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

OA/ID Number: 13487
Folder ID Number: 13487-008

Folder Title:
Eastman Kodak, 5/18/89 [1]

Stack:	Row:	Section:	Shelf:	Position:
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THE WHITE HOUSE

Office of the Press Secretary
(Rochester, New York)

For Immediate Release

May 18, 1989

REMARKS BY THE PRESIDENT
TO ROCHESTER BRAINPOWER SUPPORTERS

Elmgrove Kodak Plant
Rochester, New York

12:01 P.M. EDT

THE PRESIDENT: Thank you all. President Whitmore -- thank you for that warm Rochester welcome. And to President Whitmore and Congressman, Congressman for this district, Frank Horton, my friend of long time. I'm just delighted to be here. I was to especially thank the Governor of the State for the courtesy that he shows me, and I think all of you, for coming here today, and I appreciate his taking the time to come and join hands as we salute not just the program that Kodak has -- the program of participation, partnership -- but the program that we saw just a few minutes ago at the Wilson Magnet School. And I want to take this opportunity to thank all of them, too, for this welcome. (Applause.)

You know, some of you may remember Barry Goldwater was a talented amateur photographer. And one day he took a picture of President John F. Kennedy and sent it to him, requesting an inscription. And back it came, dutifully inscribed: "For Barry Goldwater, whom I urge to follow the career for which he has shown so much talent -- photography. (Laughter.) From his friend, John Kennedy." Well, Barry didn't take his friend's advice. He fashioned a brilliant career in politics, not photography.

But today, I am really delighted to be in a city -- Rochester -- and at a company -- Eastman Kodak -- which has become synonymous with the career that President Kennedy alluded to. And it is a pleasure to join you. And I came here because Rochester and Kodak embody the notion that helping others through cooperation -- partnership agreements between all levels of government, private enterprise, voluntary organizations -- is America at her best. And locally, this kind of cooperation has made possible such landmarks as the Eastman Theatre and the Al Sigal Center; and helped Rochester become a bastion of commerce; and make the Flower City among America's highest cities in terms of corporate participation and corporate giving.

And your story, of course, is well-known locally. But I want this message to get out to the entire nation. For in being here today, I honor the countless individuals and companies across America who are following your example. And I was telling Kay coming over here -- Mr. Whitmore, in the car -- that I hope this visit will symbolize the importance that we place on these partnerships, and that the message will be received across our entire country. To those not yet involved, I challenge you to get involved. And for America's public and private sectors can exceed the sum of their

Productivity is the reason, too, I favor the creation of urban enterprise zones -- a partnership with business.

And each of these partnerships will help productivity propel America. And so will an even nobler partnership. And I'm talking about education -- a partnership with the future. For, ultimately, the greatest productivity stems from a creative mind.

Here at Eastman Kodak, you celebrate that fact. For you know what George Eastman said in 1924 is even truer today: "The progress of the world depends almost entirely on education." Kay Whitmore was even more succinct in talking about your own company: "Kodak's future depends on its work force," he said, and he's absolutely correct about that.

And some of you may recall the television series, "Dragnet," and how Sergeant Friday -- remember him -- was fond of saying, "Just the facts, ma'am." (Laughter.) Well, the fact is that Rochester's education challenges parallel the nations. The challenges that you face the school, very much the same in many parts of the country. And the fact is that unless we act, our children will be ill-equipped to read, to write, or understand new technologies -- to compete in the workplace. And the fact is that education partnerships can help us act boldly and urgently -- to keep America number one.

Let me share a story with you -- a story about two ways to look at education. The master of the house was planning his garden and told his gardener to plant a certain kind of tree. And the gardener objected, explaining that the tree was slow-growing and would take a hundred years to reach its full growth.

The master's response that I find interesting. He says, "In that case, there's no time to lose. Plant it this afternoon." (Laughter.)

And that's the way that Rochester and Eastman Kodak look at education. And that explains why a few years back, your business and community and education leaders sat down, faced their problems head-on and decided to act. And looking at your city's public schools, they didn't like what they saw -- a dropout rate of -- I was told it was 30 percent; a third of all ninth-graders dropping out before graduation from high school; and nearly two thirds of all ninth-graders tested one to two years below the grade levels.

