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

OA/ID Number: 13474
Folder ID Number: 13474-016

Folder Title:
Business Luncheon, 2/3/89 [2]

Stack:	Row:	Section:	Shelf:	Position:
G	25	6	1	1

(McIntyre edit)
February 2, 1989
8:30 a.m.

PRESIDENTIAL REMARKS: LUNCHEON WITH BUSINESS LEADERS
STATE DINING ROOM
FEBRUARY 3, 1989

Thank you... Thank you very much.

It's great to see so many old friends here today -- especially all of you who have helped me to be with you today in this capacity.

Having made my living in the hydro-carbon business, I have an appreciation for what those of you in business face. I know what its like to take risks. I've had to meet a payroll. I've had to lay people off when times were tough.

Today we are in the midst of the longest peacetime economic expansion in our nation's history. Productivity is up. Real family income is up. A higher percentage of our men and women are at work than ever before. In fact, we've created more jobs since 1982 than all of Europe and Japan combined.

I am proud of what American business has accomplished. We are the most prosperous, the most productive and generous nation on the face of the earth. At its best, American business reminds

us of who we are. At its best, American business reminds us who we can be.

And yet, in recent years we have seen too many people abuse the freedom of our marketplace. Too many people, both in private and public life, have discarded their moral compass on the way to the top. There has been insider trading on Wall Street, corruption in City Hall, and fraud and waste in Washington.

I will tell you frankly that I feel angry and disgusted and betrayed when I see those who have held positions of trust, whether in government or the private sector, violate that trust for profit. They shame themselves, they shame our government, and they shame their business colleagues. Their actions are unacceptable -- above all because of the poor example they set and the trust they break.

And of course I don't agree with the ruthless investor in the movie "Wall Street" who says, "Greed is good. Greed is right." And "Greed will save the U.S.A."

It's unacceptable to pollute our environment in the name of greed. When the safety of working men and women is at stake, it's unacceptable to cut corners in the name of greed.

Profit is a legitimate force in the United States of America, greed is not. And I know you feel the same way. (XX)

Since I was sworn in as President, I've been working hard to assemble a government that the American people can be proud of -- a government to a large extent already comprised of honorable men and women who share my conviction that a public office is a public trust. My emphasis on ethical public service is not a fad or some passing fancy. It's something that I want my Administration to institutionalize.

Last week I appointed a bi-partisan commission headed by Ambassador Malcolm Wilkey and former Attorney General Griffin Bell to develop ethics reform proposals that will address all branches of the Federal government. Today, I am calling on you to take seriously the responsibility you have to be role models of integrity within your own companies. You, of course, set the standard for your employees, especially the younger executives who are just starting out.

Part of that standard -- a big part of it -- is ethical conduct. Another part of it is service. The responsibility American business has in strengthening communities is critical.

The efficient, competitive successes of American Business have been integral in strengthening American society. But, strong profits alone are not enough to guarantee our future economic leadership in the community of nations.

America has long been committed to helping people at home and abroad in achieving literacy, housing, and safety -- a commitment that is born from our deep sense of justice and freedom. But there is more than altruism involved.

I have said that I want a kinder, gentler nation. Well, you can't legislate kindness. A President can't sign an executive order and create a gentle nation.

But the Presidency does provide an incomparable opportunity to set a tone, to lead a movement. So today I will ask you to join me in a vast, cooperative movement unparalleled in magnitude and nobility of purpose -- a movement of national service.

It will be a movement whose leadership extends from the South Lawn of the White House to the grassroots of America. A movement that respects the dignity of the individual and is steeped in the values that have made our nation great for more than 200 years.

It's the spirit of neighbor-helping-neighbor that has made America the most decent and generous nation on earth. If we can revitalize the embers of that spirit, America will become a kinder, gentler place to live. And that's where you come in.

The essence of our government is that it is a democracy of, for, and by the people. To be successful, our movement of national service must also be of, for, and by the people.

The challenges are great, but government cannot do everything -- Government cannot do it alone. And without the will of the people, it cannot do anything.

I have opened the Office of National Service here in the White House, which will lead the community and national service programs of my Administration. We will not only build on the Private Sector Initiatives, which President Reagan began, and which many of you have been involved in, but I will actively seek your leadership and involvement on specific initiatives.

For example, I am committed to strengthening the ethic of community service among America's young people. During last fall's campaign, I promised to establish the YES to America Foundation, or Youth Entering Service -- a foundation I will chair. The YES to America Foundation will serve as a public-private partnership to work with local community and school-based programs to involve teenagers and young adults in volunteer service.

During the past several months, you may have heard me speak of "a thousand points of light." I've been using the phrase as shorthand for the fact that we are a nation of communities, of

thousands of business and professional and religious and ethnic communities -- and in this diversity of strength is our key to success.

The community, next to the family, is the most important unit of our nation. A community is more than brick and mortar. Our community, our town, our neighborhood -- it's where we live and work... it's where our kids play... it's where we invite friends over for a barbecue.

America is only as good and as strong as our communities are good and strong. I am committed to dramatically increasing community participation, in order to pragmatically address the difficult problems challenging the country.

To prepare for the 21st Century we need to build community spirit -- in every community large and small. We need to unlock the concern, the dedication, and the leadership that lie unconnected to someone else who cares.

I know that most of you are already involved in community service. I wish I had the time to single out every one of you who is deserving.

To all of you who already serve your communities, I say:
"Thank you. You have my heartfelt respect. And we will need

your continued work and expertise." And to those of you who are still looking for ways to help, come help us face the challenge.

I am not calling on you to reach into your pocket, I am calling on you to reach into your heart. If you do that, believe me, the money will take care of itself.

Together we will create innovative new programs to feed the hungry, house the homeless, care for -- and educate -- our children. With faith in the future, with trust in each other, with love for where we live, we will pitch in and build up a stronger, healthier, more caring nation.

A kinder, gentler America.

There is so much more to be done, and so much more you can do.

