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Series: Speech File Draft Files
Subseries: Chron File, 1989-1993

OA/ID Number: 13474
Folder ID Number: 13474-017

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

Stack:	Row:	Section:	Shelf:	Position:
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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"/>	UNTERMEYER	<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.

See comments
basically too long
cut by 2-3 pages

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, ^{fraud and waste} 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 ^{greed} padding profits. It's unacceptable to cut corners when the safety of working men and women is at stake. ^{in the name of greed} ~~It's unacceptable to ignore creative new ideas just because they cost a little more in the short run.~~

^{Profit is} ~~Greed is not~~ 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 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."

^{It's the} ~~That~~ 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 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 heard ~~the~~ ^{me} illiterate teenagers stumbling across the pages of a book. I ~~feel~~ ^{understand} 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.

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

Thank you.

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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"/>
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RESPONSE:

17:20 JAN 31 1989
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James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

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

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STATE DINING ROOM
FEBRUARY 3, 1989

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*Plager
(x4852)*

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(XX)

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*Player
(x4852)*

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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.

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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.

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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.

#

Change time

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

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

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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)

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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.

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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.

not only

but

I am ~~not~~ calling on you, to reach into your pocket, I am

I'm calling on you not

~~calling on you to reach into your heart. If you do that, believe~~

only as individuals but as corporations - responsible corporations

~~me, the money will take care of itself.~~

You know your communities and their problems. You know the impact you can have on solving those problems.

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.

that erode the quality of life in your own backyards.

A kinder, gentler America.

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

Thank you.

###

*To those of you in this room and around it
If we really believe in*

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

2/2/89
Caucus
9:30 AM

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.

2

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.

3

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. THE PEOPLE IN THIS ROOM TELL ME JUST THAT.

4

YOU'VE HEARD ME TALKING ABOUT ETHICS A LOT LATELY. SO, I WANT YOUR HELP TO ACHIEVE THE HIGHEST STANDARDS OF ETHICS NOT ONLY IN THE CORPORATE BOARDROOM, AND THE WORKPLACE BUT, IN GOVERNMENT SERVICE AS WELL.

WE NEED 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.

5

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 BIPARTISAN 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. I'D LIKE YOUR ADVICE AND YOUR COUNSEL IN THAT EFFORT.

6

YOU SEE, WE HAVE TO SIMULTANEOUSLY ENSURE THAT OUR PUBLIC SERVANTS HAVE THE MOST RIGOROUS ETHICAL STANDARDS AT THE SAME TIME WE ENSURE THAT WE DON'T CREATE A BUREAUCRATIC QUAGMIRE THAT KEEPS HONORABLE MEN AND WOMEN FROM SERVING THE PUBLIC. I UNDERSTAND IT'S A DELICATE BALANCE AND I THINK THE AMERICAN PEOPLE DO TOO.

YOU KNOW WHAT ELSE THE AMERICAN PEOPLE KNOW ? THEY KNOW WE'RE FACING SOME TOUGH CHOICES IN THE WEEKS AND MONTHS AHEAD.

7

THEY WANT US TO HOLD THE LINE ON TAXES - THEY WANT US TO KEEP THIS ECONOMIC ENGINE RUNNING SMOOTHLY. CREATING MORE JOBS -- MORE GROWTH. I'LL BE DELIVERING THOSE TOUGH DECISIONS TO THE CONGRESS NEXT THURSDAY. WE'VE GOT TO KEEP THE DEFICIT HEADING DOWNWARD. I'LL NEED YOUR SUPPORT AND THAT OF THE AMERICAN PEOPLE TO ACCOMPLISH THAT GOAL. KEEP THE GROWTH GOING.

THERE'S ANOTHER THING ABOUT THE PEOPLE OF THIS GREAT NATION.

8

AMERICANS HAVE 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.

9

BUT THE PRESIDENCY DOES PROVIDE AN INCOMPARABLE OPPORTUNITY TO SET A TONE, TO LEAD A MOVEMENT. SO TODAY I WILL ASK YOU AND THE AMERICAN PEOPLE 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.

10

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, LIKE THE YES TO AMERICA FOUNDATION - OR YOUTH ENTERING SERVICE - WHICH I PROPOSED LAST FALL.

13

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.

14

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.

