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

OA/ID Number: 13486
Folder ID Number: 13486-002

Folder Title:
Small Business Association Awards, 5/8/89

Stack:	Row:	Section:	Shelf:	Position:
G	26	15	7	2

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/4/89 ACTION/CONCURRENCE/COMMENT DUE BY: 5/5/89 10:00 AM

SUBJECT: PRESIDENTIAL REMARKS: SMALL BUSINESS PERSON OF THE YEAR

	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 checked="" 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 checked="" 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"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" 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 forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 10:00 AM, Friday, May 5, 1989, with an info copy to my office. Thank you.

RESPONSE:

James W. Cicconi

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

McGroarty
May 4, 1989
4:45 pm
Draft 1

PRESIDENTIAL REMARKS: SMALL BUSINESS PERSON OF THE YEAR AWARDS
THE WHITE HOUSE
MAY 8, 1989
1:30 pm

I want to welcome Susan Engeleiter, Administrator of the SBA, as well as all the state small business people and their families who have come here today.

I've participated in these ceremonies before, and I'm especially pleased to present these awards today. As you probably know, I was a small businessman myself. I know the worries late at night, the "what ifs" when you're the one in charge -- and I know how it feels to start from scratch, take an idea and turn it into a real, thriving enterprise.

Success goes to those who work hard, refuse to give up -- and learn from their mistakes. There's a saying: "If I had to live my life again, I'd make the same mistakes -- only sooner." Those are words a small businessman can live by.

You don't have to sell me on the value of small business. The work you do is vital to this nation's economic well-being -- and I've brought along some statistics to back that up.

Small businesses employ 55 percent of the America's private sector workforce.

Small businesses account for 38 percent of our gross national product.

And I've saved the best statistic for last: during the past decade, small businesses have created two of every three new jobs in our economy.

For me, that's the bottom line: small business is on the business-end of growth -- and at the leading edge of the economic expansion that's 77 months old and going strong, and just this weekend reached a major milestone: the 20 millionth new job.

Ceremonies like this one are important because they honor the individuals behind the statistics -- the small business people who conceive the idea, take the chance, and make it work. Today, we recognize the best small business has to offer -- and I'll turn to the awards now.

This year, there is no fourth place finisher. Instead, we have a tie for third place. I'll start with Chad Olson of Utah. Chad produces a highly-successful line of professional and collegiate sports merchandise. He's marketed franchises in 40 states already, and I understand he's got his eye on all 50. Chad's got a international ambitions as well, with franchises planned for Canada, and U.S. military bases overseas.

Sharing this third place award with Chad is Carolyn Stradley of Georgia. Carolyn started out as a bookkeeper for a paving company -- and left that company to start her own. Carolyn used a loan from her brother to buy her truck, and built her business by taking the small jobs that no one else thought worthwhile. Today, she's a success -- and, equally important, an inspiration to businesswomen everywhere.

The winner of this year's second place award comes from Kansas, Richard Barlow. Dick is well-known to gourmet cookie makers as the manufacturer of REMA insulated bakeware. Dick started his business with a family friend six years ago, selling his cookie sheets in Oklahoma and Kansas. Today, REMA bakeware is sold in all 50 states and Japan.

And now the 1989 winner, this year's Small Business Person of the year: Tad Bretting of Wisconsin.

Tad's got business in his blood. His family has been in the machinery business for three generations, almost 100 years.

Tad joined the family business in 1958. Those 30 years have seen the Bretting Company grow and prosper -- from 11 employees back in 1958 to 260 today; from \$120,000 dollars in sales each year to \$30 million.

Today Tad Bretting's company is the world's leading producer of high-tech, custom designed machinery for making paper products. And the secret of Tad's success is the one small businesspeople know so well. It all comes down to "taking good care of customers."

Tad, Dick, Carolyn and Chad, my congratulations to you all.

This room is full of success stories today. It's in this nation's small businesses that the American entrepreneurial spirit takes root, and grows. Our nation needs you -- your drive, your dynamism.... Your creativity and your can-do attitude.

