exciting it was to see the D.A.R.E., D-A-R-E, kids out there at the elementary school. And there are other drug prevention programs, beginning in elementary school. You've taken the lead.

And tonight, I'm told that right here at Lewiston High, a new school year begins for adults learning how to read, studying for their GED, living proof that it is never too late to learn.

So far, I've spoken about our schools, about the revolution in American education that must take place within these walls. But the revolution can neither begin nor end here. Let me use a "word problem" to show you why. Assume that a child goes to school from kindergarten to 12th grade, and never misses a day. Subtract summers and weekends, all the hours before and after school. How much time do our children spend in classrooms?

The answer may surprise you. It is 9 percent; one-eleventh of their time. They spend the rest of their lives elsewhere, at home, playing with friends, or in some shopping mall.

But what happens in that 91 percent makes all the difference in the world. We cannot blame the schools alone for that dismal decline in SAT verbal scores. Your teachers are working hard. The drop shows that we haven't taken the time to read to our kids, to talk with them, to teach them the art of communication, how to think, how to write, how to speak clearly.

What happens at home really matters. And when our kids come home from school, do they pick up a book or do they sit glued to the tube watching music videos? Parents: Don't make the mistake of thinking your kids only learn from 9 a.m. to 3 p.m. You are, and always will be, their first teachers.

Here's another shocking number. Children in one study said the average parent spends just 15 minutes a day, 15 minutes, in conversation with them. Most people spend that much time on coffee break.

The freshmen here today may think they're a bit old to have their homework checked. And maybe as parents, certainly this President will admit, we can't keep up with the latest in computer technology. But that doesn't mean we can't help. The Class of '95 is old enough to sit down, to watch the evening news, talk with their parents about what's going on in the world, to take interests, opinions, and ideas seriously.

But the future of American education depends on more than what happens in the classroom or around the kitchen table. Ask yourselves, "In our communities, do we value education and intellect? In the working world, do we reward employees who go back to school, who learn new skills?" Every member of the community must play a role in this revolution.

And so parents, don't be a stranger to your child's school. Visit the classroom. Talk to the principal. Get to know those teachers. Make it your business to find out whether your child's school is drug-free. And talk to your school board about school choice, about the curriculum, about ways to put your schools to use year round. But you don't have to have kids in school to have a stake in what happens in the classroom. For the older folks among us, don't complain about "kids today" or that the neighborhood "isn't what it used to be." Get active in the community. Go into your schools. See what you can do to help some kid or help your community.

And the same goes for local business leaders. Get involved, not just in word but in deed. Think of it as community service, giving something back to this wonderful community, to the community your company calls home. Or, think of it in terms of just plain, sound business cultivating the kind of future employees your company needs in order to keep ahead. But above all, act. Do something. Enlist in this great crusade. And that really is the idea behind what we call America 2000 communities, States, cities, and towns that recognize the school as the living center of the community.

Today, the revolution has begun, in Colorado, Oregon, in Tulsa and in Memphis. And today I'm proud to say, right here in Lewiston and in every corner of the State of Maine, it's begun. Together, we must ignite a renaissance in American education, a revolution that will make this Nation every bit the leader in the century ahead that it has been since 1776.

Once again, my heartfelt thanks to you for this warm welcome, as all across this country we begin another school year. And may God bless the United States of America.

Thank you very, very much.

Note: The President spoke at 9:50 a.m. in the gymnasium of Lewiston Comprehensive High School. In his remarks, he referred to Governor John McKernan of Maine; Senator William S. Cohen; Representative Olympia J. Snowe; Mayor James Howaniec; Robert Conners, superintendent of schools; Richard Sykes, principal of Lewiston Comprehensive High School; Susan Martin, principal of Farwell Elementary School; Secretary of Education Lamar Alexander; and Arnold Schwarzenegger, Chairman of the President's Council on Physical Fitness. Prior to his remarks, the President met with students and faculty of the Farwell Elementary School.

Proclamation 6329—Minority Enterprise Development Week, 1991

September 3, 1991

By the President of the United States of America

A Proclamation

America has demonstrated to the world that when individuals have the freedom to pursue their dreams and to put their talents and ideas to work, we all benefit. As more and more nations recognize the value of free enterprise and private initiative—and reform their economies according to market-oriented principles—the United States must act to strengthen its competitiveness.

If the United States is to remain a leader in the expanding global marketplace, we must redouble our efforts to produce high quality goods and services. We must also maximize the talent and potential of our people, our most important resource. Every American must have the knowledge and skills—including the technical skills—that are needed to enjoy full, productive lives in our rapidly changing world. That is one reason why we have launched AMERICA 2000, our national strategy to achieve excellence in education.

I am confident that this strategy will succeed because we Americans are a proud and determined people. Those qualities are exemplified by minority entrepreneurs, who have long been recognized for their determination to overcome obstacles and t create better lives for themselves and fo their children. This week, we salute the more than 1 million minority business owners across the United States for helping to build a stronger America. These hard-working men and women are contributing to the economic development of their communities, and they are creating jobs and opportunities for their neighbors. For example, according to the U.S. Department of Commerce, minority businesses generate more than $78.5 billion annually in gross receipts. More than 250,000 of these businesses have paid employees, providing jobs for an estimated 845,000 people.

This week, as we celebrate the achievements of our Nation's minority entrepreneurs, we also reaffirm our commitment to promoting equal opportunity, high quality education, and effective job training for all Americans. In so doing, we will enhance our Nation's strength and productivity while creating more vibrant communities and improved standards of living for ever citizen.

Now, Therefore, I, George Bush, President of the United States of America, by virtue of the authority vested in me by the Constitution and laws of the United States, do hereby proclaim the week of September 22 through September 28, 1991, as Minority Enterprise Development Week. I encourage the people of the United States to observe this week with appropriate programs, ceremonies, and activities.

In Witness Whereof, I have hereunto set my hand this third day of September, in the year of our Lord nineteen hundred and ninety-one, and of the Independence of the United States of America the two hundred and sixteenth.

George Bush

[*Filed with the Office of the Federal Register, 11:09 a.m., September 4, 1991*]

Note: This proclamation was published in the Federal Register on September 5.

PRESS EXCERPTS

1) THE AMERICAN SPECTATOR: "Louisiana voters, north and south, look for style in a governor, and they're willing to pay for it. Indeed, Edwards's victory in 1983 was a triumph of style over substance, coming at the expense of an incumbent, David Treen, who had run the governor's office as a wholly serious enterprise. It was a shortcoming the King made the most of in their televised debates.

After four years of honest-but-dull, Louisiana was ready for a return to the flamboyant style of a governor who lived and led by the Coonass maxim, "Laissez les bons temps rouler!"

The Louisiana of Edward's third term was hit hard by a lingering oil and gas recession that depleted the treasury and gave the state one of the highest per capita unemployment rates in the country.

Enter Buddy Roemer, jauntily, playing the new-face role that Edwards had played in 1971-the young congressman who had big ideas on how to shake up things in Baton Rouge.

Roemer has brought a new level of intellect and high-minded motivation to the office of governor. But he has also brought chaos with his leadership style and his inept and often inconsiderate dealings with legislators. ...Then there are the little things that make him look ridiculous. Like the retreat where his staff members were told to wear rubber bands on their wrists and snap them as a reminder not to think negative thoughts...

Roemer manages to walk through a statement giving reasons for his switch to the Republican party without once uttering the name G----e B--h.

Predictably, Louisiana Republicans rejected the new convert at the state party's June convention, nominating conservative Clyde Holloway for governor.

Louisiana's answer was the "open primary"; actually, a free-for-all in which candidates for governor-Democrats, Republicans, independents-vie for votes. Should one candidate win a clear majority on October 19, the campaign is over; if not, the top two vote-getters, regardless of party, meet in a November runoff.

On-the-scene observers believe that despite Roemer's fall from popular grace-like Edwards's, his polling negatives run in the incredible 40s-the power of incumbency guarantees him a runoff

spot, especially with the state's new campaign-reform law in place. In a state where Edwards once raised $13 million for a re-election campaign, a $5,000-per-contributor cap has old-time finance chairmen jabbering into their absinthe. As of late-August, with the law and a one-lung economy zapping the highrollers, Roemer had raised an estimated $1.1 million and Edwards less than a half-million, with Clyde Holloway, David Duke, and Kathleen Blanco yet to reach six digits.

The drop-off in David Duke's grassroots appeal has been dramatic. Duke argues that he always "flies below radar"-meaning, middle-class voters won't tell pollsters they're backing a candidate with Nazi-KKK credentials. But pollsters aside, when a candidate draws crowds in the dozens where a year ago pulled them in by the thousands, it's clear, as Baton Rouge campaign consultant Roy Fletcher points out, that Duke's strong showing in the 1990 Senate race was more an anti-Johnston than a pro-Duke vote.

Add to that an uncharacteristic ennui Louisianians seem to feel about this year's race, and the bottom line is Roemer and Edwards running one-two in october, with the frontrunner lacking the majority needed to avoid a November runoff.

"Buddy has a way of getting into trouble when he talks too much."

2) TIMES PICAYUNE: "Four years ago, unemployment was 11 percent in Louisiana-now it's 6 percent'" Hainkel said. "Four years ago, we were 49th in teacher pay. Now we've increased it 21 percent. Four years ago, the Saints were 0-and-2." (in an introduction for Buddy Roemer)

3) BATON ROUGE MORNING ADVOCATE: Holloway hopes to bleed some voters from Republican Buddy Roemer, but it is clear Holloway is preparing to battle Duke for real conservative votes.

4) TIMES PICAYUNE: His skirmishes with legislators aside, Roemer can point to some substantial accomplishments as governor. Faced witha staggering budget deficit when he took office, he put the state in the black and boosted up its credit rating. He significantly beefed up environmental protection, an area long neglected in Louisiana. He gave schoolteachers sizable pay raises, tied to a statewide evaluation program that later was gutted by the Legislature. He drastically tightened campaign finance laws and pushed through a plan to reform the state's beleaguered charity hospital system.

Edwards has been indicted on racketeering charges, and while he was acquitted, some see him as a symbol of Louisiana's legacy of political corruption. Duke is a former Ku Klux Klan grand wizard with ties to neo-Nazi groups.

"Remember Four years ago?" asks the announcer in one 60-

second TV spot. "Political deals, winking at corruption? America laughed. Louisiana was good entertainment, but bad business. Then came Buddy Roemer."

"some legislators (fighting) desperarately to hang on to the old way of doing business."

In a campaign appearance at Southeastern Louisiana University, he described himself as a "conservative farmboy." He told the students that he spent seven years at "the university." He didn't mention that th university was Harvard, where Roemer earned two degrees.

None of this humility can come easily to Roemer, who as a freshman congressman caused a stir on Capitol Hill when he warned Tip O'Neill he might not vote for him as House speaker in protest of the democratic Party's liberal tilt. Roemer eventually supported O'Neill for fear of losing out on good committee assignments.

"Often wrong, never in doubt," is how O'Neill once described Roemer.

He devoured books by Robert Fulghum, author of "All I Really Needed to Know I Learned in Kindergarten." He also had long talks with Danny Walker, an old friend and Baptist minister who, at a staff retreat, confessed to snapping rubber bands on his wrist to banish negative thoughts. "Honor" has become a sort of mantra for Roemer, a word he uses in countless speeches and press conferences.

"We'll be forceful and hard on the issues," he said. "We'll talk about issues and fight for them and we'll hold our opponents accountable for where they stand-if we can find that out."

5) BUDDY ROEMER CAMPAIGN FLYER: Buddy Roemer. Elected in tough times by the people of Lousiana to do a tough job. And in less than four years he's starting to clean up the mess, fighting the forces of yesterday and putting people first.

Buddy Roemer. No deals. No scandals. Just hard work. Moving our state forward-for the good of all the people. It's a new kind of leadership for Louisiana. And it's working.

Less than four years ago Louisiana was on the brink of disaster. We slumped into closed buildings, and weather beaten "for sale" signs dominated our neighborhoods. Thousands of jobs had been lost. Bankruptcies were at an all-time high and hope fell to an all-time low. The previous administrationhad left a $1.2 billion deficit, and a bankrupt system of education that brought shame on louisiana all over the world.

