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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

OA/ID Number: 13566
Folder ID Number: 13566-003

Folder Title:
Small Business Awards 5/8/91 [OA 6032]

Stack:	Row:	Section:	Shelf:	Position:
G	26	17	1	2

**SMALL BUSINESS WEEK AWARDS CEREMONY / ROOM 450
TUESDAY, MAY 8, 1990 / 2:00 P.M.**

**THANK YOU. AND WELCOME TO THE WHITE HOUSE. SORRY
ABOUT THE DELAYS GETTING EVERYONE IN. BUT I'VE GOT
SOME GOOD NEWS: YOU DON'T HAVE TO SHOW A PICTURE I.D.
TO GET OUT. **

**IT'S GOOD TO SEE MY FRIEND BOB MOSBACHER HERE,
WHO'S DOING SUCH AN OUTSTANDING JOB AS AMERICA'S
SECRETARY OF COMMERCE. SUSAN ENGELEITER OF THE SBA.**

- 2 -

**THE PEOPLE GATHERED HERE COME FROM THE 50 STATES
AND BEYOND, HOMETOWN HEROES WHO ARE "LEADING AMERICA
INTO THE 21ST CENTURY," AS THE THEME FOR SMALL BUSINESS
WEEK PROCLAIMS. AND TODAY MARKS A WONDERFUL OCCASION
-- NOT ONLY FOR THEM -- BUT ALSO FOR OUR NATION AND OUR
FUTURE.**

SMALL BUSINESS IS THE BACKBONE OF THE U.S. ECONOMY, CREATING TWO OUT OF EVERY THREE NEW JOBS, EMPLOYING HALF THE PRIVATE WORKFORCE, ACCOUNTING FOR NEARLY 40 PERCENT OF AMERICA'S GROSS NATIONAL PRODUCT. IT'S ONE OF THE REASONS AMERICANS ARE ENJOYING THE LONGEST ERA OF PEACETIME GROWTH IN OUR HISTORY.

BUT OF COURSE, THE MAGIC OF SMALL BUSINESS IS NOT IN THE POWER OF ITS NUMBERS -- BUT IN THE POWER OF ITS DREAMS.

EACH OF YOUR BUSINESSES BEGAN AS THE DREAM OF ONE MAN OR ONE WOMAN -- AND SOON BECAME A DREAM FOR MANY OTHERS.

- 5 -

I LOOK AT PEOPLE LIKE PHYLLIS APELBAUM, ONE OF TODAY'S FINALISTS, WHOSE MESSENGER SERVICE IN CHICAGO PROVIDES JOBS FOR OVER A HUNDRED PEOPLE IN TRANSITIONAL NEIGHBORHOODS. EVERY JOB YOU CREATE CAN MEAN ANOTHER FAMILY WITH A FUTURE, ANOTHER FAMILY WITH HOPE, ANOTHER FAMILY WITH A CHANCE FOR THE AMERICAN DREAM.

AS A FORMER SMALL BUSINESSMAN, I KNOW FIRST-HAND THE STRUGGLES OF ENTREPRENEURS AND GROWING BUSINESSES, THE COMBINATION OF ADRENALINE AND ANXIETY, THE ADVERSITY, THE ADVENTURES THAT FILL YOUR DAYS.

- 6 -

IOWA'S BARNEY ROBERTS STARTED HIS EMPIRE OUT OF HIS BASEMENT. DAVID MATTHEWS BEGAN HIS IRONWORKS ON AN ARKANSAS MOUNTAINTOP WITHOUT ELECTRICITY OR RUNNING WATER. OATMEAL STUDIOS'S GREETING CARDS WERE LAUNCHED AT A PLACE CALLED THE FROG HOLLOW CRAFT CENTER. AND PHYLLIS SLEPT ON THE FLOOR AND WAS TOLD "NO" 17 TIMES BEFORE HER MESSENGER BUSINESS WAS LICENSED.

- 7 -

BY HER OWN DESCRIPTION, PHYLLIS BROKE THE LOGJAM WHEN SHE WALKED INTO THE COMMISSIONER'S OFFICE -- AND I QUOTE -- "SCREAMED LIKE A FISH SELLER ON MAXWELL STREET." \\\ AND PHYLLIS -- WE'RE NOT GOING TO ASK FOR A DEMONSTRATION. \\\

ALL FOUR ARE AMERICAN SUCCESS STORIES. ALL FOUR KNOW THAT NO NATION EVER DROWNED IN SWEAT.

- 8 -

AND ALL FOUR KNOW THAT GOOD CITIZENSHIP IS GOOD BUSINESS, REACHING OUT FROM THEIR COMMUNITIES TO THE HOMELESS, THE SPECIAL OLYMPICS, AND OTHERS.

THEIR RULES ARE SIMPLE. AND THEY MAKE SENSE. "PEOPLE ARE OUR BEST ASSETS," SAYS BARNEY. "TAKE CARE OF THEM AND THEY WON'T LEAVE." PHYLLIS SAYS: "YOU HAVE TO LOVE WHAT YOU'RE DOING." DAVID'S TIME-PROVEN FORMULA FOR SUCCESS NEEDS JUST THREE WORDS: "NEVER SACRIFICE QUALITY."

AND OATMEAL GREETING CARDS' JOE MASSIMINO

[MASS-A-MEEN-O] DESCRIBES THEIR BRAND OF HUMOR AS "NOT CORNY, NOT PUNNY, NOT BIZARRE, NOT OFFENSIVE."

