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Folder Title:
American Business Press Points of Light Awards 10/16/91 [OA 8330] [1]

Stack:	Row:	Section:	Shelf:	Position:
G	26	21	7	1

McGroarty/Bunton
October 10, 1991
10:30 am
[POINTS]

PRESIDENTIAL REMARKS: DROP-BY AT AMERICAN BUSINESS PRESS
POINTS OF LIGHT BRIEFING
OCTOBER 16, 1991
RM. 450
11:20 A.M.

I know I join this program "in progress," but it's my pleasure to welcome all of you to the White House. [Introductory acknowledgements: Secretaries Alexander, Mosbacher, Skinner.]

Finally, my thanks to the American Business Press for encouraging their member publications to spill ink on behalf of such a good cause. // We all know the value of competition in the business world. Well, this contest sparks a competition to shine the spotlight on companies transforming their communities through volunteer service. //

As I've said before, America's corporations aren't just profit-making monoliths. America's businesses -- and America's business press -- aren't just stocked with "human resources," so many flesh-and-blood fractions of the GNP. They're filled with people -- men and women who are our neighbors, members of our communities -- parents with kids to raise, people with gifts to give. One glance into the pages of your publications shows that businesses all across America produce tens of thousands of man-hours and women-hours anyone would be proud of.

Take this year's Grand Award Winner, Wegmans Food Markets, a family-run supermarket chain based in Rochester, New York.

Supermarkets often draw on school-age workers to fill their part-time workforce -- and we all know that holding down a job and keeping up in school can be tough. ¹⁹⁸⁷ Four years ago, Wegmans began a program ^{Wegmans's Skit} called the Work-Scholarship Connection to help kids succeed at work and in the classroom. Their target: 14- and 15-year olds, especially those kids who are faltering at school -- the kind who might just become tomorrow's dropouts. / Wegmans gives these kids a part-time job -- and assigns each one a mentor at the supermarket: an adult co-worker, possibly a supervisor, who lends a hand with homework during work breaks -- or maybe just lends a sympathetic ear to a teenager too used to adults who often don't care. Each mentor works with a school sponsor to track their child's progress. And Wegmans is tough: you've got to do the job in school. If the kids don't do well, Wegmans hears about it -- and they cut their work hours. //

But there's a real payoff for the kids who graduate. Each one gets ^{up to a} a \$5000 scholarship to the college of their choice -- and yes, if they go to a college near home, they can keep their job at Wegmans. //

Wegmans Work-Scholarship program shows how ordinary people can do extraordinary things. The mentors who make Wegmans' program work aren't paralyzed because they can't single-handedly save the world -- they're too busy saving the child who lives down the street. / That same spirit motivates the runners-up we honor today: Bell Atlantic, for its family literacy project, profiled in the School Library Journal; Eaton Corporation, for

Young
Advocates?
mentor (?)

[① numerous community-help programs]
[② their literacy, youth, and health programs]
at-risk.

3

its literacy work in Atlanta as reported in Business Atlanta magazine; Neon Enterprises, for [.....], as publicized in Restaurant Business; Red Lobster Restaurants, recognized by Training: The Human Side of Business for their twenty-year policy of hiring the disabled -- and finally, Jose Paulino, whose story was told in the pages of Pharmaceutical Representative. You won't find Jose's name on the Fortune 500, but when he's not busy making sales, you can find him at New York City's P.S. 136, where he's adopted a class. //

Every one of our winners proves you never know who's ready to help -- until you ask. When Wegmans started ^{their} this program, they lined up 30 ^{Middle school} junior high students who needed help, and put out a call for 15 employees to become mentors. 59 volunteers stepped forward, and the program's taken off from there.

Today, I thank **all of you** for stepping forward to help others in need -- and I thank the business press for opening the pages of its influential publications, and opening eyes in so many industries to the shining stories of so many points of light. //

Once again, welcome to the White House. Congratulations, and God bless you all for the contributions you make.

#

To Kannie
Date 10/16 Time 8:35 a.m.

WHILE YOU WERE OUT

M. Perry Lucas
of _____
Phone _____

Area Code Number Extension

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

RETURNED YOUR CALL

Message No change in acknowledgements

HS
Operator

To Jackie Smith
Date 10/10 Time 2:10

WHILE YOU WERE OUT

M. Jannie
of Wegmans
Phone 716-262-8256

Area Code Number Extension

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

RETURNED YOUR CALL

Message called ref work
Scholarship connection
program - # you're looking
for is 72 students
as of today. # Q = call
Anne
Operator

2pm.
Darlene
Armstrong

10/16/91

- Mr. Wegman wants to use \$10,000 to expand # kids in program from 72 to 120 (in program)
- also - use \$ enlist support other companies / major corps in area to do the same kind of program



Rochester City School District

91 OCT 7 P4:05

FAX TRANSMITTAL

DATE Oct. 7

TO: NAME Daniel Gage

ORGANIZATION White House Speech

FAX TELEPHONE 1-202-456-6218

FROM: NAME Allen P. Johnson

DEPARTMENT Wegmans

Work-Scholarship
Connection Program

ROCHESTER CITY SCHOOL DISTRICT
131 WEST BROAD STREET
ROCHESTER, NEW YORK 14614

Number of pages transmitted: 4
(including this page)

Our Facsimile Telephone number is 262-5151

FACT SHEET**Organization****Work-Scholarship Connection Program****STUDENT:**

The annual selection process is targeted at 14 and 15-year-old students in Jefferson Middle School who have the ability to succeed at school but are not currently working to their potential.

Responsibilities:

- Maintains a good attendance record at school and at work.
- Works cooperatively with the school sponsor, tutors, mentor, and Work-Scholarship Connection staff.
- Obtains all documents that will enable him or her to legally work (ie: work permit, social security number).
- Adheres to all company rules and regulations.

SCHOOL SPONSOR:

The school sponsor is selected by the student in order to generate a feeling of comfort since they meet on a weekly basis. The sponsor is the link from the school to the staff.

Responsibilities:

- Provides in-school support to student.
- Coordinates academic services and interfaces with teachers and school faculty on behalf of the student.
- Provides academic and personal counseling for student.

TUTOR:

The Work-Scholarship Connection Program provides the participant with a tutor.

Responsibilities:

- Teaches and reinforces positive study habits.
- Coaches students through academic difficulties.
- Exposes students to alternative learning styles.

JOB SUPPORT:

Support is received from all key people in the work environment. This includes the supervisors and co-workers.

Responsibilities:

- Promotes a supportive and positive environment for participant.
- Monitors work hours and adherence to labor laws.
- Provides each student with a mentor at the job site.

MENTOR:

The mentor is selected by the Work-Scholarship Connection staff, based upon the employer's recommendation and is the link from the work site to the staff.

Responsibilities:

- Acclimates participant to the work environment.
- Supports participant through employment and personal difficulties.
- Trains participant to perform well on the job.
- Inquires in a consistent manner about participant's academics.

YOUTH ADVOCATE:

Working with a maximum of 30 students on a full-time basis, the youth advocate coordinates all areas of the support system for the student.

Responsibilities:

- Monitors student's academic and job performance.
- Prepares and guides the student to a level of independence and self-sufficiency.

Work-Scholarship Connection

Wegmans has formed a partnership with the Rochester City School District in the Work-Scholarship Connection Program. The premise of this partnership is to provide part-time jobs at Wegmans supermarkets for 14 and 15-year-old students who may need special motivation to complete their high school education. By providing positive role models and meaningful work experiences, the program is intended to help these students understand the relationship between work and education. This, coupled with the promise of a scholarship, should provide students with the motivation to stay in school and perform at a higher level.



Wegmans Commitment:

Wegmans is committed to:

- Provide students with part-time jobs at Wegmans supermarkets
- Provide students with transportation on weekends to and from work
- Provide students with pre-employment and follow-up workshops to help them understand the relationship between school and work
- Provide each student with a mentor at the job site who will guide and support him or her as a new employee
- Provide students with a tutor when necessary (a present Wegmans College Scholarship winner who has been trained to provide this assistance)

Rochester City School District Commitment:

The Rochester City School District is committed to:

- Provide a school sponsor for each of the participants. A school sponsor is a member of the school district staff whose role is to keep abreast of what is happening in the student's life and serve as a liaison to Wegmans. The school sponsor will communicate the student's progress to the Wegmans mentor, Work-Scholarship Connection staff, and the student's parent or guardian. This individual will also alert Wegmans to the tutoring needs of the student. The school sponsor is chosen by the student and will maintain an open line of communication with the student.
- Provide training for Wegmans tutors

Student Commitment:

The student is committed to:

- Work cooperatively with the Wegmans mentor, school sponsor, Work-Scholarship Connection staff, and tutor
- Obtain all documents that will enable a young person to legally work (for example - work permit, social security number, etc.)
- Adhere to all company rules and regulations
- Maintain a good attendance record at school and at work
- Not possess, sell or use illegal drugs or alcoholic beverages

Scholarship For Students

Students who successfully complete their high school education and adhere to all guidelines of the program will receive a FULL TUITION SCHOLARSHIP (UP TO \$5,000 PER YEAR) to enroll at any accredited institution of their choice. They will also be able to keep their job with Wegmans.

Who Is Eligible To Participate:

The annual selection process is targeted at 14 and 15-year-old students in the Rochester City School District who have the ability to succeed at school but are not currently working to their potential. The program is designed to provide support for students who are capable of academic success but may face possible obstacles to the completion of their high school education.

How Are Students Selected For The Program?

Recommendations for program participation are made by teachers and guidance counselors who are familiar with the students. Wegmans makes the final selection from these candidates.

Wegmans welcomes this opportunity to provide support to help students succeed through the Work-Scholarship Connection Program. We are very proud of this program and feel that it is in keeping with our company motto:

"Every Day You Get Our Best!"