A new emphasis was put on service to the people and not the politicians. Buddy Roemer brought integrity to state government as waste and corruption were attacked. Unnecessary jobs were eliminated along with 66 boards and commissions. Buddy Roemer has balanced the budget each year since his election, has brought new jobs to Louisiana and has started the long and difficult process of rebuilding the state's economy.

Economic development and creating jobs: *Over 106,000 more Louisianians hold jobs today than in 1987. *Brought out of state investment into Louisiana resulting in 22 new plant locations-2,115 permanent jobs and 1,381 construction jobs; an investment of over $177 million. *Increased Louisiana's exports by 17.5%. *Signed into law a program easing the state inventory tax, encouraging out of state investment. *Created the Office of Rural Development to coordinate economic development efforts in rural Louisiana. *Established the Louisiana Economic Development Corporation to encourage and assist start-up and small businesses. *The department of Employment and training helped place over 250,000 Louisianians in jobs through Job Service offices. *Assisted 68 Louisiana companies to successfully enter foreign trade markets.

Improving education: *Proposed and won passage of the Children First Act, a comprehensive education reform package. *Reduced classroom sizes for more personalized instruction. *Saved the teacher evaluation program from being eliminated by the legislature and special interest groups. *Improved national teacher pay ranking from 48th place to 41st place. *Began the "Taylor Plan" of scholarships for financially disadvantaged college bound students. *For the first time in state history, signed into law a $3 million middle income tuition assistance program. *Provided funding for LSU Pennington Biomedical Research Center and LSU's Supermicrochip Research Center. *Authorized an alternative curriculum for students not wishing to pursue college degrees. *Added $121 million-the most ever in a single year-for college faculty payraises, equipment, libraries, and other education needs. *Established an office of literacy for the first time in state history.

Improved management of state government: *Balanced the state budget every year since being elected. *Improved Louisiana's bond rating, (for the first time in 21 years) saving taxpayers dollars. *Created the office of inspector general to root out corruption and mismanagement of state funds. *Eliminated 66 state boards and commissions. *Moved Louisiana from 49th place to 24th place in national ranking of how well state governments are managed (according to Financial World magazine).

Job training: *Helped place more than 250,000 Louisianians in jobs through Job Service offices. *Restructured the state

Job Training Coordinating Council and established it as a major policy and decision making board. *Targeted $16 million for education and job training for welfare recipients to reduce dependence on welfare.

6) TIMES PICAYUNE: Duke is the mystery in this race. It is a mystery that a man with his background could be seriously considered for governor. But Southern politics-and to an extent, national politics-has always turned on race in one way or another. Along with the mainstream Republican Party, Duke has given anti-black feelings and fears a new language and a new face. It is a powerful political motivation that cuts across class lines.

7) TIMES PICAYUNE: From a man who left the state with staggering deficits, an undereducated populace, a polluted environment and an international reputation for political corruption, this is a most curiousclaim. Edwards, of course, mindful of his image as a politician on the make, now promises to turn over a new leaf. Most reassuring.

He deserves to be re-elected not just by default but because he had more achievements to his credit, in campaign reform, education and the environment, for instance, than any other recent governor.

Edwin Edwards and David Duke after qualifying for office

AP PHOTO

Iris Kelso ✕ Picayune 9-12

The Duke factor

Now that Kathleen Blanco has pulled out of the governor's race, the speculation moves to a point where it probably should have been before.

Serious political people are beginning to think David Duke might make the runoff.

When the race started, most pollsters and pundits felt that the Metairie Republican state representative and former Ku Klux Klan grand wizard would not make the showing that he made in his race against U.S. Sen. J. Bennett Johnston last year: With 44 percent of the vote and a startling 60 percent or so of the white vote, Duke almost put the veteran senator into a runoff.

But now, the conventional wisdom is coming around to the view that Duke is a serious threat in the governor's race. He could knock either Gov. Roemer or former Gov. Edwin Edwards out of the Nov. 16 runoff.

Ed Renwick, the Loyola University pollster, has this view.

"I think it's going to be close as to which two of the three are going to be in the runoff. I don't think it is a given that it will be Edwards and Roemer in the runoff," he says.

Duke is the mystery in this race. It is a mystery that a man with his background could be seriously considered for governor. But Southern politics — and to an extent, national politics — has always turned on race in one way or another. Along with the mainstream Republican Party, Duke has given anti-black feelings and fears a new language and a new face. It is a powerful political motivation that cuts across class lines.

Duke is likely to remain the mystery in the race until the votes are counted in the Oct. 19 primary. That's because the polls don't reflect his support. People don't want to tell interviewers

ing in the mid- to high 20s.

Duke himself remains supremely confident he will be in the runoff, and he cites poll figures very much like Renwick's.

Candidates for governor who have been traveling the state, going to the fairs and festivals and talking to people, are seeing the response to Duke. Some of Edwards' key supporters have warned him all along to take Duke seriously. "David Duke is for real," says Bob D'Hemecourt, who travels with Edwards. Of course, Edwards' fondest dream is a runoff with Duke. He'd win easily as his critics rushed to his side to oppose Duke.

Some backers of U.S. Rep. Clyde Holloway, the state Republican Party nominee, say he will hold the lid on Duke's vote, especially in rural areas. But not if he doesn't get out there. Holloway has yet to mount a serious campaign for the governorship. He can't be taken seriously until and unless he gets the money to go on commercial television. If not, he could follow Blanco, Kenner Mayor Aaron Broussard and Public Service Commissioner Louis Lambert in withdrawing.

It's over for Blanco: There comes a time in poker and politics when you have to "know when to fold 'em." Blanco says she made a "cold, calculated business decision." "We have some money in the bank, but not enough to take us to the end," she said. "If I had had enough resources, I could have forced my way in. It was so close I could taste it." But Blanco didn't have those resources. All she could do was have an effect on the race. "I certainly didn't want to be responsible for an Edwards-Duke race," she said.

Blanco's campaign was not as effective as some of her supporters had hoped. She disappointed many when she refused to take a

statewide poll recently, but bases his view on other polls he's seen and local polls he has done. Taking into account that polls never accurately reflect Duke's strength, he believes Edwards, Roemer and Duke are running about even. "I don't see Duke falling or Edwards falling," he says.

Duke generally has 12 to 15 percent in the polls, says Renwick. But in the Senate race and in his race for his legislative seat, Duke got 10 percent more of the vote in the election than he showed in the polls. That puts him right up there with Roemer and Edwards, who are now pollstrong enough. Anne Thompson, now the only woman candidate for governor, criticized her campaign. "She did not connect with the audience, and she didn't have a message," she said. Thompson is an instructor at Delgado Community College.

It was probably not in the cards for Blanco or any other candidate to repeat Roemer's performance in 1987. He zoomed to the top in the last few weeks of the campaign. Blanco will be talked about as a candidate for governor in 1995, but she says that's not on her mind now.

Iris Kelso is a staff writer.

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And it's working.

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Buddy Roemer
Campaign Headquarters
3114 College Drive, Suite K
Baton Rouge, LA 70804
(504) 928-1991

Paid for by the Buddy Roemer Re-election Committee Frank W. McGee, Treasurer

RE-ELECT Buddy Roemer GOVERNOR

Buddy's Years

STATE GOVERNMENT DOING WHAT IT'S SUPPOSED TO DO.

Less than four years ago Louisiana was on the brink of disaster.

We slumped into closed buildings, and weather beaten "for sale" signs dominated our neighborhoods. Thousands of jobs had been lost. Bankruptcies were at an all-time high and hope fell to an all-time low.

The previous administration had left a $1.2 billion deficit, and a bankrupt system of education that brought shame on Louisiana all over the world.

So in 1987 the stage was set. Louisianians had had enough and elected Buddy Roemer governor.

And then, a new kind of leadership emerged in Louisiana.

A new emphasis was put on service to the people and not the politicians.

Buddy Roemer brought integrity to state government as waste and corruption were attacked. Unnecessary jobs were eliminated along with 66 boards and commissions.

Buddy Roemer has balanced the budget each year since his election, has brought new jobs to Louisiana and has started the long and difficult process of rebuilding the state's economy.

Buddy Roemer fought to start political change and stood fast while facing a multitude of challenges.

His record of accomplishments has stopped the laughter. Louisiana can once again be proud.

ECONOMIC DEVELOPMENT AND CREATING JOBS

- Over 106,000 more Louisianians hold jobs today than in 1987
- Brought out of state investment into Louisiana resulting in 22 new plant locations - 2,115 permanent jobs and 1,381 construction jobs; an investment of over $177 million
- Increased Louisiana's exports by 17.5%
- Signed into law a program easing the state inventory tax, encouraging out of state investment

- Created the Office of Rural Development to coordinate economic development efforts in rural Louisiana.
- Established the Louisiana Economic Development Corporation to encourage and assist start-up and small businesses.

- The Department of Employment and Training helped place over 250,000 Louisianians in jobs through Job Service offices.
- Assisted 68 Louisiana companies to successfully enter foreign trade markets.

IMPROVING EDUCATION

- Proposed and won passage of the Children First Act, a comprehensive education reform package
- Reduced classroom sizes for more personalized instruction
- Saved the teacher evaluation program from being eliminated by the legislature and special interest groups
- Improved national teacher pay ranking from 48th place to 41st place
- Began the "Taylor Plan" of scholarships for financially disadvantaged college bound students
- For the first time in state history, signed into law a $3 million middle income tuition assistance program
- Provided funding for LSU Pennington Biomedical Research Center and LSU's Supermicrochip Research Center
- Authorized an alternative curriculum for students not wishing to pursue college degrees
- Added $121 million-the most ever in a single year-for college faculty payraises, equipment, libraries, and other education needs

- Established an office of literacy for the first time in state history

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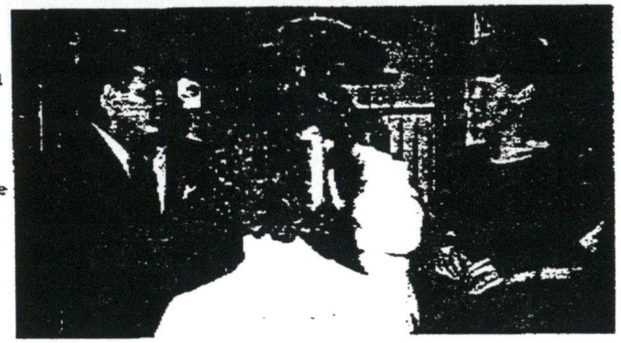
PROVIDING HUMAN SERVICES AND HEALTH CARE

- Created The Louisiana Health Care Authority and passed legislation to revamp and oversee the operations of our Charity Hospitals
- Targeted $16 million for education and job training for welfare recipients to reduce dependence on welfare
- Expanded the state's ability to detect and enforce welfare fraud
- Strengthened programs for high-risk pregnant women
- Developed and adopted a statewide plan for prevention of child neglect and abuse
- Reduced cost of medicaid claims processing by 15%
- Used federal assistance to add 6 emergency shelters for the homeless

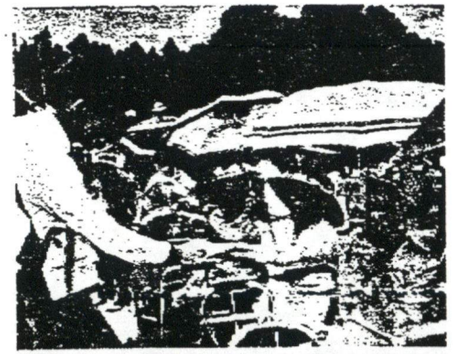
IMPROVED MANAGEMENT OF STATE GOVERNMENT

- Balanced the state budget every year since being elected
- Improved Louisiana's bond rating, (for the first time in twenty one years) saving taxpayers dollars
- Created the office of inspector general to root out corruption and mismanagement of state funds
- Eliminated 66 state boards and commissions
- Moved Louisiana from 49th place to 24th place in national ranking of how well state governments are managed (according to *Financial World* magazine)
- Established a statewide computerized space and facility management program to keep an accurate inventory of state property
- Saved State Employee Retirement Fund from threatened bankruptcy
- Established 9 more motor vehicle service centers and cut waiting time for Louisiana residents from an average of 1.5 hrs. to 30 minutes



