

Originally Processed With FOIA(s):

S

FOIA Number:

S

FOIA MARKER

**This is not a textual record. This is used as an
administrative marker by the George Bush Presidential
Library Staff.**

Record Group/Collection: George H.W. Bush Presidential Records
Collection/Office of Origin: Speechwriting, White House Office of
Series: Speech File Backup Files
Subseries: Chron Files, 1989-1993

OA/ID Number: 13795
Folder ID Number: 13795-001

Folder Title:
National Association of Homebuilders 1/24/92 [OA 7567]

Stack:	Row:	Section:	Shelf:	Position:
G	26	22	2	6

REGISTER GEAR ON SITE FOR TCON.

KENT COLTON → CELLULAR PHONE @ CONVENTION

702-592-2205

Photo Copy Preservation

**NATIONAL ASSOCIATION OF HOME BUILDERS (NAHB)
PHONE LIST**

Wayne Stetson
NAHB Convention Coordinator
702/732-5111 (Main)
702/732-2344 (Fax)

Bill Muller
Audio-Visual Services
702/592-2200

Jim Pickering
Convention Center Coordinator
702/732-2344

Kent Colton, Ph.D.
Executive Vice President & Chief Executive Officer
National Home Builders Association
15th & M Streets, N.W.
Washington, D.C. 20005
202/822-0401 (Office)
202/822-0374 (Office Fax Machine)
703/448-9418 (Home)
702/732-5111 (Hotel) ←
702/732-2344 (Fax)

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

January 24, 1992

REMARKS BY THE PRESIDENT
IN TELECONFERENCE WITH
THE NATIONAL ASSOCIATION OF HOMEBUILDERS

The Old Executive Office Building

3:34 P.M. EST

THE PRESIDENT: Thank you so much. And, Mark, thank you for those very kind words. And I wish I were there in person, but from a distance, hello to Roger Glunt and Tommy Thompson and Martin Perlman and Kent Colton, Jay Buchert, your incoming President; and to all of you celebrating the golden anniversary of the National Association of Homebuilders.

I heard via the grapevine that we were promised a daytime fireworks display. So I will give this my very best shot, and after Mark's enthusiastic endorsement there -- welcome there, I must say I've got a tough job to fulfill here.

First, though, Barbara and I wanted to remind you that we're doing our part for homebuilding and remodeling, thanks to a little rough weather back in Kennebunkport, Maine. So we want to be a part of this rebuilding. But there's been more than a little rough weather in your industry. I heard what you said there, Mark, and I've heard it for a long time.

Back in December, I met with Mark and Kent at the White House. And to you members there, let me just say we talked about the tough times you've experienced. These men were both very articulate. We agreed on the need for strong action to get this economy moving again.

The housing industry has been hit hard. And you've been pinched by the credit crunch, hurt by first-time homebuyers forced by economic circumstances to defer their shot at the American Dream, and homeowners who have watched their equity erode.

On the credit front, we've been working hard to get the message out to lending institutions and the regulatory community that sound banks make sound loans. And I am also pleased to see interest rates down lower than they've been since the late '70s.

There's a pent-up demand for new housing that promises a strong comeback, one that will bring homebuyers back into the market and have homebuilders working overtime. But no issue right now matters more than the state of our economy. Next Tuesday, I'm going to take my economic action plan to the American people in the State of the Union message. And without tipping my hand today, I can say that some of the reforms that I want to see are geared specifically to get the housing market back on its feet. (Applause.)

I pledged as President that we'd see an increase of one million in the number of new American homeowners, and I'm proud to say we've reached that goal. And I'm convinced our housing initiatives will help even more Americans reach their dream.

One way we'll succeed is by breaking down the barriers to affordable housing. Jay and Roger served on my Advisory Commission on Regulatory Barriers. Many of the recommendations in what the Commission called the NIMBY report -- Not In My Backyard -- have been built into the 1993 budget. I'll be calling for prompt

MORE

action by the Congress, because it's even more urgent we get these critical reforms through Congress now.

So count on it. I'm going to hit the line again; push hard to turn solid proposals into policy. And I hope I can count on your strong support to help me get the job done.

As for the rest of this -- my progrowth plan, you've got to stay tuned for Tuesday. But I can say right now, by way of a coming attraction, that any growth package worth the name should pass the following five tests: First, it must stimulate the investment necessary to create jobs. Second -- and this points up the vital importance of your industry -- it must bolster real estate values and increase home sales. (Applause.) And third, it must give Americans confidence that the cost of health care, providing for their kids education and raising a family will be affordable. And fourth, it must increase America's capacity to compete in the global economy. And then fifth and finally, it must control wasteful government spending and bring the federal deficit under control. (Applause.)

So please listen and please hear me out in the State of the Union. I will avoid -- and I'll be frank about this one -- the quick political fixes that cause the deficit to skyrocket and cause long-term interest rates to go right through the roof. I'm confident that we have a sound plan -- the best plan -- to get this economy growing again. And I am absolutely certain that we will get this economy turned around. I plan to do what Mark says -- take that same leadership, bring this country -- same leadership we used in Desert Storm, bring this country together and get the job done.

And I am sure that once again it is your industry, it is the housing industry that will lead the way to a strong and steady recovery.

So good luck to you all. We've listened to your leaders. We appreciate the support from so many people there. And I am going to do my level-best to lead this country to a vigorous recovery. Now, I guess I'd better stop there and be glad to take some questions. And thanks for your hospitality. (Applause.)

MODERATOR: Thank you, Mr. President. You are a "take charge" kind of President, and you have been a tremendous asset to this country and the world. We, the homebuilders, support you continuously, your remarks are excellent, and we are ready for you to take charge in this State of the Union. And we're going to go hand-in-hand down the path with you to try to get your programs implemented.

We think it very, very important that housing leads this economy back to the great state that it was before. And we think that together we can do this.

The question I have, Mr. President, is, NAHB has suggested a number of proposals to stimulate housing-led economic recovery, including a tax credit and use of IRAs for first-time homebuyers and reinstatement of passive losses and capital gains tax. Is there any hope that any of these will be included in your State of the Union? (Laughter.)

THE PRESIDENT: Hey -- listen, I will not be betraying any secrets to say that the answer to that question is a resounding affirmative. (Applause.) I hope you'll let me off the hook if I don't respond to each and every one of those points, but I think you're going to be happy with the message in that regard.

You have known -- and I don't say this as targeting what I'm going to say -- but you've known of my commitment to capital gains. I've been hit, as you know, for a capital gains tax cut as a

MORE

tax cut for the rich. It isn't any such thing. And families benefit. I'm worried, Barbara's worried, about the decline in the American family. One thing that strengthened it is owning their own home. One thing that puts some value under a person's home is a capital gains differential. And so I am committed on that one, and you can bet that that's going to be there.

The others, I think you'll be happy; I'd like to stop right there. But the reason I give you encouragement without going into which I will accept and can propose and won't propose is that these initiatives that you've talked about here, it's not a quick fix, it's not something that's going to just spread money around in a political year. They will stimulate investment. And that's what -- there's a crying need for investment in savings in this country. And let me just say philosophically, I feel very comfortable with those initiatives that you have outlined there.

But you'll have to excuse me if I don't give away absolutely everything that's going to be in this message.
(Applause.)

Q Mr. President, you talked just a moment ago about the credit crunch, and we truly appreciate your personal work on behalf of the credit crunch and all of the work that has been done in that area.

In the meetings I've attended in the last couple of days here with all of the builders that have gathered, we're now confident that the economic stimulus package will contain provisions to let housing lead this economy forward.

I think the big concern here is: Will the credit be available for the builders to then build those homes? And the feedback we're getting from the builders here today, Mr. President, is that despite our combined efforts, you working hard, your administration working hard and us working hard, the banks and examiners still aren't getting the message out according to the builders.

Is there anything that can be done more, Mr. President? Is there anything else we can do to get this message out? Our fear is that without it, we're not going to see an economic recovery. And as you said so well, sound banks should make sound loans now.

THE PRESIDENT: I would welcome suggestions from you all after your meetings finish as to what in addition we might do.

Let me say this. First place, I think the regulators do have some responsibility. I think everyone would agree that we got into kind of a go-go period of excess over the past few years and some loans were made that should have been questioned at the time and that weren't; and we're paying an enormous price. I might say that I take some pride that not one single depositor has lost money, but it's taken an awful lot of money to bail out some questionable loans.

What I'm about to say, I am not suggesting that the government does not have some obligation in our regulatory authorities for the soundness of the banking system and the S & L system. I frankly think that there has been an overreaction. And we have gotten the Treasury to bring in to Baltimore the other day well in excess of 500 regulators, and tell them that what we're looking for is balance. What we're looking for is certainly not to go down the path that we went down before, but to stop impeding progress and kind of putting a damper on this concept that good banks should make good loans.

We have sent out bulletin after bulletin to the regulating community out there. I have convened meetings with the

MORE

Chairman of the Fed, Bill Taylor; others from the various agencies; the Office of Thrift Supervision, saying let's find a reasoned approach.

Frankly, I think the pendulum has swung at times too far over in terms of dampening the enthusiasm that these lending institutions sometimes should have, and that they're almost afraid in some areas to make loans. So I hope that the programs we have in effect of trying to work for the balance is good.

I'll be honest with you, we are encountering some resistance. The Office of the Comptroller head was held up because they thought he was lightening up on the regulatory burden by a couple of senators who leaned over too far the other way in favor of labeling what we were doing as forbearance; in their view, that meant too little regulation. I've got to do a better job with Congress, getting them to understand that we cannot -- that the excesses of regulation are bad.

On a fundamental point, I am firmly -- I am of the conviction that the lower interest rates have things ready now for a good recovery. At some point those interest rates definitely will translate into a much better situation for the homebuyer, for the developer. And some of that hasn't taken place because of what you're talking about. I think banks have taken the difference now and tried to strengthen their balance sheets. They're getting stronger and I think that's probably a good thing.

So we will continue to struggle against this concept of overregulation. Some report to me arrogance on the part of some regulators, and we're trying very hard to sensitize these people. We will continue to work hard for a financial reform package that is long overdue. We've got to bring these banks and lending institutions, through a change in the law, back up in now to 1992 and not have it back in the 1930s somewhere.

We got stiffed by Congress on trying to get that banking reform bill through. And I'm going to try again on that one. I think that will help your industry very much.

And again, the third point, less regulation, banking reform, financial reform, and then, of course, this whole concept of interest rates and inflation being down, setting the base for a sound recovery for this country.

And I don't want to be accused of being too optimistic because there are still some very, very troubling signs around. But I believe that these things I've mentioned here will inevitably contribute to an upturn in this economy and an upturn in this industry that is absolutely essential. I believe that housing -- homebuilding will lead the recovery. It's not going to be a lagging industry. It will be a lead industry. I believe the ingredients are there. And I hope that the proposals I make in the State of the Union will guarantee -- if I can get them through Congress -- will guarantee the recovery will be right around the corner and not way down the road.

Thank you again. And if there's another one, fine. Otherwise, I'll let you go back to work. But send the suggestions; if you have specifics send them along, Jay.

MODERATOR: Thank you, Mr. President, for taking time out of your busy schedule. Ladies and gentlemen, let's give the President of the United States a great thank-you. (Applause.)

THE PRESIDENT: Good luck to you all. (Applause.)

END

3:50 P.M. EST

McGroarty/Bunton
January 23, 1992
5:30 pm
[HOME]

PRESIDENTIAL REMARKS: NAT'L ASS'N OF HOMEBUILDERS TELECONFERENCE
OEOB, ROOM 459
JANUARY 24, 1992
3:30 P.M.

Thank you, Mark [Tipton, President NAHB], for those kind words. // Hello to Roger Glunt, Tommy Thompson, Martin Perlman, Kent Colton, and Jay Buchert [BU-KURT], your incoming President - and to all of you celebrating the golden anniversary of the National Association of Home Builders. [[I hear you were promised a daytime fireworks display -- so I'll give this my best shot.]]

[[First off, Barbara reminded me to tell you we're doing our part for home building and remodeling -- thanks to a little rough weather back in Kennebunkport.]] // But there's been more than a little rough weather in your industry. Back in December, I met with Mark and Kent at the White House. We talked about the tough times you've experienced -- and we agreed on the need for strong action to get this economy moving again. //

The housing industry has been hit hard. You've been pinched by the credit crunch -- hurt by first-time homebuyers forced by economic circumstances to defer their shot at the American dream, and homeowners who've watched their equity erode.

On the credit front, we've been working hard to get the message out to lending institutions and the regulatory community

that sound banks make sound loans. I'm also pleased to see interest rates lower than they've been since the late 70's. There's a pent-up demand for new housing that promises a strong comeback -- one that will bring homebuyers back into the market and have homebuilders working overtime. //

But no issue right now matters more than the state of our economy. / Next Tuesday, I'll take my economic action plan to the American people in the State of the Union. Without tipping my hand today, I can say that some of the reforms I want to see are geared specifically to get the housing market back on its feet. ///

I pledged as President that we'd see an increase of one million in the number of new American homeowners. I'm proud to say we've reached that goal -- and I'm convinced our housing initiatives will help even more Americans reach their dream.

One way we'll succeed is by breaking down the barriers to affordable housing. Jay and Roger served on my Advisory Commission on Regulatory Barriers. Many of the recommendations in what the Commission called the NIMBY report -- "Not in My Backyard" -- have been built into the 1993 Budget. ///

I'll be calling for prompt action by the Congress because it's even more urgent we get these critical reforms through Congress now. / So count on it: I'm going to hit the line again, push hard to turn solid proposals into policy -- and I hope I can count on your strong support to help me get the job done.

As for the rest of my pro-growth plan, you'll have to stay tuned for Tuesday. But I can say right now -- by way of a "coming attraction" -- that any growth package worth the name should pass the following five tests:

First, it must stimulate the investment necessary to create jobs.

Second -- and this points up the vital importance of your industry -- it must bolster real estate values, and increase home sales.

Third, it must give Americans confidence that the costs of health care, providing for their kids' education and raising a family will be affordable.

Fourth, it must increase America's capacity to compete in the global economy.

Fifth and finally, it must control wasteful government spending -- and bring the federal deficit under control. //

So hear me out in the State of the Union. I will avoid the quick political fixes that cause the deficit to skyrocket and cause longterm interest rates to go through the roof. / I'm confident that we've got a sound plan -- the best plan to get this economy growing again. I am absolutely certain that we will get the economy turned around. And I am sure that once again the housing industry will lead the way to a strong and steady recovery. //

I'll stop there, and take some questions.

#

McGroarty/Bunton
January 23, 1992
1:35 pm
[HOME]

PRESIDENTIAL REMARKS: NAT'L ASS'N OF HOMEBUILDERS TELECONFERENCE
OEOB, ROOM 459
JANUARY 24, 1992
3:30 P.M.

Thank you, Mark [Tipton, President NAHB], for those kind words. // Hello to Roger Glunt, Tommy Thompson, Martin Perlman, Kent Colton, and Jay Buchert [BU-KURT], your incoming President - - and to all of you celebrating the golden anniversary of the National Association of Home Builders. [[I hear you were promised a daytime fireworks display -- so I'll give this my best shot.]]

[[First off, Barbara reminded me to tell you we're doing our part for home building and remodeling -- thanks to a little rough weather back in Kennebunkport.]] // But there's been more than a little rough weather in your industry. Back in December, I met with Mark and Kent at the White House. We talked about the tough times you've experienced -- and we agreed on the need for strong action to get this economy moving again. //

The housing industry has been hit hard. You've been pinched by the credit crunch -- hurt by first-time homebuyers forced by economic circumstances to defer their shot at the American dream, and homeowners who've watched their equity erode.

On the credit front, we've been working hard to get the message out to lending institutions and the regulatory community

that sound banks make sound loans. I'm also pleased to see interest rates lower than they've been since the late 70's. There's a pent-up demand for new housing that promises a strong comeback -- one that will bring homebuyers back into the market and have homebuilders working overtime. //

But no issue right now matters more than the state of our economy. / Next Tuesday, I'll take my economic action plan to the American people in the State of the Union. Without tipping my hand today, I can say that some of the reforms I want to see are geared specifically to get the housing market back on its feet. ///

I pledged as President that we'd see an increase of one million in the number of new American homeowners. I'm proud to say we've reached that goal -- and I'm convinced our housing initiatives will help even more Americans reach their dream.

One way we'll succeed is by breaking down the barriers to affordable housing. Jay and Roger served on my Advisory Commission on Regulatory Barriers. Many of the recommendations in what the Commission called the NIMBY report -- "Not in My Backyard" -- have been built into the 1993 Budget. ///

I'll be calling for prompt action by the Congress because it's even more urgent we get these critical reforms through Congress now. / So count on it: I'm going to hit the line again, push hard to turn solid proposals into policy -- and I hope I can count on your strong support to help me get the job done.