15

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.

16

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 CALLING ON YOU NOT ONLY TO REACH INTO YOUR POCKET, BUT TO REACH INTO YOUR HEART. I'M CALLING ON YOU NOT ONLY AS INDIVIDUALS BUT AS CORPORATIONS -- RESPONSIBLE CORPORATIONS.

17

YOU KNOW YOUR COMMUNITIES AND THEIR PROBLEMS -- THE REAL PROBLEMS, THAT ERODE THE QUALITY OF LIFE IN YOUR OWN BACKYARDS. YOU KNOW THE IMPACT YOU CAN HAVE ON SOLVING THOSE PROBLEMS.

WHILE I HAVE YOU HERE CAPTIVE, LET ME TAKE A MOMENT TO UPDATE YOU ON OUR RECENT FOREIGN POLICY ACTIVITIES. PRIME MINISTER TAKESHITA OF JAPAN WAS OUR FIRST FOREIGN LEADER TO COME TO THE WHITE HOUSE.

18

DURING OUR DISCUSSIONS YESTERDAY, WE REAFFIRMED BOTH COUNTRIES' RESPONSIBILITY IN THE CAUSE OF WORLD PEACE. WE ALSO REVIEWED THE PROGRESS OUR NATIONS HAVE ACHIEVED IN BRINGING OUR ECONOMIES INTO BETTER BALANCE, AND IN FURTHER OPENING OUR MARKETS TO EACH OTHER'S GOODS AND SERVICES. WE RECOGNIZED THE NEED FOR MORE PROGRESS, BUT WE WILL WORK TOGETHER IN A SPIRIT OF FRIENDSHIP THAT BEFITS TWO CLOSE ALLIES.

LET'S SWITCH NOW TO RELATIONS WITH THE SOVIETS. I SPOKE TO MR. GORBACHEV LAST WEEK BY PHONE. I LOOK FORWARD TO ADDRESSING THE WHOLE RANGE OF ISSUES THAT SEPARATE US. HOWEVER, WHILE MANY THINK THE AIR IS ALIVE WITH NEW POSSIBILITIES, OUR POSTURE SHOULD BE DELIBERATE AND PRUDENT. I AM NOT IN A HURRY TO RUSH AHEAD WITH A SUMMIT OR ANYTHING OF THAT NATURE. BUT, NO ONE SHOULD INTERPRET THAT AS FOOTDRAGGING.

A REVIEW OF OUR ENTIRE NATIONAL SECURITY POSTURE IS UNDERWAY, AND I AM GOING TO WAIT UNTIL THAT REVIEW IS COMPLETE BEFORE LAUNCHING ANY NEW PROPOSALS. SECRETARY GENERAL GORBACHEV UNDERSTANDS THIS, AND SHARES MY DESIRE FOR CONCRETE PROGRESS WHEN BOTH SIDES ARE READY.

SPEAKING OF READY, YOU KNOW WE'RE AT THE THRESHOLD OF BUILDING A BETTER AMERICA. THAT'S MY MISSION AND I THINK IT'S YOUR MISSION TOO. TOGETHER, THERE ISN'T ANYTHING THAT WE AS A NATION CAN'T ACCOMPLISH.

21

THANK YOU VERY MUCH FOR BEING HERE.

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(McIntyre edit)
February 2, 1989
9:30 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 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. The people in this room tell me just that. You've heard me talking about ethics a lot lately. So, I want your help to achieve the highest standards of ethics not only in the corporate boardroom, and the workplace but, in government service as well.

We need 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 bipartisan 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. I'd like your advice and your counsel in that effort. You see, we have to simultaneously ensure that our public servants have the most rigorous ethical standards at the same time we ensure that we don't create a bureaucratic quagmire that keeps honorable men and women from serving the public. I understand it's a delicate balance and I think the American people do too.

You know what else the American people know? They know we're facing some tough choices in the weeks and months ahead. They want us to hold the line on taxes - they want us to keep this

economic engine running smoothly. Creating more jobs -- more growth. I'll be delivering those tough decisions to the Congress next Thursday. We've got to keep the deficit heading downward. I'll need your support and that of the American people to accomplish that goal. Keep the growth going.

There's another thing about the people of this great nation. Americans have 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 and the American people 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, like the YES to America Foundation - or Youth Entering Service - which I proposed last fall.

