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# FOIA MARKER

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

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**OA/ID Number:** 13561  
**Folder ID Number:** 13561-001

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**Folder Title:**  
Gov. Martinez Swearing-In 3/28/91 [OA 6031]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>26</b>	<b>16</b>	<b>7</b>	<b>4</b>

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THE WHITE HOUSE  
WASHINGTON

5/26/51

TO: *Tracy*

FROM: **WILLIAM J. CANARY**  
Special Assistant to the President  
for Intergovernmental Affairs  
Room 160 OEOB, Ext. 7170

The attached is for:

- |   |  |
|---|--|
| <input type="checkbox"/> Information            | <input type="checkbox"/> Review & Comment              |
| <input type="checkbox"/> Direct Response        | <input checked="" type="checkbox"/> Appropriate Action |
| <input type="checkbox"/> Draft Reply            | <input type="checkbox"/> Signature                     |
| <input type="checkbox"/> File                   | <input type="checkbox"/> Other                         |
| <input type="checkbox"/> Please Return By _____ |  |

Comments:

*As we discussed. Thank you  
for your consideration.  
WJC*

# Withdrawal/Redaction Sheet

## (George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
01. Memo	To Michael Jackson, re: personal information of attendees to swearing-in ceremony for Governor Bob Martinez as Drug Czar. (1 pp.)	03/25/91	P-6, (b)(6)	

**Collection:**

**Record Group:** Bush Presidential Records  
**Office:** Speechwriting, White House Office of  
**Series:** Speech File, Drafts  
**Subseries:**  
**WHORM Cat.:**  
**File Location:** Gov. Martinez Swearing-In 3/28/91

<b>Date Closed:</b> 9/20/2004	<b>OA/ID Number:</b> 06031
<b>FOIA/SYS Case #:</b>	
<b>Re-review Case #:</b> 2004-2249-S	
<b>P-2/P-5 Review Case #:</b>	
<b>MR Case #:</b>	<b>Appeal Case #:</b>
<b>MR Disposition:</b>	<b>Appeal Disposition:</b>
<b>Disposition Date:</b>	<b>Disposition Date:</b>

### RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P-1 National Security Classified Information [(a)(1) of the PRA]  
P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]  
P-3 Release would violate a Federal statute [(a)(3) of the PRA]  
P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]  
P-5 Release would disclose confidential advise between the President and his advisors, or between such advisors [(a)(5) of the PRA]  
P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

Freedom of Information Act - [5 U.S.C. 552(b)]

(b)(1) National security classified information [(b)(1) of the FOIA]  
(b)(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]  
(b)(3) Release would violate a Federal statute [(b)(3) of the FOIA]  
(b)(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]  
(b)(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]  
(b)(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]  
(b)(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]  
(b)(9) Release would disclose geological or geophysical information

THE WHITE HOUSE  
WASHINGTON

FILE  
ANDCP

March 25, 1991

MEMORANDUM FOR DAVID F. DEMAREST, JR.  
ASSISTANT TO THE PRESIDENT FOR  
COMMUNICATIONS

THROUGH: DEBRA R. ANDERSON  
DEPUTY ASSISTANT TO THE PRESIDENT AND  
DIRECTOR OF INTERGOVERNMENTAL AFFAIRS

FROM: WILLIAM J. CANARY, JR. *WJC*  
SPECIAL ASSISTANT TO THE PRESIDENT FOR  
INTERGOVERNMENTAL AFFAIRS

RE: GOVERNOR MARTINEZ'S SWEARING IN ON MARCH 28

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Tom Cochran, the Executive Director for the United States Conference of Mayors has confirmed his attendance to Governor Martinez's swearing in on Thursday, March 28.

To that issue, I am attaching a copy of a letter that Mr. Cochran wrote to Senator Biden, Chairman of the Senate Judiciary Committee, expressing his support for the nomination of Governor Martinez. Would it be appropriate to have Mr. Cochran mentioned in the President's remarks?

Your consideration would be greatly appreciated.

Thank you.



# THE UNITED STATES CONFERENCE OF MAYORS

1620 EYE STREET, NORTHWEST  
WASHINGTON, D.C. 20006  
TELEPHONE (202) 293-7330  
FAX (202) 293-2352

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Mayor of Columbia Springs

## Vice President:

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Mayor of Boston

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PETE SFERRAZZA  
Mayor of Reno

GREG SHARROW  
Mayor of Duluth

NAO TANASUGI  
Mayor of Oxford

CARD. WHITFIELD  
Mayor of Modesto

## Executive Director:

J. THOMAS GARDNER

February 22, 1991

The Honorable Joseph R. Biden, Jr.  
Chairman, Senate Judiciary Committee  
Room 233  
Russell Senate Office Building  
Washington, D.C. 20510

Dear Mr. Chairman:

On behalf of the nation's Mayors, I am pleased to support the nomination of Governor Bob Martinez for Director of the Office of National Drug Control Policy.

Before becoming Governor of Florida, as Mayor of Tampa, Florida, he was most active as an outstanding and contributing leader of The United States Conference of Mayors. In fact, during his tenure as Mayor, he was always in the forefront of bringing the issue of crime and drugs into focus within our Conference of Mayors policy meetings and political discussions.

One of the first meetings we had with the Police Chiefs and Mayors on the question of crime and drugs in the early 80's was held in Tampa. Mayor Martinez was most effective in forging a set of recommendations that later resulted in National Policy Recommendations and the Annual National Meetings of Police Chiefs and Mayors we now hold each April here in Washington.

After he became Governor of Florida, his staff and appointed personnel were recognized by the Police Chiefs, Mayors and my staff as being on the cutting edge in our National War Against Drugs. Governor Martinez' staff were always available and they helped us in many of our national meetings as we brought our recommendations to you, other Members of Congress and the White House.

As you undoubtedly know, we have had some problems in winning the argument that federal funds being directed to local governments for law enforcement should be funded in a manner that directly helps police persons on the local level -- our troops in our war against drugs. We believe that having a mayor as our National Drug Czar

Page Two

will help fight crime on the local level. My statement to the press upon learning that President Bush had nominated him was "we know the mayor will come out in Martinez."

We believe it is wise to have persons with local hands-on experience involved in implementing federal programs. In American history, there have been only four mayors who served in the President's Cabinet. Roosevelt appointed one. Kennedy appointed one. And, President Carter appointed two. While the Drug Czar is not Cabinet level, Mayors have sought counsel and leadership from the person who has held this most important national position. Mayors from across our nation warmly received Governor Martinez last month at a special dinner during our Winter Meeting here in Washington. In an excellent and productive give-and-take session, Governor Martinez promised an open and constructive working relationship. At that meeting, many Mayors stood up to pledge their support for his nomination.

We urge your Committee to approve the nomination and we appreciate the leadership that you have personally given to this organization as we continue the awesome task of combatting crime and illegal drugs on the streets of America.

