

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 File, 1989-1993

OA/ID Number: 13802
Folder ID Number: 13802-004

Folder Title:
American Society of Association Executives 3/11/92 [OA 7569] [2]

Stack:	Row:	Section:	Shelf:	Position:
G	26	22	3	6

REVISED: March 5, 1992

ASAE'S MANAGEMENT & MEETINGS FORUM '92
CLOSING GENERAL SESSION
Wednesday, March 11, 1992
12:45 - 1:30 p.m.
Hall C, Washington, D.C. Convention Center

Overview

Session Leaders: Gene N. Fondren, CAE
ASAE Chairman
R. W. Taylor, CAE
ASAE President

Technical Rehearsal: Tuesday, March 10, 4:00 p.m.

Program Rehearsal: Wednesday, March 11, 9:00 a.m.
Session Leaders Gene Fondren and Bill Taylor

Association Advance
American Recipients: Wednesday, March 11, 11:45 a.m.

Handout: Association Advance America
publication

NOTE: Armed Forces Color Guard arriving at
11:45 a.m. (No refreshments necessary)

REVISED: March 5, 1992

**MANAGEMENT & MEETINGS FORUM '92
CLOSING GENERAL SESSION
Wednesday, March 11, 1992
12:45 - 1:30 p.m.
Hall C, Washington DC Convention Center**

Timed Agenda

11:30 a.m.	Doors Open/US Marine Band plays walk in music
12:45 p.m.	Voice Over/Welcome/Introduce Marine Color Guard/Audience "Rise"
12:47 p.m.	Color Guard Advances to stage
12:49 p.m.	National Anthem Played by US Marine Band
12:51 p.m.	Voice Over/Introduces Bill Taylor
12:52-1:15 p.m.	Gene Fondren and Bill Taylor present Association Advance America Awards
1:15 p.m.	Gene Fondren Introduce President Bush Marine Band Plays Hail to the Chief
1:15 p.m.	President Bush Remarks
1:30 p.m.	Gene Fondren thanks President
1:30 p.m.	Walk Out Music

REVISED: MARCH 5, 1992

**MANAGEMENT & MEETINGS FORUM '92
CLOSING GENERAL SESSION
Wednesday, March 11, 1992
12:45 - 1:30 p.m.
Hall C, Washington, D.C. Convention Center**

SCRIPT

11:30 a.m.

**DOORS OPEN/MARINE BAND PLAYS WALK
IN MUSIC**

**12:45 p.m.
VOICE OVER:**

**LADIES AND GENTLEMEN, PLEASE RISE FOR
THE PRESENTATION OF OUR NATION'S
COLORS AND THE PLAYING OF THE
NATIONAL ANTHEM.**

12:47 p.m.

**(COLOR GUARD ADVANCES TO STAGE
TO DRUM CADENCE)**

**12:51 p.m.
VOICE OVER:**

**TO PRESENT THE 1992 SUMMIT AWARDS,
PLEASE WELCOME THE PRESIDENT OF
ASAE, BILL TAYLOR, CAE.**

**12:52-1:15 p.m.
TAYLOR:**

**THE ASSOCIATIONS ADVANCE AMERICA PROGRAM
WAS LAUNCHED 2 YEARS AGO - BASED ON A
STUDY BY THE HUDSON INSTITUTE ON THE
VALUE OF ASSOCIATIONS TO AMERICAN
SOCIETY.**

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 2

TAYLOR CONT'D.:

IT HAS BEEN SO SUCCESSFUL THAT IT HAS
BECOME THE ONGOING FOCAL POINT OF
ASAE'S PUBLIC RELATIONS ACTIVITIES.

ASSOCIATIONS ADVANCE AMERICA HAS BEEN
THE THEME OF HUNDREDS OF NEWSPAPER
ARTICLES...OF RADIO AND TELEVISION
INTERVIEWS...OF MONTHLY COMMENTARIES
ON A NATIONAL TV BUSINESS NEWS PROGRAM
...AND EVEN THE INTRODUCTION OF
PRESIDENT BUSH DURING A 1991 TELEVISED
SPEECH ON DOMESTIC ISSUES.

WHEN PRESIDENT BUSH SPOKE IN 1990 TO AN
ASAE CONVENTION, HE CHALLENGED
ASSOCIATIONS TO BECOME EVEN MORE
INVOLVED IN COMMUNITY SERVICE.

HE REMINDED US THAT THERE IS NO PROBLEM
IN AMERICA THAT IS NOT BEING SOLVED
SOMEWHERE.

AND HE ASKED US TO SPOTLIGHT THOSE WHO
ARE PART OF THE SOLUTION.

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 3

TAYLOR CONT'D.:

TO RECOGNIZE THOSE WHO HEEDED THE
PRESIDENT'S CALL, ASAE CREATED THE
ASSOCIATIONS ADVANCE AMERICA AWARDS
PROGRAM.

THE FIRST AWARDS WERE PRESENTED AT
ASAE'S 1991 ANNUAL MEETING.

RECIPIENTS WERE CHOSEN FROM HUNDREDS
OF ENTRIES - DESCRIBING PROGRAMS IN
STANDARDS DEVELOPMENT...EDUCATION...
PUBLIC INFORMATION...ETHICS... COMMUNITY
SERVICE...RESEARCH...AND OTHER AREAS.

FIVE MORE WILL BE PRESENTED TODAY / TO
THOSE ASSOCIATIONS WHICH HAVE CREATED
EXCELLENT NEW PROGRAMS AND ACTIVITIES,
WORTHY OF EMULATION BY OTHERS.

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 4

TAYLOR CONT'D.:

SEATED AT THE FRONT OF THE ROOM ARE
REPRESENTATIVES FROM 43 ASSOCIATIONS
THAT WERE PRESENTED THE AWARD OF
EXCELLENCE.

I'D LIKE TO ASK THESE REPRESENTATIVES
TO STAND AND BE RECOGNIZED AT THIS TIME.
(APPLAUSE)

THE PROGRAM BOOKLET ON YOUR SEAT
CONTAINS A LISTING OF THOSE
ASSOCIATIONS AND THEIR ACTIVITIES
THAT WERE HONORED.

* * * *

AND NOW, IT IS MY PRIVILEGE TO PRESENT
TO YOU LEADERS OF THE FIVE ASSOCIATIONS
THAT WERE SELECTED TO RECEIVE THE SUMMIT
AWARD, THE HIGHEST LEVEL OF RECOGNITION
IN OUR ASSOCIATIONS ADVANCE AMERICA
AWARDS PROGRAMS.

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 5

TAYLOR CONT'D.:

**CHAIRMAN GENE FONDREN WILL NOW JOIN US
ON STAGE TO PRESENT THE CRYSTAL GLOBE,
ETCHED WITH THE ASSOCIATIONS ADVANCE
AMERICA INSIGNIA.**

(GENE FONDREN COMES ON STAGE.)

**THE FIRST SUMMIT AWARD HONORS THE
EFFORTS AND SUCCESS OF THE GEORGIA
SOCIETY OF ASSOCIATION EXECUTIVES,
THROUGH ITS PUBLIC SERVICE PROGRAM
ENTITLED "REACHING OUT IN '91."**

**MARSHALLING THE FORCES OF THE STATES'S
ASSOCIATION COMMUNITY, GSAE CHALLENGED
EVERY MEMBER TO CONTRIBUTE EIGHT HOURS
OF VOLUNTEER WORK.**

**HERE ARE SOME OF THE HIGHLIGHTS OF THIS
WINNING PROJECT.**

(GSAE :90 SECOND VIDEO)

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 6

TAYLOR CONT'D.:

ACCEPTING ON BEHALF OF THE GEORGIA
SOCIETY ARE ITS PRESIDENT
ANN COX, CAE, AND ITS
PUBLIC SERVICE CHAIRMAN,
GENIA (PRONOUNCED GEE-NA) HARWELL-RYAN.

* * * *

PROVIDING FOOD AND SHELTER FOR THE
HOMELESS HAS BECOME A CAUSE OF MANY
AMERICANS.

THE CALIFORNIA PODIATRIC MEDICAL
ASSOCIATION HAS TAKEN A DIFFERENT STEP,
BY DEDICATING ITS ENERGY TO "SHOES FOR
THE NEEDY."

THIS IS A TWO PART PROGRAM, PROVIDING
SHOES AND FREE PODIATRIC SCREENING TO
THE DESTITUTE.

THEY NOT ONLY PERFORM MEDICAL EXAMS ON
THE FEET OF HOMELESS INDIVIDUALS, THEY
ALSO ACCEPT SHOES DONATED BY
MANUFACTURERS...AND COORDINATE THE
DISTRIBUTION PROCESS.

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 7

TAYLOR CONT'D.:

LET'S LOOK AT WHAT CPMA HAS ACCOMPLISHED
IN THE SPIRIT OF VOLUNTEERISM.

(CPMA :90 SECOND VIDEO)

ACCEPTING FOR THE ASSOCIATION ARE THE
PRESIDENT OF THE CALIFORNIA PODIATRIC
MEDICAL ASSOCIATION, CHRIS HORINE
("HOR-RINE"), AND THE EXECUTIVE
DIRECTOR, JOHN BAILEY, CAE.

* * * *

FOCUSING ON EDUCATION, THE SOCIETY OF
AUTOMOTIVE ENGINEERS DEVELOPED AND
LAUNCHED AN INNOVATIVE IN-SCHOOL PROGRAM
- DESIGNED TO STIMULATE INTEREST IN MATH
AND SCIENCE AT THE ELEMENTARY LEVEL.

THIS CAREFULLY CRAFTED, HANDS-ON PROGRAM
WAS OFFERED FREE OF CHARGE TO PUBLIC
SCHOOLS.

TO DATE, MORE THAN 10,500 EDUCATORS AND
VOLUNTEER ENGINEERS IN 50 STATES,
CANADA, PUERTO RICO AND MEXICO HAVE
PARTICIPATED IN "A WORLD IN MOTION."

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 8

TAYLOR CONT'D.:

HERE'S A GLIMPSE OF THAT PROGRAM.

(SAE :90 SECOND VIDEO)

ACCEPTING ON BEHALF OF THE SOCIETY
OF AUTOMOTIVE ENGINEERS IS ITS
PRESIDENT, JACK SCHMIDT AND ITS
FOUNDATION'S DIRECTOR, RAYMOND MORRIS.

* * * *

IN PARTNERSHIP WITH THE AMERICAN CANCER
SOCIETY AND THE NATIONAL COSMETOLOGY
ASSOCIATION...A NATIONAL PUBLIC SERVICE
PROGRAM FOR FEMALE CANCER PATIENTS WAS
CREATED BY THE COSMETIC, TOILETRY, AND
FRAGRANCE ASSOCIATION FOUNDATION.

SINCE ITS FOUNGING, THE "LOOK GOOD
FEEL BETTER" PROGRAM HAS CHANGED THE
OUTLOOK AND LIVES OF THOUSANDS OF WOMEN
SUFFERING FROM THE EFFECTS OF
CHEMOTHERAPY AND RADIATION TREATMENTS.

HERE'S HOW THEY DO IT.

(CFTA :90 SECOND VIDEO)

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 9

TAYLOR CONT'D.:

ACCEPTING THE AWARD IS CAROLYN DEEVER,
VICE PRESIDENT OF THE COSMETIC,
TOILETRY AND FRAGRANCE ASSOCIATION.

(WAIT FOR APPLAUSE TO SUBSIDE)

AND WITH US TODAY IN THE AUDIENCE ARE
VOLUNTEERS FROM THE NATIONAL COSMETOLOGY
ASSOCIATION, EIVIND BJERKE
(PRONOUNCED A'VIN BY-YORKA) AND
FROM THE AMERICAN CANCER SOCIETY,
SUZY SCHROCK.

(THEY WILL STAND)

* * * *

NOT EVERYONE KNOWS THE STORY BEHIND
THE MEN IN MAROON FEZES.

