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Record Group/Collection: George H.W. Bush Presidential Records
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OA/ID Number: 13529
Folder ID Number: 13529-007

Folder Title:
National Small Business United (NSBU) & National Association of Woman Business Owners
(NAWBO) 5/1/90 [OA 4729]

Stack:	Row:	Section:	Shelf:	Position:
G	26	16	2	7

To Steph
Date 4/27 Time 1:45

WHILE YOU WERE OUT

M. Brad Mitchell
of _____

Phone _____
Area Code Number Extension

TELEPHONED		PLEASE CALL	
CALLED TO SEE YOU		WILL CALL AGAIN	
WANTS TO SEE YOU		URGENT	

RETURNED YOUR CALL

Message _____

re: Small
Business

of jobs = to Boston
metro Boston or
City of C.A.



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23-021

CARBONLESS

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

May 1, 1990

REMARKS BY THE PRESIDENT
TO NATIONAL SMALL BUSINESS UNITED,
AND THE NATIONAL ASSOCIATION OF WOMAN BUSINESS OWNERS

Room 450
Old Executive Office Building

2:25 P.M. EDT

THE PRESIDENT: Thank you all very much. Thank you all, officials of both organizations, and welcome to Washington. Let me say I apologize. I'm afraid I might have kept you waiting for a few minutes. Let me pay my respects to the man that comes on next with all the facts, John Robson, who is a Deputy at Treasury, an enormous job. He is a successful businessman and great success in academia. Elected to come and serve his country, and he's doing a superb job. So you're going to hear from one of our very, very best in a minute.

But as for now, a lot of dust gets kicked up around here these days. They say if you stay too long, it's easy to forget just how well things are going in the Land of the Free. Last year, though, was a remarkable year for job-creating, which I think of is the matrix in this get-together here today. The entrepreneurial core of American business did well.

Small businesses created over a 1.5 million new jobs. In 1989 alone, about two-thirds of the jobs created in the entire nation, and almost equal to the entire labor force of the City of Los Angeles.

Also last year, the number of woman-owned small businesses created notably in mining, construction and transportation, increased at twice the rate of those owned by men. Nineteen eighty-nine was an important year for another reason -- because it reminded us of the role that government should and shouldn't play in enterprise. It set off a collective movement toward democracy worldwide that had us all looking up from our work for a moment in wonder, bearing witness as the world confirmed the wisdom of our forefathers.

They understood the importance of a limited government -- those forefathers. So they fought for a social order that gave free reign to ambition and unleashed the power of individual aspiration.

We rose, in fact, as a nation of upstarts who didn't know their place. This was a new idea that government, far from fearing private initiative, should be all for it. It still seems like a new idea.

Last year, from Lima to Warsaw to Moscow to Memphis, we were reminded that the power of any economy flows not from an entrenched centralized bureaucracy elite, but from the vitality of free competition, free market and free wills. Men, women, immigrants, Americans of every kind, from every corner of this great country are empowered by opportunities, by the degree of choice and the kind of motivation that only free markets can provide.

Adam Smith shocked the establishment 200 years ago with something we've realized only recently -- that everyone has a natural desire and a natural right to improve their situation to truck and barter and bargain in trade, everyone from a CEO to a kid with a

MORE

pocketful of marbles. Society benefits from that creative competitive impulse.

In this century, we defined that impulse as the American Dream. The dream has done more than endure; it is as dynamic as ever, as every one of you proves every single day. Every man and woman who builds an enterprise, from a shoeshine stand to a multinational, understands what it is I'm talking about here. It is what has made us a nation of imagination, of mavericks willing to take a gamble on the unexpected, the untried, the untested, the untraditional.

They're out there, moving in every direction, and working to create new economic orders out of chaos. Building empires out of garages. Foreseeing needs, forming strategies, finding investors, and founding corporations of every kind. That is free enterprise. That's what we're working here to try to encourage.

But it's not just free enterprise alone -- free enterprise by itself; it's an entirely new way of looking at the world that no longer assumes that bureaucratic, top-down organization is the answer. Rather than stifling individual creativity and responsibility, we want to encourage initiative. This new vision of freedom and democracy is circling the globe. We want this democracy to mean opportunity for everyone.

So we began with the lessons that our forefathers left us about limited government, which revealed an obstacle to opportunity they faced then that we face now. I'm talking, of course, about excessive taxes. Limited government must mean limited taxes. This government should not be preventing people from investing in small businesses. Nor should it swallow a third of the business you've spent your life building. But that's what our taxation of capital gains does. And that's why we are working to cut the rate on long-term-held assets, and counting on your support. (Applause.)

For anyone launching a small business, whatever their age, their background or condition, a capital gains cut makes it easier to attract start-up capital. For growing businesses, it means more investment for the long term. And for all Americans, it means opportunity and the kind of continued job creation that only new and expanding businesses bring about.

So we're fighting for this tax cut. It does, as John will tell you, raise revenue to the Treasury, creates jobs, puts us on a more equal footing with our trading partners, and underwrites American ingenuity and creativity and businesses of every kind.

We see Japan taxing capital gains at five percent; Korea and Taiwan, I believe is zero. And you look around the world and you find that those countries that are doing well in stimulating investment have much lower rates on capital gains. So we've got to do more to fuel the kind of flexible, creative energy that drives American business. On the wide range of issues concerning business owners across this country, from deficit reduction to education to product liability reforms -- something I'm very interested in -- and especially health care cost containment; we are with you working towards solutions. And we're also encouraging the kinds of creative thinking that business will need to retain and attract talent like: flexible workplace policies, telecommuting, and choice in child care.

We greatly appreciated the well-thought-out book of policy recommendations recently produced by your two groups. We're working on a range of ideas to help business move with markets as they change from encouraging more R&D research and experimentation to allowing joint production ventures that let American firms pool their skills, build new production facilities and share investment risks.

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MORE

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What the world learned in the Revolution of '89 is that democracy is another way of saying opportunity. That government's best role and greatest security is not in consolidating power, but an empowering the individual. And the truest kindness the state can offer the people is to govern with a gentle hand.

After two centuries, we're still convinced that government should be limited. But if our experience has taught us anything it's that the creative potential of men and women with a mission is unlimited.

You are such people; you are such men and women. So this administration salutes you and will do everything in our power to support the work you do. I've left out the major fiscal problems facing our country but, again, I'll ask John to touch on that. But trying -- hammering away at keeping the deficit under control. Trying to keep the lid on spending.

Let me just give you one anecdote on that. I sent legislation up in March, early March, asking the Senate to act on -- the House and Senate to act on it in early April. And what it was about was helping democracy in Panama and helping democracy in Nicaragua. And there's a provision for a special supplemental in the way the Congress operates. And it was a dire emergency. And we need that, we need that money to help Violeta Chamorro solidify their democracy. We need it to help the people of Panama.