Now, I'll present our distinguished winners with their awards.

THE WHITE HOUSE

WASHINGTON

May 5, 1989

INFORMATION

MEMORANDUM TO THE PRESIDENT

FROM: DAN MCGROARTY *DMG*

THROUGH: CHRISS WINSTON *CW*

RE: SMALL BUSINESS PERSONS OF THE YEAR AWARDS

I. SUMMARY

At 1:30 p.m., on Monday, May 8, you will present the Small Business Person of the Year Awards in the East Room. The audience will be Small Business Persons from each state, their families, and 40 corporate sponsors -- about 100 people in all.

II. DISCUSSION

This event provides an opportunity to highlight the dynamism of small business and recognize the men and women who are small business' biggest success stories. These remarks also outline your approach to child care as one small business can and should support. The child care section may change pending review by OMB Director Darman.

McGroarty
May 5, 1989
3:50 pm
Draft 3

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Success goes to those who work hard, refuse to give up -- and learn from their mistakes. There's a saying: "If I had to live my life again, I'd make the same mistakes -- only sooner." Those are words a small businessman or woman can understand.

You don't have to sell me on the value of small business. The work you do is vital to this nation's economic well-being -- and I've brought along some statistics to back that up.

Small businesses employ more than half of America's private sector workforce.

Small businesses account for over a third of our gross national product.

And I've saved the best statistic for last: during the past decade, small businesses have created two of every three new jobs in our economy.

For me, that's the bottom line: small business is on the business-end of growth -- and at the cutting edge of the economic expansion that's 77 months old and going strong.

Let me take a moment here to mention an issue that should be on the top of the list for all small business people -- the question of child care. As you know so well, you're more likely to find small business owners sitting around a kitchen table, than in a corporate boardroom. A small business is less a corporation than a family. And like a family, people engaged in a small business enterprise share common aims, a common outlook and interest -- and that's the perfect workplace environment for innovative approaches to meet the concerns and needs of employees. I urge America's small businesses to take the lead in developing creative solutions in child care.

~~But let me make another thing equally clear: I oppose schemes that impose benefits by government mandate, and leave it to the employer to cope with the costs.~~

↑ not a mandated benefits

Right now up on Capitol Hill, there are a number of child care proposals that do just that -- that increase government intervention and crowd out parental choice.

The child care initiatives I've proposed don't involve building another government bureaucracy to tell business and parents what to do. My plan is to put the choice on child care

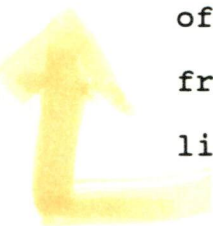
in the hands of parents -- to give low-income families a ~~tax~~ ^{child tax credit} ~~credit for child care expenses~~, and let them decide what's best for their children. As small business people, you know the value of freedom and flexibility. Let's work together to preserve that freedom in child care, and on other issues that affect the way we live and work.

child care is concern of all raising cost driving people out business
child care tax credit

A moment ago, I cited some statistics on the large impact of small business in the American economy. Ceremonies like this one are important because they honor the individuals behind the statistics -- the small business people who conceive the idea, take the chance, and make it work. Today, we recognize the best small business has to offer -- and I'll turn to the awards now.

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4:45 pm
Draft 1

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Small businesses employ 55 percent of the America's private sector workforce.

Small businesses account for 38 percent of our gross national product.

And I've saved the best statistic for last: during the past decade, small businesses have created two of every three new jobs in our economy.

For me, that's the bottom line: small business is on the business-end of growth -- and at the leading edge of the economic expansion that's 77 months old and going strong, and just this weekend reached a major milestone: the 20 millionth new job.

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Chriss - pls. see
Child Care section pp. 2-3,
Thanks! Dan

McGroarty
May 5, 1989
10:45 pm
Draft 2

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Let me take a moment here to mention an issue that should be on the top of the list for all small business people -- the question of child care. ~~Small businesses often have a lot in common with the most important private corporation in America: the family.~~ ^{You all know it} ~~Small businesses often have a lot in common with the most important private corporation in America: the family.~~ ^{There's no} ~~the family.~~ ^{another tight knit} ~~the family.~~ ^{corporation} Like a family, people engaged in a small business enterprise share common aims, a common outlook and interest -- and that's the perfect workplace environment for innovative approaches to meet the concerns and needs of employees. I urge America's small businesses to take the lead in developing creative solutions in child care.

