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Record Group/Collection: George H.W. Bush Presidential Records
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Series: Speech File Backup Files
Subseries: Chron File, 1989-1993

OA/ID Number: 13801
Folder ID Number: 13801-004

Folder Title:
Home Builders Meeting--Columbia, SC 3/5/92 [OA 7569]

Stack:	Row:	Section:	Shelf:	Position:
G	26	22	3	5



OFFICE OF
PRESIDENTIAL ADVANCE
COVER PAGE

TO: Carol Aachus

FROM: Cyn Kennedy

TOTAL NUMBER OF PAGES: 2
(including cover page)

DATE: TUES.

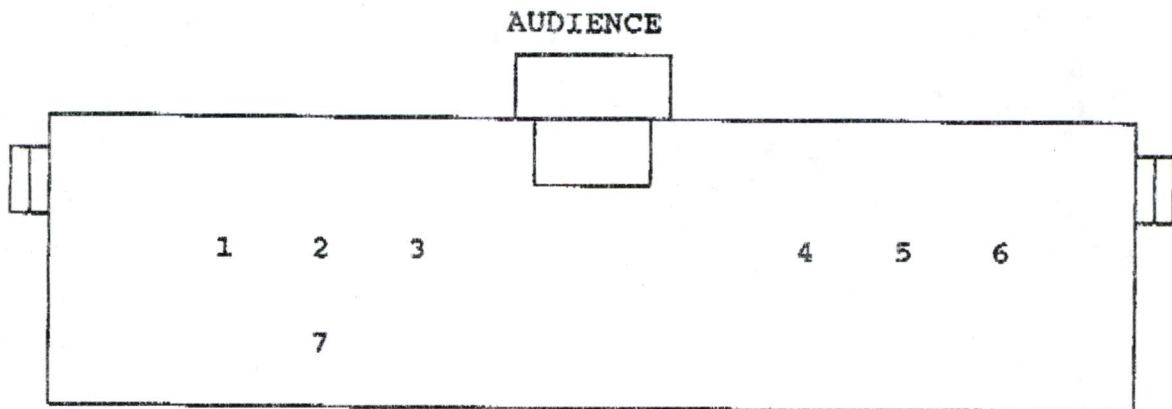
TIME: 4:30

MESSAGE:

IF YOU HAVE ANY QUESTIONS OR PROBLEMS WITH THE TRANSMISSION PLEASE CALL.

TELEPHONE NUMBER: COLUMBIA

COLUMBIA, SOUTH CAROLINA
ADDRESS TO HOME BUILDERS ASSOCIATION OF GREATER COLUMBIA
Moore Building, State Fairgrounds
March 5, 1992



- 1. Governor Carroll Campbell
 - 2. THE PRESIDENT
 - 3. Richard Sandler, Pres. Home Builders Association
- PODIUM
- 4. Chuck Newman, V.P. Home Builders Association
 - 5. Mike McMichael, State President Home Builders
 - 6. Dottie Lafitte-Woolston, Trustee National HBA
 - 7. USSS

THE WHITE HOUSE

WASHINGTON

March 4, 1992

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST

FROM: CURT SMITH

SUBJECT: COLUMBIA, SOUTH CAROLINA

On Thursday, March 5 at 10:30 a.m., you will address 1500 attendees at the Greater Columbia Home Builders Association meeting at the State Fairgrounds in Columbia, South Carolina. Your remarks (13 minutes, teleprompter) focus on how your plan will help the people of South Carolina. You also ask for their continued support and votes on Saturday.

(Smith/Aarhus)
March 4, 1992
COLUM -- Draft Four

PRESIDENTIAL REMARKS: HOME BUILDERS MEETING
COLUMBIA, SOUTH CAROLINA
THURSDAY, MARCH 5, 1992
10:30 A.M.

Rusty [[DePass]], it's great to see you. / Richard Sendler
--congratulations on your and Carolyn's 26th wedding anniversary.
Governor Campbell, we're grateful for your hospitality -- for
your leadership as one of America's greatest Governors. / I am
proud Carroll Campbell will serve as National Co-Chairman of the
campaign and once again as Southern Regional Chairman. // [[Other
acknowledgements to come]]

America still remembers the strength and resilience shown by
South Carolina during "Hurricane Hugo." I promise not to be
quite that windy today. / It's great to be back in this state
where victory is in the air. //

Then, it'll be on to the fall -- where already there's a
battle shaping up. / ((Both sides will go on the offensive and go
all out. In the end there'll be only one winner. I just don't
know if it'll be the Gamecocks or the Tigers.)) //

I'm going to ask each of them what today I ask of you: Help
me finish what we've started and move our country forward. Help
me win the Presidency for four more years. //

I ask your support for the simplest reason. We believe in
the same things -- jobs, family, peace -- the important things.

We know that taxes are too high -- because our government is
too big and spends too much. / We believe in faith and family --

responsibility and respect -- community and country -- a strong defense and a strong economy. / We know that we put America first when we put America's families first. //

So often politicians do the easy things -- the popular things. But it's the tough things that tell you something about character and honor. / Anyone can demagogue -- but Presidents must make decisions. / So let me tell you what has guided me as I've tried to do for America what is right, and true.

I learned a great deal when I was young from the greatest teachers I've ever had. My parents. / I still recall how whenever I'd brag on something I did in baseball or -- less often -- school, my mother would use words from the Protestant hymn: "Now, George, none of this 'How great thou art.'" //

At church, at dinner, in political talks with my dad, I learned that life means nothing without fidelity to principle. It's what I believed as a soldier in World War II, as a businessman, and now as your President. It's why, for instance, I've vetoed 26 bills in my Administration -- and I'm proud to say none were overridden. //

Some of these bills were popular -- but all were ill-advised. Some would have raised spending / harmed the taxpayer / or hurt America's general interest by appealing to special interests and violating fundamental principles. / The Presidency is not a popularity contest. I think you elect a President to say what America needs to hear even when it's not what people want to hear. /

Carroll Campbell knows what I'm talking about. So does that great favorite son of South Carolina, Strom Thurmond. / ((Strom was reminding me that 1992 is the 500th anniversary of our discovery. What a sight it must have been when Columbus first came ashore, and Strom was there to greet him.)) / Like me, they believe in eternal truths that don't change. / So did another South Carolinian, a good man -- Columbia's Lee Atwater. / All of us know how values guide each of us each day of every year. //

It's these things that have helped bring America to a new world -- a new era in our history. The Cold War is over -- and America won. / The Soviet Union collapsed -- and Communism is a four-letter word: D-E-A-D -- dead. American leadership changed the world. Republican leadership will change America. /

