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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:** 13576  
**Folder ID Number:** 13576-008

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**Folder Title:**  
President's Council on Environmental Quality 7/23/91 [OA 6030]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>26</b>	<b>17</b>	<b>2</b>	<b>5</b>

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PRESIDENT'S COMMISSION ON ENVIRONMENTAL QUALITY  
ROOSEVELT ROOM \ JULY 23, 1991, \ 11:30 A.M.

- 0 MIKE DELAND, BILL RUCKELSHAUS -- AND ALL THE DISTINGUISHED MEMBERS OF THIS COMMISSION: WELCOME TO THE WHITE HOUSE.
- 0 I NEED YOUR PERSONAL COMMITMENT TO BUILD A NEW KIND OF ENVIRONMENTALISM -- ONE THAT PROVIDES BOTH A CLEAN, HEALTHY ENVIRONMENT AND A GROWING ECONOMY -- AND ONE THAT DOESN'T EXPECT GOVERNMENT TO MANDATE A ONE-SIZE-FITS-ALL ANSWER WHEN IT COMES TO THE ENVIRONMENT.
- 

- 2 -

- 0 I HAVE CHALLENGED THE CABINET TO MESH ENVIRONMENTAL AND ECONOMIC GOALS -- AND I SELECTED EACH OF YOU FOR YOUR PROVEN ABILITY TO DO THE SAME IN THE PRIVATE SECTOR.
- 0 SO I WANT TO PUBLICLY RECOGNIZE YOU FOR YOUR LEADERSHIP, BUT MORE IMPORTANTLY, I WANT TO CHALLENGE YOU TO SPREAD YOUR "CAN-DO" SPIRIT AND INITIATIVE.
- 0 AMERICANS HAVE ALWAYS KNOWN THAT THE NATURAL BOUNTY OF THIS LAND IS VITAL TO OUR DESTINY.

EACH OF US MUST BE RESPONSIBLE STEWARDS -- SO THAT OUR CHILDREN AND THEIRS CAN FEEL THE SAME SENSE OF PROMISE AND WONDER AT AMERICA'S NATURAL HERITAGE.

0 THE GOVERNMENT HAS AN IMPORTANT ROLE TO PLAY IN PROTECTING AND ENHANCING THE ENVIRONMENT.

0 BUT WE ALSO MUST BUILD A STRONGER ECONOMY AND CREATE JOBS. THAT'S WHY WE CONSTANTLY NEED TO FIND NEW WAYS TO HARNESS THE POWER OF THE MARKETPLACE IN SERVICE TO THE ENVIRONMENT.

0 MY GOAL FOR THIS COMMISSION IS TO TAP YOUR EXPERTISE AND ENTHUSIASM IN THIS CAUSE. YOU CAN:

\* HELP US ENCOURAGE THE CORPORATE COMMUNITY TO CONDUCT BUSINESS PRACTICES IN ENVIRONMENTALLY SOUND WAYS.

\* HELP US MANAGE OUR NATION'S RESOURCES WHILE PRESERVING THE VITALITY OF OUR ECOSYSTEMS.

- \* WITH THE UN CONFERENCE ON ENVIRONMENT AND DEVELOPMENT COMING UP IN 1992, WE NEED YOUR EXPERTISE TO WORK WITH DEVELOPING NATIONS -- SO THAT GROWTH TAKES PLACE IN HARMONY WITH THE ENVIRONMENT -- NOT AT ITS EXPENSE.
- \* AND FINALLY, I ASK YOU TO HELP US RAISE OUR ENVIRONMENTAL LITERACY, SO THAT WE AND FUTURE STEWARDS OF THE EARTH MAKE MORE INFORMED CHOICES.

0 ONCE AGAIN, MY THANKS FOR THE COMMITMENT YOU'VE MADE. / NOW, I'LL TURN THINGS OVER TO MIKE DELAND AND BILL RUCKELSHAUS.

# # #

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 7/19/91

ACTION/CONCURRENCE/COMMENT DUE BY: MONDAY, 7/22/91 10:00

SUBJECT: PRESIDENTIAL TALKING POINTS: COMM. ON ENVIRONMENTAL QUALITY MEETING

	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"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	DELAND	<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 10:00 a.m., MONDAY, JULY 22, with a copy to this office. Thank you.

