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Future Farmers of America (FFA) Convention 11/13/91 [OA 6039][1]

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FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991
2:00 PM

THANK YOU, MARK [TIMM, FFA PRESIDENT]. WHEN MARK AND THE OTHER NATIONAL OFFICERS CAME TO THE WHITE HOUSE A YEAR AGO AND AGAIN THIS SUMMER, THEY ASKED ME TO COME TO KANSAS CITY. AND AFTER A WELCOME LIKE THIS, THERE'S NO PLACE I'D RATHER BE. \\\ \ ((THERE'S ALSO NO PLACE BETTER THAN SITTING UP HERE WITH MISS AMERICA, CAROLYN SAPP.)) ^{AND I AM} ~~I'M ALSO~~ PROUD TO HAVE WITH ME MY ASSISTANT FOR LEGISLATIVE AFFAIRS, FRED MCCLURE. FRED LEARNED HIS LEADERSHIP SKILLS IN THE FFA, AS TEXAS STATE PRESIDENT AND THEN NATIONAL FFA SECRETARY.

IT GIVES ME A SURGE OF HOPE TO BE WITH SO MANY THOUSANDS OF BRIGHT AND MOTIVATED YOUNG PEOPLE. IT'S ANOTHER REMINDER THAT AMERICA HAS THE BEST YOUNG PEOPLE IN THE WHOLE WORLD. \ \ I WANT TO SALUTE THE FFA FOR BRINGING SO MANY OF YOU TOGETHER TO EXCHANGE IDEAS AND FORGE FRIENDSHIPS THAT WILL BRIGHTEN OUR COUNTRY FOR MANY YEARS TO COME. \ \

I ALSO WANT TO SEND MY WARMEST GREETINGS TO MEMBERS OF THE NATIONAL ASSOCIATION OF FARM BROADCASTERS, WHO ALSO ARE MEETING IN KANSAS CITY THIS WEEK. AMERICAN AGRICULTURE DEPENDS UPON THE FREE AND ROBUST FLOW OF NEWS AND VIEWS THAT OUR BROADCASTERS PROVIDE.

((YOU SIGNED UP TO COME HERE BELIEVING THE KEYNOTE SPEAKER WOULD BE ARNOLD SCHWARZENEGGER. BUT IF HE DIDN'T CANCEL AN ENGAGEMENT NOW AND THEN, I GUESS WE WOULDN'T CALL HIM "THE TERMINATOR." \\))

((ARNOLD HAS AGREED TO FILL IN FOR ME AT THE NEXT WHITE HOUSE NEWS CONFERENCE. I CAN'T WAIT TO SEE THE KIND AND GENTLE WAY HE HANDLES SOME OF THOSE HOSTILE QUESTIONS. \\))

((ARNOLD COULDN'T BE HERE BECAUSE HE'S AT WORK FILMING ANOTHER MOVIE. NEXT YEAR, I MYSELF MIGHT MAKE AN ABBREVIATED SEQUEL TO TERMINATOR 2. \\ WE'RE GOING TO CALL IT "TERM 2."))

YOU KNOW ARNOLD AS AN ATHLETE AND ACTOR. HE'S ALSO A VERY CREATIVE BUSINESSMAN -- AND A CITIZEN WHO TAKES PUBLIC SERVICE SERIOUSLY. HE IS DOING AN OUTSTANDING JOB AS CHAIRMAN OF THE PRESIDENT'S COUNCIL ON PHYSICAL FITNESS.

I WON'T LEAD YOU THROUGH THE WORKOUT ARNOLD HAD PLANNED, BUT I DO WANT TO IMPRESS UPON YOU THE ESSENCE OF HIS MESSAGE: GET GOING WITH GOOD EXERCISE AND FITNESS HABITS NOW, WHILE YOU'RE YOUNG -- AND DON'T EVER GIVE THEM UP. \ \

EACH ONE OF YOU IS ALREADY A LEADER IN YOUR SCHOOL, AND AMONG YOUR PEERS. I DON'T WANT ANY OF YOU TO FALL SHORT OF A SINGLE THING YOU DREAM OF. THAT IS WHY I HOPE YOU WILL EQUIP YOURSELF WITH THE PHYSICAL STAMINA THAT COMES FROM EXERCISE. CULTIVATING "A SOUND MIND IN A SOUND BODY" IS KEY TO GOOD HEALTH, LONG LIFE, AND PERFORMANCE AT YOUR BEST FOR THE MANY RESPONSIBILITIES YOU WILL FACE IN YOUR FAMILIES AND YOUR CAREERS.

YOUR FFA EXPERIENCE IS GIVING YOU POWERFUL SKILLS AND DRIVE TO HELP THIS COUNTRY COMPETE IN THE DECADES AHEAD. AS YOU FOLLOW YOUR DREAMS AND LEAD OTHERS AS I KNOW YOU'RE DESTINED TO DO, I WOULD LIKE YOUR SPECIAL HELP IN PURSUING TWO NATIONAL GOALS TO HELP AMERICA BE ALL THAT IT SHOULD BE. \\
\\

FIRST, I'D LIKE YOU TO WORK FOR EXCELLENCE IN AMERICAN EDUCATION. IF YOU ATTEND SCHOOL IN A RURAL COMMUNITY, THERE IS A GOOD CHANCE YOUR SCHOOL ENJOYS THE STRONG INVOLVEMENT OF PARENTS AND YOUR COMMUNITY -- AND PLACES A HIGH VALUE ON RESPONSIBILITY AND ACHIEVEMENT.

THERE ARE SUCCESS STORIES, OF COURSE, ACROSS THE RANGE OF OUR COMMUNITIES -- EVEN IN POOR INNER-CITY NEIGHBORHOODS. SOME ARE PUBLIC SCHOOLS, OTHERS ARE PRIVATE OR PAROCHIAL SCHOOLS. BUT EACH HAS IN COMMON THE INTENSE INVOLVEMENT OF PARENTS, A COMMITMENT TO DISCIPLINE AND VALUES, A RIGOROUS CURRICULUM, AND A LARGE DEGREE OF FREEDOM FROM BUREAUCRATIC CONTROL.

OUR "AMERICA 2000" STRATEGY SHOWS COMMUNITIES HOW TO DEVELOP SCHOOLS THAT WORK. WE WANT OUR SCHOOLS HELD TO HIGH STANDARDS -- WORLD-CLASS STANDARDS. WE WANT PARENTS TO HAVE REAL FINANCIAL OPPORTUNITY TO CHOOSE SCHOOLS, INCLUDING PAROCHIAL OR PRIVATE SCHOOLS. WE'RE INVITING PARENTS, EDUCATORS, BUSINESSMEN, AND CIVIC LEADERS TO REINVENT AMERICAN SCHOOLS -- TO REPLACE INSTITUTIONS THAT FAIL TO WORK WITH NEW SCHOOLS EMPOWERED WITH FREEDOM AND FLEXIBILITY AND INNOVATIVE STRATEGIES.

HERE'S WHERE YOU COME IN: IT'S UP TO YOU AND YOUR GENERATION TO MAKE THIS HAPPEN. YOU WILL INHERIT THIS LONG-TERM MISSION AS LEADERS IN AGRICULTURE, BUSINESS AND GOVERNMENT IN YOUR COUNTIES, CITIES AND STATES. I'VE PUT FORWARD A STRATEGY FOR REFORMING OUR SCHOOLS, AND I HOPE TO SEE AS MUCH AS POSSIBLE ACCOMPLISHED DURING MY PRESIDENCY. BUT BEFORE THIS VISION CAN BECOME A FULL REALITY, I FORESEE YEARS OF POLITICAL TRENCH WARFARE -- PITTING REFORMERS AGAINST DUG-IN INTEREST GROUPS.

