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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: 13474-019

Folder Title:
San Francisco 49's 2/3/89

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THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

February 3, 1989

REMARKS BY THE PRESIDENT
TO THE SUPERBOWL CHAMPION SAN FRANCISCO 49ERS

The East Room

3:05 P.M. EST

THE PRESIDENT: Welcome. Please be seated. Jack -- that's our Cabinet star, Jack Kemp. Did you all get a chance to see him? Good.

Well, Danny DeBartolo and Coach Walsh and the staff and all the players here from the 49ers, let me just say first congratulations to all of you and welcome to the White House. This victory last month of the 49ers as indisputably the world's champion sets you up as that in every sense of the word. And with this, your third Superbowl title in eight years, you rewrote the record books and raised the game of football to a new level of excellence.

In devising your game plan, Bill Walsh proved once again why he's considered one of the greatest coaches ever, and in leading your team 97 yards in the final three minutes, Joe, you once again showed your grace under pressure. I guess we all wonder why did it take so long -- (laughter) -- but nevertheless the country saw it.

And, Jerry Rice, what can I say that hasn't already been said? I've heard there is a new TV series coming out based on your Superbowl performance -- Miami Rice. (Laughter.) Available in every city in the country except one -- (laughter) -- Cincinnati, that is. (Laughter.)

And Joe and Jerry handled the aerial attack, but when your team needed the tough yardage on the ground you turned to Roger Craig. And in his years as a 49er, Roger has given a whole new meaning to the words "gold rush," and when he runs the football, the chances are he is headed for paydirt.

It wouldn't be fair to mention the offensive stars without also giving great credit to the defense. And during the first half, when the offense was having a tough time, the defense kept you in that ballgame with their cool, smart, hard-hitting football.

And speaking of tough times, in all of the hoopla surrounding the Superbowl victory, most people have forgotten the adversity that you overcame just to get there. But you never gave up, you pulled together as a team, you came back step by step, game by game, and you eliminated mistakes, never stopped striving for excellence.

and perhaps in other sports, as well. And I can tell you and the 49 players, I'm sure -- 49ers -- will agree, I am sure, that being good in sports is not enough and to achieve excellence, you just have to be educated for excellence. The main ingredient in each person's success is individual initiative. It always has been and it always will be. So I would say, if you're willing to work hard and make sacrifices, you can accomplish just about anything you set your mind to. And that's what the American dream is all about.

And, again, to all the 49ers, and to you, Coach Walsh, and to all the 49ers -- my congratulations to you. And thanks for setting a superb example for our country.

Thank you and God bless all of you. (Applause.)

MR. DEBARTOLO: Mr. President, it's a great honor being here. And there's a few presentations that Coach Walsh and the players want to make. I want to just make one announcement that we did find out that your ring size is 11 and a half. And we're going to give you the first ring that comes out of production because we want you to be an honorary member of our team. And we're with a thousand percent in everything you do. And God bless you and all that you do and thank you, sir. (Applause.)

THE PRESIDENT: Thank you.

MR. MONTANA: Thank you. Mr. President, first let me congratulate you also on your victory. And secondly, I also would like, on behalf of my teammates, say thank you for your hospitality here this afternoon. It means a lot to all of us. Not very often do I get to see many of these guys in ties. (Laughter.) And thirdly, we'd like to present you with a little token of our appreciation, little autographed balls and -- from the Superbowl, and say best of luck to you. We wish you the best and thank you.

THE PRESIDENT: Thank you, that's great. Thank you very much.

MR. RICE: Mr. President, we're glad to be here. We'd like to thank you for bringing us out into your wonderful home. (Laughter.) You know, I looked forward to this day and I just hope that we get an opportunity to come back next year and stand right here before you. And on behalf of the San Francisco 49ers, I'd like to present you with this ball and --

THE PRESIDENT: Thank you so much -- the real thing. (Laughter.)

MR. RICE: That's the real thing from the Superbowl.

THE PRESIDENT: Thank you very much. Thank you so much. Good luck to you. (Applause.)

COACH WALSH: Mr. President, we have also -- we know you're a runner, so we have a running suit. I'm not sure we suggest running the streets of Washington, D.C. in this suit. (Laughter.) In fact, we're somewhat concerned we're sort of -- a little bit of overkill here. Remember, the Redskin fans are all around us. (Laughter.) But we do feel so proud to be part of this, to have won

WHITE HOUSE STAFFING MEMORANDUM

DATE: 02/02/89 ACTION/CONCURRENCE/COMMENT DUE BY: ----

SUBJECT: PRESIDENTIAL REMARKS: VISIT BY THE SAN FRANCISCO 49ERS
(02/02 6:30 p.m. draft)

| | ACTION FYI | | | ACTION FYI | |
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| VICE PRESIDENT | <input type="checkbox"/> | <input checked="" type="checkbox"/> | MCCLURE | <input type="checkbox"/> | <input checked="" 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 type="checkbox"/> | <input type="checkbox"/> |
| DARMAN | <input type="checkbox"/> | <input type="checkbox"/> | STUDDERT | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
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| CICCONI | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>ROGERS</u> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| DEMAREST | <input type="checkbox"/> | <input checked="" type="checkbox"/> | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
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REMARKS:

The attached has been forwarded to the President.