Thank you.

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THE WHITE HOUSE
WASHINGTON

Feb. 2, 1989

Chriss --

David Bates' comments were not included in the Business Council leaders speech.

I have written his comments on McIntyre's second draft. I ran into Dave in the hall and cleared these changes with him.

Thanks.

A handwritten signature in cursive script, appearing to read "John".

(McIntyre edit)
February 1, 1989
8:30 p.m.

PRESIDENTIAL REMARKS: LUNCHEON WITH BUSINESS LEADERS
STATE DINING ROOM
FEBRUARY 3, 1989

1

Thank you... Thank you very much.

It's great to see so many old friends here today --
all of you who have helped me to be with you today in this capacity
~~((especially the ones who had the good sense to support me during
the campaign.))~~ (LL)

Having made my living in the hydro-carbon business, I have an appreciation for what those of you in business face. I know what its like to take risks. I've had to meet a payroll. I've had to lay people off when times were tough.

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I am proud of what American business has accomplished. We are the most prosperous, the most productive and generous nation on the face of the earth. At its best, American business reminds us of who we are. At its best, American business reminds us who

we can be. ~~Each and every one of you is American business at its best.~~

And yet, in recent years we have seen too many people abuse the freedom of our marketplace. Too many people, both in private and public life, have discarded their moral compass on the way to the top. There has been insider trading on Wall Street, corruption in City Hall, and fraud and waste in Washington.

I will tell you frankly that I feel angry and disgusted and betrayed when I see those who have held positions of trust, whether in government or the private sector, violate that trust for profit. They shame themselves, they shame our government, and they shame their business colleagues. Their actions are unacceptable -- above all because of the poor example they set and the trust they break.

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It's the spirit of neighbor-helping-neighbor that has made America the most decent and generous nation on earth. If we can ^{revitalize} rekindle the embers of that spirit, America will become a kinder, gentler place to live. And that's where you come in.

The essence of our government is that it is a democracy of, for, and by the people. To be successful, our movement of national service must also be of, for, and by the people.

Yes, government has a role, and my Administration will never shirk its duty to help all people reach for their potential. Believe me, when I look out the window of this magnificent house, I see the homeless sleeping on grates across the street. I've heard illiterate teenagers stumbling across the pages of a book. I understand the frustration of workers whose skills have not kept pace with our changing economy.

The challenges are great, but government cannot do everything -- Government cannot do it alone. And without the will of the people, it cannot do anything.

I have opened the Office of National Service here in the White House, which will lead the community and national service programs of my Administration. We will not only build on the Private Sector Initiatives, which President Reagan began, and which many of you have been involved in, but I will actively seek your leadership and involvement on specific initiatives.

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chair. The YES to America Foundation will serve as a public-private partnership to work with local community and school-based programs to involve teenagers and young adults in volunteer service.

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To prepare for the 21st Century we need to build community spirit -- in every community large and small. We need to unlock the concern, the dedication, and the leadership that lie unconnected to someone else who cares.

I know that most of you are already involved in community service. I wish I had the time to single out every one of you who is deserving.

To all of you who already serve your communities, I say: "Thank you. You have my heartfelt respect. And we will need your continued work and expertise." And to those of you who are still looking for ways to help, come help us face the challenge.

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A kinder, gentler America.

There is so much more to be done, and so much more you can do.

Thank you.

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THE WHITE HOUSE

WASHINGTON

February 1, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*

SUBJECT: Presidential Remarks: Luncheon with Business Leaders

The draft remarks for the business leader's luncheon are clearly focused on the theme of service and ethics. Those are themes that we have emphasized during the first two weeks and this speech can make a useful contribution in that effort.

It might make sense to include a paragraph in the speech at the outset in which he indicates that next week he will be speaking to the Congress and to the country outlining his budget proposals and his priorities for 1989. In this paragraph he could underscore his commitment to policies that will lead to sustained economic growth without inflation and that it is the business community that has a major role to play in creating jobs and in making the kind of investments that will lead to a better future for our children and our nation.

Then he could say that what he wants to focus attention on today are two central issues that also confront us as a nation -- the ethical standards we have as a people and our commitment to reach out and help others.

cc: James W. Cicconi

WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/31/89 ACTION/CONCURRENCE/COMMENT DUE BY: 12:00 2/1/89

SUBJECT: PRESIDENTIAL REMARKS: LUNCHEON WITH BUSINESS LEADERS

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	<u>FIRESTONE</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Boskin</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: Please provide your comments/recommendations directly to Chriss Winston's office with an info copy to my office by 12:00 Wednesday, February 1. Thank you.

RESPONSE:

James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

(McIntyre)
January 31, 1989
1 p.m.

PRESIDENTIAL REMARKS: LUNCHEON WITH BUSINESS LEADERS
STATE DINING ROOM
FEBRUARY 3, 1989

Thank you... Thank you very much.

It's great to see so many old friends here today --
((especially the ones who had the good sense to support me during
the campaign.)) (LL)

As a former businessman myself, I'm always pleased to have
the opportunity to speak to business groups -- and this certainly
is an esteemed gathering. ((Of course, I was never as
successful in business as any of you, but I guess I've turned out
okay.)) (LL)

((In my early days in business, I travelled around selling
drilling equipment for oil rigs down in Texas. One morning I
stopped at a diner and ordered a cup of coffee and a couple of
eggs. The waitress brought the order and said, "Will there be
anything else?" I said, "How about a few kind words." She said,
"Don't eat the eggs.")) (LL)

Having made my living in the hydro-carbon business, I have
an appreciation for what those of you in business face. I know

what its like to take risks. I've met a payroll. I had to lay people off when times were tough.

That's one reason why during the past 8 years I spent so much of my time as Vice President trying to encourage economic growth by reducing unnecessary government regulations on business. The task force which I headed made considerable progress. I believe the prosperity we've enjoyed since 1982 stems in part from the increased freedom of a deregulated market.