THE CHALLENGE OF REFORMING AMERICAN EDUCATION WILL TAKE PLENTY OF PATIENCE, GRIT AND DETERMINATION -- EXACTLY THE TYPES OF VIRTUES THAT FFA REPRESENTS. I AM VERY PLEASED THAT THE NATIONAL FFA ORGANIZATION'S PLANS FOR ITS FUTURE LEADERSHIP IN AGRICULTURAL EDUCATION MESH SO WELL WITH OUR AMERICA 2000 PHILOSOPHY.

THE SECOND GOAL I'D LIKE YOU TO PURSUE IS KEEPING AMERICA COMPETITIVE. YOUR COUNTRY IS COUNTING ON YOU -- I'M COUNTING ON YOU -- TO FIND NEW USES FOR TRADITIONAL AND NON-TRADITIONAL CROPS. WE WANT YOU TO OUTFOX OUR COMPETITORS WITH YOUR MARKETING SKILLS. WE EXPECT YOU TO DRAW ON RURAL AMERICA'S TRADITION OF CONSERVATION AND LEAD ALL AMERICANS TO USE OUR NATURAL RESOURCES WISELY. WE'RE LOOKING TO YOU TO CREATE ATTRACTIVE NEW PRODUCTS, INCLUDING CLEAN FUELS.

[We could all take a lesson from the Kansas City Chiefs about competitiveness. They're having a great season. Of course, ^{later} this afternoon I'll be in St. Louis, saying the same things about the Cardinals. . . . until I'm back in the home of the Redskins.]

WE MUST KEEP OPPORTUNITY ALIVE IN THIS COUNTRY. FEDERAL INCOME TAX RATES ARE LOWER, FLATTER AND FAIRER THAN THEY WERE A DECADE AGO, BUT THEY STILL TEND TO REWARD DEBT AND PUNISH SAVING AND INVESTMENT. THAT'S WHY WE ARE LONG OVERDUE FOR A CAPITAL GAINS TAX CUT -- SOMETHING I'VE ASKED CONGRESS FOR EVERY YEAR SINCE I BECAME PRESIDENT. BUT CONGRESS ISN'T GETTING THE MESSAGE. IN THE FARMING, RANCHING AND AGRIBUSINESS COMMUNITIES, I'M SURE YOU CAN APPRECIATE HOW A CAPITAL GAINS TAX CUT WOULD IMPROVE PROPERTY VALUES. BUT MORE THAN THAT, IT WOULD BOOST INVESTMENT AND JOBS IN EVERY SECTOR AND EVERY INDUSTRY IN THE NATION. I WISH YOU WOULD HELP ME GET THAT MESSAGE TO CONGRESS. AND I KNOW YOU HAVE THE CLOUT. SEVENTY-SEVEN CONGRESSMEN WROTE LETTERS ASKING ME TO COME SPEAK TO THE FFA CONVENTION. SEEMS ONLY FAIR YOU LET 'EM KNOW WHAT I SAID!

WE NEED TO TAKE THE SHACKLES OFF OUR BANKS AND FINANCIAL SERVICES COMPANIES. I HAVE SENT CONGRESS A COMPREHENSIVE BANKING REFORM PACKAGE, BUT AGAIN, CONGRESS ISN'T GETTING THE MESSAGE. WOULD YOU WANT TO START OUT IN BUSINESS WITH OUTMODED BANKING LAWS THAT WON'T ALLOW AMERICAN FIRMS TO COMPETE ON EQUAL TERMS WITH THE JAPANESE AND EUROPEANS? \ \

WE NEED TO SEIZE NEW OPPORTUNITIES AND TACKLE NEW CHALLENGES IN WORLD TRADE. THIS IS AN IMPORTANT ASPECT OF THE FFA CONVENTION THEME: "LEADERSHIP FOR A GROWING PLANET." IN THE GATT TALKS WE'RE NOW ENGAGED IN WHAT I HOPE WILL BE THE FINAL BATTLE AGAINST AGRICULTURAL PROTECTIONISM AROUND THE WORLD. AS MANY OF YOU KNOW, I MET FACE TO FACE WITH THE EUROPEAN COMMUNITY LEADERS LAST WEEK IN THE NETHERLANDS -- AND I MADE IT PLAIN THAT AMERICAN AGRICULTURE AND AGRIBUSINESS STAND FOR FREE AND FAIR TRADE. WE WANT TO COMPLETE A GOOD GATT DEAL THAT OPENS MORE MARKETS FOR AMERICAN EXPORTS AND LAUNCHES A BOOMING NEW GENERATION OF TRADE.

WE'RE ON OUR WAY TOWARD ACHIEVING AN EXCELLENT BARGAIN FOR MORE TRADE AND MORE JOBS THROUGH OUR EFFORTS WITH MEXICO AND CANADA. THE NORTH AMERICAN FREE TRADE AREA WILL PRESENT YOUR GENERATION SOME EXCITING OPPORTUNITIES. SO WILL THE FREE-MARKET TRANSFORMATION OF THE FORMER SOVIET EMPIRE. ECONOMIC GROWTH AND STABILITY IN THE FORMER SOVIET UNION AND IN EASTERN EUROPE ULTIMATELY WILL MAKE THEM BETTER TRADING PARTNERS WITH THE UNITED STATES. AND NOW THAT THE GOOD PEOPLE OF THOSE LANDS HAVE THROWN OFF THE CHAINS OF COMMUNISM, WE INTEND TO HELP THEM IN THEIR ECONOMIC TRANSITION.

LET ME SAY SOMETHING ELSE ABOUT MY EFFORTS TO PROMOTE OUR EXPORTS: I WILL NEVER APOLOGIZE FOR A SINGLE MINUTE I DEVOTE TO PROMOTING AMERICA'S INTERESTS ABROAD. SOME OF MY CRITICS ACT AS IF THE "GLOBAL MARKETPLACE" IS OFF SOMEWHERE IN ASIA OR EUROPE. BUT YOU AND I KNOW IT'S RIGHT HERE IN KANSAS CITY -- AND IN BIRMINGHAM AND BAKERSFIELD AND SILICON VALLEY.

FOR EXAMPLE
EVERY ADDITIONAL BILLION DOLLARS IN NEW ^{MANUFACTURED} EXPORTS
MEANS 20,000 NEW AMERICAN JOBS. WHEN I FIGHT FOR FREE
AND FAIR TRADE IN LATIN AMERICA OR EAST ASIA OR EUROPE,
SOME WILL CARP AND CLAIM I'M PURSUING "FOREIGN" INSTEAD
OF "DOMESTIC" POLICY. WELL, TO BORROW A WORD YOU ALL
UNDERSTAND: THAT'S HOGWASH. THAT WHOLE LINE OF
ARGUMENT IS MISLEADING. BUT I DON'T THINK YOU'RE
MISLED. I'M SURE YOU UNDERSTAND THAT WHAT I'M WORKING
AT IS A REAL-WORLD APPROACH TO CREATING MORE JOBS AND
MORE WEALTH FOR AMERICANS IN AMERICA.
OPPORTUNITY

IT'S A LIFE OF CHALLENGE AHEAD FOR YOU AND YOUR
GENERATION. WE'RE LOOKING TO YOU FOR FRESH IDEALS AND
ENERGY TO RENEW OUR SCHOOLS, OUR BUSINESSES AND OUR
GOVERNMENT INSTITUTIONS. WE'RE COUNTING ON YOU TO
BECOME THE SCHWARZENEGGERS OF A TOUGH GLOBAL
MARKETPLACE. YOU'LL NEED TRAINING, DISCIPLINE,
CREATIVITY, AND ALERT MINDS TO SEIZE NEW IDEAS AND
OPPORTUNITIES.

IS THIS A TALL ORDER? SURE IT IS. BUT LOOKING AT
YOU, I KNOW YOU'LL ACHIEVE EVERYTHING WE EXPECT OF YOU,
AND MORE.

THANK YOU, AND MAY GOD BLESS EACH OF YOU.

