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Oct. 11, 1989

INFORMATION

MEMORANDUM FOR THE PRESIDENT

Through: CHRISS WINSTON
From: MARK DAVIS
Subject: Eagles

SUMMARY: You will address the Eagles on Friday, at noon, at the Grand Hyatt. Your remarks will be just at ten minutes, and will be teleprompted.

DISCUSSION: Of course, you are expected to thank the Eagles for their leadership and support. But this speech also recaps some of the high points of the year: the House capital gains vote, the education summit, and the continued growth of the economy. Then this speech offers a call to arms to elect Republicans at every level, to overthrow the Democrat gerrymander, and to reach out to every community.

Davis/Martin
Date: Oct. 6, 1989
Draft: One
Title: Eagles

PRESIDENTIAL ADDRESS: REPUBLICAN EAGLES
Friday, Oct. 13, 1989
Grand Hyatt, Washington, D.C.
12:00 p.m.

((Thank you, but you can't kid me. I know all the applause was really for the Silver Fox.))\ \

I want to thank Lee Atwater. As someone who once worked in the Chairman's fourth floor office, I know the challenges you face. And I know how well your leadership has set a steady course for our Republican Party.

Larry Bathgate, RNC Finance Chairman: You've done a great job. All that we do, you help make possible.

And Bobby Holt, a fellow Texan -- ((As they say in Midland, I'd know your ashes in a whirlwind.)) Bobby, I'm glad you bring the same drive to the Eagles program that you brought to the Inaugural. Nancy Thawley, good to see you. And Bill McManus, our Treasurer. ((You know, people think I'm active. But Bill makes me look like a veritable couch potato.\ \ And yet he still is the only man in America who calls Ronald Reagan "Sonny."))\ \

It's good to see you. But most of all, I came here today to recognize and thank a group of men and women who are not content to follow, but must lead -- the Republican Eagles of America.\ \

((Our group is, of course, named after the national symbol of America. But I'm sure you know that if Ben Franklin had his way, our national symbol would have been another native American

bird.\\ And had that been the case, then we would have had no choice but to relinquish the appellation to the supporters of the other party.\\ Can you imagine it?\\ The Democratic Turkeys?\\))

The last time we met, the cherry blossoms were in full bloom, and Washington was debating how the year would go. The conventional wisdom held that for Republicans, this was to be the year of living dangerously. It is now mid-October, and we can, instead, look back to a year of achievement.

Example: The House ((and now the Senate)) has voted to eliminate the differential on the tax on capital gains.\\ The courageous stand taken by so many Members of Congress shows that Washington is realizing what the business community has always known: we must join the other major industrial powers in favoring investment and economic growth -- **in other words, jobs and opportunity for all Americans.**\\ \\ ((And as for those who still oppose this tax cut, well, sometimes I think there should be an education summit just for liberals.)) Which brings me to our next example.

Two weeks ago, I joined the governors in a summit -- only the third of its kind in our history -- to discuss radical reform of our educational system. For the first time, we agreed to set national goals, to require accountability, and to permit states, localities and schools the flexibility they need to met these higher goals. We joined forces for a social compact between

president and principal, governors and teachers, parents and students, **to save our schools.**\\

Example: Continued peace and prosperity. Victor Hugo said that there is no army that can match an idea whose time has come. Economic and political freedom is an idea that is on the march abroad, and allows us unprecedented prosperity at home. In fact, under Republican leadership, we have created 20 million new jobs as we mark the 83rd month of economic growth -- **the longest peacetime expansion in modern American history.**\\ ((In short, the Republican Party has done for America what Will Clark has done for the San Francisco Giants.))

So to put it simply, our party, the Republican Party, has led America from the despondency and despair of the past, to a new era of leadership and opportunity. Will this progress continue? Yes, but only if Republicans continue to lead.

During the last decade, the two parties have battled for the majority position -- the right to lead America. We will start to know the outcome of this struggle in just a little more than one year from today.

One party won the presidency by making promises; and kept the presidency by delivering on these promises. But the other party has retained its hold on Congress well into its third decade, in part because it is afraid to meet us on a level field of fair competition.