RESPONSE:

MASTER

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

Curtis CEQ  
Draft Four  
July 19, 1991

PRESIDENTIAL TALKING POINTS: MEETING WITH PRESIDENT'S  
COMMISSION ON ENVIRONMENTAL QUALITY  
July 23, 1991, Roosevelt Room

- o Mike Deland, Bill Ruckelshaus -- and all the distinguished members of this commission: welcome to the White House.
- o I need your personal commitment to build a new kind of environmentalism -- one that provides both a clean, healthy environment and a growing economy -- and one that doesn't expect government to ~~supply~~ <sup>MANDATE</sup> a one-size-fits-all answer when it comes to the environment.
- o I have challenged the Cabinet to mesh environmental and economic goals -- and I selected each of you for your proven ability to do the same in the private sector, ~~independent of federal regulation~~.
- o So I want to publicly recognize you for your leadership, but more importantly, I want to challenge you to spread your "can-do" spirit and initiative.
- o Americans have always known that the natural bounty of this land is vital to our destiny. Each of us must be responsible stewards -- so that our children and theirs can feel the same sense of promise and wonder at America's natural heritage.
- o The government ~~does have~~ <sup>HAS</sup> an important role to play ~~and we~~ <sup>IN</sup> ~~have outlined a national strategy for more effective~~ <sup>PROTECTING AND ENHANCING THE ENVIRONMENT.</sup> ~~government programs.~~

o But we also <sup>MUST</sup> ~~want to~~ build a stronger economy and create jobs. ~~without excessive regulation.~~ That's why we constantly need to find new ways to <sup>HARNESS</sup> ~~tap~~ the power of the marketplace in service to the environment.

o ~~So~~ my goal for this Commission is to <sup>TAP YOUR EXPERTISE AND ENTHUSIASM IN THIS CAUSE.</sup> ~~launch a mission of~~ private sector activism for the environment. <sup>YOU CAN!</sup> ~~I ask you to:~~

<sup>with changes</sup> \* Help us <sup>ENCOURAGE</sup> ~~raise the standard of business practice so that~~ <sup>CORPORATE COMMUNITY TO COMMITMENT</sup> ~~the environment is included in the bottom line.~~ <sup>BUSINESS PRACTICES IN ENVIRONMENTALLY SOUND WAYS.</sup> ~~so that~~

\* Help us <sup>OUR NATION'S RESOURCES</sup> ~~manage natural areas for a variety of uses~~ while preserving the vitality of <sup>OUR</sup> ecosystems.

\* With the UN Conference on Environment and Development coming up in 1992, we need your expertise to work with developing nations -- so that growth takes place in harmony with the environment -- not at its expense.

\* And finally, I ask you to help us raise our environmental literacy, so that we and future stewards of the Earth make more informed choices.

<sup>delete</sup> o ~~By joining together to build a new environmentalism, we can face the future with greater confidence.~~

o Once again, my thanks for the commitment you've made. /  
Now, I'll turn things over to Mike Deland and Bill Ruckelshaus.

# # #

THE WHITE HOUSE  
WASHINGTON

91 JUL 22 ALL: P  
July 21, 1991

MEMORANDUM FOR TONY SNOW

FROM: ROGER B. PORTER *ABP/CMQ*  
SUBJECT: Presidential Talking Points: Commission on  
Environmental Quality Meeting

We have reviewed the attached talking points and have noted several suggested changes on the draft.

Please let us know if you have any questions or if we may help in any other way.

cc: Phillip D. Brady

PRESIDENT'S COMMISSION ON ENVIRONMENTAL QUALITY  
ROOSEVELT ROOM \ JULY 23, 1991, \ 11:30 A.M.

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  - 0 I NEED YOUR PERSONAL COMMITMENT TO BUILD A NEW KIND OF ENVIRONMENTALISM -- ONE THAT PROVIDES BOTH A CLEAN, HEALTHY ENVIRONMENT AND A GROWING ECONOMY -- AND ONE THAT DOESN'T EXPECT GOVERNMENT TO MANDATE A ONE-SIZE-FITS-ALL ANSWER WHEN IT COMES TO THE ENVIRONMENT.
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- 2 -

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# # #

Curtis CEQ  
Draft Five  
July 22, 1991

PRESIDENTIAL TALKING POINTS: MEETING WITH PRESIDENT'S  
COMMISSION ON ENVIRONMENTAL QUALITY  
July 23, 1991, Roosevelt Room

- o Mike Deland, Bill Ruckelshaus -- and all the distinguished members of this commission: welcome to the White House.
- o I need your personal commitment to build a new kind of environmentalism -- one that provides both a clean, healthy environment and a growing economy -- and one that doesn't expect government to mandate a one-size-fits-all answer when it comes to the environment.
- o I have challenged the Cabinet to mesh environmental and economic goals -- and I selected each of you for your proven ability to do the same in the private sector.
- o So I want to publicly recognize you for your leadership, but more importantly, I want to challenge you to spread your "can-do" spirit and initiative.
- o Americans have always known that the natural bounty of this land is vital to our destiny. Each of us must be responsible stewards -- so that our children and theirs can feel the same sense of promise and wonder at America's natural heritage.
- o The government has an important role to play in protecting and enhancing the environment.
- o But we also must build a stronger economy and create jobs. That's why we constantly need to find new ways to harness the power of the marketplace in service to the environment.