RESPONSE:

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

1989 FEB 2 PM 7:12

(McIntyre)
February 2, 1989
6:30 p.m.

PRESIDENTIAL REMARKS: VISIT BY THE SAN FRANCISCO 49ERS
EAST ROOM
FEBRUARY 3, 1989

Eddie DeBartolo, coach Walsh and your staff, and the players of the San Francisco 49ers, let me first say congratulations and welcome to the White House.

Your victory last month established the 49ers as, indisputably, the world champions in every sense of the word. With this, your third Super Bowl title in eight years, you re-wrote the record books and raised the game of football to a new level of excellence.

In devising your game plan, Bill Walsh proved once again why he's considered one of the greatest coaches ever. And in leading your team 97 yards in the final three minutes, Joe Montana once again showed his grace under pressure. Joe, I guess my only question is: Why did you wait so long to show it? (LL)

And Jerry Rice -- what can I say that hasn't already been said? I've heard there's a new TV series coming out based on your Super Bowl performances. It's going to be called, "Miami Rice." (LL) And it's going to be available in every city except one -- Cincinnati. (LL)

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I also want to single out Roger's running mate, the fullback, Tom Rathman, who does a lot of blocking. Typically, fullbacks and the big guys up front who do the blocking don't get much credit. They work hard, they get bruised and battered, but they remain fairly anonymous. ((Frankly, it's a lot like being Vice President.)) (LL)

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And speaking of tough times -- in all of the hoopla surrounding your Super Bowl victory, most people have forgotten the adversity you overcame just to get there. But you never gave up. You pulled together as a team. You came back, step-by-step, game-by-game. You eliminated your mistakes and you never stopped striving for excellence. There's a lesson in that for the student body presidents and athletes with us today, and that's why I wanted you to share in this ceremony.

In America, whether you're trying to win football games or trying to do a good job at work or studying for an exam, there's no substitute for plain, old-fashioned dedication. If you shoot for the stars, you may not quite reach them, but you'll always be better off for having tried. And to the young people here and across the country, I'd like to remind you that what you achieve in your life depends a lot on what you achieve in school during the next few years. And if I could offer one piece of advice it would be this: Strive for excellence in all things. Don't accept mediocrity. Being satisfied with mediocrity might be the easy way out, but striving for excellence is the only way up.

Some of you have already achieved excellence in football, and perhaps in other sports as well. I can tell you, and the 49er players will agree, that being good in sports is not enough. And to achieve excellence, you have to be educated for excellence.

So, hit the books every bit as hard as you play athletics. Education is the key to opportunity. It will unlock doors that otherwise might be closed to you.

The main ingredient in each person's success is individual initiative. It always has been, and it always will be. If you're willing to work hard and make sacrifices, you can accomplish just about anything. That's what the American dream is all about.

So, in closing, I'd like to congratulate the entire San Francisco 49er organization: You're the best. You're the champions. You have reached the pinnacle of your profession.

And to all of you, strive to be the best. Work to be champions so that someday you, too, will reach your own pinnacles of excellence.

Thank you.

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 02/01/89 ACTION/CONCURRENCE/COMMENT DUE BY: 11:00 A.M. Thursday

SUBJECT: PRESIDENTIAL REMARKS: VISIT BY THE SAN FRANCISCO 49ers
(02/01 8:00 p.m. draft)

| | 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"/> |
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| CARD | <input type="checkbox"/> | <input checked="" type="checkbox"/> | Firestone | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
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4:00
STUDDERT

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston (Rm. 122, x2930) by 11:00 a.m. on Thursday, 02/02, with an info copy to my office. Thanks.

RESPONSE:

SWC

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

1989 FEB -1 PM 8:59

(McIntyre)
February 1, 1989
8 p.m.

PRESIDENTIAL REMARKS: VISIT BY THE SAN FRANCISCO 49ERS
STATE DINING ROOM
FEBRUARY 3, 1989

Audience is local (DC, MD, VA) high school winning football team captains, student body president & football coaches.

Eddie Debartolo, coach Walsh and your staff, and the players of the San Francisco 49ers, let me first say congratulations and welcome to the White House.

event is in East Room

((You know, on the other side of the White House is the East Room, the largest room in this magnificent building. Over the years, it's been used for some extraordinary events. Mrs. Adams used it to dry her laundry; Teddy Roosevelt held wrestling exhibitions there. After this ceremony I thought we'd go over, put on the pads, and scrimmage the White House press corps. (LL) You guys are on my side.)) (LL)

of 88 only!

Your victory last month established the 49ers as, *world champions in every sense of the word,* indisputably, the N.F.L.'s team of the '80s. With this, your third Super Bowl title in eight years, you re-wrote the record books and raised the game of football to a new level of excellence.