As for the rest of my pro-growth plan, you'll have to stay tuned for Tuesday. But I can say right now -- by way of a "coming attraction" -- that any growth package worth the name should pass the following five tests:

First, it must stimulate the investment necessary to create jobs.

Second -- and this points up the vital importance of your industry -- it must bolster real estate values, and increase home sales.

Third, it must give Americans confidence that the costs of health care, providing for their kids' education and raising a family will be affordable.

Fourth, it must increase America's capacity to compete in the global economy.

Fifth and finally, it must control wasteful government spending -- and bring the federal deficit under control. //

So hear me out in the State of the Union. Listen to what my competition has to say -- and then make your decision. / I'm confident that when you sort out fact from fiction, you'll see that we've got the best plan to get this economy growing again.

I am confident / absolutely certain / that we will get the economy turned around. And I am sure that once again the housing industry will lead the way to a strong and steady recovery. //

I'll stop there, and take some questions.

#

HOME BUDGETS
1/24/92
TCOR

File

Administration of George Bush, 1991 / Feb. 6

Remarks and a Question-and-Answer Session at a Meeting of the Economic Club of New York in New York City February 6, 1991

The President. Thank you so very much. And, Dick, thank you, sir, for inviting me to this most prestigious organization. May I pay my respects to Secretary Brady, who is with us—came up with us from Washington and, in my view, is doing an outstanding job for our country. And I'm just delighted he's here.

And I want to thank one other—Ray Price, an old friend who I understand does a lot of heavy lifting for this organization—a lot of the organization. And each one of you—all of you—and I want to thank you not for standing up to greet me, for heaven sakes, but for standing up for all those fighting against aggression tonight in the Persian Gulf, and especially all the coalition forces, but especially the fighting men and women of the United States of America.

Looking around at this dais and at the audience, I wonder who's home minding the GNP. [Laughter] This is a classy, star-studded audience, and we are very pleased, again, once again, let me say, to be here.

This year, as Dick said, marks a defining hour—a moment of truth—for this generation, for this country, and I'd also add for the United Nations. We were patient and we were cautious. But when the moment of truth came, America and the world did what was moral, what was just, and what was right.

We said the occupation of Kuwait would not stand. And 3 weeks ago tonight, at just about this time, we announced that the liberation of Kuwait had begun. Three weeks ago tonight, allied forces moved to end a conflict that we did not seek and that we did not begin. But ladies and gentlemen, it is one that we and our allies will finish. And I can tell you firmly that tonight we are on course and we are on schedule. Mission by mission, hour by hour, Iraq's capacity to wage war is being systematically destroyed by American and coalition forces.

The road to real peace will be difficult—long and tough, I'd say. But we will prevail. And when we do, we will have before us an historic opportunity. From the confluence of the Tigris and the Euphrates—where civ-

ilization began—civilized behavior can begin anew. We can build a better world and a better new world order.

Tonight the world is united by shared commitments, shared interests, shared hopes. Our efforts will determine the kind of legacy that we bequeath our children, the kind of world they will live in. And so, let us rededicate ourselves to the ideals in which our troops so resolutely believe. Because in the final analysis, America and her partners will be measured not by how we wage war but how we make peace.

I said in my State of the Union Address that "we are the nation that can shape the future." And shaping the future is a job that begins at home. And so I want to talk to you tonight about the economy. Long-term economic growth is central to quality of life for America's families, quality of decency for America's communities, and to the quality of leadership America can bring in its special role as the world's leading diplomatic, cultural, and economic power.

Just over 8 years ago, when we came out of a recession, the longest peacetime expansion in American history began. Working together, we created millions of new jobs, cut both interest rates and inflation in half—a triumph driven by the energies of the most dynamic and diverse economy on Earth.

Against this background, the events of 1990 served to remind us that even a fundamentally healthy economy faces the risk of temporary disturbances, short-term setbacks. For example, when Iraq invaded Kuwait in August 1990, it was a shock to the world's conscience. Business and consumer confidence fell. We all remember the rise, the dramatic rise, in oil prices. Inflation worries rose. And interest rates reflected an extra risk premium. Taken together, this produced a very real blow to an economy that had already slowed down.

But make no mistake: The current recession does not signal any decline in the fundamental, long-term health or basic vitality of our economy. America is a "can do" nation. And America is home to the largest, most productive economy on Earth. Our administration's economic policies are designed to strengthen the foundation for a solid recovery and guarantee the highest

And these are internal affairs of the Soviet Union that I've got to be a little careful discussing. But for the United States standpoint, we've got to see that no more force will be used against these Baltic States and that there can be peaceful resolution to these questions. Otherwise, not only will our trade relations be set back, as they are now being set back in some European countries, but the rest of our overall relationship could undergo a problem. I don't want that. They have been steadfast in support of our objectives in the Gulf. And that is very, very important. They have lightened up on their sending military equipment into this hemisphere, a problem we have always had. We're having cooperative work with them in terms of freedom in Angola. So, it is to our interest to work closely with the Soviets for many things.

But when we see repression in the Baltics, it is very hard to have business as usual, say nothing about trying to catch up. So I'm very hopeful that the representations that were made to us when Mr. Bessmertnykh was here will prove to be do-able by President Gorbachev, and I am hopeful that we can find a way to move this productive relationship forward. But I am not in a position at this juncture to say exactly what we can do more positive while we have this big problem of—the human rights problem and the problem of this military crackdown in the Baltics. It puts us in a very difficult position, and I think the Soviet leaders know this. I've talked frankly to them about this, and I believe they know it. So, let's hope that these things can go forward with a peaceful resolution to the question of the Balts.

Banking Reform

Q. Since it's the Economics Club, we have an economics question. In reaction to the S&L crisis and in response to new and tougher guidelines from banking regulators, many banks have now become ultraconservative—some to the point of making no loans at all.

We all know that sound bank lending is central to stimulating the economy and getting us out of the recession. Do you think the regulators have gone too far, and do you think the new legislation that we've

just heard about will stimulate and encourage bank lending in the United States?

The President. To answer the easy part—I think the—less controversial part—[laughter]—the new Brady proposal—it will be called the Bush proposal if it's successful—[laughter]—should indeed renew confidence. Regulatory reform is long overdue. I headed a task force when I was Vice President that I thought came up with some very sound recommendations for regulatory reform.

Now Secretary Brady has come up with some recommendations that I think are even better. They're more simplified. The Fed manages one set of organizations and the new organization under Treasury another. And I should think this would renew confidence. I think the interest rates coming down should instill confidence. And, yes, I do believe that some of the regulators—I'm not sure I can answer it specifically on regulations per se—but I think some of the regulators in the past got overzealous, and I think that scared some of the banks.

Just to be fair about it, I think some of the banks made some bad loans. [Laughter] And so what I think we're seeing is, in an effort in this reform legislation and hopefully as the economy starts coming out, a banking system that is fundamentally sound, a banking system that deserves the confidence of the American people—and I think these reforms will help on that—a banking system that will be able to get into other forms of business, as some of our competitors abroad do. And that, I think, should usher in a whole new era of prosperity involving fundamental loaning by these banks.

Low-Income Housing

Q. Mr. President, I was talking with an old friend of yours, Tip O'Neill, the other day. [Laughter] And he seems to be now one of your greatest friends and advocates and supporters of your—particularly of your management of American foreign policy in your Presidency. But he asked me to ask you—[laughter]—housing is fundamental to our economy. The rate of housing and construction is less now than it was in 1982. And he feels it ought to be at least 20 per-

cent higher. Would anything, to con-

The President. I love for Tip really, sincerely people—I know feel strongly about well lately, nor love dearly. So, through C-SPA genuine respect knows this. And very well—we on how housing country. I think was talking about government-owned

Our approach lieve that the tenant manager voucher system HOPE, which home ownership ownership. We in the budget lieve that enter income areas where business there buy more home

So, I hope to put forward—have the support colleagues. I have made a good Congress and sides of the aisle the government approach, we think and we think failed. We think system. You've that at one time had to tear the

So, I would like this new approach people and I think housing.

New World Order

Q. Mr. President, times about the world order. Can a new world order the collaboration

12/10/92
12/10/92

Kristen Gar -

Washable: protocol / pecking order

① Jay [BU-KURT]

② Roger Elunt

③ Tommy Thompson

④ Martin Parلمان

⑤ LEANT COLOX

- instead of promised - just concluded
and moving back in Cong. Vanduyg -

- Homebuilding and remodeling

addresses my opinion on Q.2

- Homes Across America
50th Ann. project

- Congratulation

need to step back from partisan
politics - put Country first
for all America, all Americans

p. 3

second bullet

... and new home construction
[after increase home sales]

McGroarty/Bunton
January 22, 1992
5:45 pm
[HOME]

PRESIDENTIAL REMARKS: NAT'L ASS'N OF HOMEBUILDERS TELECONFERENCE
OEOB, ROOM 459
JANUARY 24, 1992
3:30 P.M.

1/23/92
1:35p

Thank you, Mark [Tipton, President NAHB], for those kind words. // Hello to Tommy Thompson, Martin Perlman, Roger Glunt, Kent Colton, and Jay Buchert, your incoming President -- and to all of you celebrating the golden anniversary of the National Association of Home Builders. [I hear you were promised a daytime fireworks display -- so I'll give this my best shot.]

[First off, Barbara reminded me to tell you we're doing our part for home building ^{and remodeling} -- thanks to a little rough weather back in Kennebunkport.] // But there's been more than a little rough weather in your industry. Back in December, I met with Mark and Kent at the White House. We talked about the tough times you've experienced -- and we agreed on the need for strong action to get this economy moving again. //

The housing industry has been hit hard. You've been pinched by the credit crunch -- hurt by first-time homebuyers forced by economic circumstances to defer their shot at the American dream, and homeowners who've watched their equity erode.

On the credit front, we've been working hard to get the message out to lending institutions and the regulatory community that sound banks make sound loans. I'm also pleased to see

interest rates lower than they've been since the late 70's. There's a pent-up demand for new housing that promises a strong comeback -- one that will bring homebuyers back into the market and have homebuilders working overtime. //

But no issue right now matters more than the state of our economy. / Next Tuesday, I'll take my economic action plan to the American people in the State of the Union. Without tipping my hand today, I can say that some of the reforms I want to see are geared specifically to get the housing market back on its feet. (///) ✓

→ I pledged as President that we'd see an increase of one million in the number of new American homeowners. I'm proud to say we've reached that goal -- and I'm convinced our housing initiatives will ~~create~~ help even more Americans reach their dream. ✓

One way we'll succeed is by breaking down the barriers to affordable housing. Jay and Roger served on my Advisory Commission on Regulatory Barriers. Many of the recommendations in what the Commission called the NIMBY report -- "Not in My Backyard" -- have been built into the 1993 Budget. (///) ✓

I'll be calling for prompt action by the Congress because it's even more urgent we get these critical reforms through Congress now. / So count on it: I'm going to hit the line again, push hard to turn solid proposals into policy -- and I hope I can count on your strong support to help me get the job done.

As for the rest of my pro-growth plan, you'll have to stay tuned for Tuesday. But I can say right now -- by way of a "coming attraction" -- that any growth package worth the name should pass the following five tests:

First, it must stimulate the investment necessary to create jobs.

Second -- and this points up the vital importance of your industry -- it must bolster real estate values, and increase home sales.

Third, it must give Americans confidence that the costs of health care, providing for their kids' education and raising a family will be affordable.

Fourth, it must increase America's capacity to compete in the global economy.

Fifth and finally, it must control wasteful government spending -- and bring the federal deficit under control. //

So hear me out in the State of the Union. Listen to what my competition has to say -- and then make your decision. / I'm confident that when you sort out fact from fiction, you'll see that we've got the best plan to get this economy growing again.

I am confident / absolutely certain / that we will get the economy turned around. And I am sure that once again the housing industry will lead the way to a strong and steady recovery. //

I'll stop there, and take some questions.

#

Guantanamo Bay

PLEASE
FAX
ANN DEVOY
FED. PRISON
ARTICLE
B-Q TO
KRISTEN
GEAR

from me
JBUNTON
@

↓

fax -

702-791-9308

702

791

9300

me & in NAB

ECONOMY/CBO

ABC's Peter Jennings: The Congressional Budget Office says the economy as a whole may begin to pick up by this summer, but that the recovery will probably be weak. (ABC-7)

ECONOMY/FED

Rather: Every six weeks the Federal Reserve reports on the state of the U.S. economy. The latest report is filled with facts such as these: retail sales flat. Manufacturing down. Unemployment up. The Fed says it sees some signs of life in the construction industry after its worst year in decades. (CBS-2)

HOUSING STARTS

Jennings reports that although housing starts were up slightly, 2.6 percent in December, they were down 14.9 percent for the whole year, to their lowest level since 1945, the end of World War II.

NBC's Mike Jensen reports on the dismal housing market, with a glut of unsold houses and apartments. There is some good news: some real estate brokers in the Northeast and other parts of the country say more people are looking at houses and sales are up a bit.

CBS's Ray Brady reports on the housing industry. Since 1960, it's always been a recovery in housing that's lifted the economy out of recession. This time that's not happening. (ABC-6, NBC-4, CBS-3)

INVESTMENT TAX CREDITS

Jennings: Once again today, President Bush was asked how he plans to get the economy moving again. Once again he said, Hold on; wait until his State of the Union speech next week. All this week we've been looking at some of the possibilities, and one of them is a tax break for business that President Kennedy first tried 30 years ago.

ABC's Stephen Aug reports on the investment tax credit. It's supposed to encourage businesses to rebuild and modernize. At Cincinnati Milicron, which makes heavy machinery and parts, they say an investment tax credit would motivate their customers to buy. (Daniel Meyer, Cincinnati Milicron: "That comes from a survey of our field salespeople that customers are in fact waiting for an announcement that it be made retroactive, such as to January 1. At that time we think there will be a definite pickup in business and orders.")

Production would increase and jobs would be created. But it would also cost the federal government a lot of money: estimates range from \$36 billion if the tax credit could be used to make any business investment, down to \$11 billion if it could be used only to buy new machinery and computers for manufacturers. The cost would go down, the theory goes, because the government will collect taxes on the profits generated by the new manufacturers. The major argument against the investment tax credit is that it encourages businesses to invest based on tax considerations and not on real needs, in much the way other tax laws encouraged massive construction of office buildings a few years ago, many of which remain vacant today. (ABC-8)

RUSSIAN AID

Jennings: We begin tonight with international efforts to save the former Soviet Union from plunging deeper into economic chaos. President Bush says the United States must take the lead. New CIA Director Gates, said today the outlook is clouded at best. Which gives new urgency to meetings in Washington today of foreign ministers from 47 nations trying to help the Commonwealth of Independent States make it through the winter.

ABC's John McWethy reports on the meeting of the major industrial powers of Europe, the oil-rich Gulf states and Japan. The Bush Administration promised them there would be no arm-twisting to raise more money. But the President, who opened the session, immediately said the U.S. would kick in another \$645 million in aid in an apparent effort to get theirs to follow.

(President Bush: "We need to demonstrate to the peoples in these new states that the international community cares about them and supports their hard struggle to build new societies on the ruins of communism.")

The goal of this two-day conference is to eliminate duplication in aid, to reduce the amount skimmed off the top by local corruption, and to make sure help actually gets to the people who need it. In cities like Moscow, shortages of food and medicine are the worst problems. Elsewhere it is lack of energy and housing. To solve longer-term problems, technical assistance is needed to run farms and factories and to get the products to market.

(Secretary Baker: "We have seen Uzbeks die in bloody price riots, Russians shiver in breadlines, hospitals without vaccines.")

What Baker also has seen is an incredible level of backbiting, aimed at the U.S. for trying to act as leader without being the leading financial backer. Seventy percent of America's five billion dollar aid package, for example, is in loans.

(Baker: "What should matter to everyone in this room is what we get done, not who gets credit for it. Because too much is at stake for us to follow any other course.")

Another point of controversy was Baker's decision to exclude from the conference the 12 new countries who are to receive all the aid, and in the view of some know the most about what is needed. Baker decided not to invite them to avoid the embarrassing spectacle of having them compete with each other for the help. (ABC-Lead)

Rather reports that under pressure from European leaders, President Bush said he'll ask Congress for more than \$600 million in new aid, bringing the total U.S. commitment, if approved, to more than \$5 billion. (CBS-10)

Brokaw reports on the meeting.