We believe that parents -- not the government -- should make the decisions that matter in life. / Parents -- not government -- should choose their children's schools. / Parents -- not government -- should choose who cares for their children -- parents know better than some bureaucrat in Washington, D.C. / And, yes, we believe there's a place for voluntary prayer in our children's classrooms. //

We've got to reform America's health care system. Right now, the quality of American health care is the best in the world -- bar none. The problem is access: too many Americans, many with families, do not have health insurance coverage. And you know how even a short stay in the hospital can rip a hole right through a family's budget. //

But socialized medicine isn't the answer. If we wanted long lines and revolving-door health care, we'd put our doctors to work at the Department of Motor Vehicles. / Nationalized health care would be a national disaster. The last thing we want is the government playing doctor. //

We've got to reform our country's legal system. The home of the free has become the land of the lawsuit. / When you're as likely to serve your neighbor a subpoena as a cup of coffee -- something's wrong. We won't turn this mess around until we spend as much time helping one another as we do suing each other. //

And we've got to reform our welfare system -- make a connection between welfare and work. Yes, Americans care: They'll support welfare for families in need. But Americans want to see government at every level work together to track down the dead-beat Dads -- the ones who can't be bothered to pay child-support. / They want to see us break the cycle of dependency that destroys dignity -- passes down poverty from one generation to the next. That's wrong. That's cruel. And we're going to change it. //

This brings me to America's number one issue -- the economy -- and how we change it. / We must help people worried about providing for their families / meeting the challenges of paying the bills, providing a home, and setting aside for retirement. // So let me take a page from Richard Sandler's book -- and tell it like it is. My program will put America back to work. //

There are many differences between the Republican candidates. Here's one: Only I've started a business from the ground up. I know what it means to meet a payroll / balance a budget / help hard-working people put food on the table. / That's why in my State of the Union, I put forth a two-part plan that will say, like the South's own Richard Petty: "U.S. economy, start your engines." /

The first part of my plan aims to get business growing -- right now. I want an investment tax allowance. I want Congress to quit punishing people who create jobs: Cut the tax on capital gains. / Then, there's the proposal I'm most proud of -- a \$5,000 tax credit for first-time homebuyers -- money that will help people buy a first home. / Here's what our \$5,000 tax credit will mean to South Carolina: 3,400 housing starts; / 6,600 new jobs. / If Congress passes my plan, the National Association of Homebuilders predicts 415,000 new construction industry jobs / and \$20 billion in new economic activity across America. // My plan will help people like the Greater Columbia Home Builders sell and build homes. / And for that family looking to buy that first home, it means: Eight months of mortgage paid on the average South Carolina home. //

Sadly, the liberal crowd that controls Congress doesn't seem to care about the things that matter -- your home / your business / taking care of your kids. Otherwise, last week House Democrats wouldn't have passed a bill which reminds me of the old joke: "Builders will sleep like babies -- they'll wake up every

hour and cry." / Listen to their deal: 25 cents a day in temporary tax relief for two years -- paid for by a large permanent tax increase. Over in the Senate, the bill the Democrats are working on is not much better than the one in the House. Its centerpiece is a huge tax increase. The last thing our economy needs now is a 100 billion dollar tax hike. //

We drew a line in the sand in the Persian Gulf and kept our word. I'll draw another line in the sand right now. If the Democrats send me a monstrosity like the House bill, come hell or high water I will veto that bill. // I also call on Congress to pass the second part of my economic plan -- things like education reform / research and development / and tax relief to strengthen the family. These are things that will make America more competitive in the 21st Century -- helping us lead economically abroad so that we can succeed economically at home.

Some, of course, don't want us to lead. They want to build a fence around America. / Tell that to South Carolina. / Here are an estimated 125,000 trade-related jobs. By closing our borders -- as my opponents want -- we'd put those people out of work. / The U.S. trying to build prosperity by turning its back on the world is like you trying to build prosperity without hammers and nails. Call it protectionism or isolationism: Both mean surrender. / Look closely. That's not the American flag they're waving. It's the white flag of surrender -- and that's not the America I know.

I am going to fight hard to open markets for our exports all around the world. I'm also going to fight hard in the South Carolina Primary -- for what is right, and true. / I know what America means to itself: Opportunity, and equality. And what it means to the world, as we showed in the Persian Gulf: Freedom, and liberty -- One Nation under God. //

Recently, Barbara and I saw a movie based on a book set in South Carolina, The Prince of Tides, where the author writes of "the Southern way of the spirit." / To me, that means solving problems as Southerners always have -- through solutions, not by running this country down. / It means relying on background and character -- because the future is too important to entrust to talking heads who prefer sound bites to sound policy. //

I have been given everything by America. A wonderful wife / 5 terrific kids / 12 great grandkids. / Now, it's my turn to give back. You may not always agree with me -- I know that, respect it. But I know you'll agree that decisions must stem from principle. Help me use those principles to serve America's good, decent people -- people who know what America is, and means. //

Yes, we have much to do. But I guarantee you we'll get the job done. / Yes, we have challenges before us. But I guarantee you, we will meet them head-on -- each and every one. /

Yes, there's an election in November -- and I guarantee you, we will win it. I ask for your help to keep our party strong and united. I want to be your president for four more years. / Thank you and God bless the United States of America.

Lead: Lyn Kennelly

FACT-CHECKING COPY

HOME BUILDERS
MEETING

(Smith/Aarhus)
March 2, 1992
Draft Three
COLUM

PRESIDENTIAL REMARKS:

~~GOP LUNCHEON~~ SEATED 1200
COLUMBIA, SOUTH CAROLINA
THURSDAY, MARCH 5, 1992
TIME-? 10:30 AM.

STANDING
200

Rusty [[DePass]], it's great to see you. / ~~Rich Sandler~~ --
congratulations on your and Carolyn's 26th wedding anniversary. /
Governor Campbell, we're grateful for your hospitality -- for
your leadership as one of America's greatest Governors. / I am
proud Carroll Campbell will serve as National Co-Chairman of the
campaign and once again as Southern Regional Chairman. //

America still remembers the strength and resilience shown by
South Carolina during "Hurricane Hugo." I promise not to be
quite that windy today. / ~~Two years ago I jogged near these~~
~~fairgrounds.~~ Today I'm back running all the way. It's great to
be in this ~~Super Tuesday~~ State where victory is in the air. //

Then, it'll be on to the fall -- where already there's a
battle shaping up. / ((Both sides will go on the offensive line
and go all out. In the end there'll be only one winner. I just
don't know if it'll be the Gamecocks or the Tigers.)) //

I'm going to ask each of them what today I ask of you: Help
me finish what we've started and move our country forward. Help
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I ask your support for the simplest reason. We believe in
the same things -- jobs, family, peace -- the important things.