In devising your game plan, Bill Walsh proved once again why he's considered one of the greatest coaches ever. And in leading your team 97 yards in the final three minutes, Joe Montana once

again showed his grace under pressure. Joe, I guess my only question is: Why did you wait so long to show it? (LL)

And Jerry Rice -- what can I say that hasn't already been said? I've heard there's a new TV series coming out based on your Super Bowl performance. It's going to be called, "Miami Rice." (LL) And it's going to be available in every city except one -- Cincinnati. (LL)

Joe and Jerry handled the aerial attack, but when your team needed the tough yardage on the ground you usually turned to Roger Craig. In his years as a 49er, Roger has given a whole new meaning to the words "Gold Rush." When he runs the football, chances are you're headed for paydirt.

I also want to single out Roger's running mate, the fullback, Tom Rathman, who does a lot of blocking. Typically, fullbacks and the big guys up front who do the blocking don't get much credit. They work hard, they get bruised and battered, but they remain fairly anonymous. ((Frankly, it's a lot like being Vice President.)) (LL)

It wouldn't be fair to mention the offensive stars without also giving credit to the defense. During the Super Bowl the 49er defense played cool, smart, hard-hitting football. During the first half, when the offense was having a tough time, the defense kept you in the game.

And speaking of tough times -- in all of the hoopla surrounding your Super Bowl victory, most people have forgotten the adversity you overcame just to get there. At one point in the season, you had six wins, five losses, and many of the pundits were writing you off. ((I think they must have been the same pundits who predicted the Democrats would win last fall's election.)) (LL)

But you never gave up. You pulled together as a team. You came back, step-by-step, game-by-game. You eliminated your mistakes and you never stopped striving for excellence. There's a lesson in that for the student-athletes with us today, and that's why I wanted you to share in this ceremony.

In America, whether you're trying to win football games or trying to do a good job at work or studying for an exam, there's no substitute for plain, old-fashioned dedication. If you shoot for the stars, you may not quite reach them, but you'll always be better off for having tried.

You young people represent our nation's future. After you graduate from school you will go out and enter the workforce. What you achieve in your life depends a lot on what you achieve in school during the next few years. And if I could offer one piece of advice it would be this: Strive for excellence in all things. Don't accept mediocrity. Being satisfied with

mediocrity might be the easy way out, but striving for excellence is the only way up.

And, really, it doesn't matter what you decide to do with your life as long as you're committed to being the best. If you want to be a teacher, then be the best teacher you can be. If you want to be an artist, then be the best artist you can be. If you want to be a medical doctor, then be the best doctor you can be.

As you go through life you will find that you don't always succeed exactly the way you planned. You won't always win. You won't always be number 1. But if you find joy in the effort, then I guarantee you -- you will lead fulfilling lives. You will be satisfied in the knowledge that you did your best.

Some of you have already achieved excellence in football, and perhaps in other sports as well. I can tell you, and the 49er players will agree, that being good in sports is not enough. It's not enough to have fast feet if you have a slow mind. And to achieve excellence, you have to be educated for excellence.

So hit the books every bit as hard as you hit your opponents on the football field. Education is the key to opportunity. It will unlock doors that otherwise might be closed to you.

The main ingredient in each person's success is individual initiative. It always has been, and it always will be. If you're willing to work hard and make sacrifices, you can accomplish just about anything. That's what the American dream is all about.

So, in closing, I'd like to congratulate the entire San Francisco 49er organization: You're the best. You're the champions. You have reached the pinnacle of your profession.

And to all of you, strive to be the best. Work to be champions so that someday you, too, will reach your own pinnacles of excellence.

Thank you.

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Copy to Reg

(McIntyre)
February 2, 1989
6:30 p.m.

PRESIDENTIAL REMARKS: VISIT BY THE SAN FRANCISCO 49ERS
EAST ROOM
FEBRUARY 3, 1989

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Thank you.

#

THE WHITE HOUSE
WASHINGTON

February 2, 1989

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: C. DEAN MCGRATH, JR. *Wm*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Remarks: Visit of the San Francisco
49ers

Counsel's office has reviewed the above-referenced Presidential remarks, and we have no legal objection to their delivery. We suggest, however, that it would be appropriate to include a reference to the Cincinnati Bengals and their outstanding achievement in reaching the Super Bowl. In addition, we believe that the remarks may be somewhat lengthy for the occasion. We have marked for your consideration suggested changes on the attached copy of the proposed remarks.

Attachment

cc: James W. Cicconi

1989 FEB -1 PM 8:59

(McIntyre)
February 1, 1989
8 p.m.

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again showed his grace under pressure. Joe, I guess my only question is: Why did you wait so long to show it? (LL)

Your record performance and MVP award are fitting recognition for the game's most feared receiver. But playing hurt during
And Jerry Rice -- what can I say that hasn't already been *the*

said? I've heard there's a new TV series coming out based on your Super Bowl performance. It's going to be called, "Miami Rice." (LL) And it's going to be available in every city except one -- Cincinnati. (LL)

season you exhibit the determination

and commitment that characterized the 49er team.