BUT FOR 400,000 CRIPPLED CHILDREN AND
THEIR FAMILIES, MEMBERS OF THE SHRINE
OF NORTH AMERICA ARE MIRACLE-MAKERS.

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 10

TAYLOR CONT'D.:

SINCE 1922, THIS EXTRAORDINARY
PHILANTHROPIC ORGANIZATION HAS BEEN
A SHINING EXAMPLE OF SERVICE TO AMERICA.

THIS IS THEIR STORY.

(SHRINE OF NORTH AMERICA
:90 SECOND VIDEO)

JOHN DEAN, III, CHAIRMAN OF THE
BOARD / AND CHARLES CUMPSTONE, JR.,
EXECUTIVE DIRECTOR WILL ACCEPT THE
AWARD ON BEHALF OF THE SHRINE OF
NORTH AMERICA.

*** * * ***

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 11

TAYLOR CONT'D:

AS PARTNERS IN THE ASSOCIATION
COMMUNITY, WE ARE SO VERY PROUD OF ALL
THESE ORGANIZATIONS THAT ARE HELPING TO
MAKE AMERICA A BETTER PLACE TO LIVE.

THEIR ACTIVITIES ARE SHINING EXAMPLES
OF HOW ASSOCIATIONS ADVANCE AMERICA.

AND NOW, LET'S HEAR FROM THE MARINE
BAND - AS WE AWAIT THE ARRIVAL OF THE
PRESIDENT OF THE UNITED STATES OF
AMERICA.

(FONDREN & TAYLOR GO BACKSTAGE)

1:15 p.m.
FONDREN:

MR. PRESIDENT, WE WELCOME YOU AGAIN TO
ASAE.

TWO YEARS AGO, YOU ADDRESSED US FOR THE
FIRST TIME.

WE WERE TREMENDOUSLY EXCITED, BECAUSE
NEVER BEFORE IN OUR SEVENTY-TWO YEAR
HISTORY HAD THE PRESIDENT OF THE UNITED
STATES ADDRESSED ASAE.

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 12

FONDREN CONT'D.:

**YOU CHALLENGED US TO WORK WITH THE
POINTS OF LIGHT FOUNDATION TO
OVERCOME THE SOCIAL ILLS OF THIS
COUNTRY.**

**WE HAVE RESPONDED EFFECTIVELY,
MR. PRESIDENT.**

**OUR ASSOCIATIONS ADVANCE AMERICA
PROGRAM HAS STIMULATED ACTION BY
THOUSANDS OF ASSOCIATIONS TO RESPOND
TO THIS CALL.**

**THEN, MR. PRESIDENT, YOU ADDRESSED US
A YEAR AGO - ON THE DAY THAT THE WAR
ENDED IN THE PERSIAN GULF.**

**WE EXPRESSED APPRECIATION ON BEHALF OF
EVERY AMERICAN, BY GIVING YOU STANDING
OVATIONS FOR THE BRILLIANT JOB YOU DID
IN LEADING US THROUGH THE WAR.**

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 13

FONDREN CONT'D.:

WE WELCOME YOU BACK TODAY,

MR. PRESIDENT.

**LIKE YOU, WE ARE SICK AND TIRED OF THIS
LONG RECESSION - AND WE'RE ANXIOUS TO
GET AMERICA MOVING AGAIN.**

**WE LOOK FORWARD TO YOUR MESSAGE TODAY,
MR. PRESIDENT - AND YOU CAN COUNT ON
ASSOCIATIONS AND ASSOCIATION LEADERS TO
FOLLOW UP ON YOUR CALL TO ACTION.**

**LADIES AND GENTLEMEN, THE PRESIDENT OF
THE UNITED STATES OF AMERICA.**

(MARINE BAND PLAYS HAIL TO THE CHIEF)

1:15 p.m.

PRESIDENT BUSH'S REMARKS

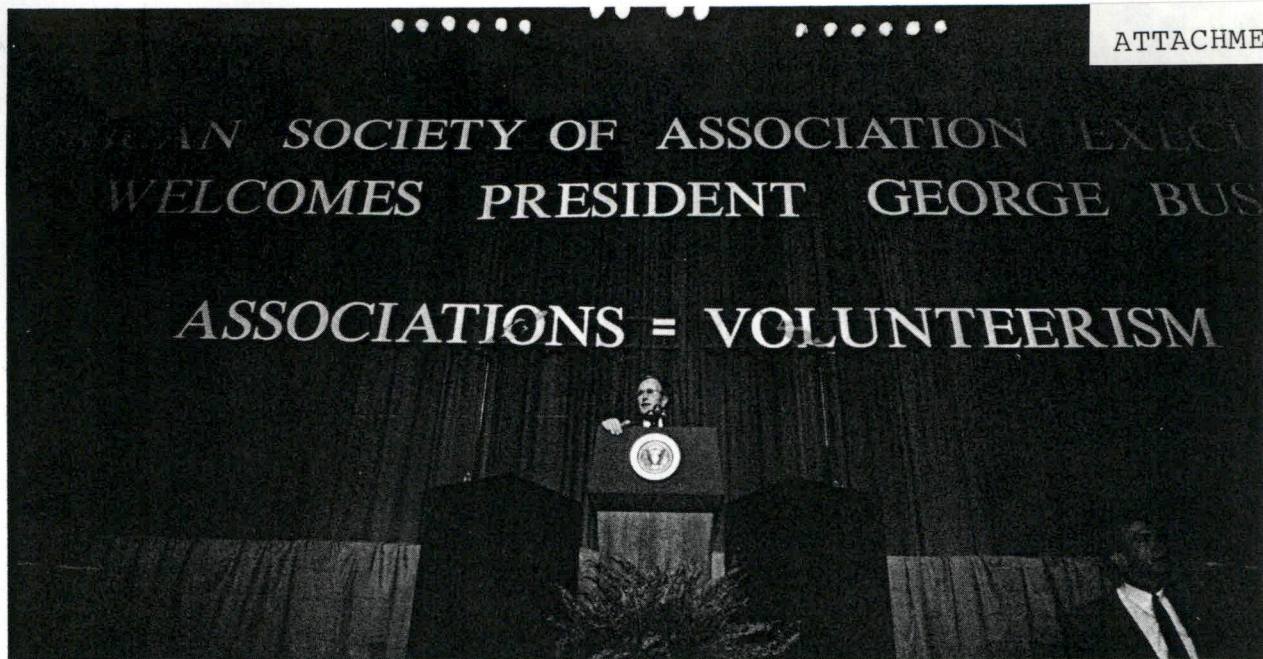
1:30 p.m.
FONDREN:

**THANK YOU MR. PRESIDENT FOR BEING WITH
US TODAY. AND THANK YOU ALL FOR
HELPING ASAE INAUGURATE THIS NEW
MEETING.**

**SEE YOU AT THE ANNUAL MEETING,
AUGUST 29-SEPTEMBER 2 IN ATLANTA,
GEORGIA.**

1:30 p.m.

WALK OUT MUSIC.



TEXT OF REMARKS BY PRESIDENT BUSH Before the American Society of Association Executives

Washington Convention Center
Washington, DC, March 6, 1990

Some people think of America as a nation of "rugged individualists" — alone, against the odds. And that is part of the American tradition — but only a part.

There's another tradition — a tradition as old as America itself. As old as Pilgrims and the Mayflower Compact — as old as the pioneers who settled the West. It's the tradition Tocqueville described more than 150 years ago, when he wrote that: "Americans of all ages, all conditions, and all dispositions constantly form associations." That shouldn't surprise us — because the act of association is nothing less than democracy in action: Individuals translating common interests into a common cause.

And you know, today we see the power of democracy in action from Moscow to Managua. We see fresh evidence every day that the democratic ideal we cherish — the idea we call America — is alive everywhere. In the Revolution of '89, that brought down the Berlin Wall — and brought freedom to Eastern Europe. Here in our own hemisphere, are the great victories for democracy in Panama and Nicaragua, millions of people, now enjoying the freedoms America has known for two centuries.

Here at home, we've got to see what these transforming changes in the world mean for us. And those changes carry a challenge — a challenge to us, to find in our freedoms new ways to solve the problems that threaten our society and our continued leadership in the world community. Look around at the problems we face: Drug abuse. Hunger. Homelessness. Illiteracy. Despair in our inner cities. The breakdown of the family. There's a role, a critical role, for government in finding solutions — but we know government doesn't have all the answers. If we could eliminate these problems — solve them once and for all — with more programs, more bureaucracy — these problems would have disappeared long ago. The fact is, government isn't the only organized entity out there with the power to change things, the power to make a difference.

Everyone in this room is well aware of the advantages of associations. But I don't know whether you are really aware of the full extent of your power. Of the resources — the expertise — the potential energy — your organizations can command. Your ability to help solve community problems.

I know most associations are already [involved] in community service — and I've heard about some of the wonderful work being done. By the Medical Association of Atlanta — working after-hours to provide free medical care to the homeless. By the Oregon Remodelers Association in Portland — in Project Pride, a program to do home repairs for low-income elderly. By the Hotel Association of New York City — with its ongoing commitment to donate surplus food to feed the hungry. These are just three of countless community service projects your associations are engaged in. A commitment of time and talent, mirrored in similar community efforts by millions of Americans across the country. In fact, one study in 1988 found that Americans who volunteered in formal organizations gave almost 15 billion hours valued at an estimated \$150 billion.

That's tremendous — but it's just the tip of the iceberg. Just a fraction of all the good works we are capable of. Because the fact is, coping with the problems we face is within our power. There is no problem in America that is not being

solved somewhere. Think about that. The programs I've just mentioned — in New York, Atlanta, Portland, Oregon — and thousands more. Think about ways your organization — every one of your members — can make this mission of serving others their own.

There's a story I want to tell today — a story Martin Luther King, Jr. told in a speech he made the night before that terrible day in Memphis 22 years ago. It's a story about serving others — and the courage that it takes. It's a familiar story — about the Good Samaritan and the stranger he helped. But there's another part of the story we don't always remember. Before the Good Samaritan stopped that day, two other men saw the injured stranger — and passed him by. Dr. King thought long and hard about it, and he used to ask himself: Why didn't the others stop to help? Dr. King came up with some good reasons. They didn't stop because they were too busy. Had more important work waiting down in Jerusalem — of far more consequence than helping one unfortunate man. So on they went.

Then one day Martin Luther King put himself in their shoes. At the age of 30, on his first trip to the Holy Land, he and his wife, Coretta, travelled that road from Jerusalem to Jericho — and Dr. King saw the story of the Good Samaritan in a new light. That road starts off more than 1000 feet above sea level, and ends in Jericho 2000 feet below sea level. A twisting road. Full of blind curves. He imagined the road 2000 years ago, each curve a perfect ambush point for robbers. And at that moment, Dr. King realized why the two men didn't stop. It had nothing to do with the reasons he had imagined. They didn't stop — because they were afraid.

The way Dr. King imagined it, one asked himself: "If I stop to help this man, what will happen to me?" And he went on his way. But then the Good Samaritan came along, and asked himself a different question: "If I don't stop to help this man — what will happen to him?" He asked himself that question — and he found the courage to stop. The courage to help. The courage to serve. Which question do we ask ourselves — about going down to the soup kitchen in that dangerous neighborhood. About stopping on a dark street to help a homeless man. About reaching out to those desperate kids out there — kids who have no home life, who're hooked on drugs, who live a nightmare we can't begin to imagine. Doing any of these things isn't easy. Every one takes an act of courage. But unlike the Good Samaritan, we don't have to act alone. Each one of you understands the power of collective action — how much we can get done when we work together. Pool our resources. Combine our talents.

And don't think it won't take courage. It's going to take courage to go back to your member organizations, back to their CEOs and Board of Directors and suggest that they place community service at the center of their agenda. It's going to take courage to insist that community service has a place — at the very heart of every organization. It will take courage to make each one believe that from now on in America any definition of a successful life must include serving others. But that's just what I'm asking you to do.