Incidentally, I had a very good visit yesterday with President Endara. But what happened to it? It goes up to the Congress. The House of Representatives added about \$2 billion to the spending on Nicaragua and Panama. None of it related to Nicaragua, none of it related to Panama. All of it related to other priorities they had. It goes over to the Senate, and the same thing is happening. I don't know what the total is over there now. But not only did they add a lot of domestic spending, but they put on contentious provisions on abortion and contentious provisions on capital punishment. No matter how one feels on these issues, that hasn't anything to do with Nicaragua; it hasn't anything to do with Panama.

I just wanted to kind of debrief here and vent my frustration with the process, thinking that perhaps you'd understand. (Laughter and applause.)

But I'm not here to complain because I feel it's a real responsibility to try to get things moving on these priorities that I think you and I share. And that is limited government, control the spending side as best you can, guard against excessive taxation, and encourage through saving and investment and as best we can to guarantee our own productivity and competitiveness into the future. I need your help, I need your -- I welcome the support that you have given us, and I am very grateful you came our way.

Thank you all, and God bless. (Applause.)

END

2:37 P.M. EDT

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Office of the Press Secretary

For Immediate Release

May 1, 1990

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AND THE NATIONAL ASSOCIATION OF WOMAN BUSINESS OWNERS

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MORE

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Thank you all, and God bless. (Applause.)

END

2:37 P.M. EDT

NATIONAL SMALL BUSINESS UNITED, AND THE NATIONAL
ASSOCIATION OF WOMAN BUSINESS OWNERS
ROOM 450 / MAY 1, 1990 / 2:05 P.M.

WELCOME TO WASHINGTON! YOU KNOW, A LOT OF DUST
TENDS TO GET KICKED UP AROUND HERE -- AND THEY SAY IF
YOU STAY TOO LONG, IT'S EASY TO FORGET JUST HOW WELL
THINGS ARE REALLY GOING IN THE LAND OF THE FREE.

BUT LAST YEAR WAS A REMARKABLE YEAR FOR THE JOB-
CREATING, ENTREPRENEURIAL CORE OF AMERICAN BUSINESS.

- 2 -

SMALL BUSINESSES CREATED OVER A MILLION AND A HALF
NEW JOBS IN 1989 ALONE -- ABOUT TWO-THIRDS OF THE JOBS
CREATED IN THE NATION -- AND ALMOST EQUAL TO THE ENTIRE
LABOR FORCE OF THE CITY OF LOS ANGELES.

AND, ALSO LAST YEAR, THE NUMBER OF WOMAN-OWNED
SMALL BUSINESSES CREATED -- NOTABLY IN MINING,
CONSTRUCTION, AND TRANSPORTATION -- INCREASED AT TWICE
THE RATE OF THOSE OWNED BY MEN.

90 MAR 31 11:11 AM

BUT 1989 WAS AN IMPORTANT YEAR FOR ANOTHER REASON. BECAUSE IT REMINDED US OF THE ROLE THAT GOVERNMENT SHOULD AND SHOULDN'T PLAY IN ENTERPRISE.

AND IT SET OFF A COLLECTIVE MOVEMENT TOWARD DEMOCRACY WORLDWIDE THAT HAD US ALL LOOKING UP FROM OUR WORK FOR A MOMENT, IN WONDER -- BEARING WITNESS AS THE WORLD CONFIRMED THE WISDOM OF OUR FOREFATHERS.

THEY UNDERSTOOD THE IMPORTANCE OF LIMITED GOVERNMENT. SO THEY FOUGHT FOR A SOCIAL ORDER THAT

GAVE FREE REIGN TO AMBITION -- AND UNLEASHED THE POWER OF INDIVIDUAL ASPIRATION.

WE ROSE, IN FACT, AS A NATION OF UPSTARTS WHO DIDN'T KNOW THEIR PLACE. AND THIS WAS A NEW IDEA: THAT GOVERNMENT, FAR FROM FEARING PRIVATE INITIATIVE, SHOULD BE ALL FOR IT. AND IT STILL SEEMS LIKE A NEW IDEA.

LAST YEAR, FROM LIMA TO WARSAW TO MOSCOW TO MEMPHIS, WE WERE REMINDED THAT THE POWER OF ANY ECONOMY

FLows NOT FROM AN ENTRENCHED, CENTRALIZED BUREAUCRATIC ELITE -- BUT FROM THE VITALITY OF FREE COMPETITION, FREE MARKETS, AND FREE WILLS.

MEN, WOMEN, IMMIGRANTS, AMERICANS OF EVERY KIND, FROM EVERY CORNER OF THIS GREAT COUNTRY, ARE EMPOWERED BY OPPORTUNITIES -- BY THE DEGREE OF CHOICE, AND THE KIND OF MOTIVATION, THAT ONLY FREE MARKETS CAN PROVIDE.

ADAM SMITH SHOCKED THE ESTABLISHMENT 200 YEARS AGO WITH SOMETHING WE'VE RELEARNED ONLY RECENTLY: THAT EVERYONE HAS A NATURAL DESIRE, AND A NATURAL RIGHT, TO IMPROVE THEIR SITUATION -- TO TRUCK AND BARTER AND BARGAIN AND TRADE -- EVERYONE FROM A CEO TO A KID WITH A POCKETFULL OF MARBLES. AND SOCIETY BENEFITS FROM THAT CREATIVE, COMPETITIVE IMPULSE.

IN THIS CENTURY, WE DEFINED THAT IMPULSE AS THE AMERICAN DREAM. AND THE DREAM HAS DONE MORE THAN ENDURE. IT'S AS DYNAMIC AS EVER -- AS EVERY ONE OF YOU PROVES -- EVERY DAY.

EVERY MAN AND WOMAN WHO BUILDS AN ENTERPRISE -- FROM A SHOE-SHINE STAND TO A MULTINATIONAL -- UNDERSTANDS WHAT I'M TALKING ABOUT.

IT IS WHAT HAS MADE US A NATION OF IMAGINATION -- OF MAVERICKS WILLING TO TAKE A GAMBLE ON THE UNEXPECTED, THE UNTRIED, THE UNTESTED, THE UNTRADITIONAL.

THEY'RE OUT THERE MOVING IN EVERY DIRECTION, WORKING TO CREATE NEW ECONOMIC ORDERS OUT OF CHAOS. BUILDING EMPIRES OUT OF GARAGES. FORESEEING NEEDS, FORMING STRATEGIES, FINDING INVESTORS, AND FOUNDING CORPORATIONS OF EVERY KIND.

THAT IS FREE ENTERPRISE.