We know that taxes are too high -- because our government is
too big and spends too much. / We believe in faith and family --
responsibility and respect -- community and country -- a strong

Dewitt
BQ92
Col, SC

Electon
is Sat.

NO ONE CAN
CONFIRM

defense and a strong economy. / We know that we put America first when we put America's families first. //

So often politicians do the easy things -- the popular things. But it's the tough things that tell you something about character and honor. / Anyone can demagogue -- but Presidents must make decisions. / So let me tell you what has guided me as I've tried to do for America what is right, and true.

I learned a great deal when I was young from the greatest teachers I've ever had. My parents. / I still recall how whenever I'd brag on something I did in baseball or -- less often -- school, my mother would use words from ~~the Protestant~~ ^{stet} hymn: "Now, George, none of this 'How great thou art.'" //

At church, at dinner, in political talks with my dad, I learned that life means nothing without fidelity to principle. It's what I believed in World War II, as a businessman, and your President. It's why, for instance, I've vetoed ²⁶ ~~25~~ bills in my Administration -- and I'm proud to say none were overridden. //

Many of these bills were popular -- but all were ill-advised. Some would have raised spending / harmed the taxpayer / or hurt America's general interest by appealing to special interests and violating fundamental principles. / Maybe some people think the Presidency is a popularity contest. It's not. I think you elect a President to say what America needs to hear even when it's not what people want to hear. / I would rather not be President than betray a Nation I loved as a boy -- and

Clerk's
Office

cherish as a man. For, you see, outside of God, nothing means more to me than the United States of America. //

Carroll Campbell knows what I'm talking about. So does that great favorite son of South Carolina, Strom Thurmond. / ((Strom was reminding me that 1992 is the 500th anniversary of our discovery. What a sight it must have been when Columbus first came ashore, and Strom was there to greet him.)) / Like me, they believe in eternal truths that don't change. / So did another South Carolinian, a good man -- Columbia's Lee Atwater. / All of us know how values guide each of us each day of every year. //

It's these things that have helped bring America to a new world -- a new era in our history. The Cold War is over -- and America won. / The Soviet Union collapsed -- and Communism is a four-letter word: D-E-A-D. / American leadership changed the world. Republican leadership will change America. /

We can change it by taking what's wrong with America -- and making it right. Let's begin with our courts. I want an America where it's okay for our kids to say a voluntary prayer in school. // I also want an America where judges show more sympathy for the victims of crime and less sympathy for murderers and thugs. / I'm proud of our tough stand on crime. And I'm proud of our judicial appointments -- judges who interpret, not legislate. //

I want an America where people volunteer to help each other without fear of ambulance-chasing lawyers -- and where ~~fathers~~ ^{parents} don't stop coaching Little League because they're afraid of liability lawsuits. / That is why we've proposed reforms to our

court system to reduce frivolous lawsuits. / Legal reform will help our legal process work. But the real answer for solving problems is to be more concerned with helping each other than suing each other. //

Here's a second way to change America for the better. Let's reform our health care system. / My plan will make insurance available to all -- keep the quality high, and bureaucracy low. What I won't accept is socialized medicine. / Anyone who's spent months looking for an income tax refund / or who has wasted a day in line at the Department of Motor Vehicles is not about to let the government play doctor. / I will not take America down the dead-end road of nationalized health care. //

Now we come to another system literally begging for reform: Welfare. / Forty-four years ago, Barbara and I packed up our red Studebaker, moved to Texas, and started a business from scratch. I believe in the Puritan ethic: Work is noble in itself. /

That's why I've asked my departments and agencies to make it easier for state and local government to reform policies that strengthen broken families. // We need to help make families whole / go after dead-beat fathers who abandon kids / and replace dependency with personal responsibility. Let me lay it on the line: Those who can work -- must work. //

This brings me to America's number one issue -- the economy -- and how we change it. / We must help people worried about providing for their families / meeting the challenges of paying the bills, providing a home, and setting aside for retirement. //

GB packed & moved, then Bar & GJr. came down. Didn't start business until 1950.

✓
X X X X X X X Richard X X X X
So let me take a page from Dick Sendler's book -- and tell it
like it is. We need a program to put America back to work. //

Earl McLeod
CA HB
WPost
2/15/92
There are many differences between the ^{Republican} candidates. Here's
one: ~~Only I've started a business from the ground up.~~ ^{start} I know
what it means to meet a payroll / balance a budget / help hard-
working people put food on the table. / That's why in my State of
the Union, I put forth a two-part plan that will say, like the
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NAHB
Kent Cotton
The first part of my plan aims to get business growing --
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to South Carolina: 3,400 ~~new~~ housing starts; / 6,600 new jobs. /
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Richard Farandino,
NAHB
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joke: "Builders will sleep like babies -- they'll wake up every hour and cry." ~~The House wants to give you 25 cents a day in temporary tax relief for two years -- paid for by a large permanent tax increase. The Senate isn't any better. It would~~ ^{raise taxes} ~~hike tax rates for the middle class -- people making \$35,000 a year -- like teachers, factory workers, and cops on the beat. /~~

We drew a line in the Sand in the Persian Gulf and kept our word. I'll draw another line in the sand right now. If the Democrats send me nonsense like the House bill, come hell or high water I will veto that bill. // I also call on Congress to pass the second part of my economic plan -- things like education reform / research and development / and tax relief to strengthen the family. These are things that will make America more competitive in the 21st Century -- helping us lead economically abroad so that we can succeed economically at home.

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I am going to fight hard to open markets for our exports all around the world. I'm also going to fight hard in the South Carolina Primary -- for what is right, and true. / I know what

use
GA
lang.

David
Walters,
USIR
Peter
vonEllen
(SP7)

America means to itself: Opportunity, and equality. And what it means to the world, as we showed in the Persian Gulf: Freedom, and liberty -- One Nation under God. //

Recently, Barbara and I saw a movie based on a book set in South Carolina, The Prince of Tides, where the author writes of "the Southern way of the spirit." / To me, that means solving problems as Southerners always have -- through solutions, not by running this country down. / It means relying on background and character -- because the future is too important to entrust to talking heads who prefer sound bites to sound policy. //

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Yes, we have much to do. But I guarantee you we'll get the job done. / Yes, we have challenges before us. But I guarantee you, we will meet them head-on -- each and every one. /

Yes, there's an election in November -- and I guarantee you, we will win it. I ask for your help to keep our party strong and united. I want to be your president for four more years. / Thank you and God bless the United States of America.