But let me make another thing equally clear: I oppose schemes that ^{impose} grant benefits by government mandate, and leave it to the employer to cope with the costs.

Right now up on Capitol Hill, there are a number of child care proposals that do just that -- that increase government intervention and crowd out parental choice.

The child care initiatives I've proposed don't involve building another government bureaucracy to tell business and parents what to do. My plan is to put the choice on child care in the hands of parents -- to give low-income families a tax

child-care



As small business people,
you know your company
~~less a corporation~~
more ~~than~~ a family,
than a corporation.

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1. Child care exempt - D²
2. Do not mention company names. - Counsel

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SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 10:00 AM, Friday, May 5, 1989, with an info copy to my office. Thank you.

RESPONSE:

See change on page 1

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

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/4/89 ACTION/CONCURRENCE/COMMENT DUE BY: 5/5/89 10:00 AM

SUBJECT: PRESIDENTIAL REMARKS: SMALL BUSINESS PERSON OF THE YEAR

	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 checked="" 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 checked="" 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"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" 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"/>

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RESPONSE:

See change on page 1

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

McGroarty
May 4, 1989
4:45 pm
Draft 1

PRESIDENTIAL REMARKS: SMALL BUSINESS PERSON OF THE YEAR AWARDS
THE WHITE HOUSE
MAY 8, 1989
1:30 pm

I want to welcome Susan Engeleiter, Administrator of the SBA, as well as all the state small business people and their families who have come here today.

I've participated in these ceremonies before, and I'm especially pleased to present these awards today. As you probably know, I was a small businessman myself. I know the worries late at night, the "what ifs" when you're the one in charge -- and I know how it feels to start from scratch, take an idea and turn it into a real, thriving enterprise. ✓

Success goes to those who work hard, refuse to give up -- and learn from their mistakes. There's a saying: "If I had to live my life again, I'd make the same mistakes -- only sooner." Those are words a small businessman can live by.

You don't have to sell me on the value of small business. The work you do is vital to this nation's economic well-being -- and I've brought along some statistics to back that up.

Small businesses employ 55 percent of the America's private sector workforce.

Small businesses account for 38 percent of our gross national product.

And I've saved the best statistic for last: during the past decade, small businesses have created two of every three new jobs in our economy.

For me, that's the bottom line: small business is on the business-end of growth -- and at the leading edge of the economic expansion that's 77 months old and going strong, and just this weekend reached a major milestone: the 20 millionth new job.

Ceremonies like this one are important because they honor the individuals behind the statistics -- the small business people who conceive the idea, take the chance, and make it work. Today, we recognize the best small business has to offer -- and I'll turn to the awards now.

This year, there is no fourth place finisher. Instead, we have a tie for third place. I'll start with Chad Olson of Utah. Chad produces a highly-successful line of professional and collegiate sports merchandise. He's marketed franchises in 40 states already, and I understand he's got his eye on all 50. Chad's got a international ambitions as well, with franchises planned for Canada, and U.S. military bases overseas.

Sharing this third place award with Chad is Carolyn Stradley of Georgia. Carolyn started out as a bookkeeper for a paving company -- and left that company to start her own. Carolyn used a loan from her brother to buy her truck, and built her business by taking the small jobs that no one else thought worthwhile. Today, she's a success -- and, equally important, an inspiration to businesswomen everywhere.

The winner of this year's second place award comes from Kansas, Richard Barlow. Dick is well-known to gourmet cookie makers as the manufacturer of REMA insulated bakeware. Dick started his business with a family friend six years ago, selling his cookie sheets in Oklahoma and Kansas. Today, REMA bakeware is sold in all 50 states and Japan.