And these problems demanded the solutions that only partnerships can achieve. So in 1986, a community task force, headed in this case by the Urban League, issued its report. It was called, "A Call To Action" -- to uplift the quality of the public schools. And to make that dream a reality, you came up with a great idea -- a new partnership called the Rochester Brainpower Coalition, a partnership anchored by Eastman Kodak which understood that the private sector has the resources and responsibility to help make education better, to help education help America.

And some of you -- I had a chance to talk to some of the Kodak -- your colleagues that are over there helping these kids. And that was inspiring as it could be.

You know, in 1988 Rochester Brainpower received the President's Citation for Private Sector Initiatives. Well, seeing Wilson firsthand today, it is easy to understand why that happened. For it, like other schools, has benefited from the coalition's programs which blend creativity and just plain common sense.

One program, for instance, says to the kids: "If you excel now in school, we'll give you a job when you graduate from school." And another program vows: "If you hit the books, local companies will offer college scholarship aid." A third program helps the teachers -- God bless the teachers -- and helps them hone their skills. And through another, business provides management help to local schools. And a huge media campaign perhaps says it best. As two billboards urge: "Stay In School -- You're Too Good To Lose" and "Help A Teacher Help A Child." What marvelous sentiment is reflected on those two billboards. I hope that we see those springing up all across the United States.

And yes, already Rochester Brainpower has united the community. In the future, its impact will lift the community. And its heart will be Eastman Kodak. Not only in 1989, but well into the 21st century. You know, not only in this community -- but in communities across the country, if they learn the Kodak partnership message and then execute.

Like the wise man planting a tree for future generations, Kodak is planting its own seeds. For it is you who are lending people and equipment, at company expense, to teach kids engineering and robotics; and providing other long-term financial aid to help "at-risk" youth discover the meaning of an education. It's Kodak which has given some \$125 million to more than 1,000 colleges and universities. And which is now more involved than ever at the pre-college level -- enhancing the academic excellence so central to America.

My administration supports that goal. And accordingly, last month I sent a major new education package to the Congress which demands excellence. We will achieve excellence through greater accountability -- and I heard that today from the teachers at Wilson -- and by spurring local flexibility and parental choice, and I saw that today at Wilson -- the concept of choice in action. And, above all, our program, like yours, says that if excellence breeds achievement, then excellence should be rewarded.

We're asking the Congress, for instance, to create a program to recognize and reward the schools that have demonstrated substantial educational improvements and a new Magnet Schools of Excellence program to encourage more schools like Wilson. We're proposing to create Urban Emergency Grants to help school systems hit hardest by drug abuse and trafficking. And through scholarships, we want to give America's youth a special incentive to excel -- science.

One day in 1924 -- year that I was born -- George Eastman gave away \$30 million to the University of Rochester, M.I.T., Hampton, and Tuskegee -- a rather amazing gift, I'd say. That was when \$30 million was \$30 million -- (laughter) -- but all in one day. But he began giving to nonprofit institutions -- this is the key point -- when his salary was \$60 a week. Even then, he knew that profit and philanthropy were not mutually exclusive.

And I've said repeatedly that from now on in America, any definition of a successful life must include serving others. For while few of us can give away \$30 million, all of us can help -- can take pride in helping -- an inner-city child, overcome perhaps, poverty -- to become a productive citizen. Giving means more than money. It means making a commitment to someone else's life.

And that is how George Eastman defined success. And that is why when he died, The New York Times proclaimed, "George Eastman was a stupendous factor in the education of the modern world." And he showed that productivity could nurture generosity, and that generosity could help us all.

And that, then, through the promise of partnerships, let us conclude -- let us too, increase America's productivity. So that America's generosity can enrich not merely our age, but generations to come.

I salute Kodak for your looking into the future. I salute Wilson for coping with the problems of the present so those kids will have a great future. I salute the farsighted school board that encourages this kind of new thinking. I salute the members of Congress who have been helpful in pushing forward these objectives. It's a great pleasure for me to be here and I thank you for inviting me and for this wonderful occasion. I won't forget it.

God bless you all. God bless the United States of America. Thank you very much. (Applause.)

END

12:16 P.M. EDT

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/16/89 ACTION/CONCURRENCE/COMMENT DUE BY: -----

SUBJECT: PRESIDENTIAL REMARKS: EASTMAN KODAK

	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"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PINKERTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PETERSMEYER</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u> </u>	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u> </u>	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u> </u>	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

The attached has been forwarded to the President.