SERVING AND PROTECTING THE ELDERLY

- Funded the Council on Aging in each of Louisiana's 64 parishes
- Assisted over 28,000 elderly households through the Home Energy and Weatherization Assistance Programs
- Fought for reform to provide legal assistance and protective services to the elderly
- Funded a dislocated older worker program under the Job Training Partnership Act - the only one of its kind in America

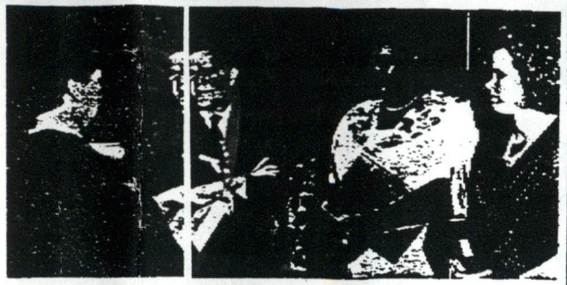


JOB TRAINING

- Initiated the first annual Governor's Employment and Training Conference
- Helped place more than 250,000 Louisianians in jobs through Job Service offices
- Restructured the State Job Training Coordinating Council and established it as a major policy and decision making board
- Targeted $16 million for education and job training for welfare recipients to reduce dependence on welfare

PROTECTING THE ENVIRONMENT

- Established a special wetlands conservation and restoration fund to protect fragile coastal ecosystems
- Stopped shell dredging in Lake Pontchartrain
- Created an oil-spill task force to develop plans to prevent and prepare for possible oil spills along the Louisiana coast
- Developed a well-head program to protect sources of drinking water
- Signed a wetlands mitigation bill requiring polluters to pay for damaging the environment
- Initiated a joint government/industry/community effort to combat air quality problems in the Mississippi River Industrial Corridor
- For the first time, provided the Department of Environmental Quality with adequate state funding to protect the environment
- Tightened Louisiana's toxic air emissions laws
- Established a statewide recycling program
- Increased hazardous waste taxes to discourage imported industrial waste



INFRASTRUCTURE IMPROVEMENTS AND PLANNING FOR THE FUTURE

- Established a constitutionally protected transportation trust fund dedicated solely to highways, parish roads, flood control, ports and airports
- Presided over the opening of 50 mile section of I-49, completing 95% of its rural portion
- Funded over $210 million for 1500 miles of road improvements
- Established a $1.4 billion infrastructure improvement program that provides for a new intrastate network of 4 lane highways and bridges
- Obligated all federal highway funds for fiscal year '89-'90 and received an additional $38 million in federal funds
- Funded over $47 million for airport improvements

FIGHTING CRIME AND DRUG ABUSE

- Opened the 706 bed Avoyelles Corrections Facility, the 610 bed Winn Correctional Center and the 620 bed Allen Correctional Center to incarcerate hardened criminals
- Signed some of the toughest anti-drug laws in America, including laws to establish drug free school zones
- Extended the definition of first degree murder to include all drug-related offenses
- Doubled the sentence for selling drugs to minors
- Added 142 new state troopers to the state police force
- Established a drug policy board to review, coordinate and more efficiently engage in narcotics interdiction efforts
- Privatized prisons in Allen and Winn Parishes to save state tax dollars

Governor Buddy Roemer... A new kind of leadership

Re-elect

Gov. Roemer is joined by Sen. John Hainkel Jr., left, as he greets students at Southeastern Louisiana University in Hammond.

STAFF PHOTO BY TED JACKSON

Roemer

From Page 1

stubborn, Roemer is capable of immense charm and persuasive power when meeting voters.

To a large extent, how that paradox is resolved will determine if Roemer is re-elected this fall. His ethical standards and commitment to reform have rarely been in doubt. But the question remains whether a message that has never resonated in the Legislature will be welcomed by the voters, and whether a personal style that antagonizes politicians will captivate the electorate.

In his seven years in Congress, Roemer rankled many of his fellow politicians, and his 3½ years as governor have been no different.

"The record speaks for itself: He tells people one thing one day and says something else the next," said a state official who is a longtime friend of Roemer.

Last month, Roemer was skewered when he backed away from an apparent promise to sign a bill redrawing the state's legislative districts (he signed a plan the next day). Amid the furor, one state senator who is an ally of Roemer shook his head ruefully and said: "It is really frustrating trying to work with that little bastard."

His skirmishes with legislators aside, Roemer can point to some substantial accomplishments as governor.

Faced with a staggering budget deficit when he took office, he put the state in the black and boosted its credit rating.

He significantly beefed up environmental protection, an area long neglected in Louisiana.

He gave schoolteachers sizable pay raises, tied to a statewide evaluation program that later was gutted by the Legislature.

He drastically tightened campaign finance laws and pushed through a plan to reform the state's beleaguered charity hospital system.

The Roemer campaign's plan is to bombard voters with the governor's accomplishments in TV ads and at rallies. Political analysts say that at this point, voters generally do not feel Roemer has made good on 1987 campaign promises to "scrub the budget," expose corruption, raise educational standards and curb pollution. Rather, they sense the administration has been paralyzed by persistent bickering with the Legislature.

"He's done a lot of things, but he hasn't effectively transmitted that message to the public," said Ed Renwick, a pollster at Loyola University. "The public sees more that he's fought with the Legislature and not gotten anything accomplished."

Roemer is vulnerable on other counts, too, Renwick said. He has groups that have resources to mobilize support for other gubernatorial candidates.

Roemer angered the state's public school teachers with his plan for a teacher evaluation system that many viewed as punitive and unwieldy. He also enraged the anti-abortion movement this year and last by voting bills that sharply restricted abortion.

Polls show Roemer virtually tied at the head of the field with former Gov. Edwin Edwards, whom Roemer stunned in the 1987 election. State Rep. David Duke, R-Metairie, is third. Roemer hopes to capitalize in the Oct. 19 primary on his superior fund-raising ability and the tarnish on Edwards' and Duke's reputations. Edwards has been indicted on racketeering charges, and while he was acquitted, some see him as a symbol of Louisiana's legacy of political corruption. Duke is a former Ku Klux Klan grand wizard with ties to neo-Nazi groups.

Roemer collected $1.5 million in contributions through July 11, more than twice what Edwards and Duke raised combined. Money means TV time, and the Roemer camp can exploit its fund-raising advantage by saturating the airwaves with the governor's name, face and message.

"TV is the great electoral A-bomb these days, and Buddy has to drop his payload," said Mark McKinnon, a campaign strategist who has worked for Roemer in previous races. "From all indications, the Roemer campaign has prepared for a fairly substantial media television blitz."

The issue of Roemer's perennial squabbles with many of the state's entrenched political leaders has been attacked head-on by his campaign, which has plowed about $350,000 into statewide TV ads laying the blame for any setbacks in the "Roemer revolution" at the feet of the Legislature.

"Remember four years ago?" asks the announcer in one 60-second TV spot. "Political deals, winking at corruption? America laughed. Louisiana was good entertainment, but bad business. Then came Buddy Roemer."

The ad depicts Roemer's clashes with lawmakers as a product of "some legislators (fighting) desperately to hang on to the old ways of doing business."

With media attention shifting from four years of governing to six weeks of campaigning, Roemer hopes to draw on his proven skills as an inspirational speaker and vote-getter. He has countered the knock that he is headstrong and unbending with self-deprecating humor. In a campaign appearance at Southeastern Louisiana University, he described himself as a "conservative farmboy." He told the students that he spent seven years at "the university." He didn't mention that the university was Harvard, where Roemer earned

ROEMER TIMELINE

1963: Marries Frances "Cookie" Damler; they have two children.

1970-79: Works in family computer firm and helps organize two banks in Bossier City.

1972: Divorces.

1974: Marries Patti Crocker; they have one child.

1978: Loses first race for Congress.

1980: Elected to Congress.

1982: Re-elected to Congress.

1984: Re-elected to Congress.

1986: Re-elected to Congress.

1987: Finishes first in gubernatorial primary; wins election when runner-up Edwin Edwards withdraws from runoff.

1990: Divorces.

STAFF GRAPHIC

At a Louisiana State University education conference, Roemer told the audience he's "not handsome, not rich — and a lousy politician." In his address to the women supporters at the Mansion, Roemer asked them to "forgive me for my sins. There are many. I'm hard-headed." After a burst of applause, Roemer said, "I guess some of your husbands must be hard-headed, too."

None of this humility can come easily to Roemer, who as a freshman congressman caused a stir on Capitol Hill when he warned Tip O'Neill he might not vote for him as House speaker in protest of the Democratic Party's liberal tilt. Roemer eventually supported O'Neill for fear of losing out on good committee assignments.

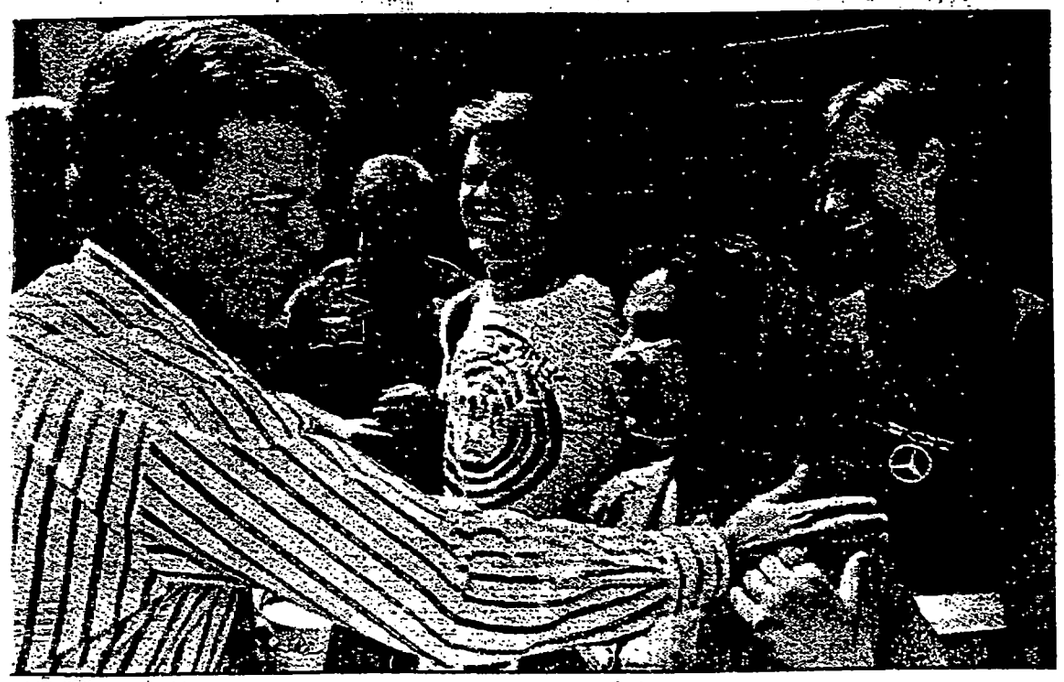
"Often wrong, never in doubt," is how O'Neill once described Roemer.

But after seeing his 16-year marriage to Patti Crocker crumble last year, leading to his second divorce, Roemer went through a period of brooding self-evaluation that persuaded him to try to soften his hard-driving style. He devoured books by Robert Fulghum, author of "All I Really Need to Know I Learned in Kindergarten." He also had long talks with Danny Walker, an old friend and Baptist minister who, at a staff retreat, confessed to snapping rubber bands on his wrist to banish negative thoughts. "Honor" has become a sort of mantra for Roemer, a word he uses in countless speeches and press conferences.

But Roemer's new outlook doesn't necessarily mean he'll wage a kindler, gentler campaign.