(Secretary Baker: "Let us avoid the isolationist slumber that threatens to allow history to repeat itself. Let us pledge instead to tackle the challenges both at home and abroad.") (NBC-8)

NBC's Bob Abernethy reports on the problem in the former republics. Many aid experts think facilities there are so unreliably that only Western-run deliveries can do the job.

(Ambassador Strauss: "British and U.S., German military, working side-by-side with Soviet military in far outreaches of the former Soviet Union.")

McGroarty/Bunton
January 22, 1992
5:45 pm
[HOME]

PRESIDENTIAL REMARKS: NAT'L ASS'N OF HOMEBUILDERS TELECONFERENCE
OEOB, ROOM 459
JANUARY 24, 1992
3:30 P.M.

✓ Tommy Thompson, ✓ Martin Perlman, ✓ Roger Chaff

Thank you, Mark [Tipton, President NAHB], for those kind words. // Hello to ~~Tommy Thompson~~ Kent Colton, and Jay Buchert, your incoming President -- and to all of you celebrating the golden anniversary of the National Association of Home Builders. I hear you were promised a daytime fireworks display -- so I'll give this my best shot.

First off, Barbara reminded me to tell you we're doing our part for home building -- thanks to a little rough weather back in Kennebunkport. // But there's been more than a little rough weather in your industry. Back in December, I met with Mark and Kent at the White House. We talked about the tough times you've experienced -- and we agreed on the need for strong action to get this economy moving again. //

The housing industry has been hit hard. You've been pinched by the credit crunch -- hurt by first-time homebuyers forced by economic circumstances to defer their shot at the American dream, and homeowners who've watched their equity erode.

On the credit front, we've been working hard to get the message out to lending institutions and the regulatory community that sound banks make sound loans. I'm also pleased to see

interest rates lower than they've been since the late 70's. There's a pent-up demand for new housing that promises a strong comeback -- one that will bring homebuyers back into the market and have homebuilders working overtime. //

But no issue right now matters more than the state of our economy. / Next Tuesday, I'll take my economic action plan to the American people in the State of the Union. Without tipping my hand today, I can say that some of the reforms I want to see are geared specifically to get the housing market back on its feet.

6 million New Homeowners
I pledged as President that we'd see an increase of one million in the number of ^{new} Americans ^{homeowners} ~~owning homes~~. I'm proud to say we've reached that goal -- and I'm convinced our housing initiatives will create help even more Americans reach their dream.

One way we'll succeed is by breaking down the barriers to affordable housing. Jay ~~Buchart~~ ^{+ Roger ~~Stark~~} served on my Advisory Commission ^(to Affordable Housing) on Regulatory Barriers. Many of the recommendations in what the Commission called the NIMBY report -- "Not in My Backyard" -- have been built into the 1993 Budget.

I'll be calling for prompt action by the Congress because it's even more urgent we get these critical reforms through Congress now. / So count on it: I'm going to hit the line again, push hard to turn solid proposals into policy -- and I hope I can count on your strong support to help me get the job done.

As for the rest of my pro-growth plan, you'll have to stay tuned for Tuesday. But I can say right now -- by way of a "coming attraction" -- that any growth package worth the name should pass the following five tests:

First, it must stimulate the investment necessary to create jobs.

Second -- and this points up the vital importance of your industry -- it must bolster real estate values, and increase home sales.

Third, it must give Americans confidence that the costs of health care, providing for their kids' education and raising a family will be affordable.

Fourth, it must increase America's capacity to compete in the global economy.

Fifth and finally, it must control wasteful government spending -- and bring the federal deficit under control. //

So hear me out in the State of the Union. Listen to what my competition has to say -- and then make your decision. / I'm confident that when you sort out fact from fiction, you'll see that we've got the best plan to get this economy growing again.

I am confident / absolutely certain / that we will get the economy turned around. And I am sure that once again the housing industry will lead the way to a strong and steady recovery. //

I'll stop there, and take some questions.

#

McGroarty/Bunton
January 22, 1992
5:45 pm
[HOME]

PRESIDENTIAL REMARKS: NAT'L ASS'N OF HOMEBUILDERS TELECONFERENCE
OEOB, ROOM 459
JANUARY 24, 1992
3:30 P.M.

Thank you, Mark [Tipton, President NAHB], for those kind words. // Hello to Tommy Thompson, Martin Perlman, Roger Glunt, Kent Colton, and Jay Buchert, your incoming President -- and to all of you celebrating the golden anniversary of the National Association of Home Builders. I hear you were promised a daytime fireworks display -- so I'll give this my best shot.

First off, Barbara reminded me to tell you we're doing our part for home building -- thanks to a little rough weather back in Kennebunkport. // But there's been more than a little rough weather in your industry. Back in December, I met with Mark and Kent at the White House. We talked about the tough times you've experienced -- and we agreed on the need for strong action to get this economy moving again. //

The housing industry has been hit hard. You've been pinched by the credit crunch -- hurt by first-time homebuyers forced by economic circumstances to defer their shot at the American dream, and homeowners who've watched their equity erode.

On the credit front, we've been working hard to get the message out to lending institutions and the regulatory community that sound banks make sound loans. I'm also pleased to see

interest rates lower than they've been since the late 70's. There's a pent-up demand for new housing that promises a strong comeback -- one that will bring homebuyers back into the market and have homebuilders working overtime. //

But no issue right now matters more than the state of our economy. / Next Tuesday, I'll take my economic action plan to the American people in the State of the Union. Without tipping my hand today, I can say that some of the reforms I want to see are geared specifically to get the housing market back on its feet.

I pledged as President that we'd see an increase of one million in the number of new American homeowners. I'm proud to say we've reached that goal -- and I'm convinced our housing initiatives will create help even more Americans reach their dream.

One way we'll succeed is by breaking down the barriers to affordable housing. Jay and Roger served on my Advisory Commission on Regulatory Barriers. Many of the recommendations in what the Commission called the NIMBY report -- "Not in My Backyard" -- have been built into the 1993 Budget.

I'll be calling for prompt action by the Congress because it's even more urgent we get these critical reforms through Congress now. / So count on it: I'm going to hit the line again, push hard to turn solid proposals into policy -- and I hope I can count on your strong support to help me get the job done.

As for the rest of my pro-growth plan, you'll have to stay tuned for Tuesday. But I can say right now -- by way of a "coming attraction" -- that any growth package worth the name should pass the following five tests:

First, it must stimulate the investment necessary to create jobs.

Second -- and this points up the vital importance of your industry -- it must bolster real estate values, and increase home sales.

Third, it must give Americans confidence that the costs of health care, providing for their kids' education and raising a family will be affordable.

Fourth, it must increase America's capacity to compete in the global economy.

Fifth and finally, it must control wasteful government spending -- and bring the federal deficit under control. //

So hear me out in the State of the Union. Listen to what my competition has to say -- and then make your decision. / I'm confident that when you sort out fact from fiction, you'll see that we've got the best plan to get this economy growing again.

I am confident / absolutely certain / that we will get the economy turned around. And I am sure that once again the housing industry will lead the way to a strong and steady recovery. //

I'll stop there, and take some questions.

#

KENT COLTON 4/22/92
[anecdote]

Desert Storm started last yr.

Dick Cheney scheduled to be @ gen's
cunny to be speaking [war started]
dun's conveni

← bombs drop on Keds chy to speak on Jir →

add: Roger Glunt

Tommy Thompson

Markus Altman (Houston)

} all sitting @
head table

1/22/92 5:30 pm.

John Kitchen said might want
to run final copy Bookin (if use
any of the info)

1 million new homeowners
have reached the goal

- Mary Brunnette - 1/22/92
Hud

In my adn we've sat and
reached the goal of 1 million
New homeowners and we'll
on our way to ~~reach~~ creating
even more -

our proposals to enhance home
ownership & create even more

^{Advisory}
Pres. Commission on Regulatory Barriers 2 Aff. ^{has}

Barriers to affordable housing → ^{Presented}
legislative focus this yr. ^{July 91}

pleased to receive report on
Homebuilders people: Robert Jay Buchert &
Roger Glunt ^{Summer}

NIMBY — (name of the report)
from the commission

project proposals are come out in
93 budget Sec. Perry

mentioned a few ~~Yesterday~~

(today 1/22/92)

JANUARY 22, 1991

Draft

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVE DEMAREST
TONY SNOW

FROM: DAN MC GROARTY

SUBJECT: PROPOSED REMARKS FOR THE NATIONAL ASSOCIATION OF
HOME BUILDERS TELECONFERENCE

I. SUMMARY

On Friday, January 24, 1992 at 3:30 p.m. you will deliver brief remarks via satellite from Room 459 of the Old Executive Office Building to the annual National Association of Home Builders conference in Las Vegas, Nevada.

II. DISCUSSION

Your remarks (approximately 5 minutes / teleprompter) highlight the five tests of a successful growth package, reiterate ~~your stand on no net loss of wetlands, and give glimpses of the economic actions you will set forth in the State of the Union.~~

Your remarks acknowledge the NAHB leadership and its incoming president Jay Buchert.

Following your remarks, Mark Tipton and Jay Buchert will each ask you one question.

*measures
and profile measures
That will
help
the
housing
industry.*

↑ F7

Letterhead

press [1]



National Association of Home Builders

1201 15th Street, N.W., Washington, D.C. 20005-2800

(202) 822-0401 Fax No: (202) 822-0374

Kent W. Colton, Ph.D.
Executive Vice President &
Chief Executive Officer

DATE 1/17/92

FAX TRANSMITTAL COVER SHEET

TO: Scott Sforza
FAX #: 456-1651

SENDER: KENT W. COLTON, EXECUTIVE VICE PRESIDENT

SENDER'S PHONE NUMBER: (202) 822-0401

NUMBER OF PAGES TO FOLLOW COVER SHEET: 6-

COMMENTS: _____

THE FAX NUMBER FOR THE NAHB EXECUTIVE OFFICE IS (202) 822-0374.



National Association of Home Builders

1201 15th Street, N.W., Washington, D.C. 20005-2800

(202) 822-0401 Fax No: (202) 822-0374

Kent W. Colton, Ph.D.
Executive Vice President &
Chief Executive Officer

January 17, 1992

SEND VIA FAX

Mr. Jeff Vogt
Office of Public Liaison
Old Executive Office Building
The White House
Washington, DC 20500

Dear Jeff:

As we discussed, enclosed (as Attachment I) are some possible ideas to be used by the President in his broadcast to the NAHB Convention. We are certainly looking forward to his presentation and will work with you in any way possible to make the event a success.

If at all possible, we would suggest two or three questions following the President's comments. We think this will make the broadcast more "alive" and meaningful for our membership. Naturally we will work with you in advance to identify the questions. Three possible questions are also enclosed (as Attachment II). As you can see, there is some overlap between Attachments I and II.

I look forward to talking to you Monday.

Best regards,

A handwritten signature in dark ink, appearing to be "Kent", is written over a horizontal line.

Kent W. Colton

KWC/mlp

Enclosures

ATTACHMENT I

National Association of Home Builders
January 17, 1992

POSSIBLE TALKING POINTS/IDEAS
FOR PRESIDENTS BUSH'S INTERACTIVE VIDEO
WITH THE NATIONAL ASSOCIATION OF HOME BUILDERS
ON JANUARY 24, 1992

INTRODUCTION

INTRODUCES POINTS

Recognition for the leadership of NAHB if you want. They include:

Mark Ellis Tipton, President
Robert "Jay" Buchert, ~~First Vice President~~ *President Elect*
J. Roger Glunt, Vice President & Treasurer
Thomas "Tommy" Thompson, Vice President & Secretary
Martin Perlman, Immediate Past President
Kent W. Colton, Executive Vice President

To Mark Tipton and all the Senior Officers of NAHB, its good to see you again. Thank you for inviting me to address the National Association of Home Builders as you begin the celebration of your 50th Anniversary year.

(December 2, 1991)
Just last December I had the pleasure of meeting with Mark (Tipton) and Kent (Colton) in The White House. And the White House staff has worked closely with the Home Builders on a variety of housing-related issues.

50TH ANNIVERSARY

Since its founding in 1942, the National Association of Home Builders, working with the private and public sectors, has helped transform America from a nation of renters into a nation of home owners, and in the process we have become the best housed nation in the world.

It is significant and very revealing about the building industry to find that one of the ways you are celebrating your 50th Anniversary is to give the very special gift of housing to the communities you have served so faithfully throughout the years. Your "Homes Across America" program, to provide homes for low and moderate income families across the nation, is truly a unique and magnanimous gesture. Few industries say thank you in their celebrations by providing such a significant product as a home. I congratulate all of you associated with this noble project of providing decent shelter for those of us who are less fortunate.

As you know, over the past three years we have recognized many members of your association in our Points of Light program, and I am certain that such recognition will continue.

ECONOMIC RECOVERY/CREDIT CRUNCH

I know these have been trying times for the building industry. Home builders, home buyers and renters have faced many challenges in this recession.

The economy has been weak. You have encountered credit crunch problems that have stifled production, and consumer confidence has been lacking. The building industry has been straight forward and persistent in identifying the issues and presenting solutions. Builders were among the first to sound the alarm of a credit crunch.

Your warnings did not go unheeded. I have said often that sound banks should make sound loans. Over the last few months we have issued several new guidelines to ensure that this occurs. And we are working to make sure that the message filters throughout the regulatory community and our financial institutions.

We are currently developing a strong plan to help achieve an economic recovery for this country. I will be presenting this plan at The State of the Union speech on January 28th.

NAHB has made a number of suggestions on how to get our economy back on track again -- A tax credit for first-time home buyers, restoration of passive losses for real estate professionals, using IRAs to buy homes for first-time home buyers, and implementing a capital gains tax.

I know, as you do, that housing production has always led the nation out of prior recessions. I am confident that housing will help lead the economic recovery of 1992.

STATE OF THE UNION

Provide whatever announcements can be made related to housing in The State of the Union. But at a minimum could say:

I am afraid I can't reveal to you today the details of my upcoming State of the Union address. But let me say that home builders should tune in Tuesday night to hear what we -- and I emphasize WE -- are going to do to strengthen and build America's place in the world. I think you will like the message.

WETLANDS

Finally, let me say that I know another issue -- wetlands -- is of great concern to you. Since my announcement last summer calling

[for new guidelines on wetlands, some have claimed this will result in a huge loss of our nation's wetlands. I have said it before and I will say it again -- we are committed to common sense in a wetlands policy. Wetlands should be saved. There should be no net loss; but wetlands should be wet. My direction to Vice President Quayle's Council on Competitiveness was to protect environmentally sensitive wetlands and protect the property rights of landowners. Our new guidelines will distinguish between genuine wetlands, which deserve to be protected, and other kinds of lands.

We will work together -- builders, farmers, conservationists and others -- to protect pristine wetlands.

CONCLUSION

Again, I congratulate you on your 50th Anniversary as an association and I thank you for Homes Across America. I salute your entrepreneurial spirit, drive and dedication in working to make America the best housed nation in the world.

Now, let me take a few questions from your members.

KWK/zl

ATTACHMENT II

POSSIBLE QUESTIONS FOR PRESIDENT BUSH

✓ Question 1 [Mark Tipton]

NAHB has suggested a number of proposals to stimulate a housing led economic recovery including a tax credit and use of IRAs for first-time home buyers and reinstatement of passive losses and a capital gains tax. Is there any hope that any of these will be included in your State of the Union message?

Possible Answer

I am afraid I can't outline the details of my upcoming State of the Union address today, but tune in next Tuesday night to hear what we -- and I emphasize WE -- are going to do to strengthen and build America's place in the world. I think you will like the message.

✓ Question 2 [Jay Buchert]

An important part of a housing economic recovery is available credit for the production of homes. What can be done to assure that credit will be available to help underwrite this recovery?

Possible Answer

Reference to all the work the Treasury Department and the Regulators have done in the last three months to encourage "sound banks to make sound loans." (If you need details on this, we will be happy to supply them.)

Question 3

There is a concern that property rights are being eroded under the banner of environmental protection -- for example in the area of wetlands. How can we assure balance between private property rights and environmental protection?

- 2 -

Possible Answer

I think the key is common sense on both sides. For example, regarding wetlands, I think we all feel that true wetlands should be saved. Also, there should be no net loss. On the other side, wetlands should be wet. My direction to Vice President Quayle's Council on Competitiveness was to protect environmentally sensitive wetlands and protect the property rights of landowners. Our new guidelines will distinguish between genuine wetlands, which deserve to be protected, and other kinds of lands. Overall, we need to work together -- builders, farmers, conservationists and others -- to protect pristine wetlands.

