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OA/ID Number: 13586
Folder ID Number: 13586-010

Folder Title:
Environment & Conservation Challenge Awards 10/29/91 [OA 6038]

Stack:	Row:	Section:	Shelf:	Position:
G	26	17	4	1

91 OCT 29 10:17 **WHITE HOUSE STAFFING MEMORANDUM**

DATE: 10/29/91 ACTION/CONCURRENCE/COMMENT DUE BY: ----

PRESIDENTIAL REMARKS: ENVIRONMENT AND CONSERVATION CHALLENGE AWARDS
THE ROSE GARDEN

SUBJECT: THURSDAY, OCTOBER 31, 1991

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	MCCLURE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BROMLEY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SMITH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	McBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	DELAND	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	FIRESTONE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

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

THE WHITE HOUSE
WASHINGTON

01 OCT 29 P4: 58

October 29, 1991

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST
TONY SNOW *TS*

FROM: MARY KATE GRANT *MLG*

SUBJECT: ENVIRONMENT AND CONSERVATION CHALLENGE AWARDS

I. Summary

On Thursday, October 31 at 11:25 a.m., you will present the Environment and Conservation Challenge Awards in the Rose Garden. Your remarks are 5-7 minutes in length, and will be on cards.

II. Information

Following the presentation of the awards, you will sign an Executive Order on recycling.

Grant / Aarhus
A:CEQAWARD Draft three
October 29, 1991

**BRIEF REMARKS: PRESIDENT'S ENVIRONMENT AND CONSERVATION
CHALLENGE AWARDS
THE ROSE GARDEN
THURSDAY, OCTOBER 31, 1991**

Welcome to the White House, and happy Halloween to all.

((I know there's been a lot of debate and discussion on one of the great existential questions of our time, and so today I'd to make an announcement: I cannot confirm or deny my belief in **The Great Pumpkin.**))

It's a pleasure to have our Presidential Challenge award winners here on such a beautiful late October day in the Rose Garden. I'd especially like to thank the Awards Partners, who made this first-time awards ceremony possible -- Gil Grosvenor [GROVE-ner] of the National Geographic Society; Frank Bennack of the Hearst Corporation; Drew Lewis of the Business Roundtable [represented by Edward Allison today]; and Russell Train of the World Wildlife Fund. Let me also add a note of thanks to the Awards Selection Committee and the Technical Advisors.

Last month, I had the chance to visit the Grand Canyon, a magnificent, almost miraculous sight, the scale of which staggers the senses.

That day in September, I spoke of the **power of innovation** and the **strength of cooperation** as the foundation for a new generation of environmental action. Today, we are honoring nine medalists and 23 citation winners who embody that new generation

of "environmental entrepreneurs." As President, I've had the distinction of honoring Americans for their achievements in the arts, humanities, and sciences. The time has come for this country to honor achievement in the understanding and conservation of our environment.

We have with us today people who have formed partnerships to protect natural wildlife -- from the Great Lakes in the North to the Playa Lakes in the Great Southwest, and from the Sacramento River to the Barrier Islands off the Atlantic seaboard.

We are also recognizing companies that have integrated environmental values into virtually every business decision -- whether they are involved in fast food, financial services, newspapers, utilities, household products or furniture.

We honor other winners because they have pioneered new technologies that save both money and the environment -- with creative solutions to challenges like agricultural pollution and ozone depletion, and state-of-the-art techniques for recycling paper, metal and plastics.

And finally, we recognize groups who have inspired a new respect for the environment in millions of Americans: newspaper and magazine groups, book publishers, teaching institutions, media advisors to TV and film industries -- even the Girl Scouts.

These outstanding Americans have given us cleaner technologies and products, better ways to manage natural areas, and a greater capacity for environmental problem-solving. They

are working to improve the quality of life for all Americans, through a safe and healthy environment.

Earlier in this century, a man I deeply admire also visited the Grand Canyon -- and likewise shared his thoughts with the crowd assembled. Looking out over what he called a vista of "great loneliness and beauty," President Theodore Roosevelt said: "The ages have been at work on it, and man can only mar it ... We have gotten past the stage, my fellow citizens, when we are to be pardoned if we treat any part of our country as something to be skinned for two or three years for the use of the present generation, whether it is the forest, the water, the scenery. Whatever it is, handle it so that your children's children will get the benefit of it."

Each of you understands President Roosevelt's challenge. Each one of you has acted on it -- taken it upon yourselves to ensure that future generations will inherit a safe and healthy environment. For that, you have my admiration and my congratulations. Keep up the good fight, and now let's hand out these well-earned awards.

[PASS OUT MEDALS]

[RETURN TO PODIUM]

While I have you all here, I have a special announcement to make. ((We talk a lot about recycling -- well, today we're going to save a few trees by giving two speeches at the same time -- and we're piloting a new program in recycling audiences, too.))

Seriously, today we are taking a major step in placing the Federal government in its proper role of "leadership by example" by increasing all Federal recycling and use of recycled materials. By signing Executive Order # ----, we will establish a Federal Recycling Coordinator and individual recycling coordinators at each Federal agency. We are directing that where possible, products made from recycled materials are procured for government use. Simply put, we are requiring all Federal agencies to strengthen their recycling efforts.

With that said, I am pleased to sign this Executive Order.
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SECRETARIES LUJAN AND WATKINS, ADMINISTRATOR REILLY, SENATOR CHAFEE, CONGRESSMAN GREEN, CHAIRMAN DELAND, ADMINISTRATOR AUSTIN OF GSA. WELCOME TO THE WHITE HOUSE, AND HAPPY HALLOWEEN TO ALL.

((I KNOW THERE'S BEEN A LOT OF DEBATE AND DISCUSSION ON ONE OF THE GREAT EXISTENTIAL QUESTIONS OF OUR TIME, AND SO TODAY I'D LIKE TO MAKE AN ANNOUNCEMENT: I CANNOT CONFIRM OR DENY MY BELIEF IN THE GREAT PUMPKIN.\\))

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LET ME ALSO ADD A NOTE OF THANKS TO THE AWARDS SELECTION COMMITTEE AND THE TECHNICAL ADVISORS.