 *Presidential comments*

RESPONSE:

*Via phone from John Gaudner
at 8pm 5/17/89 KG*

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

(Smith/Wallace)

May 11, 1989

Draft Nine

KODAK

1989 MAY 18 4:11:23

PRESIDENTIAL REMARKS: EASTMAN KODAK
ROCHESTER, NEW YORK
MAY 18, 1989

President Whitmore, and my good friend Frank Horton, ladies and gentlemen. Thank you for that introduction, and for your warm reception.

You know, Senator Barry Goldwater was a talented amateur photographer. And one day he took a picture of President Kennedy and sent it to him, requesting an inscription.

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~~First, let me deny the rumor that I have come to Rochester to take photography lessons -- although, ask Barbara, I need them. Nor to get a close look at the Lilac Festival -- although that, by itself, would be reason enough.~~

~~Instead, I am~~ ^{Came} here because Rochester and Kodak embody the notion that helping others through cooperation -- partnerships agreement between all levels of government, private enterprise, and voluntary organizations -- is America at her best.

Locally, this kind of cooperation has made possible such landmarks as the Eastman Theatre and the Al Sigal (Cee-gul) Center. And helped Rochester become a bastion of commerce. And make the Flower City among America's highest cities in terms of corporate giving.

Your story, of course, is well known locally. But I would like to tell it to the Nation.

For ~~in~~ being here today, I honor the countless individuals and companies across America who are following your example. And to those not yet involved, I challenge you to get involved. For America's public and private sectors can exceed the sum of their parts.

In a sense, this is what George Eastman had in mind when he founded Eastman Kodak in 1880. For he knew that cooperation begets productivity. And that productivity would enrich America's standard of living, and her standing in the world.

As President, I intend to spur the partnerships which nurture that productivity.

That is why recently, I unveiled a bipartisan partnership with Congress that will cut the Federal deficit by \$65 billion over the coming Fiscal Year.

Productivity is the reason, too, I favor the creation of urban enterprise zones -- a partnership with business.

Each of these partnerships will help productivity propel America. And so will an even nobler partnership. I'm talking about education -- a partnership with the future. For, ultimately, the greatest productivity stems from a creative mind.

Here at Eastman Kodak, you celebrate that fact. For you know what George Eastman said in 1924 is even truer today: "The progress of the world depends almost entirely on education." Kay Whitmore was even more succinct in talking about your own company: "Kodak's future depends on its work force." He's right.

Some of you may recall the television series, Dragnet. And how Sergeant Friday was fond of saying, "Just the facts, ma'am." Well, the fact is that Rochester's education challenges parallel the Nation's. The fact is that unless we act, our children will be ill-equipped to read, write, or understand new technologies -- to compete in the work place. And the fact is that education partnerships can help us act -- boldly, urgently -- to keep America No. 1.

Let me share a story with you -- a story about two ways to look at education. The master of the house was planning his garden, and told his gardener to plant a certain kind of tree. The gardener objected, explaining that the tree was slow-growing, and would take a hundred years to reach full growth.

But it's the master's response that I find interesting. "In that case," he said, "there's not time to lose. Plant it this afternoon."

My friends, that's the way Rochester, and Eastman Kodak, look at education. And that explains why a few years back, Rochester's business, community, and education leaders sat down, faced their problems head-on, and decided to act.

Looking at your city's public schools, they didn't like what they saw: a dropout rate of 30 per cent; a third of all ninth-

graders dropping out before graduating from high school; and nearly two-thirds of all ninth-graders tested one to two years below grade level.

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Earlier today, I visited Wilson Magnet High School, where I saw just how far you've come. Ten years ago, Wilson was beset by crime, plunging grades, and urban flight. But today, helped by Rochester Brainpower, Wilson is the ninth-ranked school in the State of New York by the Department of Education.

What made such progress possible? Teamwork between students, parents, and teachers to raise standards and increase accountability. And Rochester Brainpower's support -- creative, and monetary -- of your school district's pioneering plan, which U.S. News terms "a model for educational reform."

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You know, in 1988 Rochester Brainpower received the President's Citation for private sector initiatives. Well, seeing Wilson, it's easy to see why. For it, like other schools, has benefited from the coalition's programs which blend creativity and common sense.