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Make some
reference to Nat'l
FFA leaders who call
me and back
mission thru
news - I hoped
I'd be here"
etc

(Duggan/Simon)
November 8, 1991
Draft Four
FFA

PRESIDENTIAL REMARKS:

FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991
2:00 PM

[Acknowledgments include FFA president Mark Timm, former FFA leader Fred McClure and Miss America Carolyn Sapp]

It gives me a surge of hope to be with so many thousands of bright and motivated young people. It's another reminder that America has the best kids in the whole world. \\ I want to salute the FFA for bringing so many of you together to exchange ideas and forge friendships that will brighten our country for many years to come. \\

I also want to send my warmest greetings to members of the National Association of Farm Broadcasters, who also are meeting in Kansas City this week. American agriculture depends upon the free and robust flow of information and opinions. Now and then I get to catch up with farm market news when I'm listening on the radio to my favorite music -- country music. I call country music my "window on the real world" -- and sometimes when I'm on the road and tuned to a real country station, I get the latest prices of barrows and gilts in between songs. \\

((That's an awfully gracious welcome for a last-minute stand-in. You signed up to come here believing the keynote speaker would be Arnold Schwarzenegger. But if he didn't cancel an engagement now and then, I guess we wouldn't call him "the terminator." \\))

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((Arnold has agreed to fill in for me at the next White House news conference. I can't wait to see the kind and gentle way he handles some of those hostile questions. \\))

((Arnold couldn't be here because he's at work filming another movie. Next year, ^{myself might} ~~I intend to make a sequel of my own.~~ ^{abbreviated to Terminator 2} \\))

\\ We're going to call it "Term 2." ~~(\\))~~

I know that Arnold does not take lightly his being unable to be with you today. You know him as an athlete and actor. He's also a very creative businessman -- and a citizen who takes public service seriously. He is doing an outstanding job as Chairman of the President's Council on Physical Fitness.

I won't lead you through the workout Arnold had planned, but I do want to impress upon you the essence of his message: Get going with good exercise and fitness habits now, while you're young -- and don't ever give them up. \\

Each one of you is already a leader in your school, and among your peers. I don't want any of you to fall short of a single thing you dream of. That is why I hope you will equip yourself with the physical stamina that comes from exercise. Cultivating "a sound mind in a sound body" is key to good health, long life, and performance at your best for the many responsibilities you will face in your families and your careers.

\\ ~~((If any of you ever have baled and loaded hay, you know what I'm talking about. \\))~~

Your FFA experience is giving you powerful skills and drive to help this country compete in the decades ahead. As you follow

your dreams and lead others as I know you're destined to do, I would like your special help in pursuing two national goals to help America be all that it should be. \ \

First, I'd like you to work for excellence in American education. If you attend school in a rural community, there is a good chance your school enjoys the strong involvement of parents and your community -- and places a high value on responsibility and achievement. That would place you among the lucky ones.

In too many of our schools education isn't happening anymore. The system has broken down. Ties to parents and communities are gone. High schools present diplomas to kids who can't read or write. Drug use and violence rage out of control.

*Too hard
mixing*

And all the while taxpayers pay more and more for schools that produce less and less.

(May be less so across America but it's true) Ag.)

There are success stories, of course, even in poor inner-city neighborhoods. These are schools that excel in teaching reading and writing, and science and math, and history and geography. Some are public schools, others are private or parochial schools. But each has in common the intense involvement of parents, a commitment to discipline and values, a rigorous curriculum, and a large degree of freedom from bureaucratic control.

Our "America 2000" strategy shows communities how to develop schools that work. We want our schools held to high standards - - world-class standards. We want parents to have real financial opportunity to choose schools, including, parochial or private

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schools. We're inviting parents, educators, businessmen, and civic leaders to reinvent American schools -- to replace institutions that fail to work with new schools empowered with freedom and flexibility and innovative strategies.

Here's where you come in: It's up to you and your generation to make this happen. You will inherit this long-term mission as leaders in agriculture, business and government in your counties, cities and states. I've put forward a strategy for reforming our schools, and I hope to see as much as possible accomplished during my presidency. But before this vision can become a full reality, I foresee years of political trench warfare -- pitting reformers against dug-in interest groups.

The challenge of reforming American education will take plenty of patience, grit and determination -- exactly the types of virtues that FFA represents. I am very pleased that the National FFA Organization's plans for its future leadership in agricultural education mesh so well with our America 2000 philosophy.

The second goal I'd like you to pursue is keeping America competitive. Your country is counting on you -- I'm counting on you -- to find new uses for traditional and non-traditional crops. We're looking to you to create attractive new products, including clean fuels. We want you to outfox our competitors with your marketing skills. We expect you to draw on rural America's tradition of conservation and lead all Americans to use our natural resources wisely.

*Need to work
in some
humor
in her
speech*

check w/ CFA
or Treas

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15th
country
soc.
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✓ We must keep opportunity alive in this country. Federal taxes are lower, flatter and fairer than they were a decade ago, but they still tend to reward debt and punish saving and investment. That's why we are long overdue for a capital gains tax cut -- something I've asked Congress for every year since I became President. But Congress isn't getting the message. In the farming, ranching and agribusiness communities, I'm sure you can appreciate how a capital gains tax cut would improve property values. But more than that, it would boost investment and jobs in every sector and every industry in the nation. I wish you would help me get that message to Congress.

We need to take the shackles off our banks and financial services companies. I have sent Congress a comprehensive banking reform package, but Congress isn't getting the message. Would you want to start out in business with outmoded banking laws that won't allow American firms to compete on equal terms with the Japanese and Europeans? ~~|| Some congressional committee chairmen think you shouldn't have an up-to-date banking system.~~
~~|| And come to think of it, some of these individuals have been in Congress almost as long as their Depression-era laws have been on the books. ||~~

We need to seize new opportunities and tackle new challenges in world trade. This is an important aspect of the FFA convention theme: "Leadership for a Growing Planet." In the GATT talks we're now engaged in what I hope will be the final battle against agricultural protectionism around the world. As

many of you know, I met face to face with the EC leaders last week in the Netherlands -- and I made it plain that American agriculture and agribusiness stand for free and fair trade. We want to complete a good GATT deal that opens more markets for American exports and launches a booming new generation of trade.

We're on our way toward achieving an excellent bargain for more trade and more jobs through our efforts with Mexico and Canada. The North American Free Trade Area will present your generation some exciting opportunities. So will the free-market transformation of the former Soviet empire. Economic growth and stability in the former Soviet Union and in Eastern Europe ultimately will make them better trading partners with the United States. And now that the good people of those lands have thrown off the chains of communism, we intend to help them in their economic transition.

I am pleased to announce today the extension of roughly \$1.5 billion in agricultural credit guarantees and humanitarian assistance to the Soviet Union. This is in addition to the \$2.5 billion in agricultural credits already allocated in 1991. This assistance will enable the Union and the Republics to purchase hundreds of thousands of tons of U.S. grain, providing a needed boost to American farmers, and essential food and feed grains for the Soviet people this winter. I share the pride of all Americans that our farmers' abundance can strengthen the tide of democracy around the world.

*when people
bikes are
thrust
due to
cold or
hungry
we have
always
respond*

which will be part of this deal

*is this worded
properly
to protect against
the charge "quite
abroad but not
at home"*

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Let me say something else about my efforts to promote our exports: I will never apologize for a single minute I devote to promoting America's interests abroad. Some of my critics act as if the "global marketplace" is off somewhere in Asia or Europe. But you and I know it's right here in Kansas City -- and in Birmingham and Bakersfield and Silicon Valley.

Every additional billion dollars in new trade means 20,000 new American jobs. So when I fight for free and fair trade in Latin America or East Asia or Europe, some will carp and claim I'm pursuing "foreign" instead of "domestic" policy. That whole line of argument is misleading. But I don't think you're misled. I'm sure you understand that what I'm working at is a real-world approach to creating more jobs and more wealth for Americans in America.

change

~~Subbing for Arnold Schwarzenegger~~) at one speaking appearance is easy compared with the life ahead for you young leaders of the FFA. You will have to become the Schwarzeneggers of a tough global marketplace. You'll need training, discipline, creativity, and alert minds to seize new ideas and opportunities.