I'M NOT THE FIRST PRESIDENT TO RECOGNIZE AND APPRECIATE THE IMPORTANCE OF SMALLER COMPANIES. TODAY IS HARRY TRUMAN'S BIRTHDAY, AND, AS ALWAYS, HE TOLD IT LIKE IT IS.

HE SAID: "YOU DON'T HAVE A PROSPEROUS COUNTRY UNLESS THE LITTLE MAN -- THE FARMER, THE WORKER, THE SMALL BUSINESSMAN -- IS WELL OFF. AND WHEN THE LITTLE MAN PROSPERS, BIG BUSINESS GETS ALONG JUST FINE."

THAT IS WHY ONE OF MY PRIORITIES AFTER ASSUMING OFFICE WAS TO DEVELOP FEDERAL POLICIES THAT PROMOTE AND SUPPORT THIS VITAL SECTOR OF OUR ECONOMY. WE'RE REVITALIZING THE SMALL BUSINESS ADMINISTRATION.

- 11 -

WE'RE WORKING TO ENSURE THE INTERESTS AND CONCERNS OF SMALL BUSINESS ARE MADE PART AND PARCEL OF EFFORTS SUCH AS FEDERAL CONTRACT PROCUREMENT. AND WE NEED YOUR SUPPORT ON ONE OF THIS YEAR'S TOP LEGISLATIVE PRIORITIES: A TAX CUT ON CAPITAL GAINS. \\\

ESPECIALLY FOR SMALL BUSINESSES AND ENTREPRENEURS, IT WILL HELP ATTRACT START-UP CAPITAL, PROVIDE MORE LONG-TERM INVESTMENT, CREATE NEW JOBS, AND HELP LEVEL THE PLAYING FIELD WITH OUR TRADING PARTNERS.

- 12 -

THE STRENGTH OF AMERICA LIES WITH THOSE WHO ARE WILLING TO TAKE A CHANCE IN SMALL BUSINESS AND BUILD FOR THE FUTURE. IT IS HERE YOU FIND THE DETERMINATION, THE INGENUITY, AND THE VISION THAT HAVE CREATED THE ENTERPRISES WHICH DRIVE OUR ECONOMY AND ENRICH OUR LIVES.

IT IS AROUND SMALL BUSINESSES THAT YOU FIND COMMUNITIES GROWING AND PROSPERING.

- 13 -

IT IS HERE WHERE WOMEN AND MINORITIES MAKE THEIR MARK AS BUSINESS OWNERS. IT IS HERE WHERE YOU FIND SO MANY OF THE THOUSAND POINTS OF LIGHT THAT ARE AIDING THOSE IN NEED ALL ACROSS AMERICA.

WE CAN TAKE PRIDE IN THE FACT THAT NATIONS AROUND THE WORLD ARE USING SMALL BUSINESS IN THE UNITED STATES AS A MODEL FOR ECONOMIC GROWTH.

- 14 -

SMALL BUSINESS IS AMERICA AT ITS BEST -- AND IT IS A PLEASURE FOR ME TO RECOGNIZE THOSE WHO HAVE EXCELLED IN THIS VITAL FIELD OF ENDEAVOR.

CONGRATULATIONS. THANKS. AND GOD BLESS THE UNITED STATES.

(AND NOW, I'LL TURN THE PODIUM OVER TO SUSAN TO PRESENT TODAY'S AWARDS.)

#

THE WHITE HOUSE
WASHINGTON

May 4, 1990

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *CW*
FROM: EDWARD E. McNALLY *EM*
SUBJECT: DRAFT REMARKS: SMALL BUSINESS PERSON OF THE YEAR

I. SUMMARY

Attached are draft remarks for Tuesday's awards ceremony honoring the Small Business Person of the Year.

II. DISCUSSION

On Tuesday, May 8th, at 2:00 p.m., you will participate in an awards ceremony honoring the top four Small Business Persons of the Year in Room 450 of the O.E.O.B.

The audience of approximately 150 will consist of the Small Business Persons of the Year from each of the 50 states and U.S. territories, as well as their families.

The speech (7 minutes, on speech cards) highlights the important role small business plays in the economy and pays tribute to the four award winners.

[[NOTE: Although the four winners will be on stage during your speech, they will not know which of them came in first, second, third, and fourth place until the SBA's Susan Engeleiter presents the individual awards after your remarks.]]

33:54 4 MAY 4 90

McNally/Simon
May 4, 1990
Draft Three (B:SBA)

PRESIDENTIAL REMARKS: SMALL BUSINESS WEEK AWARDS CEREMONY
ROOM 450, O.E.O.B.
TUESDAY, MAY 8, 1990, 2:00 P.M.

Thank you. And welcome to the White House. Sorry about the delays getting everyone in. But I've got some good news: You don't have to show a picture I.D. to get OUT. \\\

It's good to see my friend Bob Mosbacher here, who's doing such an outstanding job as America's Secretary of Commerce. Susan Engeleiter of the SBA. And it's always a pleasure to welcome so many distinguished members of Congress down to this end of Pennsylvania Avenue. \\\

The people gathered here come from the 50 states and beyond, hometown heroes who are "leading America into the 21st Century," as the theme for Small Business Week proclaims. And today marks a wonderful occasion -- not only for them -- but also for our Nation and our future.

Small business is the backbone of the U.S. economy, creating two out of every three new jobs, employing half the private workforce, accounting for nearly 40 percent of America's Gross National Product. It's one of the reasons Americans are enjoying the longest era of peacetime growth in our history. And it's one of the reasons the leading indicators for March -- which chalked up the biggest increase in nearly two years -- continue to promise a growing economy in the months ahead.

But of course, the magic of small business is not in the power of its numbers -- but in the power of its dreams.