AND THAT IS WHAT WE'RE WORKING TO ENCOURAGE. BUT IT IS NOT JUST FREE ENTERPRISE BY ITSELF. IT IS AN ENTIRELY NEW WAY OF LOOKING AT THE WORLD -- THAT NO LONGER ASSUMES THAT BUREAUCRATIC, "TOP DOWN" ORGANIZATION IS THE ANSWER. RATHER THAN STIFLING INDIVIDUAL CREATIVITY AND RESPONSIBILITY, WE WANT TO ENCOURAGE INITIATIVE. THIS NEW VISION OF FREEDOM AND DEMOCRACY IS CIRCLING THE GLOBE. WE WANT THIS DEMOCRACY TO MEAN OPPORTUNITY -- FOR EVERYONE.

SO WE BEGAN WITH THE LESSONS OUR FOREFATHERS LEFT US, ABOUT LIMITED GOVERNMENT -- WHICH REVEALED AN OBSTACLE TO OPPORTUNITY THEY FACED THEN, THAT WE FACE NOW: EXCESSIVE TAXES.

LIMITED GOVERNMENT MUST MEAN LIMITED TAXES. AND THIS GOVERNMENT SHOULD NOT BE PREVENTING PEOPLE FROM INVESTING IN SMALL BUSINESSES -- NOR SHOULD IT SWALLOW A THIRD OF THE BUSINESS YOU'VE SPENT YOUR LIFE BUILDING.

BUT THAT'S WHAT OUR TAXATION OF CAPITAL GAINS DOES. AND THAT'S WHY WE'RE WORKING TO CUT THE RATE ON LONG-HELD ASSETS -- AND COUNTING ON YOUR SUPPORT.

FOR ANYONE LAUNCHING A SMALL BUSINESS -- WHATEVER THEIR AGE, BACKGROUND, OR AMBITION -- A CAPITAL GAINS CUT MAKES IT EASIER TO ATTRACT A BIGGER POOL OF START-UP CAPITAL. FOR GROWING BUSINESSES, IT MEANS MORE INVESTMENT FOR THE LONG TERM.

AND FOR ALL AMERICANS, IT MEANS OPPORTUNITY -- THE KIND OF CONTINUED JOB CREATION THAT ONLY NEW AND EXPANDING BUSINESSES BRING ABOUT.

SO WE'RE FIGHTING FOR THIS TAX CUT THAT RAISES REVENUE TO THE TREASURY; CREATES JOBS; PUTS US ON A MORE EQUAL FOOTING WITH OUR TRADING PARTNERS -- AND UNDERWRITES AMERICAN INGENUITY AND CREATIVITY IN BUSINESSES OF EVERY KIND.

WE NEED TO DO MORE TO FUEL THE KIND OF FLEXIBLE, CREATIVE ENERGY THAT DRIVES AMERICAN BUSINESS. ON THE WIDE RANGE OF ISSUES CONCERNING BUSINESS OWNERS ACROSS THIS NATION -- FROM DEFICIT REDUCTION, TO EDUCATION, TO PRODUCT LIABILITY REFORM, AND ESPECIALLY HEALTH CARE COST CONTAINMENT -- WE'RE WITH YOU, WORKING TOWARD SOLUTIONS.

WE'RE ALSO ENCOURAGING THE KINDS OF CREATIVE THINKING BUSINESS WILL NEED TO ATTRACT AND RETAIN TALENT -- LIKE FLEXIBLE WORKPLACE POLICIES, TELECOMMUTING, AND CHOICE IN CHILD CARE.

WE'VE GREATLY APPRECIATED THE WELL-THOUGHT OUT BOOK OF POLICY RECOMMENDATIONS RECENTLY PRODUCED BY YOUR TWO GROUPS.

AND WE'RE WORKING ON A RANGE OF IDEAS TO HELP BUSINESS MOVE WITH MARKETS AS THEY CHANGE -- FROM ENCOURAGING MORE RESEARCH AND EXPERIMENTATION, TO ALLOWING JOINT PRODUCTION VENTURES THAT LET AMERICAN FIRMS POOL THEIR SKILLS, BUILD NEW PRODUCTION FACILITIES, AND SHARE INVESTMENT RISKS.

BUT THE PRINCIPLE THAT ENCOMPASSES OUR THINKING ON ALL OF THESE ISSUES, IS SOMETHING OUR FOREFATHERS KNEW -- AND THE REST OF THE WORLD REMINDED US OF, LAST YEAR.

NO STATE HAS YET MANAGED TO MANDATE PROSPERITY -- OR CREATIVITY. THE CRUELEST SOCIETIES ARE THOSE THAT ARE STATIC AND STAGNANT -- CULTURES THAT RUN COUNTER TO HUMAN NATURE AND ASPIRATION.

BUT THE SUREST SIGN OF A NATION'S KINDNESS IS THE KIND OF SOCIAL AND ECONOMIC MOBILITY IT ALLOWS ITS PEOPLE.

WHAT THE WORLD LEARNED IN THE REVOLUTION OF '89 IS THAT DEMOCRACY \ \ IS ANOTHER WAY OF SAYING OPPORTUNITY.

THAT GOVERNMENT'S BEST ROLE, AND GREATEST SECURITY, IS NOT IN CONSOLIDATING POWER, BUT IN EMPOWERING THE INDIVIDUAL.

AND THAT THE TRUEST KINDNESS THE STATE CAN OFFER THE PEOPLE, IS TO GOVERN WITH A GENTLE HAND.

AFTER TWO CENTURIES, WE'RE STILL CONVINCED THAT GOVERNMENT SHOULD BE LIMITED. BUT IF OUR EXPERIENCE HAS TAUGHT US ANYTHING, IT'S THAT THE CREATIVE POTENTIAL OF MEN AND WOMEN WITH A MISSION IS UNLIMITED.

**YOU ARE SUCH MEN AND WOMEN. SO THIS ADMINISTRATION
SALUTES YOU -- AND WE'LL DO EVERYTHING IN OUR POWER TO
SUPPORT THE WORK YOU DO.**

GOD BLESS YOU -- AND GOD BLESS AMERICAN ENTERPRISE.