Sincerely,



J. Thomas Cochran  
Executive Director

THE WHITE HOUSE  
WASHINGTON

March 27, 1991

MEMORANDUM FOR THE PRESIDENT

FROM: TONY SNOW *TS*  
SUBJECT: GOV. MARTINEZ SWEARING-IN

I. SUMMARY

On Thursday, March 28, at 9:45 a.m., you will give brief remarks at the Rose Garden swearing-in ceremony for Drug Control Policy Director Bob Martinez. The audience will consist of about 110 Administration officials and friends of Gov. Martinez.

II. DISCUSSION

The remarks (7 minutes, on cards) cite Gov. Martinez's many accomplishments in the fight against drugs and stress both his and your commitment to continue the fight.

McNally/Simon  
March 26, 1991  
Draft Three  
(A:MARTINEZ.TS)

PRESIDENTIAL STATEMENT: GOV. MARTINEZ SWEARING-IN CEREMONY  
ROSE GARDEN  
THURSDAY, MARCH 28, 1991, 9:45 A.M.

Thank you, and welcome to the White House. I'm very pleased to see so many members of our Administration here to welcome our newest colleague. [It's nice to see Members of Congress here.] Thomas Cochrane of the Conference of Mayors, Donald Borut of the National League of Cities and John Thomas of the National Association of Counties -- welcome. And most of all, it is a real pleasure to welcome to Washington Mary Jane Martinez, Alan Martinez, and friends of America's new Director of National Drug Control Policy -- Gov. Bob Martinez. \\\

Bob brings to this important job a resolute personal commitment and unmatched experience in the field. Our 50 states are the "laboratories of democracy" -- and Bob brings an impressive arsenal of some of the Nation's most innovative and wide-ranging anti-drug programs. As Governor of Florida, he led a state that was among the hardest hit by drug smuggling, drug crime, and drug use. He responded to that challenge the same way he'll respond to this new, even bigger challenge: **With vigor, intelligence, and a program comprehensive enough to attack the drug culture.**

\\

Bob already has contributed mightily to our National Drug Control Strategy. As the National Governors Association's lead Governor on the drug issue, Bob personally developed a number of proposals regarding law enforcement, drug treatment, prevention,

and international cooperation. These initiatives have strengthened greatly our long-range prospects for stopping the scourge of drugs.

**In the fight against drugs, every level of government must work together.** And no one is better equipped than Bob Martinez to get local, state and federal authorities working together. He has served long and well with the Nation's Governors. But he also has a long history of working with city leaders. Twice elected Mayor of Tampa, he served on the board of the National League of Cities, and he participated actively in the U.S. Conference of Mayors.

Bob also has the kind of international experience required for his new job. He has traveled to South America to meet with our Andean allies in support of inter-American responses to the drug crisis. Our drug initiatives in the Andes and around the globe are of paramount importance, and Bob's experience will be a tremendous advantage there as well.

As a teacher, as a businessman, and as a parent -- Bob understands that we cannot defeat drugs through law enforcement alone. Any long-term solution also depends on successful education and treatment. **And that means drug-free schools, a drug-free workplace, and drug-free kids.**

During my service as Vice President, as head of the National Narcotics Border Interdiction System, I worked with Bob Martinez on this issue -- personally and directly. And we will continue to work together -- personally and directly. As you can tell by

today's distinguished audience, this entire administration is committed to ensuring his success. I will ask members of my Cabinet and their Departments to continue giving Bob's office every measure of help and cooperation. Bob will be asking for your advice and help. He will have my support every step of the way.

This is a proud day for America. Bob is the grandson of Spanish immigrants, the son of a waiter, a man who worked his way through school. My predecessor called him "the embodiment of the American dream." \\

Bob -- you assume command of our national drug fight at a critical time. We've made important new progress -- good, solid progress. Cocaine use has fallen. Hospitals report fewer drug-related emergencies. Fewer high school students abuse drugs. The evidence shows clearly that we have turned in the right direction. But we still have a long way to go. The drug menace remains intolerably large. It cripples families, destroys kids, wipes out entire communities.

Our Administration has announced ambitious new goals for the drug war -- backed by ambitious new proposals and an ambitious new budget. We've renewed our call for Congress to pass a true crime bill. //

I am asking Bob Martinez to fight for those goals and programs with all his heart, knowing that he already has committed heart and soul to this crucial battle. I am asking Bob

to lead America further away from drugs, knowing that he is determined to do so.

This is a top priority and Bob Martinez is the right man -- the best man -- for the job. I'm proud to welcome him to the White House. \\\

Many challenges lie ahead, and the American people stand ready to face them. We will remain on the front lines. Block-by-block. Day-by-day. School-by-school. In homes, in hospitals, in treatment centers and in courtrooms. For your kids, for mine, for America's kids: We will overcome the scourge of drugs.

And now, Governor Martinez -- over to you.

# # #

GOV. MARTINEZ SWEARING-IN CEREMONY  
ROSE GARDEN \ THURSDAY, MARCH 28, 1991 \ 9:45 A.M.

THANK YOU, AND WELCOME TO THE WHITE HOUSE. I'M  
VERY PLEASED TO SEE SO MANY MEMBERS OF OUR  
ADMINISTRATION HERE TO WELCOME OUR NEWEST COLLEAGUE.  
IT'S NICE TO SEE REP. BILL YOUNG REPRESENTING THE  
FLORIDA DELEGATION. I'D LIKE TO WELCOME THE EXECUTIVE  
DIRECTORS OF SEVERAL MAJOR CITY AND COUNTY  
ORGANIZATIONS: TOM COCHRAN OF THE CONFERENCE OF MAYORS,  
DON BORUT OF THE NATIONAL LEAGUE OF CITIES AND JOHN  
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- 2 -

AND MOST OF ALL, IT IS A REAL PLEASURE TO WELCOME TO  
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FRIENDS OF THIS DISTINGUISHED VETERAN OF THE WAR ON  
DRUGS -- AMERICA'S NEW DIRECTOR OF NATIONAL DRUG  
CONTROL POLICY -- Gov. BOB MARTINEZ. \ \ \

BOB BRINGS TO THIS IMPORTANT JOB A RESOLUTE  
PERSONAL COMMITMENT AND UNMATCHED EXPERIENCE IN THE  
FIELD.