And now the 1989 winner, this year's Small Business Person of the year: Tad Bretting of Wisconsin.

Tad's got business in his blood. His family has been in the machinery business for three generations, almost 100 years.

Tad joined the family business in 1958. Those 30 years have seen the Bretting Company grow and prosper -- from 11 employees back in 1958 to 260 today; from \$120,000 dollars in sales each year to \$30 million.

Today Tad Bretting's company is the world's leading producer of high-tech, custom designed machinery for making paper products. And the secret of Tad's success is the one small businesspeople know so well. It all comes down to "taking good care of customers."

Tad, Dick, Carolyn and Chad, my congratulations to you all.

This room is full of success stories today. It's in this nation's small businesses that the American entrepreneurial spirit takes root, and grows. Our nation needs you -- your drive, your dynamism.... Your creativity and your can-do attitude.

Now, I'll present our distinguished winners with their awards.

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/4/89

ACTION/CONCURRENCE/COMMENT DUE BY:

5/5/89 10:00 AMSUBJECT: PRESIDENTIAL REMARKS: SMALL BUSINESS PERSON OF THE YEAR

	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 checked="" 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 checked="" 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"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" 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 forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 10:00 AM, Friday, May 5, 1989, with an info copy to my office. Thank you.

RESPONSE:

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

McGroarty
May 4, 1989
4:45 pm
Draft 1

PRESIDENTIAL REMARKS: SMALL BUSINESS PERSON OF THE YEAR AWARDS
THE WHITE HOUSE
MAY 8, 1989
1:30 pm

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Success goes to those who work hard, refuse to give up -- and learn from their mistakes. There's a saying: "If I had to live my life again, I'd make the same mistakes -- only sooner." Those are words a small businessman can live by. *understand*

You don't have to sell me on the value of small business. The work you do is vital to this nation's economic well-being -- and I've brought along some statistics to back that up.

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/4/89 ACTION/CONCURRENCE/COMMENT DUE BY: 5/5/89 10:00 AM

SUBJECT: PRESIDENTIAL REMARKS: SMALL BUSINESS PERSON OF THE YEAR

	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 checked="" 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 checked="" 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"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" 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 forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 10:00 AM, Friday, May 5, 1989, with an info copy to my office. Thank you.

RESPONSE:

*JK
GRW
5/5*

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

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/4/89

ACTION/CONCURRENCE/COMMENT DUE BY: _____

5/5/89 10:00 AM

SUBJECT: PRESIDENTIAL REMARKS: SMALL BUSINESS PERSON OF THE YEAR

	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 checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" 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 forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 10:00 AM, Friday, May 5, 1989, with an info copy to my office. Thank you.

There needs to be a short section on our opposition to mandated benefits and our insistence on choice in child care

RESPONSE:

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

McGroarty
May 4, 1989
4:45 pm
Draft 1

PRESIDENTIAL REMARKS: SMALL BUSINESS PERSON OF THE YEAR AWARDS
THE WHITE HOUSE
MAY 8, 1989
1:30 pm

is she confirmed?

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For me, that's the bottom line: small business is on the business-end of growth -- and at the ^{cutting} leading edge of the economic expansion that's 77 months old and going strong, and ~~just this weekend reached a major milestone: the 20 millionth new job.~~

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Now, I'll present our distinguished winners with their awards.

THE WHITE HOUSE
WASHINGTON

Counsel's Comments:

Pat Bryan

On 1st + 2nd place winners
do not mention company's
name.