#



WHITE HOUSE STAFFING MEMORANDUM

DATE: 4/28/90 ACTION/CONCURRENCE/COMMENT DUE BY: ----

PRESIDENTIAL REMARKS: NATIONAL SMALL BUSINESS UNITED AND
THE NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNER
SUBJECT: ROOM 450 OEOR

TUESDAY, MAY 1, 1990
2:05 PM

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☐	☒
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☐	☒	PORTER	☐	☒
DARMAN	☐	☒	ROGICH	☐	☒
BATES	☐	☒	UNTERMAYER	☐	☐
CARD	☐	☒	ROGERS	☐	☒
CICCONI	☐	☒	PINKERTON	☐	☒
DEMAREST	☐	☒	WINSTON	☐	☒
FITZWATER	☐	☒	BOSKIN	☐	☒
GRAY	☐	☒		☐	☐
HAGIN	☐	☐		☐	☐

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 APR 27 PM 6:44

April 27, 1990

INFORMATION

MEMORANDUM TO THE PRESIDENT

THROUGH: CHRISS WINSTON *cw*
FROM: MARK LANGE *ML*
SUBJECT: REMARKS FOR NATIONAL SMALL BUSINESS UNITED AND
THE NATIONAL ASSOCIATION OF WOMEN
SMALL BUSINESS OWNERS

I. SUMMARY

On Tuesday, May 1, at 2:05 p.m. you will deliver brief remarks to the leadership of National Small Business United and the National Association of Women Small Business Owners. The event will take place in Room 450 of the Old EOB and your remarks are approximately 8 minutes in length, on speechcards.

II. DISCUSSION

The attached remarks applaud the growth of small business in this country, especially those businesses owned by women, and identify their importance in the economy. You cite the empowering qualities of free enterprise and call on their support for the capital gains tax cut.

(Lange/Cawley)
April 27, 1990
6:20 P.M.
[SMALLBIZ.DOC]

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AND THE NATIONAL ASSOCIATION OF
WOMAN BUSINESS OWNERS
ROOM 450, OEOB
TUESDAY, MAY 1, 1990
2:05 P.M.

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But last year was a **remarkable** year for the job-creating, entrepreneurial core of American business.

Small businesses created over **a million and a half** new jobs in 1989 alone -- about two-thirds of the jobs created in the nation -- and almost equal to the entire labor force of the city of Los Angeles.

And the number of woman-owned small businesses created -- notably in mining, construction, and transportation -- increased at **twice** the rate of those owned by men. [[So Maggie Thatcher was right in saying, "If you want something said... ask a man. If you want something done, ask a woman."]]

But 1989 was an important year for another reason. Because it reminded us of the role that government should and shouldn't play in enterprise.

And it set off a collective movement toward democracy worldwide that had us **all** looking up from our work for a moment,

in wonder -- bearing witness as the world confirmed the wisdom of our forefathers.

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Adam Smith shocked the establishment 200 years ago with something we've relearned only recently: that everyone has a natural desire, and a natural right, to improve their situation -- to truck and barter and bargain and trade -- everyone from a CEO to a kid with a pocketfull of marbles. And society benefits from that creative, competitive impulse.

In this century, we defined that impulse as the American dream. And the dream has done more than endure. It's as dynamic as ever -- as every one of you proves -- every day.

Every man and woman who builds an enterprise -- from a shoe-shine stand to a multinational -- understands what I'm talking about. It is what has made us a nation of imagination -- of mavericks willing to take a gamble on the unexpected, the untried, the untested, the untraditional.

They're out there moving in every direction, working to create new economic orders out of chaos. Building empires out of garages. Foreseeing needs, forming strategies, finding investors, and founding corporations of every kind.

That is free enterprise.

And that is what we're working to encourage. But it is not just free enterprise by itself. It is a whole New Paradigm -- a new way of looking at the world -- that no longer assumes that bureaucratic, "top down" organization, stifling individual creativity and responsibility, is the right structure. We want to share this New Paradigm of freedom and democracy with the world. We want this democracy to mean opportunity -- for everyone.

So we began with the lessons our forefathers left us, about limited government -- which revealed an obstacle to opportunity they faced then, that we face now: excessive taxes.

Limited government must mean limited taxes. And this government should not be preventing people from investing in small businesses -- nor should it swallow a third of the business you've spent your life building.

But that's what our taxation of capital gains does. And that's why we're working to cut the rate on long-held assets -- and counting on your support.

For anyone launching a small business -- whatever their age, background, or ambition -- a capital gains cut means a bigger pool of start-up capital. For growing businesses, it means more investment for the long term.

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God bless you -- and God bless American enterprise.

THE WHITE HOUSE

WASHINGTON

April 27, 1990

INFORMATION

MEMORANDUM TO THE PRESIDENT

THROUGH: CHRISS WINSTON *CW*
FROM: MARK LANGE *ML*
SUBJECT: REMARKS FOR NATIONAL SMALL BUSINESS UNITED AND
 THE NATIONAL ASSOCIATION OF WOMEN
 SMALL BUSINESS OWNERS

I. SUMMARY

On Tuesday, May 1, at 2:05 p.m. you will deliver brief remarks to the leadership of National Small Business United and the National Association of Women Small Business Owners. The event will take place in Room 450 of the Old EOB and your remarks are approximately 8 minutes in length, on speechcards.

II. DISCUSSION

The attached remarks applaud the growth of small business in this country, especially those businesses owned by women, and identify their importance in the economy. You cite the empowering qualities of free enterprise and call on their support for the capital gains tax cut.

14:96 27 MAR 90

(Lange/Cawley)
April 27, 1990
6:20 P.M.
[SMALLBIZ.DOC]

PRESIDENTIAL REMARKS: NATIONAL SMALL BUSINESS UNITED,
AND THE NATIONAL ASSOCIATION OF
WOMAN BUSINESS OWNERS
ROOM 450, OEOB
TUESDAY, MAY 1, 1990
2:05 P.M.

Welcome to Washington! You know, a lot of dust tends to get kicked up around here -- and they say if you stay too long, it's easy to forget just how well things are really going in the land of the free.

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Small businesses created over a million and a half new jobs in 1989 alone -- about two-thirds of the jobs created in the nation -- and almost equal to the entire labor force of the city of Los Angeles.

And the number of woman-owned small businesses created -- notably in mining, construction, and transportation -- increased at **twice** the rate of those owned by men. [[So Maggie Thatcher was right in saying, "If you want something said... ask a man. If you want something done, ask a woman."]]

But 1989 was an important year for another reason. Because it reminded us of the role that government should and shouldn't play in enterprise.

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in wonder -- bearing witness as the world confirmed the wisdom of our forefathers.

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We rose, in fact, as a nation of upstarts who didn't know their place. And this was a new idea: that government, far from fearing private initiative, should be all for it. And it still seems like a new idea.

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(Lange/Cawley)
April 27, 1990
6:20 P.M.
[SMALLBIZ.DOC]

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 04/26/90

ACTION/CONCURRENCE/COMMENT DUE BY:

3:00
04/27/90PRESIDENTIAL REMARKS: NATIONAL SMALL BUSINESS UNITED AND THE
NATIONAL ASSOCIATION OF WOMAN BUSINESS OWNERS

SUBJECT: (04/26 4:15 p.m. draft)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE <i>N/C</i>	☒	☐
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☒	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
BATES	☒	☐	UNTERMAYER	☐	☐
CARD	☐	☒	ROGERS	☐	☒
CICCONI	☐	☒	PINKERTON	☒	☐
DEMAREST <i>N/C</i>	☒	☐	WINSTON	☐	☒
FITZWATER	☐	☒	BOSKIN	☒	☐
GRAY	☒	☐		☐	☐
HAGIN	☐	☐		☐	☐

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by NOON tomorrow, 04/27, with a copy to my office.
Thanks.

