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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:** 13522  
**Folder ID Number:** 13522-011

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**Folder Title:**  
American Society of Association Executives 3/6/90 [OA 4728]

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

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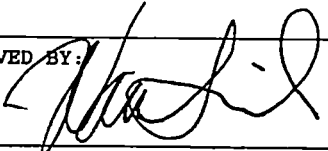
**TRANSFER SHEET  
BUSH PRESIDENTIAL MATERIALS PROJECT**

COLLECTION Bush Presidential Records--  
Office of Speechwriting--  
Speech File - Drafts

ACC.NO: 93-01

The following material was withdrawn from this segment of the collection and transferred to the \_\_\_\_\_AUDIOVISUAL COLLECTION  
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DESCRIPTION: one computer diskette

SERIES Office of Speechwriting Speech File - Drafts	BOX NO.  49
FILE FOLDER TITLE:  American Society of Association Executives 3/6/90 [OA 4728]	
TRANSFERRED BY:  JGP	DATE OF TRANSFER:  4/16/96
RECEIVED BY: 	DATE RECEIVED  4/16/96

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

March 6, 1990

REMARKS BY THE PRESIDENT  
IN ADDRESS TO THE SOCIETY  
OF ASSOCIATION EXECUTIVES

The Washington Convention Center  
Washington, D.C.

2:12 P.M. EST

THE PRESIDENT: Neil, thank you, sir. Thank you all. Thank you, Neil Milner, Chairman, for that warm welcome and challenge. And Bill, the president, the other president here today -- thank you, sir. (Laughter.) Let me just say I really am pleased and privileged to be with this group of people that do so much.

You know, I really feel comfortable talking to this group because most people think I've been free associating for years. (Laughter.)

I heard that last year I accidentally caused panic among your executive directors. They thought I pledged, no new faxes. (Laughter.)

Believe it or not, there are still some Americans who don't know what the "Association for Associations" is. That's why next week they're doing a bit on you for T.V.'s "Unsolved Mysteries." (Laughter.)

Because really only your organization is big enough and broad enough to include the Leafy Greens Council and the Association of Tongue Depressors. (Laughter.) That happens to be a fact.

But I guess it's only natural for the heads of organizations like yours to get together themselves.

Some people think of our great country as a nation of "rugged individualists" alone against the odds. And that is part of the American tradition, but only a part. There's another tradition -- a tradition as old as America itself, as old as Pilgrims and the Mayflower Compact, as old as the pioneers who settled the West. It's the tradition that Tocqueville described more than 150 years ago, when he came to America, observed the scenes and wrote that, "Americans of all ages, all conditions, and all dispositions constantly form associations."

That shouldn't surprise us, because the act of association is nothing less than democracy in action: individuals translating common interests into a common cause.

And you know, today we see the power of democracy -- and isn't it an exciting time to be alive -- seeing this change in Eastern Europe and in Managua, Nicaragua? (Applause.)

We see that power of democracy and we see fresh evidence every day that the democratic ideal we cherish -- the idea we call America -- is alive everywhere -- in the Revolution of 1989, that brought down the Berlin Wall and brought freedom to Eastern Europe. Here in our own hemisphere, in the great victories for democracy in Panama and then again in Nicaragua. And millions of people, now enjoying the freedoms that America has known for two centuries.

Here at home, we've got to see what these transforming changes in the world mean for us. And those changes carry a challenge, a challenge to us to find in our freedoms new ways to solve the problems that threaten our society and our continued leadership in the whole world community.

MORE

Look around at the problems we face: drug abuse, hunger, homelessness, illiteracy, despair in our inner cities, the breakdown of the family. There's a role, a critical role for government in finding solutions, but we know government doesn't always have the answers. If we could eliminate these problems, solve them once and for all with more programs, more bureaucracy, these problems would have disappeared a long time ago.

The fact is, government isn't the only organized entity out there with the powers to change things, the power to make a difference.

Everyone in this room is well aware of the advantages of association. But I don't know whether you are really aware of the full extent of your own power. Of the resources, the expertise, the potential energy your organizations can bring to bear on these problems. Your ability to help solve community problems.

I know most associations are already active in community service, and I've heard about some of the wonderful work being done. The Medical Association of Atlanta, working after hours to provide free medical care to the homeless. By the Oregon Remodelers Association out there in Portland, Oregon, in Project Pride, a program to do home repairs for the low-income elderly. By the Hotel Association of New York, with its ongoing commitment to donate surplus food to feed the hungry.

These are just three, just three, of countless community service projects that your associations are engaged in. A commitment of time and talent, mirrored in similar community efforts by millions of Americans across the country. In fact, one study in 1988 found that Americans who volunteered in formal organizations gave almost 15 billion hours valued at an estimated \$150 billion.

Now, that's tremendous, but it's just the tip of the iceberg. Just a fraction of all the good works we are capable of. Because the fact is, coping with the problems we face is within our power. There is no problem in America that is not being solved somewhere. Think about it. The programs I've just mentioned: New York, Atlanta, Portland, thousands more. Think about ways that your organization, every one of your members can make this mission of serving others your very own.

The story I want to tell you today -- a story that Martin Luther King Jr. told in his speech he made the night before that terrible day in Memphis, 22 years ago. It's a story about serving others and the courage that takes. It's a familiar story about the Good Samaritan and the stranger he helped. But there's another part of the story we don't always remember.

Before the Good Samaritan stopped that day, two other men saw the injured stranger and passed him by. And Dr. King thought long and hard about it, and he used to ask himself: Why didn't the others stop to help? And Dr. King came up with some good reasons: They didn't stop because they were too busy, had more important work waiting in Jerusalem of far more consequence than helping one unfortunate man; and so on they went.

And then one day, Martin Luther King put himself in their shoes. At the age of 30, on his very first trip to the Holy Land, he and his wife, Coretta, travelled that road from Jerusalem to Jericho. And Dr. King saw the story of the Good Samaritan in a new light.

That road starts off more than 1000 feet above the sea level and ends in Jericho 2000 feet below sea level. A twisting road, full of blind curves. He imagined the road 2000 years ago, each curve a perfect ambush for robbers. And at the moment, Dr. King realized why the two men didn't stop. It had nothing to do with the reasons he had imagined. They didn't stop because they were afraid.

The way Dr. King imagined it, one asked himself: if I stop to help this man, what will happen to me?" And he went on about his way. But then the Good Samaritan came along and he asked himself a different question: If I don't stop to help this man, what will happen

to him? And he asked himself that question and he found the courage to stop; the courage to help; the courage to serve.

So which question, then, do we ask ourselves? About going down to the soup kitchen in that dangerous neighborhood. About stopping on a dark street to help a homeless man. About reaching out to those desperate kids out there -- kids who have no home life, who are hooked on drugs, who live a nightmare we can't begin to imagine. Doing any of these things isn't easy. Every one takes an act of courage. But unlike the Good Samaritan, we don't have to act alone. Each one of you understands the power of collective action -- how much we can get done when we work together, pool our resources, combine our talents.

And don't think it won't take courage. It's going to take courage to go back to your member organizations, back to their CEOs and Boards of Directors and suggest that they place community service at the center of their agenda. It's going to take courage to insist that community service has a place at the very heart of every organization. It will take courage to make each one believe that from now on in America, any definition of a successful life must include serving others. But that's just exactly what I'm asking you to do.

Today, I want to lay down some challenges -- challenges to associations all over America to take up community service. First, build on a firm foundation. Find out what's working in your industry, in your profession, in your community. Let your members know which community service programs are most effective and, then, challenge them to make those programs the blueprint for their own efforts.

Find new ways to use existing assets. I understand that one of the ASAE's great strengths is its Allied Societies structure -- 69 state and local organizations, thousands more association executives. And I'm asking each of these allied societies to take the lead in their community for solving social problems -- become what we call "Points of Light action groups."

And second, set a target of 100 percent participation in community service. Challenge your constituents to call on every employee and member at every level of every organization -- from the CEO on down to the newest hire -- to make community service their personal mission.

And finally, a third challenge. Recognize those members who are what I like to call Points of Light. I've belonged, as many of you have, to many associations in my life and I know one of the things you do best is to recognize outstanding performance. And so I ask you to turn the spotlight on community service -- in your newsletters, your magazines, at your annual meetings -- on individuals who give 110 percent helping people in need, and on those organizations who demonstrate 100 percent participation in community service.

I'm counting on you -- each one of you -- to take these challenges to heart. People in this room represent thousands of associations, organizations of all sorts and sizes. A combined membership of 100 million Americans.

And so today, I'm asking you: Challenge that energy into community service. Tap that power and transform a nation.

Once again, my thanks for all you are doing and all that you're going to do. God bless you and God bless the United States of America. Thank you all very, very much. (Applause.)

END

2:27 P.M. EST

McGroarty/Dooley  
March 5, 1990  
3:00 pm  
[ASAE]

PRESIDENTIAL REMARKS: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES  
THE CONVENTION CENTER, WASHINGTON, D.C.  
MARCH 6, 1990  
2:00 P.M.

Thank you. [Introductory acknowledgements.] Bill Taylor,  
President of ASAE. Neil Milner, Chairman. And to all the  
association executives here today: it's my privilege to  
be here this afternoon.

I know some people are surprised to hear that there's an  
association for associations. But I guess it's only natural for  
the heads of organizations like yours to get together themselves.

Some people think of America as a nation of "rugged  
individualists" -- alone, against the odds. And that is part of  
the American tradition -- but **only** a part.

There's another tradition -- a tradition as old as America  
itself. As old as Pilgrims and the Mayflower Compact -- as old  
as the pioneers who settled the West. It's the tradition  
Tocqueville described more than 150 years ago, when he wrote  
that: "Americans of all ages, all conditions, and all  
dispositions constantly form **associations.**" ||

That shouldn't surprise us -- because the **act of association**  
is nothing less than **democracy in action**: Individuals  
translating common interests into a common cause.

*But when it comes to my natural skills,  
people say I've been full associating  
for years.*

And you know, today we see the power of **democracy in action** from Moscow to Managua. We see fresh evidence every day that the **democratic ideal** we cherish -- the **idea we call America** -- is alive everywhere. In the **Revolution of '89**, that brought down the Berlin Wall -- and brought freedom to Eastern Europe. Here in our own hemisphere, in the great victories for democracy in Panama and Nicaragua. Millions of people, now enjoying the freedoms America has known for two centuries.

Here at home, we've got to see what these transforming changes in the world mean for us. And those **changes** carry a **challenge** -- a challenge to us, to find in our freedoms new ways to solve the problems that threaten our society and our continued leadership in the world community.

Look around at the problems we face: Drug abuse. Hunger, homelessness. Illiteracy. Despair in our inner cities. The breakdown of the family. There's a role, a critical role, for government in finding solutions -- but we know **government** doesn't have all the answers. If we could eliminate these problems -- solve them **once and for all** -- with more programs, more bureaucracy -- these problems would have disappeared long ago.

The fact is, government isn't the only organized entity out there with the power to change things, the power to make a difference. //

Everyone in this room is well aware of the **advantages of association**. // But I don't know whether you are really aware of the full extent of your power. Of the resources -- the

**expertise -- the potential energy -- your organizations can command. Your ability to help solve community problems.**

I know most associations are already active in community service -- and I've heard about some of the wonderful work being done. By the Medical Association of Atlanta -- working after-hours to provide free medical care to the homeless. By the Oregon Remodelers Association in Portland -- in Project Pride, a program to do home repairs for low-income elderly. By the Hotel Association of New York City -- with its ongoing commitment to donate surplus food to feed the hungry.

These are just 3 of countless community service projects your associations are engaged in. **A priceless commitment of time and talent**, mirrored in similar community's efforts by millions of Americans across the country. In fact, one study in 1988 found that Americans who volunteered in formal organizations gave almost 15 billion hours valued at an estimated \$150 billion.

That's tremendous -- but it's just the tip of the iceberg. Just a fraction of all the good works we are capable of.