For more information, please contact:

Work-Scholarship Connection Program
c/o Rochester City School District
131 West Broad Street Rochester, N.Y. 14608

(716) 325-4560



Wegmans
Rochester City School District



WORK
SCHOLARSHIP
CONNECTION

Wegmans
Rochester City School District

SUPERMARKET BUSINESS

91 OCT 7 P4:35

FAX COVER LETTER

SUPERMARKET BUSINESS
342 Madison Avenue, 22nd Floor
New York, NY 10173
(212) 867-2350

To: Daniel Gage

Company: _____

Fax Number: 202-456-6218

Date/Time: 10/7/91 4:30

From: Ken Patch

Fax Number: (212) 661-6286

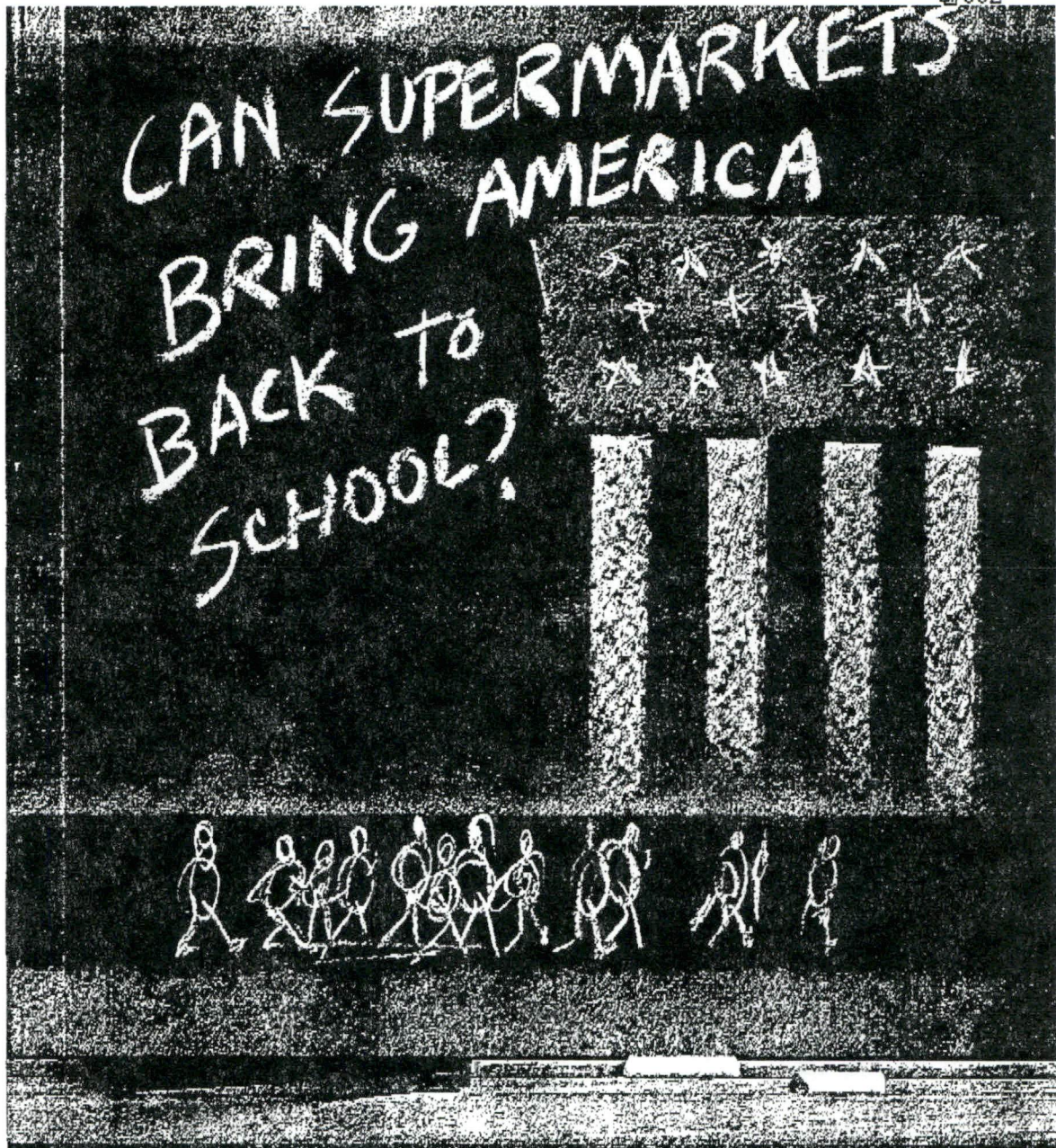
Pages Including Cover Sheet: 4

Message: _____

IF YOU EXPERIENCE ANY DIFFICULTIES WITH THIS TRANSMISSION, PLEASE CALL THE ABOVE NUMBER. THANK YOU.

An educated people is our only hope for solving the rest of our social, economic and environmental problems. With the schools in crisis, the need is overwhelming. But somebody has to start somewhere. Supermarkets, with a great and growing need for quality people, are beginning to try.

BY KEN PARTCH



It's a remedial reading and writing program at D'Agostino's in New York City. It's bridging the language barrier at Certified Grocers of California. It's a full-scale work-scholarship program at

Wegmans to help prevent dropouts in Rochester, N.Y.

Whatever the approach, new ways are being found to cope with a problem that is threatening the very lifeblood of the nation ... a problem that won't

wait, and won't go away.

In the process, supermarket are discovering that one of America's greatest untapped educational resources is the people within one's own company.

Wanda Copland knew her way around. At 14, she knew that nobody gave you anything. She knew that most people could not be trusted, and that trying to do your best just didn't get you anywhere. So why try? Still, she could use the job, and she heard that Wegmans might be hiring. They also had this program.

"Wanda was tough," Debbie Youles remembers. (Debbie is the cheese shop manager at Wegmans' Brooks-Chili store in southwestern Rochester, N.Y.) She says it with obvious

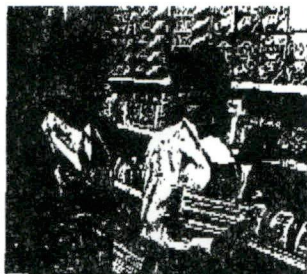
pride, because she helped change Wanda. Debbie is a "mentor."

This year, four years after entering the Wegmans Work Scholarship Connection, Wanda, once a prime candidate to be a high school dropout, will enter college in January. "Everything about Wanda said 'Don't get close,'" says Debbie. "We got her out of a school that was inappropriate for her and into another school. She was getting all D's and F's. It took 10 weeks to show any improvement. It took 25 weeks to get her to trust me.

"I was always good in math at school, although I only went to college for one year. We didn't have any tutors then, so I tutored her. I went to the teacher and persuaded her to let me have the book they were using. I had gone through calculus, but I still had to study this new math. When I have a problem with something I don't understand, I go to the teacher.

"Finally, I got Wanda to let me help her. I got her to come in early before work hours and during lunch hours. We would use the break room, or the

Kim Hagint works weekends at Wegmans Brooks-Chill store. Debbie Youles, cheese shop manager, is Kim's on-the-job mentor. Debbie says being a mentor makes her a better manager of people.



At top, Kim works with Yulanda Gatson, a Work-Scholarship tutor. Left, W-S students at weekly "enrichment" session. Session leader (standing) is Gloria Hunter. Clockwise, Kim, Tarriso Miller, Venus Waddell and Kenya Davis.



School District's and the students'

The target group is students of 14 and 15 years of age who have the ability to succeed at school but who are not working up to their full potential. The students are recommended by teachers or counselors, but it is Wegmans who makes the final selection.

Student contracts

Once the selection is made, the student signs a contract with Wegmans. Wegmans commits to providing a part-time job at the supermarkets, transportation on weekends to and from work, pre-employment and follow-up workshops to help the student understand the relationship between school and work, a mentor at the job site to guide and support the student as a new employee, and when necessary a tutor (who is a trained Wegmans scholarship winner). The tutors are paid, but the mentors are not.

The Rochester City School District is committed to provide a school sponsor for each participant. This is a member of the district staff whose role is to keep abreast of what is happening to the student's life and to serve as a liaison with Wegmans. The sponsor communicates the student's progress to the Wegmans mentor. The school sponsor is chosen by the student to serve as an open line of communication. The District provides training for the Wegmans tutors.

Finally, the student is committed to work cooperatively with the Wegmans mentor, the school sponsor, the Wegmans Work-Scholarship staff and the tutors. The student obtains all necessary documents that are required to work legally. The student agrees to adhere to all company rules and regulations, to maintain a good attendance record at work and at school, and not to possess, sell or use illegal drugs or alcoholic beverages.

Full-tuition scholarship

Students who successfully complete their high school education and adhere to all guidelines of the program will receive a full tuition scholarship (up to \$5,000 per year) to enroll in any accredited

Continued on page 28

manager's office if he wasn't in. We were all learning then. But all we needed was one success to show us what was needed." Debbie doesn't use the word, but it was obvious what Wanda needed and what Debbie was able to give. Tough love.

More than a role model

"Wanda and I eventually became friends. I took her places and we did things together. When she became 16, she became my babysitter. I have three boys—13, nine and six years old."

The role of the mentor is to be just that—a role model, a friend, to offer advice and to help.

"A lot of these kids have been programmed to death," says Allen Johnson, director of Wegmans Work Scholarship Connection. "They don't necessarily trust programs anymore, because they can be in this or that program for a year, and then the person directing it moves on to something else, and the kid is left high and dry. It's a turn-off."

Debbie Youles has been with Wegmans for 11-and-a-half years. She's proud of it, and wants to talk about it. But mostly she wants to talk about "the program." She has a new protégé, now, Kim Hagins, 15. Kim is not the challenge that Wanda was, but as a ninth grader she was slipping away.

"She was just falling through the cracks," says Johnson. "She was 'in the middle' as we call it." She wasn't outstanding and she wasn't terribly bad. She was just not performing, but was obviously intelligent.

"This month she was named Employee of the Month," jumps in Debbie. "And that's very unusual for a part-timer—she only works weekends. That's part of the program. But a customer mentioned her for being helpful. She's never sick, and never late. If the company van is late (the company provides transportation for the students), she always calls me. She doesn't take the attitude that it's not her problem."

"We're very serious about the scholarship part of the program," says Johnson. "And some of the students find this out the hard way. If they stop

performing up to the standards, we cut their work hours. They soon learn that we mean it."