LAST MONTH, I HAD THE CHANCE TO VISIT THE GRAND CANYON, A MAGNIFICENT, ALMOST MIRACULOUS SIGHT, THE SCALE OF WHICH STAGGERS THE SENSES. THAT DAY IN SEPTEMBER, I SPOKE OF THE POWER OF INNOVATION AND THE STRENGTH OF COOPERATION AS THE FOUNDATION FOR A NEW GENERATION OF ENVIRONMENTAL ACTION.

TODAY, WE ARE HONORING NINE MEDALISTS AND 23 CITATION WINNERS WHO EMBODY THAT NEW GENERATION OF "ENVIRONMENTAL ENTREPRENEURS. AS PRESIDENT, I'VE HAD THE DISTINCTION OF HONORING AMERICANS FOR THEIR ACHIEVEMENTS IN THE ARTS, HUMANITIES, AND SCIENCES. THE TIME HAS COME FOR THIS COUNTRY TO HONOR ACHIEVEMENT IN THE UNDERSTANDING AND CONSERVATION OF OUR ENVIRONMENT.

WE HAVE WITH US TODAY PEOPLE WHO HAVE FORMED PARTNERSHIPS TO PROTECT NATURAL WILDLIFE -- FROM THE GREAT LAKES IN THE NORTH TO THE PLAYA LAKES IN THE GREAT SOUTHWEST, AND FROM THE SACRAMENTO RIVER TO THE BARRIER ISLANDS OFF THE ATLANTIC SEABOARD.

WE ARE ALSO RECOGNIZING COMPANIES THAT HAVE INTEGRATED ENVIRONMENTAL VALUES INTO VIRTUALLY EVERY BUSINESS DECISION -- WHETHER THEY ARE INVOLVED IN FAST FOOD, FINANCIAL SERVICES, NEWSPAPERS, UTILITIES, HOUSEHOLD PRODUCTS OR FURNITURE.

WE HONOR OTHER WINNERS BECAUSE THEY HAVE PIONEERED NEW TECHNOLOGIES THAT SAVE BOTH MONEY AND THE ENVIRONMENT -- WITH CREATIVE SOLUTIONS TO CHALLENGES LIKE AGRICULTURAL POLLUTION AND OZONE DEPLETION, AND STATE-OF-THE-ART TECHNIQUES FOR RECYCLING PAPER, METAL AND PLASTICS.

AND FINALLY, WE RECOGNIZE GROUPS WHO HAVE INSPIRED A NEW RESPECT FOR THE ENVIRONMENT IN MILLIONS OF AMERICANS: NEWSPAPER AND MAGAZINE GROUPS, BOOK PUBLISHERS, TEACHING INSTITUTIONS, MEDIA ADVISORS TO TV AND FILM INDUSTRIES -- EVEN THE GIRL SCOUTS. THESE OUTSTANDING AMERICANS HAVE GIVEN US CLEANER TECHNOLOGIES AND PRODUCTS, BETTER WAYS TO MANAGE NATURAL AREAS, AND A GREATER CAPACITY FOR ENVIRONMENTAL PROBLEM-SOLVING.

THEY ARE WORKING TO IMPROVE THE QUALITY OF LIFE FOR ALL AMERICANS, THROUGH A SAFE AND HEALTHY ENVIRONMENT.

EARLIER IN THIS CENTURY, A MAN I DEEPLY ADMIRE ALSO VISITED THE GRAND CANYON -- AND LIKEWISE SHARED HIS THOUGHTS WITH THE CROWD ASSEMBLED.

LOOKING OUT OVER WHAT HE CALLED A VISTA OF "GREAT LONELINESS AND BEAUTY," PRESIDENT THEODORE ROOSEVELT SAID: "THE AGES HAVE BEEN AT WORK ON IT, AND MAN CAN ONLY MAR IT ... WE HAVE GOTTEN PAST THE STAGE, MY FELLOW CITIZENS, WHEN WE ARE TO BE PARDONED IF WE TREAT ANY PART OF OUR COUNTRY AS SOMETHING TO BE SKINNED FOR TWO OR THREE YEARS FOR THE USE OF THE PRESENT GENERATION, WHETHER IT IS THE FOREST, THE WATER, THE SCENERY. WHATEVER IT IS, HANDLE IT SO THAT YOUR CHILDREN'S CHILDREN WILL GET THE BENEFIT OF IT."

EACH OF YOU UNDERSTANDS PRESIDENT ROOSEVELT'S CHALLENGE. EACH ONE OF YOU HAS ACTED ON IT -- TAKEN IT UPON YOURSELVES TO ENSURE THAT FUTURE GENERATIONS WILL INHERIT A SAFE AND HEALTHY ENVIRONMENT. FOR THAT, YOU HAVE MY ADMIRATION AND MY CONGRATULATIONS. KEEP UP THE GOOD FIGHT, AND NOW LET'S HAND OUT THESE WELL-EARNED AWARDS.

[PASS OUT MEDALS]

[RETURN TO PODIUM]

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SIMPLY PUT, WE ARE REQUIRING ALL FEDERAL AGENCIES TO
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[SIGN ORDER AND DEPART]

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**ENVIRONMENT AND CONSERVATION CHALLENGE AWARDS
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E X E C U T I V E O F F I C E O F T H E P R E S I D E N T

30-Oct-1991 05:09pm

TO: Christina M. Martin
FROM: Rebecca L. Anderson
 Office of Legislative Affairs

SUBJECT: CEO Awards

Friend, Senator John Chafee (R-RI), Ranking Republican on the Senate Environment and Public Works Committee and Congressman Bill Green (R-NY) will attend ceremony and should be acknowledged. Thank you very much!