Each of your businesses began as the dream of one man or one woman -- and soon became a dream for many others. I look at people like Phyllis Apfelbaum, one of today's finalists, whose messenger service in Chicago provides jobs for over a hundred people in transitional neighborhoods. Every job you create can mean another family with a future, another family with hope, another family with a chance for the American dream.

As a former small businessman, I know first-hand the struggles of entrepreneurs and growing businesses, the combination of adrenaline and anxiety, the adversity, the adventures that fill your days. Iowa's Barney Roberts [[SMALL BUSINESS PERSON OF THE YEAR]] started his empire out of his basement. David Matthews [[TIED, 2nd RUNNER-UP]] began his ironworks on an Arkansas mountaintop without electricity or running water. Oatmeal Studios's [[TIED, 2nd RUNNER-UP]] greeting cards were launched at a place called the Frog Hollow Craft Center. And Phyllis slept on the floor and was told "No" 17 times before her messenger business was licensed.

By her own description, Phyllis broke the logjam when she walked into the Commissioner's office -- and I quote -- "screamed like a fish seller on Maxwell Street." \\\ And Phyllis -- we're not going to ask for a demonstration. \\\

All four are American success stories. All four know that no nation ever drowned in sweat. And all four know that good citizenship is good business, reaching out from their communities to the homeless, the Special Olympics, and others.

Their rules are simple. And they make sense. "People are our best assets," says Barney. "Take care of them and they won't leave." Phyllis says: "You have to love what you're doing." David's time-proven formula for success needs just three words: "Never sacrifice quality." And Oatmeal greeting cards' Joe Massimino describes their brand of humor as "Not corny, not punny, not bizarre, not offensive."

(Not bad, Joe. Sounds like a review of one of my speeches.)

I'm not the first President to recognize and appreciate the importance of smaller companies. Today is Harry Truman's birthday, and, as always, he told it like it is. He said: "You don't have a prosperous country unless the little man -- the farmer, the worker, the small businessman -- is well off. And when the little man prospers, big business gets along just fine."

That is why one of my priorities after assuming office was to develop federal policies that promote and support this vital sector of our economy. We're revitalizing the Small Business Administration. We're working to ensure the interests and concerns of small business are made part and parcel of efforts such as federal contract procurement. And we need your support on one of this year's top legislative priorities: A tax cut on capital gains. \\\ Especially for small businesses and entrepreneurs, it will help attract start-up capital, provide more long-term investment, create new jobs, and help level the playing field with our trading partners.

The strength of America lies with those who are willing to take a chance in small business and build for the future. It is here you find the determination, the ingenuity, and the vision that have created the enterprises which drive our economy and enrich our lives.

It is around small businesses that you find communities growing and prospering. It is here where women and minorities make their mark as business owners. It is here where you find so many of the Thousand Points of Light that are aiding those in need all across America.

We can take pride in the fact that nations around the world are using small business in the United States as a model for economic growth. Small Business is America at its best -- and it is a pleasure for me to recognize those who have excelled in this vital field of endeavor.

Congratulations. Thanks. And God bless the United States.

(And now, I'll turn the podium over to Susan to present today's awards.)

#

WHITE HOUSE STAFFING MEMORANDUM

90 MAY 7 49:52

DATE: 5/5/90ACTION/CONCURRENCE/COMMENT DUE BY: ----PRESIDENTIAL REMARKS: SMALL BUSINESS WEEK AWARDS CEREMONY
ROOM 450, O.E.O.B.SUBJECT: TUESDAY, MAY 8, 1990
2:00 PM

(draft two)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☐	☒
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☐	☒	PORTER	☐	☒
DARMAN	☐	☒	ROGICH	☐	☒
BATES	☐	☒	UNTERMEYER	☐	☐
CARD	☐	☒	ROGERS	☐	☒
CICCONI	☐	☒	PINKERTON	☐	☒
DEMAREST	☐	☒	WINSTON	☒	☒
FITZWATER	☐	☒	BOSKIN	☐	☒
GRAY	☐	☒	PETERSMEYER	☐	☒
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 MAY -4 PM 5:47

May 4, 1990

INFORMATION

MEMORANDUM FOR THE PRESIDENT

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FROM: EDWARD E. McNALLY *EM*
SUBJECT: DRAFT REMARKS: SMALL BUSINESS PERSON OF THE YEAR

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The speech (7 minutes, on speech cards) highlights the important role small business plays in the economy and pays tribute to the four award winners.

[[NOTE: Although the four winners will be on stage during your speech, they will not know which of them came in first, second, third, and fourth place until the SBA's Susan Engleiter presents the individual awards after your remarks.]]

McNally/Simon
May 4, 1990
Draft Three (B:SBA)

PRESIDENTIAL REMARKS: SMALL BUSINESS WEEK AWARDS CEREMONY
ROOM 450, O.E.O.B.
TUESDAY, MAY 8, 1990, 2:00 P.M.

Thank you. And welcome to the White House. Sorry about the delays getting everyone in. But I've got some good news: You don't have to show a picture I.D. to get OUT. \\\

It's good to see my friend Bob Mosbacher here, who's doing such an outstanding job as America's Secretary of Commerce. Susan Engeleiter of the SBA. And it's always a pleasure to welcome so many distinguished members of Congress down to this end of Pennsylvania Avenue. \\\

The people gathered here come from the 50 states and beyond, hometown heroes who are "leading America into the 21st Century," as the theme for Small Business Week proclaims. And today marks a wonderful occasion -- not only for them -- but also for our Nation and our future.