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 calling on you not only to reach into your pocket, but to reach into your heart. I'm calling on you not only as individuals but as corporations -- responsible corporations. You know your communities and their problems -- the real problems, that erode the quality of life in your own backyards. You know the impact you can have on solving those problems.

While I have you here captive, let me take a moment to update you on our recent foreign policy activities. Prime Minister Takeshita of Japan was our first foreign leader to come to the White House. During our discussions yesterday, we reaffirmed both countries' responsibility in the cause of world peace. We also reviewed the progress our nations have achieved in bringing our economies into better balance, and in further opening our markets to each other's goods and services. We recognized the need for more progress, but we will work together in a spirit of friendship that befits two close allies.

Let's switch now to relations with the Soviets. I spoke to Mr. Gorbachev last week by phone. I look forward to addressing the whole range of issues that separate us. However, while many think the air is alive with new possibilities, our posture should be deliberate and prudent. I am not in a hurry to rush ahead with a summit or anything of that nature. But, no one should interpret that as footdragging. A review of our entire national security posture is underway, and I am going to wait until that review is complete before launching any new proposals. Secretary

General Gorbachev understands this, and shares my desire for concrete progress when both sides are ready.

Speaking of ready, you know we're at the threshold of building a better America. That's my mission and I think it's your mission too. Together, there isn't anything that we as a nation can't accomplish.

Thank you very much for being here.

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THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

February 3, 1989

REMARKS BY THE PRESIDENT
AT LUNCHEON WITH
BUSINESS LEADERS

The East Room

1:03 P.M. EST

THE PRESIDENT: Ladies and gentlemen, thank you very, very much for being with us today. Before I make some remarks, I just want to introduce you to some of the people with whom I'm working here in the White House, with whom a lot of you will be interacting one way or another.

I know you know our Secretary of Labor over here, Liddy Dole. Roger Porter is going to be doing a lot in our domestic policy. Over at this table is Bonnie Newman, who has got a major management responsibility in the White House and Andy Card is the Deputy to the Chief of Staff. And Boyden Gray many of you have worked with in regulatory relief. He's the General Counsel to the President and is heading a lot of the issues as it relates to ethics. Steve Studdert over here and Dave Demarest are in our outreach and our communications end of things. General Scowcroft most of you know -- I don't what to date him, but most of you know him from previous incarnations -- (laughter) -- is the National Security Advisor.

Richard Breeden over here worked very closely with me in the past on regulatory matters. He's now wrestling with the savings and loan problem. So if he looks discomfited, why, it wasn't the food. (Laughter.) Greg Petersmeyer at this table, here from Colorado, back in the White House after quite a few years' absence. But he is handling this concept of volunteerism, national service. I can't see over here who we -- oh, Marlin Fitzwater is our Press Secretary. And with him, Joe Hagin, fresh from Ohio, who is handling the scheduling. Michael Boskin is head of our Council of Economic Advisors. And Bobbie Kilberg, sitting over here, is on our -- part of our major outreach to the different communities. And Jim Cicconi is the Staff Secretary that keeps everything moving inside the White House. And, of course, on my left here is John Sununu, our Chief of Staff.

And if I missed somebody, it's the glare. (Laughter.) It's not that I don't know the names of the people with whom I work. (Laughter.)

So -- but listen, I wanted to thank you all for being here. It's great to see so many old friends. Having made my living in the hydrocarbon business, -- that's a polite name for what's left of the oil business -- (laughter) -- I do have some appreciation of what some of you all face in business.

And today we're in the midst of a long reception...

the GNP of our country.

Lately we've been talking a lot, publicly, the last couple of weeks about ethics. And I need your help in achieving and -- establishing and then achieving the highest possible standards and then performance in the field of ethics. It isn't just government. I think we need to set the best possible example in corporate America in the workplace itself and then certainly in government service. We've got to do better in terms of eliminating conflicts of interest for those who serve. And we need to assemble a government that the people can be proud of; a government, to a large extent, already comprised, I'd say, of honorable men and women who share conviction that a public office is, indeed, a public trust.