A Challenge to America's Associations ...

Today, I want to lay down some challenges — challenges to associations all over America to take up community service:

First, build on a firm foundation. Find out what's working in your industry — in your profession — in your community. Let your members know which community service programs are most effective — and challenge them to make those programs the blueprint for their own efforts. Find new ways to use existing assets. I understand that one of the ASAE's great strengths is its Allied Societies structure — 69 state and local organizations, thousands more association executives. I'm asking each of these Allied Societies to take the lead in their community for solving social problems — become what we call "Points of Light action groups."

Second, set a target of 100% participation in community service. Challenge your constituents to call on every employee and member at every level of every organization — from the CEO on down to the newest hire — to make community service their personal mission.

Finally, a third challenge. Recognize those members who are what I call Points of Light. I've belonged to many associations in my life, and I know one of the things you do best is to recognize outstanding performance. So I ask you to turn the spotlight on community service — in your newsletters and magazines, at your annual meetings — on individuals who give 110% helping people in need — and on those organizations who demonstrate 100% participation in community service.

I'm counting on each one of you to take these challenges to heart. People in this room represent thousands of associations, organizations of all sorts and sizes. A combined membership of 100 million Americans.

So today, I'm asking you: Channel that energy into community service. Tap that power — and transform a nation. Once again, my thanks for all you've done — and all that you are going to do. God bless you — and God bless the United States of America. ■

THE WHITE HOUSE

WASHINGTON

March 5, 1990

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *cw*
FROM: DAN MCGROARTY *DMcG*
SUBJECT: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES

I. SUMMARY

On Tuesday, March 6, at 2:00 p.m. you will address the American Society of Association Executives at the Convention Center (15 min./teleprompter). Over 3000 association executives are expected to attend.

II. DISCUSSION

This is the first time in its 70-year history that a President has addressed this group -- the "association for associations." ASAE represents over 8800 national, state and local associations, serving more than 215 million people and companies.

The remarks focus on community service. You recognize the hard work many associations have already done in their communities, but you also issue three challenges for them to become even more involved. Their president is asked to report their progress to you in six months.

#

McGroarty/Dooley
March 5, 1990
3:00 pm
[ASAE]

PRESIDENTIAL REMARKS: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES
THE CONVENTION CENTER, WASHINGTON, D.C.
MARCH 6, 1990
2:00 P.M.

Thank you. [Introductory acknowledgements.] Bill Taylor, President of ASAE. Neil Milner, Chairman. And to all the association executives here today: it's my privilege to be here this afternoon.

I know some people are surprised to hear that there's an association for associations. But I guess it's only natural for the heads of organizations like yours to get together themselves.

Some people think of America as a nation of "rugged individualists" -- alone, against the odds. And that is part of the American tradition -- but only a part.

There's another tradition -- a tradition as old as America itself. As old as Pilgrims and the Mayflower Compact -- as old as the pioneers who settled the West. It's the tradition Tocqueville described more than 150 years ago, when he wrote that: "Americans of all ages, all conditions, and all dispositions constantly form associations."

That shouldn't surprise us -- because the act of association is nothing less than democracy in action: Individuals translating common interests into a common cause.

And you know, today we see the power of democracy in action from Moscow to Managua. We see fresh evidence every day that the democratic ideal we cherish -- the idea we call America -- is alive everywhere. In the Revolution of '89, that brought down the Berlin Wall -- and brought freedom to Eastern Europe. Here in our own hemisphere, in the great victories for democracy in Panama and Nicaragua. Millions of people, now enjoying the freedoms America has known for two centuries.

Here at home, we've got to see what these transforming changes in the world mean for us. And those changes carry a challenge -- a challenge to us, to find in our freedoms new ways to solve the problems that threaten our society and our continued leadership in the world community.

Look around at the problems we face: Drug abuse. Hunger, homelessness. Illiteracy. Despair in our inner cities. The breakdown of the family. There's a role, a critical role, for government in finding solutions -- but we know government doesn't have all the answers. If we could eliminate these problems -- solve them once and for all -- with more programs, more bureaucracy -- these problems would have disappeared long ago.

The fact is, government isn't the only organized entity out there with the power to change things, the power to make a difference. //

Everyone in this room is well aware of the advantages of association. // But I don't know whether you are really aware of the full extent of your power. Of the resources -- the

expertise -- the potential energy -- your organizations can command. Your ability to help solve community problems.

I know most associations are already active in community service -- and I've heard about some of the wonderful work being done. By the Medical Association of Atlanta -- working after-hours to provide free medical care to the homeless. By the Oregon Remodelers Association in Portland -- in Project Pride, a program to do home repairs for low-income elderly. By the Hotel Association of New York City -- with its ongoing commitment to donate surplus food to feed the hungry.

These are just 3 of countless community service projects your associations are engaged in. **A priceless commitment of time and talent.**

That's tremendous -- but it's just the tip of the iceberg. Just a fraction of all the good works we are capable of.

Because the fact is, coping with the problems we face is within our power. **There is no problem in America that is not being solved somewhere.** Think about that. The programs I've just mentioned -- in New York, Atlanta, Portland, Oregon -- and thousands more. Think about ways your organization -- every one of your members -- can make this mission of serving others their own. //

There's a story I want to tell today -- a story Martin Luther King, Jr. told in a speech he made the night before that terrible day in Memphis 22 years ago. It's a story about **serv**ing others -- and the courage that takes.

It's a familiar story -- about the Good Samaritan and the stranger he helped. But there's another part of the story we don't always remember. Before the Good Samaritan stopped that day, two other men saw the injured stranger -- and passed him by.

Dr. King thought long and hard about it, and he used to ask himself: Why didn't the others stop to help? Dr. King came up with some good reasons. They didn't stop because they were too busy. Had more important work waiting down in Jerusalem -- of far more consequence than helping one unfortunate man. So on they went.

Then one day Martin Luther King put himself in their shoes. At the age of 30, on his first trip to the Holy Land, he and his wife, Coretta, travelled that road from Jerusalem to Jericho -- and Dr. King saw the story of the Good Samaritan in a new light.

That road starts off more than 1000 feet above sea level, and ends in Jericho 2000 feet below sea level. A twisting road. Full of blind curves. He imagined the road 2000 years ago, each curve a perfect ambush point for robbers. And at that moment, Dr. King realized why the two men didn't stop. It had nothing to do with the reasons he had imagined. They didn't stop -- because they were afraid. //

The way Dr. King imagined it, one asked himself: "If I stop to help this man, what will happen to me?" // And he went on his way. //

But then the Good Samaritan came along, and asked himself a different question: "If I don't stop to help this man -- what

will happen to him?" He asked himself that question -- and he found the courage to stop. The courage to help. The courage to serve. //

Which question do we ask ourselves -- about going down to the soup kitchen in that dangerous neighborhood. About stopping on a dark street to help a homeless man. About reaching out to those desperate kids out there -- kids who have no home life, who're hooked on drugs, who live a nightmare we can't begin to imagine. // Doing any of these things isn't easy. Every one takes an act of courage.

But unlike the Good Samaritan, we don't have to act alone. Each one of you understands the power of collective action -- how much we can get done when we work together. Pool our resources. Combine our talents.

And don't think it won't take courage. // It's going to take courage to go back to your Member organizations, back to their CEOs and Boards of Directors and suggest that they place community service at the center of their agenda. It's going to take courage to insist that community service has a place -- at the very heart of every organization. // It will take courage to make each one believe that from now on in America any definition of a successful life must include serving others. But that's just what I'm asking you to do.

Today, I want to lay down some challenges -- challenges to associations all over America to take up community service:

First, build on a firm foundation. Find out what's working in your industry -- in your profession -- in your community. Let your members know which community service programs are most effective -- and challenge them to make them the blue-print for their own efforts.

Find new ways to use existing assets. I understand that one of the ASAE's great strengths is its Allied Societies structure - - 69 state and local organizations, thousands more association executives. I'm asking each of these Allied Societies to take the lead in their community for solving social problems -- become what we call "Points of Light action groups."

Second, set a target of 100% participation in community service. Challenge your constituents to call on every employee and member at every level of every organization -- from the CEO on down to the newest hire -- to make community service their personal mission. //

Finally, a third challenge. // **Recognize those members who are what I call Points of Light. I've belonged to many associations in my life, and I know one of the things you do best is to recognize outstanding performance. So I ask you to turn the spotlight on community service -- in your newsletters and magazines, at your annual meetings -- on individuals who give 110% helping people in need -- and on those organizations who demonstrate 100 % participation in community service. ///**

I'm counting on each one of you to take these challenges to heart. And that's why I'm asking Bill Taylor to report back to

me -- 6 months from now. I want to know about that participation rate -- and the progress you're making. About the Points of Light actions groups I've challenged you to set up. I want to hear which programs work best. Who the leading lights are -- the men and women who've earned our thanks through their service to others. //

People in this room represent thousands of associations, organizations of all sorts and sizes. A combined membership of 100 million Americans. //

So today, I'm asking you: Channel that energy into community service. Tap that power -- and transform a nation.

///

Once again, my thanks for all you've done -- and all that you are going to do. God bless you -- and God bless the United States of America.

#

Withdrawal/Redaction Sheet (George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
01. Memo	Mary A. McClure to Jennifer A. Grossman, re: ASAE speech on March 11. (1 pp.)	03/06/92	P-5	

Collection:

Record Group: Bush Presidential Records
Office: Speechwriting, White House Office of
Series: Speech File, Backup
Subseries:
WHORM Cat.:
File Location: American Society of Association Executives 3/11/92 [2]

**Open on Expiration of PRA
(Document Follows)**
 By SV (NLGB) on 4/5/2005

Date Closed: 11/22/2004	OA/ID Number: 07569
FOIA/SYS Case #:	
Re-review Case #: 2004-2265-S	
P-2/P-5 Review Case #:	
MR Case #:	Appeal Case #:
MR Disposition:	Appeal Disposition:
Disposition Date:	Disposition Date:

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P-1 National Security Classified Information [(a)(1) of the PRA]
- P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P-3 Release would violate a Federal statute [(a)(3) of the PRA]
- P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P-5 Release would disclose confidential advise between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

Freedom of Information Act - [5 U.S.C. 552(b)]

- (b)(1) National security classified information [(b)(1) of the FOIA]
- (b)(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- (b)(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- (b)(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- (b)(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- (b)(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- (b)(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- (b)(9) Release would disclose geological or geophysical information

THE WHITE HOUSE
WASHINGTON
EXECUTIVE OFFICE OF THE PRESIDENT

06-Mar-1992 12:41pm

TO: Jennifer A. Grossman

FROM: Mary A. McClure
Intergovernmental Affairs

SUBJECT: ASAE SPEECH ON MARCH 11

As we discussed by phone, I highly recommend that the President's remarks to the ASAE group on March 11 include reference to the Model State Volunteer Service Act.

In December 1990 the President announced his initiative to encourage states to adopt legislation which would protect volunteers from unfair lawsuit. Since that time, considerable activity has occurred on a state-by-state basis, with the model act having been adopted in Alabama and Delaware and passed by at least one House in several other states.

The ASAE has given invaluable help in this effort, devoting the talents of one employee--John Creedon--almost exclusively to the project. ASAE members in the field have been contacting legislators, providing information, tracking bills, and making a highly successful lobbying effort on behalf of the model act.

The President should at a minimum acknowledge ASAE's assistance and express his thanks for the invaluable help its members are providing.



**Model State
Volunteer Service
Act and
Commentary**

December 1990



Office of the Attorney General
Washington, D. C. 20530

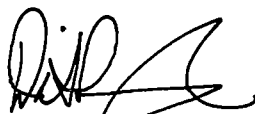
*"From now on in America, any definition of a
successful life must include serving others."*

President George Bush
June 22, 1989

President Bush has announced a new initiative directed at providing volunteer liability protection to all Americans who give of themselves to help others. This initiative recognizes the chilling effect felt by many volunteers throughout the nation who fear they could be sued as a result of their volunteer efforts.