"We'll be forceful and hard on the issues," he said. "We'll talk about issues and fight for them and we'll hold our opponents accountable for where they stand

Picayune 9-17-91



...Roemer amuses students in Hammond; upon learning one was interested in poli-...s as a career, he said he knew nothing about it. STAFF PHOTO BY TED JACKSON

BUDDY ROEMER

- Republican, Baton Rouge.
- Age 47, divorced, three children.
- Born in Shreveport.
- Graduated from Bossier City High School and Harvard University, bachelor's degree in government and economics and a master's in business administration.
- Governor since 1988. U.S. House of Representatives 1981-88. Delegate to Louisiana Constitutional Convention, 1973. Former vice president in charge of sales for Innovative Data Systems, a Roemer family computer firm in Bossier City. Former banker in Bossier City.

The real Roemer a secret to voters

By PETER NICHOLAS
Capital bureau

BATON ROUGE — On a sweltering Saturday afternoon in early September, Buddy Roemer stood encircled by women outside the Governor's Mansion.

Hundreds of women from across the state had descended on the Mansion in a show of appreciation for Roemer's veto (ultimately overridden by the Legislature) of a strict anti-abortion bill. They waited in the 90-degree heat for more than an hour, clinging to their spot on line in hopes of schmoozing with the governor.

And Roemer, who is aggressively courting women voters in his re-election drive, was not about to disappoint.

He smiled and shook hands, smiled and accepted kisses, smiled and signed autographs, smiled and fielded questions, smiled and posed for pictures. Sweat soaked his shirt; by the end of the campaign rally, when his daughter, Caroline, slipped a tall glass of Diet Coke into his hand, Roemer was exhausted. But he had talked to everyone who wanted to see him, and his speech promising women "a place at the table" in Louisiana politics was frequently interrupted by applause.

It was a bravura performance that illustrated one of the paradoxes about Roemer: While state legislators, local officials and even some close aides portray him as arrogant and

See ROEMER, A-8

METRO/STAT

Holloway wooing Duke

By MARSHA SHULER
Capitol news bureau

As he campaigns for gove ernor, U.S. Rep. Clyde Holloway is trying to woo voters away fr rom state Rep. David Duke.

"We are trying to let peop ple know that I am a conservative-minded person and I am a great alternative to David Duke, without all the baggage," Holloway said as he talked about campaign strategy.

Holloway, a businessman, became a folk hero of sorts in central Louisiana when he led an anti-busing protest.

A maverick Republican, Duke is a former Ku Klux Klan leader who left the Klan 11 years ago and organized the National Association for the Advancement of White People.

Duke, however, represents more than conservatism. Most o his debate and legislation have been pitched toward issues wit racial overtones.

Holloway's pitch is that he has been able to lead fights an work within the system to get things done. The Republica congressman points to the busing controversy and a federa child care tax credit bill for which he got "liberal" Democrati backing.

Holloway said he's not a "Johnny come lately" t conservative issues but Duke is.

Holloway hopes to bleed some votes from Republican Go Buddy Roemer, but it is clear Holloway is preparing to batt Duke for real conservative votes.

It was Holloway who upon winning the state GO

N ROUGE MORNING ADVOCATE

E B

SECTION

supporters

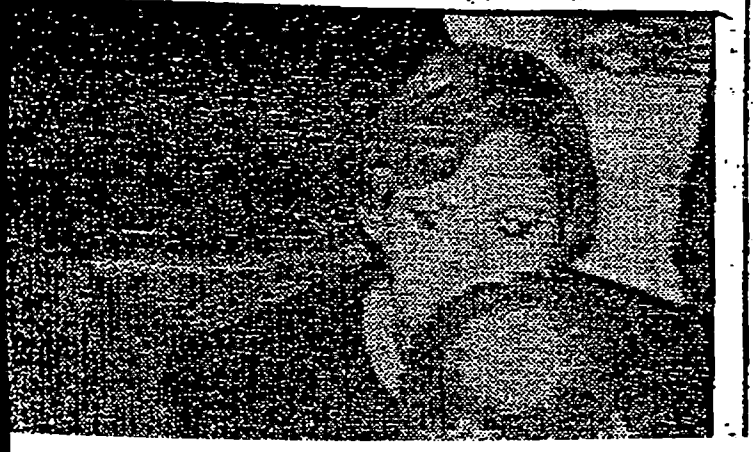
endorsement offered the "olive branch of peace" to Duke, allowing Duke to address convention delegates before he delivered his own acceptance speech. Holloway said it was only fair.

Some young, former Duke staff members are now working for Holloway for governor. Billy Hankins is Holloway's scheduler. During the Senate race, he scheduled Duke's travel.

Holloway is making a conscious effort to invite to meetings those who have supported Duke so Holloway can talk to them about why he is the best candidate.

Already, radio spots have aired reminding voters: "He fought forced busing and won."

☐ See HOLLOWAY, Page 2B



Holloway

CONTINUED FROM 1B

And the campaign is preparing to go on the air with its first television advertisement, complete with 1980 file footage of Holloway leading an anti-busing protest.

Holloway will bluntly tell anyone that the anti-busing charge he led had nothing to do with desegregation. It had everything to do with a long-time community school that a federal judge ordered closed and the students bused to a school 35 miles away, he quickly says.

Holloway says there were black students at the school who were affected along with white students.

Holloway ended up organizing a private community school at Forest Hill. He was its first principal.

"I think it just lets people know that we don't hate. We have never hated people," Holloway said. "We have stood up for values that we think are important to our nation. Naturally you try to let people just know what you believe.

"I don't want people to perceive me as trying to overshine David Duke for any reason. I think we have to look at it as a person who has conservative views, conservative values, family values along with it and who does not hate.

"I dislike sorry people. I don't care what color they are. If they are not willing to work and provide for their children, the color has nothing to do with it."

Holloway said his campaign is not going to sway Duke's "radical vote."

"But you have a lot of people frustrated with government," Holloway said. "I think people associate with me as (a man) being able to deal with problems, to be on the same level with people.

"Most of the issues we stand for we have lived them through the years."

Holloway said the 43.5 percent of the vote Duke got in the U.S. Senate race against veteran Democratic Sen. J. Bennett Johnston last year is not an indication of candidate support.

"I still truly believe that a majority of his vote was protest vote and they are going to look at the person who can actually win the race, a person who can be elected governor and portray some of their frustrations about what's going on in government," Holloway said.

Holloway notes he has won election to Congress in a district that should have elected a liberal Democrat. Holloway's first victory came over black attorney Faye Williams, a Democrat.

"We have been able to win and stand in there," Holloway said.

And what does Duke say about the Holloway strategy?

"I have a respect for the man," Duke said. "I'll try to help him as governor to get back in Congress — make sure that reapportionment is fair."

Holloway's congressional district is getting ready to disappear with reapportionment because the state lost a seat as a result of the 1990 census.

Duke said Holloway's candidacy will affect the vote that all the major candidates get in the 8th Congressional District — Holloway's election base. "There's a personal attachment," he said. "I think Holloway is a fine man, but I don't think he has a chance."

Lake Charles American Press
9/6/91

Treen endorses Roemer

BATON ROUGE (AP) — Former Republican Gov. Dave Treen said Thursday that he will back Gov. Buddy Roemer because the incumbent deserves the second term that eluded Treen.

"I believe when a person who serves as governor is going in the right direction, that person deserves a second term to put those goals into effect," Treen said. "I was denied a second term so I have a great deal of empathy for this position."

Treen, the state's first Republican governor since reconstruction, was defeated in his 1983 re-election bid by Edwin Edwards, who in turn, lost his re-election bid to Roemer in 1987.

"There's a lot of learning in this governorship," Treen said at a news conference. "You all observed me trying to learn. Even Edwards, who is a master politician, I think we all say, had a lot of learning in his first term.

"Roemer hasn't had 100 percent success. No reform governor does but he's moving in the right direction. I'm rather amazed at his energy and determination because the job is a wearing, trying, difficult job."

The endorsement decision was tough, said Treen. Without the experience factor, he said he could just as easily have backed Congressman Clyde Holloway, R-Forest Hill.

Holloway is the nominee of the state GOP while Roemer is backed by the National Republican Party.

"There is a split in the leadership and in the rank and file," said Treen. "This state would be well served if he (Holloway) was governor of Louisiana."

But, Holloway "is a young man with an opportunity to serve in the future," said Treen.

Looking fit and at ease, the 63-year-old Treen said until a few weeks ago he was considering the race because he felt he met the two necessary requirements: The capability to move the state forward and a good chance to win.

Yet, Treen said he wasn't anxious to get involved in another race at this time because of his law practice and "busy schedule."

Another reason is the necessity of raising campaign money, he added.

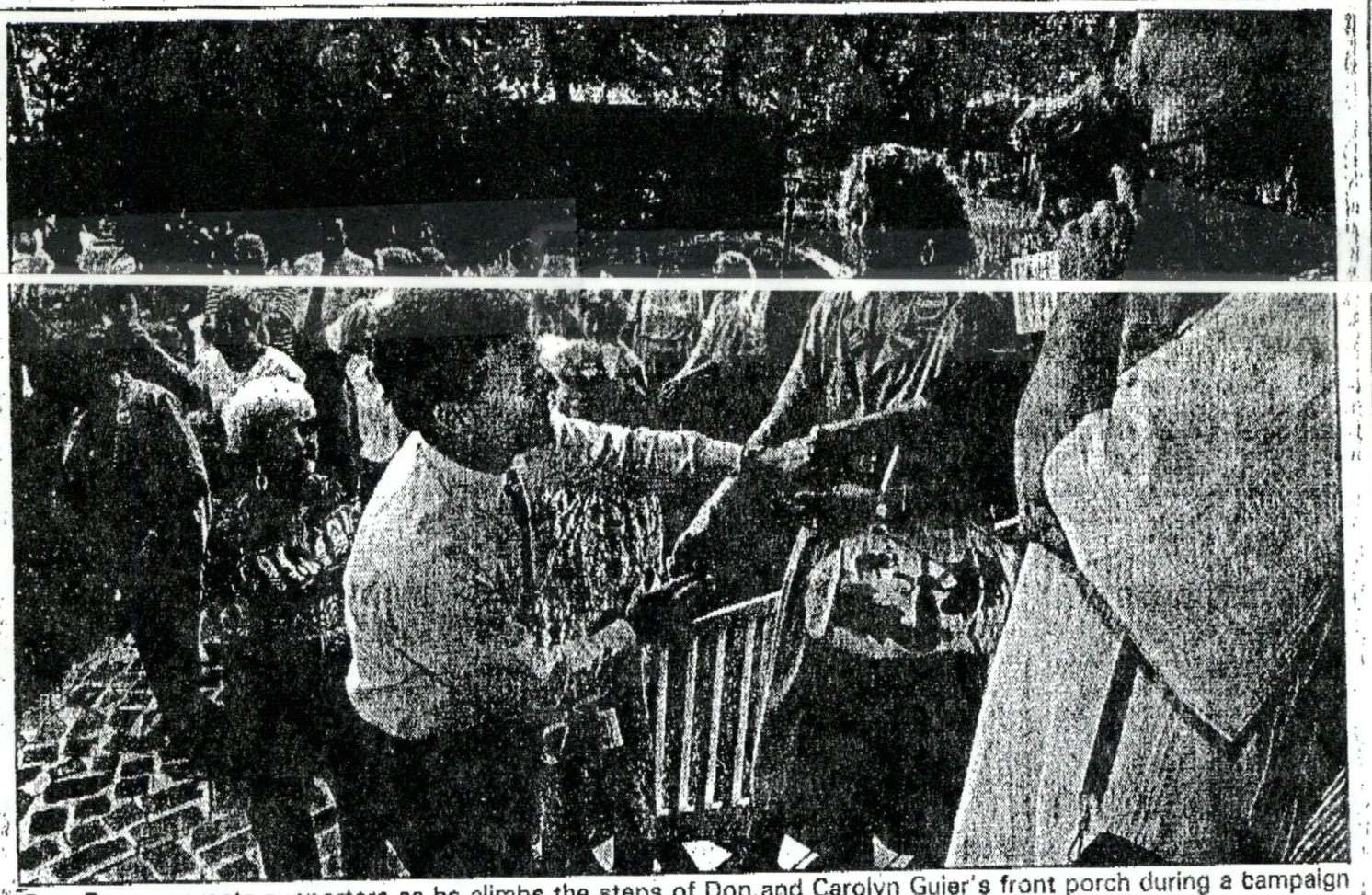
"I'm sick and tired of asking for money and I'm going to walk out of this room so relieved that I don't have to ask for money," he said.