4/0 POTUS  
comments

OUR 50 STATES ARE THE "LABORATORIES OF DEMOCRACY" -- AND BOB BRINGS AN IMPRESSIVE ARSENAL OF SOME OF THE NATION'S MOST INNOVATIVE AND WIDE-RANGING ANTI-DRUG PROGRAMS. AS GOVERNOR OF FLORIDA, HE LED A STATE THAT WAS AMONG THE HARDEST HIT BY DRUG SMUGGLING, DRUG CRIME, AND DRUG USE. HE RESPONDED TO THAT CHALLENGE THE SAME WAY HE'LL RESPOND TO THIS NEW, EVEN BIGGER CHALLENGE: WITH VIGOR, INTELLIGENCE, AND A PROGRAM COMPREHENSIVE ENOUGH TO ATTACK THE DRUG CULTURE. \\\

BOB ALREADY HAS CONTRIBUTED MIGHTILY TO OUR NATIONAL DRUG CONTROL STRATEGY. AS THE NATIONAL GOVERNORS ASSOCIATION'S LEAD GOVERNOR ON THE DRUG ISSUE, BOB PERSONALLY DEVELOPED A NUMBER OF PROPOSALS REGARDING LAW ENFORCEMENT, DRUG TREATMENT, PREVENTION, AND INTERNATIONAL COOPERATION. THESE INITIATIVES HAVE STRENGTHENED GREATLY OUR LONG-RANGE PROSPECTS FOR STOPPING THE SCOURGE OF DRUGS.

**IN THE FIGHT AGAINST DRUGS, EVERY LEVEL OF GOVERNMENT MUST WORK TOGETHER. AND NO ONE IS BETTER EQUIPPED THAN BOB MARTINEZ TO GET LOCAL, STATE AND FEDERAL AUTHORITIES WORKING TOGETHER. HE HAS SERVED LONG AND WELL WITH THE NATION'S GOVERNORS. BUT HE ALSO HAS A LONG HISTORY OF WORKING WITH CITY LEADERS. TWICE ELECTED MAYOR OF TAMPA, HE SERVED ON THE BOARD OF THE NATIONAL LEAGUE OF CITIES, AND HE PARTICIPATED ACTIVELY IN THE U.S. CONFERENCE OF MAYORS.**

**BOB ALSO HAS THE KIND OF INTERNATIONAL EXPERIENCE REQUIRED FOR HIS NEW JOB. HE HAS TRAVELED TO SOUTH AMERICA TO MEET WITH OUR ANDEAN ALLIES IN SUPPORT OF INTER-AMERICAN RESPONSES TO THE DRUG CRISIS. OUR DRUG INITIATIVES IN THE ANDES AND AROUND THE GLOBE ARE OF PARAMOUNT IMPORTANCE, AND BOB'S EXPERIENCE WILL BE A TREMENDOUS ADVANTAGE THERE AS WELL.**

AS A TEACHER, AS A BUSINESSMAN, AND AS A PARENT --  
BOB UNDERSTANDS THAT WE CANNOT DEFEAT DRUGS THROUGH LAW  
ENFORCEMENT ALONE. ANY LONG-TERM SOLUTION ALSO DEPENDS  
ON SUCCESSFUL EDUCATION AND TREATMENT. AND THAT MEANS  
DRUG-FREE SCHOOLS, A DRUG-FREE WORKPLACE, AND DRUG-  
FREE KIDS.

DURING MY SERVICE AS VICE PRESIDENT, AS HEAD OF THE  
NATIONAL NARCOTICS BORDER INTERDICTION SYSTEM, I WORKED  
WITH BOB MARTINEZ ON THIS ISSUE -- PERSONALLY AND  
DIRECTLY.

AND WE WILL CONTINUE TO WORK TOGETHER -- PERSONALLY AND  
DIRECTLY. AS YOU CAN TELL BY TODAY'S DISTINGUISHED  
AUDIENCE, THIS ENTIRE ADMINISTRATION IS COMMITTED TO  
ENSURING HIS SUCCESS. I WILL ASK MEMBERS OF MY CABINET  
AND THEIR DEPARTMENTS TO CONTINUE GIVING BOB'S OFFICE  
EVERY MEASURE OF HELP AND COOPERATION. BOB WILL BE  
ASKING FOR YOUR ADVICE AND HELP. HE WILL HAVE MY  
SUPPORT EVERY STEP OF THE WAY.

THIS IS A PROUD DAY FOR AMERICA. BOB IS THE GRANDSON OF SPANISH IMMIGRANTS, THE SON OF A WAITER, A MAN WHO WORKED HIS WAY THROUGH SCHOOL. MY PREDECESSOR CALLED HIM "THE EMBODIMENT OF THE AMERICAN DREAM." \\\

BOB -- YOU ASSUME COMMAND OF OUR NATIONAL DRUG FIGHT AT A CRITICAL TIME. WE'VE MADE IMPORTANT NEW PROGRESS -- GOOD, SOLID PROGRESS. COCAINE USE HAS FALLEN. HOSPITALS REPORT FEWER DRUG-RELATED EMERGENCIES. FEWER HIGH SCHOOL STUDENTS ABUSE DRUGS.

THE EVIDENCE SHOWS CLEARLY THAT WE HAVE TURNED IN THE RIGHT DIRECTION. BUT WE STILL HAVE A LONG WAY TO GO. THE DRUG MENACE REMAINS INTOLERABLY LARGE. IT CRIPPLES FAMILIES, DESTROYS KIDS, WIPES OUT ENTIRE COMMUNITIES.

OUR ADMINISTRATION HAS ANNOUNCED AMBITIOUS NEW GOALS FOR THE DRUG WAR -- BACKED BY AMBITIOUS NEW PROPOSALS AND AN AMBITIOUS NEW BUDGET. WE'VE RENEWED OUR CALL FOR CONGRESS TO PASS A TRUE CRIME BILL. //

I AM ASKING BOB MARTINEZ TO FIGHT FOR THOSE GOALS AND PROGRAMS WITH ALL HIS HEART, KNOWING THAT HE ALREADY HAS COMMITTED HEART AND SOUL TO THIS CRUCIAL BATTLE. I AM ASKING BOB TO LEAD AMERICA FURTHER AWAY FROM DRUGS, KNOWING THAT HE IS DETERMINED TO DO SO.

THIS IS A TOP PRIORITY AND BOB MARTINEZ IS THE RIGHT MAN --THE BEST MAN -- FOR THE JOB. I'M PROUD TO WELCOME HIM TO THE WHITE HOUSE. \\\

MANY CHALLENGES LIE AHEAD, AND THE AMERICAN PEOPLE STAND READY TO FACE THEM. WE WILL REMAIN ON THE FRONT LINES. BLOCK-BY-BLOCK. DAY-BY-DAY. SCHOOL-BY-SCHOOL. IN HOMES, IN HOSPITALS, IN TREATMENT CENTERS AND IN COURTROOMS. FOR YOUR KIDS, FOR MINE, FOR AMERICA'S KIDS: WE WILL OVERCOME THE SCOURGE OF DRUGS.

AND NOW, GOVERNOR MARTINEZ -- OVER TO YOU.

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**GOV. MARTINEZ SWEARING-IN CEREMONY  
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THE WHITE HOUSE

WASHINGTON

TO POTUS  
91 MAR 28 8:15

March 27, 1991

MEMORANDUM FOR THE PRESIDENT

FROM: TONY SNOW TS

SUBJECT: GOV. MARTINEZ SWEARING-IN

I. SUMMARY

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PRESIDENTIAL STATEMENT: GOV. MARTINEZ SWEARING-IN CEREMONY  
ROSE GARDEN  
THURSDAY, MARCH 28, 1991, 9:45 A.M.

