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Collection/Office of Origin: Speechwriting, White House Office of
Series: Speech File Backup Files
Subseries: Chron File, 1989-1993

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Folder ID Number: 13778-002

Folder Title:
Video-National Assoc. of Realtors 10/25/91 [OA 8317]

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VIDEO MESSAGE FOR THE
NATIONAL ASSOCIATION OF REALTORS ANNUAL CONVENTION

VIDEO SESSION DATE:

October 21, 1991

VIDEO DEADLINE:

November 1, 1991

FOR BROADCAST:

No

CONTACT:

Rick Shaughnessy, (312) 661-FILM

DELIVERY:

Mr. Rick Shaughnessy
Producer
1st Generation Film/Video
429 West Ohio, Sixth Floor
Chicago, Illinois 60610

FORMAT:

BRIEFING PAPER INFORMATION:

VIDEO MESSAGE FOR THE NATIONAL ASSOCIATION OF REALTORS: The National Association of Realtors is comprised of 800,000 members -- the largest association of its kind in the country. The organization has requested a Presidential video to be presented at its annual convention in November. The President addressed the convention in 1989.

NOTE:

The message will be for the annual convention only.



VIDEO

July 11, 1991

Mr. Sig Rogich
Assistant to the President
for Public Events and Initiatives
The White House
Washington, DC 20500

teleconference

Dear Mr. Rogich:

Each year 1st Generation Film/Video produces an important program for our client, the NATIONAL ASSOCIATION OF REALTORS® (NAR).

The program features the newly-elected President of NAR, and communicates the Association's goals and objectives for the coming year. During the broadcast, NAR's first female president, Ms. Dorcas Helfant, will deliver her personal message for 1992, "Elect Success", to the membership. On behalf of the NATIONAL ASSOCIATION OF REALTORS®, we respectfully request an appointment for Ms. Helfant to meet briefly with President Bush to express both her and NAR's support of the administration. 1st Generation Film/Video would like to videotape a portion of the meeting; and include it in this year's program.

The NATIONAL ASSOCIATION OF REALTORS® is the largest association of its kind in the country, comprised of 800,000 members throughout the United States and its protectorates--members who are active in local, state, and national elections. The program we are producing will be shown during NAR's annual convention in November--a convention President Bush addressed in person in 1989. In addition, each of the 1853 State Associations and local Boards of REALTORS® will receive a copy of the video for their members to view. Granting Ms. Helfant a few minutes of his time will afford President Bush the opportunity to reach a large segment of his constituency with an affirmation of his interest in its concerns.

We have contacted you at the earliest possible date to explore the possibility of scheduling a meeting between the President and Ms. Helfant. Ms. Helfant, an NAR representative, and a video crew are willing to come to Washington at the President's convenience on or before October 25, 1991.

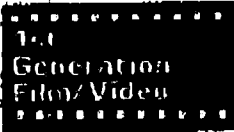
Thank you for your consideration. We look forward to your response.

Sincerely,

Rick Shaughnessy
Producer
1st Generation Film/Video

William D. North
Executive Vice President
NATIONAL ASSOCIATION OF REALTORS®

cc: Steve Driesler, Senior Vice President and Chief Lobbyist
NATIONAL ASSOCIATION OF REALTORS®
Jerry Jaros, Senior Vice President, Communications and Information Services Group
NATIONAL ASSOCIATION OF REALTORS®



11 October 1991

TO: Sherri Kemston

FROM: Rick Shaughnessy

RE: Videotape speech for President Bush

Please find accompanying this transmission the speech for President Bush.

As the script is reviewed for editing, please allow me to again familiarize you and your colleagues with the objectives of the program and its presentation.

1. The program serves as an introduction to the new NATIONAL ASSOCIATION OF REALTORS President, Dorcas Helfant.

2. The video program presents the issues and objectives of the NAR for the upcoming year.

NO Individual copies of the program are sent to each of the 1853 State Associations and local Boards of REALTORS for their members to view. The program will also be aired at the association's national convention in November.

If you have any questions, please contact my *JES* office. Thanks again for all your assistance.

Rick Shaughnessy

①

Americans today are living in one of the most dynamic eras in recent history. As we witness the emerging democracies in Eastern Europe and a resurgence of national pride among our own citizens, we are assured that whatever evolves from the incredible changes that are taking place throughout the world, we, as a nation will control our own destiny and move forward with continued economic strength and geopolitical influence.