Because the fact is, coping with the problems we face is within our power. **There is no problem in America that is not being solved somewhere.** Think about that. The programs I've just mentioned -- in New York, Atlanta, Portland, Oregon -- and thousands more. Think about ways your organization -- every one of your members -- can make this mission of serving others their own. //

There's a story I want to tell today -- a story Martin Luther King, Jr. told in a speech he made the night before that terrible day in Memphis 22 years ago. It's a story about **servicing others -- and the courage that takes.**

It's a familiar story -- about the Good Samaritan and the stranger he helped. But there's another part of the story we **don't always remember.** Before the Good Samaritan stopped that day, **two other men** saw the injured stranger -- **and passed him by.**

Dr. King thought long and hard about it, and he used to ask himself: Why didn't the others stop to help? Dr. King came up with some **good reasons.** They didn't stop because they were **too busy.** Had more important work waiting down in Jerusalem -- of far more consequence than helping one unfortunate man. So on they went.

Then one day Martin Luther King put himself in their shoes. At the age of 30, on his first trip to the Holy Land, he and his wife, Coretta, travelled that road from Jerusalem to Jericho -- and Dr. King saw the story of the Good Samaritan in a new light.

That road starts off more than 1000 feet **above** sea level, and ends in Jericho 2000 feet **below** sea level. A twisting road. Full of blind curves. He imagined the road 2000 years ago, each curve a perfect ambush point for robbers. And at that moment, Dr. King realized why the two men didn't stop. It had nothing to do with the reasons he had imagined. They didn't stop -- because **they were afraid. //**

The way Dr. King imagined it, one asked himself: "If I stop to help this man, what will happen to me?" // And he went on his way. //

But then the Good Samaritan came along, and asked himself a different question: "If I don't stop to help this man -- what will happen to him?" He asked himself that question -- and he found the courage to stop. The courage to help. The courage to serve. //

Which question do we ask ourselves -- about going down to the soup kitchen in that dangerous neighborhood. About stopping on a dark street to help a homeless man. About reaching out to those desperate kids out there -- kids who have no home life, who're hooked on drugs, who live a nightmare we can't begin to imagine. // Doing any of these things isn't easy. Every one takes an act of courage.

But unlike the Good Samaritan, we don't have to act alone. Each one of you understands the power of collective action -- how much we can get done when we work together. Pool our resources. Combine our talents.

And don't think it won't take courage. // It's going to take courage to go back to your Member organizations, back to their CEOs and Boards of Directors and suggest that they place community service at the center of their agenda. It's going to take courage to insist that community service has a place -- at the very heart of every organization. // It will take courage to make each one believe that from now on in America any

**definition of a successful life must include serving others. But that's just what I'm asking you to do.**

Today, I want to lay down some challenges -- challenges to associations all over America to take up community service:

**First, build on a firm foundation. Find out what's working in your industry -- in your profession -- in your community. Let your members know which community service programs are most effective -- and challenge them to make them the blue-print for their own efforts.**

Find new ways to use existing assets. I understand that one of the ASAE's great strengths is its Allied Societies structure -- 69 state and local organizations, thousands more association executives. I'm asking each of these Allied Societies to take the lead in their community for solving social problems -- become what we call "Points of Light action groups."

**Second, set a target of 100% participation in community service. Challenge your constituents to call on every employee and member at every level of every organization -- from the CEO on down to the newest hire -- to make community service their personal mission. //**

Finally, a third challenge. **// Recognize those members who are what I call Points of Light. I've belonged to many associations in my life, and I know one of the things you do best is to recognize outstanding performance. So I ask you to turn the spotlight on community service -- in your newsletters and magazines, at your annual meetings -- on individuals who give**

110% helping people in need -- and on those organizations who demonstrate 100 % participation in community service. ///

I'm counting on each one of you to take these challenges to heart. People in this room represent thousands of associations, organizations of all sorts and sizes. A combined membership of 100 million Americans. //

So today, I'm asking you: Channel that energy into community service. Tap that power -- and transform a nation.

///

Once again, my thanks for all you've done -- and all that you are going to do. God bless you -- and God bless the United States of America.

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AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES  
THE CONVENTION CENTER, WASHINGTON, D.C.  
MARCH 6, 1990  
2:00 P.M.

THANK YOU. BILL TAYLOR, PRESIDENT OF ASAE. NEIL  
MILNER, CHAIRMAN. AND TO ALL THE ASSOCIATION  
EXECUTIVES HERE TODAY: IT'S MY PRIVILEGE TO BE HERE  
THIS AFTERNOON.

(( YOU KNOW, I FEEL REALLY COMFORTABLE TALKING TO  
THIS GROUP BECAUSE MOST PEOPLE THINK I'VE BEEN FREE  
ASSOCIATING FOR YEARS. ))

(( I HEARD THAT LAST YEAR I ACCIDENTALLY CAUSED <sup>Directors</sup> PANIC AMONG YOUR EXECUTIVE STAFF. THEY THOUGHT I  
PLEGGED NO NEW FAXES! ))

(( BELIEVE IT OR NOT, THERE ARE STILL SOME  
AMERICANS WHO DON'T KNOW WHAT THE "ASSOCIATION FOR  
ASSOCIATIONS" IS. I UNDERSTAND NEXT WEEK THEY'RE DOING  
A BIT ON YOU FOR T.V.'S "UNSOLVED MYSTERIES." ))

(( ONLY YOUR ORGANIZATION IS BIG ENOUGH AND BROAD  
ENOUGH TO INCLUDE THE LEAFY GREENS COUNCIL AND THE  
ASSOCIATION OF TONGUE DEPRESSORS. ))

BUT I GUESS IT'S ONLY NATURAL FOR THE HEADS OF ORGANIZATIONS LIKE YOURS TO GET TOGETHER THEMSELVES.

SOME PEOPLE THINK OF AMERICA AS A NATION OF "RUGGED INDIVIDUALISTS" -- ALONE, AGAINST THE ODDS. AND THAT IS PART OF THE AMERICAN TRADITION -- BUT ONLY A PART.

THERE'S ANOTHER TRADITION -- A TRADITION AS OLD AS AMERICA ITSELF. AS OLD AS PILGRIMS AND THE MAYFLOWER COMPACT -- AS OLD AS THE PIONEERS WHO SETTLED THE WEST. IT'S THE TRADITION TOCQUEVILLE DESCRIBED MORE THAN 150 YEARS AGO, WHEN HE WROTE THAT: "AMERICANS OF ALL AGES, ALL CONDITIONS, AND ALL DISPOSITIONS CONSTANTLY FORM ASSOCIATIONS."

THAT SHOULDN'T SURPRISE US -- BECAUSE THE ACT OF ASSOCIATION IS NOTHING LESS THAN DEMOCRACY IN ACTION: INDIVIDUALS TRANSLATING COMMON INTERESTS INTO A COMMON CAUSE.

AND YOU KNOW, TODAY WE SEE THE POWER OF DEMOCRACY IN ACTION FROM MOSCOW TO MANAGUA. WE SEE FRESH EVIDENCE EVERY DAY THAT THE DEMOCRATIC IDEAL WE CHERISH -- THE IDEA WE CALL AMERICA -- IS ALIVE EVERYWHERE. IN THE REVOLUTION OF '89, THAT BROUGHT DOWN THE BERLIN WALL -- AND BROUGHT FREEDOM TO EASTERN EUROPE. HERE IN OUR OWN HEMISPHERE, IN THE GREAT VICTORIES FOR DEMOCRACY IN PANAMA AND NICARAGUA. MILLIONS OF PEOPLE, NOW ENJOYING THE FREEDOMS AMERICA HAS KNOWN FOR TWO CENTURIES.

HERE AT HOME, WE'VE GOT TO SEE WHAT THESE TRANSFORMING CHANGES IN THE WORLD MEAN FOR US. AND THOSE CHANGES CARRY A CHALLENGE -- A CHALLENGE TO US, TO FIND IN OUR FREEDOMS NEW WAYS TO SOLVE THE PROBLEMS THAT THREATEN OUR SOCIETY AND OUR CONTINUED LEADERSHIP IN THE WORLD COMMUNITY.

LOOK AROUND AT THE PROBLEMS WE FACE: DRUG ABUSE. HUNGER, HOMELESSNESS. ILLITERACY. DESPAIR IN OUR INNER CITIES. THE BREAKDOWN OF THE FAMILY. THERE'S A ROLE, A CRITICAL ROLE, FOR GOVERNMENT IN FINDING SOLUTIONS -- BUT WE KNOW GOVERNMENT DOESN'T HAVE ALL THE ANSWERS. IF WE COULD ELIMINATE THESE PROBLEMS -- SOLVE THEM ONCE AND FOR ALL -- WITH MORE PROGRAMS, MORE BUREAUCRACY -- THESE PROBLEMS WOULD HAVE DISAPPEARED LONG AGO.

THE FACT IS, GOVERNMENT ISN'T THE ONLY ORGANIZED ENTITY OUT THERE WITH THE POWER TO CHANGE THINGS, THE POWER TO MAKE A DIFFERENCE. //

EVERYONE IN THIS ROOM IS WELL AWARE OF THE ADVANTAGES OF ASSOCIATION. // BUT I DON'T KNOW WHETHER YOU ARE REALLY AWARE OF THE FULL EXTENT OF YOUR POWER. OF THE RESOURCES -- THE EXPERTISE -- THE POTENTIAL ENERGY -- YOUR ORGANIZATIONS CAN COMMAND. YOUR ABILITY TO HELP SOLVE COMMUNITY PROBLEMS.

I KNOW MOST ASSOCIATIONS ARE ALREADY ACTIVE IN COMMUNITY SERVICE -- AND I'VE HEARD ABOUT SOME OF THE WONDERFUL WORK BEING DONE. BY THE MEDICAL ASSOCIATION OF ATLANTA -- WORKING AFTER-HOURS TO PROVIDE FREE MEDICAL CARE TO THE HOMELESS. BY THE OREGON REMODELERS ASSOCIATION IN PORTLAND -- IN PROJECT PRIDE, A PROGRAM TO DO HOME REPAIRS FOR LOW-INCOME ELDERLY. BY THE HOTEL ASSOCIATION OF NEW YORK CITY -- WITH ITS ONGOING COMMITMENT TO DONATE SURPLUS FOOD TO FEED THE HUNGRY.

THESE ARE JUST 3 OF COUNTLESS COMMUNITY SERVICE PROJECTS YOUR ASSOCIATIONS ARE ENGAGED IN. A ~~PRICELESS~~ COMMITMENT OF TIME AND TALENT, MIRRORED IN SIMILAR COMMUNITY ~~W~~ EFFORTS BY MILLIONS OF AMERICANS ACROSS THE COUNTRY. IN FACT, ONE STUDY IN 1988 FOUND THAT AMERICANS WHO VOLUNTEERED IN FORMAL ORGANIZATIONS GAVE ALMOST 15 BILLION HOURS VALUED AT AN ESTIMATED \$150 BILLION.

THAT'S TREMENDOUS -- BUT IT'S JUST THE TIP OF THE ICEBERG. JUST A FRACTION OF ALL THE GOOD WORKS WE ARE CAPABLE OF.

BECAUSE THE FACT IS, COPING WITH THE PROBLEMS WE  
FACE IS WITHIN OUR POWER. THERE IS NO PROBLEM IN  
AMERICA THAT IS NOT BEING SOLVED SOMEWHERE. THINK  
ABOUT THAT. THE PROGRAMS I'VE JUST MENTIONED -- IN NEW  
YORK, ATLANTA, PORTLAND, OREGON -- AND THOUSANDS MORE.  
THINK ABOUT WAYS YOUR ORGANIZATION -- EVERY ONE OF YOUR  
MEMBERS -- CAN MAKE THIS MISSION OF SERVING OTHERS  
THEIR OWN. //

THERE'S A STORY I WANT TO TELL TODAY -- A STORY  
MARTIN LUTHER KING, JR. TOLD IN A SPEECH HE MADE THE  
NIGHT BEFORE THAT TERRIBLE DAY IN MEMPHIS 22 YEARS AGO.  
IT'S A STORY ABOUT SERVING OTHERS -- AND THE COURAGE  
THAT TAKES.