One program, for instance, says to kids: "If you excel now in school, we'll give you a job when you graduate from school." Another program vows: "If you hit the books, local companies will offer college scholarship aid." A third program helps teachers hone their skills. Through another, business provides management help to local schools. And a huge media campaign perhaps says it best. As two billboards urge: "Stay in School - - You're Too Good to Lose" and "Help a Teacher Help a Child."

Yes, already Rochester Brainpower has united the community. In the future, it's impact will lift the community. And at its heart will be Eastman Kodak. Not only in 1989, but in the 21st century. And not only in this community -- but in communities across the Nation.

Like the wise man planting a tree for future generations, Kodak is planting its own seeds. For it is you who are lending

people and equipment, at company expense, to teach kids engineering and robotics. And providing other long-term financial aid to help "at-risk" youths discover the meaning of education. It is Kodak which has given some \$125 million to more than 1,000 colleges and universities. And which is now more involved than ever at the pre-college level -- enhancing the academic excellence so central to America.

My Administration supports that goal. And accordingly, last month I sent a major new education package to the Congress which demands excellence. We will achieve excellence through greater accountability and by spurring local flexibility and parental choice. Above all, our program -- like yours -- says that if excellence breeds achievement, then excellence should be rewarded.

We're asking the Congress, for instance, to create a program to recognize and reward the schools that have demonstrated substantial educational improvements. And a new Magnet Schools of Excellence program to encourage schools like Wilson High. We're proposing to create Urban Emergency Grants to help school systems hit hardest by drug abuse and trafficking. And through scholarships, we want to give America's youth a special incentive to excel in science, mathematics, and engineering.

No, our program is not a be-all and end-all. But it is a commitment. A commitment to help business and academia make America more productive. A commitment to partnerships. A commitment which you share.

For that, I thank you. And I'd like to think George Eastman is proud of you, too, looking down, no doubt, through the latest telephoto lens. For he knew that giving is a two-way street.

One day in 1924, George Eastman gave away \$30 million to the University of Rochester, M.I.T., Hampton, and Tuskegee [PAUSE] . . . a rather amazing gift [PAUSE] . . . a rather amazing day. But he began giving to nonprofit institutions when his salary was only \$60 a week. Even then, he knew that profit and philanthropy were not mutually exclusive.

I have said repeatedly that from now on in America any definition of a successful life must include serving others. That is how George Eastman defined success. While few of us can give away thirty million dollars in a day or even in a lifetime, most of us can experience the thrill of saying that a child born into the despair of the inner city has gone on to become a productive citizen because of the time we took to see to it that he did his homework and that he had the food and clothing he needed for school. In short, giving means more than money. It means making a commitment to someone's else's life.

When he died, The New York Times proclaimed, "George Eastman was a stupendous factor in the education of the modern world." He showed that productivity could nurture generosity, and that generosity could help us all.

My friends, through the promise of partnerships, let us, too, increase America's productivity. So that America's generosity can enrich not merely our age -- but generations to come.

Thank you for inviting me, and for this wonderful occasion. God bless you, and God bless America.

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THE WHITE HOUSE

WASHINGTON

MAY 15, 1989

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *CW*

FROM: CURT SMITH *CS*

SUBJECT: MAY 18 EASTMAN KODAK SPEECH

I. SUMMARY

At 11:25 A.M. on Thursday, May 18, you will address about 500 people at the Eastman Kodak Elmgrove Plant in Rochester, New York. Congressman Frank Horton will attend, as will Mayor Tom Ryan and Kodak President Kay Whitmore.

II. DISCUSSION

The enclosed remarks focus on how Eastman Kodak, and the City of Rochester, are spurring the partnerships which spur productivity. In particular, the text discusses Kodak's efforts to improve education, locally and nationally.

(Smith/Wallace)
May 11, 1989
Draft Nine
KODAK

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ROCHESTER, NEW YORK
MAY 18, 1989

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Instead, I am here because Rochester and Kodak embody the notion that helping others through cooperation -- partnerships agreement between all levels of government, private enterprise, and voluntary organizations -- is America at her best.

Locally, this kind of cooperation has made possible such landmarks as the Eastman Theatre and the Al Sigal (Cee-gul) Center. And helped Rochester become a bastion of commerce. And make the Flower City among America's highest cities in terms of corporate giving.

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In a sense, this is what George Eastman had in mind when he founded Eastman Kodak in 1880. For he knew that cooperation begets productivity. And that productivity would enrich America's standard of living, and her standing in the world.