- o My goal for this Commission is to tap your expertise and enthusiasm in this cause. You can:
  - \* Help us encourage the corporate community to conduct business practices in environmentally sound ways.
  - \* Help us manage our Nation's resources while preserving the vitality of our ecosystems.
  - \* With the UN Conference on Environment and Development coming up in 1992, we need your expertise to work with developing nations -- so that growth takes place in harmony with the environment -- not at its expense.
  - \* And finally, I ask you to help us raise our environmental literacy, so that we and future stewards of the Earth make more informed choices.
- o Once again, my thanks for the commitment you've made. /  
Now, I'll turn things over to Mike Deland and Bill Ruckelshaus.

# # #

# WHITE HOUSE STAFFING MEMORANDUM

91 JUL 22 12:23

DATE: 7/19/91

ACTION/CONCURRENCE/COMMENT DUE BY: MONDAY, 7/22/91 10:00

SUBJECT: PRESIDENTIAL TALKING POINTS: COMM. ON ENVIRONMENTAL QUALITY MEETIN

	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"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	DELAND	<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 10:00 a.m., MONDAY, JULY 22, with a copy to this office. Thank you.

RESPONSE:

Comments from Cabinet Affairs are attached.

*cc: Elizabeth*

Thanks,  
*Elizabeth*  
Elizabeth

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

Curtis CEQ  
Draft Four  
July 19, 1991

PRESIDENTIAL TALKING POINTS: MEETING WITH PRESIDENT'S  
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- o Americans have always known that the natural bounty of this land is vital to our destiny. Each of us must be responsible stewards -- so that our children and theirs can feel the same sense of promise and wonder at America's natural heritage.
- o The government does have an important role to play and we have outlined a national strategy for more effective government programs.

- o But we also want to build a stronger economy and create jobs without excessive regulation. That's why we constantly need to find new ways to tap the power of the marketplace in service to the environment.
- o So my goal for this Commission is to launch a mission of private sector activism for the environment. I ask you to:
  - \* Help us raise the standard of business practice so that the environment is included in the bottom line.
  - \* Help us manage natural areas for a variety of uses while preserving the vitality of ecosystems.
  - \* With the UN Conference on Environment and Development coming up in 1992, we need your expertise to work with developing nations -- so that growth takes place in harmony with the environment -- not at its expense.
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- o Once again, my thanks for the commitment you've made. /  
Now, I'll turn things over to Mike Deland and Bill Ruckelshaus.

# # #

WHITE HOUSE STAFFING MEMORANDUM

91 JUL 19 3:14

DATE: 7/19/91 ACTION/CONCURRENCE/COMMENT DUE BY: MONDAY, 7/22/91 10:00a

SUBJECT: PRESIDENTIAL TALKING POINTS: COMM. ON ENVIRONMENTAL QUALITY MEETING

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input type="checkbox"/>	SMITH <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMEYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST <i>N/C??</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	DELAND	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY <i>Holmstedd p153 N/C</i>	<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 no later than office. Th

*Nancy - I WANT to send this over by 12<sup>30</sup>. Where is Holiday?? Thanks MJB*

x2930, ls

RESPONSE:

IP D. BRADY to the President aff Secretary Ext. 2702

Curtis CEQ  
Draft Four  
July 19, 1991

PRESIDENTIAL TALKING POINTS: MEETING WITH PRESIDENT'S  
COMMISSION ON ENVIRONMENTAL QUALITY  
July 23, 1991, Roosevelt Room

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- o Once again, my thanks for the commitment you've made. /  
Now, I'll turn things over to Mike Deland and Bill Ruckelshaus.

# # #

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 7/19/91

91 JUL 22 All: 13

ACTION/CONCURRENCE/COMMENT DUE BY: MONDAY, 7/22/91 10:00a

SUBJECT: PRESIDENTIAL TALKING POINTS: COMM. ON ENVIRONMENTAL QUALITY MEETING

	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"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input 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>DELAND</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 10:00 a.m., MONDAY, JULY 22, with a copy to this office. Thank you.

RESPONSE: *See comments.*

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

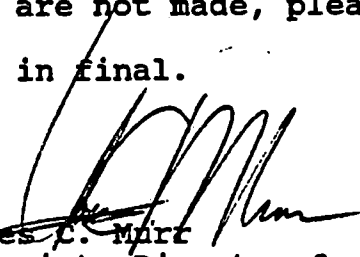


EXECUTIVE OFFICE OF THE PRESIDENT  
OFFICE OF MANAGEMENT AND BUDGET  
WASHINGTON, D.C. 20503

**NOTICE:**

Enclosed are comments from staff members of the Office of Management and Budget (OMB). Such comments do not necessarily represent the official position of the Director of OMB or of the Office of Management and Budget. If you wish to have the Director's personal comments, please let me know -- and contact me if you have any questions.