IT'S A FAMILIAR STORY -- ABOUT THE GOOD SAMARITAN AND THE STRANGER HE HELPED. BUT THERE'S ANOTHER PART OF THE STORY WE DON'T ALWAYS REMEMBER. BEFORE THE GOOD SAMARITAN STOPPED THAT DAY, TWO OTHER MEN SAW THE INJURED STRANGER -- AND PASSED HIM BY. DR. KING THOUGHT LONG AND HARD ABOUT IT, AND HE USED TO ASK HIMSELF: WHY DIDN'T THE OTHERS STOP TO HELP? DR. KING CAME UP WITH SOME GOOD REASONS. THEY DIDN'T STOP BECAUSE THEY WERE TOO BUSY. HAD MORE IMPORTANT WORK WAITING DOWN IN JERUSALEM -- OF FAR MORE CONSEQUENCE THAN HELPING ONE UNFORTUNATE MAN. SO ON THEY WENT.

THEN ONE DAY MARTIN LUTHER KING PUT HIMSELF IN THEIR SHOES. AT THE AGE OF 30, ON HIS FIRST TRIP TO THE HOLY LAND, HE AND HIS WIFE, CORETTA, TRAVELLED THAT ROAD FROM JERUSALEM TO JERICHO -- AND DR. KING SAW THE STORY OF THE GOOD SAMARITAN IN A NEW LIGHT.

THAT ROAD STARTS OFF MORE THAN 1000 FEET ABOVE SEA LEVEL, AND ENDS IN JERICHO 2000 FEET BELOW SEA LEVEL. A TWISTING ROAD. FULL OF BLIND CURVES. HE IMAGINED THE ROAD 2000 YEARS AGO, EACH CURVE A PERFECT AMBUSH POINT FOR ROBBERS. AND AT THAT MOMENT, DR. KING REALIZED WHY THE TWO MEN DIDN'T STOP. IT HAD NOTHING TO DO WITH THE REASONS HE HAD IMAGINED. THEY DIDN'T STOP -- BECAUSE THEY WERE AFRAID. //

THE WAY DR. KING IMAGINED IT, ONE ASKED HIMSELF: "IF I STOP TO HELP THIS MAN, WHAT WILL HAPPEN TO ME?" //

AND HE WENT ON HIS WAY. //

BUT THEN THE GOOD SAMARITAN CAME ALONG, AND ASKED HIMSELF A DIFFERENT QUESTION: "IF I DON'T STOP TO HELP THIS MAN -- WHAT WILL HAPPEN TO HIM?" HE ASKED HIMSELF THAT QUESTION -- AND HE FOUND THE COURAGE TO STOP. THE COURAGE TO HELP. THE COURAGE TO SERVE. //


WHICH QUESTION DO WE ASK OURSELVES -- ABOUT GOING DOWN TO THE SOUP KITCHEN IN THAT DANGEROUS NEIGHBORHOOD. ABOUT STOPPING ON A DARK STREET TO HELP A HOMELESS MAN. ABOUT REACHING OUT TO THOSE DESPERATE KIDS OUT THERE -- KIDS WHO HAVE NO HOME LIFE, WHO'RE HOOKED ON DRUGS, WHO LIVE A NIGHTMARE WE CAN'T BEGIN TO IMAGINE. // DOING ANY OF THESE THINGS ISN'T EASY. EVERY ONE TAKES AN ACT OF COURAGE.

BUT UNLIKE THE GOOD SAMARITAN, WE DON'T HAVE TO ACT ALONE. EACH ONE OF YOU UNDERSTANDS THE POWER OF COLLECTIVE ACTION -- HOW MUCH WE CAN GET DONE WHEN WE WORK TOGETHER. POOL OUR RESOURCES. COMBINE OUR TALENTS.

AND DON'T THINK IT WON'T TAKE COURAGE. // IT'S GOING TO TAKE COURAGE TO GO BACK TO YOUR MEMBER ORGANIZATIONS, BACK TO THEIR CEOS AND BOARDS OF DIRECTORS AND SUGGEST THAT THEY PLACE COMMUNITY SERVICE AT THE CENTER OF THEIR AGENDA. IT'S GOING TO TAKE COURAGE TO INSIST THAT COMMUNITY SERVICE HAS A PLACE -- AT THE VERY HEART OF EVERY ORGANIZATION. // IT WILL TAKE COURAGE TO MAKE EACH ONE BELIEVE THAT FROM NOW ON IN AMERICA ANY DEFINITION OF A SUCCESSFUL LIFE MUST INCLUDE SERVING OTHERS. BUT THAT'S JUST WHAT I'M ASKING YOU TO DO.

TODAY, I WANT TO LAY DOWN SOME CHALLENGES -- CHALLENGES TO ASSOCIATIONS ALL OVER AMERICA TO TAKE UP COMMUNITY SERVICE:

FIRST, BUILD ON A FIRM FOUNDATION. FIND OUT WHAT'S WORKING IN YOUR INDUSTRY -- IN YOUR PROFESSION -- IN YOUR COMMUNITY. LET YOUR MEMBERS KNOW WHICH COMMUNITY SERVICE PROGRAMS ARE MOST EFFECTIVE -- AND CHALLENGE THEM TO MAKE <sup>These Programs</sup> ~~THEM~~ THE BLUE-PRINT FOR THEIR OWN EFFORTS.



FIND NEW WAYS TO USE EXISTING ASSETS. I UNDERSTAND THAT ONE OF THE ASAE'S GREAT STRENGTHS IS ITS ALLIED SOCIETIES STRUCTURE -- 69 STATE AND LOCAL ORGANIZATIONS, THOUSANDS MORE ASSOCIATION EXECUTIVES. I'M ASKING EACH OF THESE ALLIED SOCIETIES TO TAKE THE LEAD IN THEIR COMMUNITY FOR SOLVING SOCIAL PROBLEMS -- BECOME WHAT WE CALL "POINTS OF LIGHT ACTION GROUPS."

SECOND, SET A TARGET OF 100% PARTICIPATION IN COMMUNITY SERVICE. CHALLENGE YOUR CONSTITUENTS TO CALL ON EVERY EMPLOYEE AND MEMBER AT EVERY LEVEL OF EVERY ORGANIZATION -- FROM THE CEO ON DOWN TO THE NEWEST HIRE -- TO MAKE COMMUNITY SERVICE THEIR PERSONAL MISSION.

11



FINALLY, A THIRD CHALLENGE. // RECOGNIZE THOSE MEMBERS WHO ARE WHAT I CALL POINTS OF LIGHT. I'VE BELONGED TO MANY ASSOCIATIONS IN MY LIFE, AND I KNOW ONE OF THE THINGS YOU DO BEST IS TO RECOGNIZE OUTSTANDING PERFORMANCE. SO I ASK YOU TO TURN THE SPOTLIGHT ON COMMUNITY SERVICE -- IN YOUR NEWSLETTERS AND MAGAZINES, AT YOUR ANNUAL MEETINGS -- ON INDIVIDUALS WHO GIVE 110% HELPING PEOPLE IN NEED -- AND ON THOSE ORGANIZATIONS WHO DEMONSTRATE 100 % PARTICIPATION IN COMMUNITY SERVICE. ///

I'M COUNTING ON EACH ONE OF YOU TO TAKE THESE CHALLENGES TO HEART. PEOPLE IN THIS ROOM REPRESENT THOUSANDS OF ASSOCIATIONS, ORGANIZATIONS OF ALL SORTS AND SIZES. A COMBINED MEMBERSHIP OF 100 MILLION AMERICANS. //

SO TODAY, I'M ASKING YOU: CHANNEL THAT ENERGY INTO COMMUNITY SERVICE. TAP THAT POWER -- AND TRANSFORM A NATION. ///

ONCE AGAIN, MY THANKS FOR ALL YOU'VE DONE -- AND ALL THAT YOU ARE GOING TO DO. GOD BLESS YOU -- AND GOD BLESS THE UNITED STATES OF AMERICA. # # #

McGroarty/Dooley  
March 5, 1990  
3:00 pm  
[ASAE]

PRESIDENTIAL REMARKS: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES  
THE CONVENTION CENTER, WASHINGTON, D.C.  
MARCH 6, 1990  
2:00 P.M.

Thank you. Bill Taylor, President of ASAE. Neil Milner, Chairman. And to all the association executives here today: it's my privilege to be here this afternoon.

(( You know, I feel really comfortable talking to this group because most people think I've been free associating for years. ))

(( I heard that last year I accidentally caused panic among your executive staff. They thought I pledged **NO NEW FAXES!** ))

(( Believe it or not, there are still some Americans who don't know what the "Association for Associations" is. I understand next week they're doing a bit on you for t.v.'s "Unsolved Mysteries." ))

(( Only your organization is big enough and broad enough to include the Leafy Greens Council and the Association of Tongue Depressors. ))

But I guess it's only natural for the heads of organizations like yours to get together themselves.

Some people think of America as a nation of "rugged individualists" -- alone, against the odds. And that is part of the American tradition -- but **only** a part.

There's another tradition -- a tradition as old as America itself. As old as Pilgrims and the Mayflower Compact -- as old as the pioneers who settled the West. It's the tradition Tocqueville described more than 150 years ago, when he wrote that: "Americans of all ages, all conditions, and all dispositions constantly form associations."

That shouldn't surprise us -- because the act of association is nothing less than democracy in action: Individuals translating common interests into a common cause.

And you know, today we see the power of democracy in action from Moscow to Managua. We see fresh evidence every day that the democratic ideal we cherish -- the idea we call America -- is alive everywhere. In the Revolution of '89, that brought down the Berlin Wall -- and brought freedom to Eastern Europe. Here in our own hemisphere, in the great victories for democracy in Panama and Nicaragua. Millions of people, now enjoying the freedoms America has known for two centuries.

Here at home, we've got to see what these transforming changes in the world mean for us. And those changes carry a challenge -- a challenge to us, to find in our freedoms new ways to solve the problems that threaten our society and our continued leadership in the world community.

Look around at the problems we face: Drug abuse. Hunger, homelessness. Illiteracy. Despair in our inner cities. The breakdown of the family. There's a role, a critical role, for government in finding solutions -- but we know government doesn't

have all the answers. If we could eliminate these problems -- solve them **once and for all** -- with **more programs, more bureaucracy** -- these problems would have disappeared long ago.

The fact is, government isn't the only organized entity out there with the power to change things, the power to make a difference. //

Everyone in this room is well aware of the **advantages of association**. // But I don't know whether you are really aware of the full extent of your power. Of the resources -- the expertise -- the potential energy -- your organizations can command. Your ability to help solve community problems.

I know most associations are already active in community service -- and I've heard about some of the wonderful work being done. By the Medical Association of Atlanta -- working after-hours to provide free medical care to the homeless. By the Oregon Remodelers Association in Portland -- in Project Pride, a program to do home repairs for low-income elderly. By the Hotel Association of New York City -- with its ongoing commitment to donate surplus food to feed the hungry.

These are just 3 of countless community service projects your associations are engaged in. A priceless commitment of time and talent, mirrored in similar community's efforts by millions of Americans across the country. In fact, one study in 1988 found that Americans who volunteered in formal organizations gave almost 15 billion hours valued at an estimated \$150 billion.

That's tremendous -- but it's just the tip of the iceberg. Just a fraction of all the good works we are capable of.

Because the fact is, coping with the problems we face is within our power. **There is no problem in America that is not being solved somewhere.** Think about that. The programs I've just mentioned -- in New York, Atlanta, Portland, Oregon -- and thousands more. Think about ways your organization -- every one of your members -- can make this mission of serving others ~~their~~ *your* own. //

There's a story I want to tell today -- a story Martin Luther King, Jr. told in a speech he made the night before that terrible day in Memphis 22 years ago. It's a story about **servicing others -- and the courage that takes.**

It's a familiar story -- about the Good Samaritan and the stranger he helped. But there's another part of the story we **don't always remember.** Before the Good Samaritan stopped that day, **two other men** saw the injured stranger -- **and passed him by.**

Dr. King thought long and hard about it, and he used to ask himself: Why didn't the others stop to help? Dr. King came up with some **good reasons.** They didn't stop because they were **too busy.** Had more important work waiting ~~down~~ *down* in Jerusalem -- of far more consequence than helping one unfortunate man. So on they went.

