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Dean Jones  
1003-1069-5100

Simon  
February 10, 1992  
Draft TWO  
(FIRST)

PRESIDENTIAL REMARKS: FIRST ENCOUNTERS CONTEST  
MANCHESTER, N.H.  
WEDNESDAY, FEBRUARY 12, 1992

Greetings to all. Thanks to Dean Kamen, the brains behind U.S. FIRST. He's given me quite an education today, and from what I've seen here, I wish I could be at the inaugural "FIRST Encounters" contest.

By presenting engineering as a sporting event, and by creating an imaginative new partnership for learning between industry and education, you're taking a big step forward in meeting our goal of making the U.S. first in science education.

In the 21st century, we <sup>will</sup> ~~going to~~ see a technology race like never before. How can we make America first? <sup>Not by isolating ourselves, or</sup> ~~Some say we should~~ <sup>hiding</sup> ~~hide behind~~ walls of protection -- ~~hunker down while the rest of~~ the world passes us by. <sup>We will make</sup> ~~I say the way to make~~ America first is <sup>using</sup> the ~~same~~ approach <sup>taken by</sup> as U.S. FIRST: competition because competition makes us strong and <sup>I inspires</sup> ~~spurs~~ us to win.

How America does in the technology race depends on how the next generation responds -- whether they appreciate the excitement, the challenge, and the rewards of a career in science and technology.

When I put forth as one of six National Education Goals making America's students first in science and math, I knew it was a tough challenge. But I knew that challenge would bring out

Good  
English  
analogy -

the best in all of us: our teachers, our students, our industries, and our parents.

FIRST Encounters is ~~the kind of pioneering venture that~~ draws on two of America's greatest resources: <sup>our pioneering</sup> the spirit, ~~and~~ <sup>our industries</sup> drive of ~~its people,~~ and the competitiveness of ~~its industry.~~ If we want the next generation to learn science and math, we've got to <sup>make learning exciting - fun.</sup> inspire ~~them to want to learn.~~ That's what "U.S. FIRST" is all about and what this contest is all about. It may not get as much hype as the Super Bowl, but it's a lot more important to our future. (~~Commercial~~ Commercial endorsements joke?)

I'm sure the competition here will be fierce. But I also know that no matter who wins, no one will lose. The old saying is true: "how you play the game" is what matters here, ~~not~~ <sup>you'll</sup> just ~~for what you~~ learn about engineering, <sup>and you'll experience the</sup> ~~but for what you~~ learn about the joy of learning, ~~itself.~~ [But just to give you a little incentive, I'd like to invite the winners to the White House.]

Making ~~USA~~ <sup>US</sup> ~~F~~ America First can't be just a slogan. It's got to be a way of life. It's Competition ~~that~~ made America Number 1, and ~~it's~~ <sup>will</sup> competition that's ~~going to~~ keep us there. So thanks to all of you for showing us the way -- New Hampshire-style.

# # #

Simon  
February 10, 1992  
Draft One  
(FIRST)

PRESIDENTIAL REMARKS: FIRST ENCOUNTERS CONTEST  
MANCHESTER, N.H.  
WEDNESDAY, FEBRUARY 12, 1992

Greetings to all. Thanks to Dean Kamen, the brains behind this effort. He's given me quite an education today, and from what I've seen here, I wish I could be at the inaugural "FIRST Encounters" contest.

By presenting engineering as a sporting event, and by creating an imaginative new partnership for learning between industry and education, you're taking a big step forward in meeting our goal of making the U.S. first in science education.

In the 21st century, we going to see a technology race like never before. How America does in that race depends on how the next generation responds -- whether they appreciate the excitement, the challenge, and the rewards of a career in science and technology.

When I put forth as one of six National Education Goals making America's students first in science and math, I knew it was a tough challenge. But I knew that challenge would bring out the best in all of us: our teachers, our students, our industries, and our parents.

FIRST Encounters is the kind of pioneering venture that draws on two of America's greatest resources: the spirit and drive of its people, and the competitiveness of its industry. If we want the next generation to learn science and math, we've got

to inspire them to want to learn. That's what "U.S. FIRST" is all about and what this contest is all about. It may not get as much hype as the Super Bowl, but it's a lot more important to our future.