Acknowledgements —
Dale Curtis

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Richard Austin,
Admin. of GSA

Deland, Reilly
Watkins, Cujan,

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 TONY SNOW *ts*

FROM: MARY KATE GRANT *mcg*

SUBJECT: ENVIRONMENT AND CONSERVATION CHALLENGE AWARDS

OK
but pumpkin??

I. Summary

On Thursday, October 31 at 11:25 a.m., you will present the Environment and Conservation Challenge Awards in the Rose Garden. Your remarks are 5-7 minutes in length, and will be on cards.

II. Information

Following the presentation of the awards, you will sign an Executive Order on recycling.

Grant / Aarhus
A:CEQAWARD Draft three
October 29, 1991

**BRIEF REMARKS: PRESIDENT'S ENVIRONMENT AND CONSERVATION
CHALLENGE AWARDS
THE ROSE GARDEN
THURSDAY, OCTOBER 31, 1991**

Welcome to the White House, and happy Halloween to all.

((I know there's been a lot of debate and discussion on one of
the great existential questions of our time, and so today I'd to
✓ make an announcement: I cannot confirm or deny my belief in The
✓ Great Pumpkin.))

*What
man
D*

It's a pleasure to have our Presidential Challenge award
winners here on such a beautiful late October day in the Rose
Garden. I'd especially like to thank the Awards Partners, who
made this first-time awards ceremony possible -- Gil Grobvenor
[GROVE-ner] of the National Geographic Society; Frank Bennack of
the Hearst Corporation; Drew Lewis of the Business Roundtable
[represented by Edward Allison today]; and Russell Train of the
World Wildlife Fund. Let me also add a note of thanks to the
Awards Selection Committee and the Technical Advisors.

Last month, I had the chance to visit the Grand Canyon, a
magnificent, almost miraculous sight, the scale of which staggers
the senses.

That day in September, I spoke of the power of innovation
and the strength of cooperation as the foundation for a new
generation of environmental action. Today, we are honoring nine
medalists and 23 citation winners who embody that new generation

of "environmental entrepreneurs." As President, I've had the distinction of honoring Americans for their achievements in the arts, humanities, and sciences. The time has come for this country to honor achievement in the understanding and conservation of our environment.

We have with us today people who have formed partnerships to protect natural wildlife -- from the Great Lakes in the North to the Playa Lakes in the Great Southwest, and from the Sacramento River to the Barrier Islands off the Atlantic seaboard.

We are also recognizing companies that have integrated environmental values into virtually every business decision -- whether they are involved in fast food, financial services, newspapers, utilities, household products or furniture.

We honor other winners because they have pioneered new technologies that save both money and the environment -- with creative solutions to challenges like agricultural pollution and ozone depletion, and state-of-the-art techniques for recycling paper, metal and plastics.

And finally, we recognize groups who have inspired a new respect for the environment in millions of Americans: newspaper and magazine groups, book publishers, teaching institutions, media advisors to TV and film industries -- even the Girl Scouts.

These outstanding Americans have given us cleaner technologies and products, better ways to manage natural areas, and a greater capacity for environmental problem-solving. They

are working to improve the quality of life for all Americans, through a safe and healthy environment.

Earlier in this century, a man I deeply admire also visited the Grand Canyon -- and likewise shared his thoughts with the crowd assembled. Looking out over what he called a vista of "great loneliness and beauty," President Theodore Roosevelt said: "The ages have been at work on it, and man can only mar it ... We have gotten past the stage, my fellow citizens, when we are to be pardoned if we treat any part of our country as something to be skinned for two or three years for the use of the present generation, whether it is the forest, the water, the scenery. Whatever it is, handle it so that your children's children will get the benefit of it."

Each of you understands President Roosevelt's challenge. Each one of you has acted on it -- taken it upon yourselves to ensure that future generations will inherit a safe and healthy environment. For that, you have my admiration and my congratulations. Keep up the good fight, and now let's hand out these well-earned awards.

[PASS OUT MEDALS]

[RETURN TO PODIUM]

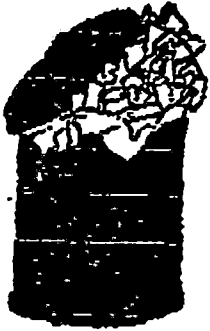
While I have you all here, I have a special announcement to make. ((We talk a lot about recycling -- well, today we're going to save a few trees by giving two speeches at the same time -- and we're piloting a new program in recycling audiences, too.))

Seriously, today we are taking a major step in placing the Federal government in its proper role of "leadership by example" by increasing all Federal recycling and use of recycled materials. By signing Executive Order # ----, we will establish a Federal Recycling Coordinator and individual recycling coordinators at each Federal agency. We are directing that where possible, products made from recycled materials are procured for government use. Simply put, we are requiring all Federal agencies to strengthen their recycling efforts.

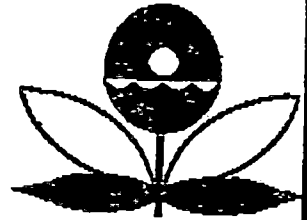
With that said, I am pleased to sign this Executive Order.

[SIGN ORDER AND DEPART]

#



MUNICIPAL & INDUSTRIAL SOLID WASTE DIVISION
Office of Solid Waste (OS-301)
U. S. Environmental Protection Agency
Washington, DC 20460



Fax # (202) 260-4196

FACSIMILE COVER SHEET

Transmittal Date: 10/11/91

No. of pages(incl. cover sheet): 4

To: Kathy Johnson
Office: Public Liaison
Telephone #: (202) 456-7845
Facsimile #: () 456-1647

From: Truett DeGeare
Telephone #: (202) 260-6261
Comments: Perhaps this will be helpful
to you if and when there's an "event" for
the recycling Executive Order.