You know how the ugly gerrymander dilutes the votes of Republican and Independent voters across America. We have

protested this in the past; but now it is time for us to become activists. It is time we stand up, and make our case to the courts, the media and the American people: **this form of discrimination against voters must end.**\\

If we are going to get a fair chance in Congress, we must have a say in how Congressional and state legislative lines are drawn. This makes it critical for us to invest our **best efforts** into state legislative races and governorship. In this way, Republican campaigns at the local and state level can support and strengthen our bid for control of Congress.

Our vision is set: We are going to be the party that leads the states. We are going to be the party that leads Congress. And **then we will be** the party that leads America into the 21st Century.\\

To do this, we must also reach out to new constituencies, to campaign in the neighborhoods, the ghettos, the barrios, once considered to be the exclusive domain of the opposition. We are going to **reach out** to new voters and **reach out** to broaden our party.

So it all comes down to this: to win big, you must think big. We must have the audacity -- not just to win more seats in the House -- but to take back the Speaker's Chair. We must have the temerity -- not just to reach out, but to win support in every community, at every level.

Some observers look back at the elections of the 1980s, and wonder if the Republicans have already seen their best days.

Well, we have a saying in Texas: You can't tell which way the train went by looking at the tracks. When the dust settles from the 1990 election, this nation will be heading one way or the other. I know that with the leadership and support of the Eagles, America will be going in a Republican direction.

For all that you have done and are pledged to do, I thank you. God bless you and God bless America.

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(+) update

1.05 min

B-Q Rev.

Accomplish

meant's hope

Don't bash Congress

1/1/11

productive

ADDRESS: REPUBLICAN EAGLES
FRIDAY, OCTOBER 13, 1989
GRAND HYATT, WASHINGTON D.C.
12:00 P.M.

((THANK YOU, BUT YOU CAN'T KID ME. I KNOW ALL THE
APPLAUSE WAS REALLY FOR THE SILVER FOX.))\ \

I WANT TO THANK LEE ATWATER. AS SOMEONE WHO ONCE
WORKED IN THE CHAIRMAN'S FOURTH FLOOR OFFICE, I KNOW
THE CHALLENGES YOU FACE. AND I KNOW HOW WELL YOUR
LEADERSHIP HAS SET A STEADY COURSE FOR OUR REPUBLICAN
PARTY. AND, OF COURSE, IT'S ALWAYS A PLEASURE TO SEE
OUR OUTSTANDING CO-CHAIRMAN, JEANIE AUSTIN, WHO'S
BROUGHT HER OWN BRAND OF FLORIDA KNOW-HOW TO THE RNC.

LARRY BATHGATE, RNC FINANCE CHAIRMAN: YOU'VE DONE
A GREAT JOB. ALL THAT WE DO, YOU HELP MAKE POSSIBLE.

AND BOBBY HOLT, A FELLOW TEXAN AND ONE OF MY OLDEST AND DEAREST FRIENDS -- ((AS THEY SAY IN MIDLAND, I'D KNOW YOUR ASHES IN A WHIRLWIND.)) BOBBY, I'M GLAD YOU BRING THE SAME DRIVE TO THE EAGLES PROGRAM THAT YOU BROUGHT TO THE INAUGURAL. NANCY THAWLEY, GOOD TO SEE YOU. AND BILL MCMANUS, OUR TREASURER. ((YOU KNOW, PEOPLE THINK I'M ACTIVE. BUT BILL MAKES ME LOOK LIKE A VERITABLE COUCH POTATO.\\ AND YET HE STILL IS THE ONLY MAN IN AMERICA WHO CALLS RONALD REAGAN "SONNY."))\\

IT'S GOOD TO SEE YOU. BUT MOST OF ALL, I CAME HERE TODAY TO RECOGNIZE AND THANK A GROUP OF MEN AND WOMEN WHO ARE NOT CONTENT TO FOLLOW, BUT MUST LEAD -- THE REPUBLICAN EAGLES OF AMERICA.\\