You, as members of the NATIONAL ASSOCIATION OF REALTORS®, are positioned to help solve some of our country's most pressing concerns including housing our homeless, preserving our fragile environment, bolstering our commercial industry, and creating affordable housing for all of our citizens.

You and I both know there are no quick-fix solutions to these problems, but yours is an organization that has traditionally faced major issues head on and worked cooperatively to seek solutions for the benefit of all our citizens. In so doing, you have been blessed with leaders who have anticipated challenges and have had the wisdom to respond effectively. Your 1992 President, Dorcas Helfant, is

②

representative of this kind of leadership just as she is representative of you - the product of good old-fashioned American values...hard work and perseverance...with an abundance of each that has allowed her to emerge as the first female president of the nation's largest professional trade association. In anticipating challenges for 1992, Dorcas has raised a banner called "Elect Success" - personally, professionally, and politically. This could well be the rallying cry of every business person in the country as we enter an election year that will have long term effects on our economic and social infra-structure. I have stated that we control our own destiny, but only if we recognize and understand the challenges that lie before us and work with leaders like Dorcas Helfant to establish real and workable solutions.

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Fact Check Copy

Nix
October 15, 1991
Draft one/11:30 a.m.
REALTORS

PRESIDENTIAL VIDEO: NATIONAL ASSOCIATION OF REALTORS
MONDAY, OCTOBER 21, 1991

Greetings I know I could talk volumes about the collective contributions of the National Association of Realtors. But much more to your tribute -- you **continue** to offer yourselves and your efforts to some of this country's most pressing concerns, including housing our homeless, preserving our fragile environment, bolstering our commercial industry, and creating affordable housing for all our citizens.

Some of you may remember that the last time I spoke with you, I also addressed the issue of affordable housing when I announced this administration's strategy to bring basic shelter and affordable housing within reach of millions of Americans -- we've called it the HOPE initiative: Homeownership and Opportunity for People Everywhere. HOPE will address a full range of housing concerns, from shelter for the homeless to affordable housing for low-income families to initiatives that open access to expanded job opportunities and help millions more Americans own their own homes.

You and I both know there are no quick-fix solutions to these problems, but we also know that the true measure of success isn't how many families we add to housing assistance rosters; it's how many families we move up and out into the ranks of homeowners.

Yours is an organization that has traditionally faced major issues such as this head on and worked cooperatively to seek solutions for the benefit of all our citizens.

In so doing, you have been blessed with leaders who have anticipated challenges and have had the wisdom to respond effectively. Your 1992 President, Dorcas Helfant, is representative of this kind of leadership just as she is representative of you, the product of steadfast American values - - hard work and perseverance -- with an abundance of each that has allowed her to emerge as the first female president of the nation's largest professional trade association. ✓

I mentioned before that we control our own destiny, but only if we recognize and understand the challenges that lie before us and work with leaders like Dorcas to establish real and workable solutions.

Barbara and I wish you well as you continue in your efforts to lead this country forward. Thank you and God bless each and every one of you.

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From Treasury

POINTS ON THE ECONOMY

The Economy is Moving in the Right Direction and Consumers Have Reason to be Confident:

- ✓ -- Industrial production has risen for five straight months.
- ✓ -- Housing starts are up 26 percent since January.
- ✓ -- The unemployment rate in September fell to 6.7% from 6.8% in July and August and 7.0% in June.
- ✓ -- After the last recession, an unemployment rate this low was not achieved until 1986, the fourth year of the economic expansion.
- ✓ -- The index of leading economic indicators has been steady or increasing for seven straight months. The index has increased by about five percent since January.

Inflation and Interest Rates are Low:

- ✓ -- Inflation is down to an annual rate of 2.7%.
- Mortgage interest rates are down to the lowest level since 1977.
- The prime rate for corporate borrowers has fallen to 8.0%.

The President Has Offered Proposals to Promote Growth:

- Incentives for savings, investment, entrepreneurship;
- Expanding trade and opening markets abroad for American goods and services;
- Maintain the fiscal discipline established by the budget agreement;
- Increasing Research and Development and providing a permanent R&D tax credit;
- Strengthening the quality of our work-force through the America 2000 education reforms;
- Reforms for a safer and more internationally competitive banking system;
- Promoting tort reform.