OCT 11 1991

DRAFT**Signing of Executive Order****SOLID WASTE PROBLEM**

- The amount of municipal solid waste we produce, as individuals and as a nation, has reached staggering proportions.
- We are now generating over 180 million tons of trash a year. EPA predicts that as a nation we will generate over 216 million tons by the year 2000.
- At the same time the amount of waste we are generating has increased, we are experiencing a decrease in available landfill capacity.
- The disposal capacity crunch has increased costs. In an era of increasingly tight Federal, State and city budgets, solid waste management costs are increasing, straining budgets and diverting funds that could be used for other programs.
- All sectors of society contribute to our solid waste problems and therefore, must also contribute to resolving these problems.
 - This includes: manufacturers, businesses, governments at all levels, and individual citizens.
- In decades past we have relied almost exclusively on landfills and incinerators as our primary means of disposing of our wastes, with nearly 90% of our waste being managed in landfills and incinerators. More recently we have seen the value of both source reduction and recycling playing key roles as part of an integrated waste management strategy.
- In 1988, EPA challenged the nation to reduce and recycle at least 25% of MSW by 1992.

NATIONAL SUPPORT FOR RECYCLING AND PROCUREMENT

- Recycling is growing at a rapid pace due to efforts of governments, businesses, and individuals.
 - Individuals can play a personal role in taking responsibility for the environment.
 - Makes good business sense:
 - (1) Save on disposal costs; and
 - (2) Use secondary materials.
- Recycling can reduce energy use in manufacturing, conserve natural resources used in manufacturing, and divert large quantities of the solid waste stream from our landfills.
- State and local governments, as well as private businesses have taken steps to both collect materials for recycling and purchase recycled products. There are over 2700 curbside recycling programs in the U.S. today, up from 1500 or so a year ago.
- Many recycling efforts in the past focused only on the collection of recyclables with little, if any, concern for the existence of end-use markets.

2

- o The separation/collection of materials does not in itself constitute recycling.
- o Recycling does not occur until secondary materials are used to make new products and those new products are purchased by the consumer.
- o All 50 States , the District of Columbia, and more than 100 local governments now have laws, executive orders, or programs favoring the purchase of recycled products.
- o Many businesses, industries and non-profit organizations also have policies to purchase and use recycled products.
- o Recycling, therefore, must be approached from both the supply and demand side.
 - Markets must exist for recovered materials and the quality products made from those materials.
 - Consumers must be willing to purchase recycled goods and industry must be willing to supply these goods.
- o The Federal government must do its fair share in both the collection of recyclables and the purchase of recycled products.

FEDERAL WASTE GENERATION

- o The Federal government, with its 3 million civilian and 2 million military personnel, contributes significantly to our overall solid waste generation.
 - Studies indicate that government offices generate nearly 1.5 lbs. of waste per person per day, over 80% of which is paper.
- o Clearly much of the Federal waste stream can be either be reduced or recovered and recycled into new products; reducing the burden on conventional waste disposal facilities.

FEDERAL PROCUREMENT

- o Federal government purchases alone represents nearly 8% of the GNP.
- o The Federal government must show its leadership, just as it is part of our solid waste problem, it must also serve as part of its solution.
 - Recycle waste.
 - Purchase goods made with recycled materials.
- o Federal agencies have been involved in recycling collection programs since the mid-seventies and, over the last five years, implemented affirmative procurement programs to purchase products containing recovered materials.
- o The Environmental Protection Agency (EPA), whose recycling program dates back to 1977, collects high and low grade office paper, newspapers, glass, and aluminum cans for recycling. The EPA has

also published guidelines for Federal purchases of recycled products.

- o The General Services Administration (GSA) plans to implement paper recycling in all of its owned and operated buildings with more than 100 employees by the end of this calendar year. GSA currently buys 700 different recycled paper products totaling more than \$140 million each year and is working to revise its purchasing schedule to include non-paper products.

EXECUTIVE ORDER

- o Progress has been made in the Federal community to collect and market recyclable materials and to purchase products made from these materials.
 - Federal government can do more to complement the efforts of individuals, business, and State and local government.
- o Today I am signing Executive Order _____, which will commit the Federal government to play a major role in recycling and procurement of recycled products.
- o The provisions in this Order will:
 - Establish a Federal Recycling Coordinator charged with oversight of all Federal recycling efforts. In addition, require each Federal agency to designate its own agency recycling coordinator.
 - Require Federal agencies to promote recycling of materials in their waste stream.
 - Direct the immediate implementation of procurement preference programs for products made from recovered materials.
 - Integrate recycling programs into all Federal agency waste management programs.
- o The provisions of this Order will place the Federal government in its proper role of "leadership by example" and make a significant contribution to our environmental quality by conserving our natural resources and reducing our dependence on land disposal.
- o The additional recycling caused by this order will also help to reduce disposal costs at Federal office buildings, both now and in the future.



EXECUTIVE OFFICE OF THE PRESIDENT
COUNCIL ON ENVIRONMENTAL QUALITY
WASHINGTON, D.C. 20503

91 OCT 23 P5: 29

October 23, 1991

MEMORANDUM TO TONY SNOW, MARY KATE GRANT

FROM: DAVID STRUHS *DS*
DALE CURTIS

RE: PRESIDENT'S ENVIRONMENTAL AWARD REMARKS -- Draft #2

This draft is much improved over the original. You have done a good job of building in references to a wide variety of the award winning programs. This makes it a much more memorable and meaningful event for the recipients. Thank you.

Here are our comments on this round. Mike Deland would appreciate an opportunity to see the revised draft before it is sent to the President.

- **The President's remarks must include an explanation as to why he established a new Presidential medal for environment and conservation.** Suggested language:

X "Traditionally, Presidents have awarded medals to Americans who have realized exemplary achievements in the arts, the humanities and science. I felt it important that those individuals and organizations who have advanced our understanding of the environment, and our ability to conserve and protect it, should be similarly recognized. This award will allow future Presidents the opportunity to recognize and offer the nation's appreciation to tomorrow's environmental leaders."