In keeping with the principles of Federalism, the President urges the lifting of this fear by adoption by the States of the following Model State Volunteer Service Act. This Act provides a fair balance between the right of a person to seek redress for injury and the right of an individual to volunteer without undue fear of litigation.

The Department of Justice is proud of its role in supporting the President in this vital initiative to assist those who assist others.



Dick Thornburgh
Attorney General of the
United States

Model State Volunteer Service Act

Title

Section 1. This statute is entitled "The Volunteer Service Act."

Preamble

Section 2. The legislature finds and declares that --

- (a) the willingness of volunteers to offer their services has been increasingly deterred by a perception that they put personal assets at risk in the event of tort actions seeking damages arising from their activities as volunteers;
- (b) the contributions of programs, activities and services to communities is diminished and worthwhile programs, activities and services are deterred by the unwillingness of volunteers to serve either as volunteers or as officers, directors or trustees of nonprofit public and private organizations;
- (c) it is in the public interest to strike a balance between the right of a person to seek redress for injury and the right of an individual to freely give of his time and energy without compensation as a volunteer in service to his community without fear of personal liability for acts undertaken in good faith absent willful or wanton conduct on the part of the volunteer; and
- (d) the provisions of the within Act are intended to encourage volunteers to contribute their services for the good of their communities and at the same time

provide a reasonable basis for redress of claims which may arise relating to those services.

Definitions

Section 3. For the purposes of this Act, the meaning of the terms specified shall be as follows:

“Volunteer” is a person performing services for a non-profit organization, a nonprofit corporation, a hospital, or a governmental entity without compensation, other than reimbursement for actual expenses incurred. The term includes a volunteer serving as a director, officer, trustee or direct service volunteer;

“Nonprofit organization” is any organization which is exempt from taxation pursuant to section 501(c) of the Internal Revenue Code, 26 U.S.C. section 501(c), as amended;

“Nonprofit corporation” is any corporation which is exempt from taxation pursuant to section 501(a) of the Internal Revenue Code, 26 U.S.C. section 501(a);

“Governmental entity” is any county, municipality, township, school district, chartered unit or subdivision, governmental unit, other special district, similar entity, or any association, authority, board, commission, division, office, officer, task force or other agency of any State.

Scope of Immunity

Section 4. (a) Any volunteer shall be immune from civil liability in any action on the basis of any act or omission of a volunteer resulting in damage or injury if:

- (1) The volunteer was acting in good faith and within the scope of such volunteer's official functions and

-
- duties for a nonprofit organization, a nonprofit corporation, hospital or a governmental entity; and
- (2) The damage or injury was not caused by willful and wanton misconduct by such volunteer.
- (b) In any suit against a nonprofit organization, nonprofit corporation or a hospital for civil damages based upon the negligent act or omission of a volunteer, proof of such act or omission shall be sufficient to establish the responsibility of the organization therefor under the doctrine of *respondeat superior*, notwithstanding the immunity granted to the volunteer with respect to any act or omission included under the subsection (a) of this section.

Exception

Section 5. Notwithstanding section 4 of this Act, a plaintiff may sue and recover civil damages from a volunteer based upon a negligent act or omission involving the operation of a motor vehicle during an activity; provided, that the amount recovered from such volunteer shall not exceed the limits of applicable insurance coverage maintained by or on behalf of such volunteer with respect to the negligent operation of a motor vehicle in such circumstances.

Effective Date

Section 6. This Act shall be effective as to any civil suit for damages commenced on or after 180 days from the date of enactment of the Act regardless of whether the claim arose prior to the date of enactment.

(Alternative version: This Act shall be effective as to any claim that accrues on or after 180 days from the date of enactment of the Act.)

Commentary on Model State Volunteer Service Act

- Section 1. The title of the Act should conform to state practice.
- Section 2. The preamble is intended to be a guide to construction of the Act in accordance with its purpose to protect volunteers and governmental entities from civil damage liability arising from volunteer activities.
- Section 3. The term "hospital" is intended to have the same meaning otherwise commonly given the term under state law.
- Section 4. Section 4 is the heart of the Act. It is intended to protect volunteers from civil liability in all instances in which they are acting pursuant to their voluntary undertaking in good faith regardless of whether their activity was negligent or amounts to "gross negligence" or might be the basis for a strict liability claim. Subsection (b) has been added to make it clear that volunteer entities are not immune from liability to the extent that state law otherwise permits suit against such organizations. However, the intent of the Act is not to subject such organizations to liability where liability otherwise would not exist.
- Section 5. Section 5 modifies the immunity enacted by section 4 by providing that an individual volunteer may be sued for a negligent act or

omission involving the operation of a motor vehicle to the extent the volunteer possesses insurance coverage.

Volunteers maintain automobile insurance policies, and in some instances are required by law to do so, based upon their own needs. The cost of this kind of insurance for volunteers is not materially affected by the possibility that there might be claims arising from volunteer activities that are covered under these policies.

Section 6. Section 6 enacts an effective date which will permit persons who possess claims to bring suit under the present legal standards for a reasonable period. The effective date is made applicable only after 180 days elapse in order to permit the entities involved to assess their reasonable insurance coverage with the expectation that reasonable insurance coverage would be purchased on or before the effective date of the Act.

Section 6 does not affect applicable limitations statutes.

ASAE rough

Introductory remarks -- refer back to last appearance -- all this group and its members have done in the cause of community service, Points of Light, etc.

Election results from Super Tuesday -- joke (I hope not, Dave!)

Imagery: "This is election year. There's the hype and the spins. The slogans and the soundbites. But when the banners come down and the crowds go home. There are the things I would like to speak to you about the things that matter to us -- the big things that speak to the core of American concerns: all -- jobs, family, peace. These are the big issues that

concern all Americans (and are the legacies we will leave to our children.) *Or: These are issues greater than what we bring to the next election -- these are the things we must give to the next generation.*

Today the one issue most intensely on the minds of Americans is the economy -- jobs -- preserving jobs, creating jobs. Yes, people are worried, they're anxious.

Frankly, we've had tough times before, with much higher *higher levels of unemployment vs. lower levels of anxiety.* unemployment numbers, and less national anxiety. There's something different about today's times that touches a nerve. It has struck at the heart of what drives this country forward -- confidence. *Our belief in ourselves. Our hope for our future.*

I'll give it to you straight:
Unemployment is roughly 7% - about 8 million people out of a total workforce of 110 million. During the 1982 recession, unemployment hit 10% -- a level not experienced since [the Depression?] Still, confidence today is lower than at the depth

Want to put this in a question form?

"Then why is confidence lower?" To highlight the irony?

principles
P

understand

new reality of global economy
the need to rebuild or skill
up

r + d

look the future

free market
everybody participates
that government has a role
anyone behind

The problems we must face as a nation are across the board -- economic, social, international. *[They cross party lines, & income levels, They have no color, no address, no race nor creed.]* geographic boundaries, ~~social and economic circumstance.~~

I want to talk about
Today, ~~the focus of my address~~ is the economic challenge that before us -- how we can preserve and create jobs, build economic vitality into our communities, and ensure that our children see a future that is an improvement over the present.

Sometimes it helps to take some of these enormous issues and bring them down to the personal. So when I talk about America's economic problems this is what I mean:

When a worker worries about being laid off. When a student wonders how they'll find work. When a mother puts down her baby to pick up the wallet ads to help make ends meet.
American workers -- the backbone of our economy -- worry about how the pace of change is going to affect the security of their jobs. They can see that technology is changing the workplace faster than ever before. They can feel the ~~intensity~~ ^{heart} of competition - both at home and abroad. And when they see a company downsizing they know that one result can be fewer employees. The bottom line is that many people are concerned and worried when they see a friend or co-worker out of work -- and having a tough time finding a new job. They're worried because in the back of their minds they think maybe they're next.

Sometimes we forget that American workers -- in our factories and in our office buildings -- are across-the-board the most

productive in the world -- bar none. On a level playing field
(can't think, out of presence?)
American workers can outperform anyone, anywhere.

American homeowners -- that's xx million people -- worry that the biggest asset they will ever have -- their home -- is losing its worth because real estate values are sliding. The same is true of any business that owns property -- they're concerned too.

Finally, American families are under a lot of stress. There are more two-earner families than ever before. When both parents work just to make ends meet, it can be hard on the kids, and even harder on Mom and Dad. And regardless of who's the breadwinner, issues like child care, health care, or the looming expense of a college education are at the forefront of families' concerns.

New economic realities, Changed global landscape:

- "A world where standing still means falling behind"

- Increase of global competition: "this competition is 'New & Improved,' and American industry is being challenged to keep up or get out."

FACTOID: 9 out of 10 Americans fear that the U.S. is losing its competitive edge.

- "If we wish to keep pace in an increasingly diversified, increasingly challenging global market -- an American on cruise control won't cut it. An American on automatic pilot won't get us where we've got to be."

- "The skills gap -- between what it takes to get by at school, & get ahead at work -- is threatening our future competitiveness at its most crucial link: tomorrow's workforce."

INCLUSIVENESS: "If America is to remain Number One, then every American -- male or female, black or white, young or old -- must have the opportunity to play a part."

Independence recognizes in them the same dreams and aspirations of all Americans.

"And to those Americans who need help, those struggling to make ends meet--we're not going to tell them they need one more bureaucracy to show them how to run their lives. Those Americans share the same dreams and human potential of all Americans. But what they need is a hand-up, not just another handout."

EXCERPTS:

- 1) "A Conservative Vision for America's Future: Putting Faith on Agenda" --Paul Weyrich

"While the American people may no longer worship false idols, they have yet to be evangelized to the true faith. This is especially evident in the domain of policy, where liberalism remains competitive, perhaps even dominant. This remains so for three reasons. First liberals possess a coherent agenda, a vision which is a fertile source of policy initiatives. Second, liberalism is an elite movement and elites are able more easily to translate their ideas into policy. And third, the liberal movement rests on a network of discrete, readily mobilized constituencies which form strong grass roots coalitions."

"The liberals, even though they are temporarily discredited, are still putting forward new ideas (federal day care, homosexual rights, disarmament and the peace dividend) and conservatives have to do more than just say no to the conservative agenda.."

COMMUNICATION OF AGENDA MUST DELINIATE DIFFERENCES: "A new conservative agenda must be a catalyst both for good policy and for the rebuilding of a conservative movement. It is not sufficient..for conservatives to put forward good policy ideas. It is also necessary that those ideas create constructive polarization--that they highlight the difference between the conservative and liberal world view, build conservative constituencies and divide liberal ones and communicate a clear alternative vision to the public."

"A new conservative agenda must speak to the concerns Americans feel. And these are not the same concerns to which we have responded for two decades..In terms of the traditional indicators--the economic statistics, the world situation--the American people should be content and at ease. They should see the future as a 'golden age.' But they do not...ordinary Americans feel insecure about their present and their future. They worry that their children might be entrapped by drugs or that the schools will fail to

give them a decent education. They worry about crime and the emergence of an apparently permanent underclass. They worry that their children will be unable to live the American dream--own their homes or support their families adequately. They worry about declining economic productivity, and that tomorrow will be worse, not better than today."

"The unifying theme in these concerns is a sense of cultural breakdown, a loss of the moral standards and ideals of excellence that make society function..To be effective in this way, our agenda must root itself in the ideals and beliefs which Americans actually hold. America is strong and good because of the virtues which its people have historically lived and which they continue to live today."

"More and more, decision-making authority must be located at the lowest possible administrative level. Conservatives must try to focus policy on the neighborhood."

"We have traditionally championed the free market as both a force for prosperity and a moral imperative among free men..But we should also recognize that while a free market is preferable to other forms of economic organization, its benefits are not equally felt. Poverty, especially among working people, is the Achilles heel of the free market."

"Our goal must be to empower those who are in need to escape the culture of dependence and to become self-sufficient. The test of every benefit must be: does it offer the poor a real chance to escape welfare?"