I'm sure the competition here will be fierce. But I also know that no matter who wins, no one will lose. The old saying is true: "how you play the game" is what matters here -- not just for what you learn about engineering, but for what you learn about the joy of learning itself. [But just to give you a little incentive, I'd like to invite the winners to the White House.]

Making America first can't be just a slogan. It's got to be a way of life. It's competition that made America Number 1, and it's competition that's going to keep us there. So thanks to all of you for showing us the way -- New Hampshire-style.

# # #

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02 JAN 1980

**Output per hour, hourly compensation, unit labor costs, and related measures  
Manufacturing, 14 countries or areas**

**Average annual rates of change**

Country or area	1960-79	1979-90	1979-85	1985-90	1986-87	1987-88	1988-89	1989-90
United States	NA	2.5	1.9	3.1	4.1	4.0	0.5	2.5
Canada	3.7	1.5	2.4	0.3	0.9	0.5	0.5	1.3
Japan	8.6	4.1	3.9	4.3	8.3	6.0	5.2	3.6
Korea	NA	NA	NA	NA	NA	NA	NA	NA
Taiwan	NA	NA	NA	NA	NA	NA	NA	NA
Belgium	6.6	5.0	6.0	3.8	4.4	5.5	4.0	4.1
Denmark	5.7	1.2	2.1	0.1	-0.5	2.1	2.7	2.3
France	5.8	3.2	3.2	3.3	2.0	6.7	4.8	1.1
Germany	5.2	2.1	2.0	2.2	-1.7	3.5	4.6	4.5
Italy	6.2	3.9	5.0	2.6	2.8	2.6	3.1	3.2
Netherlands	6.8	3.1	4.2	1.7	-0.3	4.0	2.9	1.9
Norway	3.6	2.4	2.9	1.8	5.1	-0.5	3.7	2.3
Sweden	5.2	2.0	2.9	1.0	1.2	1.3	0.3	0.5
United Kingdom	3.2	4.4	4.5	4.2	6.1	5.5	4.8	0.9

Comparative Real Gross Domestic Product, Real GDP  
 Per Capita, and Real GDP Per Employed Person  
 Fourteen Countries  
 1960-1990

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Prepared by: U.S. Department of Labor, Bureau of Labor Statistics,  
 Office of Productivity and Technology, January 1992.

### INTRODUCTION

The accompanying tables present measures of comparative levels of real gross domestic product (GDP), real GDP per capita, and real GDP per employed person, plus supporting data, for fourteen countries. The comparisons are labeled "real" because they are based on Purchasing-Power-Parity (PPP) exchange rates; i.e., the number of currency units required to buy goods and services equivalent to what can be bought with one unit of the currency of the base country (the United States). A common practice is to base such comparisons on existing market exchange rates. However, market exchange rates seldom reflect the relative purchasing powers of different currencies. At best, even freely fluctuating market exchange rates represent only the relative values of currencies for goods and services that are traded, not the relative value of total domestic output, which also consists of goods, and particularly services, that are not traded or which are isolated from the effects of foreign trade. Comparisons of GDP at market exchange rates are essentially comparisons of nominal values, i.e., they reflect differences in price levels as well as differences in volumes.

The comparisons of real GDP levels shown in the tables are based on 1985 benchmark figures (1980 for Korea) extrapolated to the other years shown on the basis of relative changes in real GDP as measured by each country. The benchmark figures were derived by comparing relative prices at detailed levels of expenditure (purchasing-power-parity exchange rates by item of expenditure) and aggregating these price relatives to derive overall PPP exchange rates for total GDP. Each country's current 1985 value of GDP was then converted to a real volume measure in U.S. dollars using the PPP exchange rate for total GDP.

Because of inter-country differences in price structures, no single set of weights is ideal for aggregating the relative prices of different countries to derive PPP's for GDP. When the purpose is solely to compare a particular pair of countries, a binary comparison, such as the geometric mean of comparisons based on each of the two countries price weights, is normally preferred. For multi-country comparisons, however, a common set of representative price weights is preferred.