So my emphasis on ethical public service is not some fad or passing fancy. It's something that I would like to see our administration institutionalize as best we can. Having said that, I am concerned about the excesses. And I'm talking to some right here in this room. I don't think we ever want to make it so it's impossible for men and women who have accomplished something to come and serve because of perception -- it might throw a conflict of interest out there. And so, as we try to achieve our standards now and as we try to codify these standards, I hope we can do it without discouraging men and women from coming to Washington to serve.

Last week, I appointed a bipartisan commission headed by former Judge and now our Ambassador Malcolm Wilkey. Co-chairman of that is Griffin Bell, who is favorably known to everybody in this room -- a former great Attorney General of this country -- to develop ethics reform proposals that are going to address all the branches of the federal government. And again, we welcome from the business community the advice and counsel on this effort. Excuse the cold.

Some of you have sent Boyden Gray, my General Counsel, your own codes of ethics and worked with him in this regard and that's been very helpful to us. It's because some businesses are way out front on setting standards that I think will have good relevance for the federal government. We have to simultaneously assure that our public servants have the highest possible ethical standards at the same time we ensure that we don't create this bureaucratic quagmire that keep honorable men and women from serving. And this one, as I mentioned, is not easy. It is a delicate balance.

The American people know that we're facing some very tough choices in the weeks and months ahead. I still feel that they want us to hold the line on taxes and that they want us to keep this economic engine going. They realize that that's mainly a function of the private sector. But we in government have a responsibility to see that we don't enact things that inadvertently slow down the economic engine of this country. I've got to have as a prime goal creating -- seeing the creation of more jobs, more growth. And so next week we're going to have to come forward with some tough decisions when I send a budget message up there to the Congress a week from yesterday.

We want to keep this deficit heading downward. And I've heard from a lot of you here the importance of having what we send up there credible so that world markets will understand that this is serious.

can't sign an executive order and decree that we have a gentle nation.

But the presidency does provide an incomparable opportunity to set a tone, to lead a movement. And so I wanted to ask all of you to do that which so many of you are already doing -- involve yourselves in this vast cooperative movement, unparalleled in magnitude, certainly unparalleled in its nobility of purpose. And I'm talking about the concept of volunteerism -- the concept of national service. It's going to be a movement whose leadership extends from the South Lawn of the White House to the grassroots of America. But really it's the other way around. Because it's the communities and it's neighbors that really have the line action on this concept -- a movement that respects the dignity of the individual and that is steeped in the values that have made this country great for more than 200 years. And it is this spirit that de Tocqueville found when he looked at this country of neighbor helping neighbor that has made us decent and generous -- moreso, I'd say, than any other country. And if we can revitalize the embers of that spirit, we will be this kinder and gentler place to live.

And that's where many of you, as I say, have already starred. As I look around this room -- and I'm not going to start singling out the examples that are represented here of your commitment to literacy or fighting drugs or whatever it is -- and you can do it far better, far more effectively than the federal government in Washington, D.C.

The essence of our government, of course, a democracy of and for and by the people, To be successful, our movement on national service has got to be exactly the same thing. And the challenges are great; government, as I say, cannot do everything -- certainly can't do it alone. Without the will of the people, it really can't do anything.

But we've opened here now an Office of National Service. Greg Petersmeyer, under the Chief of Staff, has the lead on that. It will be in the White House; it will help lead the community and national service programs. We will not only build on what was known as the private sector initiatives, which President Reagan began and which many of you in this room are actively involved in, but actively I'll be seeking your leadership and involvement on specific initiatives -- one, the Yes to America Foundation, Youth Entering Service -- which I talked about last fall and which I'm determined to implement this winter.

I don't want the federal government getting in the way, incidentally, of the tens of thousands of volunteer programs that work effectively. I simply want to encourage more volunteerism.

You know, each of us is shaped in life by little events or things that he or she encountered. And I remember eight years ago, or maybe 10 now, campaigning in John Sununu's state, and being told of the Meals on Wheels program in Salem, New Hampshire; that the volunteer aspect of that program had been eroded out by federal legislation and that the regulations were drawn in such a way that the neighbors that had been helping older neighbors no longer were free to participate and volunteer. So I certainly think we have to

in this, diversity is our key to success, it's our strength.