RESPONSE:

90 MAR 26 P5:23

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

1990 APR 26 PM 4:36

(Lange/Cawley)
April 26, 1990
4:15 P.M.
[SMALLBIZ.DOC]

PRESIDENTIAL REMARKS: NATIONAL SMALL BUSINESS UNITED,
AND THE NATIONAL ASSOCIATION OF
WOMAN BUSINESS OWNERS
ROOM 450, OEOB
TUESDAY, MAY 1, 1990
2:05 P.M.

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Small businesses created over a million and a half new jobs in 1989 alone -- ~~over three-fourths~~ ^{about two-thirds} of the jobs created in the nation -- and ~~more than the entire working population of Boston,~~ ^{five times} ~~almost the equivalent of the entire working population of the city of Massachusetts.~~ ^{civilian labor force} ~~[[For instance.]]~~ ^{of Los Angeles,}

PER O.H.B.:
[H. Koczela]

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DATE: 04/26/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3:00 04/27/90
 PRESIDENTIAL REMARKS: NATIONAL SMALL BUSINESS UNITED AND THE
 NATIONAL ASSOCIATION OF WOMAN BUSINESS OWNERS
 SUBJECT: (04/26 4:15 p.m. draft)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☒	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
BATES	☒	☐	UNTERMAYER	☐	☐
CARD	☐	☒	ROGERS	☐	☒
CICCONI	☐	☒	PINKERTON	☒	☐
DEMAREST	☒	☐	WINSTON	☐	☒
FITZWATER	☐	☒	BOSKIN	☒	☐
GRAY	☒	☐		☐	☐
HAGIN	☐	☐		☐	☐

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RESPONSE:

OK. S.R.

95:6v 03 MAR 30 06

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1990 APR 26 PM 4:36

(Lange/Cawley)
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After two centuries, we're still convinced that government should be limited. But if our experience has taught us anything, it's that the creative potential of men and women with a mission is unlimited.

You are such men and women. So this administration salutes you -- and we'll do everything in our power to support the work you do.

God bless you -- and God bless American enterprise.

#

Document No. 136141**WHITE HOUSE STAFFING MEMORANDUM**DATE: 04/26/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3:00 04/27/90PRESIDENTIAL REMARKS: NATIONAL SMALL BUSINESS UNITED AND THE
NATIONAL ASSOCIATION OF WOMAN BUSINESS OWNERSSUBJECT: (04/26 4:13 p.m. draft)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☒	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
BATES	☒	☐	UNTERMAYER	☐	☐
CARD	☐	☒	ROGERS	☐	☒
CICCONI	☐	☒	PINKERTON	☒	☐
DEMAREST	☒	☐	WINSTON	☐	☒
FITZWATER	☐	☒	BOSKIN	☒	☐
GRAY	☒	☐		☐	☐
HAGIN	☐	☐		☐	☐

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by NOON tomorrow, 04/27, with a copy to my office.
Thanks.

RESPONSE:

See Comments.

Thanks -

Holly Williamson

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

*Please note: SBA did not
see this speech from us.*

1990 APR 26 PM 4:36

(Lange/Cawley)
April 26, 1990
4:15 P.M.
[SMALLBIZ.DOC]

PRESIDENTIAL REMARKS: NATIONAL SMALL BUSINESS UNITED,
AND THE NATIONAL ASSOCIATION OF
WOMAN BUSINESS OWNERS
ROOM 450, OEOB
TUESDAY, MAY 1, 1990
2:05 P.M.

Welcome to Washington! You know, a lot of dust tends to get kicked up around here -- and they say if you stay too long, it's easy to forget just how well things are really going in the land of the free.

But last year was a remarkable year for the job-creating, entrepreneurial core of American business.

Small businesses created over a million and a half new jobs in 1989 alone -- over three-fourths of the jobs created in the nation -- and more than the entire working population of Boston, Massachusetts. [[For instance.]]

And the number of woman-owned small businesses created -- notably in mining, construction, and transportation -- increased at twice the rate of those owned by men. [[So Maggie Thatcher was right in saying, "If you want something said, ask a man. If you want something done, ask a woman."]]

But 1989 was an important year for another reason. Because it reminded us of the role that government should and shouldn't play in enterprise.

And it set off a collective movement toward democracy worldwide that had us all looking up from our work for a moment,

Confirmed
figures?

2

in wonder -- bearing witness as the world confirmed the wisdom of our forefathers.

They understood the importance of limited government. So they fought for a social order that gave free reign to ambition -- and unleashed the power of individual aspiration.

We rose, in fact, as a nation of upstarts who didn't know their place. And this was a new idea: that government, far from fearing private initiative, should be all for it. And it still seems like a new idea.

Last year, from Lima to Warsaw to Moscow to Minneapolis, we were reminded that the power of any economy flows not from an entrenched, centralized bureaucratic elite -- but from the vitality of free competition, free markets, and free wills.

Men, women, immigrants, Americans of every kind, from every corner of this great country, are empowered by opportunities -- by the degree of choice, and the kind of motivation, that only free markets can provide.

Much of the world has

Adam Smith shocked the establishment 200 years ago with something ~~we've~~ relearned only recently: that everyone has a natural desire, and a natural right, to improve their situation -- to truck and barter and bargain and trade -- everyone from a CEO to a kid with a pocketfull of marbles. And society benefits from that creative, competitive impulse.

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Every man and woman who builds an enterprise -- from a shoe-shine stand to a multinational -- understands what I'm talking about. It is what has made us a nation of imagination -- of mavericks willing to take a gamble on the unexpected, the untried, the untested, the untraditional.

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4

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5

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God bless you -- and God bless American enterprise.

#

THE WHITE HOUSE

WASHINGTON

April 27, 1990

90 MAR 27 P3:53

MEMORANDUM FOR CHRISS WINSTON

FROM: JIM PINKERTON

SUBJECT: National Small Business United Draft

This draft strikes a solid blow for the New Paradigm ideas of individual empowerment, as well as economic flexibility (particularly workforce flexibility) and innovation, in contrast to the Old Paradigm of rigid, centralized, bureaucratic methods. Besides hitting all the thematic notes, it touches all the right rhetorical bases, too (now that it's entered the Presidential lexicon, we'd naturally like to see the phrase "New Paradigm" itself used).

Particular comments:

pg. 1, para. 3, line 3 "...and more than the entire working population of Boston, Massachusetts."

Simply because of the last election, any city other than Boston would be safer to use for illustrative purposes.