Small business is the backbone of the U.S. economy, creating two out of every three new jobs, employing half the private workforce, accounting for nearly 40 percent of America's Gross National Product. It's one of the reasons Americans are enjoying the longest era of peacetime growth in our history. And it's one of the reasons the leading indicators for March -- which chalked up the biggest increase in nearly two years -- continue to promise a growing economy in the months ahead.

But of course, the magic of small business is not in the power of its numbers -- but in the power of its dreams.

Each of your businesses began as the dream of one man or one woman -- and soon became a dream for many others. I look at people like Phyllis Apfelbaum, one of today's finalists, whose messenger service in Chicago provides jobs for over a hundred people in transitional neighborhoods. **Every job you create can mean another family with a future, another family with hope, another family with a chance for the American dream.**

As a former small businessman, I know first-hand the struggles of entrepreneurs and growing businesses, the combination of adrenaline and anxiety, the adversity, the adventures that fill your days. Iowa's Barney Roberts [[SMALL BUSINESS PERSON OF THE YEAR]] started his empire out of his basement. David Matthews [[TIED, 2nd RUNNER-UP]] began his ironworks on an Arkansas mountaintop without electricity or running water. Oatmeal Studios's [[TIED, 2nd RUNNER-UP]] greeting cards were launched at a place called the Frog Hollow Craft Center. And Phyllis slept on the floor and was told "No" 17 times before her messenger business was licensed.

By her own description, Phyllis broke the logjam when she walked into the Commissioner's office -- and I quote -- **"screamed like a fish seller on Maxwell Street."** \\\ And Phyllis -- we're not going to ask for a demonstration. \\\

All four are American success stories. All four know that no nation ever drowned in sweat. And all four know **that good citizenship is good business**, reaching out from their communities to the homeless, the Special Olympics, and others.

Their rules are simple. And they make sense. "People are our best assets," says Barney. "Take care of them and they won't leave." Phyllis says: "You have to love what you're doing." David's time-proven formula for success needs just three words: "Never sacrifice quality." And Oatmeal greeting cards' Joe Massimino describes their brand of humor as "Not corny, not punny, not bizarre, not offensive."

(Not bad, Joe. Sounds like a review of one of my speeches.)

I'm not the first President to recognize and appreciate the importance of smaller companies. Today is Harry Truman's birthday, and, as always, he told it like it is. He said: "You don't have a prosperous country unless the little man -- the farmer, the worker, the small businessman -- is well off. And when the little man prospers, big business gets along just fine."

That is why one of my priorities after assuming office was to develop federal policies that promote and support this vital sector of our economy. We're revitalizing the Small Business Administration. We're working to ensure the interests and concerns of small business are made part and parcel of efforts such as federal contract procurement. And we need your support on one of this year's top legislative priorities: A tax cut on capital gains. \\\ Especially for small businesses and entrepreneurs, it will help attract start-up capital, provide more long-term investment, create new jobs, and help level the playing field with our trading partners.

The strength of America lies with those who are willing to take a chance in small business and build for the future. It is here you find the determination, the ingenuity, and the vision that have created the enterprises which drive our economy and enrich our lives.

It is around small businesses that you find communities growing and prospering. It is here where women and minorities make their mark as business owners. It is here where you find so many of the Thousand Points of Light that are aiding those in need all across America.

We can take pride in the fact that nations around the world are using small business in the United States as a model for economic growth. Small Business is America at its best -- and it is a pleasure for me to recognize those who have excelled in this vital field of endeavor.

Congratulations. Thanks. And God bless the United States.

(And now, I'll turn the podium over to Susan to present today's awards.)

#

MASTER includes Δ's
from Boskin, DARMAN. *SPER*

Document No. 138110

WHITE HOUSE STAFFING MEMORANDUM

DATE: 05/03/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3:00 p.m. Friday 05/04

SUBJECT: PRESIDENTIAL REMARKS: SMALL BUSINESS WEEK AWARDS CEREMONY
(05/03 draft two)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE <i>N/C</i>	☒	☐
SUNUNU	☐	☐	NEWMAN	☐	☐
SCOWCROFT	☒	☐	PORTER <i>see below</i>	☒	☐
<i>✓</i> DARMAN	☒	☐	ROGICH	☒	☐
BATES	☒	☐	UNTERMAYER	☐	☐
CARD	☐	☒	ROGERS	☐	☒
CICCONI	☐	☒	PINKERTON <i>see comments</i>	☒	☐
DEMAREST <i>out of office</i>	☒	☐	WINSTON	☐	☒
FITZWATER	☐	☒	BOSKIN <i>see Master</i>	☒	☐
GRAY <i>N/C</i>	☒	☐	PETERSMEYER <i>N/C</i>	☒	☐
HAGIN	☐	☐		☐	☐

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by 3:00 p.m. on Friday, 05/04, with a copy to my office. Thanks.

RESPONSE:

✓ Porter: Add 1 sentence on how
Cap gains as good for small biz.

90 MAY 4 4:48:36

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

McNally/Simon
May 3, 1990
Draft Two (B:SBA)

1990 MAY -3 PM 7:58

PRESIDENTIAL REMARKS: SMALL BUSINESS WEEK AWARDS CEREMONY
ROOM 450, O.E.O.B.
TUESDAY, MAY 8, 1990, 2:00 P.M.