October 9, 1991

TALKING POINTS ON REFORMS TO EASE THE CREDIT CRUNCH

- o The President yesterday approved several recommendations from the EPC for easing the "credit crunch." They include:
 - Expanding the lending capacity of banks by removing the 25% limit on Preferred Stock in Tier One capital, which will conform U.S. capital requirements with those of other countries.
 - Streamlining the appeal process for bankers who believe examiners have made an error.
 - Changes in real estate policies. Issuance of a new, comprehensive set of guidelines for valuation of real estate, with a random audit process to make sure that they are followed; and an increase in the minimum loan size which triggers an appraisal requirement from \$50,000 to \$100,000.
 - National meeting of examiners. Convening a national meeting of examiners in mid-November to discuss the economy and relevant policy changes and guidelines.
- o The President also called on the Congress to take action on a series of proposals that could help ease the "credit crunch," including:
 - Banking reform;
 - Lender liability legislation;
 - The President's proposed growth package of capital gains tax rate reduction, personal savings incentives, establishment of a permanent R&D tax credit, increased investment in science, technology and infrastructure, and education reform;
 - Confirmation of nominees to leadership positions in the bank and thrift regulatory agency.
- o These actions build on previous steps the Administration has taken to address this problem. Examples of actions taken previously include:
 - On March 1, 1991, the Treasury Department issued a series of policy changes and clarifications for bank examiners. The Department has subsequently issued guidelines for their implementation;
 - On June 24, 1991, the EPA issued a proposed rule to clarify the limits on the liability of lenders for Superfund cleanup costs, when their participation is merely that of lenders and not long-term operators.

year of our Lord nineteen hundred and eighty-nine, and of the Independence of the United States of America the two hundred and fourteenth.

George Bush

[Filed with the Office of the Federal Register, 11:39 a.m., November 13, 1989]

Remarks to the National Association of Realtors, in Dallas, Texas
November 10, 1989

Thank you, Ira. I know I speak for everyone here today when I salute you for serving so ably as the president of the National Association of Realtors. And my best wishes to your successor, Norm Flynn. And let me also recognize—rerecognize, if you will, the man who is doing such wonderful work, bringing vision to HUD, putting through the tough new reforms that ensures that his agency serves people in need, my outstanding Secretary of HUD, Jack Kemp. I am so proud he's with me here today. And of course, an old friend and a fine Member of Congress who traveled down on Air Force One with Barbara and Jack and me today, Dallas' own Congressman Steve Bartlett. And of course, I'm delighted that the mother of the Texas Rangers boss is here today, my wife, Barbara, the "Silver Fox."

Before going into my main remarks, let me just say a word about the momentous events in East Germany. I was moved, as you all were, by the pictures of Berliners from East and West, standing atop the Wall with chisels and hammers, celebrating the opening of the most vivid symbol of the Iron Curtain. And then today, just on the plane coming down, I read a report where 18 new border crossings would be made in the Wall in the near future. And to be honest with you, I doubted that this would happen in the very first year of this administration. Twenty-eight years after the desperate days of 1961, when tanks faced off at Check Point Charlie and that terrible barrier was built—now the East German Government has responded to the wishes of its people. And while no one really accurately predicted the speed of the changes under-

way in Eastern Europe—and certainly I didn't—but last May, right here in Texas, over at Texas A&M, I noted hopeful, indeed, remarkable signs of a Soviet break with the cycles of the past. And I called upon the Soviet Union to support self-determination for the nations of eastern and central Europe and to tear down the Iron Curtain. And now we're seeing it happen. And when I visited Poland and Hungary in July, I sensed that historically important events there held the seeds for even more dramatic change.

And this played a big part in the decision last July made, really, at the G-7 meeting in Paris. On the way back, I proposed a face-to-face meeting with President Gorbachev before next spring's summit. And the Malta meeting, given recent events, takes on, I think, even more importance than when I conceived the idea 3½ months ago.

The changes in recent months make clear that the process of reform initiated by the Eastern Europeans and supported by Mr. Gorbachev and by America and by our allies is real, offers us all much hope, and deserves our continued encouragement. We're living in fascinating times, and we will seize every opportunity to contribute to lasting peace and to extend democracy. And in doing so, I will conduct the foreign policy of this great country with the prudence that these fascinating times, times of change demand—and with the imagination. The 1980's has been the decade of American renewal. And I believe that around the world, the 1990's will inevitably be the decade of democracy.