The Wegmans work-scholarship program began in January, 1987. Out of 94 students who have enrolled, 60 have succeeded. There are at present 60 students enrolled, and Johnson would like to get that number up to about 100. He has a small staff, just two other full time people and two part-timers, located in the Rochester City School District office. "We needed to be close to the center of things, and we needed the respect of the District," says Johnson. "Nothing has ever gotten through the bureaucracy the way this program has."

Johnson concedes that not all the students can stand the gaff. "We lost about 60 percent when we started. They didn't make the grade because they didn't want to. To drop out of this program, you have to virtually drop off the face of the Earth," Johnson told the local newspaper, "because we catch you at every angle. They're often very surprised that we know so much about them and their progress."

The word "connection" is a very important aspect of the Wegmans program. "All the parts have to be linked or it doesn't work," says Johnson. And by "the parts" he means the three commitments—Wegmans', the Rochester



Allen Johnson, director of the Wegmans Work-Scholarship Connection, in his office at the Rochester City School District.

institution of their choice. They will also be able to keep their jobs at Wegmans.

Does it work? "It works," says Johnson, a former high school teacher for four and-a-half years. "I had a mother and father, and an extended family back home in Virginia. They were all interested in my education. A lot of these kids don't have that. Wegmans is their extended family. Debbie echoes that: "This is a family company. We're treated like family. Just ask Bob and Danny [Wegman]. They're very proud of this program."

The Rochester City School District regards the Wegmans program as an outstanding success, and would like to get other companies involved in something like it.

"What makes this kind of



Bob Wegman, chairman and CEO, and Danny Wegman, president, are both very serious and very proud of the Wegmans Work-Scholarship Connection program now in its fourth year of operation.

program work is the connection of every link," says Johnson, who was working in Wegmans human resources department before starting the *Minute Manager* program. "A broken link is what causes a breakdown in this kind of

program. We even have a summer program of field trips to museums, and picnics to keep in touch, and to see that the brains don't atrophy over the summer."

"Two of the strongest forces at Wegmans are undoubtedly the reasons for the program's success to date. One is the company culture. As Debbie puts it, "Wegmans is quality." The other is the natural commitment of its people. "When we put out the announcement that we were looking for mentors, we thought we might get perhaps 15 volunteers. We got 59 volunteers at our first meeting. We only had 30 students. That's when we knew we were on to something," says Johnson.

Can it work in your company? What have you got to lose?

CASE STUDY: D'AGOSTINO'S "CAREERS IN FOCUS"

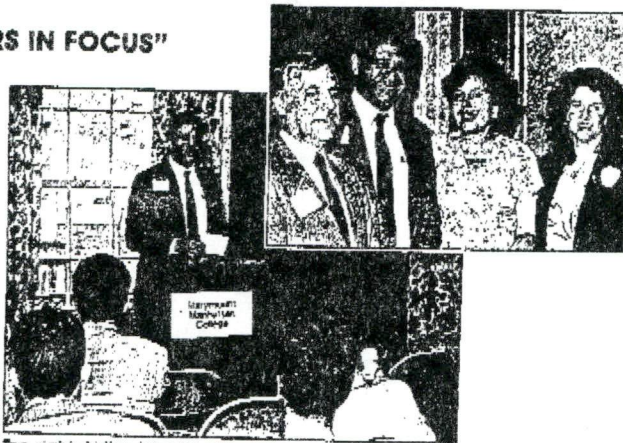
When Roi Tucker, D'Agostino Supermarkets' vice president of human resources was interviewing employees hoping to become department managers, a four-question application turned out to be too high a hurdle for many of the candidates.

"Those were simple questions, like, 'What is your name?' and 'What have you done previously?'" Tucker recalls. "The responses ranged from people who did pretty well to people who just couldn't handle it," he says. "Most people really didn't do very well."

Knowing that clear, precise written and oral communications are essential for running a department successfully, Tucker and Sonya Abby Taylor, an education consultant, started working on a plan to hone the skills of deficient but promising D'Agostino employees in August, 1989.

By July, 1990, the program, "Careers in Focus," had its kick-off meeting. Classroom instruction started in September at Marymount College on New York's upper east side. Plans call for two 13 week sessions of three-hour Friday afternoon classes.

D'Agostino rents the classroom space and pays a tuition charge of \$20 per student/hour. (At press time, there was no word on whether D'Agostino's contribution could be considered tax-deductible.) The 31 students, most full-time employees in their 20s, 30s and 40s, are not



Top right: At the July kickoff for D'Agostino Supermarkets' Careers in Focus program, from left: Nicolas D'Agostino, chairman; Roi Tucker, vice president, human resources; Marilyn Massey, vice president, academic affairs; Marymount College; Sonya Abby Taylor, program director. Above: Roi Tucker addresses students gathered for the July kickoff meeting.

compensated for the time spent learning in the class and with homework assignments.

Based on their performance on a test given during the summer, students have been assigned to one of four classes, reflecting a span in reading proficiency from second grade to post-high school level. By focusing on communication barriers first, Abby Taylor hopes to make subsequent instruction in math and other subjects more effective.

The advanced group's curriculum uses *The One Minute Manager*, by Kenneth Blanchard, Ph.D. and Spencer Johnson, M.D. as a text. As students write and discuss the management ideas incorporated in the 106-page book, the instructor provides on-the-spot tips on grammar and usage.

Lower-level classes spend more time on basic punctuation, spelling, and grammar. The entry-level class, which teaches English as a second language, introduces recent immigrants to vocabulary, spelling and other basic skills.

The number of students has dropped from 42 attending the kickoff to the 31 currently participating. But Tucker says that decline reflects the challenges students face in juggling job, family and school responsibilities, not their response to the program itself.

"The reaction has been incredible. The students find it amazing that a company would take the time and money to help them improve themselves. They're overwhelmed with the opportunity."

—FRANK HAMMEL

CASE STUDY: CERGRO DISSOLVES LANGUAGE BARRIER

Certified Grocers of California (CERGRO)'s array of training programs includes instruction in forklift operations, loading procedures and other specialized warehouse tasks.

In April, 1990, with funding help from California's Employment Training Panel (ETP), the Los Angeles-based wholesale company added basic English skills to its training roster.

About 30 employees in CERGRO's bakery, produce and frozen food warehouses volunteered to participate in a 10-week, 80-hour English course, according to CERGRO training manager John Maloney.

By focusing on language skills, CERGRO's employees could prepare for, and benefit from, the company's job-specific training programs, all of which are conducted in English.

One-Twelve USA, the Burbank, Calif.-based branch of a European company specializing in language skills, customized the language program for the needs of CERGRO workers and managers.

One-Twelve instructors set up classrooms at warehouse offices and accompanied workers to address on-the-job communication barriers. In addition to the 4-8 hours of weekly instruction during normal work hours, students studied on their own time with educational books and tapes.

In addition to support from CERGRO, the program is largely state-funded through ETP. Those funds come from a percentage that all California companies pay for state unemployment insurance. The ETP programs, in turn, try to limit unemployment by raising skill levels.

For CERGRO's part, Maloney describes the initial effort as "a good investment—very helpful for morale. We've noticed employees feel better about their jobs, and are able to read company documents better."

Richard Cowan, One-Twelve vocational training manager, agrees. "CERGRO managers are saying that instead of holding back, not communicating, the employees now come up to talk with them," he says.

CERGRO may apply English language training to other wholesale operations again in 1991, but no schedule was set at press time. —FRANK HAMMEL
Cover story continues on page 59.

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ONE GRAND WINNER
5 RUNNERS-UP
14 HONORABLE MENTIONS



ABP

Background
on the winners
of ABP's Points
of Light awards.

September 26, 1991

TO: Ellen Olender, Office of National Service
FROM: John Emery, ABP
RE: Photo Ops 10/16/91 - ABP P.O.L. Awards

Here is the program copy for the ABP "Points of Light" Grand Award winner, the 5 runners-up, and the 14 honorable mentions.

The list identifies the people who will be present to accept the awards.

If I count right, there are:


- 3 for the Grand Award
- 12 for the 5 Runners-up
- 30 for the 14 Honorable Mentions

45 Individuals - 20 Awardees

The Grand Award and the 5 Runners-up will be called to the stage as a part of the ABP Awards process. The 14 Honorable Mentions will be recognized in their seats.

If, as you suggest, we will run the groups through in a receiving line format to meet President Bush. We would really like to get pictures of ALL 20 groups with the President and can program it to go swiftly.

Thank you for your help.


JRE/c
Attachment

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THE AMERICAN BUSINESS PRESS
1991 POINTS OF LIGHT AWARDS

The American Business Press is proud to announce the winners of its first annual Points of Light Awards competition. Throughout American history, volunteerism has played an important role in solving the serious social needs of our people. The winners of the competition, as reported in the pages of the specialized business press, are fine examples of individuals, corporations and industries that are attacking the roots of our most fundamental problems. By reporting on these efforts, the American Business Press is helping to identify and to multiply successful community service activities in the industries which it serves.

WINNERS

GRAND AWARD WINNER

Wegmans Food Markets, Inc.

Accepting: Robert Wegman, Chairman
and
Allen Johnson, Director,
Work Scholarship Program

For its efforts to alleviate the high school dropout problem as reported in "Can Supermarkets Bring America Back to School?" Wegmans, of Rochester, NY, has instituted a full-scale work-scholarship program which recognizes that educated citizens are the best answer to the social ills of our society. The program provides students with a job and full support to continue in high school. On successful completion of high school and with full adherence to the program's guidelines, the students receive a full-tuition scholarship of up to \$5,000 a year at any accredited school of their choice; they also get to keep their jobs at Wegmans. Out of 94 students who have enrolled in the program since it began in 1987, 60 have completed it successfully.

Supermarket Business
FM Business Publications

Kenneth P. Partch, Editor-in-Chief

RUNNERS-UP

Bell Atlantic

Accepting: Raymond Smith, CEO,
Bell Atlantic
and
Linda Crismond,
Executive Director,
American Library Association

American Library Association For supporting and implementing family literacy programs, as reported in "Bell Atlantic/American Library Association Family Literacy Project." The project is a cooperative effort between Bell Atlantic and the ALA to work on literacy problems at the family and community levels. It is described as a call to action for corporate leaders to enter the literacy arena.