Thank you. And welcome to the White House. Sorry about the delays getting everyone in. But I've got some good news: You don't have to show a picture I.D. to get OUT. \\\

my friend Bob Monbacher,
It's good to see ~~Susan Engeleiter~~, who's doing such an outstanding job as America's ~~SBA Administrator~~. *Commerce Secretary. Susan Engeleiter of the SBA* And it's always a pleasure to welcome so many distinguished members of Congress down to this end of Pennsylvania Avenue. \\\

The people gathered here come from the 50 states and beyond, hometown heroes who are "leading America into the 21st Century," as the theme for Small Business Week proclaims. And today marks a wonderful occasion -- not only for them -- but also for our Nation and our future.

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~~Jim's print shop~~ formula for success needs just three words: *"Never sacrifice quality"* "We

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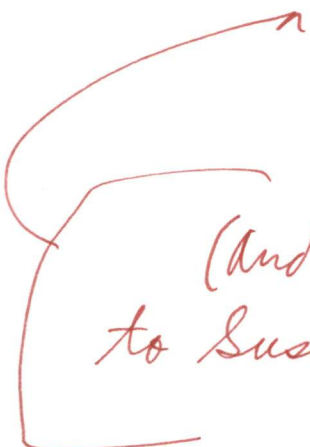
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Congratulations. Thanks. And God bless the United States.

#



(And now I'll turn the podium over to Susan to present today's awards.)

WHITE HOUSE STAFFING MEMORANDUM

90.MAY 7 49:49

DATE: 05/03/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3:00 p.m. Friday 05/04

SUBJECT: PRESIDENTIAL REMARKS: SMALL BUSINESS WEEK AWARDS CEREMONY
(05/03 draft two)

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

REMARKS:

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RESPONSE:

OK. S.R.

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

McNally/Simon
May 3, 1990
Draft Two (B:SBA)

1990 MAY -3 PM 7:58

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 05/03/90ACTION/CONCURRENCE/COMMENT DUE BY: 3:00 p.m. Friday 05/04SUBJECT: PRESIDENTIAL REMARKS: SMALL BUSINESS WEEK AWARDS CEREMONY
(05/03 draft two)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☐	NEWMAN	☐	☐
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FITZWATER	☐	☒	BOSKIN	☒	☐
GRAY	☒	☐	PETERSMEYER	☒	☐
HAGIN	☐	☐		☐	☐

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by 3:00 p.m. on Friday, 05/04, with a copy to my office. Thanks.

RESPONSE:

See Comments. 5-4-90
Holly Williamson

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

McNally/Simon
May 3, 1990
Draft Two (B:SBA)

1990 MAY -3 PM 7:58

PRESIDENTIAL REMARKS: SMALL BUSINESS WEEK AWARDS CEREMONY
ROOM 450, O.E.O.B.
TUESDAY, MAY 8, 1990, 2:00 P.M.

Thank you. And welcome to the White House. Sorry about the delays getting everyone in. But I've got some good news: You don't have to show a picture I.D. to get OUT. \\\

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As a former small businessman, I know first-hand the struggles of entrepreneurs and growing businesses, the combination of adrenaline and anxiety, the adversity, the adventures that fill your days. Iowa's Barney Roberts [~~SMALL BUSINESS PERSON OF THE YEAR~~] started his empire out of his basement. *Insert: George David Matthews (see attached packet of info.)* ~~Jim Harrold~~ [~~TIED, 2nd RUNNER-UP~~] overcame both *(He goes by David)* ~~polio and the bankruptcy of his predecessor~~. Oatmeal Studios' ~~greeting cards~~ were launched at a place called the Frog Hollow Craft Center. And Phyllis slept on the floor and was told "No" 17 times before her messenger business was licensed.

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*' Please note: SBA would like to announce the winners after Potus remarks & only refer to them ~~as~~ as the "finalists" in the President's speech. Please let me know if a problem. Thanks - Bill

David Matthews

Their rules are simple. And they make sense. "People are our best assets," says Barney. "Take care of them and they won't leave." Phyllis says: "You have to love what you're doing."

new insert on Matthews
~~Jim's print shop formula for success needs just three words: "We meet deadlines."~~ And Oatmeal greeting cards' Joe Massimino describes their brand of humor as "Not corny, not punny, not bizarre, not offensive."

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WHITE HOUSE STAFFING MEMORANDUM

3538

DATE: 05/03/90

ACTION/CONCURRENCE/COMMENT DUE BY: 3:00 p.m. Friday 05/04

SUBJECT: PRESIDENTIAL REMARKS: SMALL BUSINESS WEEK AWARDS CEREMONY
(05/03 draft two)

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REMARKS:

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RESPONSE:

May 4, 1990

TO: CHRISS WINSTON

NSC clears the Presidential remarks for the Small Business Week Awards ceremony.

20:50

Brent Scowcroft

cc: James W. Cicconi

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

RECEIVED

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90 MAY 4 A 8: 49

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5/4

THE WHITE HOUSE

WASHINGTON

May 4, 1990

MEMORANDUM FOR CHRISS WINSTON

✓
FROM:

JIM PINKERTON

SUBJECT:

Small Business Week Awards Ceremony Draft

page 2, para. 2, line 9 "And Phyllis slept on the floor and was told 'No' 17 times before her messenger business was licensed."

This is a very vivid example of heavy-handed credentialism at work. It reminds us that there are many more people who would not or could not withstand that much resistance from the bureaucracy. Accordingly, we suggest a reference here to the idea of Hernando de Soto, the Peruvian economist, that the poor are and can be entrepreneurs too, and that the state should get out of the way of their self-reliant efforts. Recall what the President said last September on this score:

By walking the streets of Lima, not analyzing official statistics, [de Soto] found that the poor of Latin America -- who have never read Jefferson or Adam Smith -- ran their affairs democratically, outside the formal economy, organizing their private, parallel economy in a free and unregulated manner...People everywhere want the same things. And when left alone by government, people everywhere organize themselves in remarkably similar ways.