THE WHITE HOUSE

WASHINGTON

May 5, 1989

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: PATRICIA MACK BRYAN *PMB*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Remarks: Small Business Person
of The Year

Pursuant to James W. Cicconi's staffing memorandum of May 4, 1989, Counsel's Office has reviewed the above-referenced Presidential remarks. Given that the occasion for these remarks is the Small Business Person of the Year Awards, our usual policy against commercial endorsements must be (and appropriately can be) muted somewhat. Nonetheless, we note that the remarks on the third place winners do not mention their companies by name, while the remarks on the second and first place winners do. If possible, we recommend following the approach taken with respect to the third place winners. Subject to this comment, Counsel's Office has no objection to these remarks.

cc: James W. Cicconi

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/5/89 ACTION/CONCURRENCE/COMMENT DUE BY: -----

SUBJECT: PRESIDENTIAL REMARKS: SMAL BUSINESS PERSONS OF THE YEAR

	ACTION FYI			ACTION FYI	
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 checked="" type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BATES	<input type="checkbox"/>	<input checked="" type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

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

THE WHITE HOUSE
WASHINGTON

1989 MAY -5 PM 4:00

May 5, 1989

INFORMATION

MEMORANDUM TO THE PRESIDENT

FROM: DAN MCGROARTY *DMG*

THROUGH: CHRISS WINSTON *CW*

RE: SMALL BUSINESS PERSONS OF THE YEAR AWARDS

I. SUMMARY

At 1:30 p.m., on Monday, May 8, you will present the Small Business Person of the Year Awards in the East Room. The audience will be Small Business Persons from each state, their families, and 40 corporate sponsors -- about 100 people in all.

II. DISCUSSION

This event provides an opportunity to highlight the dynamism of small business and recognize the men and women who are small business' biggest success stories. These remarks also outline your approach to child care as one small business can and should support. The child care section may change pending review by OMB Director Darman.

McGroarty
May 5, 1989
3:50 pm
Draft 3

PRESIDENTIAL REMARKS: SMALL BUSINESS PERSON OF THE YEAR AWARDS
THE WHITE HOUSE
MAY 8, 1989
1:30 pm

I want to welcome Susan Engeleiter, Administrator of the SBA, as well as all the state small business people and their families who have come here today.

I've participated in these ceremonies before, and I'm especially pleased to present these awards today. As you probably know, I was a small businessman myself. I know the worries late at night, the "what ifs" when you're the one in charge -- and I know how it feels to start from scratch, take an idea and turn it into a real, thriving enterprise.

Success goes to those who work hard, refuse to give up -- and learn from their mistakes. There's a saying: "If I had to live my life again, I'd make the same mistakes -- only sooner." Those are words a small businessman or woman can understand.

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Small businesses employ more than half of America's private sector workforce.

Small businesses account for over a third of our gross national product.

And I've saved the best statistic for last: during the past decade, small businesses have created two of every three new jobs in our economy.

For me, that's the bottom line: small business is on the business-end of growth -- and at the cutting edge of the economic expansion that's 77 months old and going strong.

Let me take a moment here to mention an issue that should be on the top of the list for all small business people -- the question of child care. As you know so well, you're more likely to find small business owners sitting around a kitchen table, than in a corporate boardroom. A small business is less a corporation than a family. And like a family, people engaged in a small business enterprise share common aims, a common outlook and interest -- and that's the perfect workplace environment for innovative approaches to meet the concerns and needs of employees. I urge America's small businesses to take the lead in developing creative solutions in child care.

But let me make another thing equally clear: I oppose schemes that impose benefits by government mandate, and leave it to the employer to cope with the costs.

Right now up on Capitol Hill, there are a number of child care proposals that do just that -- that increase government intervention and crowd out parental choice.

The child care initiatives I've proposed don't involve building another government bureaucracy to tell business and parents what to do. My plan is to put the choice on child care

in the hands of parents -- to give low-income families a tax credit for child care expenses, and let them decide what's best for their children. As small business people, you know the value of freedom and flexibility. Let's work together to preserve that freedom in child care, and on other issues that affect the way we live and work.

A moment ago, I cited some statistics on the large impact of small business in the American economy. Ceremonies like this one are important because they honor the individuals behind the statistics -- the small business people who conceive the idea, take the chance, and make it work. Today, we recognize the best small business has to offer -- and I'll turn to the awards now.

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Tad joined the family business in 1958. Those 30 years have seen the Bretting Company grow and prosper -- from 11 employees back in 1958 to 260 today; from \$120,000 dollars in sales each year to \$30 million.

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Tad, Dick, Carolyn and Chad, my congratulations to you all.