#

Usher
x2650
Gary
Walters

Usher

SAN ANTONIO **Marriott**
RIVERCENTER

\$5000

~~Bill Farantino~~
~~VP Mortgage/Finance~~

NAHB VP Mortgage/Finance

Avg. So Car home

how many months mortgage
will that cover?

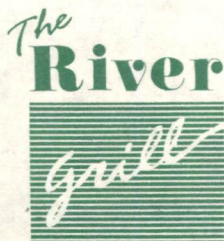
Avg. home cost →

Avg. 30 yr. mortgage rate → $9\frac{1}{2}\%$
principle & interest 546.
monthly

1990
data

+ tax & insurance
\$615.

8 months



FHA-insured home (loan)

Featuring Sophisticated
Southwestern Cuisine
For Reservations call Ext. 6805

1992 HOME BUYER TAX CREDIT IMPACTS

ADDITIONAL:	HOUSING STARTS	JOBS	FEDERAL TAXES (\$MILLION)
UNITED STATES	215,000	415,500	\$3,849
Alabama	1,934	3,738	\$34.6
Alaska	102	198	\$1.8
Arizona	3,826	7,395	\$68.5
Arkansas	1,018	1,968	\$18.2
California	38,182	73,790	\$683.6
Colorado	1,788	3,456	\$32.0
Connecticut	1,923	3,716	\$34.4
Delaware	926	1,789	\$16.6
Dist. of Columbia	66	127	\$1.2
Florida	26,503	51,218	\$474.5
Georgia	8,105	15,664	\$145.1
Hawaii	1,535	2,966	\$27.5
Idaho	767	1,483	\$13.7
Illinois	6,807	13,156	\$121.9
Indiana	4,253	8,218	\$76.1
Iowa	1,187	2,295	\$21.3
Kansas	1,386	2,678	\$24.8
Kentucky	2,033	3,929	\$36.4
Louisiana	982	1,899	\$17.6
Maine	1,025	1,981	\$18.4
Maryland	6,519	12,599	\$116.7
Massachusetts	3,419	6,607	\$61.2
Michigan	7,339	14,183	\$131.4
Minnesota	4,036	7,800	\$72.3
Mississippi	1,067	2,062	\$19.1
Missouri	2,887	5,579	\$51.7
Montana	113	219	\$2.0
Nebraska	970	1,875	\$17.4
Nevada	4,699	9,081	\$84.1
New Hampshire	1,166	2,254	\$20.9
New Jersey	4,873	9,418	\$87.2
New Mexico	1,070	2,067	\$19.1
New York	7,829	15,129	\$140.2
North Carolina	7,767	15,010	\$139.0
North Dakota	355	686	\$6.4
Ohio	6,623	12,799	\$118.6
Oklahoma	903	1,745	\$16.2
Oregon	3,709	7,168	\$66.4
Pennsylvania	7,306	14,120	\$130.8
Rhode Island	621	1,200	\$11.1
South Carolina	3,406	6,583	\$61.0
South Dakota	333	644	\$6.0
Tennessee	3,894	7,526	\$69.7
Texas	6,632	12,817	\$118.7
Utah	963	1,860	\$17.2
Vermont	585	1,131	\$10.5
Virginia	9,137	17,657	\$163.6
Washington	7,744	14,966	\$138.6
West Virginia	271	524	\$4.9
Wisconsin	4,323	8,355	\$77.4
Wyoming	89	172	\$1.6

To Carol
Date 2/28 Time 1040a

WHILE YOU WERE OUT

M Elizabeth
of S. Carolina/B&Q
Phone (803) 929-1992
Area Code Number Extension

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

Message Some people from
all over the state.
Mostly Columbia &
home builders.

Operator MD



AMPAD
EFFICIENCY®

23-021

CARBONLESS

Call David Walters USTR

Why protectionism
is bad for SC

how many
jobs depend on
trade?
etc.

'91 → 125,324

trade-related jobs

→ ~~If Congress sends me this bill, I'll veto it faster than lightning.~~

"export" is not a good word ~~XXXXXXXXXX~~
↓ use "trade" (it's 2-way)

→ (windbag)

→ Ed Rojas: Dept. of Commerce, Col., SC
(803) 765-5345

In 1990 3.1 bil \$ exp.

Therefore 60,000 ~~are~~ trade-related jobs

Table 3 textile/mill products

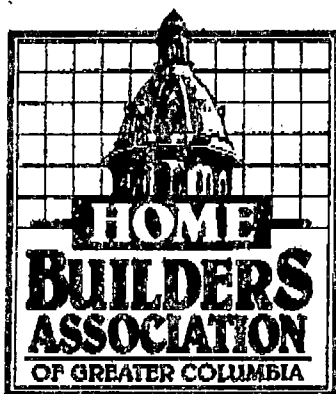
~~XXXXXXXXXX~~

Milliken (huge textiles plant)

Boozer Lumber

- distributor of bldg. supplies
- sold 36 modular homes to ~~Israel~~
Israel

windbag -
you're a
windbag
windbag
bag-o-wind
wind-o-rama
wind-insky
bag of wind



FAX FORM

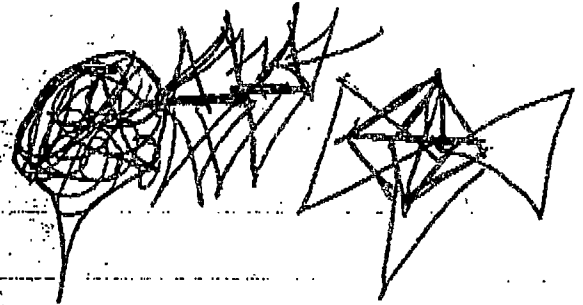
P. O. Box 725
Columbia, S.C. 29202-0725
(803)256-6238
FAX (803)779-0635

DATE: 3/2TO: Carol AarhusFROM: Earl McLeodNUMBER OF PAGES TO FOLLOW: 10

COMMENTS: Pages 1-4 are notes
for your consideration; pages 5-10
are notes from speech given by
Jim McFarland, a local home builder
who served as president of Home Builders
Association of South Carolina in 1990.

①

Veto
Faster Than



Jack
Rabbit

1- You can disburse last week's construction draw.

2- You can sign a cost plus contract.

3- You can say: ~~No~~ ~~Gamecocks~~

Come to ~~the~~ Home Show '92

Home
Show

②
What a great place to be
on a beautiful South Carolina
morning. Nothing could be
finer — right?

I knew I liked it here but
I feel even better since stopping
outside to speak to a handsome
youngster. He told me — Mr. President
you look a lot better in person
than you do on Saturday Night
Live! There is always hope isn't there?
And all of you look a lot
better in person too! But
somehow I knew you would
look good.