Ira mentioned to me that my speech is a special occasion for this association, and I said I was honored. And then Ira said, "Well, it's not often that we're addressed by someone who lives in public housing." [Laughter] And you know something: Barbara and I get just as emotional about it today as the day we first walked in there. The truth is, I am not a real estate wizard. When I was elected to Congress—and I get reminded about this by Barbara—when I was elected to Congress in 1966, we needed to make housing arrangements up in Washington. We were in Houston. And at that time, Senator Al Simpson's father, Milward Simpson, was retiring and moving back to

Wyoming. So, I bought the Simpson house, sight unseen over the telephone. And when we got to Washington, there were just two problems: We found out right away that the house wasn't quite big enough for our family, and we found out when we put the place up for sale that it wasn't worth quite as much as we paid for it. [Laughter] And that's my claim to fame in your business. I'm the only person who ever lost money in Washington real estate in the last 20 years. [Laughter] Ira, where the hell were you when I needed you? [Laughter]

But few people have done more for the real estate industry than Barbara and I have. We've moved 28—this is true—we have moved 28 times in our 44 years of marriage. [Laughter] You ought to be smiling. Now, I know what you're thinking: What a dream client my family would make for any realtor. [Laughter] In fact, [Director] Dick Darman over at OMB is calculating the commissions we've paid over the years, measured as a percentage of the gross national product. [Laughter]

But I came here today to lay out a comprehensive agenda to help bring basic shelter and affordable housing within reach of millions of Americans, and I call it America's HOPE, Homeownership and Opportunity for People Everywhere.

But before I tell you about HOPE, I want to speak for just a minute about the single most important factor in helping millions of Americans realize the American Dream: the economy. Because the truth is, there is no better housing policy than a growing economy. And we've got one, one that provides jobs and wages and opportunities for advancement—long-term interest rates that open ownership opportunities to hundreds of thousands of first-time home buyers because every drop in interest rates makes it possible for more families to buy that home they want. And I pledge that my administration will vigorously support the mortgage-interest and property-tax deductions. These deductions encourage home ownership, and they are vitally important to our overall economic prosperity.

And all signs point to continued strength in the economy. November marks the 84th month of economic expansion—the longest peacetime expansion on record. And here's one statistic that really hits home: mortgage

rates are down from almost 14 percent back in November of '82 to less than 10 percent today. And my goal and Jack's goal, the goal of our entire administration—to pursue policies that will bring them down even further.

Of course, part of any responsible economic policy is getting our fiscal house in order. And I want you to know that my administration is hanging tough for a responsible budget, with real deficit reduction, no smoke and no mirrors. We don't like sequestration; no one does. But we'll have to live with it if we have to and if it's the only way to rein in spending and bring that deficit down to the Gramm-Rudman target. I'm ready to sign a budget bill whenever Congress is ready to strip off all those costly extras and add-ons hidden away in those omnibus spending bills.

We're getting down to the wire, and I'm optimistic—optimistic that my administration and the Congress can agree on a responsible budget; optimistic that we'll see more and more Americans prospering—providing better lives for their families and looking to all of you to help them realize their dreams. And I know we can count on you, just as we counted on your strong support in helping to pass that 1988 Fair Housing Act. Ira, that is a tribute to your leadership, to your strong organization, and to its dedication to the right of all people to be free from discrimination and prejudice.

But more must be done, and that's where the HOPE initiative comes in. This initiative will address the full range of housing concerns, from shelter for the homeless to affordable housing for low-income families to initiatives that open access to expanded job opportunities and help millions more Americans own their homes.

Let's start right there, with what HOPE can do for first-time home buyers. You all know about families working to buy that first home. Well, they deserve our help, and they're going to get it. I will ask Congress to enact legislation allowing first-time buyers to draw, without penalty, on IRA savings as a down payment for that first home.

Our HOPE initiative also means efforts to improve low-income housing. As you know, my administration rejects these costly new

public construction programs that, in the past, have too often produced the housing projects that symbolize the very absence of hope in our inner cities. There's a better way: housing vouchers that empower low-income families to choose where they want to live.

So, our idea is to create incentives for the construction and rehabilitation of the housing low-income families need. That's why I'm calling on Congress to renew the low-income housing tax credit, but make it part of a package that also includes the cut in the capital gains tax. I don't care what the political opponents say, what the critics say. A cut in capital gains means an increase in jobs, investment, and growth. And I'm grateful for the fact that the National Association of Realtors has fought hard to make a capital gains cut a reality. Well, let me tell you something: That fight is not over.