If our proposed substantive changes are not made, please let us know before the material is prepared in final.

  
James C. Merritt  
Associate Director for  
Legislative Reference  
and Administration

Curtis CEQ  
Draft Four  
July 19, 1991

PRESIDENTIAL TALKING POINTS: MEETING WITH PRESIDENT'S  
COMMISSION ON ENVIRONMENTAL QUALITY  
July 23, 1991, Roosevelt Room

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- o The government does have an important role to play and we have outlined a national strategy for more effective government programs.

*[insert attached page next]*

Grady  
X4844

— INSERT THIS TEXT HERE —

- o Just in the past two years, we've signed a Clean Air Act, a CFC phase-out, and an oil spill bill, we've established a moratorium on drilling off the coasts of California, Florida, and New England, we've begun work on an environmental act to accompany the NAFTA, and we've invested increased resources in everything from parks and forests to wetlands acquisition to superfund.
- o Many of you have been involved in the environmental movement for 20 years. Yours is the legacy of cleaner water and clean air. The next <sup>step forward</sup> ~~increment of progress~~, however, will be tougher to achieve. It requires the creativity and imagination of everyone in this room.

no - see Pordin's  
change. No  
need to recap  
Enviro. accomplishments  
here...

o But we also want to build a stronger economy and create jobs without excessive regulation. That's why we constantly need to find new ways to tap the power of the marketplace in service to the environment.

o So my goal for this Commission is to launch a mission of private sector activism for the environment. I ask you to:

~~\* Help us raise the standard of business practice so that the environment is included in the bottom line.~~

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o Once again, my thanks for the commitment you've made. /

Now, I'll turn things over to Mike Deland and Bill

Ruckelshaus.

# # #

(Maekae  
x 4852)  
X  
no. see  
Perkins  
change

# WHITE HOUSE STAFFING MEMORANDUM

91 JUL 22 All: 33

DATE: 7/19/91

ACTION/CONCURRENCE/COMMENT DUE BY: MONDAY, 7/22/91 10:00

SUBJECT: PRESIDENTIAL TALKING POINTS: COMM. ON ENVIRONMENTAL QUALITY MEETIN

	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"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	DELAND	<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 10:00 a.m., MONDAY, JULY 22, with a copy to this office. Thank you.

RESPONSE:

*Handwritten initials: Ph, PM*

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

Curtis CEQ  
Draft Four  
July 19, 1991

PRESIDENTIAL TALKING POINTS: MEETING WITH PRESIDENT'S  
COMMISSION ON ENVIRONMENTAL QUALITY  
July 23, 1991, Roosevelt Room

- o Mike Deland, Bill Ruckelshaus -- and all the distinguished members of this commission: welcome to the White House.
- o I need your personal commitment to build a new kind of environmentalism -- one that provides both a clean, healthy environment and a growing economy -- and one that doesn't expect government to supply a one-size-fits-all answer when it comes to the environment.
- o I have challenged the Cabinet to mesh environmental and economic goals -- and I selected each of you for your proven ability to do the same in the private sector, independent of federal regulation.
- o So I want to publicly recognize you for your leadership, but more importantly, I want to challenge you to spread your "can-do" spirit and initiative.
- o Americans have always known that the natural bounty of this land is vital to our destiny. Each of us must be responsible stewards -- so that our children and theirs can feel the same sense of promise and wonder at America's natural heritage.
- o The government does have an important role to play and we have outlined a national strategy for more effective government programs.

- o But we also want to build a stronger economy and create jobs without excessive regulation. That's why we constantly need to find new ways to tap the power of the marketplace in service to the environment.
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  - \* And finally, I ask you to help us raise our environmental literacy, so that we and future stewards of the Earth make more informed choices.
- o By joining together to build a new environmentalism, we can face the future with greater confidence.
- o Once again, my thanks for the commitment you've made. /  
Now, I'll turn things over to Mike Deland and Bill Ruckelshaus.

# # #

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 7/19/91

ACTION/CONCURRENCE/COMMENT DUE BY: MONDAY, 7/22/91 10:00

SUBJECT: PRESIDENTIAL TALKING POINTS: COMM. ON ENVIRONMENTAL QUALITY MEETING

	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"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	DELAND	<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 10:00 a.m., MONDAY, JULY 22, with a copy to this office. Thank you.

*NC*

RESPONSE:

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

Curtis CEQ  
Draft Four  
July 19, 1991

PRESIDENTIAL TALKING POINTS: MEETING WITH PRESIDENT'S  
COMMISSION ON ENVIRONMENTAL QUALITY  
July 23, 1991, Roosevelt Room

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- o Once again, my thanks for the commitment you've made. /  
Now, I'll turn things over to Mike Deland and Bill Ruckelshaus.

