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# FOIA MARKER

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

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**OA/ID Number:** 13518  
**Folder ID Number:** 13518-004

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**Folder Title:**  
Three Video Scripts 1/30/90 [OA 4391]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>25</b>	<b>6</b>	<b>7</b>	<b>3</b>

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# WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/29/90 ACTION/CONCURRENCE/COMMENT DUE BY: 1/30/90 9:00 AM

SUBJECT: THREE VIDEO SCRIPTS

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH <span style="color: red; font-size: 2em;">→</span>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PETERSMEYER	<input checked="" 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 9:00 AM, Tuesday, January 30, with a copy to my office. Thank you.

**RESPONSE:**

*JK*  
*5/2*

90 JAN 31 PM 4: 29

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

1990 JAN 29 PM 4:00

Sheehan  
Draft two  
Title: NORTHWOOD  
1/29/90

PROPOSED VIDEO MESSAGE FOR THE NORTHWOOD INSTITUTE

Good Evening. I'm sorry I couldn't be with you tonight but I understand you have a very special guest -- Mrs. Quayle.

For 30 years, Northwood Institute has carried on the fine traditions of its founders Dr. Arthur Turner and Dr. Gary Staffer. Those two men had an idea. They believed that in the business world there is a need for young men and women to be educated with a proper balance of business and the arts. That approach to learning laid the foundation for Northwood's growth into a great institution. Today, thousands of companies hire Northwood graduates and those employers will tell you that Northwood graduates contribute more than their management skills -- they benefit the communities where they live.

Tonight you honor some of Northwood's best -- the Outstanding Business Leaders of Northwood Institute. The award winners truly exemplify the great American private entrepreneurial spirit and the kind of business and industry leaders that make America great. Congratulations to the award winners tonight and let me say we are all proud of Northwood. God bless you all.

# # #

Tron  
January 29, 1990  
Draft two  
Title: NFH

PROPOSED VIDEO MESSAGE  
NATIONAL FOUNDATION FOR THE HANDICAPPED

Imagine our world through the eyes of people with disabilities. Imagine facing the hazards of a staircase in a wheelchair or not being able to hear me speak without the aid of special audio equipment. For most of us, imagination is the only way to truly understand what life is like for the over 40 million Americans with disabilities.

For too long, those with disabilities were ignored, pitied or discriminated against. Although we've made great progress in altering attitudes and physical barriers toward these Americans, more work needs to be done. At the federal level, we can and will change policies needed to help change attitudes. But, true and lasting changes in attitudes will only come with the help and cooperation of every individual, business, school, and government agency.

And it's programs like the one you're about to see that will help foster this change in attitude. As you watch this show, try to see the world through the eyes of those Americans with disabilities. And imagine one more thing: a world that doesn't see Americans with disabilities -- only wonderful possibilities. And only then will they be freely and equally incorporated into the mainstream of American life.

Thank you, God bless you all and enjoy this important program.

January 29, 1990  
Draft two  
Title: NASSP

PROPOSED VIDEO MESSAGE  
NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS

Thank you for including me in the 74th convention of the National Association of Secondary School Principals.

I'm reminded of a quote that describes a school as "four walls containing the future." That's accurate and sums up your job. You are the leaders of our schools. You set the tone, the expectations, and spark commitment from your students and teachers. And for that leadership I congratulate each and every one of you.

While yours is not an easy job, it's an essential one. Most of the challenges facing society today in some way touch our schools. But schools are also the greatest hope for solving these challenges -- to move our nation and other nations forward. That's why your leadership, your dedication, and your motivation are so important.

While we've gone a long way toward giving each student an opportunity to reach their fullest potential, we can do more. That's why we've proposed the Education Excellence Act to encourage excellence, accountability, flexibility and choice in our schools and why our new budget proposes a record high for education. But real change in our schools will come not from Washington but from the involvement of people who care at the local level. So challenge your students and convince them that

studying is an investment in their future. Challenge your teachers to take that extra step for their students. Encourage parents to volunteer and be "points of light" by becoming involved in your schools. And demand that your communities give you the support and respect you deserve.

Thank you for including me in this year's convention. Barbara joins me in commending all the principals and assistant principals for your tireless work to provide each student with the best possible education. Have a great convention, and God bless you all.