For all countries except Korea, the 1985 benchmark real GDP figures are based on average 1985 prices in 19 Organization for Economic Cooperation and Development (OECD) member countries. Korea has been added based on similar comparisons for a group of Asian countries, based on average Asian prices, and using Japan as a "bridge" country to link Korea to the other OECD countries. Benchmark results for 1985 are not yet available for the group of Asian countries. Therefore, Korea's PPP exchange rate for GDP in 1985 was estimated by maintaining the PPP exchange rate relationship between the Korean won and the Japanese yen from the previous 1980 benchmark study and extrapolating to 1985 on the basis of relative changes in each country's implicit price deflator for GDP.

#### PURCHASING-POWER-PARITY EXCHANGE RATES

The accompanying tables also contain the 1985 benchmark purchasing-power-parity (PPP) exchange rates for GDP and implicit PPP exchange rates for the other years. These were derived by using relative changes in implicit price deflators for GDP as measured by each country. The derived PPP's, of course, differ somewhat from the PPP's in the pre-1985 UNICP comparisons since they are benchmarked only to the 1985 results. As noted above, the comparative figures on real GDP for years other than 1985 were derived from relative changes in GDP measured in constant prices. They could equally have been derived by dividing each country's GDP, measured in current prices, by the PPP exchange rates for each year.

The tables also contain comparative price-level indexes for total GDP with the United States equal to 100. These comparative price-level indexes indicate whether average prices for total GDP are high or low relative to the United States. They are derived by dividing the PPP exchange rates by the market exchange rates. An index number of less than 100 indicates that one U.S. dollar (exchanged at the market exchange rate) can purchase more goods and services of equivalent value in the foreign country than can be purchased in the United States.

#### DATA LIMITATIONS

The comparisons of real GDP based on PPP exchange rates, while vastly superior to comparisons at market exchange rates, should not be considered as exact measures because of data and methodological limitations to comparing price or output levels among countries. Similar limitations apply to the measurement of real output growth over time within countries, but the measurement problems are compounded when comparisons are made among countries.

The limitations of the comparative measures can be expected to increase the further removed a listed year is from the benchmark year, since the measures for all other years are based on extrapolations utilizing each country's own measure of GDP at constant prices. Methods of measuring output and of deflating current value output, including the relative price weights used, vary from country to country, and these differences affect the measurement of real output growth over time. (See, for example, T.P. Hill, *The Measurement of Real Product*, Paris, OECD, 1971). In addition, as there are no satisfactory methods of measuring the growth of real output in government and many other services, the United States and most other countries assume zero productivity growth for these sectors in measuring the growth in total output and a few countries make adjustments for assumed productivity growth. Since the size of these sectors varies among countries this also affects the comparative measurement of total real output growth. Similar limitations apply to the purchasing-power-parity exchange rates and comparative price-level indexes shown in the tables.

SUMMARY: COMPARATIVE LEVELS  
 REAL GROSS DOMESTIC PRODUCT PER CAPITA AND PER EMPLOYED PERSON  
 BASED ON PURCHASING-POWER-PARITY EXCHANGE RATES  
 (UNITED STATES=100)