Today we are in the midst of the longest peacetime economic expansion in our nation's history. Productivity is up. Real family income is up. A higher percentage of our men and women are at work than ever before. In fact, we've created more jobs since 1982 than all of Europe and Japan combined.

I am proud of what American business has accomplished. We are the most prosperous, the most productive and generous nation on the face of the earth. At its best, American business reminds us of who we are. At its best, American business reminds us who we can be. Each and every one of you is American business at its best.

And yet, in recent years we have seen too many people abuse the freedom of our marketplace. Too many people, both in private and public life, have discarded their moral compass on the way to

the top. There has been insider trading on Wall Street, corruption in City Hall, and influence peddling in Washington.

I will tell you frankly that I feel angry and disgusted and betrayed when I see those who have held positions of trust, whether in government or the private sector, violate that trust for profit. They shame themselves, they shame our government, and they shame their business colleagues. Their actions are unacceptable -- above all because of the poor example they set and the trust they break.

I also don't agree with the ruthless investor in the movie "Wall Street" who says, "Greed is good. Greed is right. Greed will save the U.S.A."

It's unacceptable to pollute our environment in the name of padding profits. It's unacceptable to cut corners when the safety of working men and women is at stake. It's unacceptable to ignore creative new ideas just because they cost a little more in the short run.

Greed is not a legitimate force in the United States of America. I don't believe it, and I know none of you do, either.
(XX)

Since I was sworn in as President ((2 weeks, 1 hour and 23 minutes ago)) (LL), I've been working hard to assemble a

government that the American people can be proud of -- a government comprised of honorable men and women who share my conviction that a public office is a public trust. My emphasis on ethical public service is not a fad or some passing fancy. It's something that I want my Administration to institutionalize.

Last week I appointed a bi-partisan commission headed by Judge Wilkey and former Attorney General Griffen Bell to develop ethics reform proposals which will include all branches of the Federal government. Today I am appealing to you to take seriously the responsibility you have to be role models of integrity within your own companies. It's your job to set the standard for your employees, especially the younger executives who are just starting out.

Part of that standard -- a big part of it -- is ethical conduct. Another part of it is service, the responsibility you have to look beyond your balance sheets to your own backyards -- your communities.

Henry David Thoreau once wrote that "It is true enough that a corporation has no conscience; but a corporation of conscientious men is a corporation with a conscience."

What Thoreau was saying was that being in business does not remove a person's responsibility to help improve his or her community. Investing in your community is not, by any means,

simple altruism. It is an investment in the future business climate of this country -- and goodness is one investment that always pays off.

Business benefits when America benefits, whether it's through a lower crime rate, a better educated workforce, or more affordable child care. A healthy society is the greatest asset any company can have.

I have said that I want a kinder, gentler nation. Well, you can't legislate kindness. A President can't sign an executive order and create a gentle nation.

But the Presidency does provide an incomparable opportunity to set a tone, to lead a movement. Teddy Roosevelt called it the "bully pulpit." And so today I am using this ^{OCCASION} ~~bully pulpit~~ to ask you to join me in a vast, cooperative movement unparalleled in magnitude and nobility of purpose -- a movement of national service.

It will be a movement whose leadership extends from the South Lawn of the White House to the grassroots of America. A movement that respects the dignity of the individual and is steeped in the values that have made our nation great for more than 200 years.

Early in the last century, the French observer Alexis de Tocqueville wrote these words about volunteer efforts in America: "I have often seen Americans make really great sacrifices for the common good, and I have noticed a hundred cases in which, when help was needed, they hardly ever failed to give each other trusty support... the American's heart easily inclines toward benevolence."

I like that: "The American heart easily inclines toward benevolence."

That spirit of neighbor-helping-neighbor has made America the most decent and generous nation on earth. If we can rekindle the old embers of that spirit, America will become a kinder, gentler place to live. And that's where you come in.

The essence of our government is that it is a democracy of, for, and by the people. To be successful, our movement of national service must also be of, for, and by the people.

Yes, government has a role, and my Administration will never shirk its duty to help those who are less fortunate. Believe me, when I look out the window of this magnificent building, I see the homeless sleeping on grates across the street. I hear the illiterate teenagers stumbling across the pages of a book. I feel the frustration of workers whose skills have not kept pace with our changing economy.

We must offer our hand to these people. But government cannot do everything. Government cannot do it alone. And without the will of the people, it cannot do anything.

I have opened the Office of National Service here in the White House, which will carry out the volunteer and community service programs that my Administration plans to lead. One of those areas is Private Sector Initiatives, which President Reagan began, many of you have been involved in, and I will build on and expand.

I am also committed to cultivating the ethic of community service among America's young people. During last fall's campaign, I promised to establish the YES to America Foundation, or Youth Entering Service. The YES to America Foundation will serve as a public-private partnership to work with local community and school-based programs to involve teenagers and young adults in volunteer service.

YES to America will be directed by citizens through a volunteer board of directors.

And guess who's going to be the chairman? I am. Lee Iacocca once told me that's the only way to make sure exactly what you want to happen is happening.

During the past several months, you may have heard me speak of "a thousand points of light." ((Perhaps some of you are still wondering what the heck I'm talking about.)) (LL)

I've been using the phrase as shorthand for the fact that we are a nation of communities, of thousands of business and professional and religious and ethnic communities -- and in this diversity is our salvation. That's where America will be saved -- in our communities, which are spread like stars, like a thousand points of light in a broad and peaceful sky.

The community, next to the family, is the most important unit of our nation. A community is more than brick and mortar. Our community, our town, our neighborhood -- it's where we live and work... it's where our kids play... it's where we invite friends over for a barbecue.

America is only as good and as strong as our communities are good and strong.

We are challenged today by the problems of the 20th Century: loneliness and homelessness, hunger and alienation, drug abuse and child abuse, teenage suicide, illiteracy. Frankly, the problems sometimes seem almost too numerous to count.