Is this a tall order? Sure it is. But looking at you, I know you'll achieve everything we expect of you, and more.

Thank you, and may God bless each of you.

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(Duggan/Simon)
November 11, 1991
Draft Five
FFA

PRESIDENTIAL REMARKS: FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991
2:00 PM

Thank you, Mark [Timm, FFA president]. When Mark and the other national officers came to the White House a year ago and again this summer, they asked me to come to Kansas City. And after a welcome like this, there's no place I'd rather be. \\\\
((There's also no place better than sitting up here with Miss America, Carolyn Sapp.)) I'm proud to have with me my Assistant for Legislative Affairs, Fred McClure. Fred learned his leadership skills in the FFA, as Texas state president and then National FFA secretary.

It gives me a surge of hope to be with so many thousands of bright and motivated young people. It's another reminder that America has the best young people in the whole world. \\ I want to salute the FFA for bringing so many of you together to exchange ideas and forge friendships that will brighten our country for many years to come. \\

I also want to send my warmest greetings to members of the National Association of Farm Broadcasters, who also are meeting in Kansas City this week. American agriculture depends upon the free and robust flow of news and views that our broadcasters provide.

((You signed up to come here believing the keynote speaker would be Arnold Schwarzenegger. But if he didn't cancel an

engagement now and then, I guess we wouldn't call him "the terminator." \\))

((Arnold has agreed to fill in for me at the next White House news conference. I can't wait to see the kind and gentle way he handles some of those hostile questions. \\))

((Arnold couldn't be here because he's at work filming another movie. Next year, I myself might make an abbreviated sequel to Terminator 2. \\ We're going to call it "Term 2.")

You know Arnold as an athlete and actor. He's also a very creative businessman -- and a citizen who takes public service seriously. He is doing an outstanding job as Chairman of the President's Council on Physical Fitness.

I won't lead you through the workout Arnold had planned, but I do want to impress upon you the essence of his message: Get going with good exercise and fitness habits now, while you're young -- and don't ever give them up. \\

Each one of you is already a leader in your school, and among your peers. I don't want any of you to fall short of a single thing you dream of. That is why I hope you will equip yourself with the physical stamina that comes from exercise. Cultivating "a sound mind in a sound body" is key to good health, long life, and performance at your best for the many responsibilities you will face in your families and your careers.

Your FFA experience is giving you powerful skills and drive to help this country compete in the decades ahead. As you follow your dreams and lead others as I know you're destined to do, I

would like your special help in pursuing two national goals to help America be all that it should be. \\

First, I'd like you to work for excellence in American education. If you attend school in a rural community, there is a good chance your school enjoys the strong involvement of parents and your community -- and places a high value on responsibility and achievement.

There are success stories, of course, across the range of our communities -- even in poor inner-city neighborhoods. Some are public schools, others are private or parochial schools. But each has in common the intense involvement of parents, a commitment to discipline and values, a rigorous curriculum, and a large degree of freedom from bureaucratic control.

Our "America 2000" strategy shows communities how to develop schools that work. We want our schools held to high standards -- world-class standards. We want parents to have real financial opportunity to choose schools, including parochial or private schools. We're inviting parents, educators, businessmen, and civic leaders to reinvent American schools -- to replace institutions that fail to work with new schools empowered with freedom and flexibility and innovative strategies.

Here's where you come in: It's up to you and your generation to make this happen. You will inherit this long-term mission as leaders in agriculture, business and government in your counties, cities and states. I've put forward a strategy for reforming our schools, and I hope to see as much as possible

accomplished during my presidency. But before this vision can become a full reality, I foresee years of political trench warfare -- pitting reformers against dug-in interest groups.

((America's master inventor Thomas Edison once said invention was 1 percent inspiration and 99 percent perspiration. I hope nobody thinks we're going to fix our schools by sitting in the sauna all day. \\))

The challenge of reforming American education will take plenty of patience, grit and determination -- exactly the types of virtues that FFA represents. I am very pleased that the National FFA Organization's plans for its future leadership in agricultural education mesh so well with our America 2000 philosophy.

The second goal I'd like you to pursue is keeping America competitive. Your country is counting on you -- I'm counting on you -- to find new uses for traditional and non-traditional crops. We want you to outfox our competitors with your marketing skills. We expect you to draw on rural America's tradition of conservation and lead all Americans to use our natural resources wisely. We're looking to you to create attractive new products, including clean fuels. ((In Washington, we're doing our part by trying to invent a car that runs on hot air. \\ There's no shortage of that in Washington. \\))

We must keep opportunity alive in this country. Federal income tax rates are lower, flatter and fairer than they were a decade ago, but they still tend to reward debt and punish saving

and investment. That's why we are long overdue for a capital gains tax cut -- something I've asked Congress for every year since I became President. But Congress isn't getting the message. In the farming, ranching and agribusiness communities, I'm sure you can appreciate how a capital gains tax cut would improve property values. But more than that, it would boost investment and jobs in every sector and every industry in the nation. I wish you would help me get that message to Congress. And I know you have the clout. Over 100 congressmen wrote letters asking me to come speak to the FFA convention. Seems only fair you let 'em know what I said!

We need to take the shackles off our banks and financial services companies. I have sent Congress a comprehensive banking reform package, but again, Congress isn't getting the message. Would you want to start out in business with outmoded banking laws that won't allow American firms to compete on equal terms with the Japanese and Europeans? \\
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We need to seize new opportunities and tackle new challenges in world trade. This is an important aspect of the FFA convention theme: "Leadership for a Growing Planet." In the GATT talks we're now engaged in what I hope will be the final battle against agricultural protectionism around the world. As many of you know, I met face to face with the European Community leaders last week in the Netherlands -- and I made it plain that American agriculture and agribusiness stand for free and fair trade. We want to complete a good GATT deal that opens more

markets for American exports and launches a booming new generation of trade.

We're on our way toward achieving an excellent bargain for more trade and more jobs through our efforts with Mexico and Canada. The North American Free Trade Area will present your generation some exciting opportunities. So will the free-market transformation of the former Soviet empire. Economic growth and stability in the former Soviet Union and in Eastern Europe ultimately will make them better trading partners with the United States. And now that the good people of those lands have thrown off the chains of communism, we intend to help them in their economic transition.

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Let me say something else about my efforts to promote our exports: I will never apologize for a single minute I devote to promoting America's interests abroad. Some of my critics act as

if the "global marketplace" is off somewhere in Asia or Europe. But you and I know it's right here in Kansas City -- and in Birmingham and Bakersfield and Silicon Valley.

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It's a life of challenge ahead for you and your generation. We're looking to you for fresh ideals and energy to renew our schools, our businesses and our government institutions. We're counting on you to become the Schwarzeneggers of a tough global marketplace. You'll need training, discipline, creativity, and alert minds to seize new ideas and opportunities.

Is this a tall order? Sure it is. But looking at you, I know you'll achieve everything we expect of you, and more.

Thank you, and may God bless each of you.

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Comments

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FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991
2:00 PM

W.B. - they first came on Dec. 10, 1990

Thank you, Mark [Timm, FFA president]. When Mark and the other national officers came to the White House this summer, they asked me to come to Kansas City. And after a welcome like this, there's no place I'd rather be. \\\ (There's also no place better than sitting up here with Miss America, Carolyn Sapp.) I'm proud to have with me my Assistant for Legislative Affairs, Fred McClure. Fred learned his leadership skills in the FFA, as Texas state president and then National FFA secretary.

young people

It gives me a surge of hope to be with so many thousands of bright and motivated young people. It's another reminder that America has the best kids in the whole world. \ I want to salute the FFA for bringing so many of you together to exchange ideas and forge friendships that will brighten our country for many years to come. \

I also want to send my warmest greetings to members of the National Association of Farm Broadcasters, who also are meeting in Kansas City this week. American agriculture depends upon the free and robust flow of news and views that our broadcasters provide.