Damecocks take heart — the
economy is improving and I'm
sure you will too.

Handling this recession has
been a piece of cake for many
South Carolinians — Damecocks know
how to handle adversity.

(3) Campbell may be sensitive to this

We live in "different times"
 People are so easily offended.
 They get upset even when you
 call them by name. If you
 don't believe me just ask
 Gov. Campbell.

I have a great admiration for
 the people of South Carolina.
 They have always been positive,
 aggressive people, full of enthusiasm
 and initiative always looking
 beyond the present to a better
 tomorrow.... seldom looking
 back. There is a perfect example
 of ~~their~~ your wonderful tenacity.
 The simplicity of things is seldom
 mentioned now. You never to
 move forward — not look
 back. That's a wonderful
 trait — — — except when
 you're running for re-election.
 Then you might better look
 back. All the people behind
 you then may not be there for
 the right reasons!

④
I have been interested to note the fact that you make no apologies for the fact that your association is a special interest group.

You should not apologize. Special interest groups whose thoughts and goals are properly channeled provide valuable input for public officials. This country was founded and built by special interest groups.

(5)

1992 HBA SC Convention
A Turkey Night Banquet

(1)

Let's talk a moment about what we are as an association. We are risk takers ——— In fact, ~~our~~ ours is a ~~cont~~ country of "risk takers". America was founded by rugged individuals who had little or no fear. More importantly, they possessed the vision to LOOK BEYOND the shores of their homelands; to look beyond where they were at that moment to new and greater opportunities in unknown and untried places. These people, these pioneers; were — by trade or by nature — Builders. They came to a virgin land armed with little more than a dream and began to build a great nation. The dream is not over. The nation is not complete. The building continues by those of us who fill the shelter needs of America — by those of us who (like our forefathers before us) have the vision and courage to LOOK BEYOND today to the greater needs of tomorrow.

(10)

(2)

We grow as individuals, as families, as businesses, as states, as nations — proportionately, I believe — to our willingness to LOOK BEYOND and REACH OUT for greater things. The innate human desire to improve will, in time, almost always overcome efforts to restrain growth and improvement.

This is evidenced ~~by~~ so completely by the incredible change we are witnessing ~~there~~ around the world. The wall has fallen in Europe; free elections are being held in communist countries; the Soviet ~~Empire~~ Empire is collapsing; democracy is breaking out all over.

All of this — in my mind — is the direct result of individuals who have begun to "LOOK BEYOND" and recognize how much more there is to life in a world of choices.

While much of the communist world is resisting such a transformation,

(3)

①

I believe that, in America, while times and moral change, values and principles remain.

Donor Trust Holdings, recently said of The Estate — what

America needs most is not new ideas but old ideas — — — the ideas upon which this nation was founded.

We must teach our children to develop values and to become loyal to those values. For many in our society know the cost of everything and the value of nothing.

We must — if we are to be true to ourselves, the traditions of this country, and the best interests of our fellow man — look beyond our own personal needs and help to create lasting communities in which our children can live happily.

For I have said it so well in his keynote address on Friday morning when he received The Outstanding

⑧

Importance of The HOME. HOME must be a special place. We must have those special places or we have a society constantly - in - search - of - itself.

④

You provide the houses which become these HOMES. Be proud of what you do. You are important to the well-being of our great state and nation.

Be proud of the Association which brought us together in this beautiful place. Your association is special too - - - all nineteen of its local associations are special. Some have more members - - - They all have the same amount of heart because that doesn't come in numerals, or pounds or feet or inches. Heart is either there or its not.

If we keep that heart. If we keep that dream. If we keep our vision - the desire to look beyond

(9)

(4)

always improving. — we ~~can~~ will
seldom falter and never fail.

We are so fortunate! — and
it was a great thrill in January —
Shirley — as we heard Lee
Greenwood's words at our national
convention — —

Read Verse 1 + 2 only

Thank you so much for being
here — have a great time &
a safe trip home.

GOD BLESS THE U.S.A.

KEY F

80

IF TOMORROW ALL THE THINGS WERE GONE,
I'D WORK FOR ALL MY LIFE
AND I HAD TO START AGAIN
WITH JUST MY CHILDREN AND MY WIFE..
I'D THANK MY LUCKY STARS
TO BE LIVING HERE TODAY...
CAUSE THE FLAG STILL STANDS FOR FREEDOM,
AND THEY CAN'T TAKE THAT AWAY.....
AND I'M PROUD TO BE AN AMERICAN
WHERE AT LEAST I KNOW I'M FREE
AND I WON'T FORGET THE MEN WHO DIED,
WHO GAVE THAT RIGHT TO ME
AND I GLADLY STAND UP, NEXT TO YOU AND DEFEND HER STILL TODAY
CAUSE THEIR AIN'T NO DOUBT, I LOVE THIS LAND
GOD BLESS THE U.S.A.

2

1

10

MUSIC

FROM THE LAKES OF MINNESOTA,
TO THE HILLS OF TENNESSEE
CROSS THE PLAINS TO TEXAS
FROM SEA TO SHINING SEA
FROM DETROIT DOWN TO HUSTON
AND NEW YORK TO L.A.
WELL, THERE'S PRIDE IN EVERY AMERICAN HEART
AND IT'S TIME WE STAND AND SAY - - -

AND I'M PROUD TO BE AN AMERICAN
WHERE AT LEAST I KNOW I'M FREE

AND I WON'T FORGET THE MEN WHO DIED
WHO GAVE THAT RIGHT TO ME

AND I GLADLY STAND UP, NEXT TO YOU AND DEFEND HER STILL TODAY
CAUSE THEIR AIN'T NO DOUBT

I LOVE THIS LAND
GOD BLESS THE U.S.A.