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VIDEO MESSAGE FOR  
THE UNITED FRUIT AND VEGETABLE ASSOCIATION

GOOD MORNING. LET ME EXTEND A TEXAS-SIZED WELCOME TO ALL OF YOU IN SAN ANTONIO. OF COURSE, I'D RATHER BE WITH YOU IN PERSON -- BUT YOU HAVE ON HAND THIS ADMINISTRATION'S BEST EXPERT ON ISSUES THAT CONCERN YOU -- MY AGRICULTURE SECRETARY CLAYTON YEUTTER.

ONE OF THE REASONS YOU'VE GATHERED TOGETHER IS TO ADVANCE OPPORTUNITIES FOR YOUR INDUSTRY AND PREPARE YOURSELVES FOR THE CHALLENGES YOU FACE THIS YEAR AND IN THE FUTURE. FOOD SAFETY, PARTICULARLY PESTICIDE SAFETY, AND ENVIRONMENTAL CONCERNS ABOUT THE USE OF AGRICULTURAL CHEMICALS, ARE ALL IMPORTANT ISSUES. AND I KNOW WE CAN COUNT ON YOUR ASSOCIATION'S EXCELLENT COUNSEL, ON THESE AND OTHER CONCERNS SUCH AS FOOD SAFETY LAWS AND THE 1990 FARM BILL IN THE COMING MONTHS. THIS ADMINISTRATION IS COMMITTED TO PROTECTING THE ENVIRONMENT AND THE SAFETY OF THE CONSUMING PUBLIC. YET WE KNOW, AT THE SAME TIME, THAT OUR FARMERS NEED CHEMICAL TOOLS -- PROPERLY AND PRUDENTLY USED -- TO FEED THIS COUNTRY AND THE WORLD.

AS WE BEGIN OUR ADMINISTRATION'S SECOND YEAR, WE  
LOOK FORWARD TO WORKING WITH YOU. TOGETHER, WE CAN  
BUILD A BETTER AMERICA. THANK YOU AND GOD BLESS YOU  
ALL.

# # #

**VIDEO MESSAGE  
NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS**

**THANK YOU FOR INCLUDING ME IN THE 74TH CONVENTION  
OF THE NATIONAL ASSOCIATION OF SECONDARY SCHOOL  
PRINCIPALS.**

**I'M REMINDED OF A QUOTE THAT DESCRIBES A SCHOOL AS  
"FOUR WALLS CONTAINING THE FUTURE." THAT'S ACCURATE  
AND SUMS UP YOUR JOB. YOU ARE THE LEADERS OF OUR  
SCHOOLS. YOU SET THE TONE, THE EXPECTATIONS, AND SPARK  
COMMITMENT FROM YOUR STUDENTS AND TEACHERS. AND FOR  
THAT LEADERSHIP I CONGRATULATE EACH AND EVERY ONE OF  
YOU.**

**WHILE YOURS IS NOT AN EASY JOB, IT'S AN ESSENTIAL  
ONE. MOST OF THE CHALLENGES FACING SOCIETY TODAY IN  
SOME WAY TOUCH OUR SCHOOLS. BUT SCHOOLS ARE ALSO THE  
GREATEST HOPE FOR SOLVING THESE CHALLENGES -- TO MOVE  
OUR NATION AND OTHER NATIONS FORWARD. THAT'S WHY YOUR  
LEADERSHIP, YOUR DEDICATION, AND YOUR MOTIVATION ARE SO  
IMPORTANT.**

WHILE WE'VE GONE A LONG WAY TOWARD GIVING EACH STUDENT AN OPPORTUNITY TO REACH THEIR FULLEST POTENTIAL, WE CAN DO MORE. THAT'S WHY WE'VE PROPOSED THE EDUCATION EXCELLENCE ACT TO ENCOURAGE EXCELLENCE, ACCOUNTABILITY, FLEXIBILITY AND CHOICE IN OUR SCHOOLS AND WHY OUR NEW BUDGET PROPOSES A RECORD HIGH FUNDING LEVEL FOR EDUCATION. BUT REAL CHANGE IN OUR SCHOOLS WILL COME NOT FROM WASHINGTON BUT FROM THE INVOLVEMENT OF PEOPLE WHO CARE AT THE LOCAL LEVEL. SO CHALLENGE YOUR STUDENTS AND CONVINCED THEM THAT STUDYING IS AN INVESTMENT IN THEIR FUTURE. CHALLENGE YOUR TEACHERS TO TAKE THAT EXTRA STEP FOR THEIR STUDENTS. ENCOURAGE PARENTS TO VOLUNTEER AND BE "POINTS OF LIGHT" BY BECOMING INVOLVED IN YOUR SCHOOLS. AND DEMAND THAT YOUR COMMUNITIES GIVE YOU THE SUPPORT AND RESPECT YOU DESERVE.