COUNTRY	1960	1970	1975	1980	1985	1988	1989	1990
I. GROSS DOMESTIC PRODUCT PER CAPITA								
UNITED STATES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CANADA	71.0	76.7	87.3	89.9	91.8	93.5	93.6	93.2
JAPAN	29.4	56.5	61.3	65.9	71.0	74.1	76.1	80.1
KOREA	9.6	13.0	17.3	20.9	26.6	33.9	35.1	37.9
AUSTRIA	46.4	54.0	60.7	64.6	63.9	63.6	64.9	67.1
BELGIUM	50.1	59.9	65.7	68.2	65.6	66.5	67.8	69.8
DENMARK	61.3	67.9	68.5	68.9	73.0	71.0	70.7	71.8
FRANCE	53.7	64.7	69.5	71.3	69.6	70.1	71.4	73.2
GERMANY	60.7	66.6	68.4	72.5	71.6	71.3	71.9	74.0
ITALY	44.7	56.7	59.1	66.0	64.8	66.4	67.3	68.6
NETHERLANDS	60.1	68.1	71.5	70.7	67.3	65.2	66.4	68.3
NORWAY	56.0	60.5	69.0	77.1	82.9	80.8	79.5	80.7
SWEDEN	66.1	75.4	79.0	74.9	75.6	75.2	75.1	74.8
UNITED KINGDOM	65.7	63.9	66.5	65.0	65.9	68.9	69.0	69.3
II. GROSS DOMESTIC PRODUCT PER EMPLOYED PERSON								
UNITED STATES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CANADA	77.8	81.4	86.3	89.3	93.5	93.5	94.0	92.3
JAPAN	23.8	46.4	53.9	62.5	68.2	72.6	74.1	76.3
KOREA	(1)12.8	17.1	21.0	25.9	33.2	40.1	40.9	43.0
AUSTRIA	38.7	52.8	59.0	66.6	68.7	70.2	71.7	73.9
BELGIUM	49.9	62.3	69.9	79.8	82.0	84.5	86.3	88.1
DENMARK	52.3	58.5	60.5	64.4	67.4	66.1	67.0	68.1
FRANCE	47.0	62.7	69.7	78.3	82.1	86.1	88.1	89.1
GERMANY	48.7	60.7	66.2	73.7	75.4	76.5	77.5	78.6
ITALY	41.5	62.4	67.7	80.4	81.0	85.2	87.8	87.8
NETHERLANDS	56.7	68.7	77.2	79.2	76.8	75.8	76.8	77.1
NORWAY	49.8	57.1	64.8	72.0	77.6	76.4	78.3	79.8
SWEDEN	51.7	61.8	64.5	65.4	66.8	67.9	68.0	67.2
UNITED KINGDOM	53.9	57.5	61.2	65.3	69.6	71.8	71.0	70.7

(1) 1963.

- 7 -

## SUMMARY: COMPARATIVE TRENDS

REAL GROSS DOMESTIC PRODUCT, REAL GDP PER CAPITA, REAL GDP PER EMPLOYED PERSON, AND EMPLOYMENT  
BASED ON OWN COUNTRY PRICE WEIGHTS

(AVERAGE ANNUAL PERCENT CHANGE)

COUNTRY	1960-90	1960-73	1973-90	1973-79	1979-90	1979-87	1988	1989	1990
<b>I. GROSS DOMESTIC PRODUCT PER CAPITA</b>									
UNITED STATES	1.9	2.7	1.4	1.5	1.3	1.2	2.9	1.5	-0.1
CANADA	2.9	3.8	2.2	2.9	1.8	1.9	3.2	1.7	-0.5
JAPAN	5.4	8.4	3.2	2.5	3.5	3.0	5.8	4.2	5.2
KOREA	6.7	6.2	7.1	8.0	6.7	6.2	10.4	5.1	7.7
AUSTRIA	3.2	4.3	2.4	3.0	2.1	1.5	3.6	3.6	3.3
BELGIUM	3.1	4.4	2.1	2.1	2.0	1.5	4.4	3.5	2.9
DENMARK	2.5	3.5	1.7	1.6	1.8	2.1	0.5	1.1	1.5
FRANCE	3.0	4.3	2.0	2.3	1.8	1.3	3.7	3.4	2.4
GERMANY	2.6	3.4	2.0	2.5	1.7	1.3	3.0	2.2	2.9
ITALY	3.4	4.6	2.5	3.2	2.2	1.9	3.9	2.9	1.7
NETHERLANDS	2.4	3.6	1.4	1.9	1.1	0.5	2.1	3.4	2.8
NORWAY	3.2	3.5	3.0	4.4	2.2	3.0	-1.0	-0.1	1.4
SWEDEN	2.4	3.4	1.5	1.5	1.6	1.8	1.8	1.4	-0.5
UNITED KINGDOM	2.1	2.6	1.7	1.5	1.8	1.8	3.6	1.6	0.4
<b>II. GROSS DOMESTIC PRODUCT PER EMPLOYED PERSON</b>									
UNITED STATES	1.1	2.0	0.5	0.1	0.7	0.6	1.7	0.5	0.5
CANADA	1.7	2.6	1.1	1.3	1.0	1.2	1.1	1.0	-1.2
JAPAN	5.2	8.2	2.9	2.9	2.9	2.7	4.4	2.6	3.5
KOREA	(1)5.6	(1)5.6	5.5	6.1	5.3	5.2	8.1	2.3	5.8
AUSTRIA	3.4	5.0	2.1	2.4	2.0	1.7	2.3	2.6	3.6
BELGIUM	3.1	4.3	2.1	2.2	2.1	1.9	3.1	2.7	2.6
DENMARK	2.0	3.0	1.3	1.3	1.3	1.2	0.5	1.8	2.3
FRANCE	3.3	4.8	2.3	2.5	2.1	2.0	3.4	2.8	1.6
GERMANY	2.8	4.0	1.8	2.7	1.4	1.0	2.8	1.8	1.9
ITALY	3.7	5.7	2.2	2.8	1.9	1.7	2.6	3.6	0.5
NETHERLANDS	2.2	4.0	0.8	1.7	0.4	-0.1	1.9	1.8	1.0
NORWAY	2.8	3.5	2.2	2.8	1.9	1.9	0.2	3.0	2.4
SWEDEN	2.0	3.4	1.0	0.7	1.1	1.4	0.9	0.7	-0.6
UNITED KINGDOM	2.1	2.9	1.4	1.3	1.5	2.0	0.4	-0.6	0.1