We've got to go one step further, as a matter of fact. In those pockets of poverty where despair has driven out hope, we've got to eliminate the capital gains tax altogether. And that's a key element in the enterprise-zone legislation that I want to see enacted, that Jack Kemp has worked so hard to produce. I've called on Congress to create at least 50 enterprise zones over the next 4 years to help create the jobs and incomes that are the real key to affordable housing. I hope Congress gets the message. It is time that we gave the green light to our inner-city entrepreneurs.

And HOPE can help us reverse a trend that's stunting growth and development in low-income areas. Over 9 million Americans live in these FHA-insured homes, and every year nearly a half a million first-time home buyers use FHA to help them make their dream affordable. My administration has announced major reforms to ensure that FHA is true to its primary mission of making housing affordable for low- and moderate-income families. We will change the destructive practices which have kept FHA out of the inner cities and distressed communities that most need its support.

And frankly, at all levels of government, we have got to take a second look at some of the well-intended housing policies that actually decrease our housing supply. I'm talking about the excessive rules, regulations, and red tape that add unnecessarily

to the cost of housing by tens of thousands of dollars or that create perverse incentives to allow existing housing to deteriorate. And so, I've asked my able Secretary, Jack Kemp, to convene a blue ribbon commission to identify barriers to affordable housing and then to make recommendations on how these barriers can be removed. And let me make the first recommendation right here, Mr. Secretary: No city, State, or town should receive a single penny of HOPE funding until they have identified barriers to affordable housing in their own backyard and take steps to remove them.

Someone once said, "We shape buildings; and thereafter, they shape us." The same is true when it comes to low-income housing policy. That's the real centerpiece of our HOPE initiative: to recapture the American dream of home ownership, for those who have been left behind, through resident management and resident ownership. It's already working—Kenilworth-Parkside, back in Washington; Cochran Gardens in St. Louis; in East L.A., public housing through community leaders, like Alicia Rodriguez, and by encouraging nonprofit and resident groups. It's going to work right here in Dallas—at places like Rhoads Terrace under the take-charge leadership of a courageous mother named Jessie Toles—and all across the United States.

The results are promising because, you see, with tenants in control, we see better maintenance, more rents paid on time, a decrease in people on the welfare rolls. And we see something more: a sense of pride that is the very core of any thriving community. I don't know any better way to revive hope in our inner cities than to give tenants themselves a say in running their communities; a stake in the future; and the belief that they, too, can own a home. Because the true measure of success isn't how many families we add to housing assistance rolls; it's how many families move up and out and into the ranks of homeowners.

But let's face it. There's more to the HOPE initiative. And now I'm talking about people who stand in the shadows of what is otherwise a very bright economic picture, who live a nightmare in the midst of the American dream. We see them every day on the streets of our cities, sleeping on the

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steam grates, living out of cardboard boxes. Of course, I'm talking about the homeless.

And for most of us, November is the time of year when we start looking forward to the holiday season: Thanksgiving, Christmas, New Year's. For the homeless, November is the time of year the temperature starts to drop and simply making it through the night becomes a life-and-death struggle.

Think about the children. Pretty soon your kids—our kids—will be dreaming about Christmas toys—new video game or the bike they'd like. And it's different for kids on the street, though. I read a story not long ago that stuck in my mind about a little boy without a home. And here's what he dreams about at night: "I dreamed my Mom got her housing assistance," he said, "and we got a house with a great big backyard." But in the morning, for that little boy, the dream is over. He is up at 5:30 a.m., out of a shelter and back onto the streets. Now, that is a tragedy because no child in America should have to grow up on the streets and every family in America should have a roof over its head.

We've got to do better. And my administration is going to do its part to expand emergency shelters. And yesterday I signed a bill that substantially increases funding under the McKinney Act to reduce homelessness. And we're going to continue to push for full funding of homeless programs under that law. And today I'm also asking Jack Kemp to find new ways to put a portion of our FHA foreclosures into the hands of nonprofit groups, groups that are doing such wonderful work rehabilitating abandoned homes, fighting poverty in our inner cities.