Joe and Jerry handled the aerial attack, but when your team needed the tough yardage on the ground you usually turned to Roger Craig. In his years as a 49er, Roger has given a whole new meaning to the words "Gold Rush." When he runs the football, chances are you're headed for paydirt.

and Fellow Husker

I also want to single out Roger's running mate, ~~the~~ fullback, Tom Rathman, ~~who does a lot of blocking.~~ Typically, fullbacks and the big guys up front who do the blocking don't get much credit. They work hard, they get bruised and battered, but they remain fairly anonymous. ((Frankly, it's a lot like being Vice President.)) (LL)

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~~You young people represent our nation's future. After you graduate from school you will go out and enter the workforce.~~

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I also want to single out Roger's running mate, the fullback, Tom Rathman, who does a lot of blocking. Typically, fullbacks and the big guys up front who do the blocking don't get much credit. They work hard, they get bruised and battered, but they remain fairly anonymous. ((Frankly, it's a lot like being Vice President.)) (LL)

It wouldn't be fair to mention the offensive stars without also giving credit to the defense. During the first half, when the offense was having a tough time, the defense kept you in the game with their cool, smart, hard-hitting football.

✓ And speaking of tough times -- in all of the hoopla surrounding your Super Bowl victory, most people have forgotten the adversity you overcame just to get there. But you never gave up. You pulled together as a team. You came back, step-by-step, game-by-game. You eliminated your mistakes and you never stopped striving for excellence. There's a lesson in that for the student body presidents and athletes with us today, and that's why I wanted you to share in this ceremony.

In America, whether you're trying to win football games or trying to do a good job at work or studying for an exam, there's no substitute for plain, old-fashioned dedication. If you shoot for the stars, you may not quite reach them, but you'll always be better off for having tried. ✓

~~You young people represent our nation's future. After you graduate from school you will go out and enter the workforce.~~

↳ What you achieve in your life depends a lot on what you achieve in school during the next few years. And if I could offer one piece of advice it would be this: Strive for excellence in all things. Don't accept mediocrity. Being satisfied with mediocrity might be the easy way out, but striving for excellence is the only way up.

Some of you have already achieved excellence in football, and perhaps in other sports as well. I can tell you, and the 49er players will agree, that being good in sports is not enough. And to achieve excellence, you have to be educated for excellence.

So, hit the books every bit as hard as you play athletics. Education is the key to opportunity. It will unlock doors that otherwise might be closed to you.

The main ingredient in each person's success is individual initiative. It always has been, and it always will be. If

you're willing to work hard and make sacrifices, you can accomplish just about anything. That's what the American dream is all about.

So, in closing, I'd like to congratulate the entire San Francisco 49er organization: You're the best. You're the champions. You have reached the pinnacle of your profession.

And to all of you, strive to be the best. Work to be champions so that someday you, too, will reach your own pinnacles of excellence.

Thank you.

#

(McIntyre)
February 2, 1989
4:30 p.m.

PRESIDENTIAL REMARKS: VISIT BY THE SAN FRANCISCO 49ERS
EAST ROOM
FEBRUARY 3, 1989

DeBartolo
Eddie DeBartolo, coach Walsh and your staff, and the players of the San Francisco 49ers, let me first say congratulations and welcome to the White House.

Your victory last month established the 49ers as, indisputably, the world champions in every sense of the word. With this, your third Super Bowl title in eight years, you re-wrote the record books and raised the game of football to a new level of excellence.

In devising your game plan, Bill Walsh proved once again why he's considered one of the greatest coaches ever. And in leading your team 97 yards in the final three minutes, Joe Montana once again showed his grace under pressure. Joe, I guess my only question is: *Why* did you wait so long to show it? (LL)

And Jerry Rice -- what can I say that hasn't already been said? I've heard there's a new TV series coming out based on your Super Bowl performance. It's going to be called, "Miami Rice." (LL) And it's going to be available in every city except one -- Cincinnati. (LL)

Joe and Jerry handled the aerial attack, but when your team needed the tough yardage on the ground you usually turned to Roger Craig. In his years as a 49er, Roger has given a whole new meaning to the words "Gold Rush." When he runs the football, chances are you're headed for paydirt.

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It wouldn't be fair to mention the offensive stars without also giving credit to the defense. During the first half, when the offense was having a tough time, the defense kept you in the game with their cool, smart, hard-hitting football.

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And to all of you, strive to be the best. Work to be champions so that someday you, too, will reach your own pinnacles of excellence.