1/17/92

John Kitchen

1 million
14 thousand
700

housing starts
1,014.7

1946 1,015

lowest for any yr.
since WWII

John Kitchen's

housing starts read low in
Jan 91 - and by Dec.
had risen 30%

head table of
you will

(will be sitting
there!)
(Roger Glunt)

Home Builders
Teleconference

11/22/92

while recog.

Jan very weak

rose by end of

yr. were 30%

higher than start

of yr.

Dec 9 Mr. # could

be revised / change

could be better

legit @ this pt.

837 units in Jan.

22 Aug 73

Hans Kuthner
6563

CPD

Adv. - Bu
191
from 5/10/73
up 2.6.73
at any time
in 1973

Kung (Housing)

Housing Starts for 91
General numbers not being

CEH

~~5090~~

~~5042~~ Alva 7th Kitchens

4666

HUD -> Public Affairs

708-3161

Many Private
Public

hit bottom Jan.

upward trend in home starts
fundamentals point to
improved trend in home
market

one of the things

res. construction should
continue to improve

affordability, lower

mortgage
rates

starts

on equal basis since
Jan

permits up

these are
facts

21 JANUARY 1992

SCOTT SPORZLA
MEDIA AFFAIRS LEAD

MEMORANDUM FOR DAN MC GROARTY

FROM:

J BUNTON

SUBJECT:

HOMEBUILDERS TELECONFERENCE

TCON

FRIDAY, 24 JANUARY, 1992
3:30 - 3:45 P.M. EAST COAST TIME
ANNUAL HOMEBUILDERS CONFERENCE
CONFERENCE IN LAS VEGAS, NEVADA
KRISTEN GEAR WILL BE ON SITE

5 MINUTES POTUS REMARKS; FOLLOWED BY TWO QUESTIONS FROM AUDIENCE
[RESPONSES WILL NOT BE SCRIPTED]

60,000 AT CONVENTION; 3-10,000 IN IMMEDIATE AUDIENCE. MESSAGE
WILL BE TAPED AND REPLAYED THROUGHOUT CONFERENCE ON LITTLE
MONITORS.

0 NAHB ORGAN. 1942 [THIS IS THEIR 50TH ANN.] NAHB IS
RECOGNIZED NATIONWIDE AS THE "VOICE OF AMERICA'S HOUSEING
INDUSTRY"

0 CONVENTION WILL HAVE OVER 18 ACRES OF EXHIBIT SPACE, OVER
700 VENDORS

0 ATTENDANCE OVER 60,000

0 MORE THAN 200 EDUCATIONAL PROGRAMS WITH 700 DIFFERENT
SPEAKERS

0 SEC. KEMP WILL ADDRESS NAHB EXECUTIVE COMMITTEE ON WEDS. 22
JAN.

0 CONG. GUY VANDER JAGT OF MICHIGAN GIVES OPEN ADDRESS ON FRI.
AM JUST PRIOR TO POTUS

0 JIMMY CARTER SPEAKS ON SATURDAY

0 PAUL SIMON IS BEING HONORED AS NAHB POLICY MAKER OF THE
YEAR.

ADDITIONAL INFO ON ATTACHED MEMO..... NOTE THE ORANGE PEN MARKS.

POSSIBLE KPORT JOKE ABOUT HIS HOUSE? THE THING WITH THE
POWERTOOL AT ATLANTA?



National Association of Home Builders

1201 15th Street, N.W., Washington, D.C. 20005-2800

(202) 822-0401 Fax No: (202) 822-0374

Kent W. Colton, Ph.D.
Executive Vice President &
Chief Executive Officer

DATE 2/17/92

FAX TRANSMITTAL COVER SHEET

TO:

Jeff Vogt

FAX #:

456-1647

SENDER: KENT W. COLTON, EXECUTIVE VICE PRESIDENT

SENDER'S PHONE NUMBER: (202) 822-0401

NUMBER OF PAGES TO FOLLOW COVER SHEET: 6

COMMENTS: _____

THE FAX NUMBER FOR THE NAHB EXECUTIVE OFFICE IS (202) 822-0374.

TO: DAN M.
FR: Jeff V.
Here this is helpful
for NAHB remarks
let me know if you
have any questions
& pls. forward your draft -
Thank you,
J.

National Association of Home Builders

1201 15th Street, N.W., Washington, D.C. 20005-2800

(202) 822-0401 Fax No: (202) 822-0374

Kent W. Colton, Ph.D.
Executive Vice President &
Chief Executive Officer

January 17, 1992

SEND VIA FAX

Mr. Jeff Vogt
Office of Public Liaison
Old Executive Office Building
The White House
Washington, DC 20500

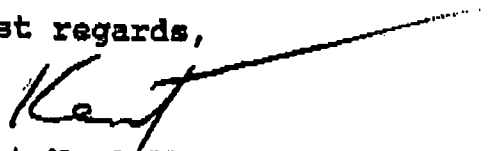
Dear Jeff:

As we discussed, enclosed (as Attachment I) are some possible ideas to be used by the President in his broadcast to the NAHB Convention. We are certainly looking forward to his presentation and will work with you in any way possible to make the event a success.

If at all possible, we would suggest two or three questions following the President's comments. We think this will make the broadcast more "alive" and meaningful for our membership. Naturally we will work with you in advance to identify the questions. Three possible questions are also enclosed (as Attachment II). As you can see, there is some overlap between Attachments I and II.

I look forward to talking to you Monday.

Best regards,


Kent W. Colton

KWC/mlp

Enclosures

ATTACHMENT I

National Association of Home Builders
January 17, 1992

POSSIBLE TALKING POINTS/IDEAS
FOR PRESIDENTS BUSH'S INTERACTIVE VIDEO
WITH THE NATIONAL ASSOCIATION OF HOME BUILDERS
ON JANUARY 24, 1992

INTRODUCTION

Recognition for the leadership of NAHB if you want. They include:

Mark Ellis Tipton, President
Robert "Jay" Buchert, First Vice President
J. Roger Glunt, Vice President & Treasurer
Thomas "Tommy" Thompson, Vice President & Secretary
Martin Perlman, Immediate Past President
Kent W. Colton, Executive Vice President

To Mark Tipton and all the Senior Officers of NAHB, its good to see you again. Thank you for inviting me to address the National Association of Home Builders as you begin the celebration of your 50th Anniversary year.

Just last December, I had the pleasure of meeting with Mark (Tipton) and Kent (Colton) in The White House. And the White House staff has worked closely with the Home Builders on a variety of housing-related issues.

50TH ANNIVERSARY

Since its founding in 1942, the National Association of Home Builders, working with the private and public sectors, has helped transform America from a nation of renters into a nation of home owners, and in the process we have become the best housed nation in the world.

It is significant and very revealing about the building industry to find that one of the ways you are celebrating your 50th Anniversary is to give the very special gift of housing to the communities you have served so faithfully throughout the years. Your "Homes Across America" program, to provide homes for low and moderate income families across the nation, is truly a unique and magnanimous gesture. Few industries say thank you in their celebrations by providing such a significant product as a home. I congratulate all of you associated with this noble project of providing decent shelter for those of us who are less fortunate.

As you know, over the past three years we have recognized many members of your association in our Points of Light program, and I am certain that such recognition will continue.

ECONOMIC RECOVERY/CREDIT CRUNCH

I know these have been trying times for the building industry. Home builders, home buyers and renters have faced many challenges in this recession.

The economy has been weak. You have encountered credit crunch problems that have stifled production, and consumer confidence has been lacking. The building industry has been straight forward and persistent in identifying the issues and presenting solutions. Builders were among the first to sound the alarm of a credit crunch.

Your warnings did not go unheeded. I have said often that sound banks should make sound loans. Over the last few months we have issued several new guidelines to ensure that this occurs. And we are working to make sure that the message filters throughout the regulatory community and our financial institutions.

We are currently developing a strong plan to help achieve an economic recovery for this country. I will be presenting this plan at The State of the Union speech on January 28th.

NAHB has made a number of suggestions on how to get our economy back on track again -- A tax credit for first-time home buyers, restoration of passive losses for real estate professionals, using IRAs to buy homes for first-time home buyers, and implementing a capital gains tax.

I know, as you do, that housing production has always led the nation out of prior recessions. I am confident that housing will help lead the economic recovery of 1992.

STATE OF THE UNION

Provide whatever announcements can be made related to housing in The State of the Union. But at a minimum could say:

I am afraid I can't reveal to you today the details of my upcoming State of the Union address. But let me say that home builders should tune in Tuesday night to hear what we -- and I emphasize WE -- are going to do to strengthen and build America's place in the world. I think you will like the message.

WETLANDS

Finally, let me say that I know another issue -- wetlands -- is of great concern to you. Since my announcement last summer calling

for new guidelines on wetlands, some have claimed this will result in a huge loss of our nation's wetlands. I have said it before and I will say it again -- we are committed to common sense in a wetlands policy. Wetlands should be saved. There should be no net loss; but wetlands should be wet. My direction to Vice President Quayle's Council on Competitiveness was to protect environmentally sensitive wetlands and protect the property rights of landowners. Our new guidelines will distinguish between genuine wetlands, which deserve to be protected, and other kinds of lands.

We will work together -- builders, farmers, conservationists and others -- to protect pristine wetlands.

CONCLUSION

Again, I congratulate you on your 50th Anniversary as an association and I thank you for Homes Across America. I salute your entrepreneurial spirit, drive and dedication in working to make America the best housed nation in the world.

Now, let me take a few questions from your members.

KWK/zl

ATTACHMENT II

POSSIBLE QUESTIONS FOR PRESIDENT BUSHQuestion 1

NAHB has suggested a number of proposals to stimulate a housing led economic recovery including a tax credit and use of IRAs for first-time home buyers and reinstatement of passive losses and a capital gains tax. Is there any hope that any of these will be included in your State of the Union message?

Possible Answer

I am afraid I can't outline the details of my upcoming State of the Union address today, but tune in next Tuesday night to hear what we -- and I emphasize WE -- are going to do to strengthen and build America's place in the world. I think you will like the message.

Question 2

An important part of a housing economic recovery is available credit for the production of homes. What can be done to assure that credit will be available to help underwrite this recovery?

Possible Answer

Reference to all the work the Treasury Department and the Regulators have done in the last three months to encourage "sound banks to make sound loans." (If you need details on this, we will be happy to supply them.)

Question 3

There is a concern that property rights are being eroded under the banner of environmental protection -- for example in the area of wetlands. How can we assure balance between private property rights and environmental protection?

- 2 -

Possible Answer

I think the key is common sense on both sides. For example, regarding wetlands, I think we all feel that true wetlands should be saved. Also, there should be no net loss. On the other side, wetlands should be wet. My direction to Vice President Quayle's Council on Competitiveness was to protect environmentally sensitive wetlands and protect the property rights of landowners. Our new guidelines will distinguish between genuine wetlands, which deserve to be protected, and other kinds of lands. Overall, we need to work together -- builders, farmers, conservationists and others -- to protect pristine wetlands.

1/17/92

(4671 2299)

Homebrewers →

21 Jan. 92

teleconference 3:40 pm 24 January, 92

- ① do we know order? 3:30 - 3:45 p.m. schedule
- ② time? 3:30 - 3:45 p. → last 5 min time for speech
- ③ intro format? → 5 min range
- ④ length remarks? 5 mins
- ⑤ what are they looking for?

Speech 5 min range

2 qus I not script answers

60,000 convention audience
re-broadcast later they out

inland and → 3-10,000

issue: south/wetlands

→ Mark Aipton & into Gtrn

→ 2 P's (No Sept) on shut #1 & 2

Mark Tipton

→ Jay Bucknall

6 man-m for TPs - leading @ head table on stage

→ [Leat Gtrn]



Callphon [702-592-2205]

Maylon → cat.

Writs by range of internet dignitaries → who?

THE PONS/POST PONS AGENDA

KENT COLTON DAVE

Spoke in person couple yrs. ago

1 @ VPOTUS

1 @ POTUS

+189

1990 Atlanta Jan.

dignitaries



Nobody worth mentioning
industry dignitaries

Candice and Jacki dignitaries

PRE-POTUS

Guy Vanderjagt - may come in to see POTUS

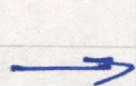
6 people @ head table

outside [fireworks]

Jay → (Beverly) not Boo curt

With's pre/post POTUS session

Go into ed program visit exhibit



Board room



500 - 1,000 people

setting

in immediate audience

another 5-10,000 or 20,000 larger

mom & fireworks
little flair

✓ sec. largest flag in the world

→ Housing / home ownership / 50th ann.
Rep. Cong. from Michigan
keynote

upbeat session →

- Roos. Rm. - mtg.

■ talk⁶ points → what's on boulder's mind

• Economy (recog. of problems)

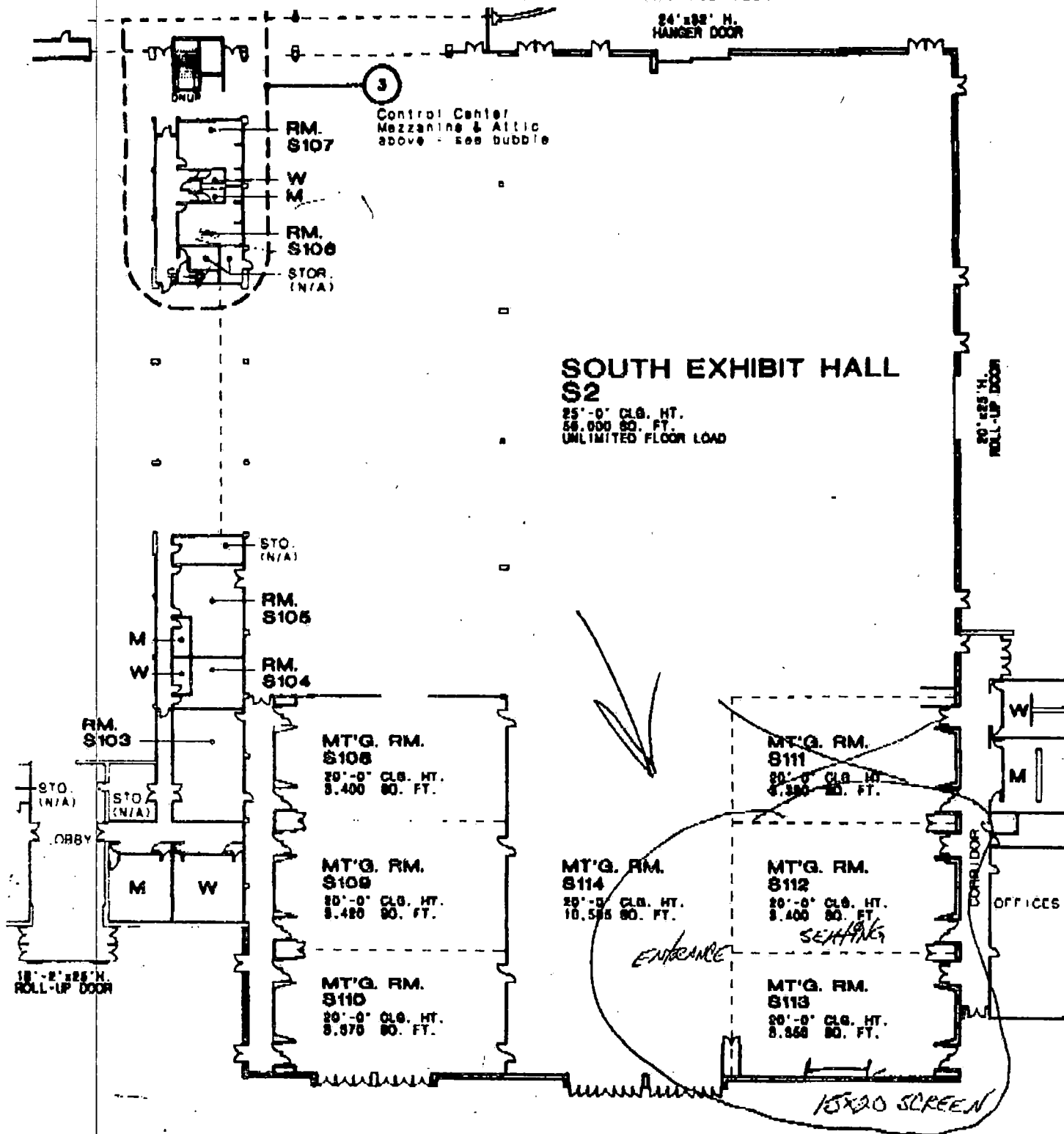
• 30TH plans on housing

• IRAS
cap gains
etc. . . .
credit . . .

some bonus, some loans

• Wetlands → comments from farm bureau
"more to mtrts. ears"

headtable / Dec. mtg. / personal congrats to Mark & Jay



LE: 1" = 50'-0"

Profile of the National Association of Home Builders

A federation of more than 800 state and local associations nationwide, NAHB has more than ~~157,000~~ ^{153,000} members.