"Among the new underclass, functional culture has collapsed. Traditional prohibitions against instant sensual gratification and crime have broken down. Traditional institutions--the family, the neighborhood, the church, the school--have lost their hold. Traditional culture has yielded to a culture of dependence. If we hope to combat the consolidation of the underclass, then our policies must foster a culture of responsibility, work and self-respect. To do this, we should link government assistance to behavior that fosters self-sufficiency."

"Martin Luther King was right when he described the family as the 'main educational agency of mankind.' The ability of parents to select the educational environment for their children is both a right and the cornerstone of educational excellence."

"No one is free if he lives in fear of crime..When Americans are denied this right, the sense of community and trust deteriorate; the culture suffers..We must ensure that Americans are secure in their person and property...We must ensure that justice--to the accused, to the victim, and to society--is served."

"The drug trade contributes to our rising crime rate. Half of all arrestees test positive for drug use..Drug use in the workplace leads to accidents and injuries (1987 Baltimore Amtrak disaster) and costs American business tens of billions of dollars annually due to lost productivity, increased absenteeism, workplace accidents, medical costs and theft...Moreover, drug abuse leads to dependence and undermines the cultural values of self-respect, personal responsibility and self-reliance."

"..our new conservative agenda can and must affirm the cultural values that make America work. It must speak to the concerns that Americans feel. It must rely on traditional virtues to solve our new problems...Most of all, by affirming traditional values and the common sense of mainstream Americans, our agenda will effectively polarize the political debate and expose the left-wing agenda as the product of a fringe element hostile to our culture and our civilization."

- 2) "The Beginning of The New Paradigm Society" (Pink's New Paradigm Manifesto)

CATCH THE GLOBAL WAVE: "The old order is crumbling; centralized bureaucratic structures, both public and private, are breaking up. Old political, economic, and social assumptions are giving way to the new desire--the new demand--for freedom and fulfillment that is sweeping the planet."

"The New Paradigm puts its faith in people: in their ability to learn and create and produce and adapt, provided they are given the freedom and the incentive to do so."

"Thus, guided by firm principles: devotion to individual freedom and human rights; a commitment to problem solving while retaining openness and decentralization--and rejection of crippling sentimental reliance on rigid statim (sic?) and failed techniques--we proclaim The New Paradigm Society."

"Our institutions are failing all of us as they fail the less fortunate. Centralized bureaucracies have proven themselves unable to translate our wealth and compassion into opportunity and a better life for every American."

"We believe that a rising tide lifts all boats." (Ship metaphor)

"..the 1990's will be different from the 1980's. Indeed, this year's events (1989 I assume) around the globe underscore that the 1990's will be radically different from the 1980's."

WT
3/6/92

Vulnerable adversary

President Bush's most inviting target may not be the Democratic candidate but the Democratic Congress. "If you like the Democratic Congress, you'll just love a Democratic president to help it run your lives," he can say with resonance.

The only thing protecting the American people from the Democratic Congress has been a Republican president.

While this makes engaging speeches, the serious problem is not only the Democratic leadership but the congressional bureaucracy. Once home of the greatest deliberative body in the world, Congress has become an overstaffed, overstaffed institution that attempts to manage minute Executive branch programs while failing to fulfill its assigned responsibilities promptly or professionally.

The Founding Fathers' fear that Congress would do too much — James Madison wrote of "the tendency to aggrandizement of the legislative at the expense of other departments" — has become a problem of Congress not permitting the Executive departments to do much of anything.

The bloated congressional bureaucracy gums up government. On a ho-hum, ordinary day when Congress is in session, there are more than 60 hearings held by Congress' 250 committees and subcommittees.

No wonder government is unre-

sponsive to ordinary Americans. Our officials are busy giving or hearing testimony from others in government.

Defense Department witnesses alone average 14 hours of testimony each congressional day. And before appearing, each witness spends approximately one workweek of their own, and their staff's time preparing.

While the top brass are testifying, back in the office are their staffs, who must answer the 450 or so letters and 2,500 telephone calls that go from Capitol Hill to the Pentagon every day. Moreover, defense officials must write and submit an average of three congressionally mandated reports daily — each of which, on average, consumes 1,000 workhours and costs some \$50,000 to prepare.

All this constitutes the make-work Congress generates, in part because it has grown gargantuan. While its elected number of members has stayed steady at 535 — 435 in the House and 100 in the Senate — every other appendage of the congressional beast has grown geometrically.

Take staff. Romping around the Hill nowadays are some 50,000 congressional employees. Among them are a staggering 20,000 professionals, three times the number 20 years ago (to serve the same number of elected officials). According to researcher Milton Gwirtzman, Congress' staff has grown six times faster than the American population since 1970.

Take costs. Congress spends a cool \$1 billion yearly just to run itself. While members criticize the Pentagon for cost overruns, they should be criticized for cost run-aways.

For the cost-of-Congress has

grown six times faster than the cost-of-living since 1946.

Each House member now receives around half a million dollars to hire a staff; each senator twice as much. Members pay many of their staff top bucks. Some Senate aides earn nearly as much as a member of the president's Cabinet.

Take committees. At least 12 congressional committees have subcommittees on some aspect of international economics. Pity the Defense Department, which must answer to more than 100 full or subcommittees.

Who in Congress was supposed to sort this out? On the House side, it's the Administration Committee, which itself has ballooned from four employees in 1960 to more than 275 today.

Despite such "committee proliferation" and "staffflation," Congress somehow missed the Reagan administration's scandals in the Department of Housing and Urban Development, the Iran-Contra machinations, the savings-and-loan disasters, and many Pentagon procurement problems.

Take support. Nearly 100 attendants work in the Senate parking garage, while 1,200 Capitol Hill police stalk the Hill. Inside are 72 House and Senate doorkeepers to "keep" far fewer doors to the House or Senate.

That Congress funds and runs its own bureaucracies has become an accepted part of the political landscape. Its own General Accounting Office is staffed with 5,000 people, as is the Library of Congress. The Congressional Budget Office rounds out the triad of the congressional bureaucracy.

Take land, which is just what Congress does. Since the Soviet Union's demise, Congress has become the expanding empire, as it now occupies a dozen buildings, with plans for more soon.

The old Japanese proverb says, "Many words, little sense." With Congress we have many words, much staff, high costs, numerous committees, abundant attendants, lots of land — and all too little performance.

Ken Adelman is a nationally syndicated columnist.



June 27, 1968

Congressman George Bush's Washington office

Staff (from left to right): Charles G. Untermeyer (intern from Harvard)
Mary Lou Schwarzman (case worker--now dec'd)
Virginia "Ginny" Stanley (secretary--now
Mrs. Wm. Douglas of Sacramento CA)
Aleene (Mrs. Hargrove) Smith (personal sec'y--
now in Plant City, Florida)
Mary Matthews (legislative ass't--now Mrs.
Carl N. Raether of McLean VA)
Max Power (American Political Science Associa-
tion Fellow--lost touch with him)
Rose Zamaria (office manager)
Allie Page Matthews (secretary--now is
Arlington VA)
Ann Cookman (secretary--now Mrs. Jeffrey
Walsh of San Francisco)
Don Rhodes

asae**IMPORTANT MESSAGE!****EDUCATION & CONVENTION SERVICES**TO REPLY BY FAX, DIAL (202) 289-4049 (202) 371-8315TO: Jennifer Grossman FROM: Susan SarfatyCOMPANY: White House DIRECT LINE: (202) 626-2768DATE: Thurs. 3/5/92 OPERATOR: Michelle RoneTIME: 3:45pm**18**Number of pages
(including this cover)

COMMENTS:

Ms. Grossman -

The following is the information you requested from Susan.

- Michelle Rone

Management & Meetings FORUM'92
March 8-11, 1992
Washington, DC
Convention Center
ASAE will raise the curtain on a new event.
Join us! For details, call (202) 626-2841

MEET

asae

1991 - 92

Elected Leadership

Chairman of the Board: Gene N. Fondren, CAE, President, Texas Automobile Dealers Association, Texas

Chairman Elect: Quincalee Brown, Ph.D., CAE, Executive Director, Water Pollution Control Federation

(both one-year terms, ending in August)

Staff Leadership

President: R. William Taylor, CAE

Executive Vice President: Jon P. Grove, CAE

Mission

ASAE is dedicated to enhancing the professionalism of association executives, improving the performance and effectiveness of the voluntary membership organizations they represent, and encouraging participation by association executives and their organizations in public policy issues which serve the broad needs of society.

Brief History

ASAE was founded in 1920 as the American Trade Association Executives with 67 charter members. Today, ASAE has more than 20,000 members. These individual members manage leading business, professional, educational, technical, industrial, and trade associations representing more than 8,000 national and state associations serving more than 80 million people and companies.

ASAE has a full-time staff of over 100 under the leadership of President R. William Taylor, CAE. Since Mr. Taylor assumed this responsibility in October 1981, membership has doubled and income has tripled to some \$16 million.

Prior to becoming ASAE's president, Mr. Taylor served as Chief Staff Executive of the Society of Manufacturing Engineers (SME) in Dearborn, Michigan. During his tenure, SME grew from 40,000 members to more than 60,000 members. From 1963 to 1968, Mr. Taylor was Chief Staff Executive of the American Institute of Mining, Metallurgical & Petroleum Engineers (AIME) in New York City.

Types of Membership

There are three types of membership in ASAE: Regular membership, Section membership for those interested in a particular area of association management, and Associate membership for suppliers to the association management community. Sections include: Communication, Conventions & Expositions, Education, Finance and Administration, Government Relations, International, Legal, and Membership Marketing. Membership is individual and will be transferred with you if you change jobs.

What Do You Get For Your Dues?

As an ASAE member, you'll have a single source for the authoritative, up-to-date information so critical in today's rapidly changing climate. Our growing number of publications and information resources includes the following:

- *Association Management Magazine* gives you articles and advice every month on association topics such as promoting attendance at your meetings, dealing with hotels, and membership recruitment. It is the most popular and highly read publication in the association management field. Free to members.
- **Information Central** is the nation's leading information clearinghouse on all subjects of association management and houses the Body of Knowledge for the profession. Experienced staff members are available to answer your questions. Free to members.
- **Publications** are available on hundreds of topics covering every aspect of association management. In addition, more than 50 Background Kits are available that contain articles and papers on specific management topics. Substantially discounted for members.
- **Major Conventions** are offered three times each year to help you keep pace with the latest in association products and services through a major trade show and to give you the opportunity to meet with your peers in the association profession. State-of-the-art education sessions during the meetings provide you with new ideas and professional growth.
- **Year-Round Educational Seminars** are offered on a variety of association management topics. Each year more than 100 education seminars and workshops are offered throughout the country on all subjects crucial to succeeding in association management.
- **Special Waiver of dues** is extended to unemployed members. Fee for the Referral Service is also waived.

ASAE offers a host of other benefits including a variety of awards programs to recognize your achievements, insurance programs that save you time and money, the Referral Service to help you find a job or the right person for the job, and much more.

REVISED: March 5, 1992

ASAE'S MANAGEMENT & MEETINGS FORUM '92
CLOSING GENERAL SESSION
Wednesday, March 11, 1992
12:45 - 1:30 p.m.
Hall C, Washington, D.C. Convention Center

Overview

Session Leaders: Gene N. Fondren, CAE
ASAE Chairman
R. W. Taylor, CAE
ASAE President

Technical Rehearsal: Tuesday, March 10, 4:00 p.m.

Program Rehearsal: Wednesday, March 11, 9:00 a.m.
Session Leaders Gene Fondren and Bill Taylor

Association Advance
American Recipients: Wednesday, March 11, 11:45 a.m.