AND I'M PROUD TO BE AN AMERICAN
WHERE AT LEAST I KNOW I'M FREE
AND I WON'T FORGET THE MEN WHO DIED
WHO GAVE THAT RIGHT TO ME
AND I GLADLY STAND UP, NEXT TO YOU AND DEFEND HER STILL TODAY
CAUSE THEIR AIN'T NO DOUBT
I LOVE THIS LAND
GOD BLESS THE U.S.A.....

for standing me up
for allowing me to
have you & have
a wonderful evening
Thank you

God Bless
The HBA

From the Redbe down to Beavert
Cross the state to Hikon way -
From the H's home Church to
toward the Greenville way
from sunset and stars to
all points in
between - these people
in every member
heart -

and God Bless The HBA

THE WHITE HOUSE
WASHINGTON

20 February 1992

MEMORANDUM FOR DAVE DEMAREST
SPEECHWRITERS
RESEARCHERS

FROM: JEANNIE BUNTON 
SUBJECT: RESERVIST/GUARD PARTICIPATION IN ODS

At the height of Operation Desert Storm the following numbers of Reservists and National Guards were called up:

ALABAMA:	109 Reservists <u>21 National Guard</u> 140 TOTAL
CALIFORNIA:	13,919 Reservists <u>1,629 National Guard</u> 15,548 TOTAL
FLORIDA:	7,780 Reservists <u>1,478 National Guard</u> 9,258 TOTAL
GEORGIA:	5,070 Reservists <u>4,761 National Guard</u> 9,831 TOTAL
ILLINOIS:	5,197 Reservists <u>1,203 National Guard</u> 6,400 TOTAL
MARYLAND:	3,491 Reservists <u>794 National Guard</u> 4,285 TOTAL
S. CAROLINA:	3,411 Reservists <u>2,472 National Guard</u> 6,883 TOTAL
TENNESSEE:	3,490 Reservists <u>3,055 National Guard</u> 6,725 TOTAL

TEXAS: 10,883 Reservists
 1,999 National Guard
 12,882 TOTAL

[The numbers may be 5% low; of these numbers, there is no way to tell how many were actually "in country"]

SOURCE: CHRISTINA FERRANDINO, SYSTEMS AND ANALYSIS DIR.
 RESERVE AFFAIRS - MANPOWER AND PERSONNEL
 DEPARTMENT OF DEFENSE
 703-695-7305
 703-695-7307

More to follow.

FACSIMILE TRANSMISSION

From

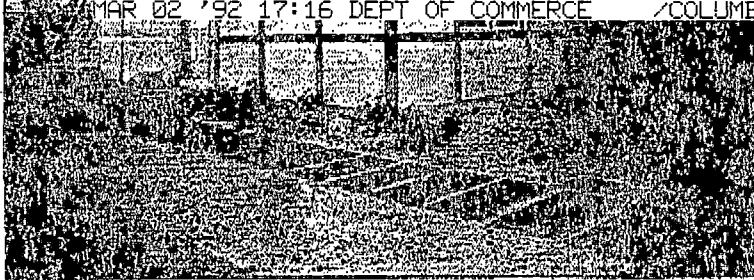
Ed. Rojas~~Director/Trade Specialist~~

COLUMBIA DISTRICT OFFICE

International Trade Administration
U.S. Department of Commerce
Suite 172
1835 Assembly Street
Columbia, SC 29201
803/765-5345
FAX: 803/253-3614 - FTS 677-3614

FAX LOG #: 59DATE: 3/2/92TO: Carol AarhusAGENCY: President Bush's Speech OfficePHONE: 202/456-7750FAX #: 202/456-6218NUMBER OF PAGES (EXCLUDING COVER): 9SUBJECT: Per our conversation.

- SC Exports create over 22,000 jobs
- Shipments of Mfg Exports
- A New Floor Culture: Milliken Japan K.K.
- Roover Lumber builds housing for Israelis.



Boozer's modular housing unit

Boozer Lumber builds housing for Israelis

Boozer Lumber Co. of Columbia is already doing what Gov. Carroll Campbell would like to see more of — business between South Carolina and Israel.

Last week, Boozer's latest containerized shipment of 10 steel-frame modular housing units was on its way to Jerusalem. At the same time, Campbell and the Israeli consulate general met in Columbia to discuss developing economic ties.

Boozer has been able to enter the Israeli market because of its relationship with Milestones Industrial Development Ltd. in Yokneam, Israel. In turn, the Boozer-Milestones relationship was fostered by Columbian Lester Gross.

Gross, a private consultant with GSM Associates, is involved with the International New Towns Association, serving as that group's president for eight years. Those in Israel who knew Gross through INTA inquired about a modular builder.

And Gross put them on to Boozer. Milestones' aim is to provide modular-home communities for the middle-income market in Israel, said Dale Boozer, president of Boozer Lumber Co.

Boozer's firm puts together the entire housing package, from steel frames to vanities, cutting and fitting materials to Milestones' engineering specifications.

The modular units are shipped from Boozer's Atlas Road headquarters through the port of Charleston to Israel, where they are assembled.

Boozer charges Milestones \$18,000 per house. A finished house probably sells for \$90,000, after adding the costs of shipping, assembly and property.

"At this point, we've done 33 houses," said Boozer. "We think it

could be up to 150 houses annually at its peak."

Earlier models had about 940 square feet. Models now being shipped can be finished out to about 1,100 square feet, Boozer said.

Because Israel's building standards board gives quicker approval to housing that uses American-made material, "we have to be sure all of our products are USA-made," said Boozer. "That's a compliment to U.S. products."

Boozer said his firm makes every effort to get South Carolina-made products in the modular homes.

He said the company is using Georgia-Pacific plywood made in the state, carpet from Cogdill Carpets in Columbia and plumbing fixtures from Ferguson Plumbing in Charleston.

"We've increased the payroll by quite a few dollars," he said. "When Israel gets rolling, it should be additional business for all of our suppliers."

Initially, Milestones was going to get its product out of New Jersey. But, with Gross' help, "We moved the business from New Jersey to here," Boozer said.

This isn't the first overseas work for Boozer, which was founded in 1946 and started manufacturing housing — from apartments to lake houses — in 1952.

Several years ago, Boozer put together about 600 houses for a German contractor for housing at an American military base in Germany.

However, Boozer said the Israeli housing represents a "breakthrough project" for his company because the Israelis traditionally have favored "on-site construction" as opposed to prefabricated homes.

Modular home construction allows Milestones to shorten the building cycle and cut traditionally expensive housing costs in Israel.

"While it's been snowing and raining in Israel, they have been assembling houses," he said.

Fred Monk is business editor of The State. He writes a weekly column on international business.

FRED
MONK



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The State

March 2, 1992

THE STATE, Columbia, S

A New Floor Culture: Milliken Japan K.K.

Setting up a Japan subsidiary in 1987, US textile and carpet manufacturer Milliken & Co., started with several key assets: a world-class product line, top-flight technology and a management team that understood that making it in Japan takes commitment.

Whether they knew it then or not, Milliken was also well placed to be the catalyst for what Ichiro Tamura, managing director of Milliken Japan, calls "a new floor culture."

One of the first things newcomers notice is that the Japanese prefer to take their shoes off inside; usually donning slippers indoors. At home, where people live on or close to the floor, this is a vital matter of cleanliness. At work, with people tramping in and out, that's not always possible. But even where shoes are allowed, many prefer slippers.

Most Japanese offices were, until recently, decidedly spartan: long rows of gray desks lining floors of cold, drab linoleum tiles. The desks were functional, if ugly, but the floors were actively uncomfortable.