3,3&4 "That is free enterprise.
And that is what we're working to encourage."

We suggest inserting here the concept that the draft has been pointing to all along, that we are entering a New Paradigm, a new way of looking at the world. This is a more comprehensive concept than free enterprise because it applies to governing as well as to doing business.

Thus, we suggest saying "That is free enterprise. And that is what we're working to encourage. But it is not just free enterprise by itself. It is a whole New Paradigm, a new way of looking at the world, that no longer assumes that bureaucratic, "top down" organization is the right structure, nor command and control methods are the right instruments. And we want to share this New Paradigm of freedom and democracy with the world. We want this democracy to mean opportunity -- for everyone."

(more)

Insert A

Stifling individual creativity and responsibility

2-2-2

4,3,8 "...like flexible workplace policies,
telecommuting, and choice in child care...."

For a number of reasons we pleased to see this acknowledgement of these innovations (not least telecommuting). While they are pro-competitive policies, they also incidentally underscore the humane side of making organizations more flexible; for example in the ways that female workers and young families benefit from these practices.

###

WHITE HOUSE STAFFING MEMORANDUM

DATE: 04/26/90

ACTION/CONCURRENCE/COMMENT DUE BY:

3:00
04/27/90PRESIDENTIAL REMARKS: NATIONAL SMALL BUSINESS UNITED AND THE
NATIONAL ASSOCIATION OF WOMAN BUSINESS OWNERS

SUBJECT: (04/26 4:15 p.m. draft)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☒	☐	PORTER	☒	☐
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GRAY	☒	☐		☐	☐
HAGIN	☐	☐		☐	☐

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by NOON tomorrow, 04/27, with a copy to my office.
Thanks.

RESPONSE:

See comments

90 MAR 27 P2:14

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

1990 APR 26 PM 4:36

(Lange/Cawley)
April 26, 1990
4:15 P.M.
[SMALLBIZ.DOC]

PRESIDENTIAL REMARKS: NATIONAL SMALL BUSINESS UNITED,
AND THE NATIONAL ASSOCIATION OF
WOMAN BUSINESS OWNERS
ROOM 450, OEOB
TUESDAY, MAY 1, 1990
2:05 P.M.

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AL-Samarie
45873
Small businesses created over a million and a half new jobs in 1989 alone -- ^{about two-thirds} ~~over three-fourths~~ of the jobs created in the nation -- and more than ^{five times} ~~the entire~~ ^{labor force} ~~working population~~ of Boston, Massachusetts. [[For instance.]]

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#

THE WHITE HOUSE

WASHINGTON

April 27, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*

SUBJECT: Presidential Remarks: National Small Business
United and the National Association of Woman
Business Owners

The remarks are well written and articulate the President's commitment to economic growth, entrepreneurship and job creation.

We have one problem with respect to the statistic cited in the third paragraph of the text. Stating that small business created more new jobs in 1989 than the entire working population of Boston, Massachusetts is not accurate. The statement is true if we qualify Boston by inserting the word "metropolitan". We suggest, however, changing the statement to read, "Small businesses created over a million and a half new jobs in 1989 alone -- over three fourths of the jobs created in the nation -- and almost the equivalent to the entire working population of the city of Los Angeles." The "city" qualifier is necessary for the statement's accuracy.

If you have any questions or we can help in any other way, please let me know.

cc: James W. Cicconi

90 MAR 27 4:34

WHITE HOUSE STAFFING MEMORANDUM

DATE: 04/26/90

ACTION/CONCURRENCE/COMMENT DUE BY:

3:00
04/27/90PRESIDENTIAL REMARKS: NATIONAL SMALL BUSINESS UNITED AND THE
NATIONAL ASSOCIATION OF WOMAN BUSINESS OWNERSSUBJECT: (04/26 4:15 p.m. draft)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☒	☐	PORTER	☒	☐
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HAGIN	☐	☐		☐	☐

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by NOON tomorrow, 04/27, with a copy to my office.
Thanks.

RESPONSE:

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

1990 APR 26 PM 4:36

(Lange/Cawley)
April 26, 1990
4:15 P.M.
[SMALLBIZ.DOC]

PRESIDENTIAL REMARKS: NATIONAL SMALL BUSINESS UNITED,
AND THE NATIONAL ASSOCIATION OF
WOMAN BUSINESS OWNERS
ROOM 450, OEOB
TUESDAY, MAY 1, 1990
2:05 P.M.

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 04/26/90 ACTION/CONCURRENCE/COMMENT DUE BY: 04/27/90
PRESIDENTIAL REMARKS: NATIONAL SMALL BUSINESS UNITED AND THE
NATIONAL ASSOCIATION OF WOMAN BUSINESS OWNERS
SUBJECT: (04/26 4:15 p.m. draft)

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REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by NOON tomorrow, 04/27, with a copy to my office. Thanks.

RESPONSE:

see comment
on p 2

11:12 PM 27 MAR 90

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

the state of business

1990 APR 26 PM 4:36

(Lange/Cawley)
April 26, 1990
4:15 P.M.
[SMALLBIZ.DOC]

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1.5 small bus jobs
2.5 total jobs
=> 60%
Tables from The State of Business 1990
SBA
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So we're fighting for this tax cut that raises revenue to the Treasury; creates jobs; puts us on a more equal footing with our trading partners -- and **underwrites American ingenuity and creativity in businesses of every kind.**

We need to do more to fuel the kind of flexible, creative energy that drives American business. On the wide range of issues concerning business owners across this nation -- from deficit reduction, to education, to product liability reform, and especially health care cost containment -- we're with you, working toward solutions. We're also encouraging the kinds of creative thinking business will need to attract and retain talent -- like flexible workplace policies, telecommuting, and choice in child care.

We've greatly appreciated the well-thought out book of policy recommendations recently produced by your two groups. And we're working on a range of ideas to help business move with markets as they change -- from encouraging more research and experimentation, to allowing joint production ventures that let American firms pool their skills, build new production facilities, and share investment risks.

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That government's best role, and greatest security, is not in consolidating power, but in empowering the individual.

And that the truest kindness the state can offer the people, is to govern with a gentle hand.

After two centuries, we're still convinced that government should be limited. But if our experience has taught us anything, it's that the creative potential of men and women with a mission is unlimited.

You are such men and women. So this administration salutes you -- and we'll do everything in our power to support the work you do.

God bless you -- and God bless American enterprise.

#

THE WHITE HOUSE

WASHINGTON

April 27, 1990

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: FREDERICK D. NELSON *F.D.N.*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: National Small Business United and the
National Association of Woman Business Owners

Counsel's Office makes no legal objection to the presidential remarks referenced above.