THANK YOU FOR INCLUDING ME IN THIS YEAR'S CONVENTION. BARBARA JOINS ME IN COMMENDING ALL THE PRINCIPALS AND ASSISTANT PRINCIPALS FOR YOUR TIRELESS WORK TO PROVIDE EACH STUDENT WITH THE BEST POSSIBLE EDUCATION. HAVE A GREAT CONVENTION, AND GOD BLESS YOU ALL.

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**VIDEO MESSAGE  
NATIONAL FOUNDATION FOR THE HANDICAPPED**

**IMAGINE OUR WORLD THROUGH THE EYES OF PEOPLE WITH DISABILITIES. IMAGINE FACING THE HAZARDS OF A STAIRCASE IN A WHEELCHAIR OR NOT BEING ABLE TO HEAR ME SPEAK WITHOUT THE AID OF SPECIAL AUDIO EQUIPMENT. FOR MOST OF US, IMAGINATION IS THE ONLY WAY TO TRULY UNDERSTAND WHAT LIFE IS LIKE FOR THE OVER 40 MILLION AMERICANS WITH DISABILITIES.**

**FOR TOO LONG, THOSE WITH DISABILITIES WERE IGNORED, PITIED OR DISCRIMINATED AGAINST. ALTHOUGH WE'VE MADE GREAT PROGRESS IN ALTERING ATTITUDES AND PHYSICAL BARRIERS TOWARD THESE AMERICANS, MORE WORK NEEDS TO BE DONE. AT THE FEDERAL LEVEL, WE CAN AND WILL CHANGE POLICIES NEEDED TO HELP CHANGE ATTITUDES. BUT, TRUE AND LASTING CHANGES IN ATTITUDES WILL ONLY COME WITH THE HELP AND COOPERATION OF EVERY INDIVIDUAL, BUSINESS, SCHOOL, AND GOVERNMENT AGENCY.**

AND IT'S PROGRAMS LIKE THE ONE YOU'RE ABOUT TO SEE THAT WILL HELP FOSTER THIS CHANGE IN ATTITUDE. AS YOU WATCH THIS SHOW, TRY TO SEE THE WORLD THROUGH THE EYES OF THOSE AMERICANS WITH DISABILITIES. AND IMAGINE ONE MORE THING: A WORLD THAT DOESN'T SEE AMERICANS WITH DISABILITIES -- ONLY WONDERFUL POSSIBILITIES. AND ONLY THEN WILL THEY TRULY BE INCORPORATED INTO THE MAINSTREAM OF AMERICAN LIFE.

THANK YOU, GOD BLESS YOU ALL AND ENJOY THIS IMPORTANT PROGRAM.

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**VIDEO MESSAGE FOR THE NORTHWOOD INSTITUTE**

**GOOD EVENING. I'M SORRY I COULDN'T BE WITH YOU TONIGHT BUT I UNDERSTAND YOU HAVE A VERY SPECIAL GUEST -- MRS. QUAYLE.**

**FOR 30 YEARS, NORTHWOOD INSTITUTE HAS CARRIED ON THE FINE TRADITIONS OF ITS FOUNDERS DR. ARTHUR TURNER AND DR. GARY STAFFER. THOSE TWO MEN HAD AN IDEA. THEY BELIEVED THAT IN THE BUSINESS WORLD THERE IS A NEED FOR YOUNG MEN AND WOMEN TO BE EDUCATED WITH A PROPER BALANCE OF BUSINESS AND THE ARTS. THAT APPROACH TO LEARNING LAID THE FOUNDATION FOR NORTHWOOD'S GROWTH INTO A GREAT INSTITUTION. TODAY, THOUSANDS OF COMPANIES HIRE NORTHWOOD GRADUATES AND THOSE EMPLOYERS WILL TELL YOU THAT NORTHWOOD GRADUATES CONTRIBUTE MORE THAN THEIR MANAGEMENT SKILLS -- THEY BENEFIT THE COMMUNITIES WHERE THEY LIVE.**