CONTINUED ON FOLLOWING PAGE

# THE ECONOMIC CLUB OF NEW YORK

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FOUNDED 1907

Raymond K. Price, Jr./President

### FAX TRANSMITTAL SHEET

Date: 2/10/92

To: Tony Snow  
The White House

Fax number: \_\_\_\_\_

From: Ray Price

Number of pages: This cover sheet plus 10 others

MESSAGE:

*As discussed*  


Sender's FAX number: 212-947-7118

Sender's TELEPHONE number: 212-947-7738

# THE ECONOMIC CLUB OF NEW YORK

EMPIRE STATE BUILDING · SUITE 4910 · NEW YORK, NY 10118 · (212) 947-7738/FAX (212) 947-7118

FOUNDED 1907

Raymond K. Price, Jr./President

February 10, 1992

Memo for: Tony Snow  
From: Ray Price

Subj: U.S. FIRST event Feb 12

It was good to talk with you just now. As you requested, here are a few things I've got that are directly aimed at the President's appearance Wednesday and that might contain some things that would be helpful to the writer.

They are:

1) The original draft I did of a letter for the founder of U.S. FIRST, Dean Kamen, to send to the President inviting him.

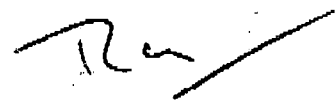
2) A follow-up letter I did to the President dealing with some of the political aspects.

3) A memo to the President I wrote (but didn't send; I did it so Dean could have it in hand for a meeting with Governor Gregg, who's been working closely with us) in the hope that we could get a video message when it looked as though he wouldn't be there.

4) As an attachment to that memo, some very rough "suggested remarks.)

Also attached is a list of teams competing in the contest Thursday and Friday. (Each participating institution, whether company or university, will have adopted a high school science class in its area and worked with that class in designing and building the vehicle; in the contest it will be operated -- through dual remote controls -- by two of the students.)

If I can help with anything else, please let me know.



PS: While doing this memo, I just got a call from Dean's office saying the writer is Bob Simon.

①

RP draft  
of letter to Dean  
Steven Kanner

December \_\_, 1991

The President  
The White House  
Washington DC 20500

Dear Mr. President:

We at U.S. FIRST would be greatly honored if you were to attend our first major national event, which will be held in Manchester, New Hampshire on February 13 and 14.

You may have heard about U.S. FIRST from John Sununu or from Allan Bromley. Both have worked closely with us. Dr. Bromley has agreed to be guest of honor and speaker at our inaugural dinner the evening of February 13, and then to judge our inaugural competition (of which more below) on the 14th. U.S. FIRST is a new national non-profit organization aimed, in effect, at achieving your educational goal of making the United States first in science and technology by the year 2000.