Then one day Martin Luther King put himself in their shoes. At the age of 30, on his first trip to the Holy Land, he and his

wife, Coretta, travelled that road from Jerusalem to Jericho -- and Dr. King saw the story of the Good Samaritan in a new light.

That road starts off more than 1000 feet **above** sea level, and ends in Jericho 2000 feet **below** sea level. A twisting road. Full of blind curves. He imagined the road 2000 years ago, each curve a perfect ambush point for robbers. And at that moment, Dr. King realized why the two men didn't stop. It had nothing to do with the reasons he had imagined. They didn't stop -- because **they were afraid.** //

The way Dr. King imagined it, one asked himself: "If I stop to help this man, what will happen to me?" // And he went on his way. //

But then the Good Samaritan came along, and asked himself a different question: "If I don't stop to help this man -- what will happen to him?" He asked himself that question -- and he found the courage to stop. **The courage to help. The courage to serve.** //

Which question do we ask ourselves -- about going down to the soup kitchen in that dangerous neighborhood. About stopping on a dark street to help a homeless man. About reaching out to those desperate kids out there -- kids who have no home life, who're hooked on drugs, who live a nightmare we can't begin to imagine. // Doing any of these things isn't easy. Every one takes an act of courage.

But unlike the Good Samaritan, we don't have to act alone. Each one of you understands the power of collective action -- how

much we can get done when we work together. Pool our resources. Combine our talents.

And don't think it won't take courage. // It's going to take courage to go back to your Member organizations, back to their CEOs and Boards of Directors and suggest that they place community service at the center of their agenda. It's going to take courage to insist that community service has a place -- at the very heart of every organization. // It will take courage to make each one believe that from now on in America any definition of a successful life must include serving others. But that's just what I'm asking you to do.

Today, I want to lay down some challenges -- challenges to associations all over America to take up community service:

**First, build on a firm foundation. Find out what's working in your industry -- in your profession -- in your community. Let your members know which community service programs are most effective -- and challenge them to make them the blue-print for their own efforts.**

Find new ways to use existing assets. I understand that one of the ASAE's great strengths is its Allied Societies structure -- 69 state and local organizations, thousands more association executives. I'm asking each of these Allied Societies to take the lead in their community for solving social problems -- become what we call "Points of Light action groups."

**Second, set a target of 100% participation in community service. Challenge your constituents to call on every employee**

and member at every level of every organization -- from the CEO on down to the newest hire -- to make community service their personal mission. //

Finally, a third challenge. // Recognize those members who are what I call Points of Light. I've belonged to many associations in my life, and I know one of the things you do best is to recognize outstanding performance. So I ask you to turn the spotlight on community service -- in your newsletters and magazines, at your annual meetings -- on individuals who give 110% helping people in need -- and on those organizations who demonstrate 100 % participation in community service. ///

I'm counting on each one of you to take these challenges to heart. People in this room represent thousands of associations, organizations of all sorts and sizes. A combined membership of 100 million Americans. //

So today, I'm asking you: Channel that energy into community service. Tap that power -- and transform a nation. ///

Once again, my thanks for all you've done -- and all that you are going to do. God bless you -- and God bless the United States of America.

# # #

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/6/90 ACTION/CONCURRENCE/COMMENT DUE BY: ---

SUBJECT: PRESIDENTIAL REMARKS: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BATES	<input type="checkbox"/>	<input checked="" type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<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 type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PINKERTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PETERSMEYER</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>                    </u>	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u>                    </u>	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

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

THE WHITE HOUSE  
WASHINGTON

1990 MAR -5 PM 4:05

March 5, 1990

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *cw*  
FROM: DAN MCGROARTY *DMcA*  
SUBJECT: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES

I. SUMMARY

On Tuesday, March 6, at 2:00 p.m. you will address the American Society of Association Executives at the Convention Center (15 min./teleprompter). Over 3000 association executives are expected to attend.

II. DISCUSSION

This is the first time in its 70-year history that a President has addressed this group -- the "association for associations." ASAE represents over 8800 national, state and local associations, serving more than 215 million people and companies.

The remarks focus on community service. You recognize the hard work many associations have already done in their communities, but you also issue three challenges for them to become even more involved. Their president is asked to report their progress to you in six months.

###

McGroarty/Dooley  
March 5, 1990  
3:00 pm  
[ASAE]

PRESIDENTIAL REMARKS: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES  
THE CONVENTION CENTER, WASHINGTON, D.C.  
MARCH 6, 1990  
2:00 P.M.

*Dominions  
delivers fight  
in less kind*

Thank you. [Introductory acknowledgements.] Bill Taylor,  
President of ASAE. Neil Milner, Chairman. And to all the  
association executives here today: it's my privilege to  
be here this afternoon.

*panic  
no new  
fates.  
AT&T want  
on the blink*

I know some people are surprised to hear that there's an  
association for associations. But I guess it's only natural for  
the heads of organizations like yours to get together themselves.

Some people think of America as a nation of "rugged  
individualists" -- alone, against the odds. And that is part of  
the American tradition -- but only a part.

*subject of  
Unsolvable  
mysteries*

There's another tradition -- a tradition as old as America  
itself. As old as Pilgrims and the Mayflower Compact -- as old  
as the pioneers who settled the West. It's the tradition  
Tocqueville described more than 150 years ago, when he wrote  
that: "Americans of all ages, all conditions, and all  
dispositions constantly form associations."

That shouldn't surprise us -- because the act of association  
is nothing less than democracy in action: Individuals  
translating common interests into a common cause.

And you know, today we see the power of **democracy in action** from Moscow to Managua. We see fresh evidence every day that the **democratic ideal** we cherish -- the idea we call America -- is alive everywhere. In the Revolution of '89, that brought down the Berlin Wall -- and brought freedom to Eastern Europe. Here in our own hemisphere, in the great victories for democracy in Panama and Nicaragua. Millions of people, now enjoying the freedoms America has known for two centuries.

Here at home, we've got to see what these transforming changes in the world mean for us. And those **changes** carry a **challenge** -- a challenge to us, to find in our freedoms new ways to solve the problems that threaten our society and our continued leadership in the world community.

Look around at the problems we face: Drug abuse. Hunger, homelessness. Illiteracy. Despair in our inner cities. The breakdown of the family. There's a role, a critical role, for government in finding solutions -- but we know government doesn't have all the answers. If we could eliminate these problems -- solve them once and for all -- with more programs, more bureaucracy -- these problems would have disappeared long ago.

The fact is, government isn't the only organized entity out there with the power to change things, the power to make a difference. //

Everyone in this room is well aware of the advantages of association. // But I don't know whether you are really aware of the full extent of your power. Of the resources -- the

**expertise -- the potential energy -- your organizations can command. Your ability to help solve community problems.**

I know most associations are already active in community service -- and I've heard about some of the wonderful work being done. By the Medical Association of Atlanta -- working after-hours to provide free medical care to the homeless. By the Oregon Remodelers Association in Portland -- in Project Pride, a program to do home repairs for low-income elderly. By the Hotel Association of New York City -- with its ongoing commitment to donate surplus food to feed the hungry.

These are just 3 of countless community service projects your associations are engaged in. **A priceless commitment of time and talent.**

That's tremendous -- but it's just the tip of the iceberg. Just a fraction of all the good works we are capable of.

Because the fact is, coping with the problems we face is within our power. **There is no problem in America that is not being solved somewhere.** Think about that. The programs I've just mentioned -- in New York, Atlanta, Portland, Oregon -- and thousands more. Think about ways your organization -- every one of your members -- can make this mission of serving others their own. //

There's a story I want to tell today -- a story Martin Luther King, Jr. told in a speech he made the night before that terrible day in Memphis 22 years ago. It's a story about serving others -- and the **courage that takes.**

It's a familiar story -- about the Good Samaritan and the stranger he helped. But there's another part of the story we don't always remember. Before the Good Samaritan stopped that day, two other men saw the injured stranger -- and passed him by.

Dr. King thought long and hard about it, and he used to ask himself: Why didn't the others stop to help? Dr. King came up with some good reasons. They didn't stop because they were too busy. Had more important work waiting down in Jerusalem -- of far more consequence than helping one unfortunate man. So on they went.

Then one day Martin Luther King put himself in their shoes. At the age of 30, on his first trip to the Holy Land, he and his wife, Coretta, travelled that road from Jerusalem to Jericho -- and Dr. King saw the story of the Good Samaritan in a new light.

That road starts off more than 1000 feet above sea level, and ends in Jericho 2000 feet below sea level. A twisting road. Full of blind curves. He imagined the road 2000 years ago, each curve a perfect ambush point for robbers. And at that moment, Dr. King realized why the two men didn't stop. It had nothing to do with the reasons he had imagined. They didn't stop -- because they were afraid. //

The way Dr. King imagined it, one asked himself: "If I stop to help this man, what will happen to me?" // And he went on his way. //

But then the Good Samaritan came along, and asked himself a different question: "If I don't stop to help this man -- what

will happen to him?" He asked himself that question -- and he found the courage to stop. The courage to help. The courage to serve. //

Which question do we ask ourselves -- about going down to the soup kitchen in that dangerous neighborhood. About stopping on a dark street to help a homeless man. About reaching out to those desperate kids out there -- kids who have no home life, who're hooked on drugs, who live a nightmare we can't begin to imagine. // Doing any of these things isn't easy. Every one takes an act of courage.

But unlike the Good Samaritan, we don't have to act alone. Each one of you understands the power of collective action -- how much we can get done when we work together. Pool our resources. Combine our talents.

And don't think it won't take courage. // It's going to take courage to go back to your Member organizations, back to their CEOs and Boards of Directors and suggest that they place community service at the center of their agenda. It's going to take courage to insist that community service has a place -- at the very heart of every organization. // It will take courage to make each one believe that from now on in America any definition of a successful life must include serving others. But that's just what I'm asking you to do.

Today, I want to lay down some challenges -- challenges to associations all over America to take up community service:

**First, build on a firm foundation. Find out what's working in your industry -- in your profession -- in your community. Let your members know which community service programs are most effective -- and challenge them to make them the blue-print for their own efforts.**

Find new ways to use existing assets. I understand that one of the ASAE's great strengths is its Allied Societies structure - - 69 state and local organizations, thousands more association executives. I'm asking each of these Allied Societies to take the lead in their community for solving social problems -- become what we call "Points of Light action groups."

**Second, set a target of 100% participation in community service. Challenge your constituents to call on every employee and member at every level of every organization -- from the CEO on down to the newest hire -- to make community service their personal mission. //**

Finally, a third challenge. // **Recognize those members who are what I call Points of Light. I've belonged to many associations in my life, and I know one of the things you do best is to recognize outstanding performance. So I ask you to turn the spotlight on community service -- in your newsletters and magazines, at your annual meetings -- on individuals who give 110% helping people in need -- and on those organizations who demonstrate 100 % participation in community service. ///**

I'm counting on each one of you to take these challenges to heart. People in this room represent thousands of associations,

organizations of all sorts and sizes. A combined membership of 100 million Americans. //

So today, I'm asking you: Channel that energy into community service. Tap that power -- and transform a nation.

///

Once again, my thanks for all you've done -- and all that you are going to do. God bless you -- and God bless the United States of America.

# # #

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/2/90

ACTION/CONCURRENCE/COMMENT DUE BY: 3/2/90 6:00 PM

SUBJECT: PRESIDENTIAL REMARKS: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE <i>n/c</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN <i>n/c</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH <i>n/c</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES <i>n/c</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
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 checked="" 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 <i>n/c</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 6:00 PM, TODAY, Friday, March 2, 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 MAR -2 AM 11:51

McGroarty/Dooley  
March 2, 1990  
11:00 am  
[ASAE]

PRESIDENTIAL REMARKS: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES  
THE CONVENTION CENTER, WASHINGTON, D.C.  
MARCH 6, 1990  
2:00 P.M.