To prepare for the 21st Century we need to build community spirit -- in every community large and small. We need to unlock

the love and the leadership that lie unconnected to someone else who cares.

I need your help because you can add candle power to the thousand points of light. Where there is already light, let's work together to make it shine brighter. Where there is darkness, let us work together so that every child might feel the warm sunlight of hope and opportunity.

I know that most of you are already involved in community service. I wish I had the time to single out every one of you who is deserving. The Mobil Corporation's "Clean Team/Green Team" program provides jobs for low-income, inner-city young people. Johnson and Johnson's "Shelter Aid" created the first-ever national toll-free domestic violence hotline. The K Mart Children's Tree has made it possible for thousands of children to receive a new present during the holidays.

As I said, I wish I could mention everyone. To all of you who already serve your communities, I say: "Thank you. You have my heartfelt respect." And to those of you who are still looking for ways to help, come join me.

I am not calling on you to reach into your pocket, I am calling on you to reach into your heart. If you do that, believe me, the money will take care of itself.

Join me, and together we will create innovative new programs to feed the hungry, house the homeless, care for -- and educate -- our children. With faith in the future, with trust in each other, with love for where we live, we will pitch in and build up a stronger, healthier, more caring nation.

A kinder, gentler America.

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Thank you.

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	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	<u>FIRESTONE</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Boskin</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>Petersmeyer</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: Please provide your comments/recommendations directly to Chriss Winston's office with an info copy to my office by 12:00 Wednesday, February 1. Thank you.

RESPONSE: *OK with edits
Guess Petersmeyer*

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

THE WHITE HOUSE

WASHINGTON

(McIntyre)
January 31, 1989
1 p.m.

PRESIDENTIAL REMARKS: LUNCHEON WITH BUSINESS LEADERS
STATE DINING ROOM
FEBRUARY 3, 1989

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((especially the ones who had the good sense to support me during
the campaign.)) (LL)

As a former businessman myself, I'm always pleased to have
the opportunity to speak to business groups -- and this certainly
is an esteemed gathering. ((Of course, I was never as
successful in business as any of you, but I guess I've turned out
okay.)) (LL)

((In my early days in business, I travelled around selling
drilling equipment for oil rigs down in Texas. One morning I
stopped at a diner and ordered a cup of coffee and a couple of
eggs. The waitress brought the order and said, "Will there be
anything else?" I said, "How about a few kind words." She said,
"Don't eat the eggs.")) (LL)

Having made my living in the hydro-carbon business, I have
an appreciation for what those of you in business face. I know

what its like to take risks. I've met a payroll. I had to lay
people off when times were tough.
WASHINGTON

Today we are in the midst of the longest peacetime economic expansion in our nation's history. Productivity is up. Real family income is up. A higher percentage of our men and women are at work than ever before. In fact, we've created more jobs since 1982 than all of Europe and Japan combined.

I am proud of what American business has accomplished. We are the most prosperous, the most productive and generous nation on the face of the earth. At its best, American business reminds us of who we are. At its best, American business reminds us who we can be. Each and every one of you is American business at its best.

And yet, in recent years we have seen too many people abuse the freedom of our marketplace. Too many people, both in private and public life, have discarded their moral compass on the way to the top. There has been insider trading on Wall Street, corruption in City Hall, and fraud and waste in Washington.

I will tell you frankly that I feel angry and disgusted and betrayed when I see those who have held positions of trust, whether in government or the private sector, violate that trust for profit. They shame themselves, they shame our government, and they shame their business colleagues. Their actions are

unacceptable -- above all because of the poor example they set
and the trust they break. THE WHITE HOUSE WASHINGTON

AND of course I don't

~~I also don't~~ agree with the ruthless investor in the movie
"Wall Street" who says, "Greed is good. Greed is right. Greed
will save the U.S.A."

It's unacceptable to pollute our environment in the name of
greed. When the safety of working men and women is at stake,
it's unacceptable to cut corners in the name of greed.

Profit is a legitimate force in the United States of
America, greed is not. I don't believe it, and I know none of
you do, either. (XX)

Since I was sworn in as President ((2 weeks, 1 hour and 23
minutes ago)) (LL), I've been working hard to assemble a
government that the American people can be proud of -- a
government to a large extent already comprised of honorable men
and women who share my conviction that a public office is a
public trust. My emphasis on ethical public service is not a fad
or some passing fancy. It's something that I want my
Administration to institutionalize.

Last week I appointed a bi-partisan commission headed by
Judge Wilkey and former Attorney General Griffin Bell to develop
ethics reform proposals which will include all branches of the

Federal government. Today I am ^{calling on} ~~appealing to~~ you to take seriously the responsibility you have to be role models of integrity within your own companies. ^{THE WHITE HOUSE, WASHINGTON} ~~It's your job to~~ ^{you, of course,} set the standard for your employees, especially the younger executives who are just starting out.

Part of that standard -- a big part of it -- is ethical conduct. Another part of it is service, the responsibility you have to look beyond your balance sheets to your own backyards -- your communities. *American business has in strengthening ~~the~~ communities is critical.*

Henry David Thoreau once ~~wrote~~ that "It is true enough that a corporation has no conscience; but a corporation of conscientious men is a corporation with a conscience."

Byron A What Thoreau was saying was that being in business does not remove a person's responsibility to help improve his or her community. Investing in your community is not, by any means, simple altruism. It is an investment in the future business climate of this country -- and goodness is one investment that always pays off.

I have said that I want a kinder, gentler nation. Well, you can't legislate kindness. A President can't sign an executive order and create a gentle nation.

RYDER A

have The efficient, competitive successes of American Business ~~has~~ been integral in strengthening American society. But ~~Thereau~~ ~~understood correctly that~~ strong profits alone are not enough to guarantee our future economic leadership in the community of nations.

America has long been committed to helping people at home and abroad in achieving literacy, housing, safety -- a commitment that is born from our deep sense of justice and freedom. But there is more than altruism involved.