As President, I intend to spur the partnerships which nurture that productivity.

That is why recently, I unveiled a bipartisan partnership with Congress that will cut the Federal deficit by \$65 billion over the coming Fiscal Year.

Productivity is the reason, too, I favor the creation of urban enterprise zones -- a partnership with business.

Each of these partnerships will help productivity propel America. And so will an even nobler partnership. I'm talking about education -- a partnership with the future. For, ultimately, the greatest productivity stems from a creative mind.

Here at Eastman Kodak, you celebrate that fact. For you know what George Eastman said in 1924 is even truer today: "The progress of the world depends almost entirely on education." Kay Whitmore was even more succinct in talking about your own company: "Kodak's future depends on its work force." He's right.

Some of you may recall the television series, Dragnet. And how Sergeant Friday was fond of saying, "Just the facts, ma'am." Well, the fact is that Rochester's education challenges parallel the Nation's. The fact is that unless we act, our children will be ill-equipped to read, write, or understand new technologies -- to compete in the work place. And the fact is that education partnerships can help us act -- boldly, urgently -- to keep America No. 1.

Let me share a story with you -- a story about two ways to look at education. The master of the house was planning his garden, and told his gardener to plant a certain kind of tree. The gardener objected, explaining that the tree was slow-growing, and would take a hundred years to reach full growth.

But it's the master's response that I find interesting. "In that case," he said, "there's no time to lose. Plant it this afternoon."

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Looking at your city's public schools, they didn't like what they saw: a dropout rate of 30 per cent; a third of all ninth-graders dropping out before graduating from high school; and nearly two-thirds of all ninth-graders tested one to two years below grade level.

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One program, for instance, says to kids: "If you excel now in school, we'll give you a job when you graduate from school." Another program vows: "If you hit the books, local companies will offer college scholarship aid." A third program helps teachers hone their skills. Through another, business provides management help to local schools. And a huge media campaign perhaps says it best. As two billboards urge: "Stay in School - - You're Too Good to Lose" and "Help a Teacher Help a Child."

Yes, already Rochester Brainpower has united the community. In the future, it's impact will lift the community. And at its heart will be Eastman Kodak. Not only in 1989, but in the 21st century. And not only in this community -- but in communities across the Nation.

Like the wise man planting a tree for future generations, Kodak is planting its own seeds. For it is you who are lending

people and equipment, at company expense, to teach kids engineering and robotics. And providing other long-term financial aid to help "at-risk" youths discover the meaning of education. It is Kodak which has given some \$125 million to more than 1,000 colleges and universities. And which is now more involved than ever at the pre-college level -- enhancing the academic excellence so central to America.

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I have said repeatedly that from now on in America any definition of a successful life must include serving others. That is how George Eastman defined success. While few of us can give away thirty million dollars in a day or even in a lifetime, most of us can experience the thrill of saying that a child born into the despair of the inner city has gone on to become a productive citizen because of the time we took to see to it that he did his homework and that he had the food and clothing he needed for school. In short, giving means more than money. It means making a commitment to someone's else's life.

When he died, The New York Times proclaimed, "George Eastman was a stupendous factor in the education of the modern world." He showed that productivity could nurture generosity, and that generosity could help us all.

My friends, through the promise of partnerships, let us, too, increase America's productivity. So that America's generosity can enrich not merely our age -- but generations to come.

Thank you for inviting me, and for this wonderful occasion. God bless you, and God bless America.

#

THE WHITE HOUSE

WASHINGTON

MAY 15, 1989

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *cc*

FROM: CURT SMITH *CS*

SUBJECT: MAY 18 EASTMAN KODAK SPEECH

I. SUMMARY

At 11:25 A.M. on Thursday, May 18, you will address about 500 people at the Eastman Kodak Elmgrove Plant in Rochester, New York. Congressman Frank Horton will attend, as will Mayor Tom Ryan and Kodak President Kay Whitmore.

II. DISCUSSION

The enclosed remarks focus on how Eastman Kodak, and the City of Rochester, are spurring the partnerships which spur productivity. In particular, the text discusses Kodak's efforts to improve education, locally and nationally.