Thank you. [Introductory acknowledgements.] Bill Taylor, President of ASAE. Neil Milner, Chairman. And to all the association executives here today: it's my privilege to be here this afternoon.

I know some people are surprised to hear <sup>that</sup> there's an association for associations. But I guess it's only natural for the heads of organizations like yours to get together themselves.

Some people think of America as a nation of "rugged individualists" -- alone, against the odds. And that is part of the American tradition -- but **only** a part.

There's another tradition -- a tradition as old as America itself. As old as Pilgrims and the Mayflower Compact -- as old as the pioneers who settled the West. It's the tradition Tocqueville described more than 150 years ago, when he wrote that: "Americans of all ages, all conditions, and all dispositions constantly form **associations**."

That shouldn't surprise us -- because the **act of association** is nothing less than democracy in action: Individuals translating common interests into a common cause.

And you know, today we see the power of **democracy in action from Moscow to Managua**. We see fresh evidence every day that the **democratic ideal** we cherish -- the **idea we call America** -- is alive everywhere. In the **Revolution of '89**, that brought down the Berlin Wall -- and brought freedom to Eastern Europe. Here in our own hemisphere, in the great victories for democracy in Panama and Nicaragua. Millions of people, now enjoying the freedoms America has known for two centuries.

Here at home, we've got to see what these transforming changes in the world mean for us. And those **changes** carry a **challenge** -- a challenge to us, to find in our freedoms new ways to solve the problems that threaten our society, *and our continued leadership in the world community.*

Look around at the problems we face: Drug abuse. Hunger, homelessness, *Illiteracy.* Despair in our inner cities. The breakdown of the family. There's a role, a critical role, for government in finding solutions -- but we know **government** doesn't have all the answers. If we could eliminate these problems -- solve them once and for all -- with more programs, more bureaucracy -- *these problems* they would have disappeared long ago. *Pink insert*

But what about each one of us -- what can we do? Of course, each one of us can help. Each one of us has the power to change someone's *else's* life for the better. And yet we may feel -- as individuals -- that in a larger sense, we're powerless to truly solve these vast problems we face.

But the fact is, government isn't the only organized entity out there with the power to change things, *the power to* ~~make things better.~~ *a difference.*

And each of us isn't just an individual -- on our own, cut off from everyone else. Each one of us **belongs**: each one of us is a member, a colleague, a teammate -- part of some larger group. The people we work with. The people we worship with. The people who **share our interests and <sup>our</sup> ideals.**

And together -- in association -- we have power. **A strength greater than the simple sum of America's separate individuals.**

//

Everyone in this room is well aware of the advantages of association. The difference it makes for your organizations -- the benefits it means for your members. **But I don't know whether you are really aware of the full extent of your power. Of the resources -- the expertise -- the potential energy -- your organizations can command.** *Your ability to help solve community problems.*

I know <sup>most</sup> ~~many~~ associations are already active in community service -- and I've heard about some of the wonderful work being done. By the Medical Association of Atlanta -- working after-hours to provide free medical care to the homeless. By the Oregon Remodelers Association in Portland -- in Project Pride, a program to do home repairs for low-income elderly. By the Hotel Association of New York City -- with its ongoing commitment to donate <sup>surplus</sup> ~~unused, excess~~ food to feed the hungry.

These are just 3 of countless community service projects your associations are engaged in. <sup>priceless</sup> ~~A commitment of time and talent worth billions of dollars each year.~~

That's tremendous -- // but it's just the tip of the iceberg. Just a fraction of all the good works we are capable of.

Because the fact is, coping with the problems we face is within our power. **There is no problem in America that is not being solved somewhere.** Think about that. The programs I've just mentioned -- in New York, Atlanta, Portland, Oregon -- and thousands more. Think about ways your organization -- every one of your members -- can make this mission of <sup>servicing</sup> helping others their own. //

There's a story I want to tell today -- a story Martin Luther King, Jr. told in a speech he made the night before that terrible day in Memphis 22 years ago. It's a story about <sup>servicing</sup> helping others -- and the courage that takes.

It's a familiar story -- about the Good Samaritan and the stranger he helped. But there's another part of the story we don't always remember. Before the Good Samaritan stopped that day, ~~two other men -- a Levite and a priest --~~ saw the injured stranger -- and passed him by. //

Dr. King thought long and hard about it, and he used to ask himself: Why didn't the ~~Levite and the Priest~~ <sup>others</sup> stop to help? Dr. King came up with some good reasons. They didn't stop because they were too busy. Had more important work waiting down in Jerusalem -- of far more consequence than helping one unfortunate man. So on they went.

Then one day Martin Luther King put himself in their shoes. At the age of 30, on his first trip to the Holy Land, he <sup>and his wife, Coretta,</sup> travelled that road from Jericho to Jerusalem himself -- and saw that story of the Good Samaritan in a new light.

That road starts off more than 1000 feet above sea level, and ends in <sup>Jericho</sup> Jerusalem 2000 feet below sea level. A twisting road. Full of blind curves. He imagined the road 2000 years ago, each curve a perfect ambush point for robbers. And at that moment, Dr. King realized why the <sup>two men</sup> ~~Levite~~ and the priest didn't stop. It had nothing to do with the reasons he had imagined. They didn't stop -- because they were afraid. //

The way Dr. King imagined it, the <sup>one</sup> ~~Levite~~ asked himself: "If I stop to help this man, what will happen to me?" // And he went on his way. //

But then the Good Samaritan came along, and asked himself a different question: "If I don't stop to help this man -- what will happen to him?" He asked himself that question -- and he found the courage to stop. The courage to help. // <sup>the courage to serve</sup>

Which question do we ask ourselves -- about going down to the <sup>soup</sup> ~~food~~ kitchen in that dangerous neighborhood. About stopping on a dark street to help a homeless man. About reaching out to those desperate kids out there -- kids who have no home life, who're hooked on drugs, who live a nightmare we can't begin to imagine. // Doing any of these things isn't easy. Every one takes an act of courage.

But unlike the Good Samaritan, we don't have to act alone. Each one of you understands the power of collective action -- how much we can get done when we work together. Pool our resources. Combine our talents.

And don't think it ~~won't~~ take courage. // It's going to take courage to go back to your Member organizations, back to their CEOs and Boards of Directors, and suggest that they ~~put~~ <sup>place</sup> community service <sup>at the center of their</sup> ~~on their~~ agenda. It's going to take courage to insist that community service has a place -- **at the very heart of every organization.** // **But that's just what I'm asking you to do.**

Today, I want to lay down some challenges -- challenges to associations all over America to take up community service:  
[[3 CHALLENGES ....]]

People in this room represent thousands of associations, ~~Tens of thousands of organizations~~ <sup>x</sup> of all sorts and sizes. A combined membership of 100 million Americans. //

So today, I'm asking you: Channel that energy into community service. Tap that power -- and transform a nation.

///

Once again, my thanks for all you've done -- and all that you are going to do. God bless you -- and God bless the United States of America.

# # #

*It will take courage to make each one believe that from now on in America any definition of a successful life must include serving others.*

THE WHITE HOUSE

WASHINGTON

March 2, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: JIM PINKERTON

SUBJECT: American Society of Assoc. Executives Draft

pg.1, par. 4, 3 "It's the tradition Tocqueville described...."

Tocqueville's myriad observations about Americans and their love of associations always seem relevant and current, especially, as here, in the Thousand Points of Light sense.

2,1,1 "...today we see the power of democracy in action from Moscow to Managua."

"Moscow to Managua" is a mellifluous line, though at this point in time it may be stretching it to make the connection between Moscow and "democracy in action."

2,3,1 "Look around at all the problems we face: Drug abuse. Hunger, homelessness. The breakdown of the family. There's a role...for government in finding solutions..."

Here we suggest making the added point that we all agree that the problems exist, and that the question now is what works. Thus, we suggest inserting after "The breakdown of the family," the following:

"We all acknowledge the problems. We all agree on the goals. Let us turn our attention and our energy in meeting those goals toward what works. Too often we have become so interested in the particular methods by which we intend to solve these problems that we forget about the problems themselves. In our constant quest for a Kinder, Gentler America, let us not be wedded to methods that have constrained us in the past. If we could eliminate these problems...."

2,3,5 "...with more bureaucracy."

We suggest adding the word "centralized" to "bureaucracy."

###

Document No. 11888555

# WHITE HOUSE STAFFING MEMORANDUM



DATE: 3/2/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3/2/90 6:00 PM

SUBJECT: PRESIDENTIAL REMARKS: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES

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

REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 6:00 PM, TODAY, Friday, March 2, with a copy to my office. Thank you.

RESPONSE: *No Comments*

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

# WHITE HOUSE STAFFING MEMORANDUM



DATE: 3/2/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3/2/90 6:00 PM

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RESPONSE: *No comment*

90 FEB 30 P 6:00

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

1990 MAR -2 AM 11:51

McGroarty/Dooley  
March 2, 1990  
11:00 am  
[ASAE]

PRESIDENTIAL REMARKS: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES  
THE CONVENTION CENTER, WASHINGTON, D.C.  
MARCH 6, 1990  
2:00 P.M.

Thank you. [Introductory acknowledgements.] Bill Taylor, President of ASAE. Neil Milner, Chairman. And to all the association executives here today: it's my privilege to be here this afternoon.

I know some people are surprised to hear there's an association for associations. But I guess it's only natural for the heads of organizations like yours to get together themselves.

Some people think of America as a nation of "rugged individualists" -- alone, against the odds. And that is part of the American tradition -- but only a part.

There's another tradition -- a tradition as old as America itself. As old as Pilgrims and the Mayflower Compact -- as old as the pioneers who settled the West. It's the tradition Tocqueville described more than 150 years ago, when he wrote that: "Americans of all ages, all conditions, and all dispositions constantly form associations."

That shouldn't surprise us -- because the act of association is nothing less than democracy in action: Individuals translating common interests into a common cause.

And you know, today we see the power of democracy in action from Moscow to Managua. We see fresh evidence every day that the democratic ideal we cherish -- the idea we call America -- is alive everywhere. In the Revolution of '89, that brought down the Berlin Wall -- and brought freedom to Eastern Europe. Here in our own hemisphere, in the great victories for democracy in Panama and Nicaragua. Millions of people, now enjoying the freedoms America has known for two centuries.

Here at home, we've got to see what these transforming changes in the world mean for us. And those changes carry a challenge -- a challenge to us, to find in our freedoms new ways to solve the problems that threaten our society.

Look around at the problems we face: Drug abuse. Hunger, homelessness. Despair in our inner cities. The breakdown of the family. There's a role, a critical role, for government in finding solutions -- but we know government doesn't have all the answers. If we could eliminate these problems -- solve them once and for all -- with more programs, more bureaucracy -- they would have disappeared long ago.

But what about each one of us -- what can we do? Of course, each one of us can help. Each one of us has the power to change someone's life for the better. And yet we may feel -- as individuals -- that in a larger sense, we're powerless to truly solve these vast problems we face.

But the fact is, government isn't the only organized entity out there with the power to change things, make things better.

And each of us isn't just an individual -- on our own, cut off from everyone else. Each one of us belongs: each one of us is a member, a colleague, a teammate -- part of some larger group. The people we work with. The people we worship with. The people who share our interests and ideals.

And together -- in association -- we have power. A strength greater than the simple sum of America's separate individuals.

//

Everyone in this room is well aware of the advantages of association. The difference it makes for your organizations -- the benefits it means for your members. But I don't know whether you are really aware of the full extent of your power. Of the resources -- the expertise -- the potential energy -- your organizations can command.

I know many associations are already active in community service -- and I've heard about some of the wonderful work being done. By the Medical Association of Atlanta -- working after-hours to provide free medical care to the homeless. By the Oregon Remodelers Association in Portland -- in Project Pride, a program to do home repairs for low-income elderly. By the Hotel Association of New York City -- with its ongoing commitment to donate unused, excess food to feed the hungry.

These are just 3 of countless community service projects your associations are engaged in. A commitment of time and talent worth billions of dollars each year.