The community, next to the family, is the most important unit of our nation. And I've got to remember that as we kind of come up with urban policies, or Liddy and I work together on child care, or whatever else it is. A community has got to be more than just the bricks or mortar. Our community, our town, our neighborhood -- it's where we live, where we work, where the kids play, and it's where we invite friends over. And so we've got to keep these communities strong by whatever kinds of policies we spell out in our administration.

I'm committed to dramatically increasing -- and a lot of this is simply exhortation -- community participation in order to pragmatically address the difficult problems that are challenging our country. We need to build this community spirit in every community, large and small. And we need to tap America for its very best in terms of dedication, and the leadership.

You all have been more active than most, I know, in community service and so I again want to say thank you. You have my heartfelt respect. We need your work; we need your experience. And to those of you who are still looking for ways to help, I just would urge you to come on in; the water's fine. We need you to help us face this challenge.

It's not just your money, individually and corporate; it's time and, again, it's exhortation on the part of the leaders of the business community. So I would welcome your help on all of that.

Let me just end by a quick update. I know it's of interest to people here -- the visit yesterday with the Japanese Prime Minister went well. He was -- Takeshita was -- Prime Minister Takeshita was our first official formal foreign visitor to come here to this country. And during our discussions yesterday we simply reaffirmed our responsibilities in the cause of world peace. We also reviewed the progress that our nations have achieved in bringing the economies into better balance, and in further opening our markets to each other's goods and services. We in this country carry a disproportionate responsibility for the defense requirements of free countries. Japan, given its economic standing today, is willing to accept much more in the way of responsibility for helping in its -- in the whole development aid side of things. So we had a good chance to discuss that.

We did not go into every trade problem that faces our country. Both of us are realistic men, the Japanese Prime Minister and me, and we realize we're going to have some confrontation at times or certainly some differences of opinion. But I'm going to do my level best, working with our good new trade team, to be sure that we are treated fairly, that we have access, that we don't -- aren't operated -- are not operating under standards that favor one side to the detriment of the other.

But the visit went well and I think Prime Minister Takeshita wants very much to have that cooperative relationship. And we don't want to take these things for granted. It's not the reason I'm going to Japan for the funeral -- to pay my respects on behalf of

we are undertaking a policy review with the Soviet Union.

There will be no great shocks. There will be no turning our back on the potential for progress. But there will be taking the proper amount of time so that when we do go forward, whether it's on conventional arms control, or strategic arms, or whatever else it is -- the economic front, regional problems, human rights -- we're going to be marching together in this administration. And the Soviets, I think, now understand that there's no foot-dragging. But I wanted you to know that I understand the importance of this relationship and that I am determined to see us move forward. I want to see us get out in front if we possibly can, but I don't think that we have to be just restless because General Secretary Gorbachev made a very interesting set of proposals at the United Nations a few months -- now a month or so ago.

So we're going to look at the whole array of these issues. In the meantime, we're taking a look at the hemisphere.

Some of you have read about trying to work with the Congress. I'm very serious about it, and the product of the Congress in some ways -- I realize that maybe we can wait until February 9th, which is only six days away, before we go after each other on things. But we're realists and we know there is going to be differences on what I send up. But I think most people that understand the Congress certainly would give them credit -- and I do -- for a willingness at this juncture to talk. We had a very interesting and I'd say productive meeting with the leaders of key committees -- Ways and Means and Finance and Banking and Banking and then the leaders today and this question of facing this savings and loan problem.

And they're not going to agree with everything I propose next week, but we've had a chance to consult and to listen to them, and I'm determined to try that, carry that forward, and I think it will be good for domestic policy and I'm absolutely convinced that it is vital for foreign policy because we've been sending confusing signals around the world of two major branches of government that can't ever quite get together on something important.

I'm not naive; I know we're going to have differences, but I just wanted you to know I think that approach is certainly worth a try.

And so that's about where we stand. I'm delighted you all are here. Again, I ask for your help, and lest you be unpersuaded by what I've said, I would now like to be one who has been -- invite one to come in here who has been dubbed by no less an authority than Time Magazine as the Silver Fox because -- (laughter) -- she's worked for so many of you in education that I want her to come in and say thank you if she's here.

Barbara, enter. (Applause.) I've got all your education crowd around.

THE FIRST LADY: Thank you.

THE PRESIDENT: I've been making a pitch for volunteerism