This room is full of success stories today. It's in this nation's small businesses that the American entrepreneurial spirit takes root, and grows. Our nation needs you -- your drive, your dynamism.... Your creativity and your can-do attitude.

Now, I'll present our distinguished winners with their awards.

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

May 8, 1989

REMARKS BY THE PRESIDENT
DURING CEREMONY HONORING
SMALL BUSINESS PERSON
OF THE YEAR

The East Room

1:40 P.M. EDT

THE PRESIDENT: Thank you very much. To the Members of Congress here and all the distinguished guests, first let me welcome Susan Engeleiter, the Administrator of SBA, as well as all the state small business people and their families who came here today. I've participated in these ceremonies before, and I'm especially pleased and honored to present these awards today.

As you probably know, I, long ago, was a small businessman myself, and I think, therefore I know some of the worries that you share, the what-ifs when you're the one in charge, and I know how it feels to start something from scratch, work with it day and night, and hopefully see it succeed.

Success goes to those who work hard, refuse to give up, and learn from their mistakes. And there's a saying: If I had my life to live again, I'd make the same mistakes, only sooner. (Laughter.) I think small businessmen and women can understand those words. You don't have to sell me on the value of small business. The work you do is vital to this nation's economic well-being. And I brought along some statistics to back that up. Small businesses employ more than half of America's private sector work force. Small businesses account for over a third of our gross national product. And I've saved the best statistics for last.

During the past decade, small businesses have created two out of every three new jobs in our economy. And for me, that's the bottom line. Small business is on the business end of growth and at the cutting edge of the economic expansion that's 77 months old and still going strong.

Let me take a moment right here to mention an issue that should be on the top of the list for all small business people -- the question of child care. As you know so well, you're more likely to find small business owners sitting around a kitchen table than in a big corporate boardroom someplace. A small business is less a corporation than a family. And like a family, people engaged in a small business enterprise share common aims, a common outlook, and certainly have common interests. And that's the perfect workplace environment for innovative approaches to meet the concerns and needs of employees.

I urge America's small businesses to take the lead in developing creative solutions in child care. I think, for example, of pioneers like Gerald Tsai, Jr., or Jenlan Gee and others who we honored out there today, Asians who have a strong bearing and support in their families for child care. I will do nothing as President of the United States, absolutely nothing, that weakens our family structure. And I encourage small businesses to do everything they can to strengthen the family structure by getting together in a cooperative fashion.

My child care tax credit program is going to benefit small businesses, I believe. I do not believe in these mandated

MORE

government benefits. I think it has to be decided by the federal government making as flexible as possible the use of child care tax credits. So I wanted to take this opportunity, a little off the beaten path, you might say, of honoring these honorees today, but it is very, very important that all of you who are out there trying to produce at competitive rates, competitive ways, help as best you can. You know the value of freedom and flexibility. And so, I just want to see us work together to preserve that freedom in child care and in other issues that affect the way we live and work.

A moment ago, I cited some statistics on the large impact of small business in the American economy. Ceremonies like this one are important because they honor the individuals behind the statistics -- the small business people who conceive the idea, take the chance, and make it work. So today we recognize the best that small business has to offer.

And I want to turn now to the awards. This year there is no fourth place finisher. Instead, we have a tie for third place. And I'll start with Chad Olson of Utah. Chad produces a highly successful line of professional and collegiate sports merchandise. He's marketed franchises in 40 states already. And I understand he's got his eye on all 50. He's got international ambitions as well, with franchise plans for Canada and U.S. military bases overseas. Now, do we do this right now? All right. Chad? (Applause.) Well done.

And sharing this third place award with Chad is Carolyn Stradley of Georgia. She started out as a bookkeeper for a paving company and left that company to do what many here have done -- start out on her own. She used a loan from her brother to buy her truck, built her business by taking the small jobs that no one else thought worthwhile, and today she's a success -- and equally important -- an inspiration to business women everywhere. And so, congratulations to you. (Applause.)