(Smith/Wallace)
May 11, 1989
Draft Nine
KODAK

PRESIDENTIAL REMARKS: EASTMAN KODAK
ROCHESTER, NEW YORK
MAY 18, 1989

President Whitmore, and my good friend Frank Horton, ladies and gentlemen. Thank you for that introduction, and for your warm reception.

You know, Senator Barry Goldwater was a talented amateur photographer. And one day he took a picture of President Kennedy and sent it to him, requesting an inscription.

Back it came with this inscription: "For Barry Goldwater, whom I urge to follow the career for which he has shown so much talent -- photography. From his friend, John Kennedy."

As you know, Senator Goldwater didn't follow his friend's advice. He fashioned a brilliant career in politics not photography.

But, today, I am delighted to be in a city -- Rochester -- and at a company -- Eastman Kodak -- which has become synonymous with the career President Kennedy alluded to. It is a pleasure to join you.

First, let me deny the rumor that I have come to Rochester to take photography lessons -- although, ask Barbara, I need them. Nor to get a close look at the Lilac Festival -- although that, by itself, would be reason enough.

Instead, I am here because Rochester and Kodak embody the notion that helping others through cooperation -- partnerships agreement between all levels of government, private enterprise, and voluntary organizations -- is America at her best.

Locally, this kind of cooperation has made possible such landmarks as the Eastman Theatre and the Al Sigal (Cee-gul) Center. And helped Rochester become a bastion of commerce. And make the Flower City among America's highest cities in terms of corporate giving.

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In a sense, this is what George Eastman had in mind when he founded Eastman Kodak in 1880. For he knew that cooperation begets productivity. And that productivity would enrich America's standard of living, and her standing in the world.

As President, I intend to spur the partnerships which nurture that productivity.

That is why recently, I unveiled a bipartisan partnership with Congress that will cut the Federal deficit by \$65 billion over the coming Fiscal Year.

Productivity is the reason, too, I favor the creation of urban enterprise zones -- a partnership with business.

Each of these partnerships will help productivity propel America. And so will an even nobler partnership. I'm talking about education -- a partnership with the future. For, ultimately, the greatest productivity stems from a creative mind.

Here at Eastman Kodak, you celebrate that fact. For you know what George Eastman said in 1924 is even truer today: "The progress of the world depends almost entirely on education." Kay Whitmore was even more succinct in talking about your own company: "Kodak's future depends on its work force." He's right.

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Let me share a story with you -- a story about two ways to look at education. The master of the house was planning his garden, and told his gardener to plant a certain kind of tree. The gardener objected, explaining that the tree was slow-growing, and would take a hundred years to reach full growth.

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Looking at your city's public schools, they didn't like what they saw: a dropout rate of 30 per cent; a third of all ninth-

graders dropping out before graduating from high school; and nearly two-thirds of all ninth-graders tested one to two years below grade level.

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I have said repeatedly that from now on in America, any definition of a successful life must include serving others. For while few of us can give away thirty millions dollars, all of us can help -- can take pride in helping -- an inner-city child, for instance, overcome poverty to become a productive citizen. Giving means more than money. It means making a commitment to someone else's life.

That is how George Eastman defined success. And that is why when he died,

Handwritten notes:
The little firm is engaged in the same work as the big one -
to help the poor and the sick -
to give them a chance to live -
to give them a chance to be happy -
to give them a chance to be useful -
to give them a chance to be free -
to give them a chance to be good -
to give them a chance to be great -

Presidential Remarks to Vatican Seminaria

Barbara and I are truly honored that so many of you have taken time from your rigorous studies in Rome to greet us.

I have had important discussions with His Holiness and I go away from this special place refreshed and inspired. I can imagine you must feel the same after months and years of study here.

I hope I can count on your support as I go on to Brussels for consultation with our European Allies. The strength of our alliance has maintained peace among its nations, and we must see to it that our commitment does not waiver.

Thank you again for your warm welcome and God bless you.

RPM:SUM

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My friends, through the promise of partnerships, let us, too, increase America's productivity. So that America's generosity can enrich not merely our age -- but generations to come.

Thank you for inviting me, and for this wonderful occasion. God bless you, and God bless America.