That's tremendous -- // but it's just the tip of the iceberg. Just a fraction of all the good works we are capable of.

Because the fact is, coping with the problems we face is within our power. There is no problem in America that is not being solved somewhere. Think about that. The programs I've just mentioned -- in New York, Atlanta, Portland, Oregon -- and thousands more. Think about ways your organization -- every one of your members -- can make this mission of helping others their own. //

There's a story I want to tell today -- a story Martin Luther King, Jr. told in a speech he made the night before that terrible day in Memphis 22 years ago. It's a story about helping others -- and the courage that takes.

It's a familiar story -- about the Good Samaritan and the stranger he helped. But there's another part of the story we don't always remember. Before the Good Samaritan stopped that day, two other men -- a Levite and a priest -- saw the injured stranger -- and passed him by. //

Dr. King thought long and hard about it, and he used to ask himself: Why didn't the Levite and the Priest stop to help? Dr. King came up with some good reasons. They didn't stop because they were too busy. Had more important work waiting down in Jerusalem -- of far more consequence than helping one unfortunate man. So on they went.

Then one day Martin Luther King put himself in their shoes. At the age of 30, on his first trip to the Holy Land, he travelled that road from Jericho to Jerusalem himself -- and saw that story of the Good Samaritan in a new light.

That road starts off more than 1000 feet **above** sea level, and ends in Jerusalem 2000 feet **below** sea level. A twisting road. Full of blind curves. He imagined the road 2000 years ago, each curve a perfect ambush point for robbers. And at that moment, Dr. King realized why the Levite and the priest didn't stop. It had nothing to do with the reasons he had imagined. They didn't stop -- because **they were afraid.** //

The way Dr. King imagined it, the Levite asked himself: "If I stop to help this man, what will happen to me?" // And he went on his way. //

But then the Good Samaritan came along, and asked himself a different question: "If I don't stop to help this man -- what will happen to him?" He asked himself that question -- and he found the courage to stop. **The courage to help.** //

Which question do we ask ourselves -- about going down to the food kitchen in that dangerous neighborhood. About stopping on a dark street to help a homeless man. About reaching out to those desperate kids out there -- kids who have no home life, who're hooked on drugs, who live a nightmare we can't begin to imagine. // Doing any of these things isn't easy. Every one takes an act of courage.

But unlike the Good Samaritan, we don't have to act alone. Each one of you understands the power of collective action -- how much we can get done when we work together. Pool our resources. Combine our talents.

And don't think it won't take courage. // It's going to take courage to go back to your Member organizations, back to their CEOs and Boards of Directors and suggest that they put community service on their agenda. It's going to take courage to insist that community service has a place -- at the very heart of every organization. // But that's just what I'm asking you to do.

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[[3 CHALLENGES ....]]

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///

Once again, my thanks for all you've done -- and all that you are going to do. God bless you -- and God bless the United States of America.

# # #

# WHITE HOUSE STAFFING MEMORANDUM



DATE: 3/2/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3/2/90 6:00 PM

SUBJECT: PRESIDENTIAL REMARKS: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES

	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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HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u>                    </u>	<input type="checkbox"/>	<input type="checkbox"/>

**REMARKS:**

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 6:00 PM, TODAY, Friday, March 2, with a copy to my office. Thank you.

**RESPONSE:**

*Mc. 3/2/90*

90 FEB 30 P5:47

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

THE WHITE HOUSE  
WASHINGTON



March 2, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*  
SUBJECT: Presidential Remarks: American Society of  
Association Executives

We have reviewed the attached draft and have the following comments:

Page 3, last line: add at the end: "and worth much more in societal well-being that cannot be reduced to a dollar figure."

Page 4, line 6: The word "solved" may be somewhat optimistic. I suggest that the word "addressed" be used instead.

cc: James W. Cicconi

90 FEB 30 P 5: 48

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/2/90

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

1990 MAR -2 AM 11:51

McGroarty/Dooley  
March 2, 1990  
11:00 am  
[ASAE]

PRESIDENTIAL REMARKS: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES  
THE CONVENTION CENTER, WASHINGTON, D.C.  
MARCH 6, 1990  
2:00 P.M.

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The way Dr. King imagined it, the Levite asked himself: "If I stop to help this man, what will happen to me?" // And he went on his way. //

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[[3 CHALLENGES ....]]

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///

Once again, my thanks for all you've done -- and all that you are going to do. God bless you -- and God bless the United States of America.

# # #

POINT MADE -  
END OF  
SPEECH

I KNOW THAT THE ASSOCIATIONS OF AMERICA REFLECT EVERY FACET OF OUR SOCIETY -- EVERY INDUSTRY, EVERY PROFESSION, EVERY CAUSE-RELATED GROUP, AND EVERY CHARITABLE ORGANIZATION. YOUR REACH IS UNBELIEVABLE.

I CHALLENGE YOU TO USE THIS REACH TO STIMULATE YOUR MEMBERS TO UNDERTAKE SPECIFIC POINTS OF LIGHT INITIATIVES.

SO MANY ARE EAGER TO GET INVOLVED BUT DON'T KNOW EXACTLY WHAT TO DO.

*FIRST,*  
FIND OUT WHAT'S WORKING IN YOUR INDUSTRY -- IN YOUR PROFESSION -- IN YOUR COMMUNITY. LET YOUR MEMBERS KNOW THE PROGRAMS THAT HAVE WORKED AND SEEM TO FIT YOUR GROUPS BEST.

CHALLENGE THEM TO EMULATE THESE PROGRAM OR TO COME UP WITH OTHERS TO ADDRESS DRUG ABUSE, ILLITERACY, HOMELESSNESS, HUNGER, AIDS AND THE OTHER SOCIAL ILLS OF OUR COUNTRY. CHALLENGE THEM TO GET EVERY SINGLE MEMBER OR EMPLOYEE DIRECTLY INVOLVED IN SOME REGULAR COMMUNITY SERVICE ACTIVITY, FROM THE C.E.O. TO THE NEWEST HIRE, FROM THE HEAD OF THE GROUP TO THE MOST JUNIOR MEMBER. THE GOAL FOR EVERY MEMBER INSTITUTION SHOULD BE 100% PARTICIPATION. *5 - BUILD ON THIS COMMON BASE...*

I'M ASKING ASAE TO MONITOR YOUR RESPONSE AND TO REPORT BACK TO ME IN SIX MONTHS ON HOW THESE PROGRAMS ARE WORKING.

I HAVE BELONGED TO MANY ASSOCIATIONS IN MY LIFE AND I KNOW THAT ONE OF THE THINGS YOU DO BEST IS TO RECOGNIZE OUTSTANDING PERFORMANCE.

*SECOND ->*  
THEREFORE, I AM ASKING YOU TO DEVELOP PROGRAMS WITHIN EACH OF YOUR ORGANIZATIONS TO RECOGNIZE THOSE MEMBERS WHO ARE MAKING THE POINTS OF LIGHT MOVEMENT COME ALIVE.

THIS DOES NOT HAVE TO BE A COMPETITIVE SITUATION WHERE THERE ARE WINNERS AND LOSERS. INSTEAD, LET'S RECOGNIZE ALL OF THEM FOR THE WORK THEY'RE DOING. *NO WINNERS + LOSERS --*

PLEASE RECOGNIZE REGULARLY IN YOUR MAGAZINES AND NEWSLETTERS THOSE GROUPS WITHIN YOUR MEMBERSHIP WHO ARE RESPONDING TO THIS CALL. I'M ASKING BILL TAYLOR TO LET ME KNOW IN SIX MONTHS HOW WE'RE DOING IN THE CREATIONS OF POINTS OF LIGHT ASSOCIATION RECOGNITION PROGRAMS. THE FORM THESE RECOGNITION PROGRAMS TAKE CAN BE BROAD AND VARIED. YOU COULD HONOR MEMBERS WHO CAN DEMONSTRATE 100% PARTICIPATION IN COMMUNITY SERVICE. OR MEMBERS WHO USE THEIR DISTINCTIVE CAPABILITIES OR SPECIAL SKILLS TO SOLVE SPECIFIC PROBLEMS, LIKE THE DOCTORS IN ATLANTA OR THE REMODELERS IN PORTLAND OR THE HOTELS IN NEW YORK THAT I MENTIONED EARLIER. OR YOU CAN HONOR MEMBERS WHO FOSTER A SERVICE CULTURE, WHERE SERVICE IS VALUED IN MAKING HIRING, COMPENSATION AND PROMOTION DECISIONS AND THOSE WHO SERVE ARE HONORED. *RECOGNIZED*

FIRST, I ASK YOU TO

THE SECOND CHALLENGE -

AND FINALLY, I UNDERSTAND THAT ONE OF ASAE'S REAL ASSETS IS YOUR ALLIED SOCIETIES STRUCTURE -- 68 LOCAL AND STATE ORGANIZATIONS COMPRISING THOUSANDS OF ASSOCIATION EXECUTIVES.

A MAJOR FOCUS OF OUR POINTS OF LIGHT INITIATIVE IS TO ESTABLISH LOCAL ACTION GROUPS OF PEOPLE WHO POSSIBLY HAVE NEVER WORKED TOGETHER BEFORE.

I'M ASKING THE ALLIED SOCIETIES OF ASAE TO TAKE THE LEADERSHIP IN THEIR RESPECTIVE COMMUNITIES TO BRING TOGETHER POINTS OF LIGHT ACTION GROUPS TO SOLVE PROBLEMS IN THEIR COMMUNITIES.

BILL, PLEASE LET ME KNOW HOW THINGS ARE GOING WITH THE POINTS OF LIGHT ACTION GROUPS AND THIS CHALLENGE SIX MONTHS FROM NOW.

THE THIRD  
CHALLENGE

# RESEARCH

McGroarty/Dooley ✓  
March 2, 1990  
11:00 am  
[ASAE]

PRESIDENTIAL REMARKS: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES  
THE CONVENTION CENTER, WASHINGTON, D.C.  
MARCH 6, 1990  
2:00 P.M.

Thank you. [Introductory acknowledgements.] Bill Taylor, President of ASAE. Neil Milner, Chairman. And to all the association executives here today: it's my privilege to be here this afternoon.

I know some people are surprised to hear there's an association for associations. But I guess it's only natural for the heads of organizations like yours to get together themselves.

Some people think of America as a nation of "rugged individualists" -- alone, against the odds. And that is part of the American tradition -- but only a part.

There's another tradition -- a tradition as old as America itself. As old as Pilgrims and the Mayflower Compact -- as old as the pioneers who settled the West. It's the tradition Tocqueville described more than 150 years ago, when he wrote that: "Americans of all ages, all conditions, and all dispositions constantly form associations."

That shouldn't surprise us -- because the act of association is nothing less than democracy in action: Individuals translating common interests into a common cause.

Alexis de Tocqueville  
Democracy in America  
Ch. II, Vol. II  
"of the Use  
of the Voluntary  
Associations in  
Civil Life"

And you know, today we see the power of **democracy in action from Moscow to Managua**. We see fresh evidence every day that the **democratic ideal we cherish -- the idea we call America -- is alive everywhere**. In the **Revolution of '89**, that brought down the Berlin Wall -- and brought freedom to Eastern Europe. Here in our own hemisphere, in the great victories for democracy in Panama and Nicaragua. Millions of people, now enjoying the freedoms America has known for two centuries.

Here at home, we've got to see what these transforming changes in the world mean for us. And those changes carry a **challenge -- a challenge to us, to find in our freedoms new ways to solve the problems that threaten our society**.

Look around at the problems we face: Drug abuse. Hunger, homelessness. Despair in our inner cities. The breakdown of the family. There's a role, a critical role, for government in finding solutions -- but we know **government doesn't have all the answers**. If we could eliminate these problems -- solve them once and for all -- with more programs, more bureaucracy -- they would have disappeared long ago.

But what about each one of us -- what can we do? Of course, each one of us can help. Each one of us has the power to change someone's life for the better. And yet we may feel -- as individuals -- that in a larger sense, we're powerless to truly solve these vast problems we face.

But the fact is, government isn't the only organized entity out there with the power to change things, make things better.