# # #

Curtis CEQ  
Draft Four  
July 19, 1991

PRESIDENTIAL TALKING POINTS: MEETING WITH PRESIDENT'S  
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July 23, 1991, Roosevelt Room

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Curtis CEQ  
Draft Four  
July 19, 1991

PRESIDENTIAL TALKING POINTS: MEETING WITH PRESIDENT'S  
COMMISSION ON ENVIRONMENTAL QUALITY  
July 23, 1991, Roosevelt Room

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- o By joining together to build a new environmentalism, we can face the future with greater confidence.
- o Once again, my thanks for the commitment you've made. /  
Now, I'll turn things over to Mike Deland and Bill Ruckelshaus.

# # #

*For Dale Curtis*

Curtis CEQ  
Draft Four  
July 19, 1991

PRESIDENTIAL TALKING POINTS: MEETING WITH PRESIDENT'S  
COMMISSION ON ENVIRONMENTAL QUALITY  
July 23, 1991, Roosevelt Room

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- o By joining together to build a new environmentalism, we can face the future with greater confidence.
- o Once again, my thanks for the commitment you've made. /  
Now, I'll turn things over to Mike Deland and Bill Ruckelshaus.

# # #



19 12:59

EXECUTIVE OFFICE OF THE PRESIDENT  
COUNCIL ON ENVIRONMENTAL QUALITY

722 Jackson Place, N.W.  
Washington, DC 20503

DATE: 7-19-91

TO: DAN Mc GROARTY

TELEPHONE: \_\_\_\_\_

FAX: \* 6218

FROM: DALE CURTIS

TELEPHONE: \_\_\_\_\_

FAX: 202-395-3744

PAGES: 3

MESSAGE: I've cut about 5-6 lines and pose a question in bullet 2 that could cut another.

- Dale

FAX # 3744 } CEQ  
5750

Curtis CEQ  
Draft Three  
July 19, 1991

PRESIDENTIAL TALKING POINTS: MEETING WITH PRESIDENT'S  
COUNCIL ON ENVIRONMENTAL QUALITY  
July 23, 1991, Roosevelt Room

- o Mike Deland, Bill Ruckelshaus -- and all the distinguished members of this commission: welcome to the White House.
- o I need your personal commitment to build a new kind of environmentalism -- one that provides both a clean, healthy environment and a growing economy -- and one that doesn't expect government to supply <sup>all the answers.</sup> [a one-size-fits-all answer when it comes to the environment].
- o I have challenged the Cabinet to mesh environmental and economic goals -- and I selected each of you for your proven ability to do the same in the private sector, independent of federal regulation.
- o So I want to publicly recognize you for your leadership, but more importantly, I want to <sup>challenge you</sup> find ways to spread your "can-do" spirit and initiative.
- o We all want to build a stronger economy and create jobs without excessive regulation. ~~But equally important is our environmental legacy.~~ Americans have always known that the natural bounty of this land is vital to our destiny. Each of us must be responsible stewards -- so that our children and theirs can feel the same sense of promise and wonder at ~~the~~ America's ~~rich~~ natural heritage.

like this --  
you had a  
shorter version  
yesterday

to  
page 2

Overkill

2

- o The government does have an important role to play and we have outlined a national strategy for more effective government programs.
- o ~~But in this country, we believe in building better communities with or without the government's help.~~ <sup>But we also</sup> ~~included in the bottom line.~~ <sup>sentence from previous page</sup> That's why we constantly need to find new ways to tap the power of the marketplace in service to the environment.
- o So my goal for this Commission is to launch a mission of private sector activism for the environment. I ask you to:
  - \* Help us raise the standard of business practice so that the environment is ~~considered every day in management decisions.~~ <sup>included in the bottom line.</sup>
  - \* Help us manage natural areas for a variety of uses while preserving the vitality of ecosystems.
  - \* ~~And,~~ <sup>we need your expertise</sup> With the UN Conference on Environment and Development coming up in 1992, I want you to share your thoughts on ways to work with developing nations -- so that growth <sup>is</sup> takes place in harmony with the environment, and not at its expense.
  - \* <sup>And</sup> Finally, I ask you to help us raise our environmental literacy, so that we and future stewards of the Earth make more informed choices.
- o By joining together to build a new environmentalism, we can face the future with greater confidence, ~~for ourselves, our nation, and the world.~~

3

o Once again, my thanks for the commitment you've made. /  
Now, I'll turn things over to Mike Deland and Bill  
Ruckelshaus.