But the Presidency ~~does provide~~ ^{THE WHITE HOUSE} an incomparable opportunity to set a tone, to lead a movement. ^{WASHINGTON} ~~Teddy Roosevelt called it the "bully pulpit."~~ ^{will} And so today I am using this bully pulpit to ask you to join me in a vast, cooperative movement unparalleled in magnitude and nobility of purpose -- a movement of national service.

It will be a movement whose leadership extends from the South Lawn of the White House to the grassroots of America. A movement that respects the dignity of the individual and is steeped in the values that have made our nation great for more than 200 years.

It's the spirit of neighbor-helping-neighbor that has made America the most decent and generous nation on earth. If we can rekindle the ~~old~~ embers of that spirit, America will become a kinder, gentler place to live. And that's where you come in.

The essence of our government is that it is a democracy of, for, and by the people. To be successful, our movement of national service must also be of, for, and by the people.

Yes, government has a role, and my Administration will never shirk its duty to help ^{all people reach for their potential} ~~those who are less fortunate~~. Believe me, when I look out the window of this magnificent ^{house} ~~building~~, I see the homeless sleeping on grates across the street. I've heard illiterate teenagers stumbling across the pages of a book. I

understand the frustration ~~of workers whose~~ skills have not kept pace with our changing economy. ^{WASHINGTON}

The challenges are great,
~~We must offer our hand to these people.~~ But government cannot do everything. Government cannot do it alone. ~~And without the will of the people, it cannot do anything.~~ *worrying with*

not only build on the
I have opened the Office of National Service here in the White House, which will ^{LEAD} carry out the volunteer and community ^{and national} service programs ^{of} that my Administration plans to lead. ~~One of~~ ^{WE will} those areas ^{is} Private Sector Initiatives, which President Reagan began ^{and} many of you have been involved in, ~~and I will build on and expand.~~ *but I will actively seek your leadership and involvement on specific initiatives.*

For example, I am ~~also~~ committed to ^{strengthening} cultivating the ethic of community service among America's young people. During last fall's campaign, I promised to establish the YES to America Foundation, or Youth Entering Service. ~~The YES to America Foundation will serve as a public-private partnership to work with local community and school-based programs to involve teenagers and young adults in volunteer service.~~ *-- A FOUNDATION I will chair.*

~~YES to America will be directed by citizens through a volunteer board of directors.~~

And guess who's going to be the chairman? I am. Lee Iacocca once told me that's the ^{WASHINGTON} only way to make sure exactly what you want to happen is happening. 7

During the past several months, you may have heard me speak of "a thousand points of light." ~~((Perhaps some of you are still wondering what the heck I'm talking about.)) (LL)~~

I've been using the phrase as shorthand for the fact that we are a nation of communities, of thousands of business and professional and religious and ethnic communities -- and in this diversity ^{of strength} ^{Key to success} ~~is our salvation. That's where America will be saved~~ ~~in our communities, which are spread like stars, like a~~ ~~thousand points of light in a broad and peaceful sky.~~

The community, next to the family, is the most important unit of our nation. A community is more than brick and mortar. Our community, our town, our neighborhood -- it's where we live and work... it's where our kids play... it's where we invite friends over for a barbecue.

America is only as good and as strong as our communities are good and strong. *I AM committed to dramatically increasing community participation, in order to pragmatically address the difficult problems challenging the country.*

To prepare for the 21st Century we need to build community spirit -- in every community large and small. We need to unlock

concern, the dedication
the love and the leadership ~~that is~~ ^{unconnected} to someone else
who cares.
THE WHITE HOUSE
WASHINGTON

I know that most of you are already involved in community service. I ~~wish I had the time to single out every one of you~~ *start* ~~who is deserving.~~ The Mobil Corporation's "Clean Team/Green Team" program provides jobs for low-income, inner-city young people. Johnson and Johnson's "Shelter Aid" created the first-ever national toll-free domestic violence hotline. The K Mart Children's Tree has made it possible for thousands of children to receive a new present during the holidays.

~~As I said, I wish I could mention everyone.~~ *of you who is deserving* To all of you who already serve your communities, I say: "Thank you. You have my heartfelt respect." And to those of you who are still looking for ways to help, come ~~join me.~~ *help us face the challenge.*

we will need your continued work and expertise.

I am not calling on you to reach into your pocket, I am calling on you to reach into your heart. If you do that, believe me, the money will take care of itself.

~~Join me,~~ and together we will create innovative new programs to feed the hungry, house the homeless, care for -- and educate -- our children. With faith in the future, with trust in each other, with love for where we live, we will pitch in and build up a stronger, healthier, more caring nation.

A kinder, gentler America **WHITE HOUSE**

WASHINGTON

There is so much more to be done, and so much more you can
do.

Thank you.

#

WHITE HOUSE STAFFING MEMORANDUM

89 JAN 31 P 2:12

DATE: 1/31/89

ACTION/CONCURRENCE/COMMENT DUE BY:

12:00 2/1/89

SUBJECT: PRESIDENTIAL REMARKS: LUNCHEON WITH BUSINESS LEADERS

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	<u>ELRESTONE</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Boskin</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: Please provide your comments/recommendations directly to Chriss Winston's office with an info copy to my office by 12:00 Wednesday, February 1. Thank you. *Rm 122*

RESPONSE: *Please see corrections & changes which were done. Thanks! Diane (x6611)*

James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

(McIntyre)
January 31, 1989
1 p.m.

PRESIDENTIAL REMARKS: LUNCHEON WITH BUSINESS LEADERS
STATE DINING ROOM
FEBRUARY 3, 1989

Thank you... Thank you very much.