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/12/89 ACTION/CONCURRENCE/COMMENT DUE BY: 5/15/89 5:00 PM

SUBJECT: PRESIDENTIAL REMARKS: EASTMAN KODAK

	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 <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER <i>coming 11</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN <i>coming 10:15 min</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES <i>N/C</i>	<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 checked="" 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"/>	PETERSMEYER <i>Clark 6266 Erwin</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY <i>Pat [unclear]</i>	<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 5:00 PM, Monday, May 15, 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

1989 MAY 12 PM 2

(Smith/Wallace)
May 11, 1989
Draft Nine
KODAK

PRESIDENTIAL REMARKS: EASTMAN KODAK
ROCHESTER, NEW YORK
MAY 18, 1989

*and my good friend Frank
President Whitmore, Congressman Horton*

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in politics not photography

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with the career President Kennedy alluded to. It is a pleasure to join you.

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When he died, The New York Times proclaimed, "George Eastman was a stupendous factor in the education of the modern world." He showed that productivity could nurture ~~charity~~ ^{generosity}, and that ~~charity~~ ^{generosity} could help us all.

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Thanks
J. N. S.

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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"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 5:00 PM, Monday, May 15, 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

103 MAY 12 11 21

(Smith/Wallace)
May 11, 1989
Draft Nine
KODAK

PRESIDENTIAL REMARKS: EASTMAN KODAK
ROCHESTER, NEW YORK
MAY 18, 1989

Ladies and gentlemen, friends. Thank you for that introduction, and for your warm reception.

You know, Senator Barry Goldwater was a talented amateur photographer. And one day he took a picture of President Kennedy and sent it to him, requesting an inscription.

Back it came with this inscription: "For Barry Goldwater, whom I urge to follow the career for which he has shown so much talent -- photography. From his friend, John Kennedy."

As you know, Senator Goldwater didn't follow his friend's advice. He stayed in politics, and fashioned a brilliant career.

But, today, I am delighted to be in a city -- Rochester -- and at a company -- Eastman Kodak -- which has become synonymous

with the career President Kennedy alluded to. It is a pleasure to join you.

First, let me deny the rumor that I have come to Rochester to take photography lessons -- although, ask Barbara, I need them. Nor to get a sneak preview of the Lilac Festival -- although that, by itself, would be reason enough.

Instead, I am here because Rochester and Kodak embody the notion that helping others through cooperation -- partnerships between all levels of government, private enterprise, and voluntary organizations -- is America at her best.

Locally, this kind of cooperation has made possible such landmarks as the Eastman Theatre and the Al Lang Center. And helped Rochester become a bastion of commerce. And make the Flower City America's __th-highest city in terms of corporate giving.

Your story, of course, is well-known locally. But I would like to tell it to the Nation.

For in being here today, I honor the countless individuals and companies across America who are following your example. And to those not yet involved, I challenge you to get involved. For America's public and private sectors can exceed the sum of their parts.

In a sense, this is what George Eastman had in mind when he founded Eastman Kodak in 1880. For he knew that cooperation begets productivity. And that productivity would enrich America's standard of living, and her standing in the world.

As President, I intend to spur the partnerships which nurture that productivity.

That is why recently, I unveiled a bi-partisan partnership with Congress that will cut the Federal deficit by \$65 billion over the coming Fiscal Year.

Productivity is the reason, too, I favor restoring the capital gains differential -- a partnership with business.

Each of these partnerships will help productivity propel America. And so will an even nobler partnership. I'm talking about education -- a partnership with the future. For, ultimately, the greatest productivity stems from a creative mind.

Here at Eastman Kodak, you celebrate that fact. For you know what George Eastman said in 1924 is even truer today: "The progress of the world depends almost entirely on education." Kay Whitmore was even more succinct: "Our future depends on the workforce."

Some of you may recall the television series, Dragnet. And how Sergeant Friday was fond of saying, "Just the facts, ma'am." Well, the fact is that Rochester's education problems parallel the Nation's. The fact is that unless we act, our children will be ill-equipped to read, write, or understand new technologies -- to compete in the workplace. And the fact is that education partnerships can help us act -- boldly, urgently -- to keep America No. 1.

Let me share a story with you -- a story about two ways to look at education. The master of the house was planning his garden, and told his gardener to plant a certain kind of tree. The gardener objected, explaining that the tree was slow-growing, and would take a hundred years to reach full growth.

But it's the master's response that I find interesting. "In that case," he said, "there's no time to lose. Plant it this afternoon."

My friends, that's the way Rochester, and Eastman Kodak, look at education. And that explains why a few years back, Rochester's business, community, and education leaders sat down, faced their problems head-on, and decided to act.