# # #



8 P1:38

EXECUTIVE OFFICE OF THE PRESIDENT  
COUNCIL ON ENVIRONMENTAL QUALITY

722 Jackson Place, N.W.  
Washington, DC 20503

DATE: 7-18-91

TO: DAN MCGROARTY

TELEPHONE: \_\_\_\_\_

FAX: 6218

FROM: DALE CURTIS

TELEPHONE: \_\_\_\_\_

FAX: 202-395-3744

PAGES: 5

MESSAGE:

- ① I've made a number of minor changes and bracketed language that can be dropped.
- ② FYI - the list of commission members. Embargoed!
- ③ Question-- we have some briefing materials for the President -- do you need to see them or do we leave it up to Phil Brady to coordinate talking points on briefing material?

Curtis CEQ/  
Draft Two  
July 17, 1991  
PCEQ.TP

PRESIDENTIAL TALKING POINTS: MEETING WITH PRESIDENT'S  
COUNCIL ON ENVIRONMENTAL QUALITY  
July 23, 1991, Roosevelt Room

*Mike Deland, Bill Ruckelshaus and  
all  
Commission  
members.*  
*Welcome, all of you.*

[Introductory Acknowledgments]

- ✓ o I need your ~~total~~ <sup>personal</sup> commitment to build a new kind of environmentalism -- one that provides both a clean, healthy environment and a growing economy -- and one that doesn't ask government <sup>for</sup> answers it can't provide.
- ✓ o I have challenged the Cabinet to mesh environmental and economic goals. [~~With the new Clean Air Act and other initiatives, we have begun to turn that corner.~~] But I selected each of you for your proven ability to do the same in the private sector, independent of federal regulation.
- ✓ o So I want to publicly recognize you for your leadership, but more importantly, I want to find ways to spread your "can-do" spirit and initiative.
- o ~~Let's be very clear about why we are here. One reason is that we~~ all want to build a stronger economy and create jobs without excessive regulation. But equally important is our environmental legacy.
- ✓ o Americans have always known that the natural bounty of this land is vital to our destiny. Each of us feels in our heart the need to be responsible stewards so that ~~our~~ children and theirs ~~can~~ enjoy the same sense of promise and wonder at ~~the~~ America's rich natural heritage.

*STBT*

(See CEO  
Annual  
Report)

- ✓  The government does have an important role to play and we have ~~been working hard to get~~ <sup>outlined a national strategy for</sup> more effective government programs.
- ✓  But in this country, ~~we don't always look to government, but rather to free people and free markets to take the lead.~~ We believe in building better communities with or without the government's help. That's why we constantly need to find new ways to tap the power of the marketplace <sup>and voluntarism</sup> in service ~~of~~ to the environment.
- So my goal for this Commission is to launch a mission of private sector activism for the environment. I ask you to:

- \* Help us raise the standard of business practice so that the environment is considered every day in management decisions.

- \* Help us manage natural areas for a variety of uses while preserving the vitality of ecosystems.

edited... →

- \* Give us your thoughts on ways to work with developing nations so that their growth takes place in harmony with the environment, and not at its expense. <sup>with a view toward constructive U.S. participation in the U.N. 1992 Conference on Environment and Development.</sup>

- \* And help us raise our environmental literacy, so that we and future stewards of the Earth make more informed choices.

- By joining together to build a new environmentalism, we can face the future with greater confidence for ourselves, our nation, and the world.

Once again, my thanks for the commitment you've made.

~~and now you will be administered on-site by~~

And now, we'll call on <sup>#</sup> Mike Deland <sup>#</sup> and <sup>#</sup>  
Bill Ruckelshaus, ~~and all of you~~ to make any  
comments they might have.

Now, I'll turn things over to  
Mike Deland + Bill Ruckelshaus.

draft copy

THE WHITE HOUSE  
Office of the Press Secretary

Not For Release

July 23, 1991

The President today appointed the following individuals to be members of the President's Commission on Environmental Quality (PCEQ). Michael R. Deland will serve as chairman and William D. Ruckelshaus will serve as vice chairman.

They are:

Edwin Lewis Artzt, Chairman of the Board and Chief Executive for Proctor & Gamble Company in Cincinnati, OH.

Dr. Marguerite Ross Barnett, President of the University of Houston in Houston, TX.

Riley P. Bechtel, President, Chief Executive Officer and a Director of the Bechtel Group, Inc., in San Francisco, CA.

Dean L. Buntrock, Chairman and Chief Executive Officer of Waste Management, Inc. in Oak Brook, IL.

Richard A. Clarke, Chairman and Chief Executive Officer of Pacific Gas and Electric Company in San Francisco, CA.

Derrick Crandall, President of the American Recreation Coalition in Washington, DC.

Michael R. Deland, Chairman of the Council on Environmental Quality, Executive Office of the President, in Washington, DC.

Kenneth T. Derr, Chairman and Chief Executive Officer of Chevron Corporation in San Francisco, CA.