About one-third of all members are builders, the majority of whom construct fewer than 25 units per year. The remainder of the membership consists of associates in allied fields such as mortgage finance and building products and services.

→ The association was founded in 1942 and is headquartered in Washington, D.C. It has an annual budget of more than \$34 million.

As the "Voice of America's Housing Industry," NAHB is dedicated to serving the needs of individual members and its state and local associations. It provides management services to state and local associations and keeps members and associations informed about changes in building techniques, marketing, financing, legislation, government regulations, consumer attitudes and preferences, and specialized fields within the housing industry.

Councils addressing needs of specialized fields within the housing industry include the Building Systems Council (pre-fabricated or industrialized housing), the National Commercial Builders Council, the National Council of the Multifamily Housing Industry, the NAHB Remodelers Council, the National Sales and Marketing Council, the Rural Housing Council and the Seniors Housing Council. Four standing committees address the needs of small volume, medium volume, large volume and custom single-family home builders.

< NAHB's various divisions analyze housing policy issues, take the housing industry's story to the public through the media, monitor and work toward improving the housing finance system and analyze and forecast economic trends.

In addition, the association represents the industry's interests on Capitol Hill and strives to ensure that housing remains a national priority when laws are made and policies are established.

Each year the association holds an annual convention and exposition. The convention, which attracted more than 65,000 persons in 1990, features educational seminars and exhibits of the latest in products and services for the housing industry. The NAHB Annual Convention and Exposition will be held in Atlanta in 1991 and in Las Vegas in 1992.

NAHB has several close affiliates focusing on specialized aspects of the housing industry. They include:

- **HOW** -- The Home Owners Warranty (HOW) program provides a 10-year new home buyer protection plan. The plan is administered by the Home Owners Warranty Corporation which began as an NAHB subsidiary and has since become an independent mutual company.
- **NAHB National Research Center, Inc.** -- The NAHB National Research Center develops, tests and evaluates new materials, methods, standards and

equipment to improve technology for America's housing and to make it more affordable.

- **Home Builders Institute** -- NAHB's educational arm, the Home Builders Institute develops and administers a wide range of educational and job training programs. It is also responsible for developing the educational programs at NAHB's annual convention and exposition, "The Builders' Show."

For more information about NAHB, call the Public Affairs Division at (202) 822-0405.



National Association of Home Builders

15th and M Streets, N.W., Washington, D.C. 20005

Telex 89-2600 (202) 822-0401

Kent W. Colton, Ph.D.
Executive Vice President &
Chief Executive Officer

January 20, 1992

MEMORANDUM

To: Scott Sforza

From: Kent W. Colton *Kent*

Subject: Background Information Related to President Bush's Live Broadcast to the National Association of Home Builders Annual Convention

Information on NAHB

- ✓ ○ NAHB was officially organized in 1942.
- The current membership of NAHB is 151,000 member firms. These member firms represent approximately 2,000,000 people working directly in the home building industry and 4,000,000 people working in businesses associated with the home building industry.
- ✓ ○ NAHB represents a broad cross-section of the building industry through its many councils, including:
 - Remodelers Council
 - Multi-Family Council
 - Commercial Builders Council
 - Rural Housing Council
 - Building Systems Council
 - Sales and Marketing Council
 - Senior Housing Council
- The manufacturers of the many products which go into the home building process are represented through our National Council of the Housing Industry (NCHI).
- Presently, NAHB has a board of directors comprised of 2000 members. This board meets three times a year to develop and approve policy. Once during the spring in Washington, DC, once during the fall and once during the Annual Convention/Exposition each January.

Post-It™ brand fax transmittal memo 7671

of pages ▶

To: Scott Sforza

From: Wayne Stetson

Cc: [illegible]

Information on the Annual Convention

- o The 1992 Convention will be held in Las Vegas, Nevada, January 24-27.
- o 403,000 sq. ft. of exhibit space has been sold to over 700 vendors of building industry related products and services. (In other words the Convention will have over 18 acres of exhibit space.)
- o This year we anticipate an attendance of approximately 60,000 people.
- o More than 200 educational programs with 700 different speakers.
- ! [o Secretary of HUD Jack Kemp will address the NAHB Executive Committee (on Wednesday, Jan. 22).
- ! [o The opening ceremony address will be presented by Congressman Guy Vander Jagt from Michigan on Friday morning Jan. 24. (Just before President Bush's video presentation!)

Some of the key events include:

- o An interactive video with President George Bush on Friday Jan. 24.
- o Installation of Jay Buchert, a home builder from Cincinnati, Ohio as NAHB's 1992 President on Monday Jan. 27.
- o The first Homes Across America house will be built at the Convention to be donated to a low-income family in Las Vegas.
- o Former President Jimmy Carter will address the NAHB Board of Directors on Saturday morning, Jan. 25.
- o Senator Paul Simon from Illinois will be honored as NAHB Policy Maker of the Year.
- o Grand Opening Ceremonies will be held for the first Smart House constructed and made available for sale to the general public.
- o Visits to the Convention by a wide range of international dignitaries. *who?*
- [o NAHB's 50th Anniversary Celebration Kick-Off and NAHB's Homes Across America Program Kick-off. !

Information on NAHB's 50th Anniversary and Homes Across America Program

- o NAHB is celebrating its 50th year as a national association and the centerpiece of the 50th anniversary celebration is NAHB's Homes Across America program.
- o Over 100 local building industry associations working with groups such as: Habitat for Humanity, Christmas in April, and the Ronald McDonald House will join together to build or refurbish over seven hundred homes across America which will be given or donated to low- and moderate-income families.
- o Homes Across America provides an opportunity for our members to say "thank you" to the many communities across America where they work and live.
- o Every year NAHB members donate large amounts of charitable building to their local communities. This year they will donate their efforts to The Homes Across America program.

Key Housing FactsBackground:

- o On average, housing accounts for nearly 5% of Gross Domestic Product and one-third of private domestic investment.
- o Housing is also a major swing factor in most business cycles, typically leading the economy out of recession and into prosperity.

Current Issues/Challenges:

- * < o Housing starts for 1991 were around one million units, the lowest since 1945. (The final numbers will be out this Wednesday, January 22, 1992.)
- o Housing activity hit bottom in January 1991, and staged a rebound in the months following victory in the Persian Gulf War.
- o But the housing recovery stalled later in 1991, along with other key parts of the economy.

Good News:

- o The groundwork has been laid for a sustained upswing in single family housing sales and production.
- o Inventories of unsold new homes have been worked down to the lowest level in nine years.

- o Substantial pent-up housing demand has developed during the 1990-1991 period.

- ! o Mortgage interest rates have fallen to the lowest levels since the mid-1970s and housing affordability measures are high.

Housing is Key:

- o Housing is poised to lead the economy out of recession, as in the past.

- ! o Housing was, in fact, a key factor behind the positive growth registered in the second and third quarters of last year. In fact single family housing accounted for nearly one-half of the total increase in real G.D.P. in the third quarter. (This was prior to the recent slowdown in housing and the economy.)

- o A rebound in consumer confidence is key to a rebound in housing and economic activity.

Video Timing and Set-up

- o Timing of the President's Video

Directly following the NAHB 1992 Convention Grand Opening Ceremony.

- o Room Setup -

20 x 20 Telescreen

Seating for 1000+

Headtable with the Senior Officers of NAHB

- Mark Ellis Tipton, President
- Robert 'Jay' Buchert, President-Elect
- J. Roger Glunt, Vice President and Treasurer
- Tommy Thompson, Vice President and Secretary
- Martin Perlman, Immediate Past President
- Kent W. Colton, Executive Vice President and Chief Executive Officer

- o Proposed format for Teleconference -

- Introduction of President Bush by NAHB President Mark Ellis Tipton
- President Bush's remarks
- A few follow-up questions by NAHB members to President Bush

Materials the President May Want to Cover in his Presentation

- o On January 17, 1992, a memo was sent (via fax) to Jeff Vogt, outlining some possible talking points/ideas for President Bush's interactive video. If you have any questions on those ideas, please let me know. We want to help in any way possible. To the extent the President can give us a 'preview' of some of the housing related items that will be covered in the State of the Union Address, it would be very well received. If he cannot -- and we understand why he may want to wait -- it would be good to at least have a 'staged' question-and-answer that would allow the President to say 'stay tuned' in a very positive way.
- o The President may want to make reference to a meeting held at the White House with Mark Tipton and Kent Colton and other industry leaders on December 2, 1991 on issues related to economic recovery and housing.
- o The President may want to congratulate Mark Tipton and Jay Buchert for their work at NAHB. Mark Tipton has served as President in 1991, and Jay Buchert will be installed as the 1992 President on January 27, 1992.

Remarks at the Annual Convention of the National Association of Home Builders in Atlanta, Georgia January 19, 1990

Well, thank you, Shirley, Florida's gift to the Home Builders and trusted adviser to this President. I'm delighted to be with you. I'm delighted to see a fellow Houstonian—your next president, your incoming president. Marty, good luck to you in the travails ahead. I wish you the very best. And to other VP's here—Mark Tipton and Jay Buchert and Kent Colton and Bob Bannister—delighted to be with all of you. And, Patsy, what a job you've done on this convention. Thank you for including me in it.

It's great to see you. It hasn't been so long, has it, since that last meeting that Shirley referred to, in November. And of course, we have with us several other distinguished guests. Congressman Newt Gingrich is here, and Chalmers Wiley, so active in the housing business. [Representative] Steve Bartlett is over here, a fellow Texan. Kit Bond, Senator Bond—great leaders in the Senate—Senator Wyche Fowler flew down with me on Air Force One. So, you have a very distinguished congressional delegation here, and I expect I'm missing somebody.

Also with me on the plane—and doesn't have that much to do with housing, but he's here and I'm very proud of him—is Secretary Manuel Lujan, the Secretary of the Interior, who came with me—over here someplace—whoops, where is—there he is on the end—and other members of what I think is an outstanding Cabinet. And of course, I'd be remiss if I didn't single out an old friend of mine—one fatal flaw, he's a Democrat—[laughter]—but one old friend of mine, and that is Atlanta's old and yet new mayor, my friend—and I mean that—Maynard Jackson and his family are here with us today, too. So, Maynard, we wish you all the best in the job ahead.

And what a treat it is to be back in Atlanta. In fact, I believe that it was in this very hall about a year and a half ago that the party opposite from mine held their 1988 convention. And of course, I have fond memories of that convention. It gave me a

very good excuse to go fishing in Wyoming with [Secretary of State] Jim Baker. [Laughter] And the question was appropriately raised, "Where was George?" Albeit a year and half later, I'm proud to say, "Here I am," proud to be with the Home Builders. Isn't it great to live in a country with no limits? Who would have thought that I would put my silver foot in the same place where Ann Richards talked? [Laughter]

In any event, it is great to be back among the Home Builders of America. I really hope you all appreciate one thing—it's not every day that this association gets to hear from one who actually lives in public housing. [Laughter] And let me say parenthetically, I'm very sorry that my favorite Silver Fox is not with me. She's doing literacy work in Florida. But I might add, I am very proud of Barbara Bush, and I wish she were with me here today.

You see, before we moved to the White House, Barbara and I were a home builder's and, yes, a realtor's dream. We lived in 28 places in 45 years. And yet in a real sense, wherever we lived—whether it was in Houston, Washington, New York, or China—our family had one true home that we took with us wherever we went.

I remember the first place Barbara and I lived in, when our son George was just a baby—a tiny, ramshackle shotgun house in the oil town of Odessa, Texas. It had a makeshift partition down the middle that cut the house into two apartments, leaving us with a small kitchen and a shared bathroom, an old water-drip window unit—you remember those cooler units they used to use out there—cranked up like a west Texas dust storm still couldn't drown out the noise of the all-night parties next door.

But that first house that Barbara and I lived in couldn't compare to those new "smart houses" that you in the NAHB are building. We were fortunate that the wiring even worked, while today you're putting telephone, television, and power together on one master cable, linked to a computer.

It is remarkable with American ingenuity.

Yet despite it all, a home is a place in for our neighbors, a shack was home. And worry how many cause they can't have home even half as that we lived in. The costs of housing the life of America's comes to housing, society of haves and your association, principle and is doing

The fact is that half the cost of the American dream, calating. Young low- and moderate married people future—and many priced out of the new homes. To people can afford private sector money. I've asked my assistant of HUD, Jack Keating, doing for housing, veneer a blue ribbon, these barriers to construction and to how to eliminate

And while I'm thing off my chest around this complaining of tree myself—half of in these same suburbs that are. Ironic, since there will be to plan. Ironic also because, so, I respectfulness, a businessman that might be a shock for business, environment.

But the tree policy and on than all the others. I'm talking about my with low,

Association of

go fishing in Wyoming [te] Jim Baker. [Laughter] was appropriately "George?" Albeit a year proud to say, "Here I th the Home Builders. in a country with no have thought that I foot in the same place talked? [Laughter] great to be back among of America. I really ate one thing—it's not association gets to hear ily lives in public hous- let me say parentheti- that my favorite Silver . She's doing literacy I might add, I am very sh, and I wish she were

e moved to the White I were a home builder's dream. We lived in 28 and yet in a real sense, —whether it was in on, New York, or ad one true home that rever we went.

rst place Barbara and I son George was just a ackle shotgun house in lessa, Texas. It had a down the middle that vo apartments, leaving en and a shared bath- drip window unit—you der units they used to ed up like a west Texas n't drown out the noise s next door.

se that Barbara and I ompare to those new you in the NAHB are rtunate that the wiring today you're putting , and power together linked to a computer.

It is remarkable what free enterprise and American ingenuity can do.

Yet despite it all, Lord Byron was right—a home is a place in the heart. I can't speak for our neighbors, but for us that little tiny shack was home. And I have to wonder and worry how many families break apart because they can't afford to buy or rent a home even half as decent as that first place that we lived in. We cannot allow the high costs of housing to suffocate the financial life of America's young people. When it comes to housing, this must not become a society of haves and have-nots. And I salute your association, who understands that principle and is doing something about it.

The fact is that for the last decade and a half the cost of new homes—the cost of the American dream, if you will—has been escalating. Young couples just starting out, low- and moderate-income Americans, unmarried people trying to invest in the future—and many are finding themselves priced out of the home market, especially new homes. To create decent housing that people can afford, the Government and the private sector must cut some redtape. So, I've asked my able, distinguished Secretary of HUD, Jack Kemp—and what a job he is doing for housing in this country—to convene a blue ribbon commission to identify these barriers to affordable housing construction and to make recommendations on how to eliminate them.

And while I'm at it, let me just get something off my chest. As you know, as I travel around this country, I've encouraged the planting of trees, and even planted a few myself—half of which lived. [Laughter] But in these same travels, I see so many new suburbs that are utterly denuded of trees. Ironical, since the new owner's first instinct will be to plant as many trees as possible. Ironical also because trees clean out air. And so, I respectfully suggest as a former businessman that leaving the original trees might be a shrewd sales strategy. It's good for business, and it is very good for the environment.

But the truth is, there's one housing policy and one sales strategy that's better than all the others combined, and of course, I'm talking about a healthy, growing economy with low, long-term interest rates. This

first month of the 1990's marks the 86th month of economic growth in America. And as Shirley says, it was housing that paved the way to the longest peacetime recovery in modern history. You built nearly 10 million single-family homes in the eighties and nearly 5 million multifamily units. And by working together, the housing industry will keep this country going strong in the nineties.

Now, you understand that the engine of homeownership in America is the private enterprise system. And by helping those entrepreneurs and risktakers, more Americans will have access to the dream of homeownership and decent housing. But to keep America moving—keep it moving—we will need the cooperation of Congress. And I can think of one simple action that Congress can take to give this economic expansion a boost. It has already been debated; it has already won the support of the majority of the Members in the House, the majority of the Members in the Senate. And what we need now is a simple up-or-down vote to cut the tax on capital gains.

Some call such a cut a favor for the rich, and they should know better. They should know what you know—that a capital gains tax cut favors economic growth, jobs, and opportunity for working America. It favors every American who makes a living day after day, brick by brick, hammer on nail; and it helps those get jobs—those who do not have jobs now. A capital gains tax cut will help every American who holds a job or owns a home. And so, I call on the Democrat leaders of Congress to give the American people a break and to let the House and Senate work their will by having an up-or-down vote on the capital gains tax cut—and do it soon after the Congress comes back.