Thank you, and welcome to the White House. I'm very pleased to see so many members of our Administration here to welcome our newest colleague. [It's nice to see Members of Congress here.]  
<sup>Tom</sup> Thomas Cochran~~X~~ of the Conference of Mayors, Donald~~e~~ Borut of the National League of Cities and John Thomas of the National Association of Counties -- welcome. And most of all, it is a real pleasure to welcome to Washington Mary Jane Martinez, Alan Martinez, and friends of America's new Director of National Drug Control Policy -- Gov. Bob Martinez. \\\

Bob brings to this important job a resolute personal commitment and unmatched experience in the field. Our 50 states are the "laboratories of democracy" -- and Bob brings an impressive arsenal of some of the Nation's most innovative and wide-ranging anti-drug programs. As Governor of Florida, he led a state that was among the hardest hit by drug smuggling, drug crime, and drug use. He responded to that challenge the same way he'll respond to this new, even bigger challenge: **With vigor, intelligence, and a program comprehensive enough to attack the drug culture.**

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Bob already has contributed mightily to our National Drug Control Strategy. As the National Governors Association's lead Governor on the drug issue, Bob personally developed a number of proposals regarding law enforcement, drug treatment, prevention,

and international cooperation. These initiatives have strengthened greatly our long-range prospects for stopping the scourge of drugs.

**In the fight against drugs, every level of government must work together.** And no one is better equipped than Bob Martinez to get local, state and federal authorities working together. He has served long and well with the Nation's Governors. But he also has a long history of working with city leaders. Twice elected Mayor of Tampa, he served on the board of the National League of Cities, and he participated actively in the U.S. Conference of Mayors.

Bob also has the kind of international experience required for his new job. He has traveled to South America to meet with our Andean allies in support of inter-American responses to the drug crisis. Our drug initiatives in the Andes and around the globe are of paramount importance, and Bob's experience will be a tremendous advantage there as well.

As a teacher, as a businessman, and as a parent -- Bob understands that we cannot defeat drugs through law enforcement alone. Any long-term solution also depends on successful education and treatment. **And that means drug-free schools, a drug-free workplace, and drug-free kids.**

During my service as Vice President, as head of the National Narcotics Border Interdiction System, I worked with Bob Martinez on this issue -- personally and directly. And we will continue to work together -- personally and directly. As you can tell by

today's distinguished audience, this entire administration is committed to ensuring his success. I will ask members of my Cabinet and their Departments to continue giving Bob's office every measure of help and cooperation. Bob will be asking for your advice and help. He will have my support every step of the way.

This is a proud day for America. Bob is the grandson of Spanish immigrants, the son of a waiter, a man who worked his way through school. My predecessor called him "the embodiment of the American dream." \\

Bob -- you assume command of our national drug fight at a critical time. We've made important new progress -- good, solid progress. Cocaine use has fallen. Hospitals report fewer drug-related emergencies. Fewer high school students abuse drugs. The evidence shows clearly that we have turned in the right direction. But we still have a long way to go. The drug menace remains intolerably large. It cripples families, destroys kids, wipes out entire communities.

Our Administration has announced ambitious new goals for the drug war -- backed by ambitious new proposals and an ambitious new budget. We've renewed our call for Congress to pass a true crime bill. //

I am asking Bob Martinez to fight for those goals and programs with all his heart, knowing that he already has committed heart and soul to this crucial battle. I am asking Bob

to lead America further away from drugs, knowing that he is determined to do so.

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Many challenges lie ahead, and the American people stand ready to face them. We will remain on the front lines. Block-by-block. Day-by-day. School-by-school. In homes, in hospitals, in treatment centers and in courtrooms. For your kids, for mine, for America's kids: We will overcome the scourge of drugs.

And now, Governor Martinez -- over to you.

# # #

NAME OF SPEECH & DATE OF SPEECH Gov. Martinez Swearing-In 3/28/91

NAME OF WRITER :

McNally

NAME OF RESEARCHER:

SIMON

SPEECH SYNOPSIS:

POTUS thanks group for assembling in Rose Garden to support Gov. BOB MARTINEZ as he is sworn-in as DIRECTOR of NATI DRUG CONTROL POLICY. POTUS talks about Gov. MARTINEZ's "resolute personal commitment and unmatched experience" and gives a brief background on him. He mentions how Florida has been hit hardest by drug smuggling, crime, and drug use, yet Martinez has always responded to the challenge. Potus mentions that in the fight against drugs every level of government must work together. Talks about successes we have achieved thus far and speaks of the many challenges that lie ahead, but must be met for America's kids.

# WHITE HOUSE STAFFING MEMORANDUM

91 MAR 28 AM 11:25

DATE: 3/27/91 ACTION/CONCURRENCE/COMMENT DUE BY: ---

SUBJECT: PRESIDENTIAL REMARKS: GOV. MARTINEZ SWEARING-IN

	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 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"/>
BRADY	<input type="checkbox"/>	<input checked="" 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"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MARTINEZ	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

PHILLIP D. BRADY  
Assistant to the President  
and Staff Secretary  
Ext. 2702

THE WHITE HOUSE

WASHINGTON

91 MAR 27 AM 8:21

March 27, 1991

MEMORANDUM FOR THE PRESIDENT

FROM: TONY SNOW *TS*

SUBJECT: GOV. MARTINEZ SWEARING-IN

I. SUMMARY

On Thursday, March 28, at 9:45 a.m., you will give brief remarks at the Rose Garden swearing-in ceremony for Drug Control Policy Director Bob Martinez. The audience will consist of about 110 Administration officials and friends of Gov. Martinez.

II. DISCUSSION

The remarks (7 minutes, on cards) cite Gov. Martinez's many accomplishments in the fight against drugs and stress both his and your commitment to continue the fight.

McNally/Simon  
March 26, 1991  
Draft Three  
(A:MARTINEZ.TS)

PRESIDENTIAL STATEMENT: GOV. MARTINEZ SWEARING-IN CEREMONY  
ROSE GARDEN  
THURSDAY, MARCH 28, 1991, 9:45 A.M.

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and international cooperation. These initiatives have strengthened greatly our long-range prospects for stopping the scourge of drugs.

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today's distinguished audience, this entire administration is committed to ensuring his success. I will ask members of my Cabinet and their Departments to continue giving Bob's office every measure of help and cooperation. Bob will be asking for your advice and help. He will have my support every step of the way.

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And now, Governor Martinez -- over to you.

# # #

THE WHITE HOUSE

WASHINGTON

March 26, 1991

MEMORANDUM FOR TONY SNOW

FROM: ROGER B. PORTER *RBP*

SUBJECT: Presidential Remarks: Governor Martinez  
Swearing-In Ceremony

We have reviewed the attached presidential remarks from a policy standpoint and noted our comments on the attached draft.