School Library Journal
Cahners Publishing Company

Lillian N. Gerhardt, Editor

Eaton Corporation

Accepting: Kent Johnson,
Human Resources Manager
and
Winston Statton,
Plant Manager

For its employee literacy training program, as reported in "Atlanta's Dirty Little Secret." More than a third of Metro-Atlanta's adults lack the skills to obtain or retain jobs. Eaton and other local employers have committed themselves to literacy training and have provided a role model for thousands of other companies across the U.S.

Business Atlanta
Communications Channels

Kenneth Anderberg, Editor

Neon Enterprises

Accepting: Pat Constantino, President,
Neon Enterprises

For supporting numerous community-help programs, as reported in "Community Spirit." Restaurant operators across the country are supporting extensive volunteer programs to battle illiteracy, aid troubled youths and care for the sick and disabled. This article gives readers ideas on how they can serve their communities.

*LITERACY
YOUTH
Health Care*

Restaurant Business
Bill Communications

Peter Berlinski,
Senior Editorial Advisor

Jose Paulino

**Accepting: Jose Paulino, Sales Rep.
Hoechst-Roussel Pharmaceuticals**

For his volunteer efforts on behalf of inner-city youth in the New York City Adopt-a-Class program, as reported in "Volunteer Points Inner-City Kids Down Road to Graduation." Paulino's main objective is to encourage middle school children to graduate from high school. During his time with the program he has already seen notable results. Participation such as his could be replicated in other school systems.

**Pharmaceutical Representative
McKnight Medical Communications Company**

Kim Ronchetti, Managing Editor

Red Lobster Restaurants

**Accepting: David Longest,
Senior Vice President,
Red Lobster Restaurants**

For its 20-year policy of hiring the disabled. Reported in "The Disabled: Ready, Willing and Able." The Americans with Disabilities Act of 1990 requires employers to provide "reasonable accommodation" for disabled workers. Red Lobster's example shows the business community there is nothing to fear and much to gain from hiring the disabled -- for everyone concerned.

**Training: The Human Side of Business
Lakewood Publications**

Jack Gordon, Editor

HONORABLE MENTION

The Alexander Haagen Company Accepting: The Alexander Haagen Company
For stimulating business in the inner city as reported in "You
Can Do Business in the Inner City."

Monitor
Maclean Hunter Media

Robert E. O'Neill, Editor-in-Chief

Cedars Sinai Medical Center Accepting: Jerome Berkman, Director
of Food and Nutrition,
Cedars Sinai Medical Center

For its job-training program for the needy and unemployed, as
reported in "The Labor Experiment."

Food Management
Edgell Communications

Donna Boss, Editor-in-Chief

The Foodservice Industry

Accepting: Gilbert Kretzer,
Executive Director,
International Food Service
Distributors Association
and
Charles Klenball,
Marketing Director,
Culinary Products,
Nabisco Brands

For donating food, time and money to area food banks and other
charitable organizations, as reported in "Feeding America's Hungry:
The Foodservice Industry Pitches in to Help."

The Foodservice Distributor
Penton Publishing

Carolyn Watkins, Associate Editor

Fernando Mateo

**Accepting: Fernando Mateo, President,
Carpet Fashions**

For helping in the rehabilitation of young prison inmates by teaching them the carpet installation trade, as reported in "New York Dealer's Pilot Prison Installation Group."

**Floor Covering Weekly
Hearst Business Publishing**

Janet Morgan Daly, Editor

Jo-Anne McDowell

**Accepting: Jo-Ann McDowell, President,
Philanthropy by Design**

For establishing a national hotline to track down excess furnishing materials for use in renovation of homeless shelters and social service agencies, as reported in "Social Vision."

**Interiors
BFI Communications**

Paula Rice Jackson, Editor-in-Chief

Mitzi E. McFatrigh

**Accepting: Kelly S. Welch,
Executive Director, CASA**

For her commitment to helping the disadvantaged through her position as executive director of Court Appointed Special Advocates, as reported in "Advocates for Children."

**Contemporary Pediatrics
Medical Economics Company**

Jeffrey Forster, Editor

**Montcalm Community College
Sidney, Michigan**

**Accepting: Donald Burns, President
Montcalm Community College**

For helping to alleviate the nursing shortage and allowing lower-level healthcare workers to advance by providing an LPN training program, as reported in "Climbing the Nursing Ladder."

**Contemporary Long-Term Care
Bill Communications**

James P. Bowe, Editor

10/10/91

Jackie Smith

Allan Johnson on vacation - until Monday

Robert Wegman → Darlene Armstrong (pres. sec.)
(716)-328-2550 ←

[\$10,000 prize ? How does Wegman plan to use it?]

[put back into the program] → Darlene Armstrong

AMERICAN BUSINESS PRESS

Mark Lovett (?)

Jose Paulino (914-476-1908)



Kim Ronchetti → 708-945-0345
Mgt. Editor @ Pharmaceutical Representative

New York (P.S. 136) → New York Middle School

Language & Neon for ...

* (let call Cate for re spend \$5)

American Business Press

Pt of Light Awards

Weyman's

"Can Supermarkets Buy American Back to School"

Supermarket Business

FM Business Publications

Robert Weyman Chair

Allen Johnson, Director - work Scholarship
Program

Main #

(716) 328-2550 [Ms. Johnson
262-8256
W. Broad St.]

Consumer Affairs

464-4760

Rochester City School District

Work Scholarship Program

Through high school

Karen McCoy at 716-328-2550

Allen Johnson's Personal Secretary

★ Jackie Smith

(716) 262-8256

[7:30 - 4:00]

PRICE INCREASES. Americans paid much less attention to the budget.

TAXES/SENATE (AP) -- Democrats delayed Senate Finance Committee consideration of a deficit-reduction plan after President Bush backed away from his endorsement of higher taxes on the rich to pay for a capital gains cut. "In view of the apparent reversal of position..., we will now have to reconsider what the appropriate course of action will be," Sen. Mitchell told reporters. "It's obviously a difficult circumstance for all concerned.... We thought until last night that the...(Committee plan) would be acceptable." Sen. Dole denied Bush had made any decision Tuesday to drop support of a deal that would include capital gains and higher rates. "He listened to us," he said. "He didn't announce his position at all. He didn't acquiesce in what we said."

(UPI) -- President Bush's reversal on a possible tax hike for the rich will force Democrats to reconsider their plan to tie the increase to a capital gains tax cut, Sen. Mitchell said.... Sen. Dole denounced the media for portraying the tax "bubble" as a concession to the wealthy and said tax conflict threatens hopes for a deficit-cutting agreement.... "There is nothing wrong with the 'bubble' unless you are against progressivity," said Dole, angrily.

TAXES/HEINZ (UPI) -- Sen. Heinz said the federal budget must minimize or eliminate tax increases for senior citizens with fixed incomes. "The proposal that would have increased their premiums, for example, for the 5 to 8 million Medicare beneficiaries who are just above the poverty line would have been very unfair," Heinz said. "We're going to change that, I have no doubt about that."

###

8 October 1991

MEMO FOR DAN MC G

FROM: JMB 

SUBJECT: AMERICAN BIS. POL AWARD

THIS JUST IN.....

ACKS MAY INLCUDE: ALEXANDER, MOSBACHER, AND SKINNER;

LUNCHEON SPEAKER STILL NOT FIRM -- MAY BE EAGELBURGER;

OTHERS TO CONSIDER: GERALD HOBBS- CHAIRMAN OF ABP AND CEO OF BPI COMMUNICATIONS AND JOHN EMERY, PRES. OF ABP (WENT TO SCHOOL WITH JIM BAKER)

THE GORUP WILL GO TO CAPITOL HILL

SEE KATHY SUPER'S MEMO AND THE LETTER TO POTUS FROM EMERY (BOTH ATTACHED)

THE WHITE HOUSE
WASHINGTON

APPOINTMENT

SCHEDULE

RESPONSE DUE DATE: July 15, 1991

REQUEST FOR SCHEDULING RECOMMENDATION

MEMORANDUM FOR:

_____ GOVERNOR SUNUNU	_____ PHILLIP BRADY
_____ ANDREW CARD, JR	_____ DAVID DEMAREST
_____ ROGER PORTER	_____ MARLIN FITZWATER
_____ SIG ROHICH	_____ FREDERICK MCCLURE
_____ SUSAN PORTER ROSE	_____ J. BONNIE NEWMAN
_____ EDE HOLIDAY	_____ BRENT SCOWCROFT
_____ CHASE UNTERMAYER	_____ C. BOYDEN GRAY
<input checked="" type="checkbox"/> GREGG PETERSMEYER ✓	_____ ED ROGERS
<input checked="" type="checkbox"/> DORRANCE SMITH	_____

FROM: KATHY L. SUPER
PRESIDENTIAL APPOINTMENTS AND SCHEDULING

Please provide your recommendation the following scheduling request:

EVENT: Host a White House event to recognize the American Business Press Point of Light Award winners

DATE: Fall 1991

LOCATION: The White House

Additional information concerning this event is attached.

YOUR RECOMMENDATION:

Accept XX Regret _____ Surrogate _____ Message _____
Priority _____ Video _____
Routine _____ Satellite _____
Teleconference _____
Written _____

If your commendation is to accept, please cite reasons below

I strongly recommend this event. For two years, we have worked with ABP to help them develop this Points of Light award for their enormous industry. (I have attached a background piece.) They have now done exactly what the President asked of American business which is to conspicuously honor Points of Light in order to encourage the spreading of this kind of program.

PLEASE RETURN TO WINDY WHITE, ROOM 182. OEOB, BY THE RESPONSE DUE DATE ABOVE SO THAT YOUR COMMENTS MAY BE CONSIDERED AS WE PROCEED WITH IS REQUEST.
THANK YOU

ABP

President George Bush
The White House
Washington, DC 20500

Dear Mr. President:

The first round of the competition which you helped us inaugurate has now been completed.