- ✓ The Awards Partners will be on the podium, so we suggest their names be spelled out in the acknowledgements: Gil Grosvenor [GROVE-NER] of the National Geographic Society; Frank Bennack of The Hearst Corporation, Drew Lewis of the Business Roundtable (represented by Edward Addison of the Southern Company Services); Russell Train of the World Wildlife Fund.
- ✓ In the audience will also be many members of the Awards Selection Committee and Technical Advisors, both stellar groups who did most of the evaluation/selection for us. These groups should be thanked.

- CEQ's draft briefly noted some examples of Administration efforts to promote innovation and cooperation for environmental protection: the President's Commission (which is meeting that same day in the Indian Treaty Room and most members will be in the audience); EPA's "Green Lights" and "33-50" programs; and Interior's partnerships with environmental groups for grass-roots land stewardship.

These could be mentioned briefly with a transition to the President's oft-stated view that environmental progress requires more than government action; it requires action from all Americans.

- While it may make sense to draw upon elements from last month's Grand Canyon speech, it can probably be done more concisely.
- We would tone down the cliché about leaving things better for our grandchildren. Rather, we should strengthen the challenge to Americans to be inspired by these award winners.

21 OCT 22 16:40

Grant / Aarhus
A:CEQAWARD Draft two
October 22, 1991

**BRIEF REMARKS: PRESIDENT'S ENVIRONMENT AND CONSERVATION
CHALLENGE AWARDS
THE ROSE GARDEN
THURSDAY, OCTOBER 31, 1991
TIME?**

[Acknowledgements].

*name Award partners
recognize President's Commission members*

Welcome to the White House, and happy Halloween to all.

((I know there's been a lot of debate and discussion on one of the great existential questions of our time, and so today I'd like to make an announcement: I cannot confirm or deny my belief in The Great Pumpkin.))

*return
MAD*

It's a pleasure to have our Presidential Challenge award winners here on such a beautiful late October day here in the Rose Garden. I'd especially like to thank the Awards Partners, who made this first-time awards ceremony possible -- the National Geographic Society, the Hearst Corporation, the Business Roundtable, and the World Wildlife Fund.

Thank selection committee and technical advisors

Last month, I had the chance to visit the Grand Canyon, a very magnificent, almost miraculous sight, the enormity of which staggers the senses.

That day in September, I spoke of the power of innovation and the strength of cooperation as the foundation for a new generation of environmental action. Today, we are honoring nine medalists and 23 citation winners who embody that new generation of "environmental entrepreneurs."

as used broadly this way is fine MAD

not all are business people - creates wrong impression

2

We have with us today people who have formed partnerships to protect natural wildlife from the Great Lakes to the Playa Lakes in the Great Southwest, and from the Sacramento River to the barrier islands of the Atlantic seaboard.

We are also awarding today companies that have integrated environmental values into virtually every business decision -- whether they are involved in fast food, financial services, newspapers, utilities, household products or furniture.

We honor other winners because they have pioneered new technologies that save both money and the environment -- with creative solutions to challenges like agricultural pollution and ozone depletion, and state-of-the-art techniques for recycling paper, metal and plastics.

And finally, we recognize groups who have inspired a new respect for the environment in millions of Americans: newspaper and magazine groups, book publishers, teaching institutions, media advisors to TV and film industries -- even the Girl Scouts.

These outstanding Americans have given us cleaner technologies and products, better ways to manage natural areas, and a greater capacity for environmental problem-solving. ~~They are working to improve the quality of life for all Americans, through a safe and healthy environment.~~ *redundant*

Earlier in this century, a man I deeply admire also visited the Grand Canyon -- and likewise shared his thoughts with the crowd assembled. Looking out over what he called a vista of "great loneliness and beauty," President Theodore Roosevelt said:

Goal

3

"The ages have been at work on it, and man can only mar it ... We have gotten past the stage, my fellow citizens, when we are to be pardoned if we treat any part of our country as something to be skinned for two or three years for the use of the present generation, whether it is the forest, the water, the scenery. Whatever it is, handle it so that your children's children will get the benefit of it."

*cliché -
see
our
comments*

Each of you understands President Roosevelt's challenge - *strengthen*
Each one of you has acted on it -- taken it upon yourselves to ensure that future generations will inherit a safe and healthy environment. For that, you have my admiration and my congratulations. Keep up the good fight, and now let's hand out these well-earned awards.

###

WHITE HOUSE STAFFING MEMORANDUM

91 OCT 23 A 8:30

DATE: 10/22/91 ACTION/CONCURRENCE/COMMENT DUE BY: 5:00PM, WED., OCT. 23

PRESIDENTIAL REMARKS: PRESIDENT'S ENVIRONMENT AND CONSERVATION CHALLENGE AWARDS

SUBJECT: THE ROSE GARDEN THURSDAY, OCTOBER 31, 1991

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN <i>nk</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH <i>nk</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SMITH <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	DELAND	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	McBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SNOW	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FIRESTONE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide comments/edits on the attached directly to Tony Snow, Rm. 122, x2930, with a copy to this office NO LATER THAN 5:00PM, WEDNESDAY, OCTOBER 23. Thank you.

RESPONSE:

**- MASTER
SEE DELAND'S
MEMO ATTACH.**

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

01 OCT 22 P6: 40

Grant / Aarhus
A:CEQAWARD Draft two
October 22, 1991

**BRIEF REMARKS: PRESIDENT'S ENVIRONMENT AND CONSERVATION
CHALLENGE AWARDS
THE ROSE GARDEN
THURSDAY, OCTOBER 31, 1991
TIME?**

[Acknowledgements].

Welcome to the White House, and happy Halloween to all.