We are approaching this as a matter of motivation: reaching out to kids wherever they are, whether in the classroom or the shopping mall or in front of their television sets, and wakening them to the excitement, the fun, the challenge and the accessibility of science and technology. We are drawing on the marketing skills of the private sector, the technical expertise of the educational community and the resources of all together to sell science and math to the next generation. Our purpose is not so much to teach (though kids will learn from our programs) as it is to make the kids want to learn. We want to deliver to the teachers what they need in order to succeed: an eager, receptive audience.

Our inaugural national event on February 14 is the prototype of one such program. Modeled on a hugely successful annual event at MIT, and designed and conducted by the MIT professor who runs that MIT contest, it will make science a sporting event. Some 40 teams will compete. Each team will be fielded by a different institution, and will consist of two engineers from that institution and two representatives of a high school science class "adopted" by the institution for this purpose. Among the institutions already planning to compete are Harvard, Yale, MIT, RPI,

Motorola, Xerox, AT&T, Boeing, Chrysler, Raytheon and others in that league. Each team will be given, in advance, an identical kit of materials, and will have to design, build and then operate a machine to move more balls from one designated place to another than any other, and in a series of elimination matches they will battle it out both offensively and defensively within a boxing ring-like arena. The contest will be waged with referees, cheerleaders, banners and all the hoopla of a major sporting event, including a major sports announcer.

As for U.S. FIRST itself, our board includes the very distinguished president of RPI, Dr. Roland Schmidt; the executive director of the National Association of Science Teachers, Bill Aldridge; your former assistant Bonnie Newman, and Ray Price, whom you of course know from the Nixon years. John Sununu became an enthusiast when he was still Governor. George Fisher, the CEO of Motorola and now chairman of the private-sector Council on Competitiveness, has thrown the Council solidly behind us. Governor Gregg gives us active support.

For the February event we expect large, cheering crowds along with considerable television coverage. But most important, we expect to demonstrate a spirit of optimism, exuberance, competitiveness, fun, striving, learning and doing. Our aim is to bring the spirit of a sporting contest to the pursuit of science, to honor competitiveness and reward achievement. We hope very much that you will choose to be a part of it.

With every good wish,

Sincerely,

Dean Kamen  
Founder

# THE ECONOMIC CLUB OF NEW YORK

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FOUNDED 1907

Raymond K. Price, Jr./President

*RP Follow-up letter*

December 19, 1991

The President  
The White House  
Washington DC 20500

Dear Mr. President:

By a separate letter, founder Dean Kamen has officially invited you to be present at the first major national event to be put on by a new national non-profit organization, U.S. FIRST. It will take place in Manchester, N.H. on Thursday and Friday, February 13 and 14, with Allan Bromley playing an active role. Dean's letter covered the essence of what U.S. FIRST is about (selling science and math to the next generation, so that we can achieve your goal of making America first in those disciplines by the year 2000), as well as the nature of the occasion -- science as theater; a design engineering competition as a major sporting event with all the trappings. I'm on the U.S. FIRST board, and so have a keen institutional interest in having you there. But as one who feels strongly that your decisive re-election is essential, I'd also like to put on my own old campaign hat and add a few thoughts on the political dimensions of it.

As I'm sure you recall, Pat Buchanan and I were both key players in the 1968 Nixon campaign, including the New Hampshire primary. In the course of helping get U.S. FIRST off the ground (which I've spent a lot of pro bono time on over the past couple of years) I've renewed my own acquaintance with New Hampshire. I of course know Pat well. I take his New Hampshire threat very seriously.

If I were part of your New Hampshire campaign team, several things about this invitation would greatly appeal to me:

-- U.S. FIRST represents an answer to Pat's "America First" pitch. His is isolationist, negative, a retreat from the world; ours is positive, active, a call to compete with the world.

-- This is a thoroughly legitimate, totally non-political event, which just happens (and the timing really is coincidental) to tie in directly with two of the central thrusts of your own domestic policies: a) radically reforming America's education, especially in science and

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math, and b) restoring the competitiveness of the nation's economy through the vigor of the private sector.