"I would like to have had a second term. I would like to serve as governor. I think I have some ideas. One of the reasons I thought seriously about getting in the race, even if not successful, was to introduce some ideas. I have some radical ideas — radical for a conservative."

He said he didn't want to get into his ideas because he's not a candidate, adding that he will discuss them with Roemer.

One of them, however, is a one chamber Legislature, he said later.

Times Picayune September 10, 1991



Gov. Roemer greets supporters as he climbs the steps of Don and Carolyn Guier's front porch during a campaign stop in Mandeville Monday morning.

STAFF PHOTO BY LIONEL COTTIER JR.

Roemer begins 'front porch' campaign

By RON THIBODEAUX
St. Tammany bureau

It was 10 a.m. Monday, and the sun was just peeking over the top of the big pine tree in Don and Carolyn Guier's front yard.

Had the guest of honor been on time, the 100 or so people who converged outside the Mandeville home would have had it made in the shade.

But Gov. Roemer was just arriving, and it would be another 12 minutes before he'd make his way through the hand-shakers, back-slappers and well-wishers to address the crowd from the porch of the Guiers' attractive Acadian-style house.

That left most of the yard in bright sunshine. But that didn't seem to bother the group which had gathered for lemonade, cookies and politics, Roemer-style.

Roemer said that before he took office, Louisiana was ailing, its young adults were fleeing for jobs elsewhere and the state was a national laughingstock.

Playing to a friendly group of St. Tammany residents — most of them women, Republicans or both — Roemer inaugurated his campaign theme of taking politics "from the back room to the front porch."

The message was typically low-key, touching on familiar themes — education, the environment, ethics in government. His speech, and the time he spent pressing the flesh with the locals before and afterward, struck the folksy chords to which he and his staff aspired.

Roemer intends to make similar campaign stops throughout the state during the campaign, and six or seven have been scheduled so far, an aide said.

Roemer told his listeners that before he took office, Louisiana was ailing, its young adults were fleeing for jobs elsewhere and the state was a national laughingstock.

"Today, they don't laugh as hard or as often, and that's important," Roemer said.

The northshore faithful interrupted the gospel according to Buddy several times with applause, never more loudly than when he noted the demise of shell dredging in Lake Pontchartrain as a key victory in his fight to improve the state's environment.

But state Sen. John Hainkel, R-New Orleans, who introduced Roemer, used another tactic to convince the crowd that the governor is the man to get things done for Louisiana.

Borrowing a line from Ronald Reagan's 1979 presidential campaign, he asked the voters to consider whether they are better off now than four years ago — and, by implication, credited Roemer for the change.

"Four years ago, unemployment was 11 percent in Louisiana — now it's 6 percent," Hainkel said. "Four years ago, we were 49th in teacher pay. Now we've increased it 21 percent.

"Four years ago, the Saints were 0-and-2..."

Victor Gold

THE COONASS KING AND THE GURU

The 1991 gubernatorial race heats up in Louisiana. Flashy ex-governor Edwin Edwards, an old-style bayou politician, squares off against New Age incumbent Buddy Roemer, whose conversion to the Republican party is by no means his strangest move of late.

New Orleans

In soggy May, on the Cole-Haan loafer heels of the crew shooting *Storyville* (starring Jason Robards, James Spader), Oliver Stone arrived, Kevin Costner in tow, to film *JFK*—everything the Warren Commission didn't tell us about the Kennedy assassination.

Bienvenu à Hollywood South: New Orleans as a movie lot, tinsel on the Spanish moss . . .

They cluster in their off-hours—producers, directors, actors, gofers—at nouvelle Cajun eateries like the Pelican Club in the Quarters and the Palace Cafe on Canal Street, to talk of angles, grosses, edits, contract points—Beverly Hills Polo Lounge chatter over their crawfish *etouffé*; while on the streets outside, on past the spillway, into bayou country and beyond, the ultimate local diversion, a governor's race, warms up.

Victor Gold is The American Spectator's *national correspondent.*

REVENGE OF THE COONASS KING
starring Edwin Edwards/Buddy Roemer
with
David Duke/Clyde Holloway
and a Cast of Thousands
(PG-13)

The Coonass King is, of course, Edwards, who after his upset win over Bennett Johnston in the 1971 governor's race leaped on a table to crow, "The Coonasses have done it!" Meaning, the Cajuns have elected one of their own as governor—"coonass" being a jocund if not especially endearing pejorative for descendants of the Acadians who settled the bayou region in the early 1800s.

That Edwards qualifies as a Coonass on his mother's side—yet has the surname, appearance, and Pentecostal credentials of an Anglo—has helped him bridge the gap between the state's Protestant north and Catholic south like no Louisiana politician before him. This includes the sainted Longs, Huey and Earl, who were given to lying to bayou audiences about their "Catholic grandparents."

Three times Edwards has won the governorship, twice in the 1970s and again in 1983. But in 1987, along came Charles "Buddy" Roemer, with his Harvard business school degree and promises of sweeping reform. For the first time in his political career, the Coonass King tasted defeat. He's waited four long years. On October 19, in livid color with Dolby sound, comes the rematch.

A Louisiana governor's race, like an Oliver Stone movie, demands a willing suspension of disbelief of those who watch it. Nor is this a modern phenomenon—despite the misconception that Huey Long was the first of Louisiana's picaresque politicians. The state's unique view of democracy as an ongoing entertainment—a morality play with laugh lines—goes back to Reconstruction, when a colorful but venal carpetbag governor, Henry Clay Warmoth, was impeached and blamed his troubles on the local environment: "Corruption is demoralizing," complained the Illinois-born Warmoth, "but it is the fashion down here."

Fashion, style—the singular quality, as Huey's biographer T. Harry Williams saw it, that sets Louisiana's tradition of political corruption apart from that of other states. Louisiana voters, north and south, look for style in a governor, and they're willing to pay for it. Indeed, Edwards's victory in 1983 was a triumph of style over substance, coming at the expense of an incumbent, David Treen, who had run the governor's office as a wholly serious enterprise. It was a shortcoming the King made the most of in their televised debates.

TREEN (*dourly*): You're talking out of both sides of your mouth.
EDWARDS (*jauntily*): That's so people like you, with nothing between their ears, can understand.

It was unfair, yes, but nevertheless no contest, either in the debates or at the polls. After four years of honest-but-dull, Louisiana was ready for a return to the flamboyant style of a governor

who lived and led by the Coonass maxim, *Laissez les bons temps rouler!*

The good times rolled in the 1970s for Louisiana's oil- and gas-based economy. Edwards's big-spending populism meshed perfectly with the *bon temps* mood of a state with a treasury surplus and all economic indicators pointing up. But the Louisiana of Edwards's third term was hit hard by a lingering oil and gas recession that depleted the treasury and gave the state one of the highest per capita unemployment rates in the country.

The game had changed, and in the worst possible way for a politician given to gambling excursions to Vegas and one-line quips to silence his critics. Suddenly the Coonass King, who once boasted that the only way he could lose an election was to be found in bed with a live boy or a dead girl, was vulnerable. Out of sync with his people, out of step with the times. A decade and a half of high-rolling, skirt-chasing, and allegations of corruption had taken their toll.

Enter Buddy Roemer, jauntily, playing the new-face role that Edwards had himself played in 1971—the young congressman who had big ideas on how to shake things up in Baton Rouge. "He was articulate," wrote the *New Orleans Times-Picayune*'s Iris Kelso of the Buddy Roemer who whipped the King in 1987. "He was inspiring. He was funny. He was bold."

The whipping was thorough. Edwards, though the incumbent, ran a poor second in a multi-candidate field, then backed away from a two-man runoff that would only have deepened his humiliation. Retiring to the private practice of law, the King bided his time, waiting for the usurper to make the big mistake that would trigger calls for a Restoration.

Iris Kelso, on the eve of the 1991 governor's race:

> Roemer has brought a new level of intellect and high-minded motivation to the office of governor. But he has also brought chaos with his leadership style and his inept and often inconsiderate dealings with legislators. . . . Then there are the little things that make him look ridiculous. Like the retreat where his staff members were told to wear rubber bands on their wrists and snap them as a reminder not to think negative thoughts. . . .

Not to forget the Incredible Blue Jeans Incident. With recession-ridden Louisiana hungry for foreign investment, you'd think the governor's office would roll out the red carpet when Japanese consul general Yasuhiro Hamada called from New Orleans . . . but wait, let Hamada himself tell the story:

> His secretary said "Come tomorrow." So I travel to the governor's house and waited 20 minutes and then was shown to his room and I saw him with *his legs on his desk!* I was shocked . . . no jacket, no tie, he has *jeans!* And he said, "I am very frustrated that Japanese companies are not coming here." And I think, "No wonder! You receive Japanese businessmen in this manner, it creates *incredibility!*"

The governor's defenders will tell you there's a precedent for this sort of diplomatic *faux pas*. Didn't Huey Long once greet the German consul general in his pajamas? Indeed he did, say Roemer's critics—but Huey, for all his rustic vagaries, was never into California-style self-help seminars in the mode of Guru Jerry Brown. It's all part of a pattern, argue the critics—a curious, even arrogant approach to affairs of state, both major and minor. Some major examples:

- Roemer seems to have perfected the art of never-letting-his-left hand-know-what-his-left hand-is-doing, especially in dealing with the state legislature. He signs off on a reapportionment plan with legislative leaders, they go away happy, then wake up the next morning to learn the governor has changed his mind. They pass an anti-abortion bill, he vetoes it because it doesn't make exceptions for rape, incest, and protecting the mother's life. But when they pass another bill meeting his objections, he vetoes that one as well, is overridden, and earns the distinction of being the first governor in Louisiana history to suffer an override.
- After months of White House wooing, Roemer tests the political winds and decides to switch parties. Heated public issues at the time, both in Louisiana and across the country: Desert Storm and quotas. Roemer mentions neither. He also manages to walk through a statement giving reasons for his switch without once uttering the name G----e B--h. As for why he's changing parties, it's very simple: the Republicans are too much of a "country club" party and need an infusion of new leadership more attuned to minority and women's interests.

Predictably, Louisiana Republicans rejected the new convert at the state party's June convention, nominating conservative Clyde Holloway for governor. Buddy Roemer could care less. Staying close to the mansion, working an Azalea Garden re-election strategy, he would move through the hot, unseasonably rainy Baton Rouge summer, jeaned legs atop his desk, rubber bands at the ready.

Roemer manages to walk through a statement giving reasons for his switch to the Republican party without once uttering the name G----e B--h.

Even in the distant era when stories covering Southern elections would inform readers that "winning the Democratic primary is tantamount to election," Louisiana did things differently. In his classic *Southern Politics in State and Nation*, V. O. Key told how Louisiana's Democratic primary, unlike that of other Southern states, provided for tickets—e.g., the Long Ticket, the Jimmy Davis Ticket—that allowed voters to cast straight-slate ballots, top to bottom, governor to tax assessor.

All that changed with the growth of the Republican party in the 1960s and 1970s. It was Edwards, no less, then at the height of his vote-getting power, who saw that while Democrats were spending fortunes and bloodying themselves in intra-party primaries and runoffs, Republican candidates were enjoying the carnage, gearing up for an autumn push against whichever Democrat survived.

Louisiana's answer was the "open primary"; actually, a free-for-all in which candidates for governor—Democrats, Republicans, independents—vie for votes. Should one candidate win a clear majority on October 19, the campaign is over; if not, the top two vote-getters, regardless of party, meet in a November runoff.

On-the-scene observers believe that despite Roemer's fall from popular grace—like Edwards's, his polling negatives run in the incredible 40s—the power of incumbency guarantees him a runoff spot, especially with the state's new campaign-reform law in place. In a state where Edwards once raised $13 million for a re-election campaign, a $5,000-per-contributor cap has old-time finance chairmen jabbering into their absinthe. As of late August, with the law and a one-lung economy zapping the high-rollers, Roemer had raised an estimated $1.1 million and Edwards less than a half-million, with Clyde Holloway, David Duke, and Kathleen Blanco yet to reach six digits.