Member publications of the American Business Press have submitted over 100 candidates for ABP's Points of Light Awards. As you may recall, these awards, inspired by the program you initiated, were established to stimulate editors of trade and specialized business magazines to identify and report on outstanding examples of community service by corporations, organizations, or individuals in their diverse markets. Our more than 700 member publications range from PennWell's OIL & GAS JOURNAL to BPI Communications' BILLBOARD.

If it were possible to recognize the winners at a White House event, it would add special significance to our Points of Light program. The visibility of such a meeting would offer further impetus to our editors to seek out strong candidates for the next competition, and would also afford additional incentives to businesses and organizations to become part of the effort. We believe that White House involvement would, to quote your letter to a 1990 meeting of our membership, emphasize that "success in business should not be measured merely by productivity and profits, but also by how business responds to the needs of the less fortunate among us."

Quote from POINTS of Light letter to ABP

If such a meeting could be incorporated into your schedule sometime this fall, the timing would be ideal for our awards process and would stimulate continued growth in ABP's Points of Light effort in the months ahead.

I expect that the senior executives of the 20 finalist companies, as well as the CEOs of 50 of America's largest specialized business and professional publishers, will attend the ceremony. The total audience is likely to range between 80 and 100 highly influential executives who embrace the Points of Light concept.

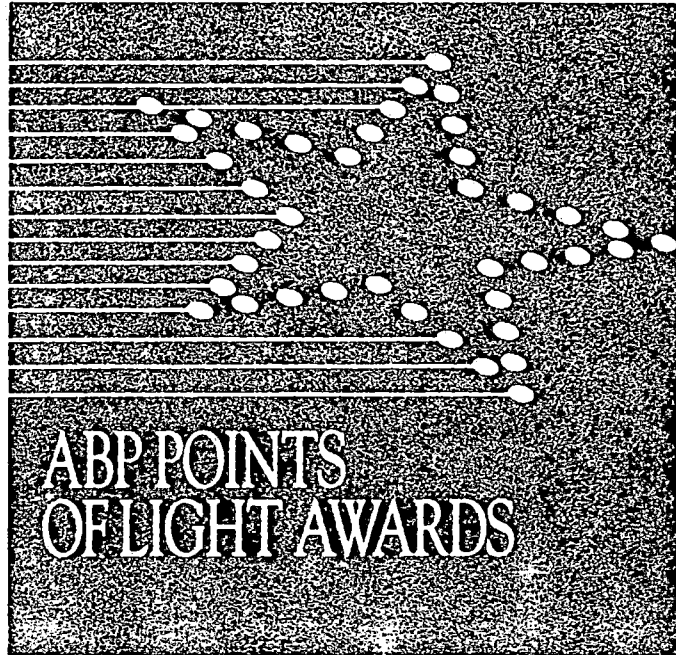
audience

Respectfully,

John R. Emery
John R. Emery
President

*6/26
He Gregg
F.Y.I. my prizes
are crossed.
John*

6/26/91



CALL FOR ENTRIES

American Business Press

ABP Points of Light Awards

Throughout American history, volunteerism has played an important role in fulfilling the needs of people and organizations. In this respect, we are a unique country. In 1835, De Tocqueville wrote, "I have often admired the extreme skill with which the inhabitants of the United States succeed in proposing a common object for the exertions of a great many men and inducing them voluntarily to pursue it." This tradition has continued to the present. Today, many American institutions help to address and resolve some of our most pressing social needs.

ABP publications, with their strong tradition of community service, have a unique opportunity to play an important role in solving social problems. ABP has instituted the Points of Light Awards to encourage members to identify and highlight those institutions, corporations and individuals engaged in fulfilling the recently announced White House initiative which urges all American institutions to attack the roots of our most fundamental problems. By so doing, the American Business Press can help to identify and multiply successful community service activities in the industries we serve.

Deadline: May 31, 1991

Why we are
doing this...

Eligibility

The ABP Points of Light Awards are available only to editors of audited, specialized business publications published by member companies of the American Business Press.

General Information

1. Entry fee: \$75 per entry (for handling and administration)
2. Material must have been published in an ABP member publication in an issue bearing a cover date between January 1, 1990, and March 31, 1991, which has been distributed to the full regular audited circulation.
3. Each magazine may submit as many as four entries.
4. Awards will be made to those institutions and individuals within those institutions whose actions have been recognized in winning articles as outstanding examples of community service.

"Certificates of Recognition" will be awarded to all entries selected as candidates for final judging. Additionally, four runners-up will receive awards.

There will be one Grand Award winner, who will receive a special award.

In every case, the editor who identified the winning activity and the magazine in which his or her story appeared will receive an award similar to that awarded to the company, organization or individual engaged in the activity.

In the case of the Grand Award, a special prize of \$10,000 will be donated to a community service activity selected by the editor or editorial team who identified the activity and wrote the winning article.

5. All entries will be initially submitted to a Screening Board, composed of experienced business publication editors. The highest-scoring entries will be passed along by the Screening Board for evaluation by the Board of Judges, consisting of six individuals with outstanding business journalism or community service credentials.

Criteria

The specialized business press regularly reports examples of community service in their markets. The ABP Points of Light Awards are intended to encourage increased reporting of community service success stories and to motivate other organizations to apply those solutions in their own communities.

Entries should report examples of corporate, professional, labor, education, non-profit or association efforts, on an organizational or individual level, to successfully address the pressing social problems of our time, such as drug abuse, illiteracy, homelessness, AIDS, environmental decay and hunger.

Entries should identify efforts which have led to the solution of one or more of our most critical social problems — solutions which, if adopted by others, are likely to have a favorable impact on a broader scale.

Entries must focus on "hands on" solutions. Articles featuring fundraising, problem definition, general corporate leadership, etc., are not likely to be considered for an Award.

How to Prepare Your Entry

1. Entries must consist of original full-page tearsheets which are unmarked, unadorned and arranged in sequence. Reprints and partial tearsheets are unacceptable. The dates of publication should be apparent; please be sure to write them in where they don't appear. Presentation should not be larger than the normal page size of the publication.

The tearsheets must be firmly bound in a simple, inexpensive folder or scrapbook. Keep in mind that your entry will pass through many hands and must withstand the rigors of judging. The use of paper clips and staples in the binding of the entry will result in automatic disqualification. Many entries are best handled in three-ring binders with acetate protectors.

2. Complete an entry blank or photocopy for each entry.
 - A. List names and titles of editors responsible for the submitted material. Use extreme care in listing these individuals, as names may be neither added nor deleted in winning entries.

- B. Write a background statement of approximately 250 words stating the significance, intent and results of the program or activity featured in the article. *This background statement is critical to the judging process.* Do not include supplementary supporting or impact material — letters, clippings, etc. — with your entry. They will be removed or deleted before judging.

- C. Type the name, title, company or publication, address and telephone number of the individual to whom correspondence regarding the entry should be addressed.

- D. Supply the name and telephone number of a contact at the organization featured in the article.

- E. Make sure the chief editor of the publication signs the entry certifying that all rules have been followed.

3. The completed entry blank must be pasted or glued flat to the front cover of the folder or scrapbook. Do not cover any information on the front of the entry blank with transparent tape or acetate.
4. Use a paper clip — not tape or staples — to attach the entry fee to the entry. A separate check is required for each individual entry. Make checks payable to ABP Points of Light Awards. All checks must be payable in US funds.

5. Mail your entries to ABP Points of Light Awards, American Business Press, 675 Third Avenue, New York, NY 10017.

Each entry must be post-marked by midnight, May 31, 1991, to qualify for judging. Hand-delivered entries will be accepted until 6:00 pm on that date. No deadline extensions can or will be granted.

6. All entrants will be notified of the judging results. The Grand Award winner and four runners-up will receive awards at the ABP Points of Light Awards Banquet scheduled to be held in the fall of 1991 in Washington, DC.

All entries become the sole property of the American Business Press and will not be returned.

Additional entry blanks are available from Ron Sullivan, director of information services, at the American Business Press, 212/661-6360.

Briefer List
of winners &
finalists.

1991 POINTS OF LIGHT COMPETITION

WINNERS AND FINALISTS

GRAND AWARD WINNER

Wegman's

For its efforts to alleviate the high school dropout problem
Reported in "Can Supermarkets Bring America Back to School?"
Supermarket Business
FM Business Publications

RUNNERS-UP

Bell Atlantic

American Library Association
For supporting and implementing family literacy programs
Reported in "Bell Atlantic/American Library Association Family
Literacy Project"
School Library Journal
Reed Publishing, USA/Cahners Publishing Company

Eaton Corporation

For its employee literacy training program
Reported in "Atlanta's Dirty Little Secret"
Business Atlanta
Argus Press Holdings/Communication Channels

Neon Enterprises

For supporting numerous community-help programs
Reported in "Community Spirit"
Restaurant Business
Bill Communications

Jose Paulino

For his volunteer efforts on behalf of inner-city youth in the New
York City Adopt-a-Class program
Reported in "Volunteer Points Inner-City Kids Down Road to Graduation"
Pharmaceutical Representative
Thomson Business Information/McKnight Medical
Communications Company

Red Lobster Restaurants

For its 20-year policy of hiring the disabled
Reported in "The Disabled: Ready, Willing and Able"
Training: The Human Side of Business
Maclean Hunter Publishing/Lakewood Publications

1991 Points of Light Competition
Winners and Finalists -- Page 2

HONORABLE MENTION

The Alexander Haagen Company
For stimulating business in the inner city
Reported in "You Can Do Business in the Inner City"
Monitor
Maclean Hunter Publishing/Maclean Hunter Media

Cedars Sinai Medical Center
For its job-training program for the needy and unemployed
Reported in "The Labor Experiment"
Food Management
Edgell Communications

The Foodservice Industry
For donating food, time and money to area food banks and other
charitable organizations
Reported in "Feeding America's Hungry: The Foodservice Industry
Pitches In to Help"
The Foodservice Distributor
Penton Publishing

**Habitat for Humanity
United Way**
For using meetings and conferences as occasions to work on projects
aimed at solving social problems
Reported in "The Kinder, Gentler Meeting"
Meetings & Conventions
Reed Publishing, USA/Reed Travel Group