((I know there's been a lot of debate and discussion on one of the great existential questions of our time, and so today I'd like to make an announcement: I cannot confirm or deny my belief in **The Great Pumpkin.**))

It's a pleasure to have our Presidential Challenge award winners here on such a beautiful late October day ^(OCA) ~~here~~ in the Rose Garden. I'd especially like to thank the Awards Partners, who made this first-time awards ceremony possible -- the National Geographic Society, the Hearst Corporation, the Business Roundtable, and the World Wildlife Fund.

Last month, I had the chance to visit the Grand Canyon, a very magnificent, almost miraculous sight, the ~~enormity~~ ^{scale (Bromley)} of which staggers the senses.

That day in September, I spoke of the **power of innovation** and the **strength of cooperation** as the foundation for a new generation of environmental action. Today, we are honoring nine medalists and 23 citation winners who embody that new generation of "environmental entrepreneurs."

We have with us today people who have **formed partnerships** to **protect natural wildlife** from the Great Lakes ^{in the North (OCA)} to the Playa Lakes in the Great Southwest, and from the Sacramento River to the **barrier islands** ^{off (OCA)} of the Atlantic seaboard.

We are also awarding today companies that have **integrated environmental values into virtually every business decision** -- whether they are involved in fast food, financial services, newspapers, utilities, household products or furniture.

We honor other winners because they have **pioneered new technologies** that save both money and the environment -- with creative solutions to challenges like agricultural pollution and ozone depletion, and state-of-the-art techniques for recycling paper, metal and plastics.

And finally, we recognize groups who have **inspired a new respect for the environment** in millions of Americans: newspaper and magazine groups, book publishers, teaching institutions, media advisors to TV and film industries -- even the Girl Scouts.

These outstanding Americans have given us cleaner technologies and products, better ways to manage natural areas, and a greater capacity for environmental problem-solving. They are working to improve the quality of life for all Americans, through a safe and healthy environment.

Earlier in this century, a man I deeply admire also visited the Grand Canyon -- and likewise shared his thoughts with the crowd assembled. Looking out over what he called a vista of "great loneliness and beauty," President Theodore Roosevelt said:

"The ages have been at work on it, and man can only mar it ... We have gotten past the stage, my fellow citizens, when we are to be pardoned if we treat any part of our country as something to be skinned for two or three years for the use of the present generation, whether it is the forest, the water, the scenery. **Whatever it is, handle it so that your children's children will get the benefit of it.**"

Each of you understands President Roosevelt's challenge. Each one of you has acted on it -- taken it upon yourselves to ensure that future generations will inherit a safe and healthy environment. For that, you have my admiration and my congratulations. Keep up the good fight, and now let's hand out these well-earned awards.

#

DATE: 91 OCT 18 P5: 10
10-18-91

EXECUTIVE OFFICE OF THE PRESIDENT
COUNCIL ON ENVIRONMENTAL QUALITY

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

TO: SPEECHWRITERS (CAROL)

TELEPHONE: _____

FAX: x 6218

FROM: DALE CURTIS

TELEPHONE: x 5750

FAX: 202-395-3744

PAGES: 2

MESSAGE:

It's looking like this event will be postponed -
POTUS going to Madrid on 10-30 for
Middle East peace conference -
Dale

(Curtis/Jarratt)
October 17, 1991
Draft One

PRESIDENTIAL REMARKS: Presentation of Presidential Environment
and Conservation Challenge Awards

The Rose Garden
October 30, 1991 -- 2:30 pm

Michael Deland, Bill Reilly, Manuel Lujan,... [need the names of other VIPs who will be in attendance], good afternoon and welcome to the White House.

This day is long overdue. Today I'm proud to bestow the first-ever Presidential Challenge Awards for the Environment and Conservation.

I've always loved the outdoors as I'm sure all of you do. Blue skies, green fields and rolling rivers are as much a part of our American heritage as free speech and free enterprise.

That's why, years ago, when I was in Congress, I led the fight to create Big Thicket National Park in Texas and supported stronger environmental laws. Mike Deland, I even voted to establish the office you hold, and Bill Reilly, I sponsored legislation to give the environment a seat at the Cabinet table.

There's something we've learned from the first generation of environmental action: we can have both a sound ecology and a growing economy. Since the 1970s, our economy has grown in real terms by more than half, while our skies became clearer, our lakes and streams were restored, and we found ways to use energy more efficiently.

But there's something else we learned: in the words of the great ^{conservationist} forester Aldo Leopold, "Government conservation is a patch, not a program." Government must provide leadership, and in the last three years we have turned some things around. But in the final analysis, environmental stewardship must flow from the hands of all Americans, not just from the heavy hand of the state.

And that's where all of you come in. Last month at the Grand Canyon, I spoke about innovation and cooperation as the keys to a new generation of environmental action. And indeed, we have launched a number of programs to further voluntary action in this area. Michael Deland is heading my Commission on Environmental Quality to harness the power of private sector leaders in service to the environment. Manuel Lujan has pioneered the use of partnerships with grass-roots conservation groups to protect the public lands. And Bill Reilly is reducing air pollution through the voluntary "Green Lights" and "33-50" programs.

But today we are honoring the first-time winners of these Challenge Awards, which I established last spring to encourage and to honor those whose efforts exemplify the new spirit of environmentalism.

On behalf of all Americans, I want to congratulate each one of the nine medalists and 23 citation winners. These outstanding Americans have given us cleaner technologies and products, better ways to manage natural areas, and a greater understanding of environmental problems and solutions. They have forged partnerships that will make a contribution to the quality of life of all Americans.

Let me also take this opportunity to thank the Award Partners, who have made this effort possible:

- Gil Grosvenor of the National Geographic Society,
- Frank Bennack of The Hearst Corporation,
- Drew Lewis of the Business Roundtable, represented today by Edward Addison of the Southern Company Services,
- Russell Train of the World Wildlife Fund,
- and our fine Secretary of the Interior, Manuel Lujan.

These gentlemen, and so many more of you who are here today -- the Technical Evaluation Panel and the dignitaries on our Selection Committee -- I thank you all very much for your efforts and look forward to greeting you personally.