Given cultural preferences, linoleum floors were in many ways inappropriate: cold, noisy and unsuited to a nation that prefers to be unshod indoors. About the only thing culturally *apropos* about linoleum was that it suited a utilitarian reflex.

It is one of the world's small ironies that it took a company from South Carolina to sell the Japanese on a solution that more befits their culture than the status quo.

Carpets to Match the Culture

"It was a hard sell at first," Tamura says "because most firms thought carpeted offices were an unbelievable luxury." Beyond that, most buyers didn't realize that processed-fabric carpeting could provide a warmer, more congenial surface at an affordable price.

Milliken wasn't the only player in the game, but when its sales reps were able to demonstrate that their product could meet a real need at a reasonable price, sales grew quickly.

As a result, the company is now a major force in the booming Japanese carpet-tile market — which has grown 20-fold over the last decade and shows no signs of letting up in the '90s. By last year, Japanese buyers were snapping up 20 million square meters of carpet tile a year, almost matching sales in the US.

Competition is fierce in such a fast-breaking market, but Milliken has been able to maintain its lead by offering an extensive range of designs and a highly durable product.

"We started by doing thorough market research," Tamura says, "and came up with innovative patterns and designs to suit Japanese tastes. But that wouldn't have been enough by itself. Our competitiveness owes a great deal to our parent company's long history and concern for quality."

History and global clout do count in Japan, where buyers pay close attention to suppliers' reputations — and Milliken has the goods. Founded in 1868 as a family-operated textile mill in New England (the move to South Carolina came later), Milliken & Co. has grown into one of the world's largest and most innovative modular-carpet manufacturers.



Ambitious designs help Milliken build market share.

Milliken is a fully integrated global operation that encompasses all steps of the complex process needed to produce carpet tiles: stock dyeing, fabric bonding and tufting, hard-backing, cutting and a state-of-the-art material-printing system. Outside the US, it has subsidiaries in the UK, Canada, Belgium, Denmark and France as well as Japan. Annual sales around the globe exceed \$1 billion.

Flexibility and speed in installation are key selling points for Milliken's carpet tiles. Most offices can be speedily resurfaced over a weekend with little waste as the 50cm² tiles can be quickly cut to fit the nooks and crannies that make broadloom hard to lay. Customers can choose from a wide range of patterns and colors, thanks to the carpet-maker's patented Microtex computer-aided jet-dyeing system. This system also helps assure color uniformity, sharp definition and exact pattern-matching. To back these impressive claims, Milliken guarantees its carpets for 10 years and offers after-purchase cleaning and maintenance service.

Bicultural Smarts

The company reaffirmed its commitment to the Japanese market last November with the opening of a new design center in Yamagata prefecture, 310 kilometers north of Tokyo. It's by no means a central location, but land was much cheaper than in Tokyo and the company's chief designer for Japan, Selin Kobayashi, is a native of the area.

Tamura hired Kobayashi after the young designer returned home from studies at the Fashion Institute of Technology in New York. "It was a real break finding Kobayashi," Tamura says, "because he adds a Japanese sensibility to the US designs, and this gives us a better fit to the market."

Eventually, Tamura hopes to augment the design center's pattern specialists with industrial designers so that carpet tiles can be made in Japan. This would allow much quicker delivery times and help maintain the competitive edge.

That may be critical in a future crunch, but for now Tamura is still sweeping up business from Japanese customers who are only just seeing the light. "Our products are right for the times," he says, "because they can help make the office a more comfortable and pleasant place to be — and that's become a top priority for Japanese employers."

TABLE 3 Cont'd.

	<u>1987</u>
Exports as Percentage of Total Shipments:	16.0%
Export Related Employment as Percentage of Total Employment:	13.1%

SOURCES:

Exports from Manufacturing Establishments: 1987, Analytical Report
Series, Bureau of the Census

(4)

UNITED STATES DEPARTMENT OF COMMERCE NEWS

FOR IMMEDIATE RELEASE

CONTACT: EDGAR (ED) ROJAS, DIRECTOR

COLUMBIA DISTRICT OFFICE

U.S. DEPARTMENT OF COMMERCE

(803) 765-5345

South Carolina Exports Create over 22,000 Jobs

In the four year period of 1987-1990 inclusive South Carolina increased exports by \$1.4 billion (82%) which equals to the creation of over 22,000 manufacturing jobs based on the U.S. Department of Commerce formula of 22,000 jobs resulting per \$1 billion of U.S. merchandise exports.

Edgar L. Rojas, Director of the U.S. Foreign Commercial Service, Columbia District Office, U.S. Department of Commerce, announced today the leading South Carolina export products and countries during 1990 and for the period 1987-1990. According to the data purchased by the U.S. Department of Commerce from TRADE INFO, Washington, DC, using Census data, total South Carolina exports during 1990 and for the period 1987-1989 were:

(In millions)

1990	% chg.	1989	1988	1987	% chg.
3,169	8%	2,926	2,479	1,739	82%

Total S.C Exports

South Carolina exporters performed outstandingly over the four year period of 1987-1990 increasing exports by 82% which added thousands of jobs. In comparing the 1990/1989 increase of 8%, the 1990 performance was lower than the 1989/1988 increase of 18%. Nationally the 1990 rate of increase was also 8%.

Although there were overall increases in most industry groups between 1987 and 1990, the sectors having the greatest impact were:

SIC#	Group	S.C. Increase
35	non-electric machinery	396 million or 135%
28	chemicals	255 million or 71%
26	paper	120 million or 50%
22	textile mill products	78 million or 45%
30	rubber and plastic products	105 million or 77%
36	electric/electronic products	87 million or 61%
37	transportation equipment	85 million or 154%
33	primary metal products	74 million or 138%

Source: 1990 State Export Reports for South Carolina, Trade Info, One Church St., Rockville, Md.