The winner of this year's second place award comes from Kansas, Richard Barlow. Dick is well known to gourmet cookie makers as the manufacturer of REMA insulated bakeware. He started his business with a family friend just six years ago selling these cookie sheets in Oklahoma in Kansas. And today REMA bakeware is sold in all 50 states and Japan. And so congratulations to you, Richard. (Applause.) Well done.

And now the 1989 winner, this year's Small Business Person of the Year, Tad Bretting of Wisconsin. I wondered why Senator Kasten was over here. (Laughter.) Tad's got business in his blood. His family has been in the machinery business for three generations -- almost 100 years. He joined the family business in 1958. And those 30 years have seen the Bretting Company grow and prosper from 11 employees back in 1958 to 260 today, from \$120,000 in sales each year to \$30 million. And today his company is the world's leading producer of high tech custom designed machinery for making paper products. And the secret of Tad's success is the one small business people know so well -- it all comes down to taking good care of customers.

And so, congratulations to you, Tad. (Applause.)

So there you have our four winners. This room, though, is full of success stories today. It's in this nation's small businesses that the American spirit, entrepreneurial spirit, takes root and grows. And so our nation needs you -- your drive, your dynamism, your creativity, and your can-do attitude.

Congratulations to all of you, and especially, to you winners with us here today. Thank you all very much. (Applause.)

May 5, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM; DENISE SCHWARZ
OFFICE OF CABINET AFFAIRS

SUBJECT; PRESIDENTIAL REMARKS; SMALL BUSINESS PERSON OF
THE YEAR

We have reviewed the attached and have incorporated our
comments.


Attachment

cc: Jim Cicconi

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/4/89 ACTION/CONCURRENCE/COMMENT DUE BY: 5/5/89 10:00 AM

SUBJECT: PRESIDENTIAL REMARKS: SMALL BUSINESS PERSON OF THE YEAR

	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 checked="" 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 checked="" 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>ROGERS</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>PINKERTON</u>	<input checked="" 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 forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 10:00 AM, Friday, May 5, 1989, with an info copy to my office. Thank you.

RESPONSE:

Michael

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

McGroarty
May 4, 1989
4:45 pm
Draft 1

PRESIDENTIAL REMARKS: SMALL BUSINESS PERSON OF THE YEAR AWARDS
THE WHITE HOUSE
MAY 8, 1989
1:30 pm

I want to welcome Susan Engeleiter, Administrator of the SBA, as well as all the state small business people and their families who have come here today.

I've participated in these ceremonies before, and I'm especially pleased to present these awards today. As you probably know, I was a small businessman myself. I know the worries late at night, the "what ifs" when you're the one in charge -- and I know how it feels to start from scratch, take an idea and turn it into a real, thriving enterprise.

Success goes to those who work hard, refuse to give up -- and learn from their mistakes. There's a saying: "If I had to live my life again, I'd make the same mistakes -- only sooner." Those are words a small businessman can live by.

You don't have to sell me on the value of small business. The work you do is vital to this nation's economic well-being -- and I've brought along some statistics to back that up.

Small businesses employ 55 percent of the America's private sector workforce.

Small businesses account for 38 percent of our gross national product.

And I've saved the best statistic for last: during the past decade, small businesses have created two of every three new jobs in our economy.

For me, that's the bottom line: small business is on the business-end of growth -- and at the leading edge of the economic expansion that's 77 months old and going strong, and just this weekend reached a major milestone: the 20 millionth new job.

Ceremonies like this one are important because they honor the individuals behind the statistics -- the small business people who conceive the idea, take the chance, and make it work. Today, we recognize the best small business has to offer -- and I'll turn to the awards now.

This year, there is no fourth place finisher. Instead, we have a tie for third place. I'll start with Chad Olson of Utah. Chad produces a highly-successful line of professional and collegiate sports merchandise. He's marketed franchises in 40 states already, and I understand he's got his eye on all 50. Chad ^{had} ~~is~~ ~~got~~ international ambitions as well, with franchises planned for Canada, and U.S. military bases overseas.

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Check
w/
Boskin
for
clarification

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