Also vital to the home buyer and the home builder alike are low and stable rates of interest. A 1-percent increase in the rate of interest knocks millions of families out of the market. In the last few years, millions of families could afford a new home because mortgage interest rates have dropped from 18 percent in the early eighties to less than 10 percent today. But I want to see them come down even more. I am not satisfied at

10 percent.

The 1990's must be another decade of lower taxes and lower interest rates; but to have a stable economy, it must also be a decade in which Washington at long last adopts fiscal policies as sound as those of the average American household. None of us is allowed to spend our bonus before we earn it, nor should Congress start planning where to spend a possible peace dividend. To the extent that the world events allows us to cut defense spending, then we should recognize that cutting the Federal budget deficit would be a true dividend for America's taxpayers and our children's future. We must get that deficit down.

And too often we forget, Congress forgets, that every house is the handiwork of an architect, a surveyor, a mason, a plumber, a carpenter, painter—dozens of other working men and women. And if Congress levies new burdens on our economy, it's these very people who will be put out of work. But of course, even if we do cut the capital gains tax, and even if we do keep interest rates low and get them lower, and even if we do protect the economy, this is cold comfort for those Americans who languish in the projects—or the thousands of others who know no shelter at all. These Americans need help. They need hope. And so, that's just what I call our program that Jack and I are working on together: HOPE. It stands for Homeownership and Opportunity for People Everywhere. Our program addresses the full range of housing concerns—from shelter, the homeless, to affordable housing for low-income families, to greater access to jobs.

Let's start with what HOPE can do for first-time home buyers. It's time Congress let Americans use their IRA savings to get into that first house.

And then—God bless them—there are those who must live in the poverty and fear of public housing. They're disproportionately minority Americans. And they suffer abuse from drug-dealing predators within, and the last thing they need is abuse from without. One of the first and, I think, very best things that Jack Kemp did when he came into office was to change HUD procedures so the drug dealers can be kicked out of public housing. We owe that to those

people living in these public dwellings.

And concerning abuse from without, let me say just one thing: Atlanta is a great and cheerful city. It has proudly risen from the ashes of a distant past. And so, for those who plan to revel in a rally of hate here tomorrow, let them know this: Atlantans, like all Americans, turn their backs on bigots.

To escape violence and crime, to live in decent housing, our public housing tenants must first be empowered, empowered to choose where they want to live, empowered by housing vouchers. Low-income families don't need us to build new public-housing horrors, these edifices. They need decent low-income housing. And that's why I call on the Congress to extend the low-income housing tax credit.

Earlier I discussed my capital gains cut proposal, but even this cut would not be enough for America's impoverished inner cities, often as desolate and as shattered as a war zone. No, for these communities, we've got to go one step further and eliminate the capital gains tax all together within these enterprise zones, because this surely will attract more investment and jobs and encourage more development in these areas.

There is something perverse about discriminatory lending practices that have kept the FHA out of the very places that need the most help. And so, my administration will ensure that FHA is true to its first mission: to make housing affordable for low- and moderate-income families. It's wrong to draw a red line around the inner city—it's not right or fair. And we're going to replace the red line with a green line of opportunity and jobs for the future.

The centerpiece of HOPE is to let all Americans live in dignity and control their destiny. And dignity is exactly what resident management projects allow. Tenant management and tenant ownership is not just an experiment, it's the future. But even more is needed. We're all going to have to work in a partnership to solve the problems of the helpless and the homeless. My administration is going to do its part by expanding homeless assistance. Late last year I signed a bill that boosts funding under the McKinney Act to reduce homelessness. Our

HOPE proposal services for the Kemp, I know, other steps we're

You're doing building and homeless, for troubled children you're working the unskilled, them for lifetime and maintenance you on this corner of Light—one have a better life

But our partment: that conferred to that Light. I couldn't taking note of part-time carpenter provided shelter city. And of course former President Carter. They of the people be [Applause]

And he was the applause y a woman named homeless mother degree and se worker in a shelter when the fan shelter into a

Statement Wetlands (C January 19,

President I glades Nation mitment to ac of wetlands. into law the tection and I expands the The Presiden mental stew nomic growth

se public dwellings.

abuse from without, let
ng: Atlanta is a great and
s proudly risen from the
past. And so, for those
in a rally of hate here
m know this: Atlantans,
s, turn their backs on

ice and crime, to live in
r public housing tenants
powered, empowered to
y want to live, empow-
vouchers. Low-income
us to build new public-
ese edifices. They need
housing. And that's why
gress to extend the low-
credit.

ed my capital gains cut
this cut would not be
a's impoverished inner
ate and as shattered as a
ese communities, we've
urther and eliminate the
ll together within these
because this surely will at-
tent and jobs and encour-
ent in these areas.

ing perverse about dis-
g practices that have
of the very places that
And so, my administra-
t FHA is true to its first
using affordable for low-
ne families. It's wrong to
ound the inner city—it's
d we're going to replace
green line of opportuni-
ture.

of HOPE is to let all
ignity and control their
v is exactly what resi-
projects allow. Tenant
nant ownership is not
it's the future. But even
re all going to have to
p to solve the problems
the homeless. My ad-
g to do its part by ex-
sistance. Late last year
oosts funding under the
luce homelessness. Our

HOPE proposals will tie shelter with basic services for those in need. And Secretary Kemp, I know, will tell you later of the other steps we're taking.

You're doing your part. You certainly are, building and renovating shelters for the homeless, for battered women, for these troubled children and retarded adults. And you're working with the Job Corps, taking the unskilled, the out of work, and training them for lifetime careers in construction and maintenance. And again, I congratulate you on this commitment. What better Point of Light—one American helping another have a better life.

But our partnership needs a third element: that constellation of volunteers I referred to that I call the Thousand Points of Light. I couldn't come to Atlanta without taking note of one such Point of Light: a part-time carpenter and his wife, who have provided shelter for so many in this very city. And of course, I'm talking about the former President, Jimmy, and Rosalynn Carter. They deserve our thanks, as do all the people behind Habitat for Humanity. [Applause]

And he was President, and he deserves the applause you've given him. And so does a woman named Ella McCall. Ella, once a homeless mother—now she has her master's degree and serves the homeless as a social worker in a shelter in Washington, DC. And when the family strives to move out of a shelter into a home, they need her, they

need Ella. When a homeless mother wanders lost with her children in tow, she needs Ella. And when I look out of the south window of the White House at dusk and see the distant figures of ragged men bedding down for the night, I pray to God that this country find more people like Ella McCall.

Your work in job training, Jack Kemp's work in tenant management and ownership, Ella McCall's work with the homeless—all of this ultimately saves the taxpayers money. But this isn't about money, it's about caring. And if it takes love to make a house a home, then perhaps the same could be said of a country. For the poorest among us, America must not just be a place to live in but a home for all.

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

Note: The President spoke at 11:45 a.m. in the Omni Coliseum. In his opening remarks, he referred to the following association officers: Shirley McVay Wiseman, president; Martin Perlman, incoming president; Mark E. Tipton, first vice president; Robert J. Buchert, vice president and treasurer; Kent W. Colton, chief executive officer; and Robert D. Bannister, senior staff vice president for governmental affairs. The President also referred to Ann Richards, one of the keynote speakers at the 1989 Democratic National Convention.

Statement by Press Secretary Fitzwater on Development of Wetlands Conservation Policy

January 19, 1990

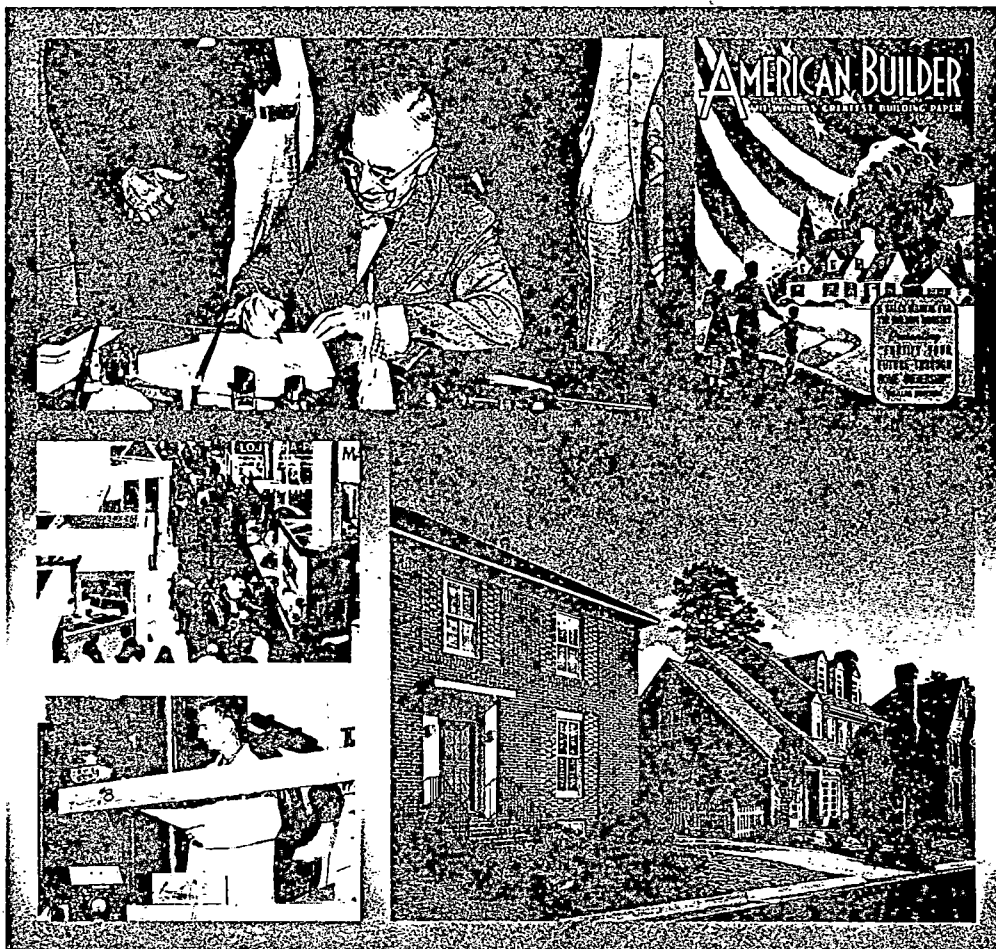
President Bush today visited the Everglades National Park to emphasize his commitment to achieving the goal of no net loss of wetlands. On December 13, he signed into law the Everglades National Park Protection and Expansion Act of 1989, which expands the park by over 100,000 acres. The President believes this type of environmental stewardship can coexist with economic growth and prosperity as we face the

challenge of protecting the Nation's wetlands.

At the President's direction, the Domestic Policy Council, which has created a task force on wetlands, is in the process of examining how best to implement the President's goal of no net loss. The Domestic Policy Council review is expected to lead to recommendations for revising Executive Order 11990, which was signed in 1977 and



50 YEARS OF HOUSING— 50 YEARS OF NAHB



ECONOMICS AND DEMOGRAPHICS

A powerful force in the world's most powerful economy, housing accounts for at least one-fourth of gross private domestic investment each year.

It stimulates the economy directly by generating jobs, wages and tax revenues and indirectly as the demand for goods and services created by construction ripples through the economy.

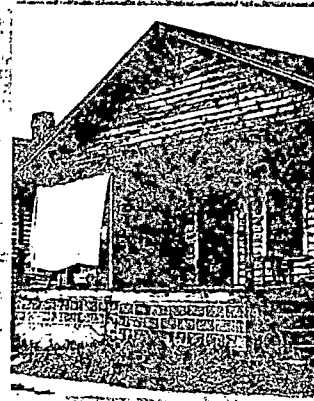
An extremely cyclical industry, housing periodically undergoes sharp upswings and dramatic declines. In 1966, during the most severe of eight post-war cycles, production dropped 50 percent in 10 months. Typically, housing is the first sector to suffer when the economy falters and the first to recover as a recession wanes.

In the late 1940s and 1950s, enormous pent-up demand for housing combined with favorable VA and FHA financing and an unprecedented surge in births to create one of the greatest housing booms America has ever seen. From 139,000 starts in 1944, construction swelled to 1.9 million starts in 1950, a total that would not be equaled until 1971 when the "baby boom" generation began buying homes.

Throughout their lives, the baby boomers have had a profound effect on housing. Much of the postwar construction was prompted by the need to house growing families. And housing starts topped the 2 million mark for three consecutive years in the early 1970s as the baby boom generation matured and started buying homes.

The last 50 years have also seen an extraordinary increase in the homeownership rate. From 45.9 percent in 1942, it grew to a peak of 65.6 in 1979. But in recent years it has declined, primarily because incomes have not kept pace with construction expenses. The decline has been most pronounced among young families struggling to buy their first homes.

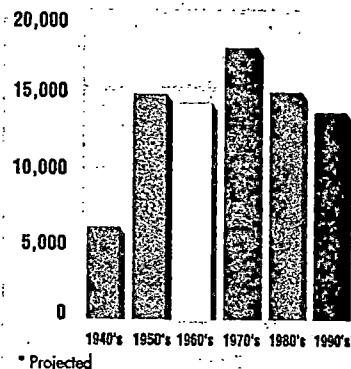
Households have also changed dramatically during the past 50 years. Changing lifestyles, later marriage and high divorce rates have diminished the ranks of "traditional" married couple households and the number of single-person households has grown dramatically.



1942-1992: Outdated and often lacking such basics as indoor plumbing and electricity, almost half of the nation's housing stock was substandard in 1942. Today, less than four percent of all U.S. homes are substandard.

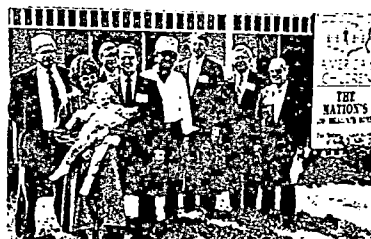
1959: A driving force in the U.S. economy, housing creates millions of jobs and the demand for billions of dollars worth of goods and services. Residential construction accounts for about five percent of Gross National Product and in 1959 reached \$100 billion for the first time; by the late 1980s, it was nearing \$200 billion.

PRIVATE HOUSING STARTS (IN THOUSANDS)

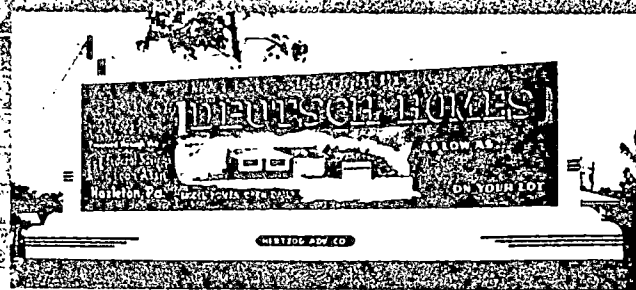


1972: America's home builders have constructed 70 million homes and apartments since 1942, including a record 17.7 million in the 1970s. Starts fell to just under 15 million in the 1980s and are expected to decline further to 13.5 million in the 1990s.

1980: During the last 50 years, America has changed from a nation of renters into a nation of home owners. In 1942, the homeownership rate was 45.9 percent. It soared during the next 35 years, peaking in 1979 at 65.6 percent. Since then the rate has dropped; in 1990 it was 64 percent.

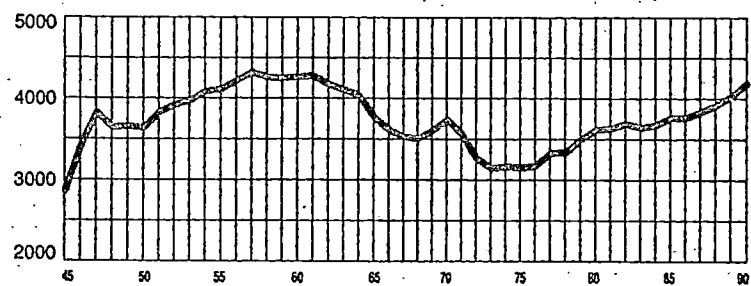


1987: The nation's 100 millionth home was completed in March of 1987. Bryan and Deborah Campbell, trade-up buyers in their late twenties, paid \$98,000 for the 1,850-square-foot rancher in Lawrenceville, Ga.