And each of us isn't just an individual -- on our own, cut off from everyone else. Each one of us **belongs**: each one of us is a member, a colleague, a teammate -- part of some larger group. The people we **work** with. The people we **worship** with. The people who **share our interests and ideals**.

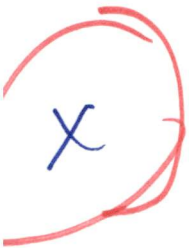
And together -- in association -- we have power. A strength **greater than the simple sum of America's separate individuals**.

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Everyone in this room is well aware of the advantages of association. The difference it makes for your organizations -- the benefits it means for your members. **But I don't know whether you are really aware of the full extent of your power. Of the resources -- the expertise -- the potential energy -- your organizations can command.**

I know <sup>most</sup> ~~many~~ associations are already active in community service -- and I've heard about some of the wonderful work being done. **By the Medical Association of Atlanta -- working after-hours to provide free medical care to the homeless. By the Oregon Remodelers Association in Portland -- in Project Pride, a program to do home repairs for low-income elderly. By the Hotel Association of New York City -- with its ongoing commitment to donate unused, excess food to feed the hungry.**

These are just 3 of countless community service projects your associations are engaged in. **A commitment of time and talent worth billions of dollars each year.**



John  
Westerberger  
404/881-  
1020

Clark  
Schenkenberger  
503/226-  
2721

Jean  
Golub  
212/832-858

The Value of  
Associations to  
American Society  
The Hudson  
Institute  
1989

That's tremendous -- // but it's just the tip of the iceberg. Just a fraction of all the good works we are capable of.

Because the fact is, coping with the problems we face is within our power. **There is no problem in America that is not being solved somewhere.** Think about that. The programs I've just mentioned -- in New York, Atlanta, Portland, Oregon -- and thousands more. Think about ways your organization -- every one of your members -- can make this mission of helping others their own. //

There's a story I want to tell today -- a story Martin Luther King, Jr. told in a speech he made the night before that terrible day in Memphis 22 years ago. It's a story about helping others -- and the courage that takes.

It's a familiar story -- about the Good Samaritan and the stranger he helped. But there's another part of the story we don't always remember. Before the Good Samaritan stopped that day, two other men -- a Levite and a priest -- saw the injured stranger -- and passed him by. //

Dr. King thought long and hard about it, and he used to ask himself: Why didn't the Levite and the Priest stop to help? Dr. King came up with some good reasons. They didn't stop because they were too busy. Had more important work waiting down in Jerusalem -- of far more consequence than helping one unfortunate man. So on they went.

*@ the Bishop  
Charles Mason  
Temple in  
Memphis,  
Tenn.  
4/3/68*

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X  
At the age of 30, on his first trip to the Holy Land, he travelled that road from Jericho to Jerusalem himself -- and saw that story of the Good Samaritan in a new light.

X ?  
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The way Dr. King imagined it, the Levite asked himself: "If I stop to help this man, what will happen to me?" // And he went on his way. //

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But unlike the Good Samaritan, we don't have to act alone. Each one of you understands the power of collective action -- how much we can get done when we work together. Pool our resources. Combine our talents.

2/3

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[[3 CHALLENGES ....]]

8000 associations

People in this room represent thousands of associations. ~~Tens of thousands of~~ organizations of all sorts and sizes. A combined membership of 100 million Americans. //

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///

Once again, my thanks for all you've done -- and all that you are going to do. God bless you -- and God bless the United States of America.

# # #

dkm  
Pls. see pp. 4-5 per  
our conversation.  
Thanks,  
Bill  
Gardner's

McGroarty/Dooley  
March 2, 1990  
11:00 am  
[ASAE]

1990 MAR -2 AM 11:51

3: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES  
THE CONVENTION CENTER, WASHINGTON, D.C.  
MARCH 6, 1990  
2:00 P.M.

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That shouldn't surprise us -- because the **act of association** is nothing less than **democracy in action**: Individuals translating common interests into a common cause.

And you know, today we see the power of democracy in action from Moscow to Managua. We see fresh evidence every day that the democratic ideal we cherish -- the idea we call America -- is alive everywhere. In the Revolution of '89, that brought down the Berlin Wall -- and brought freedom to Eastern Europe. Here in our own hemisphere, in the great victories for democracy in Panama and Nicaragua. Millions of people, now enjoying the freedoms America has known for two centuries.

Here at home, we've got to see what these transforming changes in the world mean for us. And those changes carry a challenge -- a challenge to us, to find in our freedoms new ways to solve the problems that threaten our society.

Look around at the problems we face: Drug abuse. Hunger, homelessness. Despair in our inner cities. The breakdown of the family. There's a role, a critical role, for government in finding solutions -- but we know government doesn't have all the answers. If we could eliminate these problems -- solve them once and for all -- with more programs, more bureaucracy -- they would have disappeared long ago.

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I know many associations are already active in community service -- and I've heard about some of the wonderful work being done. By the Medical Association of Atlanta -- working after-hours to provide free medical care to the homeless. By the Oregon Remodelers Association in Portland -- in Project Pride, a program to do home repairs for low-income elderly. By the Hotel Association of New York City -- with its ongoing commitment to donate unused, excess food to feed the hungry.

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It's a familiar story -- about the Good Samaritan and the stranger he helped. But there's another part of the story we **don't always remember.** Before the Good Samaritan stopped that day, **two other men** ~~a Levite and a priest~~ saw the injured stranger -- **and passed him by.** //

Dr. King thought long and hard about it, and he used to ask himself: Why didn't ~~the Levite and the Priest~~ <sup>the others / they</sup> stop to help? Dr. King came up with some **good reasons.** They didn't stop because they were **too busy.** Had more important work waiting down in Jerusalem -- of far more consequence than helping one unfortunate man. So on they went.

Then one day Martin Luther King put himself in their shoes. At the age of 30, on his first trip to the Holy Land, he travelled that road from Jericho to Jerusalem himself -- and saw that story of the Good Samaritan in a new light.

That road starts off more than 1000 feet **above** sea level, and ends in Jerusalem 2000 feet **below** sea level. A twisting road. Full of blind curves. He imagined the road 2000 years ago, each curve a perfect ambush point for robbers. And at that moment, Dr. King realized why ~~the Levite and the priest~~<sup>they</sup> didn't stop. It had nothing to do with the reasons he had imagined. They didn't stop -- because **they were afraid.** //

The way Dr. King imagined it, ~~the Levite~~<sup>me</sup> asked himself: "If I stop to help this man, what will happen to me?" // And he went on his way. //

But then the Good Samaritan came along, and asked himself a different question: "**If I don't stop to help this man -- what will happen to him?**" He asked himself that question -- and he found the courage to stop. **The courage to help.** //

Which question do we ask ourselves -- about going down to the food kitchen in that dangerous neighborhood. About stopping on a dark street to help a homeless man. About reaching out to those desperate kids out there -- kids who have no home life, who're hooked on drugs, who live a nightmare we can't begin to imagine. // Doing any of these things isn't easy. Every one takes an act of courage.

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///

Once again, my thanks for all you've done -- and all that you are going to do. God bless you -- and God bless the United States of America.

# # #

THE WHITE HOUSE  
WASHINGTON

March 2, 1990

MEMORANDUM FOR CHRISS WINSTON  
DEPUTY ASSISTANT TO THE PRESIDENT FOR  
COMMUNICATIONS

FROM: JAY S. BYBEE *jab*  
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Remarks: American Society of  
Association Executives

Counsel's office has reviewed the above-referenced matter. We  
have no legal objections.

Thank you for the opportunity to comment on this matter.

cc: James W. Cicconi

90 FEB 30 P 5: 15

# WHITE HOUSE STAFFING MEMORANDUM



DATE: 3/2/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3/2/90 6:00 PM

SUBJECT: PRESIDENTIAL REMARKS: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES

	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 checked="" 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 6:00 PM, TODAY, Friday, March 2, with a copy to my office. Thank you.

**RESPONSE:**

*OK Bruce Zimm  
for Sig Pappas*

00 FEB 30 4:22 PM '90

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

1990 MAR -2 AM 11:51

McGroarty/Dooley  
March 2, 1990  
11:00 am  
[ASAE]

PRESIDENTIAL REMARKS: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES  
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# # #

**WHITE HOUSE STAFFING MEMORANDUM**

1655 ✓

DATE: 3/2/90

ACTION/CONCURRENCE/COMMENT DUE BY: 3/2/90 6:00 PM

SUBJECT: PRESIDENTIAL REMARKS: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES

	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:

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RESPONSE:

TO: CHRISS WINSTON

March 2, 1990

NSC clears the Presidential remarks for the American Society of Association Executives at the Convention Center on March 6.

*Brent Scowcroft*  
Brent Scowcroft

cc: James W. Cicconi

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

90 FEB 30 P 1: 13



1990 MAR -2 AM 11:51

McGroarty/Dooley  
March 2, 1990  
11:00 am  
[ASAE]

PRESIDENTIAL REMARKS: AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES  
THE CONVENTION CENTER, WASHINGTON, D.C.  
MARCH 6, 1990  
2:00 P.M.

Thank you. [Introductory acknowledgements.] Bill Taylor, President of ASAE. Neil Milner, Chairman. And to all the association executives here today: it's my privilege to be here this afternoon.

I know some people are surprised to hear there's an association for associations. But I guess it's only natural for the heads of organizations like yours to get together themselves.

Some people think of America as a nation of "rugged individualists" -- alone, against the odds. And that is part of the American tradition -- but only a part.

There's another tradition -- a tradition as old as America itself. As old as Pilgrims and the Mayflower Compact -- as old as the pioneers who settled the West. It's the tradition Tocqueville described more than 150 years ago, when he wrote that: "Americans of all ages, all conditions, and all dispositions constantly form associations."

That shouldn't surprise us -- because the act of association is nothing less than democracy in action: Individuals translating common interests into a common cause.

And you know, today we see the power of democracy in action from Moscow to Managua. We see fresh evidence every day that the democratic ideal we cherish -- the idea we call America -- is alive everywhere. In the Revolution of '89, that brought down the Berlin Wall -- and brought freedom to Eastern Europe. Here in our own hemisphere, in the great victories for democracy in Panama and Nicaragua. Millions of people, now enjoying the freedoms America has known for two centuries.

Here at home, we've got to see what these transforming changes in the world mean for us. And those changes carry a challenge -- a challenge to us, to find in our freedoms new ways to solve the problems that threaten our society.

Look around at the problems we face: Drug abuse. Hunger, homelessness. Despair in our inner cities. The breakdown of the family. There's a role, a critical role, for government in finding solutions -- but we know government doesn't have all the answers. If we could eliminate these problems -- solve them once and for all -- with more programs, more bureaucracy -- they would have disappeared long ago.

But what about each one of us -- what can we do? Of course, each one of us can help. Each one of us has the power to change someone's life for the better. And yet we may feel -- as individuals -- that in a larger sense, we're powerless to truly solve these vast problems we face.

But the fact is, government isn't the only organized entity out there with the power to change things, make things better.

And each of us isn't just an individual -- on our own, cut off from everyone else. Each one of us belongs: each one of us is a member, a colleague, a teammate -- part of some larger group. The people we work with. The people we worship with. The people who share our interests and ideals.

And together -- in association -- we have power. A strength greater than the simple sum of America's separate individuals.

//

Everyone in this room is well aware of the advantages of association. The difference it makes for your organizations -- the benefits it means for your members. But I don't know whether you are really aware of the full extent of your power. Of the resources -- the expertise -- the potential energy -- your organizations can command.

I know many associations are already active in community service -- and I've heard about some of the wonderful work being done. By the Medical Association of Atlanta -- working after-hours to provide free medical care to the homeless. By the Oregon Remodelers Association in Portland -- in Project Pride, a program to do home repairs for low-income elderly. By the Hotel Association of New York City -- with its ongoing commitment to donate unused, excess food to feed the hungry.

These are just 3 of countless community service projects your associations are engaged in. A commitment of time and talent worth billions of dollars each year.