**TONIGHT YOU HONOR SOME OF NORTHWOOD'S BEST -- THE OUTSTANDING BUSINESS LEADERS OF NORTHWOOD INSTITUTE. THE AWARD WINNERS TRULY EXEMPLIFY THE GREAT AMERICAN PRIVATE ENTREPRENEURIAL SPIRIT AND THE KIND OF BUSINESS AND INDUSTRY LEADERS THAT MAKE AMERICA GREAT. CONGRATULATIONS TO THE AWARD WINNERS TONIGHT AND LET ME SAY WE ARE ALL PROUD OF NORTHWOOD. GOD BLESS YOU ALL.**

THE WHITE HOUSE  
WASHINGTON

January 30, 1990

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH:           CHRISS WINSTON CW  
                  KRISTIN CLARK TAYLOR *KCT*

FROM:               MARIA EITEL SHEEHAN *MS*

SUBJECT:           SCRIPTS FOR TAPING SESSION ON JANUARY 30, 1990

I.    SUMMARY

Attached for your consideration and review are draft scripts for your videotaping session of January 30th. You are scheduled to tape four brief video messages.

II.   DISCUSSION

At 11:00 a.m. on Tuesday, January 30, 1990 you are scheduled to perform the attached video messages in the Map Room. The messages are for the Northwood Institute, the United Fresh Fruit and Vegetable Association, the National Association for the Handicapped and the National Association of Secondary School Principals.

**VIDEO MESSAGE FOR  
THE UNITED FRUIT AND VEGETABLE ASSOCIATION**

**GOOD MORNING. LET ME EXTEND A TEXAS-SIZED WELCOME TO ALL OF YOU IN SAN ANTONIO. OF COURSE, I'D RATHER BE WITH YOU IN PERSON -- BUT YOU HAVE ON HAND THIS ADMINISTRATION'S BEST EXPERT ON ISSUES THAT CONCERN YOU -- MY AGRICULTURE SECRETARY CLAYTON YEUTTER.**

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Sheehan  
Draft three  
Title: NORTHWOOD  
1/29/90

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January 29, 1990  
Draft three  
Title: NFH

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For too long, those with disabilities were ignored, pitied or discriminated against. Although we've made great progress in altering attitudes and physical barriers toward these Americans, more work needs to be done. At the federal level, we can and will change policies needed to help change attitudes. But, true and lasting changes in attitudes will only come with the help and cooperation of every individual, business, school, and government agency.

And it's programs like the one you're about to see that will help foster this change in attitude. As you watch this show, try to see the world through the eyes of those Americans with disabilities. And imagine one more thing: a world that doesn't see Americans with disabilities -- only wonderful possibilities. And only then will they truly be incorporated into the mainstream of American life.

Thank you, God bless you all and enjoy this important program.

January 29, 1990  
Draft three  
Title: NASSP

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I'm reminded of a quote that describes a school as "four walls containing the future." That's accurate and sums up your job. You are the leaders of our schools. You set the tone, the expectations, and spark commitment from your students and teachers. And for that leadership I congratulate each and every one of you.

While yours is not an easy job, it's an essential one. Most of the challenges facing society today in some way touch our schools. But schools are also the greatest hope for solving these challenges -- to move our nation and other nations forward. That's why your leadership, your dedication, and your motivation are so important.

While we've gone a long way toward giving each student an opportunity to reach their fullest potential, we can do more. That's why we've proposed the Education Excellence Act to encourage excellence, accountability, flexibility and choice in our schools and why our new budget proposes a record high funding level for education. But real change in our schools will come not from Washington but from the involvement of people who care at the local level. So challenge your students and convince them

that studying is an investment in their future. Challenge your teachers to take that extra step for their students. Encourage parents to volunteer and be "points of light" by becoming involved in your schools. And demand that your communities give you the support and respect you deserve.