Thank you.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 02/01/89 ACTION/CONCURRENCE/COMMENT DUE BY: 11:00 A.M. Thursday

SUBJECT: PRESIDENTIAL REMARKS: VISIT BY THE SAN FRANCISCO 49ers
(02/01 8:00 p.m. draft)

| | ACTION FYI | | | ACTION FYI | |
|----------------|-------------------------------------|-------------------------------------|----------------------|-------------------------------------|-------------------------------------|
| VICE PRESIDENT | <input type="checkbox"/> | <input checked="" type="checkbox"/> | MCCLURE 12:00 | <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 type="checkbox"/> | <input type="checkbox"/> |
| DARMAN | <input type="checkbox"/> | <input type="checkbox"/> | STUDDERT | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BATES | <input type="checkbox"/> | <input type="checkbox"/> | UNTERMEYER | <input type="checkbox"/> | <input type="checkbox"/> |
| BREEDEN | <input type="checkbox"/> | <input type="checkbox"/> | Winston | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| CARD | <input type="checkbox"/> | <input checked="" type="checkbox"/> | Firestone | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| CICCONI | <input type="checkbox"/> | <input checked="" type="checkbox"/> | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| DEMAREST | <input checked="" type="checkbox"/> | <input type="checkbox"/> | _____ | <input 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 any comments/recommendations directly to Chriss Winston (Rm. 122, x2930) by 11:00 a.m. on Thursday, 02/02, with an info copy to my office. Thanks.

RESPONSE:

~~12:00~~
 McClure - no comments
 Andy Card - cut down - too long
 Social speech

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

1989 FEB -1 PM 8:59

(McIntyre)
February 1, 1989
8 p.m.

PRESIDENTIAL REMARKS: VISIT BY THE SAN FRANCISCO 49ERS
~~STATE DINING ROOM~~ East Room X
FEBRUARY 3, 1989

Eddie Debartolo, coach Walsh and your staff, and the players of the San Francisco 49ers, let me first say congratulations and welcome to the White House.

cw
((You know, on the other side of the White House is the East Room, the largest room in this magnificent building. Over the years, it's been used for some extraordinary events. Mrs. Adams used it to dry her laundry; Teddy Roosevelt held wrestling exhibitions there. After this ceremony I thought we'd go over, put on the pads, and scrimmage the White House press corps. (LL) You guys are on my side.)) (LL)

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In devising your game plan, Bill Walsh proved once again why he's considered one of the greatest coaches ever. And in leading your team 97 yards in the final three minutes, Joe Montana once

again showed his grace under pressure. Joe, I guess my only question is: Why did you wait so long to show it? (LL)

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I also want to single out Roger's running mate, the fullback, Tom Rathman, who does a lot of blocking. Typically, fullbacks and the big guys up front who do the blocking don't get much credit. They work hard, they get bruised and battered, but they remain fairly anonymous. ((Frankly, it's a lot like being Vice President.)) (LL)

It wouldn't be fair to mention the offensive stars without also giving credit to the defense. ~~During the Super Bowl the~~ ^{Cia.} ~~49er defense played cool, smart, hard-hitting football.~~ During the first half, when the offense was having a tough time, the defense kept you in the game ^{WITH THEIR COOL, SMART, HARD HITTING} ~~Football.~~

And speaking of tough times -- in all of the hoopla ^{11, 2001} surrounding your Super Bowl victory, most people have forgotten the adversity you overcame just to get there. At one point in the season, you had six wins, five losses, and many of the pundits were writing you off. ((I think they must have been the same pundits who predicted the Democrats would win last fall's election.)) (LL)

~~Throughout the season,~~
Cec. But you never gave up. You pulled together as a team. You came back, step-by-step, game-by-game. You eliminated your mistakes and you never stopped striving for excellence. There's a lesson in that for the student ^{body presidents and} athletes with us today, and that's why I wanted you to share in this ceremony.

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And, really, it doesn't matter what you decide to do with your life as long as you're committed to being the best. If you want to be a teacher, then be the best teacher you can be. If you want to be an artist, then be the best artist you can be. If you want to be a medical doctor, then be the best doctor you can be.

As you go through life you will find that you don't always succeed exactly the way you planned. You won't always win. You won't always be number 1. But if you find joy in the effort, then I guarantee you -- you will lead fulfilling lives. You will be satisfied in the knowledge that you did your best.

Some of you have already achieved excellence in football, and perhaps in other sports as well. I can tell you, and the 49er players will agree, that being good in sports is not enough. ~~It's not enough to have fast feet if you have a slow mind.~~ And to achieve excellence, you have to be educated for excellence.

So hit the books every bit as hard as you ~~hit your opponents~~ ^{play athletics} *Dice* on the ~~football field~~. Education is the key to opportunity. It will unlock doors that otherwise might be closed to you.

The main ingredient in each person's success is individual initiative. It always has been, and it always will be. If you're willing to work hard and make sacrifices, you can accomplish just about anything. That's what the American dream is all about.

So, in closing, I'd like to congratulate the entire San Francisco 49er organization: You're the best. You're the champions. You have reached the pinnacle of your profession.

And to all of you, strive to be the best. Work to be champions so that someday you, too, will reach your own pinnacles of excellence.