WHITE HOUSE STAFFING MEMORANDUM

91 OCT 23 12:31

DATE: 10/22/91 ACTION/CONCURRENCE/COMMENT DUE BY: 5:00PM, WED., OCT. 23

PRESIDENTIAL REMARKS: PRESIDENT'S ENVIRONMENT AND CONSERVATION CHALLENGE AWARDS

SUBJECT: THE ROSE GARDEN
THURSDAY, OCTOBER 31, 1991

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
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FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FIRESTONE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

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RESPONSE:

One comment, first page.

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

21 OCT 22 P6:40

Grant / Aarhus
A:CEQAWARD Draft two
October 22, 1991

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That day in September, I spoke of the **power of innovation** and the **strength of cooperation** as the foundation for a new generation of environmental action. Today, we are honoring nine medalists and 23 citation winners who embody that new generation of "environmental entrepreneurs."

Traditionally, enormity means great wickedness, and many older people still give the word that meaning.

We have with us today people who have formed partnerships to protect natural wildlife from the Great Lakes to the Playa Lakes in the Great Southwest, and from the Sacramento River to the barrier islands of the Atlantic seaboard.

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#

WHITE HOUSE STAFFING MEMORANDUM

91 OCT 23 P5:50

DATE: 10/22/91 ACTION/CONCURRENCE/COMMENT DUE BY: 5:00PM, WED., OCT. 23

PRESIDENTIAL REMARKS: PRESIDENT'S ENVIRONMENT AND CONSERVATION CHALLENGE AWARDS

SUBJECT: THE ROSE GARDEN THURSDAY, OCTOBER 31, 1991

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	DELAND	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	McBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FIRESTONE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide comments/edits on the attached directly to Tony Snow, Rm. 122, x2930, with a copy to this office NO LATER THAN 5:00PM, WEDNESDAY, OCTOBER 23. Thank you.

RESPONSE:

Comments from Cabinet Affairs are attached.

Thanks,
EL
Elizabeth Luttig

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

01 OCT 22 P6:40

Grant / Aarhus
A:CEQAWARD Draft two
October 22, 1991

**BRIEF REMARKS: PRESIDENT'S ENVIRONMENT AND CONSERVATION
CHALLENGE AWARDS
THE ROSE GARDEN
THURSDAY, OCTOBER 31, 1991
TIME?**

[Acknowledgements].

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Note: it would be helpful to include references to what the Administration has done to reflect the spirit of the awards

THE WHITE HOUSE
WASHINGTON

91 OCT 24 12:42 October 23, 1991

MEMORANDUM FOR TONY SNOW

FROM: ROGER B. PORTER *RBP*

SUBJECT: Presidential Remarks: President's Environment
and Conservation Challenge Awards

We have reviewed the attached draft and have no suggested changes from a policy standpoint. We approve of the draft remarks in their current form.

cc: Phillip D. Brady

WHITE HOUSE STAFFING MEMORANDUM

DATE: 10/22/91 ACTION/CONCURRENCE/COMMENT DUE BY: 5:00PM, WED., OCT. 23

PRESIDENTIAL REMARKS: PRESIDENT'S ENVIRONMENT AND CONSERVATION CHALLENGE AWARDS

SUBJECT: THE ROSE GARDEN THURSDAY, OCTOBER 31, 1991

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	DELAND	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	McBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FIRESTONE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide comments/edits on the attached directly to Tony Snow, Rm. 122, x2930, with a copy to this office NO LATER THAN 5:00PM, WEDNESDAY, OCTOBER 23. Thank you.

RESPONSE:

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

31 OCT 22 P6:40

Grant / Aarhus
A:CEQAWARD Draft two
October 22, 1991

**BRIEF REMARKS: PRESIDENT'S ENVIRONMENT AND CONSERVATION
CHALLENGE AWARDS
THE ROSE GARDEN
THURSDAY, OCTOBER 31, 1991
TIME?**

[Acknowledgements].

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3 of 100
Grant / Aarhus
A:CEQAWARD Draft two
October 22, 1991

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CHALLENGE AWARDS
THE ROSE GARDEN
THURSDAY, OCTOBER 31, 1991
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WHITE HOUSE STAFFING MEMORANDUM

91 OCT 23 P2: 40

DATE: 10/22/91 ACTION/CONCURRENCE/COMMENT DUE BY: 5:00PM, WED., OCT. 23

PRESIDENTIAL REMARKS: PRESIDENT'S ENVIRONMENT AND CONSERVATION CHALLENGE AWARDS

SUBJECT: THE ROSE GARDEN
THURSDAY, OCTOBER 31, 1991

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	DELAND	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	McBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FIRESTONE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide comments/edits on the attached directly to Tony Snow, Rm. 122, x2930, with a copy to this office NO LATER THAN 5:00PM, WEDNESDAY, OCTOBER 23. Thank you.

RESPONSE:

OK

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

31 OCT 22 P6:40

Grant / Aarhus
A:CEQAWARD Draft two
October 22, 1991

**BRIEF REMARKS: PRESIDENT'S ENVIRONMENT AND CONSERVATION
CHALLENGE AWARDS
THE ROSE GARDEN
THURSDAY, OCTOBER 31, 1991
TIME?**

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WHITE HOUSE STAFFING MEMORANDUM

91 OCT 23 P1:46

DATE: 10/22/91 ACTION/CONCURRENCE/COMMENT DUE BY: 5:00PM, WED., OCT. 23

PRESIDENTIAL REMARKS: PRESIDENT'S ENVIRONMENT AND CONSERVATION CHALLENGE AWARDS

SUBJECT: THE ROSE GARDEN THURSDAY, OCTOBER 31, 1991

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	DELAND	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	McBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FIRESTONE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide comments/edits on the attached directly to Tony Snow, Rm. 122, x2930, with a copy to this office NO LATER THAN 5:00PM, WEDNESDAY, OCTOBER 23. Thank you.