Robert Fri, President of Resources for the Future in Washington, DC.

Kathryn S. Fuller, President of the World Wildlife Fund and The Conservation Foundation in Washington, DC.

John A. Georges, Chairman and Chief Executive Officer for International Paper Company in Purchase, NY.

Dr. Paul Edward Gray, Chairman of the Corporation for the Massachusetts Institute of Technology in Cambridge, MA.

-more-

-2-

Gilbert M. Grosvenor, President and Chairman of the National Geographic Society in Washington, DC.

Allen F. Jacobson, Chairman and Chief Executive Officer of Minnesota Mining & Manufacturing Company (3M) in St. Paul, MN.

Fred Krupp, Executive Director of the Environmental Defense Fund in New York, NY.

Kenneth L. Lay, Chairman and Chief Executive Officer of Enron Corporation in Houston, TX.

Richard P. Mayer, Chairman and Chief Executive Officer of Kraft General Foods North America in Glenview, IL.

N. J. Nicholas, Jr., President and Co-Chief Executive Officer of Time Warner Inc. in New York, NY.

Patrick F. Noonan, President of the Conservation Fund in Arlington, VA.

Harold A. Poling, Chairman and Chief Executive Officer of the Ford Motor Company in Dearborn, MI.

Frank Popoff, President and Chief Executive Officer of The Dow Chemical Company in Midland, MI.

William D. Ruckelshaus, Chairman and Chief Executive Officer of Browning-Ferris Industries, Inc. in Houston, TX.

Adele Simmons, President of the John D. and Catherine T. MacArthur Foundation in Chicago, IL.

Dr. P. Roy Vagelos, Chairman, President and Chief Executive Officer of Merck & Co., Inc. in Rahway, NJ.

and John F. Welch, Jr., Chairman and Chief Executive Officer of the General Electric Company in Fairfield, CT.

# # #

Curtis CEQ/  
Draft Two  
July 17, 1991  
PCEQ.TP

PRESIDENTIAL TALKING POINTS: MEETING WITH PRESIDENT'S  
COUNCIL ON ENVIRONMENTAL QUALITY  
July 23, 1991, Roosevelt Room

[Introductory Acknowledgments]

- o I need your total personal commitment to build a new kind of environmentalism -- one that provides both a clean, healthy environment and a growing economy -- and one that doesn't ask government answers it can't provide.
- o I have challenged the Cabinet to mesh environmental and economic goals. With the new Clean Air Act and other initiatives, we have begun to turn that corner. But I selected each of you for your proven ability to do the same in the private sector, independent of federal regulation.
- o So I want to publicly recognize you for your leadership, but more importantly, I want to find ways to spread your "can-do" spirit and initiative.
- o Let's be very clear about why we are here. One reason is that we all want to build a stronger economy and create jobs without excessive regulation. But equally important is our environmental legacy.
- o Americans have always known that the natural bounty of this land is vital to our destiny. Each of us feels in our heart the need to be responsible stewards so that our children and theirs can enjoy the same sense of promise and wonder at the America's rich natural heritage.

- o The government does have an important role to play and we have been working hard to get more effective government programs.
- o But in this country, we don't always look to government, but rather to free people and free markets to take the lead. We believe in building better communities with or without the government's help. That's why we constantly need to find new ways to tap the power of the marketplace in service of the environment.
- o So my goal for this Commission is to launch a mission of private sector activism for the environment. I ask you to:
  - \* Help us raise the standard of business practice so that the environment is considered every day in management decisions.
  - \* Help us manage natural areas for a variety of uses while preserving the vitality of ecosystems.
  - \* Give us your thoughts on ways to work with developing nations so that their growth takes place in harmony with the environment, and not at its expense.
  - \* And help us raise our environmental literacy, so that we and future stewards of the Earth make more informed choices.
- o By joining together to build a new environmentalism, we can face the future with greater confidence for ourselves, our nation, and the world.

Once again, my thanks for the commitment you've made.

And now you will be administered an oath by \_\_\_\_\_.

#

#

#

TALKING POINTS  
PRESIDENT'S MEETING WITH PCEQ  
Roosevelt Room, 7-24-91, 11:30 am

D R A F T  
Curtis/Kearney/CEQ -- x5750  
July 17, 1991 -- 1:06pm

[President greets Commission members, any others present, commends Michael Deland for launching this effort]

*ROTAS  
will  
want  
this  
info*

THE CHALLENGE

I need your total personal commitment to building a new kind of environmentalism -- one that provides both a clean, healthy environment AND a growing economy -- and one that doesn't ask government ~~for all the answers~~ *it can't provide.*

I have challenged the Cabinet to mesh environmental and economic goals. With the new Clean Air Act and other initiatives, we have begun to turn that corner. But I selected each of you for your proven ability to do the same in the private sector, independent of federal regulation.