About Duke, the *Spy* magazine cover boy who picked up 44 percent of the vote in a 1990 race against Senator Bennett Johnston: for all the national publicity he's generated, the drop-off in Duke's grassroots appeal has been dramatic. Duke argues that he always "flies below radar"—meaning, middle-class voters won't tell pollsters they're backing a candidate with Nazi-KKK credentials. But pollsters aside, when a candidate draws crowds in the dozens where a year ago he pulled them in by the thousands, it's clear, as Baton Rouge campaign consultant Roy Fletcher points out, that Duke's strong showing in the 1990 Senate race was more an anti-Johnston than a pro-Duke vote.

Fletcher's own candidate, Public Service Commissioner Blanco, created a mild stir when she entered the race in June, chiefly because she's a fresh face, always a factor to be reckoned with in a state with a history of looking for political saviors every four years. (If male saviors haven't worked out, why not a Joan of Arc?) Blanco is also a certified south Louisiana Cajun, which led to early speculation that she might cut into the King's base, provided she could raise the money.

Like Holloway and Duke, she couldn't. Add to that an uncharacteristic *ennui* Louisianians seem to feel about this year's race, and the bottom line is Roemer and Edwards running one-two in October, with the frontrunner lacking the majority needed to avoid a November runoff. Pre-Labor Day, the polls showed the two neck-and-neck, Edwards at 27 percent, Roemer at 25; but that was before the incumbent stepped out of the Azalea Garden and put his campaign into gear.

Roemer will benefit from the national significance read into the campaign by a press corps hungering for harbingers of 1992. There'll be a presidential visit in September, during which, presumably, he'll find it possible to utter the name G----e B--h. And as the only candidate in the race acceptable to pro-choicers, he'll probably even out on the abortion issue, since it's unlikely the pro-life vote—now split among three lesser candidates—will flock in large numbers to high-kicking Edwin Edwards.

On the other hand, there's Roemer's unpredictability to consider. "Buddy has a way of getting into trouble when he talks too much," says Richard Baudouin, editor of the *Times of Acadiana*. That could spell serious trouble in a race against the *old* Edwin Edwards, but this year Baudouin and others detect a dullness in Edwards's reflexes, as if, like Sugar Ray Leonard, he's a stylist fighting one match too many. With dull reflexes and a pauper's budget, can the Coonass King succeed in expanding his base—Louisiana's black vote—to get his revenge?

Don't bet on it. My favorite oyster bar tout—he called the shot on Bush picking Quayle at the 1988 convention—has it down as Roemer 7 to 5, Edwards 4 to 1. Rewrite the third act, change the title. Call it *The Guru Strikes Back*. □

Buddy Roemer
★ ★ ★ ★ ★
Governor

FACSIMILE TRANSMITTAL

DATE: 9/17

TIME: 2:20 CDT A.M. P.M.

TO: Jennifer Crossman

FROM: Gordon Hensley

COMPANY:

COMPANY: Buddy Roemer Re-Election Committee, Inc.

FAX NO.:

FAX NOS: Press Office (504) 929-9854
General Off. (504) 929-9851

TEL. NO:

TEL. NO: (504) 928-1991

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Comments:

Paid for and authorized by Buddy Roemer Re-election Committee, Inc., Frank W. McGee, Treasurer, P.O. Box 80088, Baton Rouge, LA 70808-0088

Shpt. Times 9/4/91 p. 1A

Bush visit to boost Roemer

Fund-raiser: Governor... Roemer getting support ...m the president.

JOHN HILL
...e Baton Rouge Bureau

BATON ROUGE — For a mere ...00, Louisiana residents can ...et and be photographed with ...sident George Bush and Gov. ...dy Roemer on Sept. 28 in New ...leans.

More economy-minded sup...rters can opt for the $1,000-a-plate dinner at the posh Sheraton Hotel ballroom on Canal Street.

The cause: a $1 million fund-raiser for Roemer, a recent GOP convert and incumbent.

But not all state Republican leaders may be in attendance.

State Party Chairman Billy Nungesser of New Orleans is backing the state party's candidate, U.S. Rep. Clyde Holloway. He isn't sure he'll attend the dinner.

"I ain't been invited," Nungesser said. "I'm not going to go if it requires me to give money to Roemer, but if I am invited as state party chairman, I wouldn't turn it down."

- Roemer campaigns: 28A
- More qualifying: 28A

The first 100 who put up $5,000-a-ticket will attend a pre-dinner reception and have their photos made with Bush and Roemer.

Roemer fund-raiser Rolfe McCollister Jr. of Baton Rouge said Roemer hopes to raise $1 million to be used during the final three weeks of primary campaigning.

"That's what everyone has said since the day we learned Bush was coming," McCallister said. "This is a big plus for Roemer. He has the support of the president ... president has popular ... among the people."

But the president's supp... not translate into votes fo... Republican Clayton Willia... lost last year's Texas go... race to Democrat Ann R... said LSU political scientist ... Parent.

Bush's visit will be preced... Sept. 23 campaign appear... Vice President Dan Quay... $250-a-ticket Bossier Ci... raiser for Roemer.

The event also undersco... split in the national and sta...

...pport did ...or Texas ...ama, who ...overnor's ...Richards, ...at Wayne ...

...eded by a ...rance by ...yle at a ...ly fund-...

...cores the ...late GOP.

...and the ...support.

Roemer already has the endorsement of three of Louisiana's four Republican congressmen: U.S. Reps. Bob Livingston of New Orleans, Richard Baker of Baton Rouge and Jim McCrery of Shreveport.

But the Louisiana GOP has officially endorsed Holloway, R-Forest Hill.

Roemer sees his role as that of a referee in the split.

"Our figures show the vast majority of Republicans are going to commit to me," Roemer said.

Times reporter C.J. Fogel contributed to this report.

Teacher questions Roemer's campaign

As a third-grade teacher in Caddo Parish, I'm appalled at Roemer's new campaign ad. I question the local television stations' credibility in allowing such false information to be broadcast on the station. I'm referring to Roemer's statement that as a provision of the Children First Act, the classroom size in grades one to three has been reduced to 20 or less and the public believes this information. I encourage you to visit a school, any school in Caddo Parish, and see how many classes you can find under 20. In my school, which is considered the best in Caddo Parish, one second-grade class has 28 children in it and I know of none that have less than 20.

Shpt. Times 9/5/91 p. 5C

SEP 05 '91 09:06

Roemer pushes educa...ation issue

Campaign: Makes re-forming, passing teacher evaluation program part of election bid.

By C. J. FOGEL
The Times

Gov. Buddy Roemer pledged Wednesday to continue efforts to establish a teacher evaluation program, an issue that has alienated many of the state's 41,000 teachers.

"My commitment to the teachers is that we'll do it right, we'll keep working on it until we get it right, until they have a sense not of fear but of opportunity," Roemer told a crowd of about 30 in front of the Mansfield Parish courthouse.

On a tour of Northwest Louisiana parishes Wednesday, Roemer worked to turn the election into an education referendum. A new commercial focuses on education and credits Roemer with increasing teacher pay, lowering student-teacher ratios and attempts to establishing teacher testing.

He has drawn heavy criticism from the state's teacher unions for fighting this year to have the teacher evaluation program, one of three commitments he made for educational reform.

Roemer admitted there is considerable sentiment against the program but promised teachers he would set up teacher evaluations "with them, not to them."

Election '91

...Roemer ... today's ... including ... the ... Dal ... attends ... public ... school ... Rouge, ... are ... facing ... competition from overse...

Roemer also said ... concerned about polls sh... and Gov. Edwin Edwards ...

...s students, ...ahoma, who ... in Baton ... intense ...eas, ... be was ...howing him ...d in a close ...

...race. He took the opportunity to hit Edwards on education.

He said Louisiana teachers were ranked 23rd in pay in the nation when Edwards took office and 49th when Edwards left office.

After three consecutive pay raises during his administration, Roemer said teachers are now 41st in pay in the U.S.

Roemer's schedule today includes:

- 9-10 a.m.: Haynesville Claiborne Parish Fairgrounds.
- 10:30-11:30 a.m.: Homer Courthouse steps.
- 12:15-1 p.m.: Minden — Lions Club lunch, American Legion Building, Pine Street.
- 1:10 p.m.: Minden — Ribbon cutting at new headquarters, 7... Main St.

Shpt Times 9/4/91 p. 28A

September 17, 1991

MEMORANDUM FOR GORDON HENSLEY
ROEMER FOR RE-ELECTION

FROM: JENNIFER GROSSMAN
WHITE HOUSE SPEECHWRITING

SUBJECT: RESEARCH REQUESTS

First off, thanks for the great material you faxed us; it looks very helpful. As I mentioned to you on the phone, I thought I'd put some other research ideas on paper for you to think about tonight and tomorrow. And tell the Governor not to worry about the President's speech -- not only do I share his alma mater, I share his roots: my mom's a Durand, and her mom's a Bienvenue.

1) Personal Anecdotes: A story about Roemer -- from his childhood, his school days, his early career -- that could illustrate one of his outstanding qualities. This will not only add human interest (and perhaps humor?) to the remarks, it will convey a sense of closeness between the candidate and the President. Perhaps some of Roemer's friends, associates, relatives -- even Buddy himself -- could help collaborate in coming up with a few stories. Qualities that might be highlighted: his pugnacious integrity, his honesty, his dedication to Louisiana...whatever you'd like to push and whatever the stories lend themselves to.

2) Jokes: **The President likes humor in his speeches.** I need all the help I can get in coming up with Louisiana/campaign/Roemer oriented jokes to put into the President's remarks. The more and the funnier the better.

3) Personal background on Roemer: What are his favorite leisure time activities (keep it clean, boys!). Does he have any pets? Does he have any pet peeves? What are his favorite sayings? What are his favorite books, magazines?

4) Roemer and Bush:

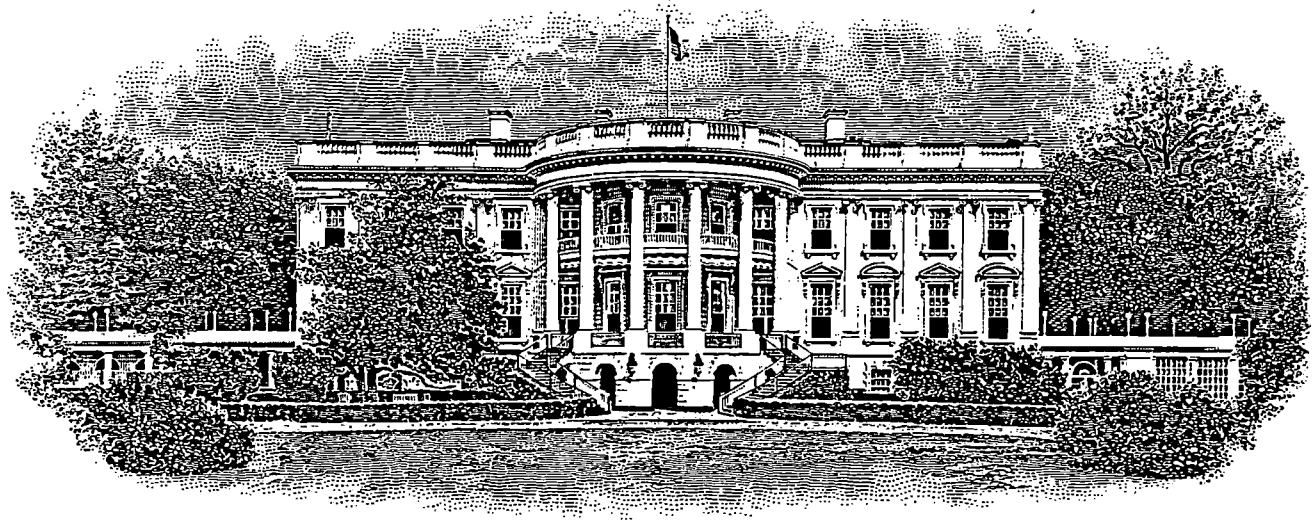
   a. What is the area of greatest political agreement between the two? In other words, is there one area of the President's domestic agenda that Roemer feels most positively and strongly about?

b. When have the President and Roemer met together, and what did they do/discuss? e.g. "Last time I met with the Governor he told me how..." or "we joked about how..."