It's great to see so many old friends here today --
((especially the ones who had the good sense to support me during
the campaign.)) (LL)

As a former businessman myself, I'm always pleased to have
the opportunity to speak to business groups -- and this certainly
is an esteemed gathering. ((Of course, I was never as
successful in business as any of you, but I guess I've turned out
okay.)) (LL)

((In my early days in business, I travelled around selling
drilling equipment for oil rigs down in Texas. One morning I
stopped at a diner and ordered a cup of coffee and a couple of
eggs. The waitress brought the order and said, "Will there be
anything else?" I said, "How about a few kind words." She said,
"Don't eat the eggs.")) (LL)

Having made my living in the hydro-carbon business, I have
an appreciation for what those of you in business face. I know

what its like to take risks. I've met a payroll. I had to lay people off when times were tough. ✓

That's one reason why during the past 8 years I spent so much of my time as Vice President trying to encourage economic growth by reducing unnecessary government regulations ^{g of} ~~one~~ business. The task force ^{that} ~~which~~ I headed made considerable progress, ^{and} I believe the prosperity we've enjoyed since 1982 stems in part from the increased freedom of a deregulated market. ✓

Today we are in the midst of the longest peacetime economic expansion in our nation's history. Productivity is up. Real family income is up. A higher percentage of our men and women are at work than ever before. In fact, we've created more jobs since 1982 than all of Europe and Japan combined.

I am proud of what American business has accomplished. We are the most prosperous, the most productive and generous nation on the face of the earth. At its best, American business reminds us of who we are. At its best, American business reminds us who we can be. Each and every one of you is American business at its best.

not clear what this means. Giving to charity? Are we really #1?

And yet, in recent years we have seen too many people abuse the freedom of our marketplace. Too many people, both in private and public life, have discarded their moral compass on the way to

the top. There has been insider trading on Wall Street, corruption in City Hall, and influence peddling in Washington.

I will tell you frankly that I feel angry and disgusted and betrayed when I see those who have held positions of trust, whether in government or the private sector, violate that trust for profit. They shame themselves, they shame our government, and they shame their business colleagues. Their actions are unacceptable -- above all because of the poor example they set and the trust they break.

I also don't agree with the ruthless investor in the movie "Wall Street" who says, "Greed is good. Greed is right. Greed will save the U.S.A."

It's unacceptable to pollute our environment in the name of padding profits. It's unacceptable to cut corners when the safety of working men and women is at stake. It's unacceptable to ignore creative new ideas just because they cost a little more in the short run.

True,
but not
"disgustingly"
enough
to fit
in context.

Greed is not a legitimate force in the United States of America. I don't believe it, and I know none of you do, either.

(XX)

Since I was sworn in as President ((2 weeks, 1 hour and 23 minutes ago)) (LL), I've been working hard to assemble a

government that the American people can be proud of -- a government comprised of honorable men and women who share my conviction that a public office is a public trust. My emphasis on ethical public service is not a fad or some passing fancy. It's something that I want my Administration to institutionalize.

Ambassador ~~Judge~~ ^{Malcolm} Wilkey and former Attorney General Griffen Bell to develop ethics reform proposals ~~which~~ ^{that} will ~~include~~ ^{address} all branches of the Federal government. Today I am appealing to you to take seriously the responsibility you have to be role models of integrity within your own companies. It's your job to set the standard for your employees, especially the younger executives who are just starting out.

↑
Wilkey indicated he prefers use of his correct title

Part of that standard -- a big part of it -- is ethical conduct. Another part of it is service, the responsibility you have to look beyond your balance sheets to your own backyards -- your communities.

Henry David Thoreau once wrote that "It is true enough that a corporation has no conscience; but a corporation of conscientious men is a corporation with a conscience."

What Thoreau was saying was that being in business does not remove a person's responsibility to help improve his or her community. Investing in your community is not, by any means,

simple altruism. It is an investment in the future business climate of this country -- and goodness is one investment that always pays off.

Business benefits when America benefits, whether it's through a lower crime rate, a better educated workforce, or more affordable child care. A healthy society is the greatest asset any company can have.

I have said that I want a kinder, gentler nation. Well, you can't legislate kindness. A President can't sign an executive order and create a gentle nation.

But the Presidency does provide an incomparable opportunity to set a tone, to lead a movement. Teddy Roosevelt called it the "bully pulpit." And so today I am using this bully pulpit to ask you to join me in a vast, cooperative movement unparalleled in magnitude and nobility of purpose -- a movement of national service.

It will be a movement whose leadership extends from the South Lawn of the White House to the grassroots of America. A movement that respects the dignity of the individual and is steeped in the values that have made our nation great for more than 200 years.

Early-in the last century, the French observer Alexis de Tocqueville wrote these words about volunteer efforts in America: "I have often seen Americans make really great sacrifices for the common good, and I have noticed a hundred cases in which, when help was needed, they hardly ever failed to give each other trusty support... the American's heart easily inclines toward benevolence."

I like that: "The American heart easily inclines toward benevolence."

That spirit of neighbor-helping-neighbor has made America the most decent and generous nation on earth. If we can rekindle the old embers of that spirit, America will become a kinder, gentler place to live. And that's where you come in.

The essence of our ~~government~~ is that it is a democracy of, for, and by the people. ~~To~~ be successful, our movement of national service must also be of, for, and by the people.

Yes, government has a role, and my Administration will never shirk its duty to help those who are less fortunate. Believe me, when I look out the window of this magnificent building, I see the homeless sleeping on grates across the street. I ^{see} ~~hear~~ the illiterate teenagers stumbling across the pages of a book. I feel the frustration of workers whose skills have not kept pace with our changing economy.

see
earlier
comment

Has no
context.

We must offer our hand to these people. But government cannot do everything. Government cannot do it alone. And without the will of the people, it cannot do anything.

I have opened the Office of National Service here in the White House, which will carry out the volunteer and community service programs that my Administration plans to lead. One of those areas is Private Sector Initiatives, which President Reagan began, many of you have been involved in, and I will build on and expand.

I am also committed to cultivating the ethic of community service among America's young people. During last fall's campaign, I promised to establish the YES to America Foundation, or Youth Entering Service. The YES to America Foundation will serve as a public-private partnership to work with local community and school-based programs to involve teenagers and young adults in volunteer service.