On the same theme, we further suggest a reference to the micro-entrepreneurship of recycling, i.e., collecting discarded cans and bottles -- thereby tying three issues together: fighting poverty, encouraging small business, and cleaning the environment. E.g.:

"As I heard about Phyllis's story, I thought about how the urge to create a business is universal. Economists, like Hernando de Soto in Peru for example, have shown us that even in the humblest corners of the Third World, among the very poorest people, the entrepreneurial spirit burns.

(more)

2-2-2

"The same is true here. Often the only thing holding back this upward movement toward the American Dream is the government -- the red tape and the bureaucracy, saying 17 times, saying a thousand times, 'No, you can't.' Well, you can."

###

U. S. Bank

Document No. 138110

WHITE HOUSE STAFFING MEMORANDUM

DATE: 05/03/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3:00 p.m. Friday 05/04

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(05/03 draft two)

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HAGIN	☐	☐		☐	☐

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RESPONSE:

pl: Insert the word "private" in the sentence
"employing half the [private] workforce" on p1.
Otherwise ok

RB

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

McNally/Simon
May 3, 1990
Draft Two (B:SBA)

1990 MAY -3 PM 7:58

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Bruce Phillips

SBA
~~Cathy Tobias 634-760~~

~~private gov~~

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(05/03 draft two)

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REMARKS:

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RESPONSE: *See comments.*

00:34 4 MAY 90

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

McNally/Simon
May 3, 1990
Draft Two (B:SBA)

1990 May -3 PM 7:58

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Al-Simon
x5873

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*Molien
43060*

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WASHINGTON

May 4, 1990

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

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

SUBJECT: Small Business Week Awards Ceremony

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

11:24 PM 4 MAY 90

WHITE HOUSE STAFFING MEMORANDUM

DATE: 05/03/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3:00 p.m. Friday 05/04

SUBJECT: PRESIDENTIAL REMARKS: SMALL BUSINESS WEEK AWARDS CEREMONY
(05/03 draft two)

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

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by 3:00 p.m. on Friday, 05/04, with a copy to my office. Thanks.

RESPONSE:

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

McNally/Simon
May 3, 1990
Draft Two (B:SBA)

1990 MAY -3 PM 7:58

PRESIDENTIAL REMARKS: SMALL BUSINESS WEEK AWARDS CEREMONY
ROOM 450, O.E.O.B.
TUESDAY, MAY 8, 1990, 2:00 P.M.

Thank you. And welcome to the White House. Sorry about the delays getting everyone in. But I've got some good news: You don't have to show a picture I.D. to get OUT. \\\

It's good to see Susan Engeleiter, who's doing such an outstanding job as America's SBA Administrator. And it's always a pleasure to welcome so many distinguished members of Congress down to this end of Pennsylvania Avenue. \\\

The people gathered here come from the 50 states and beyond, hometown heroes who are "leading America into the 21st Century," as the theme for Small Business Week proclaims. And today marks a wonderful occasion -- not only for them -- but also for our Nation and our future.

Small business is the backbone of the U.S. economy, creating two out of every three new jobs, employing half the workforce, accounting for nearly 40 percent of America's Gross National Product. It's one of the reasons Americans are enjoying the longest era of peacetime growth in our history. And it's one of the reasons the economic indicators for March -- chalking up the biggest increase in nearly two years -- continue to promise a growing economy in the months ahead.

But of course, the magic of small business is not in the power of its numbers -- but in the power of its dreams.

Each of your businesses began as the dream of one man or one woman -- and soon became a dream for many others. I look at people like Phyllis Apelbaum, today's First Runner-Up, whose messenger service in Chicago provides jobs for over a hundred people in transitional neighborhoods. Every job you create can mean another family with a future, another family with hope, another family with a chance for the American dream.

As a former small businessman, I know first-hand the struggles of entrepreneurs and growing businesses, the combination of adrenaline and anxiety, the adversity, the adventures that fill your days. Iowa's Barney Roberts [[SMALL BUSINESS PERSON OF THE YEAR]] started his empire out of his basement. Jim Harrold [[TIED, 2nd RUNNER-UP]] overcame both polio and the bankruptcy of his predecessor. Oatmeal Studios's [[TIED, 2nd RUNNER-UP]] greeting cards were launched at a place called the Frog Hollow Craft Center. And Phyllis slept on the floor and was told "No" 17 times before her messenger business was licensed.

By her own description, Phyllis broke the logjam when she walked into the Commissioner's office -- and I quote -- "screamed like a fish seller on Maxwell Street." \\\ And Phyllis -- we're not going to ask for a demonstration. \\\

All four are American success stories. All four know that no nation ever drowned of sweat. And all four know that good citizenship is good business, reaching out from their communities to the homeless, the Special Olympics, and others.

Their rules are simple. And they make sense. "People are our best assets," says Barney. "Take care of them and they won't leave." Phyllis says: "You have to love what you're doing." Jim's print shop formula for success needs just three words: "We meet deadlines." And Oatmeal greeting cards' Joe Massimino describes their brand of humor as "Not corny, not punny, not bizarre, not offensive."

(Not bad, Joe. Sounds like a review of one of my speeches.)

I'm not the first President to recognize and appreciate the importance of smaller companies. Today is Harry Truman's birthday, and, as always, he told it like it is. He said: "You don't have a prosperous country unless the little man -- the farmer, the worker, the small businessman -- is well off. And when the little man prospers, big business gets along just fine."