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Stephanie -  
What should I  
do w/ this? - Marice  
file folder?

Sheehan  
Draft two  
Title: NORTHWOOD  
1/29/90

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# # #

Shirley  
memo

January 29, 1990  
Draft two  
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Purdy letter

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B.A.

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Document No. 108624SS

# WHITE HOUSE STAFFING MEMORANDUM

90 JAN 30 9:01

DATE: 1/29/90

ACTION/CONCURRENCE/COMMENT DUE BY: 1/30/90 9:00 AM

SUBJECT: THREE VIDEO SCRIPTS

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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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 9:00 AM, Tuesday, January 30, with a copy to my office. Thank you.

**RESPONSE:**

*Here's our only change from Education.*

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

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REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 9:00 AM, Tuesday, January 30, with a copy to my office. Thank you.

RESPONSE:

90 JAN 29 P4:36

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

1990 JAN 29 PM 4:00

Sheehan  
Draft two  
Title: NORTHWOOD  
1/29/90

PROPOSED VIDEO MESSAGE FOR THE NORTHWOOD INSTITUTE

Good Evening. I'm sorry I couldn't be with you tonight but I understand you have a very special guest. -- Mrs. Quayle.

For 30 years, Northwood Institute has carried on the fine traditions of its founders Dr. Arthur Turner and Dr. Gary Staffer. Those two men had an idea. They believed that in the business world there is a need for young men and women to be educated with a proper balance of business and the arts. That approach to learning laid the foundation for Northwood's growth into a great institution. Today, thousands of companies hire Northwood graduates and those employers will tell you that Northwood graduates contribute more than their management skills -- they benefit the communities where they live.

Tonight you honor some of Northwood's best -- the Outstanding Business Leaders of Northwood Institute. The award winners truly exemplify the great American private entrepreneurial spirit and the kind of business and industry leaders that make America great. Congratulations to the award winners tonight and let me say we are all proud of Northwood. God bless you all.

# # #

Tron  
January 29, 1990  
Draft two  
Title: NFH

PROPOSED VIDEO MESSAGE  
NATIONAL FOUNDATION FOR THE HANDICAPPED

Imagine our world through the eyes of people with disabilities. Imagine facing the hazards of a staircase in a wheelchair or not being able to hear me speak without the aid of special audio equipment. For most of us, imagination is the only way to truly understand what life is like for the over 40 million Americans with disabilities.

For too long, those with disabilities were ignored, pitied or discriminated against. Although we've made great progress in altering attitudes and physical barriers toward these Americans, more work needs to be done. At the federal level, we can and will change policies needed to help change attitudes. But, true and lasting changes in attitudes will only come with the help and cooperation of every individual, business, school, and government agency.

And it's programs like the one you're about to see that will help foster this change in attitude. As you watch this show, try to see the world through the eyes of those Americans with disabilities. And imagine one more thing: a world that doesn't see Americans with disabilities -- only wonderful possibilities. And only then will they be freely and equally incorporated into the mainstream of American life.

Thank you, God bless you all and enjoy this important program.

January 29, 1990  
Draft two  
Title: NASSP

PROPOSED VIDEO MESSAGE  
NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS

Thank you for including me in the 74th convention of the National Association of Secondary School Principals.

I'm reminded of a quote that describes a school as "four walls containing the future." That's accurate and sums up your job. You are the leaders of our schools. You set the tone, the expectations, and spark commitment from your students and teachers. And for that leadership I congratulate each and every one of you.

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# WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/29/90

ACTION/CONCURRENCE/COMMENT DUE BY: 1/30/90 9:00 AM

SUBJECT: THREE VIDEO SCRIPTS

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PETERSMEYER	<input checked="" 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 9:00 AM, Tuesday, January 30, with a copy to my office. Thank you.

RESPONSE:

*see comments*

90 JAN 29 5:44

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

1990 JAN 29 PM 4:00

Sheehan  
Draft two  
Title: NORTHWOOD  
1/29/90

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January 29, 1990  
Draft two  
Title: NFH

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And it's programs like the one you're about to see that will help foster this change in attitude. As you watch this show, try to see the world through the eyes of those Americans with disabilities. And imagine one more thing: a world that doesn't see Americans with disabilities -- only wonderful possibilities. And only then will they <sup>truly</sup> be ~~freely and equally~~ incorporated into the mainstream of American life.