Handout: Association Advance America
publication

NOTE: Armed Forces Color Guard arriving at
11:45 a.m. (No refreshments necessary)

REVISED: March 5, 1992

MANAGEMENT & MEETINGS FORUM '92
CLOSING GENERAL SESSION
Wednesday, March 11, 1992
12:45 - 1:30 p.m.
Hall C, Washington DC Convention Center

Timed Agenda

11:30 a.m.	Doors Open/US Marine Band plays walk in music
12:45 p.m.	Voice Over/Welcome/Introduce Marine Color Guard/Audience "Rise"
12:47 p.m.	Color Guard Advances to stage
12:49 p.m.	National Anthem Played by US Marine Band
12:51 p.m.	Voice Over/Introduces Bill Taylor
12:52-1:15 p.m.	Gene Fondren and Bill Taylor present Association Advance America Awards
1:15 p.m.	Gene Fondren Introduce President Bush Marine Band Plays Hail to the Chief
1:15 p.m.	President Bush Remarks
1:30 p.m.	Gene Fondren thanks President
1:30 p.m.	Walk Out Music

REVISED: MARCH 5, 1992

MANAGEMENT & MEETINGS FORUM '92
CLOSING GENERAL SESSION
Wednesday, March 11, 1992
12:45 - 1:30 p.m.
Hall C, Washington, D.C. Convention Center

SCRIPT

11:30 a.m.

DOORS OPEN/MARINE BAND PLAYS WALK
IN MUSIC

12:45 p.m.
VOICE OVER:

LADIES AND GENTLEMEN, PLEASE RISE FOR
THE PRESENTATION OF OUR NATION'S
COLORS AND THE PLAYING OF THE
NATIONAL ANTHEM.

12:47 p.m.

(COLOR GUARD ADVANCES TO STAGE
TO DRUM CADENCE)

12:51 p.m.
VOICE OVER:

TO PRESENT THE 1992 SUMMIT AWARDS,
PLEASE WELCOME THE PRESIDENT OF
ASAE, BILL TAYLOR, CAE.

12:52-1:15 p.m.
TAYLOR:

THE ASSOCIATIONS ADVANCE AMERICA PROGRAM
WAS LAUNCHED 2 YEARS AGO - BASED ON A
STUDY BY THE HUDSON INSTITUTE ON THE
VALUE OF ASSOCIATIONS TO AMERICAN
SOCIETY.

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 2

TAYLOR CONT'D.:

IT HAS BEEN SO SUCCESSFUL THAT IT HAS
BECOME THE ONGOING FOCAL POINT OF
ASAE'S PUBLIC RELATIONS ACTIVITIES.

ASSOCIATIONS ADVANCE AMERICA HAS BEEN
THE THEME OF HUNDREDS OF NEWSPAPER
ARTICLES...OF RADIO AND TELEVISION
INTERVIEWS...OF MONTHLY COMMENTARIES
ON A NATIONAL TV BUSINESS NEWS PROGRAM
...AND EVEN THE INTRODUCTION OF
PRESIDENT BUSH DURING A 1991 TELEVISED
SPEECH ON DOMESTIC ISSUES.

WHEN PRESIDENT BUSH SPOKE IN 1990 TO AN
ASAE CONVENTION, HE CHALLENGED
ASSOCIATIONS TO BECOME EVEN MORE
INVOLVED IN COMMUNITY SERVICE.

HE REMINDED US THAT THERE IS NO PROBLEM
IN AMERICA THAT IS NOT BEING SOLVED
SOMEWHERE.

AND HE ASKED US TO SPOTLIGHT THOSE WHO
ARE PART OF THE SOLUTION.

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 3

TAYLOR CONT'D.:

TO RECOGNIZE THOSE WHO HEEDED THE
PRESIDENT'S CALL, ASAE CREATED THE
ASSOCIATIONS ADVANCE AMERICA AWARDS
PROGRAM.

THE FIRST AWARDS WERE PRESENTED AT
ASAE'S 1991 ANNUAL MEETING.

RECIPIENTS WERE CHOSEN FROM HUNDREDS
OF ENTRIES - DESCRIBING PROGRAMS IN
STANDARDS DEVELOPMENT...EDUCATION...
PUBLIC INFORMATION...ETHICS... COMMUNITY
SERVICE...RESEARCH...AND OTHER AREAS.

FIVE MORE WILL BE PRESENTED TODAY / TO
THOSE ASSOCIATIONS WHICH HAVE CREATED
EXCELLENT NEW PROGRAMS AND ACTIVITIES,
WORTHY OF EMULATION BY OTHERS.

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 4

TAYLOR CONT'D.:

SEATED AT THE FRONT OF THE ROOM ARE REPRESENTATIVES FROM 43 ASSOCIATIONS THAT WERE PRESENTED THE AWARD OF EXCELLENCE.

I'D LIKE TO ASK THESE REPRESENTATIVES TO STAND AND BE RECOGNIZED AT THIS TIME.
(APPLAUSE)

THE PROGRAM BOOKLET ON YOUR SEAT CONTAINS A LISTING OF THOSE ASSOCIATIONS AND THEIR ACTIVITIES THAT WERE HONORED.

* * * *

AND NOW, IT IS MY PRIVILEGE TO PRESENT TO YOU LEADERS OF THE FIVE ASSOCIATIONS THAT WERE SELECTED TO RECEIVE THE SUMMIT AWARD, THE HIGHEST LEVEL OF RECOGNITION IN OUR ASSOCIATIONS ADVANCE AMERICA AWARDS PROGRAMS.

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 5

TAYLOR CONT'D.:

CHAIRMAN GENE FONDREN WILL NOW JOIN US
ON STAGE TO PRESENT THE CRYSTAL GLOBE,
ETCHED WITH THE ASSOCIATIONS ADVANCE
AMERICA INSIGNIA.

(GENE FONDREN COMES ON STAGE.)

THE FIRST SUMMIT AWARD HONORS THE
EFFORTS AND SUCCESS OF THE GEORGIA
SOCIETY OF ASSOCIATION EXECUTIVES,
THROUGH ITS PUBLIC SERVICE PROGRAM
ENTITLED "REACHING OUT IN '91."

MARSHALLING THE FORCES OF THE STATES'S
ASSOCIATION COMMUNITY, GSAE CHALLENGED
EVERY MEMBER TO CONTRIBUTE EIGHT HOURS
OF VOLUNTEER WORK.

HERE ARE SOME OF THE HIGHLIGHTS OF THIS
WINNING PROJECT.

(GSAE :90 SECOND VIDEO)

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 6

TAYLOR CONT'D.:

ACCEPTING ON BEHALF OF THE GEORGIA
SOCIETY ARE ITS PRESIDENT
ANN COX, CAE, AND ITS
PUBLIC SERVICE CHAIRMAN,
GENIA (PRONOUNCED GEE-NA) HARWELL-RYAN.

* * * *

PROVIDING FOOD AND SHELTER FOR THE
HOMELESS HAS BECOME A CAUSE OF MANY
AMERICANS.

THE CALIFORNIA PODIATRIC MEDICAL
ASSOCIATION HAS TAKEN A DIFFERENT STEP,
BY DEDICATING ITS ENERGY TO "SHOES FOR
THE NEEDY."

THIS IS A TWO PART PROGRAM, PROVIDING
SHOES AND FREE PODIATRIC SCREENING TO
THE DESTITUTE.

THEY NOT ONLY PERFORM MEDICAL EXAMS ON
THE FEET OF HOMELESS INDIVIDUALS, THEY
ALSO ACCEPT SHOES DONATED BY
MANUFACTURERS...AND COORDINATE THE
DISTRIBUTION PROCESS.

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 7

TAYLOR CONT'D.:

LET'S LOOK AT WHAT CPMA HAS ACCOMPLISHED
IN THE SPIRIT OF VOLUNTEERISM.

(CPMA :90 SECOND VIDEO)

ACCEPTING FOR THE ASSOCIATION ARE THE
PRESIDENT OF THE CALIFORNIA PODIATRIC
MEDICAL ASSOCIATION, CHRIS HORINE
("HOR-RINE"), AND THE EXECUTIVE
DIRECTOR, JOHN BAILEY, CAE.

* * * *

FOCUSING ON EDUCATION, THE SOCIETY OF
AUTOMOTIVE ENGINEERS DEVELOPED AND
LAUNCHED AN INNOVATIVE IN-SCHOOL PROGRAM
- DESIGNED TO STIMULATE INTEREST IN MATH
AND SCIENCE AT THE ELEMENTARY LEVEL.

THIS CAREFULLY CRAFTED, HANDS-ON PROGRAM
WAS OFFERED FREE OF CHARGE TO PUBLIC
SCHOOLS.

TO DATE, MORE THAN 10,500 EDUCATORS AND
VOLUNTEER ENGINEERS IN 50 STATES,
CANADA, PUERTO RICO AND MEXICO HAVE
PARTICIPATED IN "A WORLD IN MOTION."

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 8

TAYLOR CONT'D.:

HERE'S A GLIMPSE OF THAT PROGRAM.

(SAB :90 SECOND VIDEO)

ACCEPTING ON BEHALF OF THE SOCIETY
OF AUTOMOTIVE ENGINEERS IS ITS
PRESIDENT, JACK SCHMIDT AND ITS
FOUNDATION'S DIRECTOR, RAYMOND MORRIS.

* * * *

IN PARTNERSHIP WITH THE AMERICAN CANCER
SOCIETY AND THE NATIONAL COSMETOLOGY
ASSOCIATION...A NATIONAL PUBLIC SERVICE
PROGRAM FOR FEMALE CANCER PATIENTS WAS
CREATED BY THE COSMETIC, TOILETRY, AND
FRAGRANCE ASSOCIATION FOUNDATION.

SINCE ITS FOUNDING, THE "LOOK GOOD
FEEL BETTER" PROGRAM HAS CHANGED THE
OUTLOOK AND LIVES OF THOUSANDS OF WOMEN
SUFFERING FROM THE EFFECTS OF
CHEMOTHERAPY AND RADIATION TREATMENTS.

HERE'S HOW THEY DO IT.

(CFTA :90 SECOND VIDEO)

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 9

TAYLOR CONT'D.:

ACCEPTING THE AWARD IS CAROLYN DEEVER,
VICE PRESIDENT OF THE COSMETIC,
TOILETRY AND FRAGRANCE ASSOCIATION.

(WAIT FOR APPLAUSE TO SUBSIDE)

AND WITH US TODAY IN THE AUDIENCE ARE
VOLUNTEERS FROM THE NATIONAL COSMETOLOGY
ASSOCIATION, BIVIND BJERKE
(PRONOUNCED A'VIN BY-YORKA) AND
FROM THE AMERICAN CANCER SOCIETY,
SUZY SCHROCK.

(THEY WILL STAND)

* * * *

NOT EVERYONE KNOWS THE STORY BEHIND
THE MEN IN MAROON FEZES.

BUT FOR 400,000 CRIPPLED CHILDREN AND
THEIR FAMILIES, MEMBERS OF THE SHRINE
OF NORTH AMERICA ARE MIRACLE-MAKERS.

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 10

TAYLOR CONT'D.:

SINCE 1922, THIS EXTRAORDINARY
PHILANTHROPIC ORGANIZATION HAS BEEN
A SHINING EXAMPLE OF SERVICE TO AMERICA.

THIS IS THEIR STORY.

(SHRINE OF NORTH AMERICA
:90 SECOND VIDEO)

JOHN DEAN, III, CHAIRMAN OF THE
BOARD / AND CHARLES CUMPSTONE, JR.,
EXECUTIVE DIRECTOR WILL ACCEPT THE
AWARD ON BEHALF OF THE SHRINE OF
NORTH AMERICA.

* * * *

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 11

TAYLOR CONT'D:

AS PARTNERS IN THE ASSOCIATION
COMMUNITY, WE ARE SO VERY PROUD OF ALL
THESE ORGANIZATIONS THAT ARE HELPING TO
MAKE AMERICA A BETTER PLACE TO LIVE.

THEIR ACTIVITIES ARE SHINING EXAMPLES
OF HOW ASSOCIATIONS ADVANCE AMERICA.