Thank you.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 02/01/89

ACTION/CONCURRENCE/COMMENT DUE BY:

11:00 A.M. Thursday

SUBJECT: PRESIDENTIAL REMARKS: VISIT BY THE SAN FRANCISCO 49ers

(02/01 8:00 p.m. draft)

| | 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 type="checkbox"/> | <input type="checkbox"/> |
| DARMAN | <input type="checkbox"/> | <input type="checkbox"/> | STUDDERT | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BATES | <input type="checkbox"/> | <input type="checkbox"/> | UNTERMAYER | <input type="checkbox"/> | <input type="checkbox"/> |
| BREEDEN | <input type="checkbox"/> | <input type="checkbox"/> | Winston | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| CARD | <input type="checkbox"/> | <input checked="" type="checkbox"/> | Firestone | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| CICCONI | <input type="checkbox"/> | <input checked="" type="checkbox"/> | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| DEMAREST | <input checked="" type="checkbox"/> | <input type="checkbox"/> | _____ | <input 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 any comments/recommendations directly to Chriss Winston (Rm. 122, x2930) by 11:00 a.m. on Thursday, 02/02, with an info copy to my office. Thanks.

No comments

RESPONSE:

[Signature]

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

1989 FEB -1 PM 8:59

(McIntyre)
February 1, 1989
8 p.m.

PRESIDENTIAL REMARKS: VISIT BY THE SAN FRANCISCO 49ERS
STATE DINING ROOM
FEBRUARY 3, 1989

Eddie Debartolo, coach Walsh and your staff, and the players of the San Francisco 49ers, let me first say congratulations and welcome to the White House.

((You know, on the other side of the White House is the East Room, the largest room in this magnificent building. Over the years, it's been used for some extraordinary events. Mrs. Adams used it to dry her laundry; Teddy Roosevelt held wrestling exhibitions there. After this ceremony I thought we'd go over, put on the pads, and scrimmage the White House press corps. (LL) You guys are on my side.)) (LL)

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In devising your game plan, Bill Walsh proved once again why he's considered one of the greatest coaches ever. And in leading your team 97 yards in the final three minutes, Joe Montana once

again showed his grace under pressure. Joe, I guess my only question is: Why did you wait so long to show it? (LL)

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I also want to single out Roger's running mate, the fullback, Tom Rathman, who does a lot of blocking. Typically, fullbacks and the big guys up front who do the blocking don't get much credit. They work hard, they get bruised and battered, but they remain fairly anonymous. ((Frankly, it's a lot like being Vice President.)) (LL)

It wouldn't be fair to mention the offensive stars without also giving credit to the defense. During the Super Bowl the 49er defense played cool, smart, hard-hitting football. During the first half, when the offense was having a tough time, the defense kept you in the game.

And speaking of tough times -- in all of the hoopla surrounding your Super Bowl victory, most people have forgotten the adversity you overcame just to get there. At one point in the season, you had six wins, five losses, and many of the pundits were writing you off. ((I think they must have been the same pundits who predicted the Democrats would win last fall's election.)) (LL)

But you never gave up. You pulled together as a team. You came back, step-by-step, game-by-game. You eliminated your mistakes and you never stopped striving for excellence. There's a lesson in that for the student-athletes with us today, and that's why I wanted you to share in this ceremony.

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As you go through life you will find that you don't always succeed exactly the way you planned. You won't always win. You won't always be number 1. But if you find joy in the effort, then I guarantee you -- you will lead fulfilling lives. You will be satisfied in the knowledge that you did your best.

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Thank you.

#

WHITE HOUSE STAFFING MEMORANDUM

1989 FEB -2 PM

DATE: 02/01/89 ACTION/CONCURRENCE/COMMENT DUE BY: 11:00 A.M. Thursday

SUBJECT: PRESIDENTIAL REMARKS: VISIT BY THE SAN FRANCISCO 49ers
(02/01 8:00 p.m. draft)

| | 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 type="checkbox"/> | <input type="checkbox"/> |
| DARMAN | <input type="checkbox"/> | <input type="checkbox"/> | STUDDERT | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| BATES | <input type="checkbox"/> | <input type="checkbox"/> | UNTERMEYER | <input type="checkbox"/> | <input type="checkbox"/> |
| BREEDEN | <input type="checkbox"/> | <input type="checkbox"/> | Winston | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| CARD | <input type="checkbox"/> | <input checked="" type="checkbox"/> | Firestone | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| CICCONI | <input type="checkbox"/> | <input checked="" type="checkbox"/> | _____ | <input type="checkbox"/> | <input type="checkbox"/> |
| DEMAREST | <input checked="" type="checkbox"/> | <input type="checkbox"/> | _____ | <input 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 any comments/recommendations directly to Chriss Winston (Rm. 122, x2930) by 11:00 a.m. on Thursday, 02/02, with an info copy to my office. Thanks.