But the real answer for the homeless, those with mental problems or dependent on drugs or alcohol, is shelter plus care: shelter supplemented by the necessary support services to get these people the help they need to live in dignity. And that means a partnership—a combined Federal, State, and local effort—to supply the funding and other resources that constitute a comprehensive solution for the hardcore homeless. And if we care about them, we've got to take more than a one-dimensional approach to the problem.

The HOPE initiative will include improved coordination of basic needs, like

shelter with other social services, to help the homeless get the treatment that they need to get control of their lives; to help them find and hold down jobs; to help them regain hope and leave life on the streets, leave that life behind for good.

Helping the homeless; helping low-income families find affordable housing, decent housing; helping more of the 80 million Americans who don't own a home join the ranks of homeowners—these are the aims of the HOPE initiative, and these are aims well within our reach. And think about that little boy I spoke about a moment ago. Think about his dream because it really is the American Dream, what all of us want for ourselves and our families.

We must unleash the resources of the profit and nonprofit sectors, of churches and synagogues, States and localities in our great national enterprise to assure safe, decent, and affordable housing for all. And only then will we be able to replace hopelessness with hope. And only then will we be able to wage war on poverty and despair. And only then will we be able to complete our vision of a free and prosperous America, full of opportunity for people everywhere.

Thank you all very much. God bless you, and God bless the United States of America.

Note: The President spoke at 2:10 p.m. in the Chantilly Ballroom at Loew's Anatole Hotel. In his opening remarks, he referred to Ira Gribin, president of the association. A tape was not available for verification of the content of these remarks.

White House Fact Sheet on the HOPE Initiative: Homeownership and Opportunity for People Everywhere November 10, 1989

President Bush today announced an initiative to increase homeownership opportunities for low- and moderate-income families and to create jobs and entrepreneurial activity in the Nation's distressed urban and rural communities. The President's forward-looking plan for housing is called HOPE—

Nix
October 15, 1991
Draft one
Disk: Realtors

VIDEO MESSAGE
NATIONAL ASSOCIATION OF REALTORS

Americans today are living in one of the most dynamic eras in recent history. As we witness the emerging democracies in Eastern Europe and a resurgence of national pride among our own citizens, we are assured that whatever evolves from the incredible changes that are taking place throughout the world, we, as a nation will control our own destiny and move forward with continued economic strength and geopolitical influence.

You, as members of the National Association of Realtors, are positioned to help solve some of our country's most pressing concerns including housing our homeless, preserving our fragile environment, bolstering our commercial industry, and creating affordable housing for all our citizens.

You and I both know there are no quick-fix solutions to these problems, but yours is an organization that has traditionally faced major issues head on and worked cooperatively to seek solutions for the benefit of all our citizens.

In so doing, you have been blessed with leaders who have anticipated challenges and have had the wisdom to respond effectively. Your 1992 President, Dorcas Helfant [DORK-us HEL-fant], is representative of this kind of leadership just as she is representative of you -- the product of good, old-fashioned American values . . . hard work and perseverance . . . with an

abundance of each that has allowed her to emerge as the first female president of the nation's largest professional trade association.

In anticipating challenges for 1992, Dorcas has raised a banner called "Elect Success" -- personally, professionally, and politically. This could well be the rallying cry of every business person in the country as we enter an election year that will have long-term effects on our economic and social infrastructure.

I have stated that we control our own destiny, but only if we recognize and understand the challenges that lie before us and work with leaders like Dorcas to establish real and workable solutions.

Barbara and I wish you well as you continue to lead this country forward. Thank you and God bless each and every one of you.

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October 15, 1991
Draft one/11:30 a.m.
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Pres'l video: []
VIDEO MESSAGE

Taped 4ms
NATIONAL ASSOCIATION OF REALTORS

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You and I both know there are no quick-fix solutions to these problems, but yours is an organization that has traditionally faced major issues head on and worked cooperatively to seek solutions for the benefit of all our citizens.

In so doing, you have been blessed with leaders who have anticipated challenges and have had the wisdom to respond effectively. Your 1992 President, Dorcas Helfant [~~DORK-us HEL-~~
~~fant~~], is representative of this kind of leadership just as she is representative of you, the product of steadfast American values -- hard work and perseverance -- with an abundance of each that has allowed her to emerge as the first female president of the nation's largest professional trade association.

In anticipating challenges for 1992, Dorcas has raised a banner called "Elect Success" -- personally, professionally, and politically. This could well be the rallying cry of every business person in the country as we enter an election year that will have long-term effects on our economic and social infrastructure.