AND NOW, LET'S HEAR FROM THE MARINE
BAND - AS WE AWAIT THE ARRIVAL OF THE
PRESIDENT OF THE UNITED STATES OF
AMERICA.

(FONDREN & TAYLOR GO BACKSTAGE)

1:15 p.m.
FONDREN:

MR. PRESIDENT, WE WELCOME YOU AGAIN TO
ASAE.

TWO YEARS AGO, YOU ADDRESSED US FOR THE
FIRST TIME.

WE WERE TREMENDOUSLY EXCITED, BECAUSE
NEVER BEFORE IN OUR SEVENTY-TWO YEAR
HISTORY HAD THE PRESIDENT OF THE UNITED
STATES ADDRESSED ASAE.

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 12

FONDREN CONT'D.:

YOU CHALLENGED US TO WORK WITH THE
POINTS OF LIGHT FOUNDATION TO
OVERCOME THE SOCIAL ILLS OF THIS
COUNTRY.

WE HAVE RESPONDED EFFECTIVELY,
MR. PRESIDENT.

OUR ASSOCIATIONS ADVANCE AMERICA
PROGRAM HAS STIMULATED ACTION BY
THOUSANDS OF ASSOCIATIONS TO RESPOND
TO THIS CALL.

THEN, MR. PRESIDENT, YOU ADDRESSED US
A YEAR AGO - ON THE DAY THAT THE WAR
ENDED IN THE PERSIAN GULF.

WE EXPRESSED APPRECIATION ON BEHALF OF
EVERY AMERICAN, BY GIVING YOU STANDING
OVATIONS FOR THE BRILLIANT JOB YOU DID
IN LEADING US THROUGH THE WAR.

REVISED: MARCH 5, 1992
CLOSING GENERAL SESSION
PAGE 13

FONDREN CONT'D.:

WE WELCOME YOU BACK TODAY,

MR. PRESIDENT.

LIKE YOU, WE ARE SICK AND TIRED OF THIS
LONG RECESSION - AND WE'RE ANXIOUS TO
GET AMERICA MOVING AGAIN.

WE LOOK FORWARD TO YOUR MESSAGE TODAY,
MR. PRESIDENT - AND YOU CAN COUNT ON
ASSOCIATIONS AND ASSOCIATION LEADERS TO
FOLLOW UP ON YOUR CALL TO ACTION.

LADIES AND GENTLEMEN, THE PRESIDENT OF
THE UNITED STATES OF AMERICA.

(MARINE BAND PLAYS HAIL TO THE CHIEF)

1:15 p.m.

PRESIDENT BUSH'S REMARKS

1:30 p.m.
FONDREN:

THANK YOU MR. PRESIDENT FOR BEING WITH
US TODAY. AND THANK YOU ALL FOR
HELPING ASAE INAUGURATE THIS NEW
MEETING.

SEE YOU AT THE ANNUAL MEETING,
AUGUST 29-SEPTEMBER 2 IN ATLANTA,
GEORGIA.

1:30 p.m.

WALK OUT MUSIC.

100

asae

IMPORTANT MESSAGE!

TO REPLY BY FAX, DIAL (202) 371-8825

TO Clark Evans FROM Bill Taylor
 COMPANY Off of Nat Services DIRECT LINE 626-5200
 DATE 2/28/90 OPERATOR PCL
 TIME 12:30 pm
 COMMENTS:

15

Number of pages (including this cover)

American Society of Association Executives

1575 Eye Street, NW, Washington, DC 20005 (202) 626-2723

The Value of Associations to American Society

Executive Summary of The Hudson Institute Study

Within hours of the great earthquake that rocked the San Francisco area in October 1989, dozens of state and national associations were busy planning relief efforts in cooperation with government services. The California Trucking Association, West Sacramento, quickly set up a network to identify serviceable roads and put out an emergency call for water trailers and other life-saving equipment.

When cyanide-laced Tylenol killed seven people in September 1982, The Proprietary Association, Washington, D.C., an organization of nonprescription, over-the-counter drug manufacturers, stepped in to identify new methods to reduce the possibility of package tampering. Three days after the deaths, the association had established a joint committee in conjunction with the U.S. Food and Drug Administration (FDA) to work on federal regulations to require tamper-resistant packaging. A month after the tragedy, the FDA accepted the association's proposed regulations requiring tamper-resistant packaging for over-the-counter capsules, liquids, tablets, and suppositories.¹

Associations are one of the largest and most powerful forces in the United States today, yet they are also among the least visible. Representing an enormous collective presence, associations impart social and economic benefits that touch each of us every day. But because the work of associations is often done quietly and behind the scenes, public perceptions vary widely about what associations are, what they do, and what contributions they make. The value of these organizations--comprising trade associations, professional societies, and health-related and advocacy groups--is the subject of this report.

CREATING BROAD BENEFITS

From the work of associations flow significant benefits to society. This public value springs largely from associations' tending to their members' collective self-interests; that is, as associations serve the members, benefits of wider value accrue. For example, through an association, successful practices in one hospital may be adopted in others, thereby raising hospital conditions overall. Such diffusion of technological innovation and information results in improvements that better serves patients and the public in general.

Were it not for associations, other institutions would face added burdens in the areas of product performance and safety standards, continuing education, public information, professional standards, ethics, research and statistics, political education, and community service. The work of associations is woven throughout the fabric of American society, and the public has come to depend on the social and economic benefits that associations afford. These broad benefits are:

1. Associations educate their members on technical and scientific matters, business practices, and legal issues, thereby elevating the quality of publicly delivered goods and services. In many industries, professions, and causes, associations are the only source knowledgeable enough to provide continuing education.

2. Associations play a prominent role in setting professional, performance, and safety standards, ethical canons, and other guidelines, all of which help reduce marketplace risks consumers face.

3. Associations develop and disseminate valuable information that would be otherwise unavailable. It is used by policy makers, regulators, researchers, and consumer groups, among others, to enhance a broad understanding and analysis of the American economy.

4. Associations provide generic information to inform the public about the efficiency, qualities, and safety of products and services, thereby bolstering public confidence in the marketplace.

5. By offering strength in numbers and disseminating useful information, associations ensure representation of many private interests before government. This role is central to the successful functioning of American democracy.

6. Associations nurture healthy political conditions within the country by exercising and supporting political choice. In so doing, associations offer opportunities for honing individual political skills and training leaders.

7. Through community service, associations call forth extraordinary amounts of volunteer labor. Associations mobilize and train these volunteer forces, thereby developing, giving expression to, and focusing public attention on the strength of the American spirit.

Most associations exist to serve their members. Trade associations, for example, represent a group of firms having a business or trade in common. Professional societies serve individuals who share a common professional interest or background. Some associations, such as health-related or advocacy groups, represent an interest or point of view.

The various ways in which associations serve their members are far too numerous and diverse to catalogue here. However, member benefits may be broadly characterized: Associations collectively serve those interests of members which cannot be met effectively by individual action; associations communicate important events, findings, and trends in a business, profession, or cause; associations offer producers, including practitioners, a collective presence to buyers.

SHARPENING THE FOCUS

To sharpen the public's image of associations, the American Society of Association Executives (ASAE) determined the need for an authoritative, independently conducted study that would examine the value of associations (economic and social) within our society. The hope was that, by illuminating the value of associations in America, people would clearly understand the vast impact of these nonprofit organizations on virtually every facet of life, from the large, health-oriented organizations down to one's local homeowners association and PTA.

To this end, ASAE commissioned the Hudson Institute, Indianapolis, Indiana, to design and conduct a survey of national associations in the United States. While the statistical findings and economic impact imparted in this report represent generalizations from only 5,500 national U.S. associations, these data nevertheless erect a sturdy skeleton supporting the enormous body of activity and contributions of the hundreds of thousands of associations in the United States.²

The Survey

The universe of surveyed associations was drawn from ASAE's listings of individual members and prospective members for whom adequate demographic data existed. The list comprised three major strata--trade associations, professional societies, and health-related or advocacy groups.

The final sample included 5,500 associations, each of which received a questionnaire mailed in February 1989 that sought data for the current budget year. Of these, 2,836 questionnaires were returned. Completed questionnaires of 505 associations were used in forming the economic data and study, for a response rate approaching 20 percent. This response rate was sufficient to yield results at a high confidence level.

Additional information was obtained by Hudson Institute researchers through a review of the association literature and relevant scholarly material, discussions with approximately 50

association executives, and attendance at association executives' meetings.

The summary presented here highlights the areas of value stressed in the study. It does not include a discussion of the ways in which association activities can be imperfect; these are considered in the full report, along with the balance between value and detriment.

ADVANCING SAFETY, HEALTH, AND QUALITY

Voluntary standards constitute perhaps the most significant area of standardization in this country. Associations make large contributions in setting, certifying, and meeting product standards that specify safety and performance requirements. Last year, for example, the association members surveyed spent an astonishing \$14.5 billion to meet these voluntary rules. A massive sum by anyone's standard, this figure suggests quite forcefully just how seriously the business and professional communities in this country take their responsibilities.

Product standards help protect consumers' safety and health and help ensure that products meet measurable requirements for performance and quality, thus advancing the quality and compatibility of goods. Standards also provide important information that would not be available in their absence. For example, due to the combined efforts of the American Society for Testing and Materials (ASTM), Philadelphia, and the Juvenile Product Manufacturers Association, Moorestown, New Jersey, consumers can now purchase babies' high chairs with confidence that the chairs have passed safety tests for strength, restraints, and sturdy assembly.

As another example, two huge associations are devoted exclusively to standards setting--ASTM and the American National Standards Institute, New York City. ASTM standards alone touch virtually every significant area of American industry.

Voluntary standards set under the auspices of associations are generally to be preferred to government regulations because they are more flexible and adaptable; cost less; preserve the essential tie between the standard and the technical expertise on which it draws; and place the responsibility for adherence or nonadherence, success or failure where it belongs--with the producers and the consumers.

Voluntary standards also help ensure the compatibility and interchangeability of products and parts, allowing goods to be used efficiently and parts to be standardized across manufacturers.

EDUCATING WORKERS AND THE PUBLIC

Education constitutes perhaps the most important of all association activities. Indeed, the public's interest in the education of association members may be as great as the interests of the members themselves--for by improving members' performance, associations elevate the quality of products and services. Through educational offerings, associations translate general discoveries and principles into concrete practices in industries and professions, fill gaps in technical education, and provide instruction in management techniques.

These educational offerings run the gamut from general, theoretical courses to highly targeted instructional materials to widely disseminated public information. The American Academy of Facial Plastic and Reconstructive Surgery, Washington, D.C., for example, offers nearly 200 videotaped courses ranging from special surgical facelift techniques to head and neck surgery. Many health-related organizations, such as the American Heart Association, headquartered in Topeka, Kansas, and the American Cancer Society, headquartered in Tampa, Florida, concentrate almost exclusively on informing the public about specific health risks, disease prevention, and symptoms indicating the need for treatment.

Nearly 90 percent of the surveyed associations offer education programs and services to their members, and more than 71 percent disseminate public information. Association members spend nearly \$5.5 billion annually on educational offerings their associations organize, require, or facilitate. The members of the professional societies surveyed alone spent approximately \$3.1 billion for education in 1989. Of all the states in the nation, only California spent more than that to support higher education. Adding public education, the total association contribution to education approaches \$8.5 billion a year.

In a world undergoing extraordinarily rapid technological change, the need for continuing education is obvious. Associations meet a significant portion of that need as they strive to help their members learn vital techniques, skills, and knowledge necessary to successfully conduct their work as individuals and as members of an industry or profession.

AIDING EXEMPLARY CONDUCT

Professional standards-certification, accreditation, and licensing--address the entire scope of professional competence. Professional standards increase public trust. They assure citizens that the professionals they employ have reflected thoughtfully about their

practices and ensure that professionals with identical titles deliver roughly similar services.