JG -

RESPONSE:

A little long, so let's knock out the one para. see other edits.
JC

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

1989 FEB -1 PM 8:59

(McIntyre)
February 1, 1989
8 p.m.

PRESIDENTIAL REMARKS: VISIT BY THE SAN FRANCISCO 49ERS
STATE DINING ROOM
FEBRUARY 3, 1989

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[2 "Dummies"; redundant]

unnecessary

And speaking of tough times -- in all of the hoopla surrounding your Super Bowl victory, most people have forgotten the adversity you overcame just to get there. At one point in the season, you had six wins, five losses, and many of the pundits were writing you off. ((I think they must have been the same pundits who predicted the Democrats would win last fall's election.)) (LL)

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A ~~But~~ you never gave up. You pulled together as a team. You came back, step-by-step, game-by-game. You eliminated your mistakes and you never stopped striving for excellence. There's a lesson in that for the student-athletes with us today, and that's why I wanted you to share in this ceremony.

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[not all are football players, or are they]

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So, in closing, I'd like to congratulate the entire San Francisco 49er organization: You're the best. You're the champions. You have reached the pinnacle of your profession.

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Thank you.

#

(McIntyre)
February 1, 1989
8 p.m.

PRESIDENTIAL REMARKS: VISIT BY THE SAN FRANCISCO 49ERS
STATE DINING ROOM
FEBRUARY 3, 1989

Eddie Debartolo, coach Walsh and your staff, and the players of the San Francisco 49ers, let me first say congratulations and welcome to the White House.

((You know, on the other side of the White House is the East Room, the largest room in this magnificent building. Over the years, it's been used for some extraordinary events. Mrs. Adams used it to dry her laundry; Teddy Roosevelt held wrestling exhibitions there. After this ceremony I thought we'd go over, put on the pads, and scrimmage the White House press corps. (LL) You guys are on my side.)) (LL)

Your victory last month established the 49ers as, indisputably, the N.F.L.'s team of the '80s. With this, your third Super Bowl title in eight years, you re-wrote the record books and raised the game of football to a new level of excellence.

In devising your game plan, Bill Walsh proved once again why he's considered one of the greatest coaches ever. And in leading your team 97 yards in the final three minutes, Joe Montana once

again showed his grace under pressure. Joe, I guess my only question is: Why did you wait so long to show it? (LL)

And Jerry Rice -- what can I say that hasn't already been said? I've heard there's a new TV series coming out based on your Super Bowl performance. It's going to be called, "Miami Rice." (LL) And it's going to be available in every city except one -- Cincinnati. (LL)

Joe and Jerry handled the aerial attack, but when your team needed the tough yardage on the ground you usually turned to Roger Craig. In his years as a 49er, Roger has given a whole new meaning to the words "Gold Rush." When he runs the football, chances are you're headed for paydirt.

I also want to single out Roger's running mate, the fullback, Tom Rathman, who does a lot of blocking. Typically, fullbacks and the big guys up front who do the blocking don't get much credit. They work hard, they get bruised and battered, but they remain fairly anonymous. ((Frankly, it's a lot like being Vice President.)) (LL)

It wouldn't be fair to mention the offensive stars without also giving credit to the defense. During the Super Bowl the 49er defense played cool, smart, hard-hitting football. During the first half, when the offense was having a tough time, the defense kept you in the game.

And speaking of tough times -- in all of the hoopla surrounding your Super Bowl victory, most people have forgotten the adversity you overcame just to get there. At one point in the season, you had six wins, five losses, and many of the pundits were writing you off. ((I think they must have been the same pundits who predicted the Democrats would win last fall's election.)) (LL)

But you never gave up. You pulled together as a team. You came back, step-by-step, game-by-game. You eliminated your mistakes and you never stopped striving for excellence. There's a lesson in that for the student-athletes with us today, and that's why I wanted you to share in this ceremony.

In America, whether you're trying to win football games or trying to do a good job at work or studying for an exam, there's no substitute for plain, old-fashioned dedication. If you shoot for the stars, you may not quite reach them, but you'll always be better off for having tried.

You young people represent our nation's future. After you graduate from school you will go out and enter the workforce. What you achieve in your life depends a lot on what you achieve in school during the next few years. And if I could offer one piece of advice it would be this: Strive for excellence in all things. Don't accept mediocrity. Being satisfied with

mediocrity might be the easy way out, but striving for excellence is the only way up.

And, really, it doesn't matter what you decide to do with your life as long as you're committed to being the best. If you want to be a teacher, then be the best teacher you can be. If you want to be an artist, then be the best artist you can be. If you want to be a medical doctor, then be the best doctor you can be.

As you go through life you will find that you don't always succeed exactly the way you planned. You won't always win. You won't always be number 1. But if you find joy in the effort, then I guarantee you -- you will lead fulfilling lives. You will be satisfied in the knowledge that you did your best.

Some of you have already achieved excellence in football, and perhaps in other sports as well. I can tell you, and the 49er players will agree, that being good in sports is not enough. It's not enough to have fast feet if you have a slow mind. And to achieve excellence, you have to be educated for excellence.