**International Longshoremen's and Warehousemen's Union (ILWU)
Pacific Maritime Association (PMA)**
For instituting the Alcoholism/Drug Program to benefit waterfront
workers and extending their efforts to the homeless
Reported in "Come In from the Cold"
Shipping Digest
Geyer-McAllister Publications

K.I.D.S.
For collecting and distributing surplus products to needy children
Reported in "Kids in Distressed Situations"
Children's Business
Capital Cities/ABC/Fairchild Fashion & Merchandise Group

Mariner's Assistance Program
For helping its constituency overcome drug and alcohol addiction
Reported in "Drug Abuse Among Crews"
National Fisherman
Journal Publications

1991 Points of Light Competition
Winners and Finalists -- Page 3

Fernando Mateo

For helping in the rehabilitation of young prison inmates by teaching them the carpet installation trade

Reported in "New York Dealer's Pilot Prison Installation Group"

Floor Covering Weekly

The Hearst Corporation/Hearst Business Publishing

Jo-Anne McDowell

For establishing a national hotline to track excess furnishing materials for use in renovation of homeless shelters and social service agencies

Reported in "Social Vision"

Interiors

BPI Communications

Mitzi E. McFatrigh

For her commitment to helping the disadvantaged through her position as executive director of Court Appointed Special Advocates

Reported in "Advocates for Children"

Contemporary Pediatrics

Thomson Business Information/Medical Economics Company

Pleasant Manor Nursing Home

Wilcox Health Care Center

For helping to alleviate the nursing shortage and allowing lower-level healthcare workers to advance by providing an LPN training program

Reported in "Climbing the Nursing Ladder"

Contemporary Long-Term Care

Bill Communications

Six Flags Theme Park Chain

International Association of Amusement Parks & Attractions

For participation in the education of area youth

Reported in "Amusement Parks Respond to Education Crisis"

Amusement Business

BPI Communications

The Stanley Works

For championing the formation of the Home Improvement Industry

Affordable Housing Coalition, which plans to build affordable housing in three cities

Reported in "Home Improvement Industry Affordable Housing Coalition"

National Home Center News

Lebhar-Friedman

Tony Torrice

For his efforts as a member of the California design community on behalf of people with special needs, and for his leadership in encouraging his colleagues to contribute time, services and resources toward solving social problems

Reported in "Tony Torrice -- A Designer Making a Difference"

Wood & Wood Products

Vance Publishing Corporation

PRESS RELEASE

President Bush Cites ABP's Points of Light Competition

Wegmans Work-Scholarship Program Presented \$10,000 at White House Ceremony

Supermarket Business Honored for Reporting on Education Effort

For Immediate Release

Washington, Oct. 16—President Bush joined the American Business Press in its recognition of the winners of its first annual Points of Light competition at a White House ceremony today.

Wegmans Work Scholarship Connection received the top honor of \$10,000, and Supermarket Business was recognized for reporting on the Wegmans program in its November '90 issue. The magazine, published by FM Business Publications of New York City, received a certificate of merit and a Points of Light trophy.

The President praised ABP for initiating a nationwide Points of Light competition, via the specialized business press, to encourage businesses and organizations of every kind to take an assertive leadership role in supporting volunteer community-service programs.

The winners in ABP's Points of Light competition, joined by ABP editors and executives, had lunch at the Willard Hotel here, where they were given a briefing by Secretary of State James A. Baker.

ABP's Points of Light awards honor individuals and organizations—in addition to the specialized business publications reporting on them—for their roles in addressing hunger, homelessness, disease, illiteracy, AIDS, environmental decay and other pressing social issues.

Wegmans, a supermarket chain based in Rochester, N.Y., was selected from 120 entrants. Its work-scholarship program offers employment to high school students and provides the kind of motivation and support which encourages participants to stay in school.

Post: R-1 Brand	Int: International	Ext: 1000	Ext: 1000
To: John E. ...	From: J. K. ...	CA	
Dept:	Phone #		
File #			
RECEIVED 3-10			

This is ABP's press release - It's not gone out, to my knowledge

ABP Points of Light Winner - 2

As the editors of Supermarket News said in their entry: "The job should not be allowed to compete with school time. Many teachers and parents know that it does. Other parents think that the job really is more important, and they become part of the problem for the teachers. Wegmans faces up to this problem and connects school performance with the job."

The article, "Can Supermarkets Bring America Back to School?," was written by editor-in-chief Kenneth P. Patch.

The five runners-up by subject, publication and publishing company are:

- Neon Enterprises for volunteer community service programs in the restaurant industry, Restaurant Business, Bill Communications
- Family literacy projects sponsored by Bell Atlantic in conjunction with the American Library Association, School Library Journal, Reed Publishing, USA/Cahners Publishing Company
- Red Lobster's nationwide effort to hire the disabled, Training: The Magazine of Human Resources Development, Maclean Hunter Publishing/Lakewood Publications
- Pharmaceutical marketing executive Jose Paulino's participation in New York City's Adopt-a-Class program, Pharmaceutical Representative, Thomson Business Information/Medical Economics Company
- The Eaton Corporation's role in the Atlanta business community's attempts to tackle literacy training, Business Atlanta, Argus Press Holdings/Communications Channels

The runners-up were awarded Points of Light trophies and certificates of merit, and 14 other finalists received certificates.

"Our goal in sponsoring this program," said ABP president John Emery, "is to encourage more reporting on successful corporate community

ABP Points of Light Winner - 3

service and thus to inspire others to apply the solutions within their own businesses and communities.

"The Points of Light Awards seek to mobilize the specialized business press to take the lead in supporting grass-roots programs backed by American business.

"ABP's membership of more than 700 specialized business publications serving more than 32 million executives and managers represents a formidable resource with which to attack many of the country's social ills. Our strategy is to harness that power."

A complete list of ABP's 1991 Points of Light award winners is attached.

#

I LOVE THIS

This is ABP's Proposed Agenda

PROPOSED IDEAL AGENDA
October 16, 1991



AMERICAN BUSINESS PRESS
POINTS OF LIGHT AWARDS
REMARKS BY PRESIDENT GEORGE BUSH
and
CABINET BRIEFING at THE WHITE HOUSE
and
CONGRESSIONAL BRIEFING on CAPITOL HILL

9:00 - 10:00 am - CABINET BRIEFING - Room 450 (O.E.O.B.)

NICHOLAS BRADY, Secretary of Treasury
LAMAR ALEXANDER, Secretary of Education -
JACK KEMP, Secretary of Housing & Urban Development
Sullivan or Cheney or Skinner

10:00 - 10:30 am - Coffee Break and Security Sweep

10:30 - 11:20 am - POINTS OF LIGHT AWARD CEREMONY - *Holds Chairman of ABP + CEO*

C. GREGG PETERSMEYER, Office of National Service

POINTS OF LIGHT FOUNDATION SPEAKER - TBA



11:20 - 11:30 am - PRESIDENT BUSH

11:30 - 12:00 noon - Photo Opportunity

Buses to The Willard Hotel

12:15 - 2:00 pm - LUNCH - The Willard Hotel

Luncheon Speaker: JAMES A. BAKER, III, Secretary of State
LAWRENCE S. EAGLEBURGER, Deputy Secretary,
Office of the Secretary of State

IS THIS CONFIRMED?

Buses to The Hill

CONGRESSIONAL BRIEFING
on
CAPITOL HILL

2:30 - 5:00 pm - BRIEFING BY CONGRESSIONAL LEADERSHIP - Caucus Room

Senate Leadership ---- GEORGE MITCHELL, Senate Majority Leader
BOB DOLE, Senate Minority Leader

House Leadership ----- THOMAS S. FOLEY, Speaker of the House
ROBERT H. MITCHELL, Minority Leader
of the House

Committee Chairmen --- LEE HAMILTON, Chairman, House Subcommittee
on Europe & the Middle East
Etc.

[None of the Cabinet
Secretaries are
confirmed.]
Fully Black will represent
the Board of Light Foundry
Board -

10/4/91

PETERSMYER - 6266

AM. BUSINESS PRESS POL AWARD 10/16/71

* PERRY LUCAS - National Senior → (POL)

* - AFTER 12:30 -

DROP BY 11:20 am (10 mins)

They had their own award - people done work above & beyond
x# of people are new to this -
we are not giving @ to them → 😊

to of 10/8/91

per Emergency
primary
Committee

Acknowledgements

Samar Alexander, Mosbacher, Skinner,
rec. Kathleen Black - now bd. of dir. Pol. Foundati
Cerald Hobbs Chair - ABP press and CEO BPI
Communications

John Emery pres. ABP (went to school w/ Jim
Baker)

Perhaps Egelburger not Baker
L be go to Hill

Not sure luncheon speaker -



Rochester City School District

91 OCT 7 P4:09

FAX TRANSMITTAL

DATE Oct. 7

TO: NAME Daniel Gage

ORGANIZATION White House Speech

FAX TELEPHONE 202-456-6218

FROM: NAME Allen P. Johnson

DEPARTMENT Wegmans
W-5C Program

ROCHESTER CITY SCHOOL DISTRICT
131 WEST BROAD STREET
ROCHESTER, NEW YORK 14614

Number of pages transmitted: 5
(including this page)