U.S. DEPARTMENT OF COMMERCE
International Trade Administration
U.S. and Foreign Commercial Service
Columbia District Office
1835 Assembly Street
Columbia, South Carolina 29101
(803) 765-5345
Suite 172

11/4/91

In comparing the 1990 to the 1989 export performance of the leading ten South Carolina products:

- Non-electric machinery moved into the number one position. The leading importing nation was Canada. However, machinery was exported widely to a large number of countries;
- Chemical exports decreased by some -32% and moved from the leading position to second place. Approximately one-third of Chemicals were exported to Canada, Belgium and Netherlands;
- Paper and allied products and Textile mill Products remained in third and fourth place;
- Rubber & misc plastic products moved to fifth place because of increased exports to Canada;
- Electric and electronic mach., eqpt., and supplies dropped to sixth ranking;
- Transportation equipment remained in seventh place;
- Primary metal products moved from ninth position in 1989 to eighth place and again because of increased exports to Canada;
- Fabricated metal products dropped to ninth ranking primarily because of reduced purchasing by Taiwan;
- Misc. commodities entered into the top ten because of increased shipments to Japan;

In ranking order, the leading ten destinations of all South Carolina exports in 1990 (all products) were:

Country	1990	% chg. 90/89	1989	1988	1987	% chg. 90/87
Canada	701.9	41%	497.1	441.1	351.1	100%
Japan	298.7	39%	214.9	192.2	129.5	131%
Germany	195.0	16%	167.9	168.4	86.6	125%
Netherlands	162.3	76%	92.1	86.7	68.1	138%
Belgium	162.0	7%	151.8	125.3	100.2	62%
UK	157.4	-17%	189.3	214.1	163.4	-4%
Rep of Korea	102.9	-13%	117.8	78.2	46.8	120%
Taiwan	101.2	-55%	226.8	106.9	37.2	172%
Italy	98.9	21%	81.9	81.0	57.5	72%
France	87.1	7%	81.0	80.8	53.7	62%

In comparing the 1989 to the 1990 destinations of South Carolina products;

- Canada remained the leading importer by a wide margin;
- Taiwan fell from second to eighth ranking;
- Japan moved up to second place;
- Germany moved to third from the fifth ranking;
- U.K. dropped to sixth from fourth place;
- Netherlands went from ninth to fourth position;
- Belgium moved from seventh to fifth;
- Korea moved from eighth to seventh ranking;
- Italy and France moved into the ninth and tenth position;
- China (Mainland) moved out of the top ten destinations (6th in 1989).

The Five Leading Importing Countries of the ten leading SC-export products for the period '87-'89 were:

	SIC	1990	1989	1988	1987
1. Canada	35	144.2	57.7	53.5	46.7
	28	90.5	139.7	78.6	60.7
	26	16.4	17.8	45.4	9.0
	22	95.6	77.4	75.3	69.8
	30	95.0	40.7	53.0	48.3
	36	46.9	29.7	26.8	22.6
	37	37.6	46.7	40.3	35.1
	33	60.0	6.4	2.8	7.0
	34	39.2	31.5	16.3	13.8
	99	0.7	0.2	1.7	0.7
Total		626.1	447.8	393.7	313.7
2. Japan	35	19.9	15.8	21.5	35.6
	28	42.6	46.3	40.2	17.9
	26	52.7	35.8	19.1	13.9
	22	22.4	35.7	34.1	14.0
	30	34.4	23.6	8.2	6.5
	36	17.3	15.2	3.1	10.9
	37	8.7	10.6	15.1	2.4
	33	10.8	3.9	15.8	1.5
	34	3.1	3.9	11.6	16.2
	99	60.3	0.1	0.8	0.2
Total		272.2	190.9	169.5	119.1

During 1990, the ten leading South Carolina export products were:

	1990	% chg. 90/89	1989	1988	1987	% chg. 90/87
1. SIC 35, Non-electric mach.	689.0	35%	511.8	450.5	293.1	135%
2. SIC 28, Chemicals and allied products	612.0	-32%	904.3	610.4	357.2	71%
3. SIC 26, Paper and allied products	358.4	11%	321.5	350.8	238.5	50%
4. SIC 22, Textile Mill Products	251.8	8%	233.4	218.5	174.1	45%
5. Sic 30, Rubber & misc. plastic prods.	240.4	54%	155.5	143.3	135.5	77%
6. SIC 36, Electric and electronic mach., eqpt. , supplies	230.7	17%	197.0	163.1	143.6	61%
7. SIC 37, Transportation equip.	140.0	9%	128.0	105.4	55.2	154%
8. SIC 33, Primary metal products	127.5	105%	62.2	72.6	53.5	138%
9. SIC 34, Fabricated metal products except mach. & transportation prod.	76.6	-8%	83.2	58.3	74.2	3%
10. SIC 99, Misc Commodities	71.2	339%	16.2	10.9	7.7	825%

During 1990, the products which showed the greatest movement were:

SIC# Product	S.C. increase	National increase
35 non-electric machinery	177 million or 34%	9%
30 rubber/plastic	85 million or 54%	34
33 primary metal	65 million or 105%	14%
99 misc commodities	55 million or 339%	7%

Chemical exports decreased in 1990 by 292 million or by -32% while nationally, chemicals increased by 5%.

3. West Germany

35	45.3	40.5	50.7	16.1
28	12.8	15.0	15.3	9.0
26	62.6	52.5	40.6	20.0
22	8.1	5.3	3.3	3.2
30	12.0	5.9	15.2	15.6
36	10.4	12.6	8.0	9.0
37	16.2	8.9	11.8	2.7
33	3.0	2.8	8.5	2.4
34	7.4	3.2	2.1	1.4
99	0.0	0.0	0.5	0.5

Total	177.8	146.7	156	79.9
-------	-------	-------	-----	------

4. Netherlands

35	6.1	5.3	8.8	2.4
28	70.3	25.7	11.2	8.9
26	55.6	43.4	50.2	42.0
22	2.9	1.7	1.4	0.7
30	3.9	0.8	0.8	4.9

36	6.5	4.5	4.1	3.7
37	8.3	4.3	2.3	0.5
33	1.8	0.1	2.0	0.2
34	0.4	0.4	1.0	0.7
99	0.0	0.0	0.5	0.3
Total	155.8	86.2	82.3	64.3

5. Belgium

35	36.9	21.1	4.4	4.8
28	76.9	76.5	69.3	48.0
26	10.4	16.9	33.1	23.5
22	5.0	2.1	2.5	1.5
30	4.2	12.8	2.5	5.3
36	2.8	1.8	1.0	0.9
37	8.0	0.5	1.0	1.0
33	0.3	0.5	1.4	8.1
34	2.0	1.1	0.3	0.4
99	2.0	2.5	2.3	1.0

Totals	148.5	135.8	117.8	94.5
--------	-------	-------	-------	------

In comparing the 1990 to the 1989 export performance of the five leading importing countries of the ten South Carolina products;

- Canada continued in first place by a wide margin;
- Japan moved from third to second position;
- Germany moved from fifth to third place;
- Netherlands moved into fourth ranking;
- Belgium moved into fifth place;
- Taiwan moved to eighth place from second position in 1989 and
- U.K. moved out of fourth place.

Nationally, Canada was number one and Japan second; Germany was ranked 5th, Netherlands 8th and Belgium 10th place.

Summary: It is important to encourage firms to enter into exporting and to expand to more countries because exports create South Carolina jobs.

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