Thank you for the opportunity to review these remarks and please let us know if we may help in any other way.

cc: Phillip D. Brady

## WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/26/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY 3/26/91 5:00 p.m.

SUBJECT: PRESIDENTIAL REMARKS: GOV. MARTINEZ SWEARING-IN CEREMONY

	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 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"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	UNTERMEYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>SNOW</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>MARTINEZ</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

**REMARKS:**

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 5:00 p.m., TODAY, Tuesday, March 26 with a copy to this office. Thank you.

**RESPONSE:**

**PHILLIP D. BRADY**  
 Assistant to the President  
 and Staff Secretary  
 Ext. 2702

91 MAR 26 AM 9:41

McNally/Simon  
March 26, 1991  
Draft Two  
(A:MARTINEZ)

PRESIDENTIAL STATEMENT: GOV. MARTINEZ SWEARING-IN CEREMONY  
ROOM 450, O.E.O.B.  
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And now, Governor Martinez -- over to you.

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**WHITE HOUSE STAFFING MEMORANDUM**

DATE: 3/26/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY 3/26/91 5:00 p.m.

SUBJECT: PRESIDENTIAL REMARKS: GOV. MARTINEZ SWEARING-IN CEREMONY

	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 type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
<i>Postage</i> SCOWCROFT <i>bootleg N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER <i>not yet</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" 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"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MARTINEZ	<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"/>
HOLIDAY <i>H</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

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RESPONSE:

PHILLIP D. BRADY  
Assistant to the President  
and Staff Secretary  
Ext. 2702

91 MAR 26 AM 9:41

McNally/Simon  
March 26, 1991  
Draft Two  
(A:MARTINEZ)

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Document No. 22362155

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DATE: 3/26/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY 3/26/91 5:00 p.m.

SUBJECT: PRESIDENTIAL REMARKS: GOV. MARTINEZ SWEARING-IN CEREMONY

	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 type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<del>PORTER</del>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<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"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>SNOW</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>MARTINEZ</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

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PHILLIP D. BRADY  
Assistant to the President  
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Ext. 2702

91 MAR 25 AM 9:41

McNally/Simon  
March 26, 1991  
Draft Two  
(A:MARTINEZ)

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Our Administration has announced ambitious new goals for the drug war -- backed by ambitious new proposals and an ambitious new budget. We've renewed our call for Congress to pass a true crime bill. //

I am asking Bob Martinez to fight for those goals and programs with all his heart, knowing that he already has committed heart and soul to this crucial battle. I am asking Bob to lead America further away from drugs, knowing that he is determined to do so.

4

This is a top priority and Bob Martinez is the right man -- the best man -- for the job. I'm proud to welcome him to the White House. \\\

Many challenges lie ahead, and the American people stand ready to face them. We will remain on the front lines. Block-by-block. Day-by-day. School-by-school. For your kids, for mine, for America's kids: We will "Take Back The Streets."

And now, Governor Martinez -- over to you.

# # #

Tony / Ed -

Please see attached comment  
from Phil.

Thanks,  
J. 3/28

WHITE HOUSE STAFFING MEMORANDUM

31 MAR 27 1991

DATE: 3/26/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY 3/26/91 5:00 p.m.

SUBJECT: PRESIDENTIAL REMARKS: GOV. MARTINEZ SWEARING-IN CEREMONY

	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 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"/>
BRADY	<input type="checkbox"/>	<input checked="" 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"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MARTINEZ	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 5:00 p.m., TODAY, Tuesday, March 26 with a copy to this office. Thank you.

RESPONSE:

3/26  
 John,  
 I'm not sure  
 the bracketed comment  
 on p. 2 is accurate as  
 the So. Fla. T.F. was fairly  
 intact from '86 on as  
 it was largely subsumed  
 by KWBIS - The National  
 Narcotics Board Intradition  
 system which the  
 U.P. board...  
 PHILLIP D. BRADY  
 Assistant to the President  
 and Staff Secretary  
 Ext. 2702  
 P.D.

91 MAR 26 AM 9:41

McNally/Simon  
March 26, 1991  
Draft Two  
(A:MARTINEZ)

PRESIDENTIAL STATEMENT: GOV. MARTINEZ SWEARING-IN CEREMONY  
ROOM 450, O.E.O.B.  
THURSDAY, MARCH 28, 1991, 9:45 A.M.

Thank you, and welcome to the White House. I'm very pleased to see so many members of our Administration here to welcome our newest colleague. And in marking this moment of transition, let me also offer my respects to Bill Bennett. Bill -- on behalf of the Administration -- on behalf of the American people -- thank you -- and good luck. \\\

We are also grateful that so many Members of Congress are able to be here. And, most of all, it is a real pleasure to welcome to Washington the family and friends of this distinguished veteran of the war on drugs -- America's new Director of National Drug Control Policy -- Gov. Bob Martinez. \\\

Bob brings to this important job a resolute personal commitment and unmatched experience in the field. Our 50 states are the "laboratories of democracy" -- and Bob brings an impressive arsenal of some of the Nation's most innovative and wide-ranging anti-drug programs. As Governor of Florida, he led a state that was among the hardest hit by drug smuggling, drug crime, and drug use. He responded to that challenge the same way he'll respond to this new, even bigger challenge: **With vigor, intelligence, and a program comprehensive enough to attack the drug culture.**

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Bob already has contributed mightily to our National Drug Control Strategy. As the National Governors Association's lead

Governor on the drug issue, Bob personally developed a number of proposals regarding law enforcement, drug treatment, prevention, and international cooperation. These initiatives have strengthened greatly our long-range prospects for stopping the scourge of drugs.

**In the fight against drugs, every level of government must work together.** And no one is better equipped than Bob Martinez to get local, state and federal authorities working together. He has served long and well with the Nation's Governors. But he also has a long history of working with city leaders. Twice elected Mayor of Tampa, he served on the board of the National League of Cities, and he participated actively in the U.S. Conference of Mayors.

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As a teacher, as a businessman, and as a parent -- Bob understands that we cannot defeat drugs through law enforcement alone. Any long-term solution also depends on successful education and treatment. **And that means drug-free schools, a drug-free workplace, and drug-free kids.**

During my service as Vice President, [ as head of the South Florida Drug Task Force, ] I worked with Bob Martinez on this issue

OK: National Narcotic Board, Interdiction System

for many years -- personally and directly. And we will continue to work together -- personally and directly. As you can tell by today's distinguished audience, this entire administration is committed to ensuring his success. I will ask members of my Cabinet and their Departments to continue giving Bob's office every measure of help and cooperation.

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And now, Governor Martinez -- over to you.

# # #

**WHITE HOUSE STAFFING MEMORANDUM**

91 MAR 27 P4:53

DATE: 3/26/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY 3/26/91 5:00 p.m.

