

Originally Processed With FOIA(s):

FOIA Number:

S

FOIA MARKER

This is not a textual record. This is used as an administrative marker by the George Bush Presidential Library Staff.

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: 13487
Folder ID Number: 13487-009

Folder Title:
Eastman Kodak, 5/18/89 [2]

Stack:	Row:	Section:	Shelf:	Position:
G	25	6	2	7

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"/>

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:

See Changes

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

1003 MAY 12 PM 2

(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, ^{one of} America's ~~the~~ 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~~ ^{out} 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~~e~~ 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 ~~C~~ 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~~ *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.

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-~~^{de} ~~million~~ program to ^{recognize and} reward the schools that ^{have demonstrate} ~~improve the most~~. And ^{substantial educational improvement} And a new Magnet Schools of Excellence program to encourage schools like Wilson High. We're ^{proposing to} ~~creating~~ Urban Emergency Grants to help ^{systems} 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. ✓

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, and that charity could help us all.

My friends, through the promise of partnerships, let us, too, increase America's productivity. So that America's charity 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.

#

May 15, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM; DENISE SCHWARZ
OFFICE OF CABINET AFFAIRS

SUBJECT; PRESIDENTIAL REMARKS; EASTMAN KODAK

LOG # 035833

We have reviewed the attached and Treasury has requested that the figure on page 3 be checked.

Attachment

cc: Jim Cicconi

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

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.

*Treasurer
asked this
signature
to be checked
(Leg. Affairs)*

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

involved than ever at the pre-college level -- enhancing the academic excellence so central to America.

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.

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, and that charity could help us all.

My friends, through the promise of partnerships, let us, too, increase America's productivity. So that America's charity 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

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

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

SUBJECT: Presidential Remarks: Eastman Kodak

Pursuant to James W. Cicconi's staffing memorandum of May 12, 1989, Counsel's Office has reviewed the above-referenced Presidential remarks. Subject to the very minor edits noted directly on our draft, Counsel's Office has no objection to these proposed remarks.

cc: James W. Cicconi

1989 MAY 18 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 ^Hcooperation 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

↳ out

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~~ *among* 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

involved than ever at the pre-college level -- enhancing the academic excellence so central to America.

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.

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, and that charity could help us all.

My friends, through the promise of partnerships, let us, too, increase America's productivity. So that America's charity 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

MEMORANDUM TO CHRISS WINSTON

FROM: JIM PINKERTON

SUBJECT: Eastman Kodak

This is a good speech. We are concerned, however, about applying the speech's "partnership" theme to business and government. We have no objections to formulations like "partnership for the future," but the specific linking of business and government through the nexus of a specific policy, e.g. capital gains [see 3,4,2 below], is highly liable to be misinterpreted in the current political climate.

Page 3, para. 2, line 2 "[P]artnerships which nourish productivity," like the reference to capital gains below, implies a government-business partnership which does not accurately reflect the beliefs of the Administration. Government is not an equal "partner" with business, but a catalyst which "sparks job creation."

Note that we do not object to the idea of "partnership with Congress" or Eastman Kodak's partnership with the citizens of Rochester. But:

3,4,2 Reducing capital gains is emphatically not a partnership with business. It is an action by the government to clear away an impediment to enterprise. Crucially, in light of Sec. Mosbacher's recent comments, we have to be very careful about discussing "partnerships with business." We, therefore, suggest deleting the reference to the capital gains cut while preserving the many partnership references scattered throughout the speech.

4,1,3 Instead of saying "Rochester's educational problems," we suggest the more positive: "Well, the fact is that Rochester faced educational challenges and overcame them. America faces similar challenges which it must overcome."

(more)

2-2-2

7,2,3 We suggest moving the "excellence" facet of the President's education package up before "accountability," which is a lesser notion.

Thus, the lead of the graf should be: "My [rather than "our"] 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."

7,5,3 We wonder why George Eastman would have the latest telephoto lens in Heaven, where presumably they have better equipment. We suggest omitting the precise reference to mechanical means.

#

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

REMARKS:

Please 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:

see suggested changes on page 1

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

1003 MAY 12 11 2

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

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

Chairman, *Congressman Horton*, -
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 *agreement* 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 ^{out} 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

involved than ever at the pre-college level -- enhancing the academic excellence so central to America.

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.

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, and that charity could help us all.

My friends, through the promise of partnerships, let us, too, increase America's productivity. So that America's charity 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.

#

(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

involved than ever at the pre-college level -- enhancing the academic excellence so central to America.

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.

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, and that charity could help us all.

My friends, through the promise of partnerships, let us, too, increase America's productivity. So that America's charity 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.

#

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

REMARKS:

Please 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.

see comments

RESPONSE:

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

1000 MAY 12 11 2

(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. *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 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."

Who is she?

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.

*Wasn't
this a
particular
strong
PR use*

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

involved than ever at the pre-college level -- enhancing the academic excellence so central to America.

Our Administration supports that goal. And accordingly, last month I sent a major new education package to the Congress which demands accountability. And ~~spurs~~ ^{enhances} 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.

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, and that charity could help us all.

My friends, through the promise of partnerships, let us, too, increase America's productivity. So that America's charity 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.

#

find another word