-- Your own well-known enthusiasm for competitive sports makes it a natural for you to be there, and against that background to talk about the need to tap into the competitive spirit to inspire us to do our best.

-- The largest television station in New Hampshire is in Manchester, and happens to be located, along with U.S. FIRST headquarters and Dean Kamen's own operations, in the 19th century riverfront mills that he bought and renovated a few years ago. He's the station's very friendly landlord.

-- Economically and spiritually, New Hampshire is in the tank. Dean's own operations are one of the bright spots in the state's dismal economic picture. His is a high-tech, high-morale enterprise (he's a very successful inventor and entrepreneur, primarily in breakthrough medical technologies), and he has more than doubled his workforce in the past year.

-- This contest will bring some of the biggest corporate names in industrial America to New Hampshire. That's bound to be a tonic to the state's battered morale. Whatever makes voters feel better plays to your strength, just as whatever makes them feel worse plays to Pat's. It will play to your strength even more if you're there to share in it, to magnify it and to put your own interpretation on what it represents for America's future and that of New Hampshire.

I doubt that there's going to be any other genuinely non-political public event in New Hampshire during the primary season that so neatly combines a) a major private initiative to advance a key public interest with which you are directly identified, b) the sort of upbeat spirit that represents the nation's future and will be key to your re-election, and c) the elements of modern showmanship that grab and hold an audience and make for exciting television.

I hope you can make it, and if so I'll look forward eagerly to seeing you there.

With admiration and all best wishes, as always.

Sincerely,

Raymond K. Price, Jr.

# THE ECONOMIC CLUB OF NEW YORK

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FOUNDED 1907

Raymond K. Price, Jr./President



*name re video*

*(given by Dean to for press)*

January 24, 1991

*not sent by me to IT*

The President  
The White House  
Washington DC 20500

Dear Mr. President:

Please let me put on my old White House and campaign hats to suggest that you do a video message to a New Hampshire event next month that unfortunately you're apparently not going to be able to attend in person.

The event is the FIRST Encounters contest in Manchester on February 13 and 14, which Judd Gregg is actively helping us with. (By "us," in this case, I mean U.S. FIRST; I'm a member of the executive committee of the Board, and have been spending a lot of pro bono time helping get it rolling.)

U.S. FIRST is a new national non-profit organization aimed precisely at your own priority goal of making U.S. schools first in the world in science and math by the year 2000. Its focus is on motivation; on marshaling all the techniques of modern marketing and media to get the next generation to view science and technology as fun, exciting, accessible and rewarding. FIRST Encounters is one of its programs; the February event is the inaugural run of FIRST Encounters. It will be science as a sporting event, staged in a 1,200-seat Manchester auditorium, with competing teams from all across the country. Our dinner speaker and contest judge will be your science adviser, Allan Bromley. We expect substantial media coverage, both local and national.

The contest itself is a design engineering competition, with teams matching up engineers from participating institutions with high school students from science classes "adopted" by those institutions for purposes of this competition. Among the 30 or so competing institutions are such as Boeing, XEROX, ALCOA, Motorola, IBM, Harvard, RPI and MIT; each is designing a competitive vehicle from a standard set of parts, to be operated in the contest by two of the team's student members. It will be a colorfully staged, fast-paced, intense multiple elimination contest spread over the two days, with all the hoopla of a major sporting event. The auditorium will be full. A number of dignitaries will be in attendance, as well as the teams and their cheering sections and supporters.

It also happens that the founder of U.S. FIRST, Manchester inventor/entrepreneur Dean Kamen, also owns the building in which WMUR-TV (the state's largest television

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station) is located, and in which all the networks rent space for the duration of the primary. For last Sunday's television debate among the Democratic candidates, they brought in a phenomenal new TV projection screen some 9 by 12 feet in size, which he persuaded them to leave behind. What we would like to do is mount that screen by the scoreboard at our FIRST Encounters contest, and use it to project a video greeting from you to the contestants.