SUBJECT: PRESIDENTIAL REMARKS: GOV. MARTINEZ SWEARING-IN CEREMONY

	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 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"/>
BRADY	<input type="checkbox"/>	<input checked="" 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"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MARTINEZ	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 5:00 p.m., TODAY, Tuesday, March 26 with a copy to this office. Thank you.

RESPONSE: *No comment*

**PHILLIP D. BRADY**  
 Assistant to the President  
 and Staff Secretary  
 Ext. 2702

91 MAR 26 AM 9:41

McNally/Simon  
March 26, 1991  
Draft Two  
(A:MARTINEZ)

PRESIDENTIAL STATEMENT: GOV. MARTINEZ SWEARING-IN CEREMONY  
ROOM 450, O.E.O.B.  
THURSDAY, MARCH 28, 1991, 9:45 A.M.

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And now, Governor Martinez -- over to you.

# # #

THE WHITE HOUSE

WASHINGTON

March 26, 1991

MEMORANDUM FOR TONY SNOW

FROM: BOB SIMON *BS*

SUBJECT: MARTINEZ SWEARING-IN

Per Phil Brady's comments, the phrase "South Florida Drug Task Force" at the bottom of page 2 should be replaced with "National Narcotics Border Interdiction System."

NNBIS was created in 1983 to replace the Task Force. Martinez was not elected until 1986.

Also, change the speech location to the Rose Garden at the top of page 1. Room 450 is the rain location.

THE WHITE HOUSE

WASHINGTON

31 MAR 27 P 1: 42

March 26, 1991

MEMORANDUM FOR TONY SNOW  
COMMUNICATIONS

FROM: GREGORY S. WALDEN *Gsw/GR*  
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Remarks: Gov. Martinez Swearing-in  
Ceremony

The Counsel's Office has no legal objection to the above-subject memorandum.

cc: Phillip Brady

**WHITE HOUSE STAFFING MEMORANDUM**  
 91 MAR 27 P4:45

DATE: 3/26/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY 3/26/91 5:00 p.m.

SUBJECT: PRESIDENTIAL REMARKS: GOV. MARTINEZ SWEARING-IN CEREMONY

	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 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"/>
BRADY	<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"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>SNOW</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>MARTINEZ</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>          </u>	<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>          </u>	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 5:00 p.m., TODAY, Tuesday, March 26 with a copy to this office. Thank you.

RESPONSE: See comments. Thanks.

*Hw*  
 Holly Williamson  
 3/26/91

PHILLIP D. BRADY  
 Assistant to the President  
 and Staff Secretary  
 Ext. 2702

91 MAR 26 AM 9:41

McNally/Simon  
March 26, 1991  
Draft Two  
(A:MARTINEZ)

PRESIDENTIAL STATEMENT: GOV. MARTINEZ SWEARING-IN CEREMONY  
ROOM 450, O.E.O.B.  
THURSDAY, MARCH 28, 1991, 9:45 A.M.

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Bennett  
is out  
of town  
(OCA)

Please check. Only a few Congressmen are in town. (OCA) → [We are also grateful that so many Members of Congress are able to be here.] And, most of all, it is a real pleasure to welcome to Washington the family and friends of this distinguished veteran of the war on drugs -- America's new Director of National Drug Control Policy -- Gov. Bob Martinez. \\\

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During my service as Vice President, as head of the South Florida Drug Task Force, I worked with Bob Martinez on this issue

for many years -- personally and directly. And we will continue to work together -- personally and directly. As you can tell by today's distinguished audience, this entire administration is committed to ensuring his success. I will ask members of my

Cabinet and their Departments to continue giving Bob's office every measure of help and cooperation. He intends to work with you on every aspect of this problem. And he will have my support every step of the way

This is a proud day for America. Bob is the grandson of Spanish immigrants, the son of a waiter, a man who worked his way through school. My predecessor called him "the embodiment of the American dream." \\\

Bob -- you assume command of our national drug fight at a critical time. We've made important ~~new~~ progress: ~~good, solid progress~~ ~~better than I think anyone expected.~~ But we still have a long way to go. The drug menace remains intolerably large. It cripples families, destroys kids, wipes out entire communities.

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(OCA)  
This part needs added emphasis. The press will write stories on whether Martinez has lost.

(OCA) Insert

(OCA) insert  
cocaine use is down; drug-related hospital emergencies are down; drug use in our high schools is down. The evidence is clear - we are heading in the right direction.

This is a top priority and Bob Martinez is the right man -- the best man -- for the job. I'm proud to welcome him to the White House. \\\

Many challenges lie ahead, and the American people stand ready to face them. We will remain on the front lines. Block-by-block. Day-by-day. School-by-school. For your kids, for mine, for America's kids: ~~We will "Take Back The Streets."~~

"Take Back the Streets" has been used for Crime Bill. ✓

And now, Governor Martinez -- over to you.

# # #

(OCA) insert → Together, we will stop this scourge. ✓

ONIDCP

McNally/Simon  
March 26, 1991  
Draft Two  
(A:MARTINEZ)

PRESIDENTIAL STATEMENT: GOV. MARTINEZ SWEARING-IN CEREMONY  
ROOM 450, O.E.O.B.  
THURSDAY, MARCH 28, 1991, 9:45 A.M.

Acknowledge  
Martinez  
family

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During my service as Vice President, as head of the South Florida Drug Task Force, I worked with Bob Martinez on this issue.

SFL  
1-1988  
16 month  
overlap

~~for many years~~ -- personally and directly. And we will continue to work together -- personally and directly. As you can tell by today's distinguished audience, this entire administration is committed to ensuring his success. I <sup>expect</sup> ~~will~~ ask members of my Cabinet and their Departments to continue giving Bob's office every measure of help and cooperation.

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And now, Governor Martinez -- over to you.

# # #

Balance?  
Policy Neutral  
The surge will  
stop  
crime/drug

Document No. 223621SS

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/26/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY 3/26/91 5:00 p.m.

SUBJECT: PRESIDENTIAL REMARKS: GOV. MARTINEZ SWEARING-IN CEREMONY

	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 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"/>
BRADY	<input type="checkbox"/>	<input checked="" 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"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 5:00 p.m., TODAY, Tuesday, March 26 with a copy to this office. Thank you.

RESPONSE:

*Please see suggestions  
3/26/91  
(pp 1,2)*

PHILLIP D. BRADY  
Assistant to the President  
and Staff Secretary  
Ext. 2702

91 MAR 26 AM 9:41

McNally/Simon  
March 26, 1991  
Draft Two  
(A:MARTINEZ)

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Only a few likely to come!