Thank you, God bless you all and enjoy this important program.

January 29, 1990  
Draft two  
Title: NASSP

PROPOSED VIDEO MESSAGE  
NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS

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I'm reminded of a quote that describes a school as "four walls containing the future." That's accurate and sums up your job. You are the leaders of our schools. You set the tone, the expectations, and spark commitment from your students and teachers. And for that leadership I congratulate each and every one of you.

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While we've gone a long way toward giving each student an opportunity to reach their fullest potential, we can do more. That's why we've proposed the Education Excellence Act to encourage excellence, accountability, flexibility and choice in our schools and why our new budget proposes a record high <sup>funding level</sup> for education. But real change in our schools will come not from Washington but from the involvement of people who care at the local level. So challenge your students and convince them that

studying is an investment in their future. Challenge your teachers to take that extra step for their students. Encourage parents to volunteer and be "points of light" by becoming involved in your schools. And demand that your communities give you the support and respect you deserve.

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Too many  
"issues"

b: Fruit. bch1

MESSAGE FOR  
UNITED FRUIT AND VEGETABLE ASSOCIATION

GOOD MORNING. LET ME EXTEND A TEXAS-SIZED WELCOME TO ALL OF YOU IN SAN ANTONIO. OF COURSE, I'D RATHER BE WITH YOU IN PERSON -- BUT YOU HAVE ON HAND THIS ADMINISTRATION'S BEST EXPERT ON ISSUES THAT CONCERN YOU -- MY AGRICULTURE SECRETARY CLAYTON YEUTTER.

ONE OF THE REASONS YOU'VE GATHERED TOGETHER IS TO ADVANCE OPPORTUNITIES FOR YOUR INDUSTRY AND PREPARE YOURSELVES FOR THE CHALLENGES YOU FACE THIS YEAR AND IN THE FUTURE. FOOD SAFETY, PARTICULARLY PESTICIDE SAFETY, AND ENVIRONMENTAL CONCERNS ABOUT THE USE OF AGRICULTURAL CHEMICALS, ARE ALL IMPORTANT <sup>ISSUES,</sup> ~~AREAS OF~~ CONCERN. I KNOW WE CAN COUNT ON UNITED'S EXCELLENT COUNSEL, ON THESE AND OTHER ISSUES SUCH AS FOOD SAFETY LAWS AND THE 1990 FARM BILL IN THE COMING MONTHS. THIS ADMINISTRATION IS COMMITTED TO PROTECTING THE ENVIRONMENT AND <sup>the</sup> SAFETY OF THE CONSUMING PUBLIC. YET WE KNOW, AT THE SAME TIME, <sup>that</sup> OUR FARMERS NEED CHEMICAL TOOLS -- PROPERLY AND PRUDENTLY USED TO FEED THIS COUNTRY AND THE WORLD. ?

AS WE BEGIN OUR ADMINISTRATION'S SECOND YEAR, WE  
LOOK FORWARD TO WORKING WITH YOU, <sup>as we start</sup> ~~ON THESE AND OTHER~~ <sup>to</sup>  
~~ISSUES.~~ work with <sup>to</sup>

TOGETHER, WE CAN BUILD A BETTER AMERICA. THANK  
YOU AND GOD BLESS YOU ALL.

# # #

THE WHITE HOUSE  
WASHINGTON

Date:

1/29/90

TO:

Chris Winston

FROM:

CLARK KENT ERVIN  
Office of National Service  
x6266

- Action
- Your Comment
- Let's Talk
- FYI

Attached are all comments on  
"Three Video Scripts".

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/29/90

ACTION/CONCURRENCE/COMMENT DUE BY: 1/30/90 9:00 AM

SUBJECT: THREE VIDEO SCRIPTS

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PETERSMEYER	<input checked="" 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 9:00 AM, Tuesday, January 30, with a copy to my office. Thank you.

**RESPONSE:**

90 JAN 30 4:09:30

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

1990 JAN 29 PM 4:00

Sheehan  
Draft two  
Title: NORTHWOOD  
1/29/90

PROPOSED VIDEO MESSAGE FOR THE NORTHWOOD INSTITUTE

Good Evening. I'm sorry I couldn't be with you tonight but I understand you have a very special guest -- Mrs. Quayle.