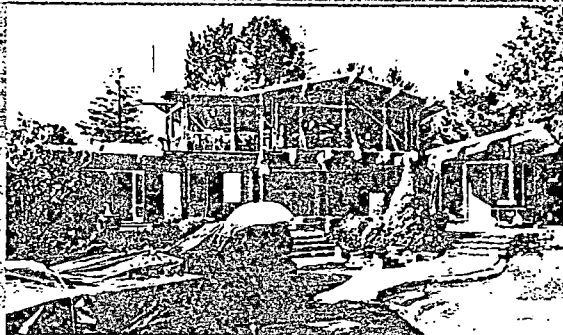


1950: Fueled by low mortgage rates, low- and no-downpayment FHA and VA loans, the baby boom and pent-up demand from the war years, tract subdivisions by the thousands sprung up in suburbia during the 1950s. Many homes were priced well under \$10,000 with mortgage payments of less than \$100 per month.

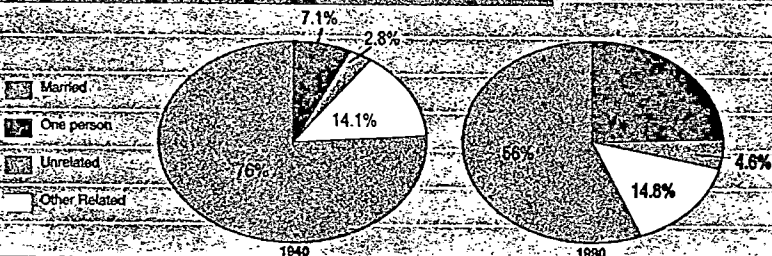
BIRTHS (IN THOUSANDS)



1957: Population growth, which increased dramatically after World War II, fueled much of the post-war construction frenzy. The "baby boom," which peaked in 1957 at 4.3 million births, was followed by a "baby bust" which bottomed out in 1973 at 3.14 million births.



1983: After decades of modest growth, remodeling expanded dramatically in the 1980s. Total expenditures reached almost \$50 billion in 1983 and had more than doubled just five years later.



1990: Changing lifestyles, later marriage and high divorce rates have dramatically altered the composition of American households. In 1940, married couples comprised about three-fourths of all households and single persons 7.1 percent. By 1990, single-person households had grown to almost 25 percent of the total and married couples had dropped to 56 percent.

FINANCE AND GOVERNMENT POLICY

Few things affect housing as much as government policy. What a builder builds, where he builds it, how he builds it, and what it costs are greatly influenced by government at all levels.

The federal government has helped shape the nation's housing system, primarily through credit and tax policies. Among the most significant of these measures are the mortgage interest and property tax deductions, which encourage homeownership by making it more affordable. The government also provides assistance for low-income households and programs to revitalize neighborhoods and upgrade infrastructure.

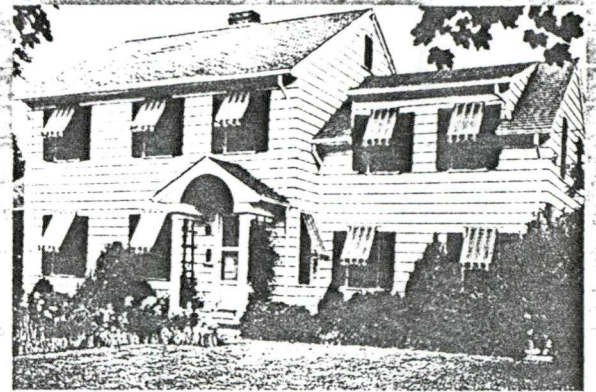
A strong financial system is also absolutely essential to housing. The federal government supports and regulates the thrift and banking industries as well as the secondary mortgage market to ensure a steady supply of funds for construction and mortgages. Collectively, secondary lenders buy more than 60 percent of all mortgages originated in the U.S. each year.

When the nation's financial system functions as intended, it is very effective. However, when builders are denied access to credit, as they have been for two years as a result of the credit crunch, the entire housing industry suffers.

Regulation at the federal, state and local levels also affects housing profoundly. Environmental laws and regulations such as those concerning wetlands, clean water and air, and endangered species can add considerably to the cost of housing and delay or even prevent construction. And many environmental laws are being used inappropriately by anti-growth interests to slow or halt development.

State and local regulations, too, affect housing. Impact taxes, exactions and unnecessary regulations add thousands to the cost of new homes and burden buyers with an unfair share of the cost of infrastructure and amenities that everyone uses.

1944: The Veterans Administration mortgage guarantee program, which allowed veterans to purchase homes without making a downpayment, was created by the Servicemen's Readjustment Act of 1944.



1959: The Federal Housing Administration celebrated its 25th anniversary in 1959. The first home in the U.S. built with FHA-insured financing was this one in Pompton Plains, N.J.

1968: The Civil Rights Act of 1968 made it unlawful to refuse to sell or rent to any person because of race, color, religion or national origin.



1968: The Housing and Development Act of 1968 set a 10-year goal of constructing or rehabilitating 26 million housing units including 6 million units for low- and moderate-income families.

1972: Enactment of the Clean Water Act led to federal regulation of wetlands.

1974: The Housing and Community Development Act created the Section 8 program to subsidize housing costs of lower-income families.

1982: The Garn/St. Germain Bill deregulated the thrift industry and increased deposit insurance. Some thrifts then diversified from their primary role as mortgage lenders.

1983: FHA mortgage interest rates were deregulated, making the VA rate the only administratively set interest rate.



1987: Jesse M. Giron (with wife, Yolanda, and daughter, Alexandria), received the 12 millionth VA Guaranteed Home Loan.

1989: The Financial Institutions Reform, Recovery and Enforcement Act (FIRREA) restructured the thrift industry, which was nearing collapse.

ENVIRONMENTAL LAWS

1942

1943

1944

1945

1946

1947

1948

1949

1950

1951

1952

1953

1954

1955

1956

1957

1958

1959

1960

1961

1962

1963

1964

1965

1966

1967

1968

1969

1970

1971

1972

1973

1974

1975

1976

1977

1978

1979

1980

1981

1982

1983

1984

1985

1986

1987

1988

1989

1990

1991

1992

1949: The National Housing Act of 1949, signed into law by

President Harry S. Truman on July 15, 1949, established as a national goal "a decent home and suitable living environment for every American family."



1962: President John F. Kennedy issued an executive order mandating equal opportunity in FHA and VA lending.

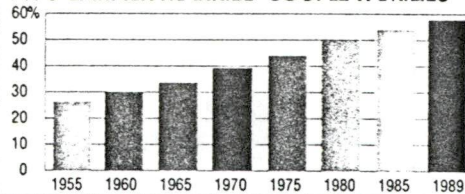
1968: Fannie Mae became a federally chartered private corporation and its subsidy-related functions were assumed by a new federal corporation, the Government National Mortgage Association.

1965: The Department of Housing and Urban Development (HUD) was established. Its cabinet-level status reflected a new priority for housing.

1974: Federal legislation allowed banks to count the income of a second household wage earner when qualifying families for mortgages.

1970: Congress created the Federal Home Loan Mortgage Corporation (Freddie Mac) to buy conventional mortgages.

TWO EARNER MARRIED COUPLE FAMILIES



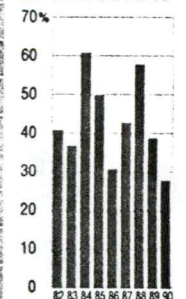
1981: The FHA maximum mortgage interest rate, an industry benchmark, reached an all-time high of 17.5 percent.

1986: The Tax Reform Act of 1986 preserved the mortgage interest and property tax deductions but virtually eliminated tax incentives for investment in rental housing.

1991: In October, President Bush's intervention to increase the flow of credit to builders marked a key turning point in a severe credit crunch.

1984: In 1984, FHA began insuring Adjustable Rate Mortgages (ARMs), which had been introduced in the late 1970s.

ARM SHARE OF ALL LOANS



HOUSING DESIGN AND LAND USE

Availability of land has been perhaps the most critical factor influencing residential development during the past 50 years.

When builders set out to meet enormous pent-up demand for housing after World War II, close-in land was plentiful and inexpensive, so typical subdivisions featured detached houses on large lots.

As movement from the cities to the suburbs grew, well-situated and desirable land became less plentiful and prices began to increase along with demand.

By the late 1960s and early 1970s, communities were being designed to provide more attractive streetscapes and smaller lots. Typically, they included loop streets and cul-de-sacs, with residential streets linked to collector streets.

Among these designs were "new towns" and "planned unit developments," often including mixed residential and commercial land use, varying residential densities, open space and extensive amenities.

In the 1980s, rapidly rising land costs spurred construction of town houses, zero-lot-line homes, condos and other high density housing.

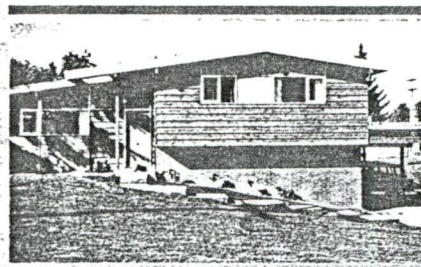
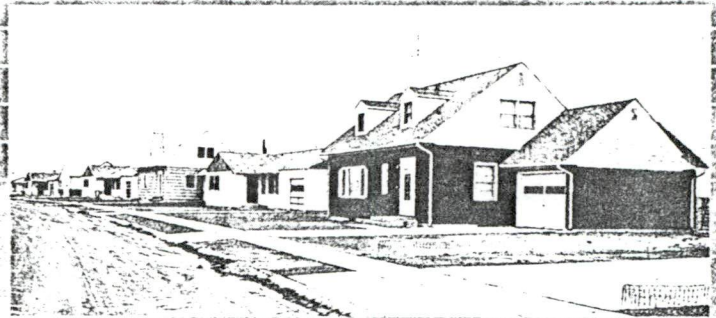
Most recently, planners have looked to the past for inspiration in designing projects that foster a sense of community and promote interaction between residents.

Although residential design tends to be highly localized, several broad trends have occurred during the last 50 years. Post-war developments often featured small Cape Cod and colonial designs. They were soon joined by the single-story ranch house. In the 1950s and 1960s, the split level gained widespread popularity. And as designers accommodated more sophisticated buyers in the 1970s and 1980s, more creative designs appeared.

Throughout the entire period, there has been a pronounced trend toward increasingly open and informal interior design. The family room, introduced in the late 1940s, has become very popular and often is combined with the kitchen. And bathrooms, once small and drab, have become larger and more luxurious.

50 YEARS OF HOUSING —

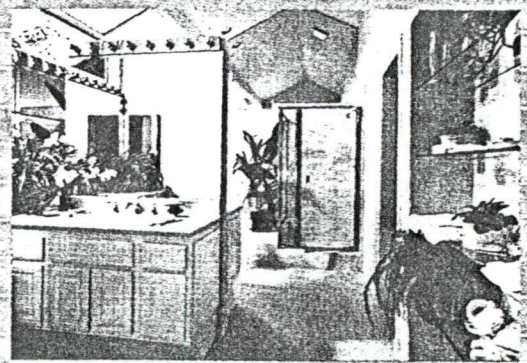
1946: Development of Levittown on Long Island sparked a revolution in home construction through the use of assembly-line techniques and pre-fabricated components. Within a few years, the Levitt-style subdivision with its rows of Cape Cod or ranch houses had become a ubiquitous feature of the suburban landscape.



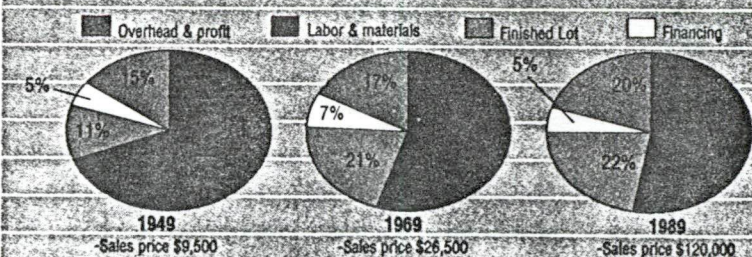
1956: By the mid-1950s, split-level homes were changing the typical American streetscape. In 1956, for the first time, a split level home won an Award of Merit in Design given by NAHB.

1960s-1970s:

New towns and Planned Unit Developments featuring innovative design were introduced to widespread acclaim during the 1960s and 1970s.



1978: Bathrooms have changed since the 1950s when few homes had more than one bath. By 1978, 25 percent of new homes had 2.5 or more; in 1990, almost half had 2.5 or more.



1989: As the supply of desirable, close-in land diminishes, the cost of land as a percentage of the total price of a house is increasing. Comprising only 11 percent of the total cost of a home in 1949, land had increased to 22 percent or more of the total home price by 1989.

1942

1943

1944

1945

1946

1947

1948

1949

1950

1951

1952

1953

1954

1955

1956

1957

1958

1959

1960

1961

1962

1963

1964

1965

1966

1967

1968

1969

1970

1971

1972

1973

1974

1975

1976

1977

1978

1979

1980

1981

1982

1983

1984

1985

1986

1987

1988

1989

1990

1991

1992

1954: Fields and forests gave

way to grids of virtually identi-

cal houses as builders struggled

to meet the nation's enormous

post-war housing demand at

quickly and efficiently as possi-

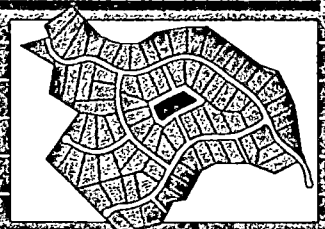
ble. Contributing to the rapid

growth of the suburbs was a

plentiful and inexpensive supply

of land close to major urban

centers.



1957: As the 1960s approached, the

grids of the early post-war years began

to evolve into more elaborate and at-

tractive community layouts featuring cul-

de sacs and local, non-through streets

linked to broader collector streets.

1960: With international tension at the boiling

point and fears of nuclear attack increasing, enter-

prising builders introduced a new construction fea-

ture, the home bomb shelter, in the early 1960s.

1975: In the 1970s and 1980s, increasing land

and construction costs encouraged the development

of high-density housing. Detached homes, which

represented 80 percent of new construction in 1975,

comprised 62 percent of all new homes in 1987.

1972: The popularity of ranch houses,

which had dominated late 1950s and

1960s construction, peaked in 1972 at

72 percent of all new homes. By 1990,

less than half of all new homes had just

one story.



1989: The family room, which during the late

1970s and 1980s merged with the kitchen to form a

versatile informal living area, "celebrated" its 40th

birthday in 1989.

CONSTRUCTION AND TECHNOLOGY

In the 50 years of NAHB's existence, more changes have occurred in new home construction than during any other period of time.

New materials, tools, construction techniques and innovations in management and scheduling, many developed by NAHB and the NAHB National Research Center, have made America's homes the worldwide standard of excellence.

Among the innovations making it possible for builders to construct better homes more efficiently are the standardization of measurements and heights, portable power tools, plywood sheathing and drywall and the use of heavy equipment for extensive land preparation.

Increased prefabrication of components such as roof and floor trusses, wall panels, cabinets, staircases and window and door units has brought the advantages of factory control and quality to the construction site.

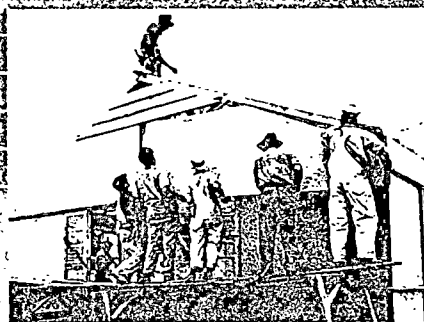
And new products such as latex paint, laminates, vinyl flooring and siding, plastic pipe, structural adhesives, particleboard, flakeboard and oriented strandboard have greatly improved the American home.

A new chapter in home construction opened in 1973 with the oil embargo. In the face of oil and natural gas shortages America's home builders were called upon to make homes dramatically more energy efficient. They met the challenge with improved insulation, more energy efficient heating and cooling equipment, more energy efficient windows and doors, passive solar design and even landscaping for energy savings.

During the 1980s, housing joined the computer/communications revolution as builders started using computers in their day-to-day operations and NAHB introduced the SMART HOUSE concept. Developed by a subsidiary of the NAHB National Research Center, and now being introduced throughout the country, SMART HOUSE is a home automation system that promises to make homes safer, more convenient and more energy efficient than ever before.

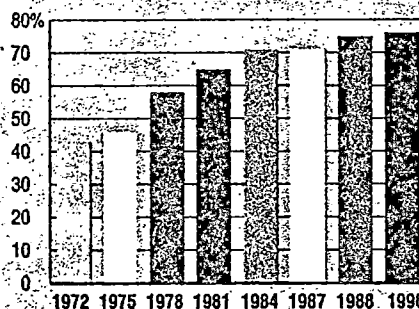
50 YEARS OF HOUSING —

1942: Mass production techniques, including prefabrication of components such as wall and floor panels, were developed to speed construction of housing for war workers. After World War II, builders used the same techniques to meet the tremendous pent-up demand for housing.