That's tremendous -- // but it's just the tip of the iceberg. Just a fraction of all the good works we are capable of.

Because the fact is, coping with the problems we face is within our power. There is no problem in America that is not being solved somewhere. Think about that. The programs I've just mentioned -- in New York, Atlanta, Portland, Oregon -- and thousands more. Think about ways your organization -- every one of your members -- can make this mission of helping others their own. //

There's a story I want to tell today -- a story Martin Luther King, Jr. told in a speech he made the night before that terrible day in Memphis 22 years ago. It's a story about helping others -- and the courage that takes.

It's a familiar story -- about the Good Samaritan and the stranger he helped. But there's another part of the story we don't always remember. Before the Good Samaritan stopped that day, two other men -- a Levite and a priest -- saw the injured stranger -- and passed him by. //

Dr. King thought long and hard about it, and he used to ask himself: Why didn't the Levite and the Priest stop to help? Dr. King came up with some good reasons. They didn't stop because they were too busy. Had more important work waiting down in Jerusalem -- of far more consequence than helping one unfortunate man. So on they went.

Then one day Martin Luther King put himself in their shoes. At the age of 30, on his first trip to the Holy Land, he travelled that road from Jericho to Jerusalem himself -- and saw that story of the Good Samaritan in a new light.

That road starts off more than 1000 feet above sea level, and ends in Jerusalem 2000 feet below sea level. A twisting road. Full of blind curves. He imagined the road 2000 years ago, each curve a perfect ambush point for robbers. And at that moment, Dr. King realized why the Levite and the priest didn't stop. It had nothing to do with the reasons he had imagined. They didn't stop -- because they were afraid. //

*I don't believe Jerusalem is below sea level. The Dead Sea is.*

The way Dr. King imagined it, the Levite asked himself: "If I stop to help this man, what will happen to me?" // And he went on his way. //

But then the Good Samaritan came along, and asked himself a different question: "If I don't stop to help this man -- what will happen to him?" He asked himself that question -- and he found the courage to stop. The courage to help. //

Which question do we ask ourselves -- about going down to the food kitchen in that dangerous neighborhood. About stopping on a dark street to help a homeless man. About reaching out to those desperate kids out there -- kids who have no home life, who're hooked on drugs, who live a nightmare we can't begin to imagine. // Doing any of these things isn't easy. Every one takes an act of courage.

But unlike the Good Samaritan, we don't have to act alone. Each one of you understands the power of collective action -- how much we can get done when we work together. Pool our resources. Combine our talents.

And don't think it won't take courage. // It's going to take courage to go back to your Member organizations, back to their CEOs and Boards of Directors and suggest that they put community service on their agenda. It's going to take courage to insist that community service has a place -- at the very heart of every organization. // But that's just what I'm asking you to do.

Today, I want to lay down some challenges -- challenges to associations all over America to take up community service:

[[3 CHALLENGES ....]]

People in this room represent thousands of associations. Tens of thousands of organizations, of all sorts and sizes. A combined membership of 100 million Americans. //

So today, I'm asking you: Channel that energy into community service. Tap that power -- and transform a nation.

///

Once again, my thanks for all you've done -- and all that you are going to do. God bless you -- and God bless the United States of America.

# # #

PETERSMEYER

McGroarty/Dooley  
March 2, 1990  
11:00 am  
[ASAE]

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11/2/20

freedom for purpose

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Look around at the problems we face: Drug abuse. Hunger homelessness. Despair in our inner cities. The breakdown of the family. There's a role, a critical role, for government in finding solutions -- but we know government doesn't have all the answers. If we could eliminate these problems -- solve them once and for all -- with more programs, more bureaucracy -- they would have disappeared long ago.

*and our continued leadership of the world community*

*Illiteracy and AIDS,*

*these problems*

But what about each one of us -- what can we do? Of course, each one of us can help. Each one of us has the power to change someone's life for the better. And yet we may feel -- as individuals -- that in a larger sense, we're powerless to truly solve these vast problems we face.

But the fact is, government isn't the only organized entity out there with the power to change things, make things better.

*else's*

*a difference*  
*the power to*

*institution*

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*with whom*

*our* *with whom*

*Your ability to help solve community problems*

*in which*

*surplus*

*priceless*

That's tremendous -- // but it's just the tip of the iceberg. Just a fraction of all the good works we are capable of. *performing*

Because the fact is, coping with the problems we face is within our power. There is no problem in America that is not being solved somewhere. Think about that. The programs I've just mentioned -- in New York, Atlanta, Portland, Oregon -- and thousands more. Think about ways your organization -- every one of your members -- can make ~~this mission of helping~~ others their own. // *of historic death* *servicing*

There's a story I want to tell today -- a story Martin Luther King, Jr. told in a speech he made the night before ~~that~~ <sup>the</sup> terrible day in Memphis 22 years ago. It's a story about ~~helping~~ *servicing* others -- and the courage that takes.

It's a familiar story -- about the Good Samaritan and the stranger he helped. But there's another part of the story we don't always remember. Before the Good Samaritan stopped that day, two other men -- a Levite and a priest -- saw the injured stranger -- and passed him by. //

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and his wife Coretta

Then one day Martin Luther King put himself in their shoes. At the age of 30, on his first trip to the Holy Land, he travelled that road from Jericho to Jerusalem himself -- and saw that story of the Good Samaritan in a new light.

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And the priest himself

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Soup

act of courage

The courage to serve,

But unlike the Good Samaritan, we don't have to act alone. Each one of you understands the power of collective action -- how much we can get done when we work together. Pool our resources. Combine our talents.

*at the center of*

And don't think it **won't** take courage. // It's going to take courage to go back to your Member organizations, back to their CEOs and Boards of Directors and suggest that they ~~put~~ <sup>place</sup> community service ~~on~~ their agenda. It's going to take courage to insist that community service has a place -- **at the very heart of every organization.** /// But that's just what I'm asking you to do.

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*central to the life and work of each of your members*

So today, I'm asking you: Channel that energy into community service. Tap that power <sup>of association</sup> -- and transform a nation.

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Once again, my thanks for all you've done -- and all that you are going to do. God bless you -- and God bless the United States of America.

# # #

*From this day forward*

*It will take courage to make each one believe that "from now on in America any definition of a successful life must include serving others."*

choct y your people

INSERT p. 6

I KNOW THAT THE ASSOCIATIONS OF AMERICA REFLECT EVERY FACET OF OUR SOCIETY -- EVERY INDUSTRY, EVERY PROFESSION, EVERY CAUSE-RELATED GROUP, AND EVERY CHARITABLE ORGANIZATION. YOUR REACH IS UNBELIEVABLE.

I CHALLENGE YOU TO USE THIS REACH TO STIMULATE YOUR MEMBERS TO UNDERTAKE SPECIFIC POINTS OF LIGHT INITIATIVES.

SO MANY ARE EAGER TO GET INVOLVED BUT DON'T KNOW EXACTLY WHAT TO DO.

FIND OUT WHAT'S WORKING IN YOUR INDUSTRY -- IN YOUR PROFESSION -- IN YOUR COMMUNITY. LET YOUR MEMBERS KNOW THE PROGRAMS THAT HAVE WORKED AND SEEM TO FIT YOUR GROUPS BEST.

CHALLENGE THEM TO EMULATE THESE PROGRAM OR TO COME UP WITH OTHERS TO ADDRESS DRUG ABUSE, ILLITERACY, HOMELESSNESS, HUNGER, AIDS AND THE OTHER SOCIAL ILLS OF OUR COUNTRY. CHALLENGE THEM TO GET EVERY SINGLE MEMBER OR EMPLOYEE DIRECTLY INVOLVED IN SOME REGULAR COMMUNITY SERVICE ACTIVITY, FROM THE C.E.O. TO THE NEWEST HIRE, FROM THE HEAD OF THE GROUP TO THE MOST JUNIOR MEMBER. THE GOAL FOR EVERY MEMBER INSTITUTION SHOULD BE 100% PARTICIPATION.

I'M ASKING ASAE TO MONITOR YOUR RESPONSE AND TO REPORT BACK TO ME IN SIX MONTHS ON HOW THESE PROGRAMS ARE WORKING.

I HAVE BELONGED TO MANY ASSOCIATIONS IN MY LIFE AND I KNOW THAT ONE OF THE THINGS YOU DO BEST IS TO RECOGNIZE OUTSTANDING PERFORMANCE.

THEREFORE, I AM ASKING YOU TO DEVELOP PROGRAMS WITHIN EACH OF YOUR ORGANIZATIONS TO RECOGNIZE THOSE MEMBERS WHO ARE MAKING THE POINTS OF LIGHT MOVEMENT COME ALIVE.

THIS DOES NOT HAVE TO BE A COMPETITIVE SITUATION WHERE THERE ARE WINNERS AND LOSERS. INSTEAD, LET'S RECOGNIZE ALL OF THEM FOR THE WORK THEY'RE DOING.

PLEASE RECOGNIZE REGULARLY IN YOUR MAGAZINES AND NEWSLETTERS THOSE GROUPS WITHIN YOUR MEMBERSHIP WHO ARE RESPONDING TO THIS CALL. I'M ASKING BILL TAYLOR TO LET ME KNOW IN SIX MONTHS HOW WE'RE DOING IN THE CREATIONS OF POINTS OF LIGHT ASSOCIATION RECOGNITION PROGRAMS. THE FORM THESE RECOGNITION PROGRAMS TAKE CAN BE BROAD AND VARIED. YOU COULD HONOR MEMBERS WHO CAN DEMONSTRATE 100% PARTICIPATION IN COMMUNITY SERVICE. OR MEMBERS WHO USE THEIR DISTINCTIVE CAPABILITIES OR SPECIAL SKILLS TO SOLVE SPECIFIC PROBLEMS, LIKE THE DOCTORS IN ATLANTA OR THE REMODELERS IN PORTLAND OR THE HOTELS IN NEW YORK THAT I MENTIONED EARLIER. OR YOU CAN HONOR MEMBERS WHO FOSTER A SERVICE CULTURE, WHERE SERVICE IS VALUED IN MAKING HIRING, COMPENSATION AND PROMOTION DECISIONS AND THOSE WHO SERVE ARE HONORED.

RECOGNIZED

FIRST,  
I ASK  
YOU  
TO

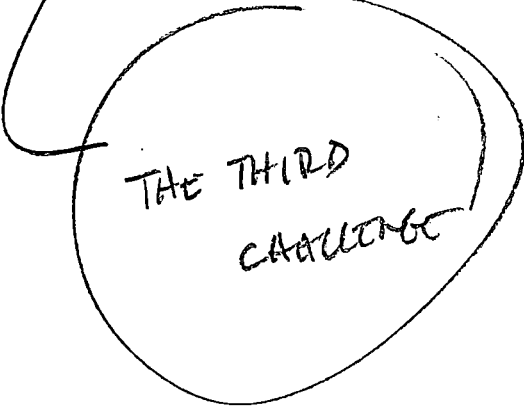
THE  
SECOND  
CHALLENGE.

AND FINALLY, I UNDERSTAND THAT ONE OF ASAE'S REAL ASSETS IS YOUR ALLIED SOCIETIES STRUCTURE -- 68 LOCAL AND STATE ORGANIZATIONS COMPRISING THOUSANDS OF ASSOCIATION EXECUTIVES.

A MAJOR FOCUS OF OUR POINTS OF LIGHT INITIATIVE IS TO ESTABLISH LOCAL ACTION GROUPS OF PEOPLE WHO POSSIBLY HAVE NEVER WORKED TOGETHER BEFORE.

I'M ASKING THE ALLIED SOCIETIES OF ASAE TO TAKE THE LEADERSHIP IN THEIR RESPECTIVE COMMUNITIES TO BRING TOGETHER POINTS OF LIGHT ACTION GROUPS TO SOLVE PROBLEMS IN THEIR COMMUNITIES.

BILL, PLEASE LET ME KNOW HOW THINGS ARE GOING WITH THE POINTS OF LIGHT ACTION GROUPS AND THIS CHALLENGE SIX MONTHS FROM NOW.



THE THIRD  
CHALLENGE