That is why one of my priorities after assuming office was to develop federal policies that promote and support this vital sector of our economy. We're revitalizing the Small Business Administration. We're working to ensure the interests and concerns of small business are made part and parcel of efforts such as federal contract procurement. And we need your support on one of this year's top legislative priorities: A tax cut on capital gains. \\\

The strength of America lies with those who are willing to take a chance in small business and build for the future. It is here you find the determination, the ingenuity, and the vision

that have created the enterprises which drive our economy and enrich our lives.

It is around small businesses that you find communities growing and prospering. It is here where women and minorities make their mark as business owners. It is here where you find so many of the Thousand Points of Light that are aiding those in need all across America.

We can take pride in the fact that nations around the world are using small business in the United States as a model for economic growth. Small Business is America at its best -- and it is a pleasure for me to recognize those who have excelled in this vital field of endeavor.

Congratulations. Thanks. And God bless the United States.

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THE WHITE HOUSE
WASHINGTON

Date:

5/4/90

TO:

Chriss Winston

FROM:

CLARK KENT ERVIN
Office of National Service
Room 100, OEOB
x6266

CLE

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

Attached are the comments on
Small Business spec.

WHITE HOUSE STAFFING MEMORANDUM

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06 : 11v 4 MAY 06

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

McNally/Simon
May 3, 1990
Draft Two (B:SBA)

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Each of your businesses began as the dream of one man or one woman -- and soon became a dream for many others. I look at people like Phyllis Apfelbaum, today's First Runner-Up, whose messenger service in Chicago provides jobs for over a hundred people in transitional neighborhoods. **Every job you create can mean another family with a future, another family with hope, another family with a chance for the American dream.**

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By her own description, Phyllis broke the logjam when she walked into the Commissioner's office -- and I quote -- **"screamed like a fish seller on Maxwell Street."** \\\ And Phyllis -- we're not going to ask for a demonstration. \\\

All four are American success stories. All four know that no nation ever drowned of sweat. And all four know **that good citizenship is good business**, reaching out from their communities to the homeless, the Special Olympics, and others.

Not Presidential

Their rules are simple. And they make sense. "People are our best assets," says Barney. "Take care of them and they won't leave." Phyllis says: "You have to love what you're doing." Jim's print shop formula for success needs just three words: "We meet deadlines." And Oatmeal greeting cards' Joe Massimino describes their brand of humor as "Not corny, not punny, not bizarre, not offensive."

(Not bad, Joe. Sounds like a review of one of my speeches.)

I'm not the first President to recognize and appreciate the importance of smaller companies. Today is Harry Truman's birthday, and, as always, he told it like it is. He said: "You don't have a prosperous country unless the little man -- the farmer, the worker, the small businessman -- is well off. And when the little man prospers, big business gets along just fine."

That is why one of my priorities after assuming office was to develop federal policies that promote and support this vital sector of our economy. We're revitalizing the Small Business Administration. We're working to ensure the interests and concerns of small business are made part and parcel of efforts such as federal contract procurement. And we need your support on one of this year's top legislative priorities: A tax cut on capital gains. \\\

The strength of America lies with those who are willing to take a chance in small business and build for the future. It is here you find the determination, the ingenuity, and the vision

that have created the enterprises which drive our economy and enrich our lives.

It is around small businesses that you find communities growing and prospering. It is here where women and minorities make their mark as business owners. It is here where you find so many of the Thousand Points of Light that are aiding those in need all across America.

We can take pride in the fact that nations around the world are using small business in the United States as a model for economic growth. Small Business is America at its best -- and it is a pleasure for me to recognize those who have excelled in this vital field of endeavor.

Congratulations. Thanks. And God bless the United States.

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THE WHITE HOUSE
Office of the Press Secretary

For Immediate Release

May 8, 1990

REMARKS BY THE PRESIDENT
AT THE CEREMONY FOR THE SMALL BUSINESS WEEK AWARDS

Room 450
Old Executive Office Building

2:15 P.M. EDT

THE PRESIDENT: Well, thank you all. And welcome to the White House. I'm sorry about the delays getting some of you all in here. But good news, you don't have to show a picture to get out of this madhouse, I've discovered. (Laughter.)

It's good to see Secretary Mosbacher here -- doing an outstanding job as our Secretary of Commerce. And I am very, very proud of him. And the same can be said for Susan Engeleiter, who is heading up the SBA and also keeping the focus where it belongs.

You know, the people that are gathered here come from 50 states and beyond; hometown heroes who are leading America into the 21st century, as the theme for this Small Business Week proclaims. And today marks a wonderful occasion not only for them, but also for our nation and our future.

Small business is the backbone of the U.S. economy, creating two out of every three new jobs, employing half the private work force, accounting for 40 percent of America's total Gross National Product. And it's one of the reasons Americans are enjoying this longest era of peacetime growth in the history of our country. But, of course, the magic of small business is not in the power of its numbers, but in the power of its dreams -- of its aspirations.

And each of your businesses began as the dream of one man or one woman and soon became a dream for many others. And I look at people like Phyllis Apfelbaum, one of today's finalists whose messenger service in Chicago provides jobs for over a hundred people in transitional neighborhoods. Every job you create can mean another family with a future, another family with hope, another family with a chance for the American dream.

And as a former small businessperson, I know firsthand the struggles of entrepreneurs and growing businesses; the combination of adrenaline and anxiety, the adversity, and the adventures that fills your days.

Iowa's Barney Roberts started his empire out of his basement. David Matthews began his ironworks on an Arkansas mountaintop without electricity or running water. Oatmeal Studios Greeting Cards were launched at a place called the Frog Hollow Craft Center. And Phyllis slept on the floor and was told no 17 times before her messenger business was licensed.