((OUR GROUP IS, OF COURSE, NAMED AFTER THE NATIONAL SYMBOL OF AMERICA. BUT I'M SURE YOU KNOW THAT IF BEN FRANKLIN HAD HIS WAY, OUR NATIONAL SYMBOL WOULD HAVE BEEN ANOTHER NATIVE AMERICAN BIRD.\\ AND HAD THAT BEEN THE CASE, THEN WE WOULD HAVE HAD NO CHOICE BUT TO LET THE OTHER PARTY USE THE NAME.\\ CAN YOU IMAGINE IT?\\ THE DEMOCRATIC TURKEYS?\\))

THE LAST TIME WE MET, THE CHERRY BLOSSOMS WERE IN FULL BLOOM, AND WASHINGTON WAS DEBATING HOW THE YEAR WOULD GO. THE CONVENTIONAL WISDOM HELD THAT FOR REPUBLICANS, THIS WAS TO BE THE YEAR OF LIVING DANGEROUSLY. IT IS NOW MID-OCTOBER, AND WE CAN, INSTEAD, LOOK BACK TO A YEAR OF ACHIEVEMENT.

EXAMPLE: THE HOUSE, INCLUDING SOME 64 DEMOCRATS, VOTED FOR A CAPITAL GAINS TAX CUT. \\ THE COURAGEOUS STAND TAKEN BY SO MANY MEMBERS OF CONGRESS SHOWS THAT WASHINGTON IS REALIZING WHAT THE BUSINESS COMMUNITY HAS ALWAYS KNOWN: WE MUST JOIN THE OTHER MAJOR INDUSTRIAL POWERS IN FAVORING INVESTMENT AND ECONOMIC GROWTH -- IN OTHER WORDS, JOBS AND OPPORTUNITY FOR ALL AMERICANS.\\\ ((AND AS FOR THOSE WHO STILL OPPOSE THIS CAPITOL GAINS DIFFERENTIAL, WELL, SOMETIMES I THINK THERE SHOULD BE AN EDUCATION SUMMIT JUST FOR LIBERALS.)) WHICH BRINGS ME TO OUR NEXT EXAMPLE.

TWO MONTHS AGO, I INVITED THE GOVERNORS TO A SUMMIT -- ONLY THE THIRD OF ITS KIND IN OUR HISTORY -- TO DISCUSS HISTORIC REFORM OF OUR EDUCATIONAL SYSTEM. AT THAT SUMMIT, FOR THE FIRST TIME, WE AGREED TO SET NATIONAL GOALS, TO REQUIRE ACCOUNTABILITY, AND TO PERMIT STATES, LOCALITIES AND SCHOOLS THE FLEXIBILITY THEY NEED TO MEET THESE HIGHER GOALS. TWO WEEKS AGO, WE JOINED FORCES FOR A SOCIAL COMPACT -- WE CALLED IT A JEFFERSONIAN COMPACT -- BETWEEN PRESIDENT AND PRINCIPAL, GOVERNORS AND TEACHERS, PARENTS AND STUDENTS, TO SAVE OUR SCHOOLS.\

ONE MORE EXAMPLE: CONTINUED PEACE AND PROSPERITY. VICTOR HUGO SAID THAT THERE IS NO ARMY THAT CAN MATCH AN IDEA WHOSE TIME HAS COME. ECONOMIC AND POLITICAL FREEDOM IS AN IDEA THAT IS ON THE MARCH ABROAD, AND ALLOWS US UNPRECEDENTED PROSPERITY AT HOME. IN FACT, UNDER REPUBLICAN LEADERSHIP, WE HAVE CREATED 20 MILLION NEW JOBS AS WE MARK THE 83RD MONTH OF ECONOMIC GROWTH - - THE LONGEST PEACETIME EXPANSION IN MODERN AMERICAN HISTORY.\ (IN SHORT, THE REPUBLICAN PARTY HAS DONE FOR AMERICA WHAT WILL CLARK HAS DONE FOR THE SAN FRANCISCO GIANTS.))