Looking at your city's public schools, they didn't like what they saw. A dropout rate of 30 per cent. A third of all ninth-graders dropping before graduating from high school. And

nearly two-thirds of all ninth-graders tested one to two years below grade level.

These problems demanded the solutions that only partnerships can achieve. So in 1986, a community task force, headed by the Urban League, issued its report -- "A Call to Action" -- to uplift the quality of public schools. And to make that dream a reality, you came up with a great idea -- a new partnership called the Rochester Brainpower Coalition: A partnership, anchored by Eastman Kodak, which understood that the private sector has the resources -- and responsibility -- to help education help America.

Earlier today, I visited Wilson Magnet High School, where I saw just how far you've come. Ten years ago, Wilson was beset by crime, plunging grades, and urban flight. But today, helped by Rochester Brainpower, Wilson is the ninth-ranked school in the State of New York by the Department of Education.

What made such progress possible? Teamwork between students, parents, and teachers to raise standards and increase accountability. And Rochester Brainpower's support -- creative, and monetary -- of your school district's pioneering plan which U.S. News terms "a model for educational reform."

You know, in 1988 Rochester Brainpower received the President's Citation for private sector initiatives. Well,

seeing Wilson, it's easy to see why. For it, like other schools, has benefited from the coalition's programs which blend creativity and common sense.

One program, for instance, says to kids: "If you excell now in school, we'll give you a job when you graduate from school." Another program vows: "If you hit the books, local companies will offer college scholarship aid." A third program helps teachers hone their skills. Through another, business provides management help to local schools. And a huge media campaign perhaps says it best. As two billboards urge: "Stay in School - - You're Too Good to Lose" and "Help a Teacher Help a Child."

Yes, already Rochester Brainpower has united the community. In the future, its impact will lift the community. And at its heart will be Eastman Kodak. Not only in 1989, but in the 21st century. And not only in this community -- but in communities across the Nation.

Like the wise man planting a tree for future generations, Kodak is planting its own seeds. For it is you who are loaning people and equipment, at company expense, to teach kids engineering and robotics. And providing other long-term financial aid to help "at-risk" youths discover the meaning of education. It is Kodak which has given some \$125 million to more than 1,000 colleges and universities. And which is now more

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Our Administration supports that goal. And accordingly, last month I sent a major new education package to the Congress which demands accountability. And spurs local flexibility and choice. Above all, our program -- like yours -- says that if excellence breeds achievement, then excellence should be rewarded.

We're asking Congress, for instance, to create a \$500-million program to reward the schools that improve the most. And a new Magnet Schools of Excellence program to encourage schools like Wilson High. We're creating Urban Emergency Grants to help schools hit hardest by drug abuse and trafficking. And through scholarships, we want to give America's youth a special incentive to excel in science, mathematics, and engineering.

No, our program is not a be-all and end-all. But it is a commitment. A commitment to help business and academia make America more productive. A commitment to partnerships. A commitment which you share.

For that, I thank you. And I'd like to think George Eastman is proud of you, too, looking down, no doubt, through the latest telephoto lens. For he knew that giving is a two-way street.

One day in 1924, George Eastman gave away \$30 million to the University of Rochester, M.I.T., Hampton, and Tuskegee [PAUSE] . . . a rather amazing gift [PAUSE] . . . a rather amazing day. But he began giving to non-profit institutions at age __, when his salary was only \$60 a week. Even then, he knew that profit and philanthropy were not mutually exclusive.

INSERT

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He also showed

I have said repeatedly that any definition of a successful life must include serving others. That is how George Eastman defined success. While few of us can give away \$30 million in a day or in a lifetime, so many of us can experience the thrill of giving that a check born into the deposit of the inner city has gone on to be a productive seed because of the effort time we took to see that he did his homework and to see to it that he had the kind of clothing he needed to go to time means more than

From an American

WHITE HOUSE STAFFING MEMORANDUM

DATE: 5/12/89 ACTION/CONCURRENCE/COMMENT DUE BY: 5/15/89 5:00 PM

SUBJECT: PRESIDENTIAL REMARKS: EASTMAN KODAK

	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"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

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RESPONSE:

OK

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

Called in comments 5/15, 4:35 pm.

1989 MAY 12 PM 2:41

(Smith/Wallace)
May 11, 1989
Draft Nine
KODAK

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