I mentioned before that we control our own destiny, but only if we recognize and understand the challenges that lie before us and work with leaders like Dorcas to establish real and workable solutions.

Barbara and I wish you well as you continue to lead this country forward. Thank you and God bless each and every one of you.

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Americans today are living in one of the most dynamic eras in recent history. As we witness the emerging democracies in Eastern Europe and a resurgence of national pride among our own citizens, we are assured that whatever evolves from the incredible changes that are taking place throughout the world, we, as a nation will control our own destiny and move forward with continued economic strength and geopolitical influence.

You, as members of the NATIONAL ASSOCIATION OF REALTORS®, are positioned to help solve some of our country's most pressing concerns including housing our homeless, preserving our fragile environment, bolstering our commercial industry, and creating affordable housing for all of our citizens.

You and I both know there are no quick-fix solutions to these problems, but yours is an organization that has traditionally faced major issues head on and worked cooperatively to seek solutions for the benefit of all our citizens. In so doing, you have been blessed with leaders who have anticipated challenges and have had the wisdom to respond effectively. Your 1992 President, Dorcas Helfant, is

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representative of this kind of leadership just as she is representative of you - the product of good old-fashioned American values...hard work and perseverance...with an abundance of each that has allowed her to emerge as the first female president of the nation's largest professional trade association. In anticipating challenges for 1992, Dorcas has raised a banner called "Elect Success" - personally, professionally, and politically. This could well be the rallying cry of every business person in the country as we enter an election year that will have long term effects on our economic and social infra-structure. I have stated that we control our own destiny, but only if we recognize and understand the challenges that lie before us and work with leaders like Dorcas Helfant to establish real and workable solutions.

VIDEO

July 11, 1991

Mr. Sig Rogich
Assistant to the President
for Public Events and Initiatives
The White House
Washington, DC 20500



Dear Mr. Rogich:

Each year 1st Generation Film/Video produces an important program for our client, the NATIONAL ASSOCIATION OF REALTORS® (NAR).

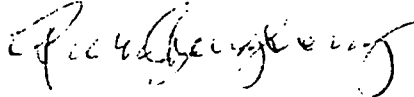
The program features the newly-elected President of NAR, and communicates the Association's goals and objectives for the coming year. During the broadcast, NAR's first female president, Ms. Dorcas Helfant, will deliver her personal message for 1992, "Elect Success", to the membership. On behalf of the NATIONAL ASSOCIATION OF REALTORS®, we respectfully request an appointment for Ms. Helfant to meet briefly with President Bush to express both her and NAR's support of the administration. 1st Generation Film/Video would like to videotape a portion of the meeting, and include it in this year's program.

The NATIONAL ASSOCIATION OF REALTORS® is the largest association of its kind in the country, comprised of 800,000 members throughout the United States and its protectorates—members who are active in local, state, and national elections. The program we are producing will be shown during NAR's annual convention in November—a convention President Bush addressed in person in 1989. In addition, each of the 1853 State Associations and local Boards of REALTORS® will receive a copy of the video for their members to view. Granting Ms. Helfant a few minutes of his time will afford President Bush the opportunity to reach a large segment of his constituency with an affirmation of his interest in its concerns.

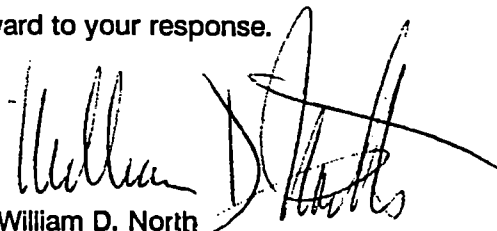
We have contacted you at the earliest possible date to explore the possibility of scheduling a meeting between the President and Ms. Helfant. Ms. Helfant, an NAR representative, and a video crew are willing to come to Washington at the President's convenience on or before October 25, 1991.

Thank you for your consideration. We look forward to your response.

Sincerely,



Rick Shaughnessy
Producer
1st Generation Film/Video



William D. North
Executive Vice President
NATIONAL ASSOCIATION OF REALTORS®

cc: Steve Driesler, Senior Vice President and Chief Lobbyist
NATIONAL ASSOCIATION OF REALTORS®
Jerry Jaros, Senior Vice President, Communications and Information Services Group
NATIONAL ASSOCIATION OF REALTORS®