SO TO PUT IT SIMPLY, OUR PARTY, THE REPUBLICAN PARTY, HAS LED AMERICA FROM THE DESPONDENCY AND DESPAIR OF THE PAST, TO A NEW ERA OF OPPORTUNITY. WILL THIS PROGRESS CONTINUE? YES, BUT ONLY IF REPUBLICANS CONTINUE TO LEAD.

DURING THE LAST DECADE, THE TWO PARTIES HAVE BATTLED FOR THE MAJORITY POSITION -- THE RIGHT TO LEAD AMERICA. WE WILL START TO KNOW THE OUTCOME OF THIS STRUGGLE IN JUST A LITTLE MORE THAN ONE YEAR FROM TODAY.

ONE PARTY WON THE PRESIDENCY BY MAKING PROMISES; AND KEPT THE PRESIDENCY BY DELIVERING ON THOSE PROMISES. BUT THE OTHER PARTY HAS RETAINED ITS HOLD ON CONGRESS WELL INTO ITS THIRD DECADE, IN PART BECAUSE IT IS AFRAID TO MEET US ON A LEVEL FIELD OF FAIR COMPETITION.

YOU KNOW HOW THE UGLY GERRYMANDER DILUTES THE VOTES OF REPUBLICAN AND INDEPENDENT VOTERS ACROSS AMERICA. WE HAVE PROTESTED THIS IN THE PAST; BUT NOW IT IS TIME FOR US TO BECOME ACTIVISTS. I HAVE SENT PROPOSED LEGISLATION TO CONGRESS WHICH CALLS FOR NEW FEDERAL STANDARDS FOR FAIR REDISTRICTING. OUR DISTINGUISHED REPUBLICAN LEADERS, BOB DOLE AND BOB MICHEL, HAVE INTRODUCED THIS LEGISLATION WHICH I URGE CONGRESS TO ENACT. IT IS TIME WE STAND UP, AND MAKE OUR CASE IN THE CONGRESS, IN THE COURTS, IN THE MEDIA AND WITH THE AMERICAN PEOPLE: THIS FORM OF DISCRIMINATION AGAINST VOTERS MUST END.\ \

IF WE ARE GOING TO GET A FAIR CHANCE IN CONGRESS, WE MUST HAVE A SAY IN HOW CONGRESSIONAL AND STATE LEGISLATIVE LINES ARE DRAWN. THIS MAKES IT CRITICAL FOR US TO INVEST OUR BEST EFFORTS IN STATE LEGISLATIVE RACES AND GOVERNORSHIPS. IN THIS WAY, REPUBLICAN CAMPAIGNS AT THE LOCAL AND STATE LEVEL CAN SUPPORT AND STRENGTHEN OUR BID FOR CONTROL OF CONGRESS.

OUR VISION IS SET: WE ARE GOING TO BE THE PARTY THAT LEADS THE STATES. WE ARE GOING TO BE THE PARTY THAT LEADS CONGRESS. AND THEN WE WILL BE THE PARTY THAT LEADS AMERICA INTO THE 21ST CENTURY.\

TO DO THIS, WE MUST ALSO REACH OUT TO NEW CONSTITUENCIES, TO THOSE ONCE CONSIDERED TO BE THE EXCLUSIVE VOTING BLOC OF THE OPPOSITION. WE ARE GOING TO REACH OUT TO NEW VOTERS AND REACH OUT TO BROADEN OUR PARTY.

SO IT ALL COMES DOWN TO THIS: TO WIN BIG, YOU MUST THINK BIG. WE MUST HAVE THE AUDACITY -- NOT JUST TO WIN MORE SEATS IN THE HOUSE -- BUT TO TAKE BACK THE SPEAKER'S CHAIR. WE MUST HAVE THE DARING -- NOT JUST TO REACH OUT, BUT TO WIN SUPPORT IN EVERY COMMUNITY, AT EVERY LEVEL.

2

* After the 1988 election, George Bush asked me to be Chairman of the Republican National Committee, to serve as his political eyes and ears.