For 30 years, Northwood Institute has carried on the fine traditions of its founders Dr. Arthur Turner and Dr. Gary Staffer. Those two men had ~~an~~ idea. They believed that in the business world there is a need for young men and women to be educated with a proper balance of business and the arts. That approach to learning laid the foundation for Northwoods growth into a great institution. Today, ~~thousands~~ of companies hire Northwood graduates and those employers will tell you that Northwood graduates contribute more than their management skills -- they benefit the communities ~~where they live.~~ *in which*

Tonight you honor some of Northwood's best -- the Outstanding Business Leaders of Northwood Institute. The award winners truly exemplify the great American private entrepreneurial spirit and the kind of business and industry leaders that make America great. Congratulations to the award winners tonight and let me say we are all proud of Northwood. God bless you all.

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Tron  
January 29, 1990  
Draft two  
Title: NFH

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NATIONAL FOUNDATION FOR THE HANDICAPPED

Imagine our world through the eyes of people with disabilities. Imagine facing the hazards of a staircase in a wheelchair or not being able to hear me speak without the aid of special audio equipment. For most of us, imagination is the only way to truly understand what life is like for the over 40 million Americans with disabilities. *more than*

For too long, those with disabilities were ignored, pitied or discriminated against. *im* Although we've made great progress in altering attitudes and physical barriers *about removing from* toward these Americans, more work needs to be done. At the federal level, we can and will change policies needed to help change attitudes. But, true and lasting changes in attitudes will only come with the help and cooperation of every individual, business, school, and government agency. *victimized by*

And it's programs like the one you're about to see that will help foster this change in attitude. As you watch this show, try to see the world through the eyes of those Americans with disabilities. And imagine one more thing: a world that doesn't see Americans with disabilities -- only wonderful possibilities. And only then will they be freely and equally incorporated into the mainstream of American life.

Thank you, God bless you all and enjoy this important program.

January 29, 1990  
Draft two  
Title: NASSP

PROPOSED VIDEO MESSAGE  
NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS

Thank you for including me in the 74th convention of the National Association of Secondary School Principals.

I'm reminded of a quote that describes a school as "four walls containing the future." That's accurate and sums up your job. You are the leaders of our schools. You set the tone, the expectations, and spark commitment from your students and teachers. And for that leadership I congratulate each and every one of you.

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or another  
his or her  
SUM

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Document No. 10862455

## WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/29/90 ACTION/CONCURRENCE/COMMENT DUE BY: 1/30/90 9:00 AM

SUBJECT: THREE VIDEO SCRIPTS

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PETERSMEYER</u>	<input checked="" 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 9:00 AM, Tuesday, January 30, with a copy to my office. Thank you.

**RESPONSE:**

Here's our only change from Education.

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

January 29, 1990  
Draft two  
Title: NASSP

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THE WHITE HOUSE  
WASHINGTON

January 30, 1990

MEMORANDUM FOR CHRISS WINSTON  
DEPUTY ASSISTANT TO THE PRESIDENT FOR  
COMMUNICATIONS

FROM: NELSON LUND *NL*  
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Three Video Scripts

Counsel's office has reviewed the three proposed video messages.  
We have no legal objections to the contents of these scripts.

Thank you for the opportunity to review this matter.

cc: James W. Cicconi

90 JAN 30 13:47

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/29/90 ACTION/CONCURRENCE/COMMENT DUE BY: 1/30/90 9:00 AM

SUBJECT: THREE VIDEO SCRIPTS

	ACTION FYI			ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
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**RESPONSE:**

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

1990 JAN 29 PM 4:00

Sheehan  
Draft two  
Title: NORTHWOOD  
1/29/90

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January 29, 1990  
Draft two  
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THE WHITE HOUSE

WASHINGTON

January 29, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*

SUBJECT: Three Video Scripts

We have no suggested changes from a policy standpoint, but noted two typos on the attached draft scripts.

cc: James W. Cicconi

90 JAN 30 13:47

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/29/90

ACTION/CONCURRENCE/COMMENT DUE BY: 1/30/90 9:00 AM

SUBJECT: THREE VIDEO SCRIPTS

	ACTION FYI			ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
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CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PETERSMEYER	<input checked="" 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 9:00 AM, Tuesday, January 30, with a copy to my office. Thank you.