Our Facsimile Telephone number is 262-5151

\$7.00
PER COPY

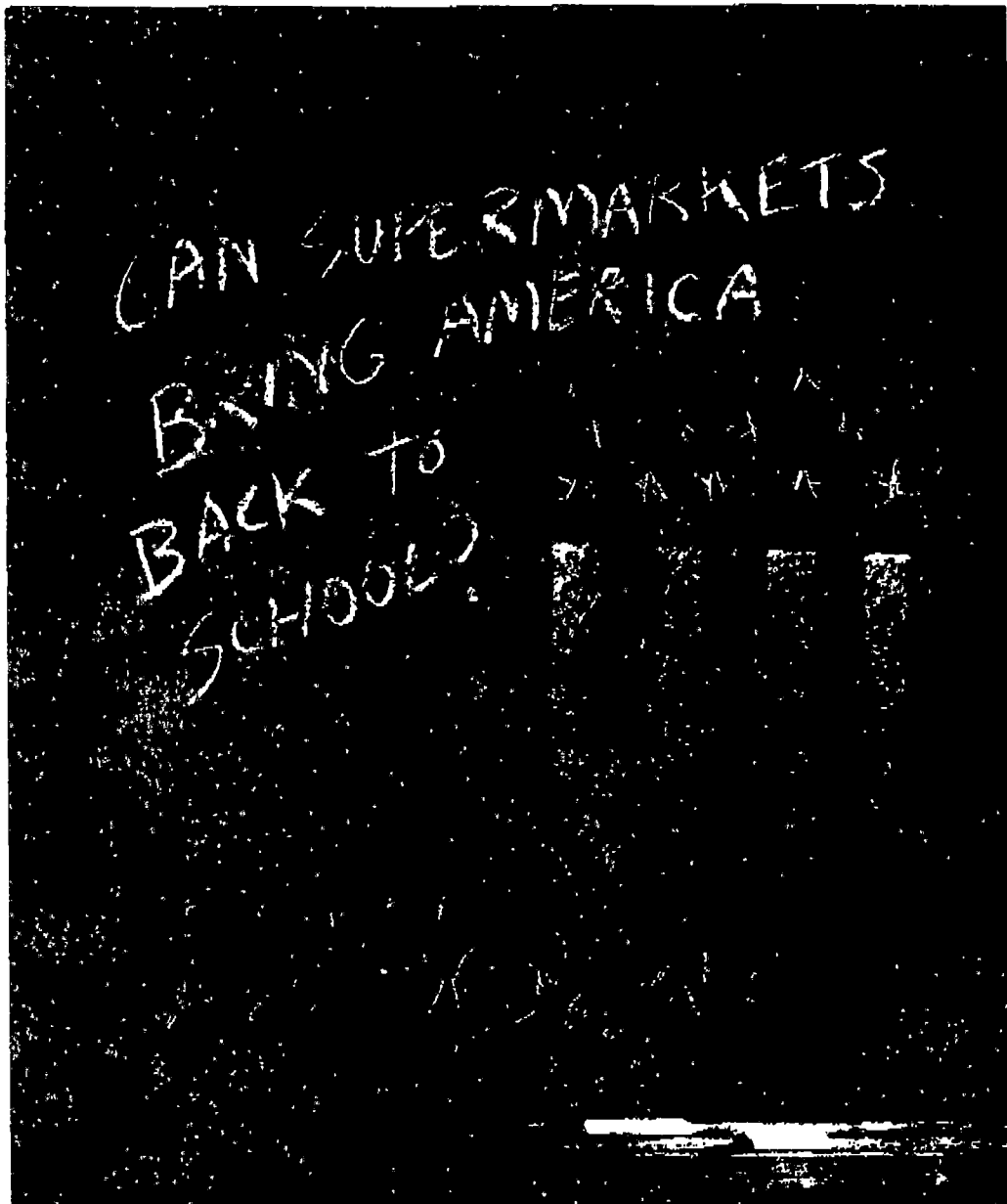
VOLUME 45/NUMBER 11
NOVEMBER 1990

CAN SUPERMARKETS
BRING AMERICA
BACK TO
SCHOOL?



An educated people is our only hope for solving the rest of our social, economic and environmental problems. With the schools in crisis, the need is overwhelming. But somebody has to start somewhere. Supermarkets, with a great and growing need for quality people, are beginning to try.

BY KEN PARTCH



It's a remedial reading and writing program at D'Agostino's in New York City. It's bridging the language barrier at Certified Grocers of California. It's a full-scale work-scholarship program at

Wegmans to help prevent dropouts in Rochester, N.Y.

Whatever the approach, new ways are being found to cope with a problem that is threatening the very lifeblood of the nation ... a problem that won't

wait, and won't go away.

In the process, supermarkets are discovering that one of America's greatest untapped educational resources is the people within one's own company.

Wanda Copland knew her way around. At 14, she knew that nobody gave you anything. She knew that most people could not be trusted, and that trying to do your best just didn't get you anywhere. So why try? Still, she could use the job, and she heard that Wegmans might be hiring. They also had this program.

"Wanda was tough," Debbie Youles remembers. (Debbie is the cheese shop manager at Wegmans' Brooks-Chill store in southwestern Rochester, N.Y.) She says it with obvious

pride, because she helped change Wanda. Debbie is a "mentor."

This year, four years after entering the Wegmans Work Scholarship Connection, Wanda, once a prime candidate to be a high school dropout, will enter college in January. "Everything about Wanda said 'Don't get close,'" says Debbie. "We got her out of a school that was inappropriate for her and into another school. She was getting all D's and F's. It took 10 weeks to show any improvement. It took 25 weeks to get her to trust me.

"I was always good in math at school, although I only went to college for one year. We didn't have any tutors then, so I tutored her. I went to the teacher and persuaded her to let me have the book they were using. I had gone through calculus, but I still had to study this new math. When I have a problem with something I don't understand, I go to the teacher.

"Finally, I got Wanda to let me help her. I got her to come in early before work hours and during lunch hours. We would use the break room, or the

Kim Hagins works weekends at Wegmans Brooks-Chili store. Debbie Youles, cheese shop manager, is Kim's on-the-job mentor. Debbie says being a mentor makes her a better manager of people.



At top, Kim works with Yolanda Galson, a Work-Scholarship tutor. Left, W-S students at weekly "enrichment" session. Session leader (standing) is Gloria Hunter. Clockwise, Kim, Tanissa Miller, Venus Waddell and Kenya Davis.



manager's office if he wasn't in. We were all learning then. But all we needed was one success to show us what was needed." Debbie doesn't use the word, but it was obvious what Wanda needed and what Debbie was able to give. Tough love.

More than a role model

"Wanda and I eventually became friends. I took her places and we did things together. When she became 16, she became my babysitter. I have three boys—13, nine and six years old."

The role of the mentor is to be just that—a role model, a friend, to offer advice and to help.

"A lot of these kids have been programmed to death," says Allen Johnson, director of Wegmans Work-Scholarship Connection. "They don't necessarily trust programs anymore, because they can be in this or that program for a year, and then the person directing it moves on to something else, and the kid is left high and dry. It's a turn-off."

Debbie Youles has been with Wegmans for 11 and a half years. She's proud of it, and wants to talk about it, but mostly she wants to talk about "the program." She has a now protegee, now, Kim Hagins, 15. Kim is not the challenge that Wanda was, but as a ninth grader she was slipping away.

"She was just falling through the cracks," says Johnson. "She was 'in the middle' as we call it." She wasn't outstanding and she wasn't terribly bad. She was just not performing, but was obviously intelligent.

"This month she was named Employee of the Month," jumps in Debbie. "And that's very unusual for a part-timer—she only works weekends. That's part of the program. But a customer mentioned her for being helpful. She's never sick, and never late. If the company van is late (the company provides transportation for the students), she always calls me. She doesn't take the attitude that it's not her problem."

"We're very serious about the scholarship part of the program," says Johnson. "And some of these students find this out the hard way. If they stop

performing up to the standards, we cut their work hours. They soon learn that we mean it."

The Wegmans work-scholarship program began in January, 1987. Out of 94 students who have enrolled, 60 have succeeded. There are at present 60 students enrolled, and Johnson would like to get that number up to about 100. He has a small staff, just two other full-time people and two part-timers, located in the Rochester City School District office. "We needed to be close to the center of things, and we needed the respect of the District," says Johnson. "Nothing has ever gotten through the bureaucracy the way this program has."

Johnson cautions that not all the students can stand the gauntlet. "We lost about 60 percent when we started. They didn't make the grade because they didn't want to. To drop out of this program, you have to virtually drop off the face of the Earth," Johnson told the local newspaper, "because we catch you at every angle. They're often very surprised that we know so much about them and their progress."

The word "connection" is a very important aspect of the Wegmans program. "All the parts have to be linked or it doesn't work," says Johnson. And by "the parts" he means the three commitments—Wegmans', the Rochester

School District's and the students'.

The target group is students of 14 and 15 years of age who have the ability to succeed at school but who are not working up to their full potential. The students are recommended by teachers or counselors, but it is Wegmans who makes the final selection.

Student contracts

Once the selection is made, the student signs a contract with Wegmans. Wegmans commits to providing a part-time job at the supermarkets, transportation on weekends to and from work, pre-employment and follow-up workshops to help the student understand the relationship between school and work, a mentor at the job site to guide and support the student as a new employee, and when necessary a tutor (who is a trained Wegmans scholarship winner). The tutors are paid, but the mentors are not.

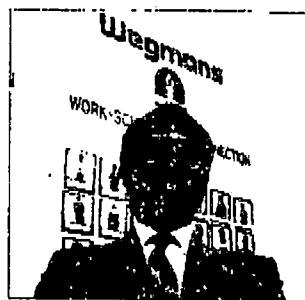
The Rochester City School District is committed to provide a school sponsor for each participant. This is a member of the district staff whose role is to keep abreast of what is happening to the student's life and to serve as a liaison with Wegmans. The sponsor communicates the student's progress to the Wegmans mentor. The school sponsor is chosen by the student to serve as an open line of communication. The District provides training for the Wegmans tutors.

Finally, the student is committed to work cooperatively with the Wegmans mentor, the school sponsor, the Wegmans Work-Scholarship staff and the tutors. The student obtains all necessary documents that are required to work legally. The student agrees to adhere to all company rules and regulations, to maintain a good attendance record at work and at school, and not to possess, sell or use illegal drugs or alcoholic beverages.

Full-tuition scholarship

Students who successfully complete their high school education and adhere to all guidelines of the program will receive a full tuition scholarship (up to \$5,000 per year) to enroll in any accredited

Continued on page 28



Allen Johnson, director of the Wegmans Work-Scholarship Connection, in his office at the Rochester City School District.

institution of their choice. They will also be able to keep their jobs at Wegmans.

Does it work? "It works," says Johnson, a former high school teacher for four and-a-half years. "I had a mother and father, and an extended family back home in Virginia. They were all interested in my education. A lot of these kids don't have that. Wegmans is their extended family. Debbie echoes that: "This is a family company. We're treated like family. Just ask Bob and Danny [Wegman]. They're very proud of this program."