3

*** I have constant contact with the White House, both with the President and his chief of staff, John Sununu. This working relationship constitutes the most efficient and effective political operation in memory, and I'm pleased to be a part of it.**

4

*** It's great to be here with you, because the Eagles program is the backbone of the fundraising operation at the Republican National Committee.**

*** Because of your level of support, the President and I consider you ambassadors of the Republican Party.**

5

*** The Republican Eagles provide the momentum that drives all the committee's most important programs.**

*** Your contributions are used in several key areas.**

6

- * **They help state parties through:**
 - technology assistance**
 - development of solid voter lists**
 - get-out-the-vote programs**
 - and state-wide candidate recruitment.**

7

* In addition, we operate a nationwide candidate - recruitment program. We're looking for the best GOP candidates to run in races for governorships, the U.S. Congress and U.S. Senate. Finding these candidates is critical.

8

*** Your support and devotion to this Party is making it possible to put in place the key programs we need to become the majority party in America by the year 2000.**

-END-

**TALKING POINTS
LEE ATWATER
CHAIRMAN, REPUBLICAN NATIONAL COMMITTEE
NATIONAL EAGLES MEETING
MONDAY, JANUARY 29
WASHINGTON, DC**

-1-

*** The generous support you've given President Bush has paid off. He's defied all critics.**

*** He came back from a 17-point deficit to win in a landslide.**

-10-

*** I'm convinced that Naisbitt is right, and that the 1990s will be a period of great prosperity marked by the triumph of personal individual freedom ... it will be a triumph of Republican principles.**

*** You have supported President Bush and countless other Republicans when it mattered most -- they have gotten us this far.**

-11-

- * We made tremendous gains in the 1980s.**
- * But even though the 80s are over, the era of Republican leadership is just beginning.**
- *Thank you.**

-- END --

REPUBLICAN
NATIONAL
COMMITTEE

FACSIMILE TRANSMITTAL

DATE: 1/26/90

TO: MARK DAULS

FAX: 456-6218

FROM: BILL ARMISTEAD

2 sets talking points

NUMBER OF PAGES (INCLUDING COVER SHEET) _____

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-2-

* And, despite what his critics have said, he's kept all his campaign promises:

- Drugs. Tough legislation, Noriega.
- Education summit with governors.
- Proposed solutions on every issue that's important to the American people.
- All without raising taxes.

-3-

*** Now it's time for the Congress to act on
President Bush's proposals on:**

- Crime & Drugs**
- Education**
- Clean Air**
- Capital Gains**

*** But let's face it, the only way to get
good responsible government in Washington
is to elect a Republican Congress.**

-4-

*** I think we've got some great opportunities (ABC Wash. Post):**

- Bush approval at 79%**
- 74% among Blacks**
- 66% of self-described liberals**
- 56% of Dukakis voters**

-5-

* That same poll showed that 50% of Americans named the GOP as the party they trusted most with the country's biggest problems, only 38% named the Democrats.

* In 1992, the combination of the re-election of George Bush, realignment, reapportionment, and hard-fought campaigns may give us a real opportunity to win a majority in both Houses.

-6-

*** You stood by George Bush so that he could stand by you and all Americans. Your loyal support has paid off.**

*** We are living in the most exciting period in the history of the planet.**

*** We are getting to see your support for George Bush reap dividends for America and the world that you and I never dreamed of.**

-7-

*** In Eastern Europe we see what happens when individuals taste freedom. President Bush was right, the day of the dictator is over.**

*** President Bush has demonstrated a mastery of foreign policy. He's at home with the job.**

-8-

*** And, as you'll see by the end of the day, he's assembled a team of the best minds on foreign affairs a president has ever had.**

*** At home and abroad, George Bush is leading the world toward greater peace, prosperity, and freedom.**

-9-

* My friend John Naisbitt -- who wrote Megatrends 2000 predicts that the 1990s will be a period when people recognize that when individuals satisfy genuine achievement needs, society gains.

**STANDARD EAGLES TALKING POINTS
CHAIRMAN LEE ATWATER
REPUBLICAN NATIONAL COMMITTEE**