So I want to publicly recognize you for your leadership, but more importantly, I want to find ways to spread your "can-do" spirit and initiative.

### LEGACY FOR FUTURE GENERATIONS

Let's be very clear about why we are here. One reason is that we all want to build a stronger economy and create jobs without excessive regulation. But equally important is our environmental legacy.

Americans have always known that the natural bounty of this land is vital to our destiny. Each of us feels in our heart the need to be responsible stewards so that ~~parents~~<sup>our</sup> and children ~~in~~<sup>+ theirs</sup> ~~the future~~<sup>can</sup> may enjoy the same sense of promise and wonder at the American ~~environment~~<sup>rich natural heritage</sup>.

### FREE PEOPLE AND MARKETS PLAY THE LEAD ROLE IN AMERICA

The government does have an important role to play and we have been working hard to get more effective government programs.

But in this country, we don't always look to government, but rather to free people and free markets to take the lead. We believe in building better communities with or without the government's help. That's why we constantly need to be finding ~~new~~<sup>new</sup> ways to tap the power of ~~free people and markets~~<sup>the marketplace</sup> in service ~~to~~<sup>of</sup> the environment.

x3744

**THE MISSION**

So my goal for this Commission is to launch a mission of private sector activism for the environment. *I ask you to:*

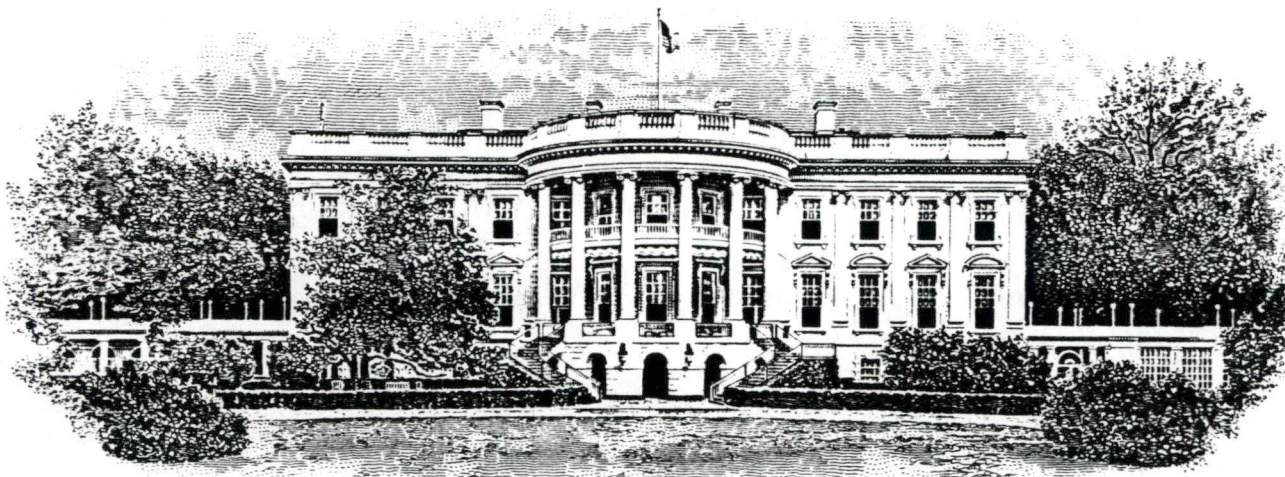
- Help us to raise the standard of business practice so that the environment is considered every day in management decisions.
- Help us to manage natural areas for a variety of uses while preserving the vitality of ecosystems.
- Give us your thoughts on ways to work with developing nations so that their growth <sup>*takes place*</sup> ~~is~~ in harmony with the environment, *+ not at its expense,*
- And help us raise our environmental literacy, so that we and future stewards of the Earth make more informed choices.

By joining together to build a new environmentalism, we can face the future with greater confidence for ourselves, our nation, and the world.

*Once again, my thanks for the commitment you've made.*  
And now you will be administered an oath by \_\_\_\_\_.

THE WHITE HOUSE

WASHINGTON



FACSIMILE TRANSMITTAL SHEET

DATE July 17, 1991  
TO Dale Curtis  
CEO  
FAX NUMBER x 3744  
OFFICE NUMBER \_\_\_\_\_  
NUMBER OF PAGES INCLUDING COVER 8

DEPARTMENT OF COMMUNICATIONS

FROM Dan McGroarty  
COMMENTS \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
OFFICE NUMBER 456-2930

FOR DALE CURTIS

Dale -

As promised.....

We'll need to keep  
the whole text, including  
acknowledgements of Mike  
Deland, etc., on 2 pages.

Let me know what  
can be cut.

Thanks,

Dan McJ.

x2773

Fax x 6218