The Rochester City School District regards the Wegmans program as an outstanding success, and would like to get other companies involved in something like it.

"What makes this kind of



Bob Wegman, chairman and CEO, and Danny Wegman, president, are both very serious and very proud of the Wegmans Work-Scholarship Connection program now in its fourth year of operation.

program work is the connection of every link," says Johnson, who was working in Wegmans human resources department before starting the Work-Scholarship program. "A broken link is what causes a breakdown in this kind of

program. We even have a summer program of field trips to museums, and picnics to keep in touch, and to see that the brains don't atrophy over the summer."

Two of the strongest forces at Wegmans are undoubtedly the reasons for the program's success to date. One is the company culture. As Debbie puts it, "Wegmans is quality." The other is the natural commitment of its people. "When we put out the announcement that we were looking for mentors, we thought we might get perhaps 15 volunteers. We got 59 volunteers at our first meeting. We only had 30 students. That's when we knew we were on to something," says Johnson.

Can it work in your company? What have you got to lose?

CASE STUDY: CERGRO DISSOLVES LANGUAGE BARRIER

Certified Grocers of California (CERGRO)'s array of training programs includes instruction in forklift operations, loading procedures and other specialized warehouse tasks.

In April, 1990, with funding help from California's Employment Training Panel (ETP), the Los Angeles-based wholesale company added basic English skills to its training roster.

About 30 employees in CERGRO's bakery, produce and frozen food warehouses volunteered to participate in a 10-week, 80-hour English course, according to CERGRO training manager John Maloney.

By focusing on language skills, CERGRO's employees could prepare for, and benefit from, the company's job-specific training programs, all of which are conducted in English.

One-Twelve USA, the Burbank, Calif.-based branch of a European company specializing in language skills, customized the language program for the needs of CERGRO workers and managers.

One-Twelve instructors set up classrooms at warehouse offices and accompanied workers to address on-the-job communication barriers. In addition to the 4-8 hours of weekly instruction during normal work hours, students studied on their own time with educational books and tapes.

In addition to support from CERGRO, the program is largely state-funded through ETP. Those funds come from a percentage that all California companies pay for state unemployment insurance. The ETP programs, in turn, try to limit unemployment by raising skill levels.

For CERGRO's part, Maloney describes the initial effort as "a good investment—very helpful for morale. We've noticed employees feel better about their jobs, and are able to read company documents better."

Richard Cowan, One-Twelve vocational training manager, agrees. "CERGRO managers are saying that instead of holding back, not communicating, the employees now come up to talk with them," he says.

CERGRO may apply English language training to other wholesale operations again in 1991, but no schedule was set at presstime. —FRANK HAMMEL
Cover story continues on page 59.

CASE STUDY: D'AGOSTINO'S "CAREERS IN FOCUS"

When Roi Tucker, D'Agostino Supermarkets' vice president of human resources was interviewing employees hoping to become department managers, a four-question application turned out to be too high a hurdle for many of the candidates.

"These were simple questions, like, 'What is your name?' and 'What have you done previously?'" Tucker recalls. "The responses ranged from people who did pretty well to people who just couldn't handle it," he says. "Most people really didn't do very well."

Knowing that clear, precise written and oral communications are essential for running a department successfully, Tucker and Sonya Abby Taylor, an education consultant, started working on a plan to hone the skills of deficient but promising D'Agostino employees in August, 1989.

By July, 1990, the program, "Careers in Focus," had its kick-off meeting. Classroom instruction started in September at Marymount College on New York's upper east side. Plans call for two 13 week sessions of three-hour Friday afternoon classes.

D'Agostino rents the classroom space and pays a tuition charge of \$20 per student/hour. (At press time, there was no word on whether D'Agostino's contribution could be considered tax-deductible.) The 31 students, most full-time employees in their 20s, 30s and 40s, are not



Top right: At the July kickoff for D'Agostino Supermarkets' Careers in Focus program, from left: Nicolas D'Agostino, chairman; Roi Tucker, vice president, human resources; Marilyn Mastey, vice president, academic affairs, Marymount College; Sonya Abby Taylor, program director. Above: Roi Tucker addresses students gathered for the July kickoff meeting.

compensated for the time spent learning in the class and with homework assignments.

Based on their performance on a test given during the summer, students have been assigned to one of four classes, reflecting a span in reading proficiency from second grade to post-high school level. By focusing on communication barriers first, Abby Taylor hopes to make subsequent instruction in math and other subjects more effective.

The advanced group's curriculum uses *The One Minute Manager*, by Kenneth Blanchard, Ph.D. and Spencer Johnson, M.D. as a text. As students write and discuss the management ideas incorporated in the 106-page book, the instructor provides on-the-spot tips on grammar and usage.



Lower-level classes spend more time on basic punctuation, spelling, and grammar. The entry-level class, which teaches English as a second language, introduces recent immigrants to vocabulary, spelling and other basic skills.

The number of students has dropped from 42 attending the kickoff to the 31 currently participating. But Tucker says that decline reflects the challenges students face in juggling job, family and school responsibilities, not their response to the program itself.

"The reaction has been incredible. The students find it amazing that a company would take the time and money to help them improve themselves. They're overwhelmed with the opportunity."

—FRANK HAMMEL

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

October 16, 1991

REMARKS BY THE PRESIDENT
IN AMERICAN BUSINESS PRESS POINTS OF LIGHT AWARD CEREMONY

Room 450
Old Executive Office Building

11:22 A.M. EDT

THE PRESIDENT: Thank you all for being here. And I know that I'm joining this program in progress, but it is my pleasure to officially welcome all of you to the White House. And let me salute Gerry Hobbs, the Chairman of the American Business Press, your President, John Emery; and Cathy Black, President of the Association -- of the American Newspaper Publishers Association, and a member, I might proudly say, of our Points of Light Foundation.

Let me -- I don't know where he is, he was at the door a minute ago -- here's Gregg. Gregg Petersmeyer, you can't miss him. (Laughter.) But I do want to single out Gregg, salute him for the inspirational job he's doing as our key person here involved in this whole Points of Light concept.

And finally, I want to thank the American Business Press for encouraging their member publications to spill ink on behalf of such a good cause. We all know the value of competition in the business world. And this awards program shines the spotlight on companies that transform their communities through volunteer service.

As I've said before, America's corporations are not just profit-making monoliths. American businesses and America's business press aren't just stocked with human resources, so many infinitesimal fractions of the GNP. They're filled with real people -- men and women -- neighbors, members of our communities -- parents with kids to raise, people with something to give, gifts to give. And one glance into the pages of your publications shows business at its best -- people producing goods and services we need; people devoting tens of thousands of hours to worthy causes.

Take this year's grand award winner, Wegmans Food Markets, a family-run supermarket chain based in Rochester, New York, profiled in Supermarket Business. Supermarkets often draw on school-age workers to fill their part-time work force -- and we all know the difficulties of holding down a job and keeping up in school. Four years ago, Wegmans initiated the Work-Scholarship Connection, a program to help kids succeed at work and in the classroom. And their target: fourteen- and fifteen-year-olds, especially those faltering at school -- the kind of kids in danger of becoming tomorrow's dropouts.

Wegmans gives these kids a part-time job and assigns each one a mentor at the supermarket: an adult coworker, possibly a supervisor, who lends a hand with homework during work breaks -- or maybe just lends a sympathetic ear to some teenager too used to adults who just don't seem to care. Each mentor works with a school sponsor to track their child's progress. And Wegmans is tough: You've got to do the job in school. And if the kids don't do well, Wegmans hears about it and cuts the kid's work hours.

But there's a real payoff for the kids who graduate. Each one gets a scholarship of up to \$5000 to the college of their

MORE

choice -- and yes, if they go to a college near home, they keep their job at Wegmans. (Laughter.)

No, but that Work-Scholarship program of theirs shows how ordinary people can do extraordinary things.

The mentors who make Wegmans' program work aren't paralyzed because they can't single-handedly save the world. They're too busy saving the future -- the child who lives right down the street. That same spirit motivates the runners-up that we honor today: Bell Atlantic, for its family literacy project, profiled in the School Library Journal; Eaton Corporation, for its literacy work in Atlanta as reported in Business Atlanta Magazine; Neon Enterprises, for its work with at-risk youth and others in need, as publicized in Restaurant Business; Red Lobster Restaurants, recognized by Training; The Human Side of Business for their 20-year policy of hiring the disabled; and finally, Jose Paulino, whose story was told in the pages of Pharmaceutical Representative.

You won't find Jose's name on the Fortune 500, maybe, but when he's not busy making sales, you can find him at New York's P.S. 136, where he's adopted a seventh grade class.

In the article, Jose says about adopting a class -- and I quote: "It doesn't cost anything, it doesn't take that much." Well, whatever it takes -- he's got his share and more.

Every one of the American Business Press's points of light proves you never know who's ready to help until you ask. And when Wegmans started their program, it lined up 30 junior high students who needed help, and put out a call for 15 employees to become mentors, to step into the program to help. Fifty-nine volunteers stepped forward and the program's taken off from there.

So this is a wonderful example. These are wonderful examples for our entire country. And, you know, when we first started this, there were some who started emphasizing this concept that de Tocqueville found so fascinating about America, the propensity of one American to help another. Some suggested that we were trying to avoid the government's responsibility, but that's not the way it works. This whole concept that you all represent and believe in is really the best and most fundamental way we can of helping others and helping our own communities in strengthening the family in this country or doing better for education.

But we're going to try to do our part here at the federal level, but I must say that I just feel overcome, because I see the effectiveness of this whole spirit of Points of Light concept, one American helping another. And it is inspirational and I really wanted to just come over and thank the business press for opening the pages of its very influential publications, opening eyes in so many industries to the shining story of so many Points of Light.

So, once again, my heartfelt thanks to each and every one of you, and God bless you all for the contributions you make. And now, I'm told that I get to say hello to some, at least, of those that you're honoring here today.

Thank you very, very much. (Applause.)

END

11:30 A.M. EDT