5) Color/Quotes: Are there any figures in Louisiana history (political, historical, literary) that might have bequeathed quotes appropriate for this event? In other words, can you think of any famous quotes that might have a special resonance for this audience? Are there any Cajun sayings that could be incorporated into the President's remarks?

THE WHITE HOUSE

WASHINGTON



FACSIMILE TRANSMITTAL SHEET

DATE 9/17/91

TO GORDON HENSLEY

FAX NUMBER (504) 929-9854

OFFICE NUMBER (504) 928-1991

NUMBER OF PAGES INCLUDING COVER 3

DEPARTMENT OF COMMUNICATIONS

FROM JENNIFER GROSSMAN

COMMENTS

OFFICE NUMBER (202) 456-7750

Buddy Roemer

★ ★ ★ ★ ★

Governor

MEMORANDUM

TO: Key Supporters

FROM: Governor Buddy Roemer

DATE: March 15, 1991

By now you are probably aware that I have changed my party affiliation from Democrat to Republican.

First, let me apologize if you heard this news from the media before you heard it directly from me. This is an issue over which I have struggled intensely in the last weeks and months. Once my decision became final and we moved to address the mechanics of a party change, there was little I could do to stop it from becoming news. As a consequence, I was put in a position of making a public announcement about this decision before I had an opportunity to contact many of my close supporters.

I realize some of you may not accept this news well. I understand and I honor your reaction. This is not a decision I made for political advantage and I realize this decision may cost me political support among many of my long-time friends. I hope in your case that you can continue to support what we stand for and the kind of future we're fighting for in Louisiana and that you will join me as we continue our journey to improve this state we love so deeply.

Know this: I haven't changed, only the label by my name reads differently. As you know, I have never allowed myself to be manipulated by the agenda of any political party and I still won't. The reasons for my change in affiliation are outlined in the speech I made at the announcement which I have included for your observation.

I want to thank you for the support you have offered me in the past and I hope you will continue to support our effort as we move forward with the same principles and commitment to integrity in government. For those of you who decide you cannot continue to provide support, I want to thank you and offer to return any financial resources you may have recently contributed to my political committee.

This has been a difficult decision. But I am certain it is the right decision. I am ready now to move forward and apply my energy to the task of making Louisiana proud and a great place to live, work and raise our children.

Paid for and authorized by Buddy Roemer Re-election Committee, Inc., Frank W. McGee, Treasurer, P.O. Box 80088, Baton Rouge, LA 70808-0088

SPEECH ON POLITICAL PARTY AFFILIATION
MONDAY, MARCH 11, 1991 - 11:00 A.M. PRESS CONFERENCE
(Actual comments may vary from this prepared text)

For some time now, there has been a great deal of speculation and rumor about the possibility that I might change political parties; and with good reason.

Throughout my life and political career, I have tried to remain independent and represent the views of many people. I have never fit conveniently into any political box.

For reasons of practicality however, I had to serve in the United States Congress and as Governor with a party label next to my name. And that party until today has been the democratic party.

But the truth is that as I have tried to serve the people of Louisiana, I have tried to make decisions affecting our future <u>without</u> regard to special interests or particular parties. I have made decisions based on people. And because I have made those decisions independently, I have never been regarded as a partisan politician and consequently never been particularly embraced by the democratic party.

There is much about the democratic party in which I believe strongly: equality, fairness, justice. These are fundamental principles about which I will always care deeply and for which I will always work passionately. But the truth is that whichever party has my membership will embrace the principles of equality, justice and fairness. These principles travel with me.

As I have watched the world change around me, I realize we too must change to meet the challenge of our world and our times: economic competitiveness, educational excellence, national security supremacy and opportunity for all individuals to be their very best.

Can this challenge be best met by individuals acting in solitude or is the answer teamwork, mutual interdependence, sharing? The answer is obvious to me.

My vision is that America and Louisiana will meet the challenge of the next century and that the key is teamwork. In political terms, a <u>party</u> is necessary to take the next step ... to meet the next challenge.

One person can make a difference but a party of persons united in purpose and vision can make a lasting difference and can build a state, a nation, a world.

We live in a two-party nation. Such a condition minimized trivialization around single issues and maximizes the chance of healthy debate and unified action in the face of clear need.

Frankly, I am not entirely satisfied with the details of either party, but find historic attempts at third party formation to be futile and non-productive.

At my position in life and with my vision for meeting the challenges of a new world, a choice must be made. Independence, though admirable, is not enough.

My choice is republican, and the reason is simple. After more than ten years of public service, it has been my observation and increasing conviction that it is the republican party that is becoming most open to new ideas, new thinking, new people; most open to team building, to opportunity building.

Not perfect this party. Changes must and will occur. More women, more minorities. Not because they are women and minorities, but because they are valuable, precious human beings with much to contribute.

Not perfect this party, but in prime position to open up from a strong base of shared beliefs of family values, of economic opportunity and of unshakable national security. It is the republican party that has charted a strong economic course for this country and provided an economic model for the world.

The republican party is a team with strong, sound economic principles emphasizing individual and collective opportunities -- and that's a team I want to be on.

The party must expand if it is to meet America's challenges. But economic competitiveness is the place to begin, because as economic boundaries expand, so does freedom. And America ought to be about freedom.

Finally, as Governor, I will continue to lead and help others build a new and better Louisiana for our children: good schools, good roads, good management, environmental balance, and economic diversity and opportunity.

I have not changed in my fundamentals. I have always attracted support from members of both parties and from independents. This will not change. As a democrat I appointed republicans to positions of trust and responsibility. As a republican, I will appoint democrats to positions of responsibility and trust.

I'm still looking for the best people: men, women, black, white, democrat, republican. We ask the whole Louisiana family to travel with us.

Party is not the most important factor in my life or our state. It is down my list of priorities, trailing character, commitment, ability, integrity. But where it is a factor -- in team building, in new ideas, in political action -- I will be a republican -- the party of Abraham Lincoln ... Theodore Roosevelt ... George Bush ... the party of opportunity.

I will help others build our party and will encourage growth in terms of people and ideas, but the state and its people will come first ... always.

It's time to stop the debate about Buddy Roemer and the party to which I belong. I am a republican. But most of all, I am a Louisianian and an American.

It's time to start the debate over the future of Louisiana, because that's what really matters. An active, inclusive, caring republican party will play a significant, positive role in that debate.

Buddy Roemer

★ ★ ★ ★ ★

Governor

December 26, 1990

Mr. Joe A. Sample, Jr.
123 Anystreet Blvd.
Anytown, LA 99999

Dear Joe,

I hope and pray you and your family are well during this holiday season. As I look forward to the new year, I'm reminded of how far we've come, and the opportunities that lie ahead.

Four years ago, I began my campaign for Governor with the promise of a Revolution. We said it was time to end years of mismanagement in state government. In a time of declining revenue due to an over-reliance on oil and gas, the last thing Louisiana needed was more spending on more programs and more pet projects for politicians. We promised to change the way Louisiana does business.

And we did. We scrapped state airplanes. Eliminated state cars. Reorganized departments to make them more efficient. We reduced the number of state employees. And most importantly we cut the budget and balanced the budget. Changes require tough decisions and we've had to make a lot of them.

We've begun to make state government work for the people, not the politicians. We've had some tough fights with the politicians in Baton Rouge. And we haven't won them all. The straighter you stand, the harder the wind blows. At least we're not fighting their fight, we're fighting yours. And with your help, we'll continue fighting.

The hayride is history. The hard work has begun.

As an early supporter, I wanted you to be among the first to know that I intend to be a candidate for re-election in 1991 so that we can continue the job we've started.

But before we take a look at the future, I want to take this opportunity to review with you some of what we've been able to accomplish in the last few years. I've always expected to be held accountable for my campaign promises and my actions as Governor. It's instructive to go back and look at what we said we'd do and look at what we've done.

(over, please)

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What we said:

"We must free Louisiana from the grip of political corruption -- and that's going to take more than just new faces, new rhetoric, or new style. It's going to take a revolution in Louisiana's politics, government, education and economy -- and that's what my campaign is all about.

"The first thing we have to recognize in Louisiana is that state government has a spending problem. We're wasting money. The first order of business is to cut waste. We need to start making do with less rather than more. I believe we can operate government in Louisiana with full delivery of services and reduce the budget significantly."

What we did:

- Managed a $2 billion fiscal crisis and balanced the state budget for three straight years.
- Reduced per capita government spending so that Louisiana now spends $141 less per capita than the average Southern state.
- Passed a tough Campaign Finance Reform Act that requires greater disclosure and limits PAC and other contributions.
- Created the Office of Inspector General and established a toll-free hotline to investigate allegations of fraud and misconduct in state government.
- Implemented tougher review procedures of state contracts.
- Repealed the prevailing wage law.
- Reduced the number of state funded employees.
- Eliminated more than 66 boards and commissions.
- Reduced the state's automobile fleet by 11 percent.
- Reduced the state's rented office space by 15 percent.
- Instituted goal-based planning in all state departments.

What we said:

"Business as usual won't get the job done. We need to put the best teachers in the classrooms and pay them. Put our children ahead of the bureaucrats. Organize to get jobs. They don't come free. We need to clean up our politics and let the sunshine in.

"Education is the most important issue in this campaign. It is the most important issue in our state. Our first order of business must be to start putting the money we're spending into the classroom instead of the administration...I intend to balance the scales and start taking our tax dollars out of the bureaucracy and put our money into the classroom where it will help our children.

"At the heart of jobs is education...If we did nothing but improve our education system, we would improve our job standing tremendously. But we've got to do more. A lot more."

(next page, please)

What we did:

- Cleared out four floors of Department of Education bureaucracy and reduced general fund positions there by 27%.
- Passed the "Children First Act," an omnibus education bill that includes:
  - -- Replacement of lifetime teaching certificates with five-year certificates renewable upon evaluation.
  - -- School, district, and state profiles to evaluate our schools.
  - -- Increased annual pay and extended step increases to raise the average teacher's salary 30 percent over five years.
  - -- Mandated smaller class sizes in grades K-3 for more personalized attention.
- Created Drug Free School Zones, mandating stiff penalties in these zones and requiring greater drug counseling in schools.
- Created the Tuition Exemption Plan to provide free college tuition for qualified students from low-income families, a Tuition Investment Program for middle-income families, and the Governor's Scholars Program to keep our best and brightest in Louisiana colleges and universities.
- Created the Governor's Office of Literacy to coordinate efforts to educate illiterate adults.

What we said:

"There is going to be a lot of talk in this race about the environment...It's time to make the environment the priority it should have been all along...Clean air and water attract jobs...We need a Governor committed to clean air and clean water and a clean future for our children."

What we did:

- Increased general fund appropriations to the Department of Environmental Quality from nothing to over $15 million per year.
- Quadrupled enforcement activities for environmental violations.
- Tightened the state's toxic emissions laws, mandating a 50-percent reduction of pollutants by December 31, 1994.
- Passed a comprehensive solid waste recycling and reduction bill requiring a 25-percent reduction in solid waste by 1993.
- Significantly increased hazardous waste taxes, prohibited the treatment or disposal of certain out-of-state wastes, and tightened the regulations on burning hazardous waste.
- Ended shell dredging in Lake Ponchartrain.
- Prevented the burning of 1.7 million gallons of the cancer-causing pesticide Dinoseb in the Baton Rouge area.
- Created the Oil Spill Task Force to develop a comprehensive plan of attack on any potential spill that threatens Louisiana's coastline.

(over, please)

- Created the constitutionally protected Wetlands Conservation and Restoration Fund to develop plans and fund projects to halt the continued loss of our coastal wetlands.
- Mandated the closure of oilfield production pits in the wetlands by the end of 1992.

What we said:

"We need new leadership in Louisiana to concentrate and coordinate efforts on job creation and retention. For too long leadership in Louisiana has ignored economic development opportunities.

"Our message if we're elected will be, 'Louisiana is open for business.'"