YES to America will be directed by citizens through a volunteer board of directors.

And guess who's going to be the chairman? I am. Lee Iacocca once told me that's the only way to make sure exactly what you want to happen is happening.

*Dear -
I defer to
you on
the legal
issues/
related
policy
issues
involved
in this
initiative.*

During the past several months, you may have heard me speak of "a thousand points of light." ((Perhaps some of you are still wondering what the heck I'm talking about.)) (LL)

I've been using the phrase as shorthand for the fact that we are a nation of communities, of thousands of business and professional and religious and ethnic communities -- and in this diversity is our salvation. That's where America will be saved -- in our communities, which are spread like stars, like a thousand points of light in a broad and peaceful sky.

The community, next to the family, is the most important unit of our nation. A community is more than brick and mortar. Our community, our town, our neighborhood -- it's where we live and work... it's where our kids play... it's where we invite friends over for a barbecue.

America is only as good and as strong as our communities are good and strong.

We are challenged today by the problems of the 20th Century: loneliness and homelessness, hunger and alienation, drug abuse and child abuse, teenage suicide, illiteracy. Frankly, the problems sometimes seem almost too numerous to count.

To prepare for the 21st Century we need to build community spirit -- in every community large and small. We need to unlock

the love and the leadership that lie unconnected to someone else who cares.

I need your help because you can add candle power to the thousand points of light. Where there is already light, let's work together to make it shine brighter. Where there is darkness, let us work together so that every child might feel the warm sunlight of hope and opportunity.

I know that most of you are already involved in community service. I wish I had the time to single out every one of you who is deserving. The Mobil Corporation's "Clean Team/Green Team" program provides jobs for low-income, inner-city young people. Johnson and Johnson's "Shelter Aid" created the first-ever national toll-free domestic violence hotline. The K Mart Children's Tree has made it possible for thousands of children to receive a new present during the holidays.

Have all these entities been checked out to avoid any potential embarrassment?

~~As I said, I wish I could mention everyone.~~ To all of you who already serve your communities, I say: "Thank you. You have my heartfelt respect." And to those of you who are still looking for ways to help, come join me.

I am not calling on you to reach into your pocket, I am calling on you to reach into your heart. If you do that, believe me, the money will take care of itself.

Join me, and together we will create innovative new programs to feed the hungry, house the homeless, care for -- and educate -- our children. With faith in the future, with trust in each other, with love for where we live, we will pitch in and build up a stronger, healthier, more caring nation.

A kinder, gentler America.

There is so much more to be done, and so much more you can do.

Thank you.

#

Rm 122

Document No. 002359

WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/31/89 ACTION/CONCURRENCE/COMMENT DUE BY: 12:00 2/1/89

SUBJECT: PRESIDENTIAL REMARKS: LUNCHEON WITH BUSINESS LEADERS

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>MCCLURE</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	FIRESTONE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>Boskin</u> 5:45	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide your comments/recommendations directly to Chriss Winston's office with an info copy to my office by 12:00 Wednesday, February 1. Thank you.

Chriss + Jimi - See pp 3 + 8 Two suggested changes Mike

RESPONSE:

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

(McIntyre)
January 31, 1989
1 p.m.

PRESIDENTIAL REMARKS: LUNCHEON WITH BUSINESS LEADERS
STATE DINING ROOM
FEBRUARY 3, 1989

Thank you... Thank you very much.

It's great to see so many old friends here today --
((especially the ones who had the good sense to support me during
the campaign.)) (LL)

As a former businessman myself, I'm always pleased to have
the opportunity to speak to business groups -- and this certainly
is an esteemed gathering. ((Of course, I was never as
successful in business as any of you, but I guess I've turned out
okay.)) (LL)

((In my early days in business, I travelled around selling
drilling equipment for oil rigs down in Texas. One morning I
stopped at a diner and ordered a cup of coffee and a couple of
eggs. The waitress brought the order and said, "Will there be
anything else?" I said, "How about a few kind words." She said,
"Don't eat the eggs.)) (LL)

Having made my living in the hydro-carbon business, I have
an appreciation for what those of you in business face. I know

what its like to take risks. I've met a payroll. I had to lay people off when times were tough.

That's one reason why during the past 8 years I spent so much of my time as Vice President trying to encourage economic growth by reducing unnecessary government regulations on business. The task force which I headed made considerable progress. I believe the prosperity we've enjoyed since 1982 stems in part from the increased freedom of a deregulated market.

Today we are in the midst of the longest peacetime economic expansion in our nation's history. Productivity is up. Real family income is up. A higher percentage of our men and women are at work than ever before. In fact, we've created more jobs since 1982 than all of Europe and Japan combined.

I am proud of what American business has accomplished. We are the most prosperous, the most productive and generous nation on the face of the earth. At its best, American business reminds us of who we are. At its best, American business reminds us who we can be. Each and every one of you is American business at its best.

And yet, in recent years we have seen too many people abuse the freedom of our marketplace. Too many people, both in private and public life, have discarded their moral compass on the way to

the top. There has been insider trading on Wall Street, corruption in City Hall, and influence peddling in Washington.

I will tell you frankly that I feel angry and disgusted and betrayed when I see those who have held positions of trust, whether in government or the private sector, violate that trust for profit. They shame themselves, they shame our government, and they shame their business colleagues. Their actions are unacceptable -- above all because of the poor example they set and the trust they break.

I also don't agree with the ruthless investor in the movie "Wall Street" who says, "Greed is good. Greed is right. Greed will save the U.S.A."

It's unacceptable to pollute our environment in the name of padding profits. It's unacceptable to cut corners when the safety of working men and women is at stake. It's unacceptable to ignore creative new ideas just because they cost a little more in market dangerous products to those who don't understand the short run.

the risk,

Greed is not a legitimate force in the United States of America. I don't believe it, and I know none of you do, either.