~~We are also grateful that so many Members of Congress~~ <sup>welcome, too, to the</sup> ~~are~~ <sup>who were</sup> able to be here. And, most of all, it is a real pleasure to welcome to Washington the family and friends of this distinguished veteran of the war on drugs -- America's new Director of National Drug Control Policy -- Gov. Bob Martinez. |||

Bob brings to this important job a resolute personal commitment and unmatched experience <sup>on the front lines of the drug war.</sup> ~~in the field~~ Our 50 states are truly the "laboratories of democracy" <sup>and in</sup> ~~of~~ <sup>Florida</sup> -- and <sup>Bob brings</sup> ~~and~~ <sup>an impressive</sup> arsenal of some of the Nation's most innovative and wide-ranging anti-drug programs. <sup>When Bob first became Governor in 1980, Florida was</sup> ~~As Governor of Florida, he led a state that~~ <sup>one of the</sup> ~~was among the~~ <sup>states</sup> hardest hit by drug smuggling, drug crime, and drug use. He responded to that challenge the same way he'll respond to this new, even bigger challenge: With vigor, intelligence, and a program comprehensive enough to attack the drug culture. <sup>stet</sup>

add to award getting

|||  
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2

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As a teacher, as a businessman, and as a parent -- Bob understands that we cannot defeat drugs through law enforcement alone. Any long-term solution also depends on successful education and treatment. And that means drug-free schools, a drug-free workplace, and drug-free kids.

During my service as Vice President, as head of the South Florida Drug Task Force, I worked with Bob Martinez on this issue

**WHITE HOUSE STAFFING MEMORANDUM**  
 91 MAR 27 13:56

DATE: 3/26/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY 3/26/91 5:00 p.m.

SUBJECT: PRESIDENTIAL REMARKS: GOV. MARTINEZ SWEARING-IN CEREMONY

	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 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"/>
BRADY	<input type="checkbox"/>	<input checked="" 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"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MARTINEZ	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward your comments directly to Tony Snow, Rm. 122, x2930, no later than 5:00 p.m., TODAY, Tuesday, March 26 with a copy to this office. Thank you.

RESPONSE:

*I think we should add something more at beginning to highlight success of Bill Bennett.*

*S.R. 3-26-91*

PHILLIP D. BRADY  
 Assistant to the President  
 and Staff Secretary  
 Ext. 2702

91 MAR 26 AM 9:41

McNally/Simon  
March 26, 1991  
Draft Two  
(A:MARTINEZ)

PRESIDENTIAL STATEMENT: GOV. MARTINEZ SWEARING-IN CEREMONY  
ROOM 450, O.E.O.B.  
THURSDAY, MARCH 28, 1991, 9:45 A.M.

Thank you, and welcome to the White House. I'm very pleased to see so many members of our Administration here to welcome our newest colleague. And in marking this moment of transition, let me also offer my respects to Bill Bennett. Bill -- on behalf of the Administration -- on behalf of the American people -- thank you -- and good luck. \\\

We are also grateful that so many Members of Congress are able to be here. And, most of all, it is a real pleasure to welcome to Washington the family and friends of this distinguished veteran of the war on drugs -- America's new Director of National Drug Control Policy -- Gov. Bob Martinez. \\\

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*for all that you have done etc etc*

*to mightier American awareness and to*

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During my service as Vice President, as head of the South Florida Drug Task Force, I worked with Bob Martinez on this issue

for many years -- personally and directly. And we will continue to work together -- personally and directly. As you can tell by today's distinguished audience, this entire administration is committed to ensuring his success. I will ask members of my Cabinet and their Departments to continue giving Bob's office every measure of help and cooperation.

This is a proud day for America. Bob is the grandson of Spanish immigrants, the son of a waiter, a man who worked his way through school. My predecessor called him "the embodiment of the American dream." \\\

Bob -- you assume command of our national drug fight at a critical time. We've made important new progress -- good, solid progress -- better than I think anyone expected. But we still have a long way to go. The drug menace remains intolerably large. It cripples families, destroys kids, wipes out entire communities.

Our Administration has announced ambitious new goals for the drug war -- backed by ambitious new proposals and an ambitious new budget. We've renewed our call for Congress to pass a true crime bill. //

I am asking Bob Martinez to fight for those goals and programs with all his heart, knowing that he already has committed heart and soul to this crucial battle. I am asking Bob to lead America further away from drugs, knowing that he is determined to do so.

This is a top priority and Bob Martinez is the right man -- the best man -- for the job. I'm proud to welcome him to the White House. \\\

Many challenges lie ahead, and the American people stand ready to face them. We will remain on the front lines. Block-by-block. Day-by-day. School-by-school. For your kids, for mine, for America's kids: We will "Take Back The Streets."

And now, Governor Martinez -- over to you.

# # #

2205

Document No. 223621SS

# WHITE HOUSE STAFFING MEMORANDUM

91 MAR 28 8:25



DATE: 3/26/91 ACTION/CONCURRENCE/COMMENT DUE BY: TODAY 3/26/91 5:00 p.m.

SUBJECT: PRESIDENTIAL REMARKS: GOV. MARTINEZ SWEARING-IN CEREMONY

	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 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"/>
BRADY	<input type="checkbox"/>	<input checked="" 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"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
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REMARKS:

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RESPONSE:

March 26, 1991

MEMORANDUM FOR TONY SNOW

The NSC staff has no objection to the draft presidential remarks.

*Brent Scowcroft*  
Brent Scowcroft

PHILLIP D. BRADY  
Assistant to the President  
and Staff Secretary  
Ext. 2702

cc: Phillip D. Brady

1 MAR 28 4 08:52

91 MAR 26 4 10:05

RECEIVED

91 MAR 26 AM 9:41

McNally/Simon  
March 26, 1991  
Draft Two  
(A:MARTINEZ)

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# # #



OFFICE OF NATIONAL DRUG CONTROL POLICY  
EXECUTIVE OFFICE OF THE PRESIDENT  
Washington, D.C. 20500

3/26

ATTN TO:

BOB SIMON et al.

SPEECHWRITING/RESEARCH

FROM:

DAVID TOL DA

DEP. CHIEF OF STAFF +

DIR. OF PUBLIC AFFAIRS

SUBJ:

MARTINEZ SWEARING-IN COMMENTS

PAGES:

FIVE (5), incl. this

Vol 1a

91 MAR 26 AM 9:41

McNally/Simon  
March 26, 1991  
Draft Two  
(A:MARTINEZ)

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And now, Governor Martinez -- over to you.

# # #

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

March 28, 1991

REMARKS BY THE PRESIDENT  
AND GOVERNOR BOB MARTINEZ  
IN SWEARING-IN CEREMONY

The Rose Garden

9:48 A.M. EST

THE PRESIDENT: Please be seated. Well, first, Monsignor, thank you, sir, for that lovely invocation. And to Jim Smith, a longtime friend and Secretary of State of Florida, welcome back to Washington. I'm delighted to see so many members of our Cabinet here with us today. And I think that says that all Cabinet departments want to help Bob Martinez in this fight against drugs. And I'm delighted that they're here, and we pledge you our full support.