So hit the books every bit as hard as you hit your opponents on the football field. Education is the key to opportunity. It will unlock doors that otherwise might be closed to you.

The main ingredient in each person's success is individual initiative. It always has been, and it always will be. If you're willing to work hard and make sacrifices, you can accomplish just about anything. That's what the American dream is all about.

So, in closing, I'd like to congratulate the entire San Francisco 49er organization: You're the best. You're the champions. You have reached the pinnacle of your profession.

And to all of you, strive to be the best. Work to be champions so that someday you, too, will reach your own pinnacles of excellence.

Thank you.

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THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

February 3, 1989

REMARKS BY THE PRESIDENT
TO THE SUPERBOWL CHAMPION SAN FRANCISCO 49ERS

The East Room

3:05 P.M. EST

THE PRESIDENT: Welcome. Please be seated. Jack -- that's our Cabinet star, Jack Kemp. Did you all get a chance to see him? Good.

Well, Danny DeBartolo and Coach Walsh and the staff and all the players here from the 49ers, let me just say first congratulations to all of you and welcome to the White House. This victory last month of the 49ers as indisputably the world's champion sets you up as that in every sense of the word. And with this, your third Superbowl title in eight years, you rewrote the record books and raised the game of football to a new level of excellence.

In divising your game plan, Bill Walsh proved once again why he's considered one of the greatest coaches ever, and in leading your team 97 yards in the final three minutes, Joe, you once again showed your grace under pressure. I guess we all wonder why did it take so long -- (laughter) -- but nevertheless the country saw it.

And, Jerry Rice, what can I say that hasn't already been said? I've heard there is a new TV series coming out based on your Superbowl performance -- Miami Rice. (Laughter.) Available in every city in the country except one -- (laughter) -- Cincinnati, that is. (Laughter.)

And Joe and Jerry handled the aerial attack, but when your team needed the tough yardage on the ground you turned to Roger Craig. And in his years as a 49er, Roger has given a whole new meaning to the words "gold rush," and when he runs the football, the chances are he is headed for paydirt.

It wouldn't be fair to mention the offensive stars without also giving great credit to the defense. And during the first half, when the offense was having a tough time, the defense kept you in that ballgame with their cool, smart, hard-hitting football.

And speaking of tough times, in all of the hoopla surrounding the Superbowl victory, most people have forgotten the adversity that you overcame just to get there. But you never gave up, you pulled together as a team, you came back step by step, game by game, and you eliminated mistakes, never stopped striving for excellence.

and perhaps in other sports, as well. And I can tell you and the 49 players, I'm sure -- 49ers -- will agree, I am sure, that being good in sports is not enough and to achieve excellence, you just have to be educated for excellence. The main ingredient in each person's success is individual initiative. It always has been and it always will be. So I would say, if you're willing to work hard and make sacrifices, you can accomplish just about anything you set your mind to. And that's what the American dream is all about.

And, again, to all the 49ers, and to you, Coach Walsh, and to all the 49ers -- my congratulations to you. And thanks for setting a superb example for our country.

Thank you and God bless all of you. (Applause.)

MR. DEBARTOLO: Mr. President, it's a great honor being here. And there's a few presentations that Coach Walsh and the players want to make. I want to just make one announcement that we did find out that your ring size is 11 and a half. And we're going to give you the first ring that comes out of production because we want you to be an honorary member of our team. And we're with a thousand percent in everything you do. And God bless you and all that you do and thank you, sir. (Applause.)

THE PRESIDENT: Thank you.

MR. MONTANA: Thank you. Mr. President, first let me congratulate you also on your victory. And secondly, I also would like, on behalf of my teammates, say thank you for your hospitality here this afternoon. It means a lot to all of us. Not very often do I get to see many of these guys in ties. (Laughter.) And thirdly, we'd like to present you with a little token of our appreciation, little autographed balls and -- from the Superbowl, and say best of luck to you. We wish you the best and thank you.

THE PRESIDENT: Thank you, that's great. Thank you very much.

MR. RICE: Mr. President, we're glad to be here. We'd like to thank you for bringing us out into your wonderful home. (Laughter.) You know, I looked forward to this day and I just hope that we get an opportunity to come back next year and stand right here before you. And on behalf of the San Francisco 49ers, I'd like to present you with this ball and --

THE PRESIDENT: Thank you so much -- the real thing. (Laughter.)

MR. RICE: That's the real thing from the Superbowl.

THE PRESIDENT: Thank you very much. Thank you so much. Good luck to you. (Applause.)

COACH WALSH: Mr. President, we have also -- we know you're a runner, so we have a running suit. I'm not sure we suggest running the streets of Washington, D.C. in this suit. (Laughter.) In fact, we're somewhat concerned we're sort of -- a little bit of overkill here. Remember, the Redskin fans are all around us. (Laughter.) But we do feel so proud to be part of this, to have won