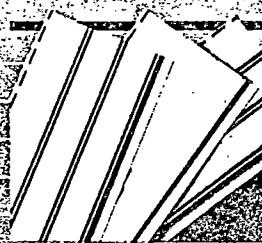


1951: Slab-on-grade construction was widely adopted for postwar developments and remains popular. The power trowel, which replaced costly hand-troweling, dramatically speeded construction.

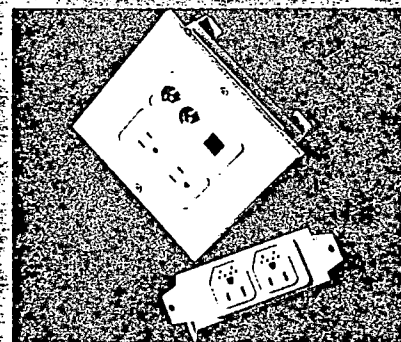
NEW HOMES WITH CENTRAL AIR CONDITIONING



1960s: First introduced in the 1950s, residential air conditioning made it possible to develop huge areas of the Sunbelt thought unsuitable for year-round use. In 1960, less than 2 percent of all homes had central air conditioning; by 1990, 76 percent were equipped with central air.



1970s: Introduced in the early 1970s, vinyl siding was in widespread use by 1980.



1990: The SMART HOUSE system, developed by the NAHB Research Center in the 1980s, is an integrated energy and communications distribution system enabling whole-house automation.

1-9-4-2

1-9-4-3

1-9-4-4

1-9-4-5

1-9-4-6

1-9-4-7

1-9-4-8

1-9-4-9

1-9-5-0

1-9-5-1

1-9-5-2

1-9-5-3

1-9-5-4

1-9-5-5

1-9-5-6

1-9-5-7

1-9-5-8

1-9-5-9

1-9-6-0

1-9-6-1

1-9-6-2

1-9-6-3

1-9-6-4

1-9-6-5

1-9-6-6

1-9-6-7

1-9-6-8

1-9-6-9

1-9-7-0

1-9-7-1

1-9-7-2

1-9-7-3

1-9-7-4

1-9-7-5

1-9-7-6

1-9-7-7

1-9-7-8

1-9-7-9

1-9-8-0

1-9-8-1

1-9-8-2

1-9-8-3

1-9-8-4

1-9-8-5

1-9-8-6

1-9-8-7

1-9-8-8

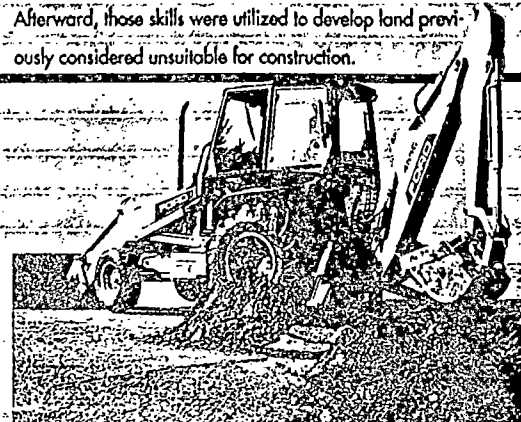
1-9-8-9

1-9-9-0

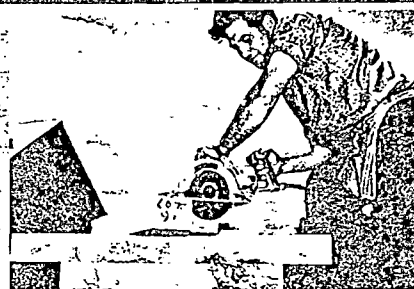
1-9-9-1

1-9-9-2

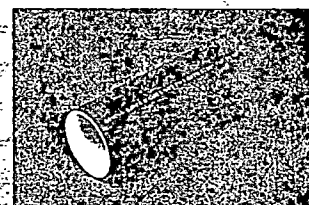
1948: Many builders and construction workers learned to operate heavy equipment while serving as Seabees during the war. Afterward, those skills were utilized to develop land previously considered unsuitable for construction.



Late 1940s: Plywood replaced boards for sheathing during the late 1940s and gypsum wall-board or "drywall" was introduced as an alternative to lath and plaster. Today, drywall is the standard interior wall finish.

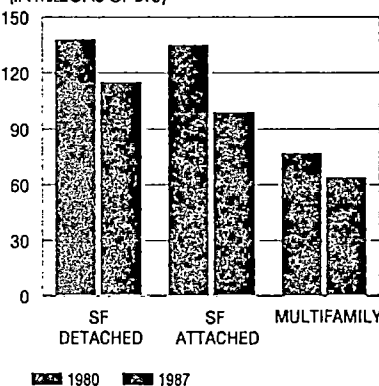


1950-1992: Sawing, driving nails and screws, and drilling holes was hand work prior to World War II. After the war, power tools came into common use with the introduction of portable generators and compressors and helped revolutionize residential construction. Left, a worker using a power saw on the site in the 1950s.



1960s-1970s: Plastic drain, waste and vent pipes were introduced in the 1960s. Bathtubs, shower enclosures and sinks made of cultured marble and/or reinforced fiberglass plastic also entered the market and are now in widespread use.

ENERGY USE PER HOUSEHOLD
(IN MILLIONS OF BTU)



1970s-1980s: Residential energy efficiency has increased dramatically since the 1973 oil embargo. Higher levels of insulation, tighter construction and improved energy efficiency in heating and cooling equipment are largely responsible.

NATIONAL ASSOCIATION OF HOME BUILDERS

When a small group of builders formed the National Association of Home Builders (NAHB) in 1942, their immediate purpose was to protect the industry's interests in the face of wartime shortages and assure that construction of housing for war workers remained in the private sector.

Their greater purpose—protecting the industry's long-term interests, promoting homeownership and providing services to meet members' needs—remains NAHB's primary function to this day.

NAHB has grown from fewer than 1,000 members to more than 150,000 members involved in all aspects of the housing industry. Not only builders and developers, but other housing industry professionals in such fields as sales, finance, manufacturing, retailing, architecture and property management rely upon NAHB to represent and protect their interests.

NAHB carries out that mission in hundreds of ways. It lobbies and monitors legislative and regulatory activities at the federal, state and local levels, provides members with economic and technical information, and provides educational opportunities including NAHB's outstanding annual convention and exposition. The association also helps members improve their business skills and has developed industry councils to provide specialized services including education, information about trends within the field and a national network for making contacts.

Recognized nationwide as "The Voice of America's Housing Industry," NAHB also is an authoritative source of information on builders, the housing industry, the economy, building technology, finance, construction and housing policy.

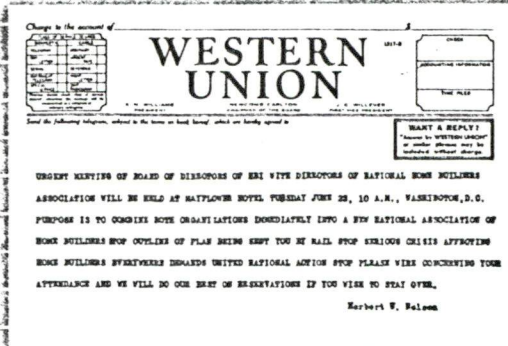
Although the home building process and the environment in which builders function have changed dramatically since the 1940s, NAHB's membership profile has remained remarkably consistent.

Small builders have dominated NAHB's builder membership rolls from the beginning; associate members in a variety of housing-related fields comprise about two-thirds of NAHB's membership.

50 YEARS OF HOUSING —

1942: The National Association of Home Builders traces its origins to the National Association of Real Estate Boards (NAREB), which formed a builder division in 1923. In 1942, NAREB's directors made its builder division, known as the Home Builders Institute, an independent organization. The newly-independent organization then changed its name to the National Association of Home Builders of the United States.

1944: NAHB established its headquarters in Washington, D.C. and held its first annual convention in Chicago.



1964: The National Council of the Housing Industry was established within the association to represent the building products sector of the industry. It promotes cooperation between builders and suppliers and addresses their mutual concerns.



1973: The Home Owners Warranty (HOW) program, the nation's first home builder/home buyer protection plan, was established as a subsidiary of the association. HOW became an independent mutual corporation in 1981.



1976: NAHB established the National Housing Hall of Fame to honor those who have contributed significantly to housing.



1983: The Home Builders Institute, NAHB's educational arm, was established to offer a wide range of educational and job training programs.

1988: NAHB focused on homelessness when it and the Home Builders Institute held a national symposium on the issue and produced several major publications in conjunction with the symposium.

1991: NAHB held its first annual Remodelers' Show in November of 1991.

1942

1943

1944

1945

1946

1947

1948

1949

1950

1951

1952

1953

1954

1955

1956

1957

1958

1959

1960

1961

1962

1963

1964

1965

1966

1967

1968

1969

1970

1971

1972

1973

1974

1975

1976

1977

1978

1979

1980

1981

1982

1983

1984

1985

1986

1987

1988

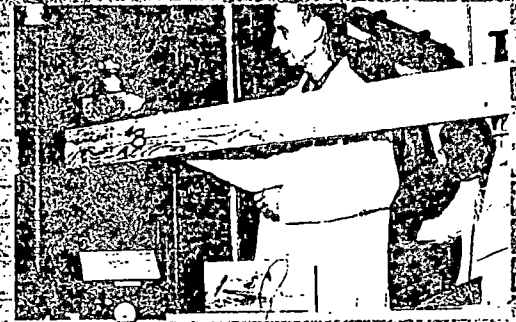
1989

1990

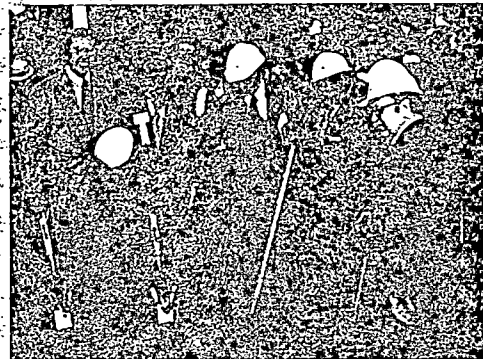
1991

1992

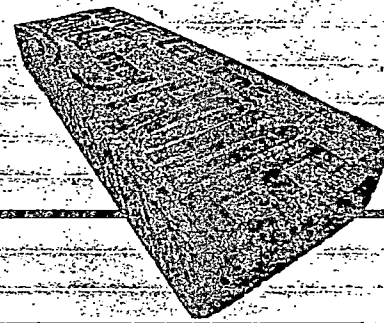
1943: The 783-member National Association of Home Builders of the United States merged with the 456-member National Home Builders Association, keeping the name of the former.



1952: The NAHB Research Institute was created to develop, test and evaluate new materials, methods, standards and equipment to improve housing and make it more affordable. The Institute later became the NAHB National Research Center.



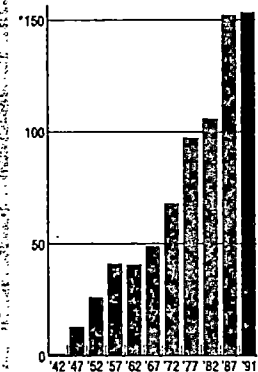
1972: On Dec. 12, 1972, NAHB broke ground for a 148,000-square-foot headquarters building at 15th and M Streets, N.W., Washington, D.C.



1981: Always striving to meet members' needs creatively, NAHB urged them to inundate Washington with 2-by-4s when mortgage rates peaked near 20 percent.

1989: The Builders' Show, NAHB's annual convention and exposition, the largest event of its kind in the U.S., drew a record 65,000 people to Atlanta in 1989.

NAHB MEMBERSHIP
(IN THOUSANDS)



1978: NAHB membership topped the 100,000 mark in 1978. When first established, NAHB had fewer than 1,000 members.





50 YEARS OF HOUSING— 50 YEARS OF NAHB

President George Bush and 1991 NAHB President Mark Ellis Tipton talk informally following a policy discussion, one of countless meetings between NAHB leaders and the President of the United States during NAHB's 50-year history.

NAHB Past Presidents and Current Senior Officers

1940 George F. Nixon* Chicago, IL	1952 Alan C. Brockbank* Salt Lake City, UT	1964 William Blackfield* San Francisco, CA	1976 John C. Hart Noblesville, IN	1988 Dale Stuard Newport Beach, CA
1941 Harry J. Durbin* Livonia, MI	1953 Emanuel Spiegel* New Brunswick, NJ	1965 Perry E. Willits Lake Suzy, FL	1977 Robert Arquilla Homewood, IL	1989 Shirley McVay Wiseman Winter Park, FL
1942 David D. Bohannon San Mateo, CA	1954 Richard G. Hughes* Pampa, TX	1966 Larry Blackmon Sunset, TX	1978 Ernest Becker, Sr. Las Vegas, NV	1990 Martin Perlman Houston, TX
1943 Fritz B. Burns* Los Angeles, CA	1955 Earl W. Smith Pittsburg, CA	1967 Leon N. Weiner Wilmington, DE	1979 Vondal S. Gravlee Birmingham, AL	
1944 Robert P. Gerholz* Flint, MI	1956 Joseph B. Haverstick Dayton, OH	1968 Lloyd E. Clarke Des Moines, IA	1980 Merrill Butler Irvine, CA	
1945 Joseph E. Merrion* Chicago, IL	1957 George S. Goodyear Charlotte, NC	1969 Eugene A. Gullede Alexandria, VA	1981 Herman J. Smith Bedford, TX	1991 Senior Officers
1946 Joseph Meyerhoff* Baltimore, MD	1958 Nels G. Severin* San Diego, CA	1970 Louis R. Barba Chatham, NJ	1982 Fred Napolitano Virginia Beach, VA	Mark Ellis Tipton President Raleigh, NC
1947 Edward R. Carr* Springfield, VA	1959 Carl T. Mitnick Somers Pt., NJ	1971 John A. Stastny Berwyn, IL	1983 Harry Pryde Bellevue, WA	Robert "Jay" Buchert President-Elect Cincinnati, OH
1948 Milton J. Brock* Los Angeles, CA	1960 Martin L. Bartling, Jr. Knoxville, TN	1972 Stanley Waranch Virginia Beach, VA	1984 Peter D. Herder Tucson, AZ	J. Roger Glunt Vice President and Treasurer Pittsburgh, PA
1949 Rodney M. Lockwood* Birmingham, MI	1961 Elmo James Burke* San Antonio, TX	1973 George C. Martin Anchorage, KY	1985 John J. Koelemij Tallahassee, FL	Thomas N. "Tommy" Thompson Vice President and Secretary Owensboro, KY
1950 Thomas P. Coogan* Miami, FL	1962 Leonard L. Frank Long Island, NY	1974 Lewis Cenker* Atlanta, GA	1986 David C. Smith McDowell, VA	Martin Perlman Immediate Past President Houston, TX
1951 W.P. "Bill" Atkinson Midwest City, OK	1963 W. Evans Buchanan Stevensville, MD	1975 J.S. Norman, Jr. Houston, TX	1987 James M. Fischer, Jr. Nashville, TN	Kent W. Colton Executive Vice President and Chief Executive Officer Washington, DC

* Deceased

Note: George F. Nixon (1940) and Harry J. Durbin (1941) were presidents of the builders association that eventually became the National Association of Home Builders.



To

Date

Time

WHILE YOU WERE OUT

M

of

Phone

Area Code

Number

Extension

TELEPHONED

PLEASE CALL

CALLED TO SEE YOU

WILL CALL AGAIN

WANTS TO SEE YOU

URGENT

RETURNED YOUR CALL

Message

Operator

**AMPAD
EFFICIENCY®**

23-021

CARBONLESS

To Dan Mc.
Date 1/21 Time 10:40

WHILE YOU WERE OUT

M Robert Smith
of Fed. Housing Finance Board
Phone 408 2938
Area Code Number Extension

TELEPHONED		PLEASE CALL	
CALLED TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		URGENT	
RETURNED YOUR CALL			

Message re. Homebuilder's event
asking for info -
Federal Home Loan Bank
System - re: info of Chrm.
Karm
Operator



AMPAD
EFFICIENCY®

23-021

CARBONLESS

To _____

Date _____ Time 4:30

WHILE YOU WERE OUT

M. Bob Smith

of _____

Phone _____

Area Code

Number

Extension

TELEPHONED	☐	PLEASE CALL	☐
CALLED TO SEE YOU	☐	WILL CALL AGAIN	☐
WANTS TO SEE YOU	☐	URGENT	☐

RETURNED YOUR CALL ☐

Message Fax will be

sent first thing

tomorrow morning

Operator



AMPAD
EFFICIENCY®

23-021

CARBONLESS