What we did:

- Three years ago, Louisiana unemployment stood at almost 12 percent. July 1990 statistics indicate that Louisiana unemployment dropped to roughly six percent, almost half of what it was when I took office.
- Constitutionally dedicated gasoline tax revenue to the Transportation Trust Fund and created the TIME program. Under the $1.4 billion, ten-year TIME program, Louisiana will have a system of four-lane highways running throughout the state, linking all our major cities and facilitating the flow of goods out of the state. The TIME program will also provide special funding for our ports and airports.
- Revised worker's compensation laws, including the tightening of medical provisions, creating a Fraud Section, and creating an informal hearing process.
- Reduced unemployment compensation benefits to bring them closer to the Southern average.

Louisiana's on the comeback, and I want our progress to continue forward. We've regained too much pride to turn back now.

We owe it to our children and ourselves to give Louisiana the kind of pride and accomplishment in state government that will make the future brighter for those who live here, and encourage those who left to return home.

Much remains to be done, many challenges face us, and many will arise. I'm prepared to confront those challenges, and hope that you will offer me whatever assistance you can in the coming year as we prepare for the re-election campaign in 1991.

Thanks for the honor of allowing me to serve Louisiana. Thank you for caring about Louisiana.

Sincerely,

Buddy

Buddy Roemer
Governor

Buddy Roemer

★ ★ ★ ★ ★

Governor

April 23, 1991

MR. FRANK W. MCGEE
324 WOODSTONE CT
BATON ROUGE, LA 70808

Dear Frank,

Four years ago we started a campaign to reform Louisiana politics and to make us proud of our state again. The experts laughed at us. Said we didn't have a chance. They said if we didn't play by the old rules, we couldn't play. Well, we did play. And we won by doing it the right way. A new way. New rules.

We were successful because there were just enough people like you who believed in what we were doing to make it happen! You believed that fresh new attitudes and common sense policies were needed to educate our children, clean up our environment, and create jobs for good people willing to work.

Since I was elected governor, we've made great strides in putting Louisiana back on the right track. Our accomplishments include:

* Reducing unemployment from the nation's highest to below the national average.

* Upgrading Louisiana's bond rating for the first time in two decades.

* Creating The Wetlands Conservation and Restoration Fund in order to save Louisiana's wetlands.

* Implementing comprehensive education reform.

* Enforcing Drug Free School Zones around our schools to protect our children from drug pushers.

Four years ago I also pledged to make state government work for the taxpayer and to sweep away old-time pork barrel politics. In order to do so we have instituted the following reforms:

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* First, we cleaned up state politics by instituting a tough Campaign Finance Reform Act that requires candidates to tell where their money comes from and where it goes. It also limits special interest contributions.

* We scrubbed and balanced the state's budget three years in a row.

* We eliminated 66 boards and commissions that drained our budget, and reduced the number of state employees, as well as state cars and airplanes.

* We created The Office of the Inspector General with a toll-free "hotline" to investigate allegations of fraud and misconduct in state government.

* And, we lowered the state tax burden to below the Southern average.

You have a lot to be proud of because you believed we could get Louisiana moving forward to a brighter future. We've begun the job, but we've got a lot of work left to do....and that's why I'm writing to you today.

I need your help. My campaign staff is preparing for what could be my toughest political battle yet. It costs a great deal of money to get a campaign organization going and so I am asking you for a financial commitment.

Please take the time to fill out the enclosed pledge card and return it today with $100, $50, $25, or whatever you can afford to send at this time.

We owe it to our children and to ourselves, to provide Louisiana with a brighter future; to encourage those who have left to come home because there is a new attitude and new opportunities; and to show America that Louisiana is back and "open for business".

Without you, this new spirit would not have been born. I needed you in 1987 and I need you again now...thank you for being on our team.

Sincerely,

Buddy Roemer
Governor

P.S. Your contribution is very important to us at this time as it is the "seed money" that will get the campaign going. Please take the time to write your check today.

Buddy Roemer

★ ★ ★ ★ ★

Governor

September 16, 1991

Ms. Jennifer A. Grossman
Research Assistant
Office of Presidential Speech Writing
White House
Washington, D.C. 20004

Re: Presidential Event in New Orleans
September 30, 1991

Dear Jennifer:

As we discussed, I am enclosing a copy of the Governor's first letter to his supporters announcing his candidacy for reelection. I am also enclosing the memorandum and speech which he gave concerning his change to the Republican Party. I have also provided copies of our standard thank you letters which should also give you insight into the major issues which the campaign is addressing.

I have spoken with Mr. Lawrence Guidry, Mr. P. J. Mills, Mr. Dalton Woods, and Mr. Mark McKinnon, who should be contacting you concerning personal characteristics of Governor Roemer. Should you need any additional information or have any questions, please do not hesitate to call.

Sincerely yours,

Frank W. McGee

Frank W. McGee, CPA
Treasurer

FWM/anl

Enclosures

cc: Mr. Milton J. Womack, State Chairman
Mr. Rolfe H. McCollister, Jr.
Mr. P. J. Mills

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Louisiana letter to Registered Republican

Dear Friend,

They say if you don't know where you're going, any old road will get you there.

That's the kind of road Louisiana used to be on -- a road to nowhere, a road full of political bandwagons, leading our citizens around in circles.

Well, as I announced when I took the oath as Governor, the hayride is history! And today, as a fellow Republican, I ask you to join me on the right road.

We know where Louisiana is going now. We've turned the corner, and more Louisianans have begun to travel in the same direction than ever before.

Nobody is travelling in state cars though, because I got rid of them. And nobody is being held up by a pack of featherbedding bureaucrats, because I did some serious thinning of the ranks of state employees.

In fact, I have cut state spending to the point where we have had a balanced budget for three consecutive years. That took a lot of hard decisions, but we've come a long way in a short time from the $2 billion fiscal crisis my Administration inherited!

Today, state government is working again. And it's working for the people, not the politicians.

However, I'm not kidding myself, or you: the road ahead is still a tough one with plenty of obstacles, plenty of potholes of political corruption, plenty of challenges to be met if Louisiana is to prosper in the new century.

I'm confident we're up to those challenges because the overwhelming majority of Louisiana's citizens have signed onto our team of the future. The last statewide polling showed a remarkable 78% approve of the job we're doing.

That can only be interpreted as a mandate to continue on our road of reform. It is the reason I have announced my candidacy for re-election.

And, as you know, I am running for the first time under the Republican banner.

The fact is, my heart has always been with the values of the Republican Party. Looking back, my actions and decisions in public office have consistently reflected those values ...

(over, please)

For example, when I was a U.S. Congressman, I voted with President Reagan more often than most of the members of his own party!

Since becoming your Governor, the initiatives I have introduced have been embraced far more by Republicans in our Legislature than by the opposition.

The fact is, I was never a partisan Democrat. On the contrary, I was elected Governor without the endorsement or support of that party or its officeholders.

So now my party affiliation is where my heart and mind have been all along. And I am most grateful to the literally thousands of Louisianans who have gotten in touch to say "Welcome Home!"

With your support I can now be even more effective in working for the kind of change we want, as well as more effective in supporting President Bush in the changes he is making in Washington.

Moreover, the President has encouraged my candidacy for re-election, and his backing is sure to add greatly to my chances.

The only "must" component my campaign still needs is people like you -- the proven, loyal core of Republicans who have formed the backbone of our Party's renaissance in Louisiana. Thanks to you, we have made enormous strides in recent elections in capturing a record number of offices statewide.

But the ultimate tool for party building, the greatest advantage we can achieve for increasing our strength at the grassroots, is to have a Republican in the Governor's office. I'm ready to work night and day for re-election but I need your help -- your financial help as well as your vote.

I hope you'll return the enclosed pledge form with your check in the envelope provided without delay. Some suggested amounts are included on the form but anything you can manage will count!

I know we share the same principles: open, honest government, fiscal responsibility, law and order, more jobs instead of more welfare programs, stronger schools.

I know we share the same dream for Louisiana's future. <u>Together</u> we have the reach to match that dream.

We're on the right road -- please stay the course with me!

Sincerely,

Buddy Roemer
Governor

P.S. As Republicans we believe that the conservative principles of government result in better government. As your Governor for the next four years, I can put those principles to work <u>for you</u>. Please, help all you can ... as soon as you can.

November 27, 1990

Mail Name~
Address Line 1~
Address Line 2?~
City~, State~ Zip Code~

Dear Salutation~:

I would like to take time to say thank you for your contribution to the June Lake Charles fundraiser. The function was successful and a great start for the re-election campaign.

We have worked hard in this term and I am proud of the many accomplishments we have made. One has only to remember the business-as-usual attitude that plagued our state, to see how far we've come.

Yes, we've made great strides; in education, in the environment, in economic development and in ethics in government. It has not always been easy; change never is.

But, change is what you asked for in Louisiana and we still have much to do if we are to continue moving our state forward. I sincerely appreciate the trust and confidence you have shown in me.

You are part of Louisiana's greatest resource, its people. I thank you for your support and look forward to many more successes as we build a better future for Louisiana -- together.

Sincerely,

Buddy Roemer
Governor

BR/llc1

May 13, 1991

Mail Name~
Address Line 1?~
Address Line 2?~
City~, State~ Zip Code~ Carrier Route~

Dear Salutation~,

I want to extend my personal thanks for your investment in our plans for building Louisiana's future together. Your response to my May Lake Charles fundraiser is greatly appreciated and I thank you for your financial commitment, support and help in pushing Louisiana forward.

I'm proud of what we've accomplished, and I look forward to the opportunities that lie ahead. We've come a long way but my job is not finished. People look at Louisiana today and they see progress. They see integrity. They see honesty. And, they see a brighter future which is exemplified by Louisiana's bond credit rating being increased to a full A - the first increase for Louisiana in 22 years.

We've experienced a lot of success. We have made some mistakes along the way, but we've learned from those mistakes. I'm listening better than I used to, and I discover the more I listen, the more I learn and the better we lead.

In the coming year, I want to listen to you. I want to hear your ideas and thoughts about our future. Like me, you have investments in this state, in your family, in our future. Leadership is not one individual. Leadership is a team. I'm proud to have you and your reputation on mine.

Very truly yours,

Buddy Roemer
Governor

BR/llc3

p.s. LOUISIANA IS BACK!!

September 13, 1991

MailName~
Address1~
Address2~
City~, State~ Zip~

Dear Salutation~,

Once again, I want to thank you for your confidence in me and my campaign for re-election as Governor. Your financial support and participation at the August Lake Charles fundraiser goes a long way to putting my campaign in place and ensuring that our message for the future reaches every voter in Louisiana. There have been many accomplishments since 1988 when I took office, and your help makes it possible to let the people of Louisiana know of those accomplishments. When you consider the mess I inherited when I became Governor, we have come a long way toward making Louisiana the outstanding State that we know it should be.

The job has just begun and a good start has been made. With your help and that of so many others, I will be able to gain the support of the people of the State to finish the job I have begun. Louisiana can be a better place for us and for our children, and your support of me and my campaign will help make that happen. Our children's future is at stake as never before; we cannot let them down. I won't, and your expression of support indicates that you won't either.

Many thanks.

Sincerely,

Buddy Roemer
Governor

BR/llc4

EDUCLANG

--Enlightenment's children or its orphans

--when kids have to punch a picture of a hamburger to order lunch because they can't read

--the polls show what every PTA member already knows -- the American people are ready for radical reform. We must not disappoint them.

--If our own history and the recent events in the Communist world teach us anything, they teach us that competitioh breeds excellence. The same holds true for education. That's why I favor, along with Buddy and a majority of the American people, favor choice in schools

--two years and two days ago, I worked with Buddy and all the nation's governors at the Charlottesville summit. We established six goals for American education. In April, I announced America 2000, a national education strategy to move us forward, community by community, towards those goals.

--Governor Roemer has joined in that crusade by launching Louisiana 2000

--countdown 2000 stands less than a decade away. In the year 2000, will America's children be starting school ready to learn? Will they be taking their SATs ready to score? Will they be graduating our schools equipped to succeed?

--nations that nurture ideas will move forward in years to come. Nations that stick to stalke old notions and ideologies will falter and fail. America will move forward.