**RESPONSE:**

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

1990 JAN 29 PM 4:00

Sheehan  
Draft two  
Title: NORTHWOOD  
1/29/90

PROPOSED VIDEO MESSAGE FOR THE NORTHWOOD INSTITUTE

Good Evening. I'm sorry I couldn't be with you tonight but I understand you have a very special guest -- Mrs. Quayle.

For 30 years, Northwood Institute has carried on the fine traditions of its founders Dr. Arthur Turner and Dr. Gary Staffer. Those two men had an idea. They believed that in the business world there is a need for young men and women to be educated with a proper balance of business and the arts. That approach to learning laid the foundation for Northwoods growth into a great institution. Today, thousands of companies hire Northwood graduates and those employers will tell you that Northwood graduates contribute more than their management skills -- they benefit the communities where they live.

Tonight you honor some of Northwood's best -- the Outstanding Business Leaders of Northwood Institute. The award winners truly exemplify the great American private entrepreneurial spirit and the kind of business and industry leaders that make America great. Congratulations to the award winners tonight and let me say we are all proud of Northwood. God bless you all.

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ok

Tron  
January 29, 1990  
Draft two  
Title: NFH

PROPOSED VIDEO MESSAGE  
NATIONAL FOUNDATION FOR THE HANDICAPPED

Imagine our world through the eyes of people with disabilities. Imagine facing the hazards of a staircase in a wheelchair or not being able to hear me speak without the aid of special audio equipment. For most of us, imagination is the only way to truly understand what life is like for the over 40 million Americans with disabilities.

For too long, those with disabilities were ignored, pitied or discriminated against. Although we've made great progress in altering attitudes and physical barriers toward these Americans, more work needs to be done. At the federal level, we can and will change policies needed to help change attitudes. But, true and lasting changes in attitudes will only come with the help and cooperation of every individual, business, school, and government agency.

And it's programs like the one you're about to see that will help foster this change in attitude. As you watch this show, try to see the world through the eyes of those Americans with disabilities. And imagine one more thing: a world that doesn't see Americans with disabilities -- only wonderful possibilities. And only then will they be freely and equally incorporated into the mainstream of American life.

Thank you, God bless you all and enjoy this important program.

January 29, 1990  
Draft two  
Title: NASSP

PROPOSED VIDEO MESSAGE  
NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS

Thank you for including me in the 74th convention of the National Association of Secondary School Principals.

I'm reminded of a quote that describes a school as "four walls containing the future." That's accurate and sums up your job. You are the leaders of our schools. You set the tone, the expectations, and spark commitment from your students and teachers. And for that leadership I congratulate each and every one of you.

While yours is not an easy job, it's an essential one. Most of the challenges facing society today in some way touch our schools. But schools are also the greatest hope for solving these challenges -- to move our nation and other nations forward. That's why your leadership, your dedication, and your motivation are so important.

While we've gone a long way toward giving each student an opportunity to reach their fullest potential, we can do more. That's why we've proposed the Education Excellence Act to encourage excellence, accountability, flexibility and choice in our schools and why our new budget proposes a record high for education. But real change in our schools will come not from Washington but from the involvement of people who care at the local level. So challenge your students and convince them that

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/29/90 ACTION/CONCURRENCE/COMMENT DUE BY: 1/30/90 9:00 AM

SUBJECT: THREE VIDEO SCRIPTS

	ACTION FYI			ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PETERSMEYER	<input checked="" 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 9:00 AM, Tuesday, January 30, with a copy to my office. Thank you.

**RESPONSE:**

N/C 1/30/90  
 87:30 P3:48 90 JAN 30 06 NOV 06

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

studying is an investment in their future. Challenge your teachers to take that extra step for their students. Encourage parents to volunteer and be "points of light" by becoming involved in your schools. And demand that your communities give you the support and respect you deserve.

Thank you for including me in this year's convention. Barbara joins me in commending all the principals and assistant principals for your tireless work to provide each student with the best possible education. Have a great convention, and God bless you all.

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