We appreciate having had the opportunity to review this matter.

cc: James W. Cicconi
Assistant to the President and
Deputy to the Chief of Staff

90 MAR 27 PM 12:14

WHITE HOUSE STAFFING MEMORANDUMJAMES W. CICCONE'S OFFICE
RECEIVED

APR 26 1990

DATE: 04/26/90

ACTION/CONCURRENCE/COMMENT DUE BY:

04/27/90PRESIDENTIAL REMARKS: NATIONAL SMALL BUSINESS UNITED AND THE
NATIONAL ASSOCIATION OF WOMAN BUSINESS OWNERSSUBJECT: (04/26 4:15 p.m. draft)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☒	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
BATES	☒	☐	UNTERMEYER	☐	☐
CARD	☐	☒	ROGERS	☐	☒
CICCONI	☐	☒	PINKERTON	☒	☐
DEMAREST	☒	☐	WINSTON	☐	☒
FITZWATER	☐	☒	BOSKIN	☒	☐
GRAY	☒	☐		☐	☐
HAGIN	☐	☐		☐	☐

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by NOON tomorrow, 04/27, with a copy to my office.
Thanks.

RESPONSE:

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

1990 APR 26 PM 4:36

(Lange/Cawley)
April 26, 1990
4:15 P.M.
[SMALLBIZ.DOC]

PRESIDENTIAL REMARKS: NATIONAL SMALL BUSINESS UNITED,
AND THE NATIONAL ASSOCIATION OF
WOMAN BUSINESS OWNERS
ROOM 450, OEOB
TUESDAY, MAY 1, 1990
2:05 P.M.

Welcome to Washington! You know, a lot of dust tends to get kicked up around here -- and they say if you stay too long, it's easy to forget just how well things are really going in the land of the free.

But last year was a remarkable year for the job-creating, entrepreneurial core of American business.

Small businesses created over a million and a half new jobs in 1989 alone -- over three-fourths of the jobs created in the nation -- and more than the entire working population of Boston, Massachusetts. [[For instance.]]

And the number of woman-owned small businesses created -- notably in mining, construction, and transportation -- increased at twice the rate of those owned by men. [[So Maggie Thatcher was right in saying, "If you want something said, ask a man. If you want something done, ask a woman."]]

But 1989 was an important year for another reason. Because it reminded us of the role that government should and shouldn't play in enterprise.

And it set off a collective movement toward democracy worldwide that had us all looking up from our work for a moment,

in wonder -- bearing witness as the world confirmed the wisdom of our forefathers.

They understood the importance of limited government. So they fought for a social order that gave free reign to ambition -- and unleashed the power of individual aspiration.

We rose, in fact, as a nation of upstarts who didn't know their place. And this was a new idea: that government, far from fearing private initiative, should be all for it. And it still seems like a new idea.

Last year, from Lima to Warsaw to Moscow to Minneapolis, we were reminded that the power of any economy flows not from an entrenched, centralized bureaucratic elite -- but from the vitality of free competition, free markets, and free wills.

Men, women, immigrants, Americans of every kind, from every corner of this great country, are **empowered** by opportunities -- by the degree of choice, and the kind of motivation, that **only** free markets can provide.

Adam Smith shocked the establishment 200 years ago with something we've relearned only recently: that everyone has a natural desire, and a natural right, to improve their situation -- to truck and barter and bargain and trade -- everyone from a CEO to a kid with a pocketfull of marbles. And society benefits from that creative, competitive impulse.

In this century, we defined that impulse as the American dream. And the dream has done more than endure. It's as dynamic as ever -- as every one of you proves -- every day.

Every man and woman who builds an enterprise -- from a shoe-shine stand to a multinational -- understands what I'm talking about. It is what has made us a nation of imagination -- of mavericks willing to take a gamble on the unexpected, the untried, the untested, the untraditional.

They're out there moving in every direction, working to create new economic orders out of chaos. Building empires out of garages. Foreseeing needs, forming strategies, finding investors, and founding corporations of every kind.

That is free enterprise.

And that is what we're working to encourage. For everyone. We want this democracy to mean opportunity -- for everyone.

So we began with the lessons our forefathers left us, about limited government -- which revealed an obstacle to opportunity they faced then, that we face now: excessive taxes.

Limited government must mean limited taxes. And this government should not be preventing people from investing in small businesses -- nor should it swallow a third of the business you've spent your life building.

But that's what our taxation of capital gains does. And that's why we're working to cut the rate on long-held assets -- and counting on your support.

For anyone launching a small business -- whatever their age, background, or ambition -- a capital gains cut means a bigger pool of start-up capital. For growing businesses, it means more investment for the long term.

And for all Americans, it means opportunity -- the kind of continued job creation that only new and expanding businesses bring about.

So we're fighting for this tax cut that raises revenue to the Treasury; creates jobs; puts us on a more equal footing with our trading partners -- and underwrites American ingenuity and creativity in businesses of every kind.

We need to do more to fuel the kind of flexible, creative energy that drives American business. On the wide range of issues concerning business owners across this nation -- from deficit reduction, to education, to product liability reform, and especially health care cost containment -- we're with you, working toward solutions. We're also encouraging the kinds of creative thinking business will need to attract and retain talent -- like flexible workplace policies, telecommuting, and choice in child care.

We've greatly appreciated the well-thought out book of policy recommendations recently produced by your two groups. And we're working on a range of ideas to help business move with markets as they change -- from encouraging more research and experimentation, to allowing joint production ventures that let American firms pool their skills, build new production facilities, and share investment risks.

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No state has yet managed to mandate prosperity -- or creativity. The cruelest societies are those that are static and stagnant -- cultures that run counter to human nature and aspiration. But the surest sign of a nation's kindness is the kind of social and economic mobility it allows its people.

What the world learned in the Revolution of '89 is that democracy \\ is another way of saying opportunity.

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And that the truest kindness the state can offer the people, is to govern with a gentle hand.

After two centuries, we're still convinced that government should be limited. But if our experience has taught us anything, it's that the creative potential of men and women with a mission is unlimited.

You are such men and women. So this administration salutes you -- and we'll do everything in our power to support the work you do.

God bless you -- and God bless American enterprise.

#

90 MAR 28 AM 10:22

WHITE HOUSE STAFFING MEMORANDUM

DATE: 04/26/90

ACTION/CONCURRENCE/COMMENT DUE BY:

3:00
04/27/90PRESIDENTIAL REMARKS: NATIONAL SMALL BUSINESS UNITED AND THE
NATIONAL ASSOCIATION OF WOMAN BUSINESS OWNERS

SUBJECT:

(04/26 4:15 p.m. draft)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☒	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
BATES	☒	☐	UNTERMAYER	☐	☐
CARD	☐	☒	ROGERS	☐	☒
CICCONI	☐	☒	PINKERTON	☒	☐
DEMAREST	☒	☐	WINSTON	☐	☒
FITZWATER	☐	☒	BOSKIN	☒	☐
GRAY	☒	☐		☐	☐
HAGIN	☐	☐		☐	☐

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by NOON tomorrow, 04/27, with a copy to my office.
Thanks.