By her own description, she broke the logjam when she walked into the commissioner's office -- and I quote -- "screamed like a fish seller on Maxwell Street." (Laughter.) I don't where Maxwell Street might be, but I can tell you, I can just picture it. (Laughter.) Phyllis, don't do it here, okay. (Laughter.)

All four are American success stories. All four know that no nation ever drowned in sweat. And all four know that good

MORE

citizenship is good business; reaching out from their communities to the homeless, and the Special Olympics, and others.

Their rules are simple and they make sense. "People are our best assets," says Barney, "take care of them and they won't leave." And Phyllis says, "You have to love what you're doing." And David's time-proven formula for success needs just three words, "Never sacrifice quality." And Oatmeal Greeting Cards' Joe Massimino describes their brand of humor as, "Not corny, not punny, not bizarre, not offensive."

I'm not the first president to recognize and appreciate the importance of smaller companies. And today is Harry Truman's birthday, and, as always, he told it like it is. He said, "You don't have a prosperous country unless the little man -- the farmer, the worker, the small businessman -- is well-off. And when the little man prospers, big business gets along just fine."

Well, that's why one of my priorities after assuming the office was to develop federal policies that promote and support this vital sector of our economy. We're revitalizing -- thanks to Susan -- the Small Business Administration. We're working to ensure the interests and concerns of small business are made part and parcel of efforts such as federal contract procurement. And we need your support on one of this year's top legislative priorities. And, of course, I'm talking on a tax cut on capital gains. Especially for small businesses and entrepreneurs, it will attract start-up capital, provide more long-term investment, create new jobs and help level a playing field with our trading partners overseas -- some of whom don't tax capital gains at all.

The strength of America lies with those who are willing to take a chance in small business and build for the future. And it's here you find the determination and the ingenuity and the vision that have created the enterprises which drive our economy and enrich our lives.

It is around small businesses that you find communities growing and prospering. It is here where women and minorities make their mark as business owners. It is here where you find so many of the Thousand Points of Light that are aiding those in need all across the country.

We can take pride in the fact that nations around the world are using small business in the United States as a model for economic growth. So small business is America at its best. And it's a pleasure for me to recognize those who have excelled in this vital field of endeavor.

Congratulations. Thanks. And I'm delighted you all came to the White House. And now I'll turn the podium over to Susan Engeleiter to present today's awards. Thank you all very, very much. (Applause.)

END

2:25 P.M. EDT

THE WHITE HOUSE
Office of the Press Secretary

For Immediate Release

May, 8, 1990

SMALL BUSINESS WEEK, 1990

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

We often think of pioneers as those hardy settlers who tamed the American frontier, or as those heroic individuals who have made extraordinary advances in scientific research and space exploration. However, small business people also stand among our Nation's greatest pioneers. They, too, are men and women of vision. They, too, have the courage to take risks and the willingness to make their ideas work. Industrious and self-reliant, small business men and women continually lead the way in the development of new technology and products and in the creation of economic opportunity for all Americans.

Indeed, small business is the lifeblood of America's free enterprise system. It is within this vital sector of our economy that most workers find their first jobs and training. Small businesses account for two out of every three new jobs created in the United States. The creative, hardworking men and women who own and operate small businesses have demonstrated clearly how private initiative and free-market principles hold the key to success for individuals and nations.

Through the work of small business people, the spirit of freedom and entrepreneurship is renewed every day of the year. Small business owners take advantage of the liberty and opportunity our Nation offers and achieve success through determined effort, self-confidence, and an abiding faith in the American dream. They show us that, while the risks and challenges faced by America's entrepreneurs are great, so are the rewards of creating jobs, meeting a payroll, and contributing to the development of one's community.

Because individual initiative and private enterprise are the foundation of our Nation's technological progress and economic prosperity, and because small business reaffirms the value of our freedom, we must be committed to maintaining an environment in which they can thrive. This means an environment that is free from excessive government regulation and taxation -- one that encourages savings, investment, and innovation. As a Nation, we owe our wholehearted support to those who are helping the United States to become ever more productive and competitive in a rapidly changing world.

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(OVER)

NOW, THEREFORE, I, GEORGE BUSH, President of the United States of America, by virtue of the authority vested in me by the Constitution and laws of the United States, do hereby proclaim the week of May 6 through May 12, 1990, as Small Business Week. I urge all Americans to join me in saluting this special breed of pioneers, our Nation's small business men and women, by observing that week with appropriate ceremonies and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this eighth day of May, in the year of our Lord nineteen hundred and ninety, and of the Independence of the United States of America the two hundred and fourteenth.

GEORGE BUSH

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**TRANSFER SHEET
BUSH PRESIDENTIAL MATERIALS PROJECT**

COLLECTION Bush Pres. Records

ACC.NO: 93 - 01

Office of Speechwriting

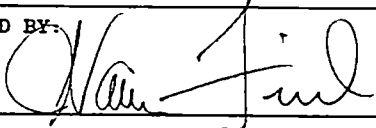
Speech File - Drafts

The following material was withdrawn from this segment of the collection and transferred to the _____**AUDIOVISUAL COLLECTION**
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DESCRIPTION:

Computer Diskette

SERIES Office of Speechwriting Speech File - Drafts	BOX NO. 93
FILE FOLDER TITLE: Small Business Awards 5/8/91 [OA 6023]	
TRANSFERRED BY: GMF	DATE OF TRANSFER: 5/10/96
RECEIVED BY: 	DATE RECEIVED 5/10/96