I'm delighted to see Bill Young, who has the onerous responsibility of representing that enormous Florida delegation. But it's most appropriate that he, a big supporter of the Governor's and of mine, be with us today in that capacity.

I want to welcome the executive directors of the several major state and local organizations: Don Borut of the National League of Cities, John Thomas of the National Association of Counties, and Ray Scheppach of the National Governors Association.

And most of all, of course, a great pleasure to welcome to Washington Mary Jane -- Mary Jane Martinez -- Alan, his son, and also so many friends that are up here from Florida and elsewhere. I don't know who's looking after the state, but I'm delighted you all are here -- (laughter) -- on this beautiful day in the Rose Garden.

Bob brings to this important job, Director of National Drug Control Policy, a resolute personal commitment and unmatched experience in the field.

Our 50 states are the labs, the laboratories of democracy, and Bob brings an impressive arsenal of some of the nation's most innovative and wide-ranging antidrug programs. As Governor of Florida, he led a state that was among the hardest hit by drug smuggling, drug crime and drug use. And he responded to that challenge the same way he'll respond to this new, even bigger challenge: with vigor and intelligence and a program comprehensive enough to attack the drug culture.

Bob Martinez already has contributed mightily to the National Drug Control Strategy. As the National Governors Association's lead governor on the drug issue, he personally developed a number of proposals regarding law enforcement, drug treatment, prevention and international cooperation. These initiatives have greatly strengthened our long-range prospects for stopping the scourge of drugs.

In the fight against drugs, every level of government must work together. And no one is better equipped than Bob Martinez to get local, state, federal authorities working together. He served long and well with the nation's governors. But he also has a long record of working with the city leaders. Twice elected Mayor of Tampa, he served on the board of the National League of Cities, and

MORE

he participated actively in the U.S. Conference of Mayors.

Bob also had the kind of international experience that's required for this new job. He's traveled to South America to meet with our Andean friends, the leaders of the Andean countries, in support of inter-American responses to the drug crisis. Our initiatives in the Andes and around the globe are of paramount importance, and Bob's experience will be a tremendous advantage right there as well.

As a teacher and as a businessman and as a parent, Bob Martinez understands that we cannot defeat drugs through law enforcement alone. Any long-term solution also depends on successful education and treatment. And that means drug-free schools, a drug-free work place and drug-free kids.

During my service as Vice President, I was head of the National Narcotics Border Interdiction System, and there I worked very closely with Bob Martinez, personally and directly. And we're going to continue to work together personally and directly in this new assignment of his. As you can tell by this audience out here today, our administration is committed to Governor Martinez's success.

I'm going to ask all members of the Cabinet and their departments to continue to give his office every measure of help and coordination. Bob will be asking for your advice. He'll be asking for your help. And he'll have my support every single step of the way.

I think this is a proud day for America. Bob Martinez is the grandson of Spanish immigrants; the son of a waiter. A man who worked his way through school. My predecessor called him the embodiment of the American dream.

And so, sir, as you assume command of our national drug fight at this critical time, we've made important new progress, good solid progress. Cocaine use has fallen. Hospitals report fewer drug-related emergencies. Fewer high school students abuse drugs. And the evidence shows clearly that we've turned in the right direction. But we still have a long way to go and the drug menace remains intolerably large. And it cripples families, destroys kids, wipes out entire communities.

Our administration has announced ambitious new goals for the drug war, backed by ambitious new proposals and an ambitious new budget. And we've renewed our call for Congress to pass a true crime bill. And I'm asking Bob Martinez to fight for those goals and programs with all his heart, knowing that he already has committed his heart and soul to this crucial battle. I'm asking Bob Martinez to lead America further away from drugs, knowing that he is determined to do so. This is a top priority. And Governor Bob Martinez is the right man, the best man for this job. I'm proud to welcome him to the White House.

And let's face it, many challenges lie ahead. And the American people stand ready to face them. We will remain on the front lines, block by block, day by day, school by school, in homes, in hospitals, in treatment centers and in courtrooms. For your kids, for mine, for America's kids, we will overcome the scourge of drugs.

And now, Governor Martinez, over to you. (Applause.)

(The oath is administered.) (Applause.)

DIRECTOR MARTINEZ: Thank you, Mr. President. Thank you very much.

First, Mr. President, let me thank you for having nominated me for this position, and thank you and your staff for the tremendous work that was done through the whole nomination process. I also want to thank Secretary of State Jim Smith for taking the time

to be here today to kind of keep the program going for us. And, of course, to Monsignor Higgins, who has been at each of my swearing-ins for the last 12 years, and I appreciate him making this trip to be here. And, of course, to Justice Scalia for taking time from his busy schedule, for being here today to give me the oath of office. And to all of you who took time to travel long distance.

And to all my now colleagues in the President's Cabinet and all of your agencies that I'll be working with, I look forward to the opportunity to get to know you real well. And many I've had that opportunity as Governor to work with you. Some more than others. But the one thing I have found in my short time here is the tremendous interest that all of you have on the subject. And those of you that have various agencies that are involved in the war against drugs, the enthusiasm and professionalism that they show.

Like the President indicated, we have made tremendous gains over the last several years. But there still is a rather large population that we still have to deal with. And we mustn't forget that there's a constant renewal of our population; that the young people must forever be educated; that we can't simply say we've got a good education initiative for the current set of youngsters, but we will continue to have a current set of youngsters every year that we must continue to address and, therefore, if we fail to do that, we will have large treatment needs because we failed at the front end to provide that opportunity of letting them know what drug abuse is all about.

And, of course, there is a supply side, offshore and domestic. And the tremendous work that must be done there, and it has been done and will continue to be done and are often -- sometimes I kind of regret that we divided this in the supply and demand because I kind of see it as one ball game -- that a good effective supply system makes demand efforts a lot easier.

If a youngster gets the message in school and can walk across the street and there isn't a pusher because supply has taken care of that, then that message is going to stick. And, therefore, I hope that as we go in time that this can be taken to the nation, that this is an integrated initiative. It's not a compartmentalized type of activity, of education, prevention, treatment -- offshore, domestic, and each operates separately.

So I hope that in time, that we'll be able to show that this truly is a national strategy involving all national groups, local and state. And I'm delighted to hear that mayor groups and city groups and country groups and the Governors Association is here because it is to be implemented in a manner that truly brings in all levels of government. And having been mayor and governor, I kind of have heard from time to time what some of the difficulties are. And I hope to be able to work on those issues.

So, Mr. President, thank you. And on behalf of the people of this nation I also want to thank you for the budget recommendation that you've made that clearly shows that when you speak out against drugs, it's more than words. What follows are the resources to get the work done. And I hope that I'll be able to work with you each year to be sure that your dollars that you've recommended bring the results that all Americans want.

Thank you very much, and I really appreciate it.

END

10:01 A.M. EST