RESPONSE: No comment

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

31 OCT 22 P6:40

Grant / Aarhus
A:CEQAWARD Draft two
October 22, 1991

**BRIEF REMARKS: PRESIDENT'S ENVIRONMENT AND CONSERVATION
CHALLENGE AWARDS
THE ROSE GARDEN
THURSDAY, OCTOBER 31, 1991
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31 OCT 23 P12: 56

WHITE HOUSE STAFFING MEMORANDUM

DATE: 10/22/91 ACTION/CONCURRENCE/COMMENT DUE BY: 5:00PM, WED., OCT. 23

PRESIDENTIAL REMARKS: PRESIDENT'S ENVIRONMENT AND CONSERVATION CHALLENGE AWARDS

SUBJECT: THE ROSE GARDEN
THURSDAY, OCTOBER 31, 1991

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	HORNER	<input type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BRADY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BROMLEY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	DELAND	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	McBRIDE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SNOW	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FIRESTONE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HOLIDAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

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RESPONSE:

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

31 OCT 22 P6:40

Grant / Aarhus
A:CEQAWARD Draft two
October 22, 1991

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"The ages have been at work on it, and man can only mar it ... We have gotten past the stage, my fellow citizens, when we are to be pardoned if we treat any part of our country as something to be skinned for two or three years for the use of the present generation, whether it is the forest, the water, the scenery. **Whatever it is, handle it so that your children's children will get the benefit of it.**"

Each of you understands President Roosevelt's challenge. Each one of you has acted on it -- taken it upon yourselves to ensure that future generations will inherit a safe and healthy environment. For that, you have my admiration and my congratulations. Keep up the good fight, and now let's hand out these well-earned awards.

#

THE PRESIDENT HAS SEEN)

10-30-91??

OK
but pumpkin

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST
TONY SNOW

FROM: MARY KATE GRANT *mcg*

SUBJECT: ENVIRONMENT AND CONSERVATION CHALLENGE AWARDS

I. Summary

On Thursday, October 31 at 11:25 a.m., you will present the Environment and Conservation Challenge Awards in the Rose Garden. Your remarks are 5-7 minutes in length, and will be on cards.

II. Information

Following the presentation of the awards, you will sign an Executive Order on recycling.

Grant / Aarhus
A:CEQAWARD Draft three
October 29, 1991

**BRIEF REMARKS: PRESIDENT'S ENVIRONMENT AND CONSERVATION
CHALLENGE AWARDS
THE ROSE GARDEN
THURSDAY, OCTOBER 31, 1991**

Welcome to the White House, and happy Halloween to all.

((I know there's been a lot of debate and discussion on one of
the great existential questions of our time, and so today I'd to
✓ make an announcement: I cannot confirm or deny my belief in the
✓ Great Pumpkin.))

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It's a pleasure to have our Presidential Challenge award
winners here on such a beautiful late October day in the Rose
Garden. I'd especially like to thank the Awards Partners, who
made this first-time awards ceremony possible -- Gil Grosvenor
[GROVE-ner] of the National Geographic Society; Frank Bennack of
the Hearst Corporation; Drew Lewis of the Business Roundtable
[represented by Edward Allison today]; and Russell Train of the
World Wildlife Fund. Let me also add a note of thanks to the
Awards Selection Committee and the Technical Advisors.

Last month, I had the chance to visit the Grand Canyon, a
magnificent, almost miraculous sight, the scale of which staggers
the senses.

That day in September, I spoke of the power of innovation
and the strength of cooperation as the foundation for a new
generation of environmental action. Today, we are honoring nine
medalists and 23 citation winners who embody that new generation

of "environmental entrepreneurs." As President, I've had the distinction of honoring Americans for their achievements in the arts, humanities, and sciences. The time has come for this country to honor achievement in the understanding and conservation of our environment.

We have with us today people who have formed partnerships to protect natural wildlife -- from the Great Lakes in the North to the Playa Lakes in the Great Southwest, and from the Sacramento River to the Barrier Islands off the Atlantic seaboard.

We are also recognizing companies that have integrated environmental values into virtually every business decision -- whether they are involved in fast food, financial services, newspapers, utilities, household products or furniture.

We honor other winners because they have pioneered new technologies that save both money and the environment -- with creative solutions to challenges like agricultural pollution and ozone depletion, and state-of-the-art techniques for recycling paper, metal and plastics.

And finally, we recognize groups who have inspired a new respect for the environment in millions of Americans: newspaper and magazine groups, book publishers, teaching institutions, media advisors to TV and film industries -- even the Girl Scouts.

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are working to improve the quality of life for all Americans, through a safe and healthy environment.

Earlier in this century, a man I deeply admire also visited the Grand Canyon -- and likewise shared his thoughts with the crowd assembled. Looking out over what he called a vista of "great loneliness and beauty," President Theodore Roosevelt said: "The ages have been at work on it, and man can only mar it ... We have gotten past the stage, my fellow citizens, when we are to be pardoned if we treat any part of our country as something to be skinned for two or three years for the use of the present generation, whether it is the forest, the water, the scenery. Whatever it is, handle it so that your children's children will get the benefit of it."

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[PASS OUT MEDALS]

[RETURN TO PODIUM]

While I have you all here, I have a special announcement to make. ((We talk a lot about recycling -- well, today we're going to save a few trees by giving two speeches at the same time -- and we're piloting a new program in recycling audiences, too.))

Seriously, today we are taking a major step in placing the Federal government in its proper role of "leadership by example" by increasing all Federal recycling and use of recycled materials. By signing Executive Order # ----, we will establish a Federal Recycling Coordinator and individual recycling coordinators at each Federal agency. We are directing that where possible, products made from recycled materials are procured for government use. Simply put, we are requiring all Federal agencies to strengthen their recycling efforts.

With that said, I am pleased to sign this Executive Order.

[SIGN ORDER AND DEPART]

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