((You signed up to come here believing the keynote speaker would be Arnold Schwarzenegger. But if he didn't cancel an

engagement now and then, I guess we wouldn't call him "the terminator." \\))

((Arnold has agreed to fill in for me at the next White House news conference. I can't wait to see the kind and gentle way he handles some of those hostile questions. \\))

((Arnold couldn't be here because he's at work filming another movie. Next year, I myself might make an abbreviated sequel to Terminator 2. \\ We're going to call it "Term 2.")

You know Arnold as an athlete and actor. He's also a very creative businessman -- and a citizen who takes public service seriously. He is doing an outstanding job as Chairman of the President's Council on Physical Fitness.

I won't lead you through the workout Arnold had planned, but I do want to impress upon you the essence of his message: Get going with good exercise and fitness habits now, while you're young -- and don't ever give them up. \\

Each one of you is already a leader in your school, and among your peers. I don't want any of you to fall short of a single thing you dream of. That is why I hope you will equip yourself with the physical stamina that comes from exercise. Cultivating "a sound mind in a sound body" is key to good health, long life, and performance at your best for the many responsibilities you will face in your families and your careers.

Your FFA experience is giving you powerful skills and drive to help this country compete in the decades ahead. As you follow your dreams and lead others as I know you're destined to do, I

would like your special help in pursuing two national goals to help America be all that it should be. \\

First, I'd like you to work for excellence in American education. If you attend school in a rural community, there is a good chance your school enjoys the strong involvement of parents and your community -- and places a high value on responsibility and achievement.

There are success stories, of course, across the range of our communities -- even in poor inner-city neighborhoods. Some are public schools, others are private or parochial schools. But each has in common the intense involvement of parents, a commitment to discipline and values, a rigorous curriculum, and a large degree of freedom from bureaucratic control.

Our "America 2000" strategy shows communities how to develop schools that work. We want our schools held to high standards -- world-class standards. We want parents to have real financial opportunity to choose schools, including parochial or private schools. We're inviting parents, educators, businessmen, and civic leaders to reinvent American schools -- to replace institutions that fail to work with new schools empowered with freedom and flexibility and innovative strategies.

Here's where you come in: It's up to you and your generation to make this happen. You will inherit this long-term mission as leaders in agriculture, business and government in your counties, cities and states. I've put forward a strategy for reforming our schools, and I hope to see as much as possible

accomplished during my presidency. But before this vision can become a full reality, I foresee years of political trench warfare -- pitting reformers against dug-in interest groups.

((America's master inventor Thomas Edison once said invention was 1 percent inspiration and 99 percent perspiration. I hope nobody thinks we're going to fix our schools by sitting in the sauna all day. \\))

The challenge of reforming American education will take plenty of patience, grit and determination -- exactly the types of virtues that FFA represents. I am very pleased that the National FFA Organization's plans for its future leadership in agricultural education mesh so well with our America 2000 philosophy.

The second goal I'd like you to pursue is keeping America competitive. Your country is counting on you -- I'm counting on you -- to find new uses for traditional and non-traditional crops. We want you to outfox our competitors with your marketing skills. We expect you to draw on rural America's tradition of conservation and lead all Americans to use our natural resources wisely. We're looking to you to create attractive new products, including clean fuels. ((In Washington, we're doing our part by trying to invent a car that runs on hot air. \\ There's no shortage of that in Washington. \\))

We must keep opportunity alive in this country. Federal income tax rates are lower, flatter and fairer than they were a decade ago, but they still tend to reward debt and punish saving

and investment. That's why we are long overdue for a capital gains tax cut -- something I've asked Congress for every year since I became President. But Congress isn't getting the message. In the farming, ranching and agribusiness communities, I'm sure you can appreciate how a capital gains tax cut would improve property values. But more than that, it would boost investment and jobs in every sector and every industry in the nation. I wish you would help me get that message to Congress.

We need to take the shackles off our banks and financial services companies. I have sent Congress a comprehensive banking reform package, but Congress isn't getting the message. Would you want to start out in business with outmoded banking laws that won't allow American firms to compete on equal terms with the Japanese and Europeans? \\
 again,
 A

We need to seize new opportunities and tackle new challenges in world trade. This is an important aspect of the FFA convention theme: "Leadership for a Growing Planet." In the GATT talks we're now engaged in what I hope will be the final battle against agricultural protectionism around the world. As many of you know, I met face to face with the European Community leaders last week in the Netherlands -- and I made it plain that American agriculture and agribusiness stand for free and fair trade. We want to complete a good GATT deal that opens more markets for American exports and launches a booming new generation of trade.

And I know you have clout, --- members wrote, asking me to talk to you. [joke]

Steve Hart
 2230
 55 House
 22 Senate
 wrote in
 this year

We're on our way toward achieving an excellent bargain for more trade and more jobs through our efforts with Mexico and Canada. The North American Free Trade Area will present your generation some exciting opportunities. So will the free-market transformation of the former Soviet empire. Economic growth and stability in the former Soviet Union and in Eastern Europe ultimately will make them better trading partners with the United States. And now that the good people of those lands have thrown off the chains of communism, we intend to help them in their economic transition.

[I am pleased to announce today the extension of approximately \$1.5 billion in agricultural credit guarantees and humanitarian assistance to the Soviet Union. This is in addition to the \$2.5 billion in agricultural credits already allocated in 1991. This assistance will enable the [[participating governments of the]] Union and the Republics to purchase hundreds of thousands of tons of U.S. grain, providing a needed boost to American farmers, and essential food and feed grains for the Soviet people this winter. [[When people's lives are threatened by cold and hunger, Americans always respond by sharing their abundance.]]]

Let me say something else about my efforts to promote our exports: I will never apologize for a single minute I devote to promoting America's interests abroad. Some of my critics act as if the "global marketplace" is off somewhere in Asia or Europe.

But you and I know it's right here in Kansas City -- and in Birmingham and Bakersfield and Silicon Valley.

Every additional billion dollars in new exports means 20,000 new American jobs. When I fight for free and fair trade in Latin America or East Asia or Europe, some will carp and claim I'm pursuing "foreign" instead of "domestic" policy. That whole line of argument is misleading. But I don't think you're misled. I'm sure you understand that what I'm working at is a real-world approach to creating more jobs and more wealth for Americans in America.

It's a life of challenge ahead for you and your generation. We're looking to you for fresh ideals and energy to renew our schools, our businesses and our government institutions. We're counting on you to become the Schwarzeneggers of a tough global marketplace. You'll need training, discipline, creativity, and alert minds to seize new ideas and opportunities.

Is this a tall order? Sure it is. But looking at you, I know you'll achieve everything we expect of you, and more.

Thank you, and may God bless each of you.

#

Well, ~~to~~
 use a
 metaphor you'd
 appreciate,
 that's hay-
 wash

THE WHITE HOUSE
WASHINGTON

November 8, 1991

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST
TONY SNOW *TS*

FROM: JOSEPH P. DUGGAN *JPD*

SUBJECT: FUTURE FARMERS OF AMERICA

I. SUMMARY

On Wednesday, November 13, at 2:00 p.m., you will give the keynote address to 10,000 teenagers attending the National FFA annual convention in Kansas City. An additional 8,000 will be watching by closed-circuit TV.

II. DISCUSSION

Future Farmers of America recently changed their name to the "National FFA Organization" because many of their members will not become farmers but will enter related agribusiness professions.

The opening jokes refer to the fact that Arnold Schwarzenegger was advertised as the keynote speaker but recently canceled due to a movie schedule.

The remarks (14 minutes, on teleprompter) discuss fitness, education and trade.