Some professional societies, such as those representing medicine, the law, and accounting, grew up around the need to develop and enforce standards. Almost 24 percent of the surveyed professional societies set professional standards and 15 percent certify that these standards are met.

While the seed of professional expertise is sown in undergraduate and graduate training and state licensing procedures, associations fertilize and nurture the professions by encouraging the peer review process, by offering courses that meet legal requirements, and by issuing standards that often form the basis for disciplinary action.

Association codes of ethics also augment the public's trust and confidence in services, products and their producers, particularly in the many areas where consumers lack sufficient knowledge to make fully informed purchasing decisions. Almost one-third of the associations surveyed earmark funds annually to set codes of ethics, with 17 percent making appropriations for enforcement.

These codes also identify harmful practices and broad positive motives, thereby enhancing consumers' trust in those who produce goods and render services. The practice of setting ethical codes establishes opportunities for deliberating on moral questions, considering injunctions, reflecting on responsibilities, and focusing thoughts. And, by providing occasion for such reflection, codes of ethics are apt to affect members' behavior in other spheres of life.

UNEARTHING NEW DATA

Among the most wide-ranging of association activities, conducting research and gathering and analyzing statistical information enable businesses and professions to function efficiently, offer information not available elsewhere, and help identify new directions for social improvements. Nearly 65 percent of the associations surveyed gather statistics and facilitate or conduct research.

Many institutions, including the federal government, depend heavily on associations for their statistical information. Because these statistics embody key facts about profits and expenditures within an industry, they frequently govern intelligent public and investment policy affecting that industry.

In addition, statistics enable businesses to compare their output, productivity, and costs. These figures help association members to

manage their activities better because they provide benchmarks for comparisons and excellence leading to improved performance.

Research is central to the very mission and definition of the professions and health-related groups. Usually disseminated through a journal published by the association, research findings set important new directions and define the scope, standards, and trends within a field.

Association-sponsored research is conducted in all major areas receiving public attention, including the environment, product safety and efficacy, employment, and a huge array of social issues.

NURTURING THE POLITICAL PROCESS

In one of the most surprising findings of the study, trade associations spend only about 10 percent of their total annual expenses on political education, professional societies less than 2 percent, and health-related or advocacy groups approximately 3 percent.

U.S. public policy always results, to some degree, from insistent private representation and requests. So that public policy broadly represents many interests, without any one dominating, the political interplay of associations is useful to counter other interests before elected officials.

Associations also provide information to Congress and officials of the executive branch on the potential effects of legislative or regulatory proposals on members. Associations' political efforts forcefully remind elected officials of their constituencies' wishes by providing an arena in which members mobilize and a forum in which they express their opinions.

The American Association of University Women, Washington, D.C., for example, is heavily involved in legislative efforts ranging from educating members in lobbying techniques to support of federal bills on child care, family leave, and pay equity. Due to the legislative work of the Florida chapter of the National Association of Social Workers, Tallahassee, the state enacted a law in 1982 to license mental health professionals and in 1987 created a state board to administer licensing of clinical social workers, marriage and family therapists, and mental health counselors. The Chemical Manufacturers Association, Washington, D.C., was deeply involved in the legislative and regulatory process leading to the current "Superfund," a federal law that attempts to equitably spread among various industries the responsibilities for cleaning up hazardous wastes from hundreds of sites across the country.

Finally, the political activity of associations frequently serves as a training ground for members by developing the abilities necessary to participate on a wider political spectrum at national and local levels.

REACHING OUT TO OTHERS

Associations have been at the vanguard in the recent call for increased voluntary service.

Frequently, associations mobilize volunteers in areas of expertise tied closely to the trade, profession, or cause they represent by drawing on their members' special talents to meet social or economic needs. In recent years, for example, associations have united their members' talents to help alleviate hunger, educate the public about drug and alcohol abuse, promote literacy and other educational programs, find missing children, improve the condition of health care facilities, provide eye care to the poor, offer medical aid to the homeless, alleviate the anxiety and boredom of hospitalized children, offer fire safety education, aid tornado victims, and help reduce a state budgetary deficit. All of these efforts were tied directly to the associations' and members' specific expertise.

The national service group, Kiwanis International, Indianapolis, recently concentrated its efforts on a public campaign to fight drug use. To disseminate its anti-drug message, the group used 500 prime time network airings of a public service announcement, a 14-week radio series, advertising in *Time*, *Newsweek*, and *Sports Illustrated*, and 5,500 billboards. The advertising alone was worth more than \$15 million.

The Grocery Manufacturers of America, Washington, D.C., has united its members with Second Harvest, a national network of food banks, to organize the donation of more than 100 million pounds of food and groceries annually. This community service has multiplied Second Harvest's original distribution forty fold.

Other associations work to enhance the public's good through efforts beyond their specialties. Examples include educating Americans about the importance of the Constitution, offering education in citizenship, helping Americans learn to vote by absentee ballot, providing retraining programs for workers displaced from declining industries, and giving support to battered and abused women and children.

MOVING THE ECONOMY

Associations command enormous financial and human resources. The universe of associations surveyed spent almost \$48 billion directly or indirectly in 1989. Broken down, this figure represents

- o almost \$9.7 billion in direct cash outlays to offer services and administer operations;
- o \$3.3 billion worth of volunteer time (conservatively valued at \$10 per hour) proffered to conduct association activities, including community service;
- o \$19.9 billion that members spent on education and training or on setting and meeting professional and product standards; and
- o \$15 billion on multiplier effects in local communities.

The associations surveyed employ almost one-half million full-time equivalent employees, a figure roughly equal to or greater than the employment rolls in such major U.S. industries as steel, office and computing equipment, communication equipment, or the airlines.³ Adding volunteer hours, the surveyed associations are responsible for an additional 170,000 full-time positions, representing a grand total of approximately 670,000 full-time people.

IMPROVING AMERICA

By working for and through their members, associations produce important positive effects in society. Association ethical and professional standards provide information that enhances consumers' trust in goods and services. Association product standards help improve the quality and interchangeability among products and parts. Association education and research improve techniques and augment knowledge. Associations' involvement in the political process helps to effect prudent public policy. Associations put tens of billions of dollars into the American economy every year. Associations help those in need through direct community service of immeasurable value.

In all of these examples, the responsible collective interests of association members--in advancing their knowledge, improving their products, increasing their professional skills, and enhancing their legislative standing--provide benefits to the public.

With roots in ancient civilizations and ties to Old World guilds, associations today have evolved to occupy a unique place in America. The Puritan influence, America's geographic expanse, and her struggle for political freedom fostered independence and individualism within U.S. associations, tightly weaving them into the nation's social fabric and uniquely distinguishing them from associations of other nations.⁴

In 1830, French statesman and author Alexis de Tocqueville observed that "Americans of all ages, all stations of life, and all types of dispositions are forever forming associations. There are not only commercial and industrial associations in which all take part, but

others of a thousand different types--religious, moral, serious, futile, very general and very limited, immensely large and very minute."5

Reflects Lee VanBremen, CAE, executive vice president, College of American Pathologists, Northfield, Illinois,

In de Tocqueville's eyes America was already a nation of associations by the early nineteenth century. We learned early on that by joining with others we could accomplish what we could not do by ourselves. Associations became a natural handmaiden to our individualism. Today associations confront and meet daily challenges to respond to members' needs, to protect members' interests while promoting the social good, and to preserve the idealism that is so vital to the progress of society.6

Notes

1. Hugh B. Vickery III, "It's the Press. There's a Crisis. What Now?" Association Management (March 1983):47-51.
2. The Encyclopedia of Associations 1990 (Detroit: Gale Research, 1989) lists approximately 90,000 associations. The Internal Revenue Service approximates the number of tax-exempt organizations in the United States at nearly 960,000; most of these are associations.
3. U.S. Bureau of the Census, Statistical Abstract of the United States: 1989, 109th ed. (Washington, D.C.: U.S. Government Printing Office, 1989), 399, 401.
4. Lee VanBremen, "The Theory of Associations," in Attracting, Organizing, & Keeping Members. Edited by Wilford A. Butler. (Washington, D.C.: American Society of Association Executives, 1989), 2.
5. Alexis de Tocqueville, Democracy in America (New York: Vintage Books, 1954), vol. 1.
6. VanBremen, Attracting, Organizing, & Keeping Members, 2.

Overall Economic Impact of Surveyed Associations

- \$14.5 billion on standard setting
- \$ 9.7 billion to conduct operations*
- \$ 5.3 billion on education and training
- \$ 3.3 billion worth of volunteer time

\$15 billion in effects beyond direct expenditures

\$48 billion

***Includes \$2.5 billion of education-related costs, i.e., speaker fees, food, promotion.**

CAPTIONS FOR EXECUTIVE SUMMARY

INTRODUCTION

Estimates of the total number of U.S. associations reach well above 100,000. Their value to society is more than the billions of dollars they spend and the multitudes they employ. Their most significant impact is in the areas of education, product and safety standards, professional standards and codes of ethics, public information, research and statistics, political education, and community service.

Graphic--Ruler and Band-Aid

Associations spend more than twice as much on standards as the government spends on foreign aid.

PROFESSIONAL STANDARDS (Construction workers with hardhats)

Building codes, aircraft maintenance standards, and bursting strength tests for packages are all part of the product and safety standards created by associations. Virtually all standards or guidelines for safe use of a product are born in associations-- from the American Welding Society's technical standards for acceptable welds to the American Red Cross's requirements for the handling of blood products to the American Dental Association's familiar seal of acceptance for products which have "been shown to be an effective decay-preventive dentifrice that can be of significant value..."

Graphic--California & Stack of Books

Associations spend more on higher education than all the states except California.

EDUCATION

(Gray classroom of men)

Almost 90 percent of the associations surveyed offer education programs. In many industries and professions, associations offer the best--and in some cases, the only--form of continuing education and skill development. Seminars, workshops, conferences, trade shows, audio and videotapes, and interactive computer courses are among the many delivery systems for specialized education.

(Mathcounts)

Education is the most important activity for many associations whether it's directed outward toward an industry or profession. MATHCOUNTS, a national mathematical competition among junior high school students, developed and sponsored by the National Society of Professional Engineers (right), refocuses attention on the importance of math by encouraging achievement in this most essential subject.

ETHICS

(Oral surgeons)

Codes of ethics are crucial to the very functioning of many professional societies such as those for doctors, dentists, attorneys, public relations practitioners, journalists, educators, and government officials. These professions are bound by the canons contained within their association's bylaws.

RESEARCH

(Screen printing)

Two-thirds of all associations gather and analyze statistical data and conduct research. Many organizations rely on reports by associations as the most reliable data available. Other research often directly benefits an association's members such as that conducted by the Screen Printing Association International and its Foundation (left) in its Fairfax, Virginia facility where it studies factors such as weatherability, safety and health, and color imagery of new inks.

POLITICAL EDUCATION

(In the senator's office)

One of the fundamental functions of many associations is to provide a unified voice on legislation and regulations affecting a particular industry or profession. Lawmakers rely on associations for information and recognize that intelligent decisions involving complex issues require input from a variety of associations and cause-oriented groups. For many associations, political education consists not of influencing pending legislation, but of explaining new regulations and guidelines to their members. However, associations spend a small amount of their expenditures (less than 10 percent) on political education.

COMMUNITY SERVICE

(Doctor examining black patient)

The special ability of associations to mobilize their members as volunteers in service to communities across the country is being used to combat drug abuse, illiteracy, homelessness, crime, teen pregnancy, and many more of society's challenges. For example, the American Association of Advertising Agencies founded a program called Media Advertising Partnership for a Drug-Free America that features \$500 million worth of time annually for free TV and radio commercials as well as print ads. Associations and community service are a natural combination and are often paired as the first line of communication and organization after a disaster. Several associations are involved in local community food banks such as Second Harvest and other groups that accept unused food from conventions and meetings. Other associations actually run community service programs, such as the Medical

Association of Atlanta, which operates a clinic for homeless people.