The whole purpose and spirit of U.S. FIRST really are exactly in line with the policies of your administration and the thrust of your campaign, and this strikes me as an ideal way for you to get a positive message across just four days before the primary in a dramatic, telegenic setting that will reinforce the message.

In the Nixon White House the message operation reported to me, and my initials were what released presidential messages to be sent. So I have some familiarity with how the system works, and with the considerations that go into both the selection of events and the content the messages themselves. Being deeply immersed in the planning of this event, I know enough about it to know that it's one I would have leaped at the opportunity to send a message to. Attached are a few thoughts about some things such a message might contain, as one illustration of what you could say.

You'll note that I've included a line inviting the winners to the White House. This obviously involves a separate set of considerations from those involved in sending a message per se. But it would of course give a huge lift to U.S. FIRST as a whole, which involves many other programs besides FIRST Encounters, and it is deliberately designed to put this learning contest on a par with athletic contests. One of our central missions is to persuade kids that there's glory in exercising their minds, not just their muscles, and nothing would advance this more than to have the Education President pick up on the theme. I'll expand on this in a separate memo.

With very best wishes, as always,

Sincerely,

Raymond K. Price, Jr.

(4) Attachment  
to #3

Suggested remarks -- FIRST Encounters video

I wish I could join you at this inaugural FIRST Encounters contest. Both by presenting science as a sporting event and by creating an imaginative new partnership for learning between industry and education, you're taking a major step forward in turning the next generation on to science and technology.

In the 21st century we're going to see a technology race. How America does in that race depends on getting enough members of the next generation to appreciate the excitement, the fun, the challenge and the rewards of science and technology.

When I set as one of my priority goals making America's schools first in the world in science and math, I knew it was a tough challenge. It takes skilled and dedicated teachers. It also takes motivated students. FIRST Encounters is a pioneering venture in demonstrating to today's students how exciting and rewarding these subjects can be. And it's a pioneering venture of the very best and most effective kind: a private sector, citizen initiative that draws on two of America's greatest resources, the spirit and drive of its people and the inventiveness and competitive skills of its industry.

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If we want the next generation to learn science and math, we've first got to inspire them to want to learn. That's what U.S. FIRST is all about and it's what this contest does.

I applaud U.S. FIRST for the spirit, the imagination and the enterprise of its efforts. And I especially applaud everyone taking part in this pioneering FIRST Encounters contest for the work and enthusiasm I know you've all put into it.

This is a spirited, fiercely competitive contest -- but it's also one in which there are winners, but no losers. Everyone who takes part in it will come away enriched by the experience.

In this competition, it really is how you play the game that matters -- because the important thing is what you learn, not only about science and engineering but also about the process and the joy of learning itself.

But I do want to do something for the winners, and so I look forward to welcoming them to the White House later this year. Now get on with the fun, and good luck to you all.

# # # #

~~the~~ list of teams

(as of Jan 17)



## FIRST Encounters... "Maize Craze"

<u>Organization Competing</u>	<u>Location</u>	
Advanced Animations	Stockbridge	VT
Air Products & Chemicals, Inc.	Allentown	PA
Alcoa	Alcoa Center	PA
AT&T	Piscataway	NJ
Baxter Healthcare	Round Lake	IL
Boeing Corporation	Seattle	WA
Bose Corporation	Framingham	MA
Case Western Reserve University	Cleveland	OH
Delco Electronics	Kokomo	IN
E-Systems, Inc./Dallas Christian School	Dallas	TX
Ferrofluidics	Nashua	NH
Harvard University	Cambridge	MA
IBM Thomas J. Watson Research Center	Yorktown Heights	NY
IMED Corporation	San Diego	CA
Manchester Kiwanis Club	Manchester	NH
Markem Technologies	Keene	NH
Motorola, Inc.	Schaumburg	IL
New England Telephone Co.	Boston	MA
NH Technical College/GE	Manchester	NH
Nypro	Clinton	MA
Raytheon Company	Lexington	MA
Rensselaer Polytechnic Institute	Troy	NY
SMC Pneumatics, Inc.	Topsfield	MA
UNH	Durham	NH
Worcester Polytechnic Institute	Worcester	MA
Xerox Corporation	Webster	NY

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