(Duggan/Simon)
November 8, 1991
Draft Four
FFA

PRESIDENTIAL REMARKS:

FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991
2:00 PM

Visit: December 10, 1990 [Acknowledgments include FFA president Mark Timm, former
FFA leader Fred McClure and Miss America Carolyn Sapp]

It gives me a surge of hope to be with so many thousands of
bright and motivated young people. It's another reminder that
America has the best kids in the whole world. \\ I want to
salute the FFA for bringing so many of you together to exchange
ideas and forge friendships that will brighten our country for
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I also want to send my warmest greetings to members of the
National Association of Farm Broadcasters, who also are meeting
in Kansas City this week. American agriculture depends upon the
free and robust flow of information and opinions. Now and then I
get to catch up with farm market news when I'm listening on the
radio to my favorite music -- country music. I call country
music my "window on the real world" -- and sometimes when I'm on
the road and tuned to a real country station, I get the latest
prices of barrows and gilts in between songs. \\

((That's an awfully gracious welcome for a last-minute
stand-in. You signed up to come here believing the keynote
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Each one of you is already a leader in your school, and among your peers. I don't want any of you to fall short of a single thing you dream of. That is why I hope you will equip yourself with the physical stamina that comes from exercise. Cultivating "a sound mind in a sound body" is key to good health, long life, and performance at your best for the many responsibilities you will face in your families and your careers. \\ ((If any of you ever have baled and loaded hay, you know what I'm talking about. \\))

Your FFA experience is giving you powerful skills and drive to help this country compete in the decades ahead. As you follow

your dreams and lead others as I know you're destined to do, I would like your special help in pursuing two national goals to help America be all that it should be. \\

First, I'd like you to work for excellence in American education. If you attend school in a rural community, there is a good chance your school enjoys the strong involvement of parents and your community -- and places a high value on responsibility and achievement. That would place you among the lucky ones.

In too many of our schools education isn't happening anymore. The system has broken down. Ties to parents and communities are gone. High schools present diplomas to kids who can't read or write. Drug use and violence rage out of control. And all the while taxpayers pay more and more for schools that produce less and less.

There are success stories, of course, even in poor inner-city neighborhoods. These are schools that excel in teaching reading and writing, and science and math, and history and geography. Some are public schools, others are private or parochial schools. But each has in common the intense involvement of parents, a commitment to discipline and values, a rigorous curriculum, and a large degree of freedom from bureaucratic control.

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The challenge of reforming American education will take plenty of patience, grit and determination -- exactly the types of virtues that FFA represents. I am very pleased that the National FFA Organization's plans for its future leadership in agricultural education mesh so well with our America 2000 philosophy.

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We must keep opportunity alive in this country. Federal taxes are lower, flatter and fairer than they were a decade ago, but they still tend to reward debt and punish saving and investment. That's why we are long overdue for a capital gains tax cut -- something I've asked Congress for every year since I became President. But Congress isn't getting the message. In the farming, ranching and agribusiness communities, I'm sure you can appreciate how a capital gains tax cut would improve property values. But more than that, it would boost investment and jobs in every sector and every industry in the nation. I wish you would help me get that message to Congress.

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We need to take the shackles off our banks and financial services companies. I have sent Congress a comprehensive banking reform package, ^{again} but Congress isn't getting the message. Would you want to start out in business with outmoded banking laws that won't allow American firms to compete on equal terms with the Japanese and Europeans? \\ Some congressional committee chairmen think you shouldn't have an up-to-date banking system. \\ And come to think of it, some of these individuals have been in Congress almost as long as their Depression-era laws have been on the books. \\

We need to seize new opportunities and tackle new challenges in world trade. This is an important aspect of the FFA convention theme: "Leadership for a Growing Planet." In the GATT talks we're now engaged in what I hope will be the final battle against agricultural protectionism around the world. As

many of you know, I met face to face with the EC leaders last week in the Netherlands -- and I made it plain that American agriculture and agribusiness stand for free and fair trade. We want to complete a good GATT deal that opens more markets for American exports and launches a booming new generation of trade.

We're on our way toward achieving an excellent bargain for more trade and more jobs through our efforts with Mexico and Canada. The North American Free Trade Area will present your generation some exciting opportunities. So will the free-market transformation of the former Soviet empire. Economic growth and stability in the former Soviet Union and in Eastern Europe ultimately will make them better trading partners with the United States. And now that the good people of those lands have thrown off the chains of communism, we intend to help them in their economic transition.

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Let me say something else about my efforts to promote our exports: I will never apologize for a single minute I devote to promoting America's interests abroad. Some of my critics act as if the "global marketplace" is off somewhere in Asia or Europe. But you and I know it's right here in Kansas City -- and in Birmingham and Bakersfield and Silicon Valley.

Every additional billion dollars in new trade means 20,000 new American jobs. So when I fight for free and fair trade in Latin America or East Asia or Europe, some will carp and claim I'm pursuing "foreign" instead of "domestic" policy. That whole line of argument is misleading. But I don't think you're misled. I'm sure you understand that what I'm working at is a real-world approach to creating more jobs and more wealth for Americans in America.

Subbing for Arnold Schwarzenegger at one speaking appearance is easy compared with the life ahead for you young leaders of the FFA. You will have to become the Schwarzeneggers of a tough global marketplace. You'll need training, discipline, creativity, and alert minds to seize new ideas and opportunities.

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Hogwash -
cow manure

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ok
over CEA
Treasury

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humor

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ok with NSC

proper words politically

we don't want people to starve to death.

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OF COURSE, I'D LIKE
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IT SEEMS MY
ASSISTANT FRED
MCCURE SWITCHED
THE PLACECARDS.
FRED, DID YOU LIKE
HOW I WAS WORKING AT THE
WHITE HOUSE?



Market Sensitive Information

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THE WHITE HOUSE

WASHINGTON

6630, 2800

November 8, 1991

MEMORANDUM FOR TONY SNOW

FROM:

GARY BLUMENTHAL *GB*

SUBJECT:

President's Speech to FFA on November 13

This memo constitutes my comments due at 10:00am today on the draft FFA speech. First, I am attaching previously submitted material for use in the speech. I believe the thrust of the speech should focus on agriculture and should be cognizant of the fact that the immediate audience is young people -- but 40 million rural Americans will receive it through the media. Additional and specific comments include:

1) Note comments written on the attached draft circulated on November 7.

2) I appreciate a reference to Schwarzenegger and a paragraph on physical exercise, but the President has a broader agenda than Arnold and I wouldn't want the Democrats to claim his answer for a domestic policy agenda is more pushups!

→ 3) America 2000 is good but should not be the dominant theme of this speech. I can understand a strong segment on it, perhaps, but not two pages. I would drop the city versus rural fight. Just to bore you I am also attaching material I submitted earlier to a National FFA Task Force on education. You will see that I stressed that the future of American agriculture depends upon a stronger inclusion of math, science and business into agricultural education. I challenged them to establish a New American School of Agriculture, or to develop an agricultural curriculum for New American Schools across the country. We of course should check this with DoEd before the President makes such a challenge. Regardless, my outline should help you present America 2000 in a manner more specific to the needs of the agricultural community.

← 4) I speak to the ABA Agriculture Conference in Kansas City on November 17 and think the Administration's banking reform proposal is great. But I don't think this is the audience unless it is set up better than it is in the circulated draft. Rural banks oppose reform because they fear big interstate banks will take them over. Rural Americans will oppose deregulation because they fear interstate banks will eliminate the customer service they receive from a locally owned bank. I would set the subject

up by pointing out that on average, small rural banks are in a better capital position than are larger city banks and that the small rural banks should look to mergers with each other to compete against city banks. This will ultimately enable them to be personal, but also provide expanded services to their rural customers.

✓ 5) We need to have a passage on the Soviet Union which says they have been a large traditional customer for U.S. agriculture and we must now help them in this transition which will ultimately make them a better trading partner for the U.S. Internal economic growth and stability will make them larger and more regular importers. But do not tell farmers that the Soviets will no longer purchase unprocessed grains. The Soviet Union was the largest importer of U.S. feedgrains in FY 1990, and this years' reduction accounts for the bulk of the decrease in exports for U.S. producers. I need a place marker in this section -- let's discuss.

credit
announcement
X 6) The issues bunched into one paragraph on page six should be expanded to produce a positive, forward-looking speech. The attached talking points provide numerous examples of new food and non-food uses; almost one full page on the biofuels initiative; and more than one page on bioproducts and biomaterials. These young people need to hear about new technologies, and to get excited about the future of agriculture, as do their elders. This fits perfectly with the President's State of the Union message that "we are the nation that can shape the future."