(XX)

Since I was sworn in as President ((2 weeks, 1 hour and 23 minutes ago)) (LL), I've been working hard to assemble a

Suggestion (new ideas if really may not be desirable)

government that the American people can be proud of -- a government comprised of honorable men and women who share my conviction that a public office is a public trust. My emphasis on ethical public service is not a fad or some passing fancy. It's something that I want my Administration to institutionalize.

Last week I appointed a bi-partisan commission headed by Judge Wilkey and former Attorney General Griffen Bell to develop ethics reform proposals which will include all branches of the Federal government. Today I am appealing to you to take seriously the responsibility you have to be role models of integrity within your own companies. It's your job to set the standard for your employees, especially the younger executives who are just starting out.

Part of that standard -- a big part of it -- is ethical conduct. Another part of it is service, the responsibility you have to look beyond your balance sheets to your own backyards -- your communities.

Henry David Thoreau once wrote that "It is true enough that a corporation has no conscience; but a corporation of conscientious men is a corporation with a conscience."

What Thoreau was saying was that being in business does not remove a person's responsibility to help improve his or her community. Investing in your community is not, by any means,

simple altruism. It is an investment in the future business climate of this country -- and goodness is one investment that always pays off.

Business benefits when America benefits, whether it's through a lower crime rate, a better educated workforce, or more affordable child care. A healthy society is the greatest asset any company can have.

I have said that I want a kinder, gentler nation. Well, you can't legislate kindness. A President can't sign an executive order and create a gentle nation.

But the Presidency does provide an incomparable opportunity to set a tone, to lead a movement. Teddy Roosevelt called it the "bully pulpit." And so today I am using this bully pulpit to ask you to join me in a vast, cooperative movement unparalleled in magnitude and nobility of purpose -- a movement of national service.

It will be a movement whose leadership extends from the South Lawn of the White House to the grassroots of America. A movement that respects the dignity of the individual and is steeped in the values that have made our nation great for more than 200 years.

Early in the last century, the French observer Alexis de Tocqueville wrote these words about volunteer efforts in America: "I have often seen Americans make really great sacrifices for the common good, and I have noticed a hundred cases in which, when help was needed, they hardly ever failed to give each other trusty support... the American's heart easily inclines toward benevolence."

I like that: "The American heart easily inclines toward benevolence."

That spirit of neighbor-helping-neighbor has made America the most decent and generous nation on earth. If we can rekindle the old embers of that spirit, America will become a kinder, gentler place to live. And that's where you come in.

The essence of our government is that it is a democracy of, for, and by the people. To be successful, our movement of national service must also be of, for, and by the people.

Yes, government has a role, and my Administration will never shirk its duty to help those who are less fortunate. Believe me, when I look out the window of this magnificent building, I see the homeless sleeping on grates across the street. I hear the illiterate teenagers stumbling across the pages of a book. I feel the frustration of workers whose skills have not kept pace with our changing economy.

We must offer our hand to these people. But government cannot do everything. Government cannot do it alone. And without the will of the people, it cannot do anything.

I have opened the Office of National Service here in the White House, which will carry out the volunteer and community service programs that my Administration plans to lead. One of those areas is Private Sector Initiatives, which President Reagan began, many of you have been involved in, and I will build on and expand.

I am also committed to cultivating the ethic of community service among America's young people. During last fall's campaign, I promised to establish the YES to America Foundation, or Youth Entering Service. The YES to America Foundation will serve as a public-private partnership to work with local community and school-based programs to involve teenagers and young adults in volunteer service.

YES to America will be directed by citizens through a volunteer board of directors.

And guess who's going to be the chairman? I am. Lee Iacocca once told me that's the only way to make sure exactly what you want to happen is happening.

During the past several months, you may have heard me speak of "a thousand points of light." ((Perhaps some of you are still wondering what the heck I'm talking about.)) (LL)

I've been using the phrase as shorthand for the fact that we are a nation of communities, of thousands of business and professional and religious and ethnic communities -- and in this diversity is our salvation. That's where America will be saved -- in our communities, which are spread like stars, like a thousand points of light in a broad and peaceful sky.

The community, next to the family, is the most important unit of our nation. A community is more than brick and mortar. Our community, our town, our neighborhood -- it's where we live and work... it's where our kids play... it's where we invite friends over for a barbecue.

America is only as good and as strong as our communities are good and strong.

We are challenged today by the problems of the 20th Century: loneliness and homelessness, hunger and alienation, drug abuse and child abuse, teenage suicide, illiteracy. Frankly, the ~~problems sometimes seem almost too numerous to count.~~

To prepare for the 21st Century we need to build community spirit -- in every community large and small. We need to unlock

too negative
may set up
in pressure
initiative

the love and the leadership that lie unconnected to someone else who cares.

I need your help because you can add candle power to the thousand points of light. Where there is already light, let's work together to make it shine brighter. Where there is darkness, let us work together so that every child might feel the warm sunlight of hope and opportunity.

I know that most of you are already involved in community service. I wish I had the time to single out every one of you who is deserving. The Mobil Corporation's "Clean Team/Green Team" program provides jobs for low-income, inner-city young people. Johnson and Johnson's "Shelter Aid" created the first-ever national toll-free domestic violence hotline. The K Mart Children's Tree has made it possible for thousands of children to receive a new present during the holidays.

As I said, I wish I could mention everyone. To all of you who already serve your communities, I say: "Thank you. You have my heartfelt respect." And to those of you who are still looking for ways to help, come join me.

I am not calling on you to reach into your pocket, I am calling on you to reach into your heart. If you do that, believe me, the money will take care of itself.

Join me, and together we will create innovative new programs to feed the hungry, house the homeless, care for -- and educate -- our children. With faith in the future, with trust in each other, with love for where we live, we will pitch in and build up a stronger, healthier, more caring nation.

A kinder, gentler America.

There is so much more to be done, and so much more you can do.

Thank you.

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