RESPONSE:

April 27, 1990

TO: CHRISS WINSTON

NSC clears the Presidential remarks for the National Small Business United, and the National Association of Woman Business Owners with suggested changes as marked.

B. Scowcroft
Brent Scowcroft

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

cc: James W. Cicconi

in wonder -- bearing witness as the world confirmed the wisdom of our forefathers.

They understood the importance of limited government. So they fought for a ^{political} ~~(social)~~ order that gave free reign to ambition -- and unleashed the power of individual aspiration. ✓

We rose, in fact, as a nation of upstarts who didn't know their place. And this was a new idea: that government, far from fearing private initiative, should be all for it. And it still seems like a new idea.

If this refers to DeSoto, it is fine but will be totally obscure. Not clear what happened "last year."

Eastern Europe to Latin America to Africa to the Soviet Union

Last year, from ~~Lima to Warsaw to Moscow to Minneapolis~~ we have seen the spreading recognition of something we always knew -- ~~were reminded~~ that the power of any economy flows not from an entrenched, centralized bureaucratic elite -- but from the vitality of free competition, free markets, and free wills.

Men, women, immigrants, Americans of every kind, from every corner of this great country, are **empowered** by opportunities -- by the degree of choice, and the kind of motivation, that only free markets can provide.

Adam Smith shocked the establishment 200 years ago with something we've relearned only recently: that everyone has a natural desire, and a natural right, to improve their situation -- to truck and barter and bargain and trade -- everyone from a CEO to a kid with a pocketfull of marbles. And society benefits from that creative, competitive impulse.

In this century, we defined that impulse as the American dream. And the dream has done more than endure. It's as dynamic as ever -- as every one of you proves -- every day.

Every man and woman who builds an enterprise -- from a shoe-shine stand to a multinational -- understands what I'm talking about. It is what has made us a nation of imagination -- of mavericks willing to take a gamble on the unexpected, the untried, the untested, the untraditional.

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But the principle that encompasses our thinking on all of these issues, is something our forefathers knew -- and the rest of the world reminded us of, last year.

Don't insult
the people:
Cultures
may be
fine, but
stifled
by
govt

No state has yet managed to mandate prosperity -- or creativity. The cruelest societies are those that are static and stagnant -- ^{stifled by systems} ~~(cultures)~~ that run counter to human nature and aspiration. But the surest sign of a nation's kindness is the kind of social and economic mobility it allows its people.

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And that the truest kindness the state can offer the people, is to govern with a gentle hand.

After two centuries, we're still convinced that government should be limited. But if our experience has taught us anything, it's that the creative potential of men and women with a mission is unlimited.

You are such men and women. So this administration salutes you -- and we'll do everything in our power to support the work you do.

God bless you -- and God bless American enterprise.

#

(Lange/Cawley)
April 25, 1990
12:15 A.M.
[SMALLBIZ.DOC]

PRESIDENTIAL REMARKS: NATIONAL SMALL BUSINESS UNITED,
AND THE NATIONAL ASSOCIATION OF
WOMAN BUSINESS OWNERS
ROOM 450, OEOB
TUESDAY, MAY 1, 1990

Thank you, Judy [Meador], and Brad [Roller]. Let me welcome you all to Washington -- this town known for its combination of Northern charm and Southern efficiency.

A lot of dust tends to get kicked up around here -- and they say if you stay too long, it's easy to forget just how well things are really going in the land of the free. But last year was a **remarkable** year for the job-creating, entrepreneurial core of American business.

Small businesses created over a million and a half new jobs in 1989 alone -- over three-fourths of the jobs created in the nation -- and more than the entire working population of Boston, Massachusetts. [[For instance.]]

And the number of woman-owned small businesses created -- notably in mining, construction, and transportation -- increased at **twice** the rate of those owned by men. [[So Maggie Thatcher was right in saying, "If you want something said, ask a man. If you want something done, ask a woman."]]

But 1989 was an important year for another reason. Because it reminded us of the role that government should and shouldn't play in enterprise.

And it set off a collective movement toward democracy worldwide that had us all looking up from our work for a moment, in wonder -- bearing witness as the world confirmed the wisdom of our forefathers.

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Last year, from Lima to Warsaw to Moscow to Minneapolis, we were reminded that the power of any economy flows not from an entrenched, centralized bureaucratic elite -- but from the vitality of free competition, free markets, and free wills.

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In this century, we defined that impulse as the American dream. And the dream has done more than endure. It's as dynamic as ever -- as every one of you proves -- every day.

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They're out there right now, working to create new economic orders out of chaos. Building empires out of garages. Foreseeing needs, forming strategies, finding investors, and founding corporations of every kind, -- and naming them after everything, even fruit.

That is free enterprise.

And that is what we're working to encourage. For everyone. We want this democracy to mean opportunity -- for everyone.

So we began with the lessons our forefathers left us, about limited government -- which revealed an obstacle to opportunity they faced then, that we face now: ~~wrongful~~ ^{excessive} taxes.

Limited government must mean limited taxes. And this government should not be preventing people from investing in small businesses -- nor should it swallow a third of the business you've spent your life building.

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~~Another American President understood that, when he proposed a reduction in capital gains taxation. "Our tax system," he said, "still siphons out of the private economy too large a share of personal and business purchasing power, and reduces the incentive for risk, investment, and effort."~~

~~That was how John F. Kennedy saw it, in 1963. And that's how we see it today.~~ So we're fighting for this tax cut that raises revenue to the Treasury; creates jobs; puts us on a more equal footing with our trading partners -- and **underwrites American ingenuity and creativity in businesses of every kind.**

We need to do more to fuel the kind of flexible, creative energy that drives American business. On the wide range of issues concerning business owners across this nation -- from deficit reduction, to education, to product liability reform, and especially health care cost containment -- we're shoulder to shoulder with you, working toward solutions. We're also encouraging the kinds of creative thinking business will need to attract and retain talent -- like flexible workplace policies, telecommuting, and choice in child care.

We're working on a range of ideas to help business move with markets as they change -- from encouraging more research and experimentation, to allowing joint production ventures that let American firms pool their skills, build new production facilities, and share investment risks. And we have greatly appreciated the well-thought out book of policy recommendations recently produced by your two groups.

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God bless you -- and God bless enterprise of every kind.

#

[Faint, illegible handwritten notes in red ink are visible in the lower right quadrant of the page.]

about (new jobs)
 $\frac{2}{3}$

Dec 88-89
non ag jobs $\div$ 1.5m = 60%

was it ~~total~~ private?

say: "over $\frac{3}{4}$ of private jobs"