7) Finally, the circulated draft has the underlying tone of a lecture. I would like it to be more inspirational. More than 24,000 people will attend this conference, and the speech will be transmitted via satellite to classrooms and homes across the nation. This will be the President's largest audience in some time, creating a golden opportunity for an uplifting speech; one that people will talk about well after he departs. A lecture is not that memorable.

As you can tell, I feel very strongly about this speech. This is a critical time for the agriculture community. Further, each constituency wants to feel that the President is talking to them. This may be particularly true for rural Americans, who feel distant from people who work in the city, sit behind a desk and wear a tie. They wonder what we do all day. We need to show them that the President knows what they do, and that he knows what is important to them.

→ Thank you for incorporating my comments. Please call me if you require additional information. As this speech will undergo significant revisions, I would like to review your next draft.

Good
Good!

(Duggan/Simon)
November 6, 1991
Draft Three
FFA

01 NOV 6 P6:50

PRESIDENTIAL REMARKS: FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991

Mark Timm

[Acknowledgments, including FFA officers, and of course former FFA national secretary Fred McClure]

It gives me a surge of hope to be with so many thousands of bright and motivated young people. It's another reminder that America has the best kids in the whole world. \\ I want to salute the FFA for bringing so many of you together to exchange ideas and forge friendships that will brighten our country for many years to come. \\

I also want to send my warmest greetings to members of the National Association of Farm Broadcasters, who also are meeting in Kansas City this week. The free and robust flow of information and opinions is absolutely vital to the great success of American agriculture. Now and then I get to catch up with farm market news when I'm listening on the radio to my favorite music -- country music. I call country music my "window on the real world" -- and sometimes when I'm on the road and tuned to a real country station, I get the latest prices of barrows and gilts in between songs. \\

((That's an awfully gracious welcome for a last-minute stand-in. Most of you signed up to come here believing the keynote speaker would be Arnold Schwarzenegger. Well, I suppose

if he didn't cancel an engagement now and then, we wouldn't call him "the terminator." \\))

((Arnold has agreed to fill in for me at the next White House news conference. I can't wait to see the kind and gentle way he handles some of those hostile questions. \\))

((Arnold couldn't be here because he's at work filming another movie. Next year, I intend to make a sequel of my own. \\ We're going to call it "Term 2." \\ \\)) → *brilliant*

I know that Arnold does not take lightly his being unable to be with you today. You know him as an athlete and actor. He's also a very creative businessman -- and a citizen who takes public service seriously. He is doing an outstanding job as Chairman of the President's Council on Physical Fitness.

I won't lead you through the workout Arnold had planned for you, but I do want to impress upon you the essence of his message: Get going with good exercise and fitness habits now, while you're young -- and don't ever give them up. \\

Each one of you is already a leader in your school, and among your peers. I don't want any of you to fall short of a single thing you dream of. That is why I hope you will equip yourself with the physical stamina that comes from exercise. Cultivating "a sound mind in a sound body" is key to good health, long life, and performance at your best for the many responsibilities you will face in your families and your careers. \\ ((If any of you ever have baled hay, you know what I'm talking about. \\))

In the decades to come, as you follow your dreams and lead others as I know you're destined to do, I would like your special help in pursuing two national goals.

First, I'd like you to work for excellence in American education. If you attend school in a rural community, there is a good chance your school enjoys the strong involvement of parents and places a high value on responsibility and achievement. That would place you among the lucky ones.

In too many of our schools -- especially in big cities -- education isn't happening anymore. The system has broken down. High schools are giving diplomas to kids who can't read or write. Drug use and violence are raging out of control. And all the while the taxpayers' burden for public schools has skyrocketed.

Please don't misunderstand. My point isn't to flatter "country" wholesomeness in contrast with "big city" vice. Big cities -- including poor inner-city neighborhoods -- do have some schools that excel in teaching reading and writing, and science and math, and manners and civics. Each of these success stories somehow breaks the mold. Some are public schools, others are private or parochial schools. But each has in common the intense involvement of parents, a commitment to discipline and traditional educational values, and a large degree of freedom from bureaucratic control.

Our "America 2000" reforms aim to show communities how to develop schools that work. A key to this is giving parents real financial choice whether to send their children to private,

parochial or public schools. Another key is our invitation to parents, educators, businessmen, and civic leaders to reinvent American schools -- to replace institutions that fail to work with new schools empowered with freedom and flexibility and innovative strategies.

Here's where you come in: It's up to you and your generation to make this happen. This is a long-term mission you will inherit as business and government leaders in your counties, cities and states. I've put forward a strategy for reforming our schools, and I hope to see as much as possible accomplished during my presidency. But before this vision can become a full reality, I foresee years of political trench warfare -- pitting reformers against dug-in interest groups.

The road to reforming American education is going to take plenty of patience and grit -- and those are exactly the virtues that FFA represents. I am very pleased that the National FFA Organization's plans for its future leadership in agricultural education mesh so well with our America 2000 philosophy.

The second goal I'd like you to pursue is keeping America competitive. We need to keep opportunity alive in this country. Federal taxes are lower, flatter and fairer than they were a decade ago, but they still tend too much to reward debt and punish saving and investment. That's why we are long overdue for a capital gains tax cut. In the farming and agribusiness communities, I'm sure you can appreciate how a capital gains tax cut would improve property values. But more than that, it would

be a boost for investment and jobs in every sector and every industry in the nation.

We need to take the shackles off our banks and financial services companies. Do you want to start out in business or farming with outmoded banking laws that won't allow American firms to compete on equal terms with the Japanese and Europeans?

We must seize new opportunities and tackle new challenges in world trade. In the GATT talks we're now engaged in what I hope will be final battle against the "Fortress Europe" agricultural protectionism of the European Community. As many of you know, I met (face to face with the EC leaders last week in the Netherlands) -- and I made it plain that American farmers and agribusiness stand for free and fair trade. We want to complete a good GATT deal that opens more markets for American exports and launches a booming new generation of trade -- but I'd rather have no agreement than a bad agreement.

We're ^{on} ~~well on our way~~ toward ^{achieving} ~~completing~~ an excellent bargain for free trade ^{Am. jobs by our efforts.} with Mexico and Canada. The North American Free Trade Area will present your generation some exciting challenges. So will the free-market transformation of the former Soviet empire: Freedom and ^{logical market-based} ~~normal~~ incentives are going to make the "breadbaskets" of Russia and Ukraine productive again. Instead of being customers for unprocessed grains, the Russians and East Europeans of the future are going to seek quality and variety in American food and fiber products.

*World's...
purpose is...
check this
next wd
at critical
10+ now*

FFA. You will have to become the Schwarzeneggers of a tough global marketplace. You'll need training, discipline, creativity, and alert minds to seize new ideas and opportunities.

Your country is counting on you -- I'm counting on you -- to find new uses for non-traditional crops. We're looking to you to create attractive new products, including clean fuels. We want you to outfox our competitors with your marketing skills and to work tirelessly for better quality. We expect you to draw on rural America's tradition of conservation and lead all Americans to be more careful stewards of our natural resources.

Is this a tall order? Sure it is. But looking at you, I know you'll achieve everything we expect of you, and more.

Thank you, and may God bless each of you.

#

WHITE HOUSE STAFFING MEMORANDUM

91 NOV 7 P3:35

DATE: 11/06/91 ACTION/CONCURRENCE/COMMENT DUE BY: 11:00 a.m. Friday 11/08

SUBJECT: PRESIDENTIAL REMARKS: FFA CONVENTION/KANSAS CITY, MO/ WED. NOV. 13th
(11/06 draft three)

	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 checked="" 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 type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	McBRIDE	<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"/>	BOSKIN	<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 provide any comments to Tony Snow no later than 11:00 a.m. on Friday, 11/08, with a copy to this office. Thanks.

RESPONSE:

Ok - a few thoughts
BR/CR

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

(Duggan/Simon)
November 6, 1991
Draft Three
FFA

01 NOV 6 P6:50

PRESIDENTIAL REMARKS:


FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991

[Acknowledgments, including FFA officers, and of course former FFA national secretary Fred McClure]

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Too
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Each one of you is already a leader in your school, and among your peers. I don't want any of you to fall short of a single thing you dream of. That is why I hope you will equip yourself with the physical stamina that comes from exercise. Cultivating "a sound mind in a sound body" is key to good health, long life, and performance at your best for the many responsibilities you will face in your families and your careers.

Those of you who \\ ((~~If any of you ever~~ have baled hay, ~~you~~ know what I'm talking about. \\))

In the decades to come, as you follow your dreams and lead others as I know you're destined to do, I would like your special help in pursuing two national goals.

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In too many of our schools -- especially in big cities -- education ~~isn't happening anymore~~ ^{working.} The system has broken down. High schools are giving diplomas to kids who can't read or write. Drug use and violence are raging out of control. And all the while the taxpayers' burden for public schools has skyrocketed.

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The road to reforming American education is going to take plenty of patience and grit -- and those are exactly the virtues that FFA represents. I am very pleased that the National FFA Organization's plans for its future leadership in agricultural education mesh so well with our America 2000 philosophy.

The second goal I'd like you to pursue is keeping America competitive. We need to keep opportunity alive in this country. Federal taxes are lower, flatter and fairer than they were a decade ago, but they still tend ~~too much~~ to reward debt and punish saving and investment. That's why we are long overdue for a capital gains tax cut. In the farming and agribusiness communities, I'm sure you can appreciate how a capital gains tax cut would improve property values. But more than that, it would

be a boost for investment and jobs in every sector and every industry in the nation.

We need to take the shackles off our banks and financial services companies. Do you want to start out in business or farming with outmoded banking laws that won't allow American firms to compete on equal terms with the Japanese and Europeans? *Of course you don't.*

We must seize new opportunities and tackle new challenges in world trade. In the GATT talks we're now engaged in what I hope will be final battle against the "Fortress Europe" agricultural protectionism of the European Community. As many of you know, I met face to face with the EC leaders last week in the Netherlands -- and I made it plain that American farmers and agribusiness stand for free and fair trade. We want to complete a good GATT deal that opens more markets for American exports and launches a booming new generation of trade -- but I'd rather have no agreement than a bad agreement.

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FFA. You will have to become the Schwarzeneggers of a tough global marketplace. You'll need training, discipline, creativity, and alert minds to seize new ideas and opportunities.

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Thank you, and may God bless each of you.

#

ok
too
much
now

Boskin's
changes

pg 6

(Duggan/Simon)
November 6, 1991
Draft Three
FFA

31 NOV 6 P6:50

PRESIDENTIAL REMARKS:

FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991

[Acknowledgments, including FFA officers, and of course former FFA national secretary Fred McClure]

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#

✓ took comments

WHITE HOUSE STAFFING MEMORANDUM

91 NOV 8 48:06

DATE: 11/06/91 ACTION/CONCURRENCE/COMMENT DUE BY: 11:00 a.m. Friday 11/08

SUBJECT: PRESIDENTIAL REMARKS: FFA CONVENTION/KANSAS CITY, MO/ WED. NOV. 13th (11/06 draft three)

	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 checked="" 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 type="checkbox"/>	<input type="checkbox"/>	SMITH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	McBRIDE	<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"/>	BOSKIN	<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 provide any comments to Tony Snow no later than 11:00 a.m. on Friday, 11/08, with a copy to this office. Thanks.

RESPONSE:

November 7, 1991

MEMORANDUM FOR TONY SNOW

The NSC staff concurs with the presidential remarks as amended.

[Signature]
Brent Scowcroft

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

cc: Phillip D. Brady

(Duggan/Simon)
November 6, 1991
Draft Three
FFA

01 NOV 6 P6:50

PRESIDENTIAL REMARKS: FFA CONVENTION
KANSAS CITY, MISSOURI
WEDNESDAY, NOVEMBER 13, 1991

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In too many of our schools -- especially in big cities -- education isn't happening anymore. The system has broken down. High schools are giving diplomas to kids who can't read or write. Drug use and violence are raging out of control. And all the while the taxpayers' burden for public schools has skyrocketed.

Please don't misunderstand. My point isn't to flatter "country" wholesomeness in contrast with "big city" vice. Big cities -- including poor inner-city neighborhoods -- do have some schools that excel in teaching reading and writing, and science and math, and manners and civics. Each of these success stories somehow breaks the mold. Some are public schools, others are private or parochial schools. But each has in common the intense involvement of parents, a commitment to discipline and traditional educational values, and a large degree of freedom from bureaucratic control.

Our "America 2000" reforms aim to show communities how to develop schools that work. A key to this is giving parents real financial choice whether to send their children to private,

parochial or public schools. Another key is our invitation to parents, educators, businessmen, and civic leaders to reinvent American schools -- to replace institutions that fail to work with new schools empowered with freedom and flexibility and innovative strategies.

Here's where you come in: It's up to you and your generation to make this happen. This is a long-term mission you will inherit as business and government leaders in your counties, cities and states. I've put forward a strategy for reforming our schools, and I hope to see as much as possible accomplished during my presidency. But before this vision can become a full reality, I foresee years of political trench warfare -- pitting reformers against dug-in interest groups.

The road to reforming American education is going to take plenty of patience and grit -- and those are exactly the virtues that FFA represents. I am very pleased that the National FFA Organization's plans for its future leadership in agricultural education mesh so well with our America 2000 philosophy.

The second goal I'd like you to pursue is keeping America competitive. We need to keep opportunity alive in this country. Federal taxes are lower, flatter and fairer than they were a decade ago, but they still tend too much to reward debt and punish saving and investment. That's why we are long overdue for a capital gains tax cut. In the farming and agribusiness communities, I'm sure you can appreciate how a capital gains tax cut would improve property values. But more than that, it would

be a boost for investment and jobs in every sector and every industry in the nation.

We need to take the shackles off our banks and financial services companies. Do you want to start out in business or farming with outmoded banking laws that won't allow American firms to compete on equal terms with the Japanese and Europeans?

We must seize new opportunities and tackle new challenges in world trade. In the GATT talks we're now engaged in what I hope will be final battle against the "~~Fortress Europe~~" agricultural protectionism ^{around the world} ~~of the European Community~~. As many of you know, I met face to face with the EC leaders last week in the Netherlands -- and I made it plain that American farmers and agribusiness stand for free and fair trade. We want to complete a good GATT deal that opens more markets for American exports and launches a booming new generation of trade. ~~-- but I'd rather have no agreement than a bad agreement.~~

We're well on our way toward completing an excellent bargain for free trade with Mexico and Canada. The North American Free Trade Area will present your generation some exciting challenges. So will the free-market transformation of the former Soviet empire: Freedom and normal incentives are going to make the "breadbaskets" of Russia and Ukraine productive again. Instead of being customers for unprocessed grains, the Russians and East Europeans of the future are going to seek quality and variety in American food and fiber products.

FFA. You will have to become the Schwarzeneggers of a tough global marketplace. You'll need training, discipline, creativity, and alert minds to seize new ideas and opportunities.

Your country is counting on you -- I'm counting on you -- to find new uses for non-traditional crops. We're looking to you to create attractive new products, including clean fuels. We want you to outfox our competitors with your marketing skills and to work tirelessly for better quality. We expect you to draw on rural America's tradition of conservation and lead all Americans to be more careful stewards of our natural resources.

Is this a tall order? Sure it is. But looking at you, I know you'll achieve everything we expect of you